

Spiros Gounaris
Professor
Marketing
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Qualifications

Doctor of Philosophy, Athens University of Economics & Business
Award Date: 1 Jan 1994

Master of Social Science, University of Strathclyde
Award Date: 1 Jan 1991

Bachelor of Social Science, Athens University of Economics & Business
Award Date: 1 Jan 1989

Employment

Professor

Marketing
University Of Strathclyde
United Kingdom
5 Jan 2012 → present

External Examiner

University of East Anglia
United Kingdom
1 Jan 2015 → present

External Examiner

University of Kent
United Kingdom
1 Jan 2013 → present

Research outputs

CXB2B: a multi-dimensional scale for customer experience in B2B services — Scale development and validation
Almoraish, A. & Gounaris, S., 16 May 2024, (Accepted/In press). 14 p.

A dynamic, relational approach to B2B customer experience: a customer-centric perspective from a longitudinal investigation
Gounaris, S. & Almoraish, A., 30 Apr 2024, In: Journal of Business Research. 177, 17 p., 114606.

Marketing in the Times of Digital Tech: A Virtue for the Reality or a Virtual Reality?
Gounaris, S., 27 Sept 2023.

Sales employees perception of work life balance and its importance to organisational performance
Mavroudis, M. & Gounaris, S., 23 May 2023. 1 p.

Unravelling the employee-based brand equity formation process
Chatzipanagiotou, K. C., Christodoulides, G., Gounaris, S. & Boukis, A., 19 May 2023. 4 p.

A contingency-based approach to the nexus between international strategic brand management and export performance
Pyper, K., Doherty, A. M., Gounaris, S. & Wilson, A., 30 Sept 2022, In: *Journal of Business Research*. 148, p. 472-488 17 p.

Pursuing alternative demand forecasting approaches in the tourism sector

Gounaris, S., 16 Feb 2021, *Strategic Innovative Marketing and Tourism in the COVID-19 Era: 9th ICSIMAT Conference 2020*. Kavoura, A., Havlovic, S. J. & Totskaya, N. (eds.). Switzerland: Springer, p. 1-9 9 p. (Springer Proceedings in Business & Economics).

Internal market orientation adoption and new service development (NSD): gearing up the internal performance of NSD teams

Gounaris, S., Boukis, A. & Chrysochoidis, G., 21 May 2020, In: *European Journal of Marketing*. 54, 7, p. 1641-1674 34 p.

Vesting B2B research with relevance and rigor through appropriate research questions and methods

Gounaris, S., 6 Apr 2020, In: *Journal of Business and Industrial Marketing*. 35, 4, p. 631-631 1 p.

Investigating international strategic brand management and export performance outcomes in the B2B context

Pyper, K., Doherty, A. M., Gounaris, S. & Wilson, A., 20 Jan 2020, In: *International Marketing Review*. 37, 1, p. 98-129 32 p.

Hospitality servicescape effects on customer-employee interactions: a multilevel study

Kaminakis, K., Karadinou, K., Koritos, C. & Gounaris, S., 30 Jun 2019, In: *Tourism Management*. 72, p. 130-144 15 p.

Internal market orientation adoption: why and how it is important for new service development

Chrysochoidis, G., Gounaris, S. & Boukis, A., 31 May 2018.

Analysing customer contact sequences of private customers during the pre- purchase phase for automobiles in Germany

Goebel, S. & Gounaris, S., 29 May 2018.

How does past and present customer experience explain the satisfaction with the supplier? A fuzzy set qualitative comparative approach

Almoraish, A. & Gounaris, S., 29 May 2018.

Internal market orientation determinants of employee brand enactment

Boukis, A., Gounaris, S. & Lings, I., 12 Oct 2017, In: *Journal of Services Marketing*. 31, 7, p. 690-703 14 p.

A Conceptual and Empirical Examination of Key Account Management Orientation and its Implications – The Role of Trust

Tzempelikos, N. & Gounaris, S., 2017, *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Campbell, C. L. (ed.). Cham: Springer Nature, p. 673-681 9 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Unfolding the recipes for conflict resolution during the new service development effort

Gounaris, S., Chatzipanagiotou, K., Boukis, A. & Perks, H., 31 Oct 2016, In: *Journal of Business Research*. 69, 10, p. 4042-4055 14 p.

Global branding in a B2B setting: investigating international brand management as driver of export performance

Pyper, K. L. & Gounaris, S., 5 Aug 2016, *2016 Summer AMA Conference Proceedings*. Chicago

Internal market orientation, the management of NSD multifunctional teams and implications for NSD project success

Boukis, A. & Gounaris, S., 14 Jun 2016. 2 p.

Applying a fuzzy set qualitative comparative analysis for conflict resolution during new service development

Boukis, A., Chatzipanagioti, K., Gounaris, S. & Kostopoulos, G., 21 May 2016. 1 p.

Sales Management

Gounaris, S., 29 Apr 2016, *The Marketing Book*. Baker, M. J. & Hart, S. (eds.). 7 ed. Abingdon, Oxon, p. 362-393 32 p.

Export to expand: a conceptual examination of branding as a deterministic parameter in export performance

Pyper, K. L., Gounaris, S. & Doherty, A. M., 7 Jul 2015, *Academy of Marketing (AM) 2015 Conference Proceedings*. Helensburgh, UK, 11 p.

Market and entrepreneurial orientation's effect on organisational performance through marketing capabilities

Gounaris, S. & Siampos, A., 7 Jul 2015, *Academy of Marketing (AM) 2015 Conference Proceedings*. Limerick, Ireland, 11 p.

Quo Vadis servicescapes research? A critical review and empirical investigation of an integrative conceptualisation

Koritots, C., Karadinou, K. & Gounaris, S., 31 May 2015, *Quo Vadis Servicescapes Research?*. Brussels, 8 p.

Linking key account management practices to performance outcomes

Tzempelikos, N. & Gounaris, S., 4 Mar 2015, (E-pub ahead of print) In: *Industrial Marketing Management*. 45, p. 22-34 13 p.

A comparison of marketing profiles between profitable and unprofitable Greek manufacturing firms

Avlonitis, G. J., Kouremenos, A. & Gounaris, S. P., 2015, *Proceedings of the 1993 World Marketing Congress*. Sirgy, M. J., Bahn, K. D. & Erem, T. (eds.). Springer Nature, p. 639-643 5 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Enhancing customer perceived service quality through IMO diffusion

Boukis, A., Gounaris, S., Kostopoulos, G. & Kaminakis, K., 2015, *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same*. Robinson Jr, L. (ed.). Springer Nature, p. 765-773 9 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Highlighting the role of servicescapes and organizational climate on employees' performance.

Kaminakis, K., Gounaris, S. & Boukis, A., 2015, *Marketing Dynamism & Sustainability: Things Change, Things Stay the Same*. Robinson, Jr, L. (ed.). Springer Nature, p. 755-764 10 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Key account management orientation and its impact on company's performance - an empirical study

Tzempelikos, N. & Gounaris, S., 7 Nov 2014, *The Sustainable Global Marketplace : Proceedings of the Academy of Marketing Science*. Dato-on, M. C. (ed.). Cham, Switzerland: Springer Nature, p. 44-47 4 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Some Preliminary Evidence for the Effect of Employee Satisfaction on Relational Switching Costs

Boukis, A. & Gounaris, S., 7 Nov 2014, *The Sustainable Global Marketplace: Proceedings of the 2011 Academy of Marketing Science (AMS) Annual Conference*. Dato-on, M. C. (ed.). Cham, Sitzerland: Springer Nature, p. 162-164 3 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Relational key account management: building a competitive advantage through structural reformations and relationship management skills

Gounaris, S. & Tzempelikos, N., 31 Oct 2014, In: *Industrial Marketing Management*. 43, 7, p. 1110-1123 24 p.

Perceived servicescapes: a configural view and implications for behavioural intentions

Koritots, C., Gounaris, S. & Karadinou, K., 3 Jun 2014.

Adopting a relationship marketing approach in retailing services context in order to explain consumers' intention to re-purchase PLBs: a Fuzzy Set Qualitative Comparative Analysis approach

Chatzipanagioti, K., Gounaris, S. & Pantouvakis, A., Jun 2014.

A multilevel investigation into the impact of servicescapes on the service encounter

Karantinou, K., Kaminakis, K. & Gounaris, S., Jun 2014.

Exploring effects of personal values on consumer evaluation of service quality: an empirical study

Pantouvakis, A., Gounaris, S. & Chatzipanagioti, K., Jun 2014, (Accepted/In press).

Implementing Key Account Management: key dimensions and outcomes

Gounaris, S., Tzempelikos, N. & Macdermott, M., Jun 2014.

An investigation of the effects of the service environment on employee-customer interactions

Karadinou, K., Gounaris, S., Koritos, C. & Kaminakis, K., May 2014.

How to reduce the negative impact of customer non-compliance: an empirical study

Kostopoulos, G., Gounaris, S. & Rizomyliotis, I., 2014, In: Journal of Strategic Marketing. 22, 6, p. 513-529 17 p.

Linking IMO with employees' fit with their environment and reciprocal behaviours towards the firm

Boukis, A. & Gounaris, S., 2014, In: Journal of Services Marketing. 28, 1, p. 10 - 21 12 p.

The role of employee job satisfaction in strengthening customer repurchase intentions

Gounaris, S. & Boukis, A., 5 Jul 2013, In: Journal of Services Marketing. 27, 4, p. 322-333 12 p.

Organizational practices reducing the negative impact of customer non-compliance: an empirical study

Kostopoulos, G., Gounaris, S. & Rizomyliotis, I., 4 Jun 2013.

Key account management orientation and its implications: a conceptual and empirical examination

Gounaris, S. & Tzempelikos, N., 21 Feb 2013, In: Journal of Business-to-Business Marketing. 20, 1, p. 33-50 18 p.

Approaching key account management from a long-term perspective

Tzempelikos, N. & Gounaris, S., 2013, In: Journal of Strategic Marketing. 21, 2, p. 179-198 20 p.

Introduction from co-guest editors

Tanyeri, M. & Gounaris, S., 16 Nov 2012, In: Managing Service Quality: An International Journal. 22, 6, p. 423-428 6 p.

Adoption of technologically-based innovations: the neglected role of bounded rationality

Gounaris, S. & Koritos, C., Sept 2012, In: Journal of Product Innovation Management. 29, 5, p. 821-838 18 p.

Μάρκετινγκ υπηρεσιών

Gounaris, S., Jan 2012, 2nd ed. Athens. 394 p.

Conceptualisation and empirical validation of key account management orientation

Tzempelikos, N. & Gounaris, S., 2012.

IMO diffusion, employee outcomes and perceived service quality

Boukis, A., Gounaris, S. & Kaminakis, K., 2012.

Service blueprinting effectiveness: drivers of success

Kostopoulos, G., Gounaris, S. & Boukis, A., 2012, In: Managing Service Quality. 22, 6, p. 580-591 11 p.

The importance of store manager's IMO for contact employees' extra-role performance

Konstantinos, L., Boukis, A., Gounaris, S. & Kaminakis, K., 2012.

The service elimination decision-making during the service life cycle: some pilot empirical evidence

Papastathopoulou, P., Gounaris, S. & Avlonitis, G., 2012, In: *European Journal of Marketing*. 46, 6, p. 844-874 31 p.

The effect of culture on internal marketing and the moderating effect of employee resistance to the internal marketing - employee satisfaction relationship

Gounaris, S. & Boukis, A., 18 Feb 2011.

Person–place congruency in the Internet Banking context

Gounaris, S., Koritos, C. & Vassilikopoulou, K., Oct 2010, In: *Journal of Business Research*. 63, 9-10, p. 943-949 7 p.

Measuring relationship marketing orientation as a higher order factor structure: evidence from b2b markets

Tzempelikos, N. & Gounaris, S., Jun 2010.

An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping

Gounaris, S., Dimitriadis, S. & Stathakopoulos, V., 2010, In: *Journal of Services Marketing*. 24, 2/3, p. 142-156 15 p.

Assessing the Diffusion of CRM systems among Greek B2B Users: The Diffusion and Use of CRM Systems in Greece

Gounaris, S., 2010

Effects of online store atmospheric qualities on consumer behavior: holistic vs. experimental approaches

Avlonitis, G., Gounaris, S. & Koritos, C., 2010, *AMA Winter Educators Conference 2010*. Chicago, Vol. 21. p. 91-92 2 p.

Internal-market orientation: a misconceived aspect of marketing theory

Gounaris, S., Vassilikopoulou, K. & Chatzipanagiotou, K. C., 2010, In: *European Journal of Marketing*. 44, 11/12, p. 1667-1699 3 p.

Key account management orientation and its implications: a conceptual and empirical examination

Tzempelikos, N. & Gounaris, S., 2009.

Person place congruency in online shopping contexts

Gounaris, S., Koritos, C. & Kostopoulos, G. G., 2009.

An empirical investigation of the path from service blueprinting formality to perceived service quality

Gounaris, S. & Kostopoulos, G., Oct 2008.

Criteria for identifying key accounts and business performance - are they linked?

Gounaris, S. & Tzempelikos, N., May 2008.

An empirical investigation of the path from service blueprinting formality to service encounter effectiveness: some preliminary findings

Kostopoulos, G. & Gounaris, S., 2008.

Antecedents of internal marketing practice: some preliminary empirical evidence

Gounaris, S., 2008, In: *International Journal of Service Industry Management*. 19, 3, p. 400-434 5 p.

Investigating the drivers of Internet banking adoption decision: a comparison of three alternative frameworks

Gounaris, S. & Koritos, C., 2008, In: *International Journal of Bank Marketing*. 26, 5, p. 282-304 23 p.

Key account management orientation and its implications: an empirical examination

Gounaris, S. & Tzempelikos, N., 2008. 20 p.

The notion of internal market orientation and employee job satisfaction: some preliminary evidence

Gounaris, S., 2008, In: Journal of Services Marketing. 22, 1, p. 68-90 23 p.

Using the extended innovation attributes framework and consumer personal characteristics as predictors of internet banking adoption

Gounaris, S. & Koritos, C., 2008, In: Journal of Financial Services Marketing . 13, 1, p. 39-51 13 p.

Key account management effectiveness – a pilot relationship marketing perspective

Gounaris, S. & Tzempelikos, N., May 2007.

Using the extended innovation attributes framework and consumer personal characteristics as predictors of internet banking adoption

Gounaris, S. & Koritos, C., May 2007.

Linking different types of ICT adoption conditions to their performance outcome

Papastathopoulou, P., Gounaris, S. & Avlonitis, G., 2007.

Measuring the effectiveness of marketing information systems: an empirically validated instrument

Gounaris, S. & Chatzipanagioti, K., 2007, In: Marketing Intelligence and Planning. 25, 6, p. 612-631 20 p.

Organizational antecedents of ERP user acceptance

Gounaris, S. & Papadakis, G., 2007.

The relationships of customer-perceived value, satisfaction, loyalty and behavioral intentions

Gounaris, S., Tzempelikos, N. & Chatzipanagioti, K., 2007, In: Journal of Relationship Marketing . 6, 1, p. 63-87 25 p.

The role of innovation attributes on consumers decision to adopt Internet banking services: empirical evidence from Greece

Koritos, C., Gounaris, S. & Papastathopoulou, P., 2007.

Modeling the relationship between customer perceived value, satisfaction, loyalty and behavioral intentions

Gounaris, S., May 2006.

Internal-market orientation and its measurement

Gounaris, S., Apr 2006, In: Journal of Business Research. 59, 4, p. 432-448 16 p.

Information and communication technologies' adoption: scenarios for success and failure

Papastathopoulou, P., Avlonitis, G. & Gounaris, S., 2006, p. 20-29. 9 p.

Successful new-to-the-market versus 'me-too' retail financial services: the influential role of marketing, sales, EDP/systems and operations

Papastathopoulou, P., Gounaris, S. & Avlonitis, G., 2006, In: International Journal of Bank Marketing. 24, 1, p. 53-70 17 p.

Uncovering the keys to successful service elimination: project ServDrop

Gounaris, S., Avlonitis, G. & Papastathopoulou, P., 2006, In: Journal of Services Marketing. 20, 1, p. 24-36 12 p.

Διοίκηση Στρατηγικών Σχέσεων: Μάρκετινγκ και Πωλήσεις για Πελάτες Στρατηγικής Σημασίας

Gounaris, S. & Stathakopoulos, V., 2006, Athens. 332 p.

An alternative measure for assessing perceived quality of software house services

Gounaris, S., Sept 2005, In: Service Industries Journal. 25, 6, p. 803-823 20 p.

The impact of internal market orientation on employee job satisfaction: some preliminary evidence

Gounaris, S., May 2005.

Trust and commitment influences on customer retention: insights from business-to-business services

Gounaris, S., 28 Feb 2005, In: Journal of Business Research. 58, 2, p. 126-140 15 p.

Antecedents of perceived quality in the context of internet retail stores

Gounaris, S., Dimitriadis, S. & Stathakopoulos, V., 2005, In: Journal of Marketing Management. 21, 7/8, p. 669-700 33 p.

Measuring service quality in B2B services: an evaluation of the SERVQUAL scale vis-à-vis the INDSERV scale

Gounaris, S., 2005, In: Journal of Services Marketing. 19, 6, p. 421-435 15 p.

Pricing objectives over the service life cycle: some empirical evidence

Avlonitis, G., Idounas, K. & Gounaris, S., 2005, In: European Journal of Marketing. 39, 5/6, p. 696-714 18 p.

Service elimination decision-making and the product life cycle model: project servdrop

Gounaris, S., Papastathopoulou, P. & Avlonitis, G., 2005.

Identifying the antecedences of service elimination performance

Gounaris, S., Papastathopoulou, P. & Avlonitis, G., May 2004.

Antecedents and consequences of brand loyalty: an empirical study

Gounaris, S. & Stathakopoulos, V., Apr 2004, In: Journal of Brand Management. 11, 4, p. 283-306 23 p.

Managing the firms' behaviour through market orientation development

Gounaris, S., Avlonitis, G. & Papastathopoulou, P., 2004, In: European Journal of Marketing. 38, 11/12, p. 1481-1508 27 p.

Exploring the relationship between task environment and market orientation adoption

Gounaris, S. & Avlonitis, G., May 2003.

Antecedents to perceived service quality: an exploratory study in the banking sector

Gounaris, S., Stathakopoulos, V. & Athanasopoulos, A., 2003, In: International Journal of Bank Marketing. 21, 4, p. 168-190 22 p.

Assessing service quality on the WEB: evidence from B2C portals

Gounaris, S. & Dimitriadis, S., 2003, In: Journal of Services Marketing. 17, 5, p. 529-548 19 p.

Assessing the importance of the development activities for successful new services: does innovativeness matter?

Gounaris, S., Papastathopoulou, P. & Avlonitis, G., 2003, In: International Journal of Bank Marketing. 21, 5, p. 266-279 13 p.

Μάρκετινγκ υπηρεσιών

Gounaris, S., 2003, 1st ed. 413 p.

An exploratory investigation of the effect of formality on the content of the service elimination process

Gounaris, S., Papastathopoulou, P. & Avlonitis, G., May 2002.

Market share and customer satisfaction: what is the missing link?

Gounaris, S., Avlonitis, G., Kouremenos, A. & Papavasiliou, N., 2002, In: Journal of Euromarketing. 10, 4, p. 61-82 21 p.

Trust in industrial service relationships: behavioral consequences, antecedents and the moderating effect of the duration of the relationship

Gounaris, S. & Venetis, K., 2002, In: Journal of Services Marketing. 16, 7, p. 636-655

An empirically based typology of product innovativeness for new financial services: success and failure scenarios

Avlonitis, G., Papastathopoulou, P. & Gounaris, S., Sept 2001, In: Journal of Product Innovation Management. 18, 5, p. 324-341 18 p.

What functions influence the success of new-to-the-market vs. 'me-too' retail financial services?

Papastathopoulou, P., Gounaris, S. & Avlonitis, G., May 2001.

An integrative model of new service performance: evidence from the Greek financial services market

Papastathopoulou, P., Avlonitis, G. & Gounaris, S., 2001.

Behavioural responses to customer satisfaction: an empirical study

Athanasopoulos, A., Gounaris, S. & Stathakopoulos, V., 2001, In: European Journal of Marketing. 35, 5, p. 687-707 20 p.

Market orientation development: a comparison of industrial vs. consumer goods companies

Avlonitis, G. & Gounaris, S., 2001, In: Journal of Business and Industrial Marketing. 16, 5, p. 354-81 28 p.

Market share and customer satisfaction: are they always related?

Gounaris, S., Avlonitis, G., Kouremenos, A., Papavasileiou, N. & Papastathopoulou, P., 2001.

An exploratory study in the understanding of consumers' attitudes towards the internet

Avlonitis, G., Gounaris, S. & Papastathopoulou, P., May 2000.

What does marketing orientation mean in practice? some empirical evidence

Avlonitis, G., Gounaris, S. & Papavasiliou, N., May 1999. 26 p.

Marketing orientation and its determinants: an empirical analysis

Avlonitis, G. & Gounaris, S., 1999, In: European Journal of Marketing. 33, 11/12, p. 1003-1037 35 p.

Marketing orientation and company performance: a comparative study of industrial vs. consumer goods companies

Avlonitis, G. & Gounaris, S., Sept 1997, In: Industrial Marketing Management. 26, 5, p. 385-402 18 p.

Company and market correlates of marketing orientation development: an empirical investigation

Avlonitis, G. & Gounaris, S., May 1997.

Marketing orientation: a powerful, and fruitful, competitive edge for industrial marketers

Gounaris, S. & Avlonitis, G., 1995. 19 p.

Assessing marketing effectiveness - some preliminary results

Avlonitis, G., Kouremenos, A. & Gounaris, S., May 1994.

Company performance. Does marketing orientation matter?

Avlonitis, G. & Gounaris, S., 1992.

Prizes

OutStanding Doctoral Research Award for 2014

Gounaris, Spiros (Recipient), 2015

Awards

Less Job-Stress for More Money? Can a Balanced Approach to Family-Work Life Make It Happen? (Major Research Fellowship)

Gounaris, S.

Leverhulme Trust: £81,052.00

24/10/23 → 23/10/26

Projects

Consultancy Project - Care Sector

McAlinden, T. & Gounaris, S.

15/11/18 → 15/02/19

Employee Family Work Balance and Company Performance: Irreconcilable or Complementary

Karampela, M., Gounaris, S. & Jafari, A.

1/09/16 → 31/08/19

Iberdola MBA

Gounaris, S.

Less Job-Stress for More Money? Can a Balanced Approach to Family-Work Life Make It Happen? (Major Research Fellowship)

Gounaris, S.

Leverhulme Trust

24/10/23 → 23/10/26

Marketing Works

Gounaris, S.

11/02/13 → 20/05/13

Not a pint sized industry anymore: Supporting Scottish small-medium sized breweries reach international markets (Knowledge Exchange Event)

Karampela, M., Gounaris, S. & Waehning, N.

4/05/16 → 4/05/16

Scottish ESRC Doctoral Training Centre DTG 2011 | Pyper, Keith

Gounaris, S., Wilson, A. & Pyper, K.

ESRC (Economic and Social Research Council)

1/10/13 → 11/05/18

TIC LCPE: Building Data Analytics Capacity (Bilateral) (Data-01)

Gounaris, S. & Das, R.

Scottish Power UK PLC

15/05/18 → 27/09/18