

# Eva Goutzamani

(email:egoutz@aueb.gr)

## *Academic Qualifications:*

PhD Candidate (pending-thesis stage) at the Athens University of Business & Economics, Dept of Strategy and Entrepreneurship  
PhD Researcher in Business Strategy focusing on intangibles such as Organizational Identity and Corporate Reputation

S.I.Newhouse School of Public Communications,  
Syracuse University, USA (August 2000) M.A. public relations,  
corporate communications and strategy

National and Kappodistrian University of Athens, B.S. Mass Media  
and Communication (June 1999)

## *Academic Interests:*

Organizational Identity  
Corporate Reputation  
Corporate Image  
Organizational Brand/Branding  
Corporate Social Responsibility  
Corporate Governance & Business Ethics

## *Professional Service:*

**EBM Head of Corporate Communications & HR**  
**Reputation Lab Managing Partner**  
Centre for Sustainability & Excellence (CSE) *Strategy Consultant*  
*Stratego Consultant*  
Spin Communications *Consultant*  
Thesa S.A *Marketing Manager*  
2003 Athens Municipal Elections *Member of the team as Campaign coordinator*

*Reviewer* for the Academy of Management Conference review process  
Mass Media and Communication, Athens University *Visiting Lecturer*  
on communication strategies  
OPEN MBA *Co-editor* for the three special issues on identity,  
reputation, image, branding and csr  
DEBATE (Interreg IIIC North) *Institutional project coordinator* for the  
*development of the EU business advisor training and exchange*

## *Book Chapters:*

Goutzamani, E & Zyglidopoulos S. (2007) (in press)  
"Corporate Reputation and agenda setting theory: Readings of  
contemporary Greece" in Carroll C (ed). *Corporate Reputation & News  
Media Around the World*. London: Oxford University Press.

## *Reports and Press:*

Goutzamani, E. (September 2007) "Towards a model for assessing  
holistically corporate reputation" *Open MBA, Ta Nea*

Goutzamani, E. (in press) (October 2007) "Living the modus operandi of brands" *Open MBA, Ta Nea*

Goutzamani, E. (October, 2007) "Corporate reputation and the transparency paradigm" *Open MBA, Ta Nea*

Goutzamani, E. (October, 2007) "Eco-reputation: developing a corporate conscience" *Open MBA, Ta Nea*

Katsikis I.N., Goutzamani E & Papalexandris A. (September, 2007) "Corporate Identity and Image Homogeneity: A Semiotics Analysis of Hellenic Banks" *Open MBA, Ta Nea*

#### Conferences:

September 2010

Participation at the by-invitation only conference of corporate communications at the Notre Dame, Indianapolis where VPs from the biggest companies in the world gather to share strategy insights

October 2009

Participation at the by-invitation only conference of corporate communications at the Notre Dame, Indianapolis where VPs from the biggest companies in the world gather to share strategy insights

May 2008

Presentation and participation at the 12<sup>th</sup> International Reputation Institute Conference on Corporate Reputation, Brand, Identity and Competitiveness, Beijing, China

March 2008

Presentation and participation at the 10<sup>th</sup> International ICIG symposium, Brighton, UK

February 2008

Presentation and participation at the American Marketing Association Winter Educators' Conference, Austin, Texas, USA

September 2007

Presentation and participation at the 1st Biannual International Conference Strategic Developments in Services Marketing, University of the Aegean - University of Glasgow, Chios, Greece

August 2007

Presentation and participation at the 67th Annual Meeting Academy of Management Conference, Philadelphia, USA

July 2007

Presentation and participation at the 23<sup>rd</sup> EGOS Colloquium 2007, *Beyond Waltz – Dances of Individuals and Organization* Vienna University of Economics and Business Administration, Austria

May/June 2007

Presentation and participation at the 11<sup>th</sup> International Conference on Corporate reputation, brand, identity and Competitiveness, Oslo, Norway

March 2007

Presentation and participation at the 9<sup>th</sup> International ICIG symposium, Scotland, UK

**Languages:**

English (fluent)

Greek (fluent)

French (very good)

Italian (very good)

Spanish (very good)

**Associations:**

**Evolution Observatory** Member of the founding team for research projects & initiatives

**EBEN** Member of the Institute of Business Ethics

**CSE Think Tank** for the promotion of new ideas, through articles, surveys, conferences and other activities supporting the concept of sustainable development.

**Hobbies:**

Sports

Movies

Reading

Gastronomy & wine seminars