



Academic Personnel Short Profile / Short CV

University:	Neapolis University Pafos
Surname:	Peitzika
Name:	Eirini
Rank/Position:	Visiting Lecturer
Faculty:	School of Economics, Administration and Computer Science
Department:	Department of Economics and Business
Scientific Domain: *	Marketing

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
PhD in Marketing	2010	Athens University of Economics and Business	Marketing and Communication	Examining the product life cycle as a strategic tool in marketing decision-making for fast moving consumer goods in Greece
MBA (Master in Business Administration)	2002	Athens University of Economics and Business	Marketing and Communication	Trade Shows as a marketing tool in Greek industry
B.Sc Marketing	1999	Athens University of Economics and Business	Marketing and Communication	



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Employment history in Academic Institutions/Research Centers – List by the three (3) most recent

Period of employment		Employer	Location	Position
From	To			
10/2016	today	Hellenic Open University	Greece	Collaborating Academic Staff
02/2019	09/2021	University of West Attica	Greece	Adjunct Lecturer
02/2020	09/2020	University of Piraeus	Greece	Adjunct Lecturer

Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2025	Resource Gains from Reverse Mentoring: Unpacking Millennial Motivation and Expression in the Workplace	Chatzi, S., Peitzika, E. and Panagiotakis, I.	11th International Conference on Business and Economics of the Hellenic Open University		
2	2025	Benefits and Perils of SMEs' Digital Transformation in Marketing.	Niros, M., Peitzika, E. , Niros, A. & Kelali, P.	In: Zarkada, A. (eds) Empowering Digital Transformation. GMA-GAMMA 2025. Springer Proceedings in Business and Economics. Springer		
3	2024	Enhancing brand loyalty: a relationship marketing perspective within the context of contractual services	Chatzi, S., Peitzika, E. , & Konsolaki, G.	<i>Journal of Relationship Marketing (accepted)</i>		1
4	2022	Psychological and formal employment contracts, workplace attitudes and employees' turnover intentions: Causal and boundary inferences in the hotel industry.	Manolopoulos, D., Peitzika, E. , Mamakou, X.J. and Myloni, M.	<i>Journal of Hospitality and Tourism Management</i>	51	2

5	2020	Service Quality Expectations in the Fitness Center Context: A Validation of the Expectations Component of the SERVQUAL Scale in Greece.	Peitzika, E. , Chatzi, S. and Kissa, D.	<i>Services Marketing Quarterly</i>	41 (2)	3
6	2019	Social Media adoption among small and medium-sized Greek hotels: A survey about its antecedents and its impact on performance outcomes.	Spita, M., Peitzika, E. and Chatzi, S.	<i>International Journal of Decision Sciences, Risk and Management</i>	9 (1/2)	4
7	2023	Exploring the linkage between destination image, place attachment and tourists' destination loyalty: The mediating role of satisfaction	Chatzi, S., Peitzika, E. and Telliadis, I.	9 th International Conference on Business and Economics	29-30 September 2023, Athens, Greece	5
8	2021	Facilitating frontline hotel employee's extra-role service behaviors: the impact of employees' perceptions towards employer promises fulfillment and the moderating role of the frequency of interaction with customers	Peitzika, E. , Chatzi, S. and Manolopoulos, D.	7 th International Conference on Business and Economics	7-8 May 2021, Athens, Greece	6
9	2021	Managing employee retention in the Greek Army Special Forces: explaining the relationship between job	Chatzi, S., Tsoukas, K and Peitzika, E.	7 th International Conference on Business and Economics	7-8 May 2021, Athens	7



		characteristics, work-family conflict, work engagement, organizational commitment and turnover intentions			, Greece	
10	2019	Hotel Employees' Turnover Intentions and Work-related Attitudes from a Psychological Contract Perspective: The Moderating Role of Contract Type	Manolopoulos, D., Peitzika, E. and Kapnias, I.	International Business' 10th International Annual Conference in International Business (Best Paper Award του 10th International Conference in International Business (ICIB)).	23-26 May 2019, Thessaloniki, Greece	8



Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1	2006-2008	Biofuel production and marketing chain in Greece to incentivize tobacco farmers to cultivate energy plants	National Agricultural Research Foundation	Research team member
2	2003	A study of the penetration of e-commerce practices in large Greek companies through interviews with senior IT executives	Economic University of Athens	Research team member

**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*



**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Awarded by:
1	2019	Best Paper Award at the 10th International Conference in International Business (ICIB) for the paper "Hotel Employees' Turnover Intentions and Work-related Attitudes from a Psychological Contract Perspective: The Moderating Role of Contract Type"	10th International Conference in International Business (ICIB)), 23-26 May 2019, Thessaloniki, Greece, 2019
2	2006	2nd Prize in the 12th Annual Economía Student Contest for the individual Essay "The contribution of Greek Multinational Companies in the development of Greece"	Economía