

Name: Dr. Marilia Kountouridou

Job Title: Lecturer

Studies:

- 1) Ph.D. in Business Administration/Marketing – European University Cyprus
- 2) M.A Marketing and Advertising – University of Leeds
- 3) Bed. Bachelor in Primary Education – Frederick university

Work experience:

- **Scientific Collaborator in Marketing** - European University Cyprus
- **Lecturer in Business Administration/Marketing** – CDA College
- **Marketing Coordinator** – trade.io (financial sector)
- **Marketing and event coordinator** – powerhouse events and promotion (agency)
- **Marketing and public relation assistant** – M.S.P.S

Reviewer

- Iranian Journal of Management Studies
- Transnational marketing journal

Research:

- Kountouridou, M., Dino, D. (2022). The impact of a positive visualisation course in brand identity on freshmen students' perceptions of university brand image. *Iranian Journal of management studies*, 15(4), pp. 945-962.
- Kountouridou, M., Dino, D. (2022). Reconditioning the Freshman Gene: Can a “Positive Visualisation Course” Successfully modify Freshmen Students’ Perceptions of a University’s Brand Image? *Transnational marketing journal*.
- Kountouridou, M., Dino, D. (2022). A Grounded Theory Investigation of the Influence of a ‘Positive Visualisation Course’ in Brand Identity on First-year Students’ Perceptions. *Journal of Management and Marketing*.
- Kountouridou, M., Dino, D. (2020). Brand Building in Higher Education: A Grounded Theory Investigation of the Impact of “Positive Visualisation Courses Upon Brand Identity” ATINER: 19th. Annual International Conference on Marketing.
- Kountouridou, M., Dino, D. (2019). Brand building in higher education: A qualitative analysis of the impact of a “positive visualisation course in brand identity”. 1st Doctoral Colloquium- Cyprus Rectors Conference.
- Social entrepreneurship to battle youth social exclusion (S.E NEETs) – Co-funded by the Erasmus+ programme of the European Union.

Member in Councils:

N/A

Publications:

- Kountouridou, M., Dino, D. (2022). The impact of a positive visualisation course in brand identity on freshmen students' perceptions of university brand image. *Iranian Journal of management studies*, 15(4), pp. 945-962.
- Kountouridou, M., Dino, D. (2022). Reconditioning the Freshman Gene: Can a "Positive Visualisation Course" Successfully modify Freshmen Students' Perceptions of a University's Brand Image? *Transnational marketing journal*.
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- Kountouridou, M., Dino, D. (2020). Brand Building in Higher Education: A Grounded Theory Investigation of the Impact of "Positive Visualisation Courses Upon Brand Identity" ATINER: 19th. Annual International Conference on Marketing.
- Kountouridou, M., Dino, D. (2019). Brand building in higher education: A qualitative analysis of the impact of a "positive visualisation course in brand identity". 1st Doctoral Colloquium- Cyprus Rectors Conference.

International Recognition of Work & Awards:

N/A