



CURRICULUM VITAE OF Dr ANNA ZARKADA

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PERSONAL DETAILS

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FORMAL EDUCATION

- 1996** **Doctor of Philosophy in Marketing**
University: Queensland University of Technology (QUT), Brisbane – Australia.
- **Thesis Title:** “*Tendering Ethics: A Study of Collusive Tendering from a Marketing Ethics Perspective*”.
- 1998** **Supervisor:** Martin Skitmore.
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- 1992** **Master of Science (by research) in International Marketing**
University: The University of Manchester, Manchester – UK.
- **Thesis Title:** “*An Investigation into the Marketing Orientation of UK Construction Firms towards the Russian Market*”.
- 1993** **Supervisor:** Nigel Holden.
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- 1983** **Bachelor of Science (B.Sc. Hons I) in Business Administration, with a Marketing major**
- **University:** The Athens University of Economics and Business (AUEB) - Department of
1988 Business Administration - Athens - Greece.
-
- 1983** **Teaching English as a Second Language (TESOL) Certificate**
The Ministry of Education, Athens - Greece.
- **Certificate of Proficiency in Translation** From and Into Greek
- 1984** **University:** Cambridge University, Cambridge – UK.
Grade: Excellent (A).
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SCHOLARSHIPS

-
- 1996 **Queensland University of Technology** (Ph.D. scholarship, tuition and fees).
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- 1995 **Royal Melbourne Institute of Technology** (Ph.D. scholarship, tuition and fees).
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- 1992 European Commission Technical Assistance Scheme to the CIS and CEEEs –
– **European Comission** (Research bursary from the joint UMIST, UK and Limptu
1993 Institute of St Petersburg, Russia).
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LANGUAGES

- ❖ English Greek (bilingual)
- ❖ French (1st Certificate level)
- ❖ Italian (conversational)
- ❖ Japanese (approximately 500 characters)

CONTINUOUS PROFESSIONAL DEVELOPMENT

FACULTY DEVELOPMENT PROGRAMS

-
- 2001 **Griffith University**, Brisbane – Australia
- o Research Higher Degree Supervision
- 2002 o Research Training and Funding
- o Flexible and Distance Learning & Construction of Teaching Websites
-
- 2000 **Thunderbird School of Global Management**, Phoenix & Sedona, Arizona, USA
“Faculty Development in International Business Program”. Teaching Methodology and student research project supervision
- o International Marketing
 - o Export Management
-

- 1997 **Queensland University of Technology (QUT)**, Brisbane – Australia
Credit towards the Graduate Diploma in Higher Education»
- o Teaching at University
- 1998 o Equity and Diversity in the Classroom
- o The Role of Assessment in Higher Education
 - o Teaching Large Classes
 - o Recruitment and Selection in Higher Education: Policies and Strategies
-

SEMINARS

- 2005 **EU – Greek Ministry of Employment and Social Protection**
- o Train the Continuous Professional Development Trainer
- 2007 o IT Skills Development (Word, Excel, PowerPoint, internet)
- o Accounting and Bookkeeping Software; Taxation Law
-

- 2001 **LearnTel Pty Ltd**, Noosa, Queensland - Australia
- o Technology Options for Education and Training
 - o Promotion of Educational Services
-

- 1991 **Greek Exports Promotion Organisation – Institute of Export Studies**
Export Marketing for SMEs
-

IT

Research software	<ul style="list-style-type: none">○ Bibliography Management (EndNote)○ Statistical Package (SPSS)○ Qualitative Data Analysis (NVivo)
Educational Software	<ul style="list-style-type: none">○ E-Learning Management (Moodle, Blackboard, EditLive)○ Interactive multimedia Design○ On-line testing software
Commercial Applications	<ul style="list-style-type: none">○ ERP for Educational Organisations (Argus ERP)○ E-mail account management (plesk)○ Web-site Development (web builder)

OTHERS SKILLS AND INTERESTS

- ❖ Free-hand and architectural Drawing
- ❖ Literature (short story competition winner)
- ❖ Opera, Theatre
- ❖ Social and Developmental psychology
- ❖ Philosophy and Semiotics

PROFESSIONAL AND EDUCATIONAL EXPERIENCE

2009 - present	Assistant Professor in Marketing <u>Athens University of Economics and Business, Department of Business Administration, Athens</u>
2008 - present	Instructor in Business Communications and Marketing <u>Piraeus Technological Institute, School of Management and Economics, Department of Accounting, Aigaleo - Greece</u>
2008 - 2009	Instructor in Marketing <u>Athens University of Economics and Business, Department of Marketing and Communication, Athens</u>
2008 - 2009	Instructor in Marketing and Research Methods <u>Teesside Business School, Athens</u>
2004 - 2009	Director of Academic Affairs and Planning & Business Development Manager <u>Manola Educational Group, Athens - Greece</u> <ul style="list-style-type: none">○ Program Leader in the Business Administration and Train the Trainers areas○ Selection, training supervision and evaluation of trainers of all disciplines○ Group Marketing.○ Preparation of tenders and supervision of the implementation of EU funded CPD projects
2000 - 2005	Senior Lecturer* (Academic Level C) <u>School of International Business and Asian Studies, Griffith University (GU), Brisbane – Australia</u> I was offered accelerated tenure for outstanding performance across all areas of academic achievement after one year of service.

*In the Australian public education system Academic positions are as follows Associate Lecturer, Lecturer, Senior Lecturer (terminal grade), Associate Professor, and Professor. Three consecutive annual reviews of 'satisfactory' performance in the areas of research, teaching, service to the university and academia and community service are usually required for tenure.

1998 - 2000	<p>Lecturer (Level B) <u>School of Marketing and International Business, Queensland University of Technology (QUT), Brisbane – Australia</u> I was promoted on personal merit after the first annual performance review.</p>
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1996 - 1998	<p>Associate Lecturer (Level A) <u>School of Marketing and International Business, Queensland University of Technology (QUT), Brisbane – Australia</u> I was unanimously elected and offered a three year contract automatically renewable for another three years instead of the usual two year contract.</p>
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1993 - 1995	<p>Cross-Cultural Communications Instructor and Program Leader <u>Japanese Foreign Ministry Training Institute (Gaimusho Kenkyujo), Tokyo - Japan</u> The Institute is dedicated to the preparation of Japanese diplomats prior to their overseas posting. All trainees are postgraduate degree holders and fluent in the language of the country they are being prepared to serve in. I taught Greek culture, etiquette, trade negotiation techniques and business communications to cultural and trade attachés.</p>
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1992 - 1993	<p>Tutor and Guest Lecturer in International Marketing and Marketing Research (part-time) and Manchester St. Petersburg Construction Management Project Officer <u>Manchester School of Management, University of Manchester (UMIST), Manchester – UK</u> The Department of Building Engineering and the Manchester School of Management had a joint venture with the LIMTU Institute in St. Petersburg under the European Commission Technical Assistance Scheme to the CIS and CEEs to develop marketing and management skills to executives of the newly privatized Russian construction companies.</p>
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1990 - 1992	<p>Marketing Manager <u>IO Systems SA, (computer software and systems designers) Athens - Greece.</u> Reporting to the CEO, I had full responsibility for Marketing and Public Relations activities as well as Exports Promotion.</p>
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1988 - 1990	<p>Market Analyst <u>Federal Mogul World Trade Inc., (multinational automotive parts manufacturer and distributor, HQ in Michigan - USA) - Elefsis - Greece.</u> Reporting to the U.S. Marketing Department Head I held responsibilities for Marketing Research and Sales Promotion for the Middle and Near East and after 1989 I was responsible for the supervision of Analysts and Area Managers.</p>
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RESEARCH ACTIVITIES

INTERNATIONAL MARKETING

- The role of marketing and customer orientation, market research and political risk assessment in foreign B2B market entry
- The effect of national identity and consumer ethnocentrism on consumer behaviour (country of origin effect)
- Theory of national stereotypes (fusing classical social psychology and post-modern semiotics)
- The importance of cultural awareness in B2B sales negotiations and marketing of tourist destinations
- Factors affecting negotiation strategy development

MARKETING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

- Tendering Ethics
- B2B sales negotiations ethics in international markets
- CSR – measurement, antecedents and consequences

MANAGEMENT AND HUMAN RESOURCE MANAGEMENT

- Corporate reputation – its role in developing stakeholder relationships
- Measurement of cultural awareness required for effective management
- Managerial performance measurement (360° evaluation)

RESEARCH AND EDUCATION

- R&D in the construction industry
- Distance learning in university level business administration programs
- Business ethics training in undergraduate engineering programs

COUNTRIES of interest:

- Australia
- Greece
- UK
- USA
- Japan
- Indonesia
- Russia
- Singapore
- Turkey

SECTORS of interest

- Retailing
- Manufacturing
- Construction
- Tourism
- B2C e-commerce

CURRENT RESEARCH PROJECTS

- Services Pricing
- Services Branding
- Personal Branding
- Teen Marketing
- Ethical Consumerism

AWARDS, DISTINCTIONS AND FUNDING

AWARDS AND DISTINCTIONS

Literati Club Award for Excellence for the best article published in the *International Journal of Retail and Distribution Management* Vol 28 (2000). Awarded in 2001.

Best conference paper award *Australia and New Zealand International Business Academy Second Annual Conference* (ANZIBA 1999).

Outstanding conference paper *American Marketing Association Marketing Exchange Colloquium* (AMA 1998)

QUT Faculty of Business Writer in Residence Award –six months off teaching and administration to encourage publication of high-quality research (1999)

RESEARCH PROJECT FUNDING

- 2001 Project title: *Firm country of origin, corporate citizenship and consumer characteristics influencing consumer support for foreign owned*
– Collaborators: Dr Campbell Fraser και Prof Drew Nesdale.
Funding: Griffith University Competitive Research Development Grant and Overseas
- 2003 Research and Study Leave
Project title: *Antecedents and Benefits of Corporate Citizenship*
- 1998 Collaborators: Dr Isabelle Maignan (France), Prof O.C. Ferrell (USA) and Dr Fatma Kuskü
– (Turkey)
Funding: Queensland University of Technology (Research Initiatives Competitive Grant)
- 1999 και Istanbul Technical University (Overseas Study Leave)
Project title: *Marketing of Construction Services in Australia*
- 1997 Funding: Research Concentration in Design and Construction Studies

FUNDING FOR THE DEVELOPMENT OF TEACHING MATERIAL

- 1999 Project title: *Design and Compilation of Electronic Data Base of References for International Business Students and Researchers*
Funding: Queensland International Business Research Concentration
- 2002 Project title: GEOVISION – web-based data base of International Business Resources
Funding: Griffith University Teaching and Learning Committee

OTHER INTERNATIONAL ACADEMIC ACTIVITIES

ACADEMIC AND PROFESSIONAL BODY MEMBERSHIP

- ❖ Academy of Marketing Science (Fellow AMS)
- ❖ Academy of International Business (AIB)
- ❖ Australia New Zealand International Business Academy (ANZIBA Member and QUT Representative to the Education Committee).
- ❖ Australian Marketing Institute (Fellow AMI)
- ❖ Greek Chamber of Economist (Meeber OEE)
- ❖ Australia – New Zealand Marketing Academy (ANZMAC Member)
- ❖ Manchester – Tokyo Association of UMIST Alumni (founding member)
- ❖ UMIST Alumni
- ❖ Certified Adult Educator (Greek Ministry of Employment)

REFEREED JOURNAL REVIEWER

- ❖ Journal of International Marketing
- ❖ Journal of Business and Industrial Marketing
- ❖ Journal of Business Ethics
- ❖ Construction Management and Economics

INTERNATIONAL REFEREED CONFERENCE REVIEWER

- ❖ Academy of Marketing Science
- ❖ Academy of International Business
- ❖ Academy of Management
- ❖ International Federation of Scholarly Associations of Management (IFSAM)
- ❖ International Association for Business and Society
- ❖ Australia and New Zealand Marketing Academy
- ❖ Australia and New Zealand International Business Academy
- ❖ Australia and New Zealand Academy of Management
- ❖ Transcending Boundaries: Integrating People, Processes and Systems Conference

SCIENTIFIC COMMITTEE MEMBERSHIP

- ❖ Track Co-Chair for the Not-for Profit and Social Marketing Track of the annual Academy of Marketing Science - AMS 2000 Conference in Montreal, Canada
- ❖ Chair of the Carolyn Dexter Award for the 2002 International Federation of Scholarly Associations of Management Conference, Gold Coast, Australia.
- ❖ Member of the Scientific Committee for the International Association for Business and Society - IABS 2000 Conference in Vermont, USA.

ACADEMIC ADVISOR TO INTERNATIONAL PUBLISHERS

- ❖ E&FN Spon - Taylor & Francis - UK
- ❖ Arnold – UK
- ❖ McGraw-Hill – Irwin – Australia
- ❖ John Wiley & Sons- Australia

TEACHING ACTIVITIES

IN UNIVERSITIES

COURSE <i>University</i>	LEVEL
<i>Marketing</i>	
Introduction to Marketing <i>Athens University of Economics and Business</i> <i>Teesside Business School</i> <i>Piraeus Technological Institute</i>	B.Sc M.Sc., MBA
Strategic Marketing Management <i>Queensland University of Technology</i> <i>Teesside Business School</i> <i>University of Kentucky</i> <i>Piraeus Technological Institute</i>	B.Sc. M.Sc., MBA
Services Marketing <i>Athens University of Economics and Business</i>	B.Sc
Consumer Behaviour and Decision Making <i>Harokopion University</i>	M.Sc.
Introduction to Marketing and International Business I & II <i>Queensland University of Technology</i>	B.Sc.
International Marketing <i>Queensland University of Technology,</i> <i>Griffith University,</i> <i>University of Manchester</i> <i>Athens University of Economics and Business</i>	B.Sc., M.Sc., MBA
International Marketing Research <i>University of Manchester</i>	M.Sc.
Global Marketing <i>Griffith University</i>	MBA
Economics of Construction / Marketing for Engineers <i>Queensland University of Technology – School of Construction Management and Property</i>	M.Eng, B.Sc
Advertising Management <i>Athens University of Economics and Business</i>	M.Sc.
<i>Communication</i>	
Business Communications <i>Piraeus Technological Institute</i>	Diploma

COURSE <i>University</i>	Level
Cross-Cultural Communication and Negotiation <i>Queensland University of Technology</i>	B.Sc
Management	
Principles of Management <i>Queensland University of Technology</i>	B.Eng.
Human Resource Management <i>Queensland University of Technology – School of Construction Management and Property</i>	B.Eng.
Cross-Cultural Management <i>Queensland University of Technology</i>	B.Sc.
Business Ethics <i>Queensland University of Technology</i>	B.Sc.
International Business	
International Business Ethics <i>Queensland University of Technology, Griffith University</i>	B.Sc.
European Business Development / Contemporary Business in Europe <i>Queensland University of Technology</i>	B.Sc., MBA
Asian Business Development <i>Queensland University of Technology</i>	B.Sc.
Specialised Seminars	
Research Methods <i>Queensland University of Technology Teesside Business School</i>	M.Sc., M.Phil., Ph.D
Management Training for Community Volunteers <i>Griffith University – School of Management</i>	NGO Executives and Managers
Globalisation Forum <i>Queensland University of Technology – Faculty of Business</i>	Senior Public Service Managers

POST-SECONDARY VOCATIONAL TRAINING INSTITUTES

- ❖ Marketing,
- ❖ Business English,
- ❖ Public Relations,
- ❖ Human Resource Management,
- ❖ Secretarial Skills

IN-HOUSE EXECUTIVE TRAINING, SEMINARS FOR UNEMPLOYED PEOPLE AND CONTINUOUS PROFESSIONAL DEVELOPMENT PROGRAMS

Marketing

- ❖ Principles of Marketing
- ❖ Strategic e-commerce
- ❖ Internet and Direct Marketing
- ❖ Sales Skills Development
- ❖ Promotion of biological farm products
- ❖ Marketing Ethics

Communication

- ❖ Business Communications (part of Language training for new migrants)
- ❖ Quality issues in service provision – Complaints management
- ❖ Tourism advertising and electronic promotion of tourism services

Management

- ❖ Introduction to Business Administration
- ❖ Strategic Management
- ❖ Introduction to Quality Management Systems
- ❖ Secretarial Skills
- ❖ Entrepreneurship
- ❖ Business Planning
- ❖ Change Management for Army Officers
- ❖ Quality Management for senior Civil Servants
- ❖ Public Sector Ethics

Personal Development Courses

- ❖ Introduction to studying at University
- ❖ Job search skills
- ❖ Time Management
- ❖ Work Stress Management

RESEARCH DEGREES SUPERVISION AND EXAMINATION

<i>Role</i>	<i>Projects and Level</i>
Principal Supervisor	Doctorates (PhD)
	○ Guillon, Patrick <i>A Study of Intercultural Competence in the Context of Vietnam</i> Queensland University of Technology (2000)
	○ Insch, Andrea <i>The Effects of Marketing Organisation on the Delivery of Added Value: A Historical Comparison of Australia's Beef and Chicken Meat Marketing</i>

Role**Projects and Level**

Systems Griffith University (2006)

- Punteva, Petya *An Analysis of the Structure of Corporate Reputation: Implications for Potential Consumers, Employees, Investors and Local Communities* Griffith University (2007)
-

Masters (M.Sc./MBA)

- Papakonstantinou, Smaro, *The role marketing plays in the education of teens on nutrition issues*, Charokopeian University (2010)
 - Kousidis, Panagiotis, *A Study Of The Evolution Of The E-Consumer*, Teesside Business School (2010)
 - Neti, Anna, *The Effect Of Retail Store Location On Branding Strategy Effectiveness*, Teesside Business School (2010)
 - Demetrakakis, Chrysoula, *Consumer Behaviour Towards Men's Skincare Products In The Greek Market*, Teesside Business School (2009)
 - Manos, Alexandros, *Marketing of Biological Food Products*, Teesside Business School (2009)
 - Maramenou, Marialena, *Conspicuous Consumption In Times Of Economic Recession*, Teesside Business School (2009)
 - Skarmoutsos, Petros, *Marketing of Restaurants In Semi-Rural Cities*, Teesside Business School (2010)
-

Honours Dissertations

- Insch, Andrea *The Development of a Measure of Environmental Citizenship for the Australian Energy and Minerals Resources Sector* School of Marketing and International Business Queensland University of Technology (1999) Graded externally as 1st Class Honours and was offered PhD Scholarship
- Sinclair, Kiri *The Role of Overseas Chinese Business Associations in Australia* School of Marketing and International Business Queensland University of Technology (1999) Graded externally as Honours 2A
- Glasson Fiona *The Role of the Individual in the Development of Buyer – Seller Relationships in International Business* School of Marketing and International Business Queensland University of Technology (1999) Graded externally as Honours 2A
- Woodhall, Torstein *Internationalisation Means and Motives of Australian Construction Contractors* School of Construction Management and Property Queensland University of Technology (1997) Graded internally as 95% .

Double Degree Final Year Project (Law and International Business)

- Ingram Joana Griffith University (2001)
 - Wiliamson Nathan Griffith University (2001)
-

Doctorates (PhD & DBA)

- Rivers, Cheryl Janet, *Ethical Decision Making in Negotiation: A Sino-Australian Study of the Influence of Culture* Queensland University of Technology (2003)
 - Bennet, Ken, *Determinants of Queensland SMEs Export Success: An Analysis of Case studies of Nominees and Winners of the Premier of Queensland Awards for Export* Griffith University
 - Wanasawage, Kasarnsak *The Role of Affective ('guanxi' network values) and Pragmatic Considerations in the Internationalisation of Overseas Chinese Businesses in the Thai and Australian Construction Industry* Griffith University
 - Crews, Julie *Factors Affecting Ethical Leadership in the Context of Directors General in the Public Sector of Western Australia* Curtin University (2004)
-

**Associate
Supervisor /
Advisor**

Doctorates (PhD)

- Noordin, Fauziah *Individualism – Collectivism in Organisational Career Commitment: A Study of Managers in Australia and Malaysia* Queensland University of Technology (1999)
- Schuter, Melanie *The Effect of Power and Resource Allocation on HRM Department Effectiveness* Queensland University of Technology (1999)
- Robson Sally *Choice of Foreign Market Entry Mode: The Case of Australian Manufacturing Firms Entering the European Union* Queensland University of Technology (1999)

Masters (M.Sc./MBA)

- Papakonstantinou, Christos *A Study of the Antecedents and Entry Strategies of MVOs in the Greek Telecommunications Market* Athens University of Economics and Business (2010)
- Babalioutas, Ioannis *Management of Greek Microelectronics Firms in the New Economy* Athens University of Economics and Business (2010)
- Ginis, Panagiotis, *Factors Affecting Industrial Buyers' Banking Services Satisfaction* Athens University of Economics and Business (2009)
- Mantzourani, Artemis, *Evaluation of Promotional Strategies and Communications Strategies of Pharmaceuticals in Greece* Athens University of Economics and Business (2009)
- Dimaki, Marilena, *Franchise Development Strategies: The Case of Mobile Telecommunications Service Providers in Greece* Athens University of Economics and Business (2009)
- Terzoudi, Martha, *Consumer Behaviour towards Passenger Cars in Greece* Athens University of Economics and Business (2009)
- Michailidis, Anastasios, *Design and Development of New Telecommunication Services in Greece* Athens University of Economics and Business (2009)

Honours Dissertations

- Verhoeff, Michael *Examining the Hierarchical Nature of Informational Cues in the Context of Quality Evaluations* Queensland University of Technology (1998)
- Reffold, Andrew *A Comparison of Negotiation Styles in Hong Kong and the PRC* Griffith University (2000)

Double Degree Final Year Project (Law and International Business)

- Ingram Joana Griffith University (2001)
- Wiliamson Nathan Griffith University (2001)

DESIGN AND DEVELOPMENT OF TEACHING MULTIMEDIA

2007	<u>Project Title:</u> Museum Shop Merchandising Strategies (CD-ROM) <u>Funding:</u> EU/Greek Ministry of Employment
2006	<u>Project Title:</u> E-learning platform for the Train the CPD Trainer Program <u>Funding:</u> EU/Greek Ministry of Employment
2005	<u>Project Title:</u> Hotel Marketing (CD-ROM) <u>Funding:</u> EU/Greek Ministry of Economic Development
2002	<u>Project Title:</u> GEOVISION – Search Engine for Teaching and Research in International Business <u>Funding:</u> Griffith University Teaching and Learning Committee (Επιτροπή Εκπαίδευσης του Πανεπιστημίου Griffith)
1999	<u>Project Title:</u> <i>Design and Compilation of Electronic Data Base of Research Resources for International Business Students and Researchers</i> <u>Funding:</u> Queensland International Business Research Concentration

TEACHING PERFORMANCE EVALUATIONS

Quantitative Data

The following are the results of distribution of questionnaires to random groups of students each semester, organized and executed by the Teaching and Learning Division . Student participation is voluntary and anonymous. The table below summarizes the answers to the question:

“All things considered, I found this lecturer effective”.

On the following scale:

1= **strongly agree**
2= **agree**

3= **uncertain**

4= **disagree**
5= **strongly disagree**

Course Title (* post-graduate courses)	S e m e s t e r	Year	N	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	School Mean
Queensland University of Technology										
Marketing for Engineers *	2	1996	50	80	20	0	0	0	1,20	2,40
Marketing and International Business	1	1997	32	57	34	9	0	0	1,53	2,99
Contemporary Business in Europe	2	1997	27	70	30	0	0	0	1,30	2,67
Cross cultural Communication & Negotiation	2	1997	30	70	27	3	0	0	1,33	
Marketing and International Business	2	1997	87	60	37	3	0	0	1,44	
Contemporary Business in Europe	2	1998	36	78	22	0	0	0	1,22	3,05
Cross cultural Communication & Negotiation	2	1998	44	77	23	0	0	0	1,23	
Business Ethics	1	2000	174	87	13	0	0	0	1,13	2,13

Course Title (* post-graduate courses)	S e m e s t e r	Year	N	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)	Mean	School Mean
Griffith University										
Global Marketing *	1	2001	13	46	46	8	0	0	1,60	2,00
International Marketing	1	2001	50	34	56	10	0	0	1,70	
Global Marketing *	1	2002	23	74	22	4	0	0	1,30	3,36
International Marketing (seminars)	2	2002	23	52	39	0	9	0	1,70	2,30
International Marketing (lectures)	2	2002	101	33	48	10	7	3	2,00	
SUM/Mean			690	62,92	32,08	3,62	1,23	0,23	1,44	2,61
N = Number of students participating in the review process										

Qualitative Data

On the teaching evaluation questionnaires there is space for unguided comments by the students. The QUT Learning and Teaching Division Secretariat reports the ones deemed as representative in terms of being repeated by at least 5 students across a minimum of two courses. The reports are organized following the guidelines of the 2000 Staff Performance Review Committee. The Criteria are:

1. Attitude to teaching
2. Teaching skills and class management
3. Class content and teaching materials

1. Attitude to teaching

- ◆ Appears very committed to the advancement of the learning of the students.
- ◆ Very supportive and helpful to students having difficulties.
- ◆ I was very impressed by the way she made herself open to students in terms of questions, criticisms, help.
- ◆ Always friendly and caring about your work.
- ◆ Good rapport with students.
- ◆ Makes learning more enjoyable and meaningful.
- ◆ Anna is fair - if you do the work she rewards.
- ◆ Interested in using student feedback to improve teaching.

2. Teaching skills and class management

- ◆ Very, very organised. Presents unit material in a way that is clear and precise.
- ◆ Very professional and to the point.
- ◆ Class knows exactly what needs to be done
- ◆ Encourages students to read widely.
- ◆ Adds life to the subject and makes it more enjoyable.
- ◆ Friendly group atmosphere.
- ◆ Helps students to feel comfortable about discussions.
- ◆ Poses questions to make us think about wider issues.
- ◆ Very, very good: Knowledge, professionalism, attitude.

3. Class content and teaching materials

- ◆ Lectures are well structured.

- ◆ She also showed continuity from lecture to lecture.
- ◆ Current issues incorporated very well.
- ◆ The lecture notes are well structured and easy to understand.
- ◆ Works well to make sure students understand the important concepts.
- ◆ Uses excellent overheads. Sufficient content in lectures.
- ◆ Excellent! Nothing more to say.

Unedited Comments

Griffith University teaching evaluation forms provide open space for whatever comments students wish to make. These are here presented verbatim.

Global Marketing (Postgraduate course, Winter 2001, all students were middle and senior managers)

- ◆ Could have had a few more lectures
- ◆ Excellent knowledge and experience in this field. Use of real examples contributed positively to my understanding.
- ◆ Good presentation style
- ◆ Focussed more on the practical rather than the theory which is what a business lecturer should do.
- ◆ Was refreshing to get a European perspective on business.
- ◆ Was readily available for consultation
- ◆ Anna is an excellent lecturer and draws insights from people very effectively.
- ◆ Sometimes lectures become uninteresting when you do not involve the class. Delivery of lectures is fine with balance participation interaction. It was a pleasure attending your lectures.

International Marketing (undergraduate course, Winter 2001)

- ◆ She was very helpful with information
- ◆ She's excellent
- ◆ She was very helpful in our team's time of need
- ◆ Lecturer enthusiastic about the topic and material discussed. Managed to transfer enthusiasm to students. Very effective.
- ◆ A great entertaining and effective lecturer.
- ◆ The lecturer is very effective in her presentation of subject matter – the powerpoint and overheads make understanding easier.
- ◆ Anna involved the students in her lectures and therefore I was able to learn in an interesting and enjoyable way.
- ◆ One of the best lecturers I have had. Keeps subject interesting, keeps lecture interesting.
- ◆ The lectures were always interesting, the fact that she didn't use too many slides made the lectures more enjoyable. I feel that I always took something practical away from the lectures.
- ◆ Good style, enjoyable. Liked the anecdotes and the interaction.
- ◆ Anna is probably the best lecturer I've ever had (and I've had over 3 years' experience and over 20 lecturers to compare with). The girl rocks.

Global Marketing (Postgraduate course, Winter 2002, answers to the question *What are this staff member's strengths in teaching?*)

- ◆ Clear, motivational, creative, good visual aids, interactive assistance through web, constant evaluation and feedback, enthusiastic.
- ◆ A practical approach to theoretical issues

- ◆ Enthusiastic and knowledgeable
- ◆ Very professional & with broad knowledge. Teaching with enthusiasm.
- ◆ Being able to communicate effectively through all forms of communication skills.
- ◆ Very broad knowledge of subject. Practical in approach to theory and application of theory. Brings global experience to the subject
- ◆ Knowledge, personality, attitude, approachability.
- ◆ I wish there were more like her!
- ◆ Enthusiasm with subject.
- ◆ Clear, well-knowledge and organising
- ◆ Enthusiastic, willing and eager to help and ensure understanding.
- ◆ Exceptional understanding of subject.
- ◆ Ease of presentation style, communication with diverse group.
- ◆ All class material is well presented and clearly explained. Discussion of topics is interesting and informative and this often results in an extension of learning.
- ◆ Interesting informative lectures, great way of presentation!
- ◆ Knowledge of theory and practice. Sense of humour. Sensitivity. Presentation style. Everything really.
- ◆ Simply the best.

UNIVERSITY MANAGEMENT EXPERIENCE

UNIVERSITY LEVEL

- ❖ Academic Staff Performance Planning and Review Reference Group (QUT)
 - ❖ Women in Higher Education Focus Group (QUT)
 - ❖ Griffith University Representative on the PACIBER (Asia Pacific Centre for International Business Education and Research) Steering Committee
-

FACULTY LEVEL

- ❖ Faculty Academic Board, the Faculty of Business governing body (QUT – School of Marketing and International Business elected representative)
 - ❖ Faculty Research and Development Committee (QUT – School of Marketing and International Business Dean appointed representative)
 - ❖ Faculty Research Degrees Committee (QUT)
 - ❖ Economics Major within the Bachelor of Business (BS56) Review Task Force
 - ❖ Academic Staff Performance Planning and Review Committee (Griffith University)
-

SCHOOL LEVEL

- ❖ Marketing and Management Program Leader (Griffith University)
 - ❖ Teaching and Learning Committee (Griffith University – President)
 - ❖ Open and Distance Learning Committee (Griffith University – President)
 - ❖ Research and Higher Degrees Committee (Griffith University)
 - ❖ School Committee – the Head of School advisory board (Griffith University)
 - ❖ School web-site development committee (Griffith University – President)
 - ❖ Overseas Marketing Committee (Griffith University – cross-cultural communication advisor)
 - ❖ Staff Selection and Performance Evaluation Committees (Griffith University)
-

CONSULTANCY PROJECTS

PRIVATE SECTOR - INTERNATIONALLY

Foreign market entry and development strategies for the following corporations

- ❖ Sony (Japan)
- ❖ Pioneer (Japan)
- ❖ Ryobi (Japan)
- ❖ Nikon (Japan)
- ❖ Casio (Japan)
- ❖ Sanyo (Japan)
- ❖ Leighton Contractors (Australia)
- ❖ Baulderstone Hornibrook Contractors - Bilfinger Berger Joint Venture (Australia and UK).

Design and evaluation of cross-cultural communication campaigns for the following corporations

- ❖ Nexxus Communications (Germany and Japan)
- ❖ The Rowland Co (Australia)

PRIVATE SECTOR - GREECE

Market Research and B2B marketing strategies for

- ❖ SQLearn Ltd (e-learning systems development)
- ❖ Redsharp Solutions (specialist software developers and business support services)
- ❖ Invicta (cosmetics importer and distributor)

PUBLIC SECTOR - AUSTRALIA

- ❖ **Queensland Public Works Department** - *International Tenderers' Evaluation Systems*
- ❖ **Commonwealth Department of Education, Employment and Workplace Relations** - *Cross-Cultural Issues in the Federal Government Job Network Communications Campaign*
- ❖ **Queensland Department of Primary Industries** - *Cross-Cultural Issues in the Fire Ants Crisis Management Program*
- ❖ **Queensland University of Technology School of Construction Management and Property** - *Marketing and Communications Strategy*
- ❖ **Griffith School of Management** - *Image of the Logan Campus*
- ❖ **Griffith University** - *Assessment of Flexible Learning Practices*
- ❖ **Redlandshire City Council** - *Economic and Social Profiling of the Redlands Area*
- ❖ **Logan City Council** - *Place of Residence as a Social Identity Category: A Study of Community Commitment in Logan City*

PUBLIC SECTOR - GREECE

Ministry of Health and Welfare

- ❖ *Communication strategy for the Athens 2004 Olympics crisis management system*
- ❖ *Evaluation of EU funded research and continuous professional development programs*
- ❖ *Design of collusion prevention mechanisms for the new hospital procurement system*

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1. Kusku, F. and A. Zarkada-Fraser, *Corporate Citizenship Practices of Australian and Turkish Firms*. British Journal of Management, 2004. **15**(1): p. 57-72.
2. Zarkada-Fraser, A. and C. Fraser, *Investigating the effectiveness of managers through an analysis of stakeholder perceptions*. Journal of Management Development, 2003. **22**(9): p. 762-783.
3. Zarkada-Fraser, A., C. Fraser, and A. Insch, *An assessment of Indonesia's country risk by Australian manufacturers*. Journal of Asia-Pacific Business, 2002. **4**(1): p. 3-31.
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13. Ray, R.S., et al., *Ethics in tendering: A survey of Australian opinion and practice*. Construction Management and Economics, 1999. **17**(2): p. 139-153.

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14. Zarkada-Fraser, A. and C. Fraser, *Australian manufacturers' perceptions of Indonesia as a host for direct foreign investment*, in *Asia-Pacific Issues in International Business*, S. McGaughey, B. Purcell, and S. Gray, Editors. 2001, Edward Elgar: Cheltenham and Northampton, MA. p. 151-168.

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16. Fraser, C. and A. Zarkada-Fraser, *Cultural differences in HCI and telepresence - A comparison of e-commerce buying behaviour in Greek and Anglo-Australian women*, in *Advances in Human Computer Interaction I*, N. Avouris and N. Fakotakis, Editors. 2001, Typorama: Patras-Greece. p. 327-333.
17. Zarkada-Fraser, A., R.M. Skitmore, and G. Runeson, *Construction management students' perceptions of ethics in tendering*, in *Building Education and Research*, J. Yang and W.-L. Chang, Editors. 1998, E&FN Spon: London. p. 80-89.

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19. Zarkada, Anna (2009), "Brand Equity Revisited: An Institutional Theory Approach to Airline Customer Support," in *2nd International Conference: Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences (Q.M.E.A.S.)* ed. Christos c. Frangos, Athens, Greece: Department of Business Administration, Technological Educational Institute of Athens.
20. Puncheva, P.Y. and A. Zarkada-Fraser. *Structure of corporate reputation in purchasing and investing decision contexts*. in *34th European Marketing Academy Conference*. 2005. Milan, Italy.
21. Puncheva, P.Y. and A. Zarkada-Fraser. *The effect of corporate reputation dimensions on the decision to become a stakeholder in a firm*. in *18th Australia New Zealand Academy of Management Conference*. 2004. Dunedin, New Zealand.
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33. Fraser, C. and A. Zarkada-Fraser. *Flexible learning in business education: Is the use of technology changing the meaning and function of the university campus?* in *Technology in Higher Education Teaching*. 2000. Samos, Greece.
34. Fraser, C. and A. Zarkada-Fraser. *Research and development in the Japanese construction industry.* in *Transcending Boundaries: Integrating People, Processes and Systems*. 2000. Brisbane: Griffith University.
35. Zarkada-Fraser, A., F. Kusku, and C. Fraser. *Can corporate citizenship measures be culturally transferable?* in *Australia and New Zealand International Business Academy Second Annual Conference (ANZIBA99)*. 1999. Sydney.
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38. Zarkada-Fraser, A. and C. Fraser. *A cross-cultural analysis of the marketing related elements of retail store managers' performance.* in *Australia New Zealand Marketing Academy (ANZMAC 99)*. 1999. Sydney.
39. Zarkada-Fraser, A. and C. Fraser. *Australian manufacturers' perceptions of Indonesia as a host for direct investment.* in *Australia and New Zealand International Business Academy Second Annual Conference (ANZIBA99)*. 1999. Sydney.
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42. Fraser, C. and A. Zarkada-Fraser. *The development of industry-specific non-results based managerial performance indices: A study of Australian and Singaporean retail managers*. in *Association of International Business South East Asian Region (AIB-SEAR) Conference*. 1999. Melbourne.
43. Zarkada-Fraser, A. and T. Woodhall. *Internationalisation motives of Australian contractors*. in *Australia - New Zealand International Business Academy Inaugural Conference*. 1998. Melbourne.
44. Zarkada-Fraser, A., R.M. Skitmore, and G. Runeson. *Construction management students' perceptions of ethics in tendering*. in *The CIB (International Council for Building Research Studies and Documentation) W89 International Conference*. 1998. Brisbane.
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- Developing a Culture of Innovation through Effective Information Management
- A Review of Public Sector Clients' Methods of Evaluating the Financial Capabilities of Tenderers for Construction Contracts
- The role of Ethnic Identity on Societal Values and Moral Evaluations: A comparison of Greek, Australian and Greek-Australian Business People
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CITATIONS LIST

Based on a Google. Scholar search

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"Anna Zarkada:bus,eng,soc" 15 October 2010.

Papers:19,Citations:164,Years:18,Cites/year:9.11,Cites/paper:8.63,Cites/author:93.08,

Papers/author:12.08, Authors/paper:1.84/2.0/2,

h-index:8, g-index:12, hc-index:4, hI-index:3.76, hI-norm:6, AWCR:17.28,

AW-index:4.16,AWCRpA:9.65,e-index:7.48,hm-index:6.25

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1. Rego, A., et al., (2010) How the Perceptions of Five Dimensions of Corporate Citizenship and Their Inter-Inconsistencies Predict Affective Commitment. *Journal of Business Ethics*, 94(1), 107-127.
2. Özen, Ş. and F. Küskü, (2009) *Corporate Environmental Citizenship Variation in Developing Countries: An Institutional Framework*. *Journal of Business Ethics*. 89(2), 297-313.
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6. Kuskü, Fatma (2006) From necessity to responsibility: evidence for corporate environmental citizenship activities from a developing country perspective *Corporate Social Responsibility and Environmental Management* 14(2) 74-87

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11. Truscott, R.A., (2007) *Corporate Social Responsibility as an Emerging Industry in Australia: the 'State of Play'*., PhD Thesis Queensland University of Technology, Brisbane, QLD Australia

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12. Amaeshi, Kenneth M. Adi, Bongo C., Ogbechie, Chris and Amao Olufemi O. (2007) *Corporate Social Responsibility (CSR) in Nigeria : western mimicry or indigenous practices* Nottingham, International Center for Corporate Social Responsibility
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14. Rego, Arménio, Leal, Susana, Pina e Cunha, Miguel and Faria, Jorge (2007) *How Employees' Perceptions of Corporate Citizenship Predict their Organizational Commitment* Paper G/n 4/2007 Universidade de Aveiro
15. Truscott, Rachael A. (2007) *Corporate Social Responsibility as an Emerging Industry in Australia: the 'State of Play'* Working Paper, University of New South Wales.

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41. Babichenko, Jekaterina (2006) Psychic distance effects for Russian market: Estonian and Western Experience *Baltic Journal of Management* 1(2), 213 - 226
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44. Brennan, R., L. Canning, and R. McDowell, *Business-to-Business Marketing*. 2007: Sage. 384.

45. Hyder, A.S. and D. Abraha, *Strategic Alliances in Eastern and Central Europe*. International Business and Management, ed. P. Ghauri. 2003, Amsterdam: Pergamon - Emerald Group Publishing. 277.

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52. Medina Brito, M.P., (2006) *!Los equipos multiculturales en la empresa multinacional: un modelo explicativo de sus resultados.*, Universidad de Las Palmas de Gran Canaria: Las Palmas.
53. Agndal, Henrik (2007) *Current trends in business negotiation research: An overview of articles published 1996-2005* Stockholm, Stockholm School of Economics, SSE/EFI Working Paper Series in Business Administration, No 2007:003

Contribution to Teaching

Taught in the Universitat Politècnica de Catalunya and required reading in the following courses «Negotiation», Staffordshire University and «Negotiation Management», Vienna School of Economics and Business Administration.

Store patronage prediction for foreign owned supermarkets

International Journal of Retail and Distribution Management, 2002. 30(6): p. 282-299.

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- Responsible Companies: Evidence from Russia and Bulgaria. *Journal of Business Ethics*, 93(4), 583-605
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«This is the first truly international book on the subject of culture and climate in organizational behaviour. It has enormous breadth in terms of content, contributions and balance. (...) **The reputation of the Editors, Associate Editors and contributors is both stellar and international.** Let this book be the definitive work in the area.»

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