

CURRICULUM VITAE

Helen Efstratios Salavou

YEAR OF BIRTH: 1972
PLACE OF BIRTH: ATHENS
MARITAL STATUS: MARRIED WITH TWO CHILDREN
NATIONALITY: GREEK
e-mail: esalav@aueb.gr

1. CURRENT POSITION: Assistant Professor of Business Administration at the Department of Business Administration of the Athens University of Economics and Business (AUEB)

2. EDUCATION

- 1997 - 2002 Ph.D in Innovation, Department of Management and Technology, AUEB.
Title: "Exploring Product Innovativeness Determinants in SMEs".
- 1993 - 1995 Masters in Business Administration (full-time MBA), AUEB.
- 1989 - 1993 Bachelor in Business Administration, Department of Business Administration, AUEB.

3. TEACHING EXPERIENCE

IN ACAGEMIC INSTITUTIONS

- 2010 - AUEB, Business Administration Department. Course ERASMUS:
➤ Business Policy and Strategy
- 2010 - AUEB, MBA in Business Telecommunications. Course:
➤ Management and Leading Skills
- 2009 - AUEB, MSc in Management of Services (Part-time). Course:
➤ Entrepreneurship and Innovation
- 2009- AUEB, Department of Marketing and Communication. Undergraduate Course:
➤ Business Policy and Strategy (7th semester, co-teaching)
- 2009- AUEB, Department of Business Administration. Undergraduate Courses:
➤ General Principles of Management (2nd semester, co-teaching)
➤ Business Policy and Strategy (6th semester, co-teaching)
- 2003-2009 AUEB, Department of Accounting and Finance. Undergraduate Courses:
➤ Principles of Management (1st semester)
➤ Business Policy and Strategy (7th semester, co-teaching)
➤ Entrepreneurship (8th semester)
- 2006 - AUEB, MSc in Management of Services (Part-time). Course:
➤ Business Policy and Strategy
- 2007, Agricultural University of Athens. Undergraduate Course:
2006,2011 ➤ Entrepreneurship

IN NON-ACADEMIC INSTITUTIONS (SELECTIVE)

2007, 2004, 2002	<u>Program of Specialization in Business Administration for Pharmacists - APIVITA & Professional Education Centre (KEK) of the AUEB, Course:</u> <ul style="list-style-type: none">➤ Introduction in Business Administration –Human Resource Management (co-teaching).
2002 -	<u>Hellenic Management Association (EEDE): Athens, Patra, Crete, MBA. Course:</u> <ul style="list-style-type: none">➤ Business Policy and Strategy.
1999 - 2006	<u>Athens Graduate School of Management, Nottingham Business School, Full Time, Part Time and Executive MBA. Courses:</u> <ul style="list-style-type: none">➤ Strategic Management and Marketing,➤ Environment of the Manager,➤ Thinking and Managing Strategically,➤ Business Policy and Performance➤ Managerial Task➤ Competing for the Future.
1998 -	<u>KEK-AUEB. Subjects: Strategy, Management, Marketing, Innovation, SMEs and Training of Trainers.</u>
1998 - 2004	<u>KEK DIASTASI (Athens, Nafplion, Kranidi). Subjects: Management, Marketing, Innovation, SMEs, Training of Trainers, Organizational Transformation.</u>
1998 - 2001	<u>KEK EATA (Athens, Patra, Salonica). Subjects: Management, Marketing, Innovation.</u>

4. PUBLICATIONS

ACADEMIC JOURNALS

1. Halikias, J. and Salavou, H., Generic Business Strategies of Greek Exporting Firms, *European Journal of International Management* (forthcoming).
2. Voudouris, I., Dimitratos, P. and Salavou, H. "Entrepreneurial Learning and Growth in an International New High-Technology Venture", *International Small Business Journal* 2011, 29 (3): 238-258.
3. Salavou, H., "Strategy types of service firms: Evidence from Greece", *Management Decision* 2010, 48 (7): 1033-1047.
5. Salavou, H. and Halikias, J., "Strategy types of exporting firms: A view on the basis of competitive advantage", *European Business Review* 2009, 21 (2): 144-158.
4. Salavou, H. and Avlonitis, G., "Product innovativeness and performance: A focus on SMEs", *Management Decision* 2008, 46 (7): 969-985.
6. Avlonitis, G. and Salavou, H., "Entrepreneurial orientation of SMEs, product innovativeness and performance", *Journal of Business Research* 2007, 60 (5): 566-575.
7. Salavou, H., Dimitratos, P. and Voudouris, I., "Growth potential and entrepreneurial orientation profiles of SMEs in Greece", *Piccola Impresa / Small Business* 2006, 2: 79-91.
8. Salavou, H., "Do customer and technology orientations influence product innovativeness in SMEs? Some new evidence from Greece", *Journal of Marketing Management* 2005, 21 (3/4): 307-338.
9. Salavou, H., Baltas, G. and Lioukas, S., "Organizational innovation in SMEs: the importance of strategic orientation and competitive structure", *European Journal of Marketing* 2004, 38 (9/10): 1091-1112.
10. Salavou, H., "The concept of innovativeness: should we need to focus?", *European Journal of Innovation Management* 2004, 7 (1): 33-44.
11. Salavou, H. and Lioukas, S., "Radical product innovations in SMEs: The dominance of entrepreneurial orientation", *Creativity and Innovation Management* 2003, 12 (2): 94-108.
12. Salavou, H., "Profitability in market-oriented SMEs: does product innovation matter?",

CONFERENCES

1. Salavou, H., Deligianni, I. and Lioukas, S., "Examining Entrepreneurial Intentions of Greek Business Students". RENT XXVI – RESEARCH IN ENTREPRENEURSHIP AND SMALL BUSINESS, EIASM 2012, Lyon, France.
2. Salavou, H., "Strategy Types of Food Firms in Greece: Does strategic purity pay?". EBES 2011 Conference, Istanbul, Turkey.
3. Salavou, H. and Avlonitis G., "Product Innovativeness and Performance in SMEs". 35th EMAC 2006, Athens, Greece.
4. Salavou, H., Dimitratos, P. and Voudouris, I., "SMEs Growth and Entrepreneurial Orientation Profiles: Some New Evidence from Greece". RENT XIX – RESEARCH IN ENTREPRENEURSHIP AND SMALL BUSINESS, EIASM 2005, Napoli, Italy.
5. Voudouris, I., Dimitratos, P. and Salavou, H., "Strategic growth of a high-technology SME across geographic markets and industry sectors: A case study analysis". RENT XIX – RESEARCH IN ENTREPRENEURSHIP AND SMALL BUSINESS, EIASM 2005, Napoli, Italy.
6. Salavou, H. and Papastathopoulou, P., "Market orientation and business performance: the moderating role of product innovation". 30th EMAC 2001, Bergen, Norway.
7. Baltas, G. and Salavou, H., "An empirical investigation of the determinants of product innovation in small and medium sized firms" 29th EMAC 2000, Rotterdam, Holland.

BOOKS AND CHAPTERS IN BOOKS

1. Salavou, H. and Kyriakidou, O. 2010. Management: Business Functions, Rosili, Athens.
2. Dimitratos, P., Voudouris, I. and Salavou, H. 2007. Growth of a Greek International New Venture Across Geographic Markets and Industries, in Anxieties and Management Responses in International Business, Sinkovics, R. and Yamin, M. (eds.), UK: Palgrave MacMillan, 195-207.
3. Salavou, H. 2006. En route to Business Evolution: Queries Innovation, Change, Entrepreneurship and Transformation (in Greek). Athens, Greece: Kastaniotis Editions S.A.
4. Salavou, H. 2006. Exploring Product Innovativeness Determinants in SMEs, in Doctoral Studies in Management Science & Technology, Athens: Department of Management Science and Technology, Athens University of Economics and Business.
5. Voudouris, I., Salavou, H. and Lioukas, S. 2006. Outsourcing as an Opportunity in Entrepreneurship, in Matters of Entrepreneurship (in Greek), Athens University of Economics and Business, EPEAEK II, Category of Action 3.1.2.b., Athens.

5. WORKING EXPERIENCE

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| 2011 | <u>Research Centre of the AUEB</u> , Project "Education and Lifelong Learning", Action "Innovation and Entrepreneurship Unit". Participation as researcher. Title: "Entrepreneurial Intentions of students and graduates", European Community and National Resources. |
| 2007 | <u>Research Centre of the AUEB</u> , Project "JOINT-VENTURES OF RESEARCH AND TECHNOLOGICAL DEVELOPMENT IN SECTORS OF NATIONAL PRIORITY". Participation as researcher. Title: "Emerging Leadership Types (ANA.MORF.I)", General Secretariat for Research and Technology (GGET), Ministry of Development. |
| 2007 | <u>KEK/INE-GSEE</u> , Project EQUAL. Title: "Reinforcing very small firms to adjust through lifelong learning of entrepreneurial aspects", Participation as external consultant for preparing teaching material. |
| 2006 | <u>Research Centre of the AUEB</u> , Project "Positive Actions in favor of Women". Participation as researcher. Title: "Female education Juvenile Entrepreneurship, Goal of Equality (G.E.N.E.S.IS.)", EPEAEK II, Category of |

	Actions 4.1.1.st.
2004 - 2006	<u>Research Centre of the AUEB</u> , OPERATIONAL PROGRAMME COMPETITIVENESS. Participation as researcher. Title: "Leading Change and Business Transformation (KAEM)", General Secretariat for Research and Technology (GGET), Ministry of Development.
2004	<u>MOD S.A.</u> : Consulting Services for Determining a Representative Sample of Projects within the 3 rd Community Support Framework, in order to control their implementation status.
2004	<u>STET HELLAS</u> : Consulting Services for the Assessment of a Dealer.
2003 - 2004	<u>Research Centre of the AUEB</u> , INNOVATION AND ENTREPRENEURSHIP Project. Participation as researcher. Title: "Encouraging entrepreneurial activity and innovative applications", EPEAEK II, 3 RD COMMUNITY SUPPORT FRAMEWORK.
2003	<u>KEK DIASTASI</u> : Consulting services for managerial issues.
2001 - 2002	<u>MOD S.A.</u> : Consulting Services for the Diagnosis of Management and Infrastructure Needs of Final Beneficiaries in the 3 rd Community Support Framework.
1997 - 1999	<u>Research Centre of the AUEB</u> , PROSEGISIS Project. Participation in the design and implementation. Title: "Hellenic Innovation Management Techniques Initiative Project", Innovation Program, DG XIII, European Union-Commission.
1999	<u>CLOTEFI</u> : Consulting services for the implementation of innovation management techniques in SMEs.
1998	<u>BPM S.A.</u> : Consulting services for the implementation of innovation management techniques in SMEs.
1995 - 1997	<u>NIVER LINES S.A.</u> : Research on strategic issues related to new investments of the Group (full-time employee).

6. SUMMARY OF KEY EXPERIENCES AND SKILLS

- Holder of a 3-year scholarship for postgraduate and doctoral studies from the Greek National Scholarship Foundation (IKY).
- Member of the Economic Chamber of Greece.
- Registered Trainer (ID: 410310) of the National Accreditation Center for Continuing Vocational Training (EKEPIS).
- Familiar with statistical packages (i.e., EQS Structural Equations, SPSS) and software in Windows (i.e. EXCEL, WORD, POWERPOINT).
- Languages: Greek (native), English (Certificate of Proficiency in English, University of Cambridge), German (Kleines Deutsches Sprachdiplom, Goethe Institut)

References available upon request