

# CURRICULUM VITAE



Professor Adamantios Diamantopoulos

BA, MSc, PhD, DLitt, FBAM, FHEA

Chaired Professor of International Marketing

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Research Gate: [https://www.researchgate.net/profile/Adamantios\\_Diamantopoulos](https://www.researchgate.net/profile/Adamantios_Diamantopoulos)

Google Scholar: <https://scholar.google.de/citations?user=f1xBBqUAAAAJ&hl=de&oi=ao>

## ACADEMIC CAREER

February 2004 – Present	<b>Chaired Professor of International Marketing</b> Department of Marketing and International Business University of Vienna, Austria
September 2012 – June 2013	<b>Joseph A. Schumpeter Fellow</b> Weatherhead Center for International Affairs Harvard University, USA
February 2011 – Present	<b>Schoeller Senior Fellow</b> Dr. Theo and Friedl Schöller Forschungszentrum für Wirtschaft und Gesellschaft, Germany
February 2012 – January 2016 September 2007 – August 2010	<b>Visiting Research Professor of Marketing</b> Loughborough University Business School, UK
December 2009 – Present	<b>Visiting Professor</b> School of Economics and Business University of Ljubljana, Slovenia
May 2010, May 2012	<b>Wilhelm-Rieger-Professor</b> University of Erlangen-Nürnberg, Germany
October 2007, September 2009	<b>Visiting Professor of Marketing</b> Department of Management University of Bern, Switzerland
April 2005 – April 2008	<b>Visiting Research Professor of Marketing</b> Leeds University Business School, UK
November 2005 – May 2007	<b>Visiting Professor of Marketing</b> University of Valencia, Spain
December 1996 – January 2004	<b>Professor of Marketing and Business Research</b> Loughborough University Business School, UK; also Business School Research Director to June 2001

March – April 2003	<b>Visiting Professor of Marketing</b> Athens Laboratory of Business Administration Greece
June 2001	<b>Visiting Professor of Marketing</b> Institut für Internationales Marketing und Management Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration), Austria
October 1999	<b>The Gambrinus Fellow</b> University of Dortmund, Germany
February 1997 – September 1999	<b>The Nestlé Visiting Research Professor of Consumer Marketing</b> School of Economics and Management Lund University, Sweden
May 1997, December 1995, April 1995,	<b>Visiting Professor of Marketing</b> École de Management Européen Université Robert Schuman Strasbourg, France
October 1993 – November 1996	<b>Professor of International Marketing and Head of Marketing Group</b> European Business Management School University of Wales Swansea, UK
March 1995	<b>Visiting Professor of Marketing</b> Institut für Absatzwirtschaft Wirtschaftsuniversität Wien (Vienna University of Economics and Business Administration), Austria
October 1989 – September 1993	<b>Senior Lecturer in Marketing</b> European Business Management School University of Wales Swansea, UK
July 1992 – August 1992	<b>Visiting Associate Professor of Marketing</b> Department of Marketing University of Miami, Miami, USA

August 1985 – Sept. 1989

**Lecturer in Marketing**  
Department of Business Studies  
University of Edinburgh, UK

Sept. 1984 – July 1985

**Research Associate in Marketing**  
Department of Marketing  
University of Strathclyde, UK

### **Full Professorship (Chair) Offers**

- Vienna University of Economics and Business Administration (2003)
- University of Warwick (1998)
- Aston University (1993)
- University of Calgary (1992)

## **EDUCATION**

**Doctor of Letters (DLitt)**, Loughborough University, UK, 2009.  
(*Formative Indicators: Theoretical Issues and Measurement Applications*).

**PhD Marketing**, University of Strathclyde, UK, 1989.  
(*Price Decision-Making in a Multiproduct Firm: An Empirical Analysis, 573pp.*).

**MSc Management Studies (Distinction)**, Heriot-Watt University, UK, 1984.  
Rank in class: 1st.  
(*Channel Management in International Markets: An Empirical Investigation of an International Channel System, 189pp.*).

**BA Business Organisation (Distinction)**, Heriot-Watt University, UK, 1983.  
Rank in class: 1st.

**Higher National Diploma in Business Studies with Languages**, Scottish Business Education Council, UK, 1981.

**Certificate in Supervisory Studies**, National Education Board for Supervisory Studies, UK, 1979.

Fluent in German, English and Greek (mother tongue); basic knowledge of Italian.

## RESEARCH IMPACT AND PUBLICATION PROFILE (October 2022)

- *Web of Science* – Total citations: 14069  
h-index: 51
- *Google Scholar* – Total citations: 48518  
h-index: 88  
i10-index: 173
- *Scopus* – Total citations: 18537  
h-index: 58
- Have published some 170 refereed journal articles, including papers in the *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, *Journal of International Business Studies*, *International Journal of Research in Marketing*, *Journal of Retailing*, *MIS Quarterly*, *Organizational Research Methods*, *Psychological Methods*, *British Journal of Management*, *Journal of Service Research*, and *Journal of International Marketing* (see attached **Publications List** for full details).
- Have presented more than 200 papers at international conferences, such as those by the *American Marketing Association (AMA)*, *Academy of International Business (AIB)*, *Academy of Marketing Science (AMS)*, *European Marketing Academy (EMAC)*, and *World Marketing Congress (WMC)*.
- Ranked #8 worldwide in terms of citations among a total of 11636 scholars in the marketing discipline (Elsevier BV-Stanford University study, October 2021).
- Most prolific contribution to *Journal of International Marketing* both in terms of published articles and citations (see Table 1 in Donthu et al., *Journal of International Marketing*, Vol. 29, No. 2, 2021, p. 5).
- Ranked #4 worldwide based on publications in the top six international business journals during 1995-2015. A total of 1722 articles written by 2333 scholars were evaluated (see Table 2 in Leonidou L. C. et al. (eds.). *Advances in Global Marketing*, Springer, 2018, pp. 3-33).
- Repeatedly ranked #4 in terms of lifetime research performance among business academics in Germany, Austria and Switzerland (see *Handelsblatt* BWL rankings 2009, 2012 and 2014).
- Ranked #4 in list of “Most Prolific Authors in country image research (see *International Marketing Review*, Vol. 33, No. 6, 2016, p. 832).
- Ranked within top 25 prolific authors (out of 2495 authors) based on publications in the six leading international business journals 1996-2006 (see *Asia Pacific Journal of Management*, Vol. 25, No. 2, 2008, pp. 189-207).
- Ranked #5 in list of “Most Prolific Authors in IMR: 1983-2003” (see *International Marketing Review*, Vol. 22, No. 4, 2005, p. 396).
- Ranked #4 in list “The Blood-Top 15 Authors” in IMR 1992-2002 (see *Journal of International Marketing*, Vol. 11, No. 1, 2003, p. 4).

## PRIZES, DISTINCTIONS AND BEST PAPER AWARDS

- Hans B. Thorelli Best Paper Award, *Journal of International Marketing*, 2022
- Outstanding Paper Award, *International Marketing Review*, 2022
- Significant Contribution to Global Marketing Award, *American Marketing Association*, 2021.
- Best Paper Award for the “Tourism, Culture & Arts Marketing” Track, *Società Italiana Marketing*, 2020.
- *JIBS* Silver Medal, *Academy of International Business*, 2019
- Highly Cited Researcher (Top 1% worldwide), *Clarivate Analytics*, 2018.
- Outstanding Paper Award, *European Journal of Marketing*, 2017.
- The Consortium for International Marketing Research, *CIMaR Annual Conference Best Paper Award*, 2015.
- Hans B. Thorelli Best Paper Award, *Journal of International Marketing*, 2013.
- Joseph A. Schumpeter Fellowship, *Schumpeter Gesellschaft*, 2012.
- Best Reviewer Award, *Academy of International Business*, 2012.
- Schoeller Senior Fellowship, *Dr. Theo and Friedl Schöller Forschungszentrum für Wirtschaft und Gesellschaft*, 2011.
- Most Cited Article *Journal of Marketing Research* 2000-2009.
- Outstanding Author Contribution Award, *Advances in International Marketing*, 2012.
- Outstanding Paper Award, *European Journal of Marketing*, 2011.
- Outstanding Paper Award, *International Marketing Review*, 1999, 2008.
- CIMaR Annual Conference Best Paper Award, *Consortium for International Marketing Research*, 2006.
- *The Chartered Institute of Marketing Award for Meritorious Research*, 2000.
- Five Citations of Excellence (Highest Quality Rating) by *ANBAR Intelligence*, 1996, 1997, 1999.
- Four Best Paper Awards for different tracks at the Annual Conference of the *Academy of Marketing*, 1991, 1992, 1993, 1994.
- Hans B. Thorelli Best Paper Award, *Journal of International Marketing*, 1994.
- Herridge Prize -Heriot-Watt University, 1983.
- Departmental Class Prize -Heriot-Watt University, 1982.

## RESEARCH GRANTS

- *Carnegie Trust*
- *Charities Aid Foundation*
- *Chartered Institute of Marketing*
- *FWF Der Wissenschaftsfonds (Austrian Science Fund)*
- *Higher Education Funding Council for Wales*
- *Academy of Marketing*
- *Loughborough University*
- *Österreichische Nationalbank Jubiläumfonds (Austrian National Bank)*
- *Sparkasse Rothenburg*
- *Dr. Theo and Friedl Schöller Forschungszentrum für Wirtschaft und Gesellschaft*
- *University of Edinburgh*

## MEMBERSHIP OF PROFESSIONAL BODIES

- *Academy of International Business (AIB)*; Fellow
- *Academy of Marketing (AM)*; Research Committee Member (2001-2003)
- *Academy of Marketing Science (AMS)*; Country Representative for UK (1994-1996)
- *American Marketing Association (AMA)*
- *British Academy of Management (BAM)*; Fellow
- *European Marketing Academy (EMAC)*; National Coordinator for UK (1997-1999) and Austria (2005-2011); Fellow
- *European International Business Association (EIBA)*
- *Higher Education Academy (HEA)*; Fellow
- *Verband der Hochschullehrer für Betriebswirtschaft e.V. (VHB)*

## EDITORSHIPS

- Department Editor (Marketing), *BuR-Business Research* (2007-2010).
- Associate Editor, *International Journal of Forecasting* (2001-2011).
- Associate Editor (International Abstracts), *International Journal of Research in Marketing* (1996-2006).
- Guest Editor, *Journal of Business Research* (Special Issue on Formative Measurement), 2008.

- Guest Editor, *International Marketing Review* (Special Issue on Export Information Use), 2003.
- Guest Editor, *Journal of International Marketing* (Special Issue on Export Performance Measurement), 1998.

## EDITORIAL REVIEW BOARD MEMBERSHIP

- *European Journal of Marketing*
- *European Journal of Management and Business Economics*
- *International Journal of Forecasting* (2001-2011)
- *International Journal of Research in Marketing* (1996-2006, 2009-2014)
- *International Marketing Review*
- *Journal of Business Research*
- *Journal of Euromarketing* (1994-2005)
- *Journal of International Business Studies*
- *Journal of International Marketing*
- *Journal of Modelling in Management*
- *Journal of Marketing Management* (1998-2016)
- *Journal of Strategic Marketing*
- *Market-Tržište*
- *Service Business* (2007-2011)

## AD-HOC REFEREE/REVIEWER

- *British Journal of Management*
- *Die Betriebswirtschaft*
- *Industrial Marketing Management*
- *International Business Review*
- *International Journal of Production Economics*
- *Journal of the Academy of Marketing Science*
- *Journal für Betriebswirtschaft*
- *Journal of Management Studies*
- *Journal of Marketing*
- *Journal of Marketing Research*
- *Journal of Retailing*
- *Journal of Service Research*



- *Management International Review*
- *Marketing Intelligence and Planning*
- *Marketing Science*
- *Marketing – Zeitschrift für Forschung und Praxis*
- *MIS Quarterly*
- *Omega*
- *Organizational Research Methods*
- *Schmalenbach Business Review*
- *Service Industries Journal*
- *Zeitschrift für betriebswirtschaftliche Forschung*
- *Economic and Social Research Council (ESRC)*
- *Academy of International Business (AIB) Annual Conference*
- *Academy of Marketing (AM) Annual Conference*
- *Academy of Marketing Science (AMS) Annual Conference*
- *American Marketing Association (AMA) Educators' Conference*
- *British Academy of Management (BAM) Annual Conference*
- *European Marketing Academy (EMAC) Annual Conference*
- *European International Business Association (EIBA) Annual Conference*
- *World Marketing Congress (WMC)*

## CONFERENCE INVOLVEMENT

- *Special Panel Participant (Early Career Management), AMA Global Marketing SIG Doctoral & Junior Faculty Consortium, Taormina, Italy (2021)*
- *Special Panel Participant (BAM Fellows Q&A About Developing an Academic Career), BAM Annual Conference, Lancaster, UK (2021)*
- *Track Co-Chair (Global Branding and International Consumers), GMC, Seoul (2020)*
- *Track Co-Chair (Global Consumer Research), AMA Global Marketing SIG Conference, Buenos Aires, Argentina (2019)*
- *Co-Organizer, 3<sup>rd</sup> EMAC Junior Faculty and Doctoral Student Research Camp, Vienna, Austria (2018)*
- *Keynote Speaker, 6<sup>th</sup> International Conference on Contemporary Marketing Issues, Athens, Greece (2018)*
- *Keynote Speaker, 47<sup>th</sup> EMAC Annual Conference, Glasgow, UK (2018)*
- *Keynote Speaker, 8<sup>th</sup> EMAC Regional Conference, Timisoara, Romania (2017)*

- *Program Committee Member, 8<sup>th</sup> EMAC Regional Conference, Timisoara, Romania (2017)*
- *Co-Organizer, 2<sup>nd</sup> EMAC Junior Faculty and Doctoral Student Research Camp, Vienna, Austria (2017)*
- *Co-Organizer, 1<sup>st</sup> EMAC Junior Faculty and Doctoral Student Research Camp, Vienna, Austria (2016)*
- *Program Committee Co-Chair, 7<sup>th</sup> EMAC Regional Conference, Sarajevo, Bosnia-Herzegovina (2016)*
- *Special Session Participant (How to Generate an Interesting Research Question), AIB Annual Meeting, New Orleans, USA (2016)*
- *Track Co-Chair (International Marketing), AIB Annual Meeting, New Orleans, USA (2016)*
- *Co-Organizer, 6<sup>th</sup> EMAC Regional Conference, Vienna, Austria (2015)*
- *Special Session Participant (Contemporary Developments in Global Marketing Research) AMA Winter Educators' Conference, San Antonio, USA (2015)*
- *Keynote Speaker, 5<sup>th</sup> EMAC Regional Conference, Katowice, Poland (2014)*
- *Program Committee Member, 5<sup>th</sup> EMAC Regional Conference, Katowice, Poland (2014)*
- *Special Session Participant (Developments and Opportunities in Global Marketing Research) AMA Winter Educators' Conference, Orlando, USA (2014)*
- *Special Session Participant (Global Marketing), AMA Winter Educators' Conference, Las Vegas, USA (2013)*
- *Special Panel Participant (Global Marketing), EMAC Conference, Lisbon, Portugal (2012)*
- *Invited Special Session Participant (Global Marketing), AMA Winter Educators' Conference, St. Petersburg, USA (2012)*
- *Special Panel Participant (Global Marketing), EMAC Conference, Ljubljana, Slovenia (2011)*
- *Organizing Committee Member, German-French-Austria Conference on Quantitative Marketing, Vienna, Austria (2010)*
- *Program Committee Member, 1<sup>st</sup> EMAC Regional Conference, Budapest, Hungary (2010)*
- *Special Panel Participant (Global Marketing), AMA Winter Educators' Conference, New Orleans, USA (2010)*
- *Special Panel Participant (Global Marketing), AMA Winter Educators' Conference, Tampa, USA (2009)*
- *Special Panel Participant (International-Multinational Marketing), AMS Conference, Vancouver, Canada (2008)*
- *Track Chair (International Marketing), EMAC Conference, Reykjavik, Iceland (2007)*

- *Special Panel Participant (Global Marketing), AMA Winter Educators' Conference, San Diego, California (2007)*
- *Track Chair (International Marketing), EMAC Conference, Athens, Greece (2006)*
- *Track Chair (International Marketing), World Marketing Congress, Muenster, Germany (2005)*
- *Track Chair (International Marketing), EMAC Conference, Murcia, Spain (2004)*
- *Track Chair (Marketing Research), AM Conference, Nottingham (2002)*
- *Special Panel Participant (Cross-Cultural Research Methods), AIB Conference, Phoenix, Arizona (2000)*
- *Special Panel Participant (Export Strategy-Performance Relationships), AIB Conference, Phoenix, Arizona (2000)*
- *Special Panel Participant (Cross-National Equivalence), AMS Multicultural Marketing Conference, Hong Kong (2000)*
- *Special Symposium Discussant (Decision Making Frameworks in International Strategic Marketing Management), AIB Conference, Charleston, South Carolina (1999)*
- *Special Panel Participant (Equivalence in Cross-National Marketing Research), World Marketing Congress, Malta (1999)*
- *Special Panel Participant (Product and Country Images), AMS Conference, Norfolk, Virginia (1998)*
- *Special Panel Participant (Export Performance), AMA Winter Educators' Conference, Austin, Texas (1998)*
- *Special Panel Participant (Export Promotion), AMA Winter Educators Conference, St Petersburg, Florida (1997)*
- *Special Panel Participant (International Sales), AMA Summer Educators Conference, San Diego, California (1996)*
- *Cluster Chair (International Marketing), INFORMS International Meeting, Singapore (1995)*
- *Special Session Organiser and Chairperson (Eastern Europe), AMS Conference, Miami, Florida (1993)*
- *Special Panel Participant (Cross-National Collaborative Research), AMA Summer Educators Conference, Chicago, Illinois (1992)*
- *Special Panel Participant (Cross-Border Alliances in the EC), AIB Conference, Miami, Florida (1991)*

## INVITED RESEARCH SEMINARS/WORKSHOPS

- *National Institute of Development Administration (NIDA), Thailand, 2022*

- *University of Toulouse, France, 2022*
- *University of Essex, 2022*
- *University of Strathclyde, UK, 2021*
- *UNINT, Rome, Italy, 2019*
- *University of Cyprus, 2019*
- *Poznan University, Poland, 2018, 2021*
- *University of Vilnius, Lithuania, 2018*
- *University of Natural Resources and Life Sciences, Vienna, Austria 2018*
- *Assumption University, Thailand, 2017*
- *University of Sannio, Italy, 2017*
- *University of Sarajevo, Bosnia-Herzegovina, 2016, 2017, 2018*
- *Technical University of Braunschweig, Germany, 2016*
- *University of Katowice, Poland, 2015*
- *Kedge Business School, Marseilles, France 2015*
- *University of East Anglia, England, 2015*
- *University of Magdeburg, Germany, 2014*
- *IESEG School of Management, France, 2013*
- *King's College London, UK, 2013*
- *University of Wuppertal, Germany, 2013, 2022*
- *Rollins College, USA, 2013*
- *Harvard University, USA, 2013*
- *International Hellenic University, Greece, 2012*
- *University of Amsterdam, The Netherlands, 2011*
- *University of Hamburg, Germany, 2011*
- *University of Erlangen-Nürnberg, Germany, 2010, 2012*
- *Ludwig-Maximilians-Universität München, Germany, 2009, 2022*
- *Vlerick Business School, Belgium, 2009*
- *University of Potsdam, Germany, 2009*
- *University of Ljubljana, Slovenia, 2009, 2010, 2011, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022*
- *University of Manchester, UK, 2008*
- *Free University of Berlin, Germany, 2007*
- *University of Bern, Switzerland, 2007, 2009*
- *European Institute for Advanced Studies in Management (EIASM), Belgium, 2007, 2009, 2010, 2014, 2017, 2019*

- *Humboldt Universität zu Berlin, Germany, 2006, 2008*
- *Maastricht University, The Netherlands, 2006*
- *City University, UK, 2006*
- *University of Leeds, UK, 2005, 2006, 2007, 2009, 2017, 2018, 2019, 2020, 2021, 2022*
- *University of Valencia, Spain, 2005, 2007*
- *Cornell University, USA, 2003*
- *University of Glasgow, UK, 2003*
- *University of Wales Swansea, UK, 2002*
- *Athens Laboratory of Business Administration, Greece, 2000*
- *Dortmund University, Germany, 1999, 2008*
- *Aston University, UK, 1999, 2004, 2005*
- *University of Nottingham, UK, 1997, 1999*
- *Vienna University of Economics and Business, Austria, 1998, 2016*
- *Nottingham Trent University, UK, 1997*
- *Carleton University, Canada, 1997*
- *Lund University, Sweden, 1995, 1997*
- *University of Limburg, The Netherlands, 1995*
- *University of Vienna, Austria, 1995, 2003*
- *De Montfort University, UK, 1995*
- *Tennessee State University, USA, 1994*
- *University of Bamberg, Germany, 1994*
- *University of North Carolina (Wilmington), USA, 1990, 1994*
- *American Graduate School of International Management, USA, 1991, 1994*
- *Université Robert Schuman (Strasbourg), France, 1993*
- *University of Texas (San Antonio), USA, 1992*
- *University of Central Florida, USA, 1992*
- *University of Calgary, Canada, 1992*
- *Wharton School, University of Pennsylvania, USA, 1991*
- *Drexel University, USA, 1991*
- *Florida International University, USA, 1991*
- *University of Miami, USA, 1991*
- *Athens University of Economics and Business, Greece, 1987, 1991, 2003, 2012*
- *San Francisco State University, USA, 1990*
- *University of California (Berkeley), USA, 1990*

## TEACHING PROFILE

- Teaching experience in a variety of undergraduate, postgraduate (MBA, MSc and PhD) and executive development courses.
- Well-versed in case-study and project-based teaching methods and in dealing with a multicultural body of students.
- Have taught at 20+ university institutions in the UK, France, Belgium, Germany, Austria, Spain, Sweden, Switzerland, Slovenia, Greece, Poland, Bosnia-Herzegovina, Lithuania, Thailand, Canada, and the USA.
- Achieved consistently high ratings on all courses delivered (teaching performance evaluations available upon request).
- Subjects taught include:

*Business Statistics*

*Consumer Behavior*

*Cross-Cultural Research Methods*

*Data Analysis*

*International Marketing*

*Marketing Management*

*Marketing Research*

*Measurement Theory & Scaling*

*Principles of Marketing*

*Research Methodology*

*Services Marketing*

*Strategic Marketing*

*Structural Equations Modeling*

- Wide thesis/dissertation supervision experience at MBA, MPhil and PhD level. Quality of supervision reflected in several joint publications with research students.
- Have acted as external examiner for Aston University (Managerial and Administrative Studies programme) and Heriot-Watt University (International Business and Languages degree).
- Have acted as external examiner for PhD and MLitt theses at the following universities: Aston, Glasgow, Strathclyde and Warwick (all in UK) as well as at Lund University (Sweden) and Corvinus University (Hungary).

## MANAGEMENT RESPONSIBILITY

October 2020 – September 2022	<b>Head of Department of Marketing and International Business</b>  Responsible for the academic and financial management of the Department and its representation to the Faculty of Business, Economics & Statistics.
February 2004 - present	<b>Chair of International Marketing, University of Vienna</b>  Responsible for managing a staff of ten and for the overall planning and control of all research and teaching activities associated with international marketing at the University of Vienna.
October 2010 – August 2012	<b>ERASMUS Coordinator, Department of Business Administration, University of Vienna</b>  Responsible for the academic management of the University of Vienna's ERASMUS exchange program in the field of business administration.
October 2006 – April 2008	<b>Director, PhD Management Program, University of Vienna</b>  Responsible for all activities associated with the academic planning, delivery, and external promotion of the PhD Management program.
December 1996 - May 2001	<b>Research Director, Loughborough University Business School.</b>  Responsible for the formulation and implementation of the overall research strategy of the School involving allocation of the School's Research Budget and chairing the Research Committee (with specific responsibility for the Doctoral Program, Research Training, Research Funding, Research Seminars, Working Papers, Research Groups, Publications Database and Research Publicity).
December 1996 - May 2001	<b>Member, Management Group, Loughborough University Business School.</b>

Senior decision-making body responsible for developing the School's overall strategy on all fronts.

December 1996 - present

**Member, Extended Professoriate Group,  
Loughborough University Business School.**

Senior advisory body on academic matters.



- October 1993 - November 1996 **Head of the Marketing Group, European Business Management School, University of Wales Swansea.**  
Responsible for managing a staff of seven and for the overall contribution of the Group to the School's teaching and research activities. Specific duties involved course development, workload allocation, staff recruitment, mentoring, and evaluation.
- October 1992 - November 1996 **Member, Research Committee, European Business Management School, University of Wales, Swansea.**  
Senior body responsible for the development and monitoring of the research strategy of the European Business Management School.

## PUBLICATIONS

### JOURNAL ARTICLES

1. Mathews, B.P. and Diamantopoulos, A., "Managerial Intervention in Forecasting: An Empirical Investigation of Forecast Manipulation", *International Journal of Research in Marketing*, Vol. 3, No. 1, 1986, pp. 3-10.
2. Diamantopoulos, A. and Mathews, B.P., "The Impact of the Market Environment on the Subjective Revision of Short-Run Sales Forecasts: Some Preliminary Evidence", *Marketing Intelligence and Planning*, Vol. 4, No. 4, 1986, pp. 46-59.
3. Diamantopoulos, A. and Schlegelmilch, B.B., "Comparing Marketing Operations of Autonomous Subsidiaries", *International Marketing Review*, Vol. 4, No. 4, 1987, pp. 53-64.
4. Diamantopoulos, A., "Vertical Quasi-Integration Revisited: The Role of Power", *Managerial and Decision Economics*, Vol.8, 1987, pp. 185-194.
5. Mathews, B.P. and Diamantopoulos, A., "Alternative Indicators of Forecast Revision and Forecast Improvement", *Marketing Intelligence and Planning*, Vol.5, No.2, 1987, pp. 20-23.
6. Kay, N.M. and Diamantopoulos, A., "Uncertainty and Synergy: Toward a Formal Model of Corporate Strategy", *Managerial and Decision Economics*, Vol. 8, 1987, pp. 121-130.
7. Diamantopoulos, A. and Inglis, K., "Identifying Differences Between High- and Low-Involvement Exporters", *International Marketing Review*, Vol. 5, Summer 1988, pp. 52-60.
8. Diamantopoulos, A., Tynan, C. and Hughes, R., "Determinants of Customer Satisfaction among Luxury Car Buyers: An Empirical Analysis", *Irish Marketing Review*, Vol. 3, 1988, pp. 149-162.
9. Schlegelmilch, B.B. and Diamantopoulos, A., "The Impact of Innovativeness on Export Performance: Empirical Evidence from the UK Mechanical Engineering Industry", *Irish Marketing Review*, Vol. 4, No. 1, 1989, pp. 41-42.

10. Diamantopoulos, A., O Donohoe, S. and Lane, J., "Advertising by Accountants: An Empirical Study", *Managerial Auditing Journal*, Vol. 4, No. 1, 1989, pp. 3-10.
11. Diamantopoulos, A. and Mathews, B.P., "Factors Affecting the Nature and Effectiveness of Subjective Revision in Sales Forecasting: An Empirical Study", *Managerial and Decision Economics*, Vol. 10, 1989, pp. 51-59.
12. Mathews, B.P. and Diamantopoulos, A., "Judgemental Revision of Sales Forecasts: A Longitudinal Extension", *Journal of Forecasting*, Vol. 8, No. 2, 1989, pp. 129-140.
13. Diamantopoulos, A., O Donohoe, S. and Lane, J., "A Comparison of Advertising Practices within the Accounting Profession", *Service Industries Journal*, Vol. 9, April 1989, pp. 281-296.
14. O Donohoe, S., Diamantopoulos, A. and Lane, J., "The Advertising Game: Have Accountants Figured it Out?", *Accountancy*, Vol. 103, April 1989, pp. 120-123.
15. Mathews, B.P. and Diamantopoulos, A., "Factors Affecting Subjective Revision in Forecasting: A Multi-Period Analysis", *International Journal of Research in Marketing*, Vol. 6, No. 4, 1990, pp. 283-297.
16. Diamantopoulos, A. and Mathews, B.P., "A Model for Analysing Product Performance", *Quarterly Review of Marketing*, Vol. 15, No. 3, 1990, pp.7-13.
17. Diamantopoulos, A., O Donohoe, S. and Lane, J., "Modelling Advertising Decisions by Accountants: A Path Analysis", *British Accounting Review*, Vol. 22, 1990, pp. 3-26.
18. Schlegelmilch, B.B., Diamantopoulos, A. and Petersen, M., "An Empirical Analysis of Danish Companies' Experiences in the People's Republic of China", *Journal of Global Marketing*, Vol. 3, No. 3, 1990, pp. 47-71.
19. Mathews, B.P. and Diamantopoulos, A., "Judgemental Revision of Sales Forecasts: Effectiveness of Forecast Selection", *Journal of Forecasting*, Vol. 9, 1990, pp. 407-415.
20. Diamantopoulos, A., Schlegelmilch, B.B. and Allpress, C., "Export Marketing Research in Practice: A Comparison of Users and Non-Users", *Journal of Marketing Management, Special Issue on International Marketing*, Vol. 6, Winter 1990, pp. 257-273.

21. Schlegelmilch, B.B. and Diamantopoulos, A., "Prenotification and Mail Survey Response Rates: A Quantitative Integration of the Literature", *Journal of the Market Research Society*, Vol. 33, July 1991, pp. 243-255.
22. O Donohoe, S., Diamantopoulos, A. and Peterson, N., "Marketing Principles and Practice in the Accountancy Profession: A Review", *European Journal of Marketing*, Vol. 25, No. 6, 1991, pp. 37-54.
23. Schlegelmilch, B.B., Diamantopoulos, A. and MacDonald, T., "1992 and the Scottish Whisky Industry: A Survey of Company Expectations and Planned Responses", *Journal of Euromarketing*, Vol. 1, No. 1, 1991, pp. 59-83.
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Annual Conference of the European Marketing Academy (May 23-26 2017, Groningen, The Netherlands).

141. Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Schischlik, N., "Thinking or Feeling? The Moderating Role of Information Processing Modes on Country-of-Origin Effects", Proceedings Annual Conference of the European Marketing Academy (May 23-26 2017, Groningen, The Netherlands).
142. Halkias, G., Florack, A., Diamantopoulos, A. and Palcu J., "Country-Related Emotions as Mediators of the Relationship Between Country Stereotype Dimensions and Brand Affect", Proceedings Annual Conference of the European Marketing Academy (May 23-26 2017, Groningen, The Netherlands).
143. Diamantopoulos, A. and Davydova, O., "Modeling the Role of Consumer Xenocentrism in Impacting Preferences for Domestic and Foreign Brands: A Mediation Analysis", Proceedings of the 8th EMAC Regional Conference, (September 20-22 2017 Timisoara, Romania).
144. Davvetas, V., Sichtmann, C. and Diamantopoulos, A., "The Relational Value of a Brand s Perceived Globalness and Localness", Proceedings of the 8th EMAC Regional Conference (September 20-22 2017, Timisoara, Romania).
145. Kolbl, Z., Arslanagic-Kalajdzic, M. and Diamantopoulos, A., "Stereotyping Global and Local Brands: Does Warmth or Competence Matter More for Consumer-Brand Identification?", Proceedings of the 8th EMAC Regional Conference (September 20-22 2017, Timisoara, Romania).
146. Arslanagic-Kalajdzic, M., Zabkar, V. and Diamantopoulos, A., "Does Being an Accountable vs. Non-Accountable Supplier/Provider Matter for Consumer Perceived Value in Business Relationships?", Proceedings of the 8th EMAC Regional Conference (September 20-22 2017, Timisoara, Romania).
147. Kolbl, Z., Arslanagic-Kalajdzic, M. and Diamantopoulos, A., "Global Brand Stereotypes and Consumer-Brand Identification: Is Warmth More Important Than Competence?", Proceedings of the 2018 Winter Marketing Academic Conference (February 23-25 2018, New Orleans, USA).
148. Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Kolbl, Z., "How Does Brand Globalness and Localness Influence Consumer Perceptions of Value and Risk? Testing a Mediating Model in Three Countries", Proceedings of the 2018 Winter Marketing Academic Conference (Feb 23-25 2018, New Orleans, USA).

149. Halkias, G., Diamantopoulos, A., Florack, A. and Palcu, J., "Visual Attention As Necessary (Yet Not Necessarily Sufficient) Condition for Country-of-Origin Effect on Consumer Preferences", Proceedings Annual Conference of the European Marketing Academy (May 29-June 1 2018, Glasgow, United Kingdom).
150. Kolbl, Z., Diamantopoulos, A. and Arslanagic-Kalajdzic, M., "Perceived Value and Risk as Mediators between Perceived Brand Globalness/Localness and Purchase Intentions", Proceedings Annual Conference of the European Marketing Academy (May 29-June 1 2018, Glasgow, United Kingdom).
151. Davvetas, V. and Diamantopoulos, A., "The Antiglobal Brand: Consumer Activism, National Identity And Iconicity/Functionality Tradeoffs", Proceedings Annual Conference of the European Marketing Academy (May 29-June 1 2018, Glasgow, United Kingdom).
152. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., "The Global/Local Product Attribute: Decomposing and Predicting Attribute Weight and Preference in Developed and Emerging Markets", Proceedings Academy of International Business Annual Meeting (June 25-28 2018, Minneapolis, USA).
153. Kolbl, Z., Arslanagic-Kalajdzic, M., Diamantopoulos, A. and Zabkar, V., "The Mediating Roles of Perceived Value and Risk on Global Brand Purchase: Evidence from two European Countries", Proceedings Global Marketing Conference (July 26-29 2018, Tokyo, Japan).
154. Kolbl, Z., Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Zabkar, V., "Effects of Value and Risk Perceptions on Purchase Intentions for Global Brands: Evidence from Three European Countries", Proceedings of the 9th EMAC Regional Conference (Sept 12-14 2018, Prague, Czech Republic).
155. Diamantopoulos, A. and Herz, M., "The Concept of Regionality: (Mis)interpretation And Potentially Deceptive Use of Regional Product Labels", Proceedings of the 9th EMAC Regional Conference (Sept 12-14 2018, Prague, Czech Republic).
156. Diamantopoulos, A., Kolbl, Ž. and Saracevic, S., "Blending In vs. Sticking Out? The Impact of Brand Buyer Stereotypes vs. Consumers' Need for Uniqueness on Consumer-Brand Identification", Proceedings Annual Conference of the European Marketing Academy (May 28-31 2019, Hamburg, Germany).
157. Szőcs, I., Diamantopoulos, A., Florack, A., Egger, M. and Kolbl, Ž., "Country and Brand Stereotypes as Drivers of Brand Evaluations", Proceedings Annual

Conference of the European Marketing Academy (May 28-31 2019, Hamburg, Germany).

158. Halkias, G., Diamantopoulos, A. and Florack, A., "When Country Competence Backfires: Stereotype-Driven Emotions and the Dark Side of Envy", Proceedings Annual Conference of the European Marketing Academy (May 28-31, 2019 Hamburg, Germany).
159. Micevski, M., Erdbrügger, J. and Diamantopoulos, A., "Country-Related Emotions as Mediators of the Relationship between Country Stereotype Dimensions and Intentions to Visit a Country", Proceedings Annual Conference of the European Marketing Academy (May 28-31, 2019 Hamburg, Germany).
160. Halkias, G., Diamantopoulos, A., Florack, A. and Egger, M., "Eyes Wide Shut? Understanding and Managing Consumers' Visual Processing of Country-of-Origin Cues", Proceedings of the 11th EMAC Regional Conference (Sept 16-19, 2020, Zagreb, Croatia).
161. Diamantopoulos, A., Matarazzo, M. and Petrychenko, A., "One More Time: Does Country Image Influence Consumers' Willingness to Pay?", Proceedings of the 11th EMAC Regional Conference (Sept 16-19, 2020, Zagreb, Croatia).
162. Diamantopoulos, A., Egger, M., Florack, A., Gidakovic, P., Kolbl, Z., Szőcs, I. and Žabkar, V., "On the Interplay of Brand Origin, Brand and Brand User Stereotypes", Proceedings of the 11th EMAC Regional Conference (Sept 16-19, 2020, Zagreb, Croatia).
163. Kolbl, Z., Diamantopoulos, A. and Plakoyiannaki, E., "It Takes Three to Tango: Brand-, Brand Buyer- & Brand Origin Stereotypes in Print Advertisements. A Content Analytic Study", Proceedings Annual Conference of the European Marketing Academy, (May 25-28, 2021, Madrid, Spain).
164. Szőcs, I., Diamantopoulos, A. and Luburic, G., "The Role of Brand Stereotypes in Mediating the Impact of Consumer Xenocentrism and Consumer Ethnocentrism on Preferences for Domestic and Foreign Brands", Proceedings Annual Conference of the European Marketing Academy, (May 25-28, 2021, Madrid, Spain).
165. Montanari, G. M., Diamantopoulos, A. and Giraldo, J., "Revisiting Country of Origin Effects on Consumers' Willingness to Pay: Are Gains different than Losses?", Proceedings Annual Conference of the European Marketing Academy, (May 25-28, 2021, Madrid, Spain).

166. Diamantopoulos, A., Thourmrungrroje, A. and Scherer, N., "Consumer Xenocentrism and "Irrational" Consumer Behavior", Proceedings of the 12th EMAC Regional Conference, (Sept 22-24, 2021, Warsaw, Poland).
  
167. Bretthauer, F. A. and Diamantopoulos, A., "Loss Aversion and COO Effects: Experimental Evidence", Proceedings of the 12th EMAC Regional Conference, (Sept 22-24, 2021, Warsaw, Poland).
  
168. Szöcs, I., Diamantopoulos, A. and Luburic, G., "What Drives Brand Stereotypes? Investigating the Role of Consumer Characteristics on Brand Warmth and Brand Competence", Proceedings Annual Conference of the European Marketing Academy (May 24-27 2022, Budapest, Hungary).
  
169. Matarazzo, M., Diamantopoulos, A., and Raff, A., "Can “Buy Local” Campaigns in Times of COVID Backfire? A Reactance Theory Perspective", Proceedings Annual Conference of the European Marketing Academy (May 24-27 2022, Budapest, Hungary).
  
170. Mainolfi, G., Diamantopoulos, A., De Nisco, A., Oduro, S. and Milivojevic, D., "Country Stereotypes as Mediators of the Countervailing Influences of Consumer Xenocentrism and Animosity on Purchase Behaviors", Proceedings Annual Conference of the European Marketing Academy (May 24-27 2022, Budapest, Hungary).
  
171. Leri, I., Florack, A., and Diamantopoulos, A., "Social Media Endorsers and Brand Stereotypes: The Role of Endorser-Brand Fit", Proceedings of the 13<sup>th</sup> EMAC Regional Conference (Sept 21-23 2022, Kaunas, Lithuania).

## CONFERENCE PRESENTATIONS

1. Diamantopoulos, A., “A Comparison of Marketing Operations of Autonomous Subsidiaries: An Empirical Study”, presented at the ***Annual Conference of the Academy of International Business*** (November 21-23 1986, London, England).
2. Diamantopoulos, A. and Mathews, B.P., “Perceived Demand Curves of an Oligopoly Firm: An Empirical Investigation”, presented at the ***Annual Conference of the European Marketing Academy*** (April 6-8 1988, Bradford, England).
3. Diamantopoulos, A. and Mathews, B.P., “Modelling the Forecast Revision Process: A Path Analysis”, presented at the ***Eighth International Symposium on Forecasting*** (June 12-15 1988, Amsterdam, The Netherlands), p.139 (abs).
4. Schlegelmilch, B.B. and Diamantopoulos, A., “International Management-Beratung in Großbritannien”, presented at the ***Fachtagung Internationale Management-Beratung*** (January 31-February 1 1991, Göttingen, Germany).
5. Schlegelmilch, B.B., Diamantopoulos, A., Allpress, C. and Tse, K.Y., “The Use of Export Marketing Research at Different Planning Levels: Evidence from European Exporters”, presented at the ***TIMS Marketing Science Conference*** (March 20-23 1991, Wilmington DE, USA).
6. Mathews, B.P. and Diamantopoulos, A., “Assessing Forecast Accuracy: A Factor-Comparative Investigation of Forecast Error Dimensions”, presented at the ***TIMS Marketing Science Conference*** (March 20-23 1991, Wilmington DE, USA).
7. Diamantopoulos, A. and Mathews, B.P., “Pricing Objectives in Practice: An Empirical Analysis of Interrelationships and Linkages with Market Characteristics”, presented at the ***Annual Conference of the European Marketing Academy*** (May 21-23 1991, Dublin, Ireland).
8. Diamantopoulos, A. and Mathews, B.P., „On the Impact of the Market Environment on the Accuracy of Sales Forecasts“, presented at the ***Annual Conference of the European Marketing Academy*** (May 21-23 1991, Dublin, Ireland).
9. Diamantopoulos, A. and Schlegelmilch, B.B., “The Impact of Technological Change in Telecommunications on Inter-Company Alliances”, presented at the ***Special Panel on Cross-Border Alliances in the EC, Annual Meeting of the Academy of International Business*** (October 17-20 1991, Miami, USA).

10. Diamantopoulos, A. and Schlegelmilch, B.B., "The Impact of Export Manpower on Export Performance: Evidence from the UK, US and Germany", presented at the ***TIMS/ORSA Joint Meeting*** (November 3-6 1991, Anaheim, USA).
11. Schlegelmilch, B.B. and Diamantopoulos, A., "Correlates of Publication Productivity: An Empirical Analysis of UK Marketing Academics", presented at the ***TIMS/ORSA Joint Meeting*** (April 26-29 1992, Orlando, USA).
12. Diamantopoulos, A., Schlegelmilch, B.B. and Du Preez, J.P., „The Relative Importance of Country-of-Origin and Ecological Product Attributes among British and German Consumers: A Partially Individualised Conjoint Analysis“, presented at the ***European Summer Conference of the Association for Consumer Research*** (June 11-14 1992, Amsterdam, Holland).
13. Diamantopoulos, A. and Schlegelmilch, B.B., "Problems and Solutions: Some Examples from Cross-National Collaborative Research", presented at the ***Special Session on Cross-National Collaborative Research, American Marketing Association Summer Educators Conference*** (August 8-11 1992, Chicago, USA).
14. Schlegelmilch, B.B., Diamantopoulos, A., Du Preez, J.P., "The Use of Student Samples in Conjoint Analysis: A Comparison with Ordinary Consumers in Two European Countries", presented at the ***TIMS/ORSA Joint Meeting*** (November 1-4 1992, San Francisco, USA).
15. Du Preez, J.P., Diamantopoulos, A. and Schlegelmilch, B.B., "The Role of Made In and Green Product Attributes in Automobile Purchases: A Cross-Country Comparison Between Korea, Spain and France", presented at the ***Annual Meeting of the Academy of International Business*** (November 20-22 1992, Brussels, Belgium).
16. Diamantopoulos, A. and Schlegelmilch, B.B., "Factors Affecting the Use of Export Marketing Research Information: An Application and Test of the Deshpande and Zaltman Path Model", presented at the ***TIMS Marketing Science Conference*** (March 12-14 1993, St. Louis, USA).
17. Schlegelmilch, B.B., Diamantopoulos, A. and Du Preez, J.P., "Ecological Attributes and Country-of-Origin Effects in Preference Formation: A Cross-Country Application of Conjoint Analysis", presented at the ***TIMS Marketing Science Conference*** (March 12-14 1993, St. Louis, USA).

18. Diamantopoulos, A., "Consumer Preferences and Product Standardisation: A Cross-Country Comparison", presented at *Le gestion des entreprises face à la globalisation du marché* (November 22-26 1993, Strasbourg, France).
19. Diamantopoulos, A., Winklhofer, H. and Witt, S. F. "The Practice of Export Sales Forecasting: Some Comparative Hypotheses", presented at the *Annual Meeting of the Academy of International Business* (November 3-6 1994, Boston, USA).
20. Diamantopoulos, A., "Export Information Use: Problems and Research Challenges", presented at the *INFORMS XXXIII International Meeting* (June 25-28 1995, Singapore).
21. Reynolds, N., Simintiras, A.C. and Diamantopoulos, A., "Ensuring Comparability in Cross-National Research: A Framework for Understanding Equivalence", presented at the *Annual Conference of the Marketing Education Group* (July 9-12 1996, Glasgow, Scotland).
22. Diamantopoulos, A. and Souchon, A-L., "Distinguishing between Acquisition and Use of Export Assistance: Scale Development and Impact on Export Performance", presented at the *Special Session on Advances in Export Promotion Theory and Practice, American Marketing Association Winter Educators Conference* (February 15-18 1997, St. Petersburg, USA).
23. Diamantopoulos, A., Simintiras, A.C. and Reynolds, N.L., "The Impact of Response Set on Measurement Equivalence: Experimental Evidence and Implications for Cross-Cultural Research", presented at the *INFORMS Marketing Science Conference* (March 21-24 1997, Berkeley, USA).
24. Balabanis, G., Diamantopoulos, A. and Melewar, T.C., "The Impact of Nationalism, Patriotism and Internationalism on Consumer Ethnocentric Tendencies", presented at the *Annual Conference of the European Marketing Academy* (May 20-23 1997, Warwick, England).
25. Diamantopoulos, A. and Winklhofer, H., "Organisational Aspects of Export Sales Forecasting: An Empirical Investigation", presented at the *Annual Conference of the British Academy of Management* (September 8-10 1997, London, England).
26. Diamantopoulos, A., Cadogan, J.W. and Souchon, A.-L., "Alternative Typologies of Export Performance Measures: A Comparison of Measurement Models", presented at the *Special Session on Export Performance Research, American Marketing Association Winter Educators' Conference* (February 21-24 1998, Austin, USA).

27. Schlegelmilch, B.B. and Diamantopoulos, A., "Methodological Issues in Product-Country Image Research", presented at the *Special Session on Research on Product and Country Images, Annual Conference of the Academy of Marketing Science* (May 27-30 1998, Norfolk, USA).
28. Winklhofer, H. and Diamantopoulos, A., "Managerial Evaluations of Scale Forecasting Effectiveness: A MIMIC Modelling Approach", presented at the *Annual Conference of the British Academy of Management* (September 14-16 1998, Nottingham, England).
29. Grime, I., Smith, G. and Diamantopoulos, A., "Brand Personality: A Contemporary Review and Research Agenda", presented at the *Annual Conference of the British Academy of Management* (September 14-16 1998, Nottingham, England).
30. Diamantopoulos, A. and Winklhofer, H., "Formative Measures in Cross-National Research: Procedures for Assessing Measurement Equivalence", presented at the *INFORMS Marketing Science Conference* (May 20-23 1999, Syracuse, USA).
31. Diamantopoulos, A., "Structural Equation Modelling in a Cross-National Setting", presented at the *Special Session on Equivalence in Cross-National Marketing Research, World Marketing Congress* (June 23-26 1999, Malta).
32. Grime, I., Diamantopoulos, A. and Smith, I.G., "The Impact of Product Extensions on Brand Personality", presented at the *Annual Conference of the British Academy of Management* (September 1-3 1999, Manchester, England).
33. Diamantopoulos, A., Souchon, A.L., Durden, G.R., Axinn, C., Holzmüller, H.H. and Simmet-Blombert, H., "Mapping Export Information Use: A Five Nation Study", presented at the *Annual Meeting of the Academy of International Business* (November 20-23 1999, Charleston, USA).
34. Winklhofer, H. and Diamantopoulos, A., "Comparing Export Sales Forecasting Practices: Evidence from UK Exporters", presented at the *20th International Symposium on Forecasting* (June 21-24 2000, Lisbon, Portugal).
35. Diamantopoulos, A., "Assessing Cross-Cultural Equivalence with Formative Measures", presented at the *Special Panel on Cross-National Equivalence, Academy of Marketing Science Multicultural Marketing Conference* (September 17-20 2000, Hong Kong).



36. Diamantopoulos, A., "Export Performance Measurement: Where We Are and Where We Are Going", presented at the *Special Session on Export Strategy-Performance Relationships, Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
37. Kakkos, N. and Diamantopoulos, A., "Understanding and Measuring Export Performance: An Operational Framework", presented at the *Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
38. Salzberger, T., Holzmüller, H.H., Souchon, A.L., Diamantopoulos, A., Axinn, C.N. and Durden, G.R., "Selected Company Characteristics and Environmental Turbulence as Antecedents to Export Information Use: An Exploratory Five-Country Study", presented at the *Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
39. Winklhofer, H. and Diamantopoulos, A., "Forecasting Export Sales: A Comparison of Practices of UK Firms", presented at the *Annual Meeting of the Academy of International Business* (November 17-20 2000, Phoenix, USA).
40. Diamantopoulos, A., "One More Time: How Should we Measure Export Performance?", presented at the *Special Session on International Marketing, Annual Conference of the European Marketing Academy* (May 17-21 2004, Murcia, Spain).
41. Riefler, P. and Diamantopoulos, A., "Consumer Animosity: A Literature Overview and A Reconsideration of its Measurement", presented at *3rd Workshop on International Strategy and Cross-Cultural Management* (September 29-30 2005, Vienna, Austria).
42. Roth, K.P. and Diamantopoulos, A., "The Country Image Construct: Literature Review and Future Research Needs", presented at the *Annual Meeting of the Consortium for International Marketing Research* (May 26-30 2006, Istanbul, Turkey), Winner of Best Paper Award.
43. Diamantopoulos, A., Balabanis, G., Hennebichler, P. "Do Consumers know the Origins of their Brands? Further Evidence on Brand Origin Recognition Accuracy", presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators Conference* (February 16-19 2007, San Diego, USA).
44. Fuchs, C. and Diamantopoulos, A., "Insights into the Nature of Global and Local Brands – the Role of Perceived Brand Localness and Globalness",

presented at the *Special Session on International-Multinational Marketing, Academy of Marketing Science Annual Conference* (May 28-31 2008, Vancouver, Canada).

45. Balabanis, G. and Diamantopoulos, A., “Gains and Losses from the Misperception of Country-of-Origin: The Role of Brand and Country-of-Origin Image”, presented at the *Annual Meeting of the Academy of International Business* (June 30-July 3 2008, Milan, Italy).
46. Diamantopoulos, A., and Roth, K. P., “Country Image, Country Personality and Country Affect: Differences Between Home, Animosity and Affinity Countries”, presented at the *Special Session on Current Knowledge and Strategic Developments in Global Marketing, American Marketing Association Winter Educators’ Conference* (February 20-23 2009, Tampa, USA).
47. Diamantopoulos, A., Schlegelmilch, B.B. and Paliawadana, D., “Country-of-Origin: A Construct Past its Sell-by Date?”, presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators’ Conference* (February 20-23 2009, Tampa, USA).
48. Herz, M. and Diamantopoulos, A., “The Impact of Country-of-Origin on Emotional Brand Image Perception and Rational Purchase Intention”, presented at *3. Internationaler Markentag* (September 24-25 2009, Vienna, Austria).
49. Herz, M. and Diamantopoulos, A. “COO and Dual Coding Theory: Theoretical Insights and Exploratory Effects”, presented at the *Special Session on Global Marketing, American Marketing Association Winter Educators’ Conference* (February 19-22 2010, New Orleans, USA).
50. Riefler, P. and Diamantopoulos, A., “Evaluations, attitudes, and purchase intentions of global brands with domestic or foreign origins: The impact of globalization attitude and global consumption orientation”, presented at the *Consortium of International Marketing Research (CIMar) Conference* (May 26-28 2010, Oslo, Norway).
51. Temme, D., and Diamantopoulos, A., “Formatively-Measured Constructs Taking Endogenous Positions in Structural Equations: Issues and Recommendations”, presented at the *INFORMS Marketing Science Conference* (June 16-19 2010, Cologne, Germany).
52. Diamantopoulos, A. and Riefler, P., “Using Formative Measures in Theoretical Models: A Cautionary Tale”, presented at the *Fourth German-*

***French-Austrian Conference on Quantitative Marketing*** (September 16-18 2010, Vienna, Austria).

53. Deckert, B., Herz, M. and Diamantopoulos, A., “The Impact of Perceived Brand Localness and Brand Globalness of Consumers’ Brand Equity Perceptions and Purchase Intentions”, presented at the ***Fourth German-French-Austrian Conference on Quantitative Marketing*** (September 16-18 2010, Vienna, Austria).
  
54. Schwaha, S., Sichtmann, C. and Diamantopoulos, A., “Forecasting Willingness-to-Pay with Direct Price Elicitation – Can Consumer Characteristics Explain Variations in Accuracy?”, presented at the ***Fourth German-French-Austrian Conference on Quantitative Marketing*** (September 16-18 2010, Vienna, Austria).
  
55. Riefler, P. and Diamantopoulos, A., “Globalization Attitude, Global Consumption Orientation and Global Brand Perceptions: An Empirical Study”, presented at the ***1st EMAC Regional Conference*** (September 24-25 2010, Budapest, Hungary).
  
56. Diamantopoulos, A. and Oberecker, E., “Consumer Sentiments towards Foreign Countries as Predictors of Behavioral Intentions”, presented at the ***Special Session on Research on Global Marketing: Current Developments and Directions, European Marketing Academy Annual Conference*** (May 24-27 2011, Ljubljana, Slovenia).
  
57. Moriuchi, E., Diamantopoulos and A. Jackson, P., “Bicultural Consumption Behavior: An Experimental Study on *Shin* Japanese-American Perceptions and Buying Intentions towards Hedonic and Utilitarian Products”, presented at the ***Special Session on Global Marketing, American Marketing Association Winter Educators’ Conference*** (February 17-19 2012, St. Petersburg, USA).
  
58. Herz, M. and Diamantopoulos, A., “How Country Stereotype Impact Behavioral Intentions: The Mediating Influence of Cognitive and Affective Brand Evaluations“, presented at the ***Special Session on Current Research Issues in Global Marketing, European Marketing Academy Annual Conference*** (May 22-25 2012, Lisbon, Portugal).
  
59. Riefler, P. and Diamantopoulos, A., “Consumer Cosmopolitanism: Using the C-COSMO Scale to Predict Actual Behavior”, presented at the ***Special Session on Global and Cross-Cultural Marketing, American Marketing Association Winter Educators’ Conference*** (February 15-17 2013, Las Vegas, USA).

60. Herz, M., Diamantopoulos, A. and Wahl, A., "I don't know that I care: Consumers' Country-of-Origin Cue Usage Denial and Effect Automaticity", presented at the *Special Session on Developments and Opportunities in Global Marketing Research, American Marketing Association Winter Educators' Conference* (February 21-23 2014, Orlando, USA).
61. Diamantopoulos, A., Riefler, P. and Frigo, P., "Country-of-Origin Effects for Service Providers", presented at the *AMA SERVSIG Conference* (June 13-15 2014, Thessaloniki, Greece).
62. Loehndorf B. and Diamantopoulos, A., "How (In)Authentic Brand-Congruent Behavior of Frontline Employees Affects Customer-Brand Relationships", presented at the *Brands and Brand Relationships Conference* (May 19-21 2014, Boston, USA).
63. Diamantopoulos, A., Florack, A. and Serfas, B., "The Stereotype Content Model Applied to Country of Origin Stereotypes: Construct Validity and Prediction of Purchase Intentions", presented at the *Association for Consumer Research Conference* (October 2-3 2014, Baltimore, USA).
64. Diamantopoulos, A., Florack, A. and Serfas, B., "The Stereotype Content Model (SCM) in Country-of-Origin Research: Measurement Issues", presented at the *Special Session on Contemporary Developments in Global Marketing Research, American Marketing Association Winter Educators' Conference* (February 13-15 2015, San Antonio, USA).
65. Davvetas, V., Sichtmann, C. and Diamantopoulos A., "Can Global Brands Charge Brand Premiums?", presented at the *Consortium in International Marketing Research Annual Meeting* (May 13-15 2015, Vienna, Austria).
66. Diamantopoulos, A., Arslanagic-Kalajdzic, M. and Davvetas, V., "Is Brand Globalness in the Eye of the Beholder? Revisiting the Interplay between Perceived Brand Globalness and Consumer Characteristics on Brand Responses", presented at the *Annual Meeting of the Academy of International Business*, (June 27-30 2016, New Orleans, USA).
67. Sichtmann, C. and Diamantopoulos, A., "Perceived Brand Local Connectedness vs. Perceived Brand Globalness as Drivers of Consumer-Brand Identification and Purchase Intentions", presented at the *Global Marketing Conference*, (July 21-24 2016, Hong Kong, China).
68. Arslanagic-Kalajdzic, M., Zabkar, V., Diamantopoulos, A. and Florack, A., "Brothers in Blood, Yet Strangers in Response to Global Brands: A Four-Country Study of the Role of Consumer Personality" presented at the *3rd*

***AIB-CEE Chapter Conference***, (September 29-October 1 2016, Prague, Czech Republic).

69. Diamantopoulos, A., “How Not to Generate an Interesting Research Question (in COO but not only ...)”, presented at the *Special Session on How to Generate an Interesting Research Question, Annual Meeting of the Academy of International Business*, (June 27-30 2016, New Orleans, USA).
70. Palcu, J., Florack, A., Diamantopoulos, A. and Halkias, G., “Attention to country of origin information”, presented at the **Association for Consumer Research Conference**, (October 27-30 2016, Berlin, Germany).
71. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., “The Relational Value of a Brand’s Perceived Globalness and Localness”, presented at the ***Fifth French-Austrian-German Workshop on Consumer Behavior*** (March 29-31 2017, Vienna, Austria).
72. Palcu, J., Florack, A., Diamantopoulos, A. and Halkias, G., “Attention Asymmetry: How Judgements of Warmth and Competence Direct Attention to a Product’s Country of Origin”, presented at the **La Londe Conference**, (May 30-June 2 2017, La Londe-les-Maures, France).
73. Kolbl, Z., Arslanagic-Kalajdzic, M. and Diamantopoulos, A., “Stereotyping Domestic and Foreign Brands: Navigating Brand Preference through Warmth and Competence”, presented at the ***Consortium in International Marketing Research Annual Meeting*** (June 20-23 2017, Florence, Italy).
74. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., “The Relational Value of a Brand’s Perceived Globalness and Localness”, presented at the ***Consortium in International Marketing Research Annual Meeting*** (June 20-23 2017, Florence, Italy).
75. Sichtmann, C., Davvetas, V. and Diamantopoulos, A., "The Global/Local Product Attribute: Decomposing and Predicting Attribute Weight and Preference in Developed and Emerging Markets", presented at the ***American Marketing Association (AMA) Global Marketing Special Interest Group Conference*** (May 21-23 2018, Santorini, Greece).
76. Egger, M., Florack, A., Diamantopoulos, A. and Halkias, G., "The Early Gaze Catches the Consumer: The Role of Attention on Country of Origin Cues in a Screening and an Evaluation Phase", presented at the **Neuro Psycho Economics Conference** (June 6-7, 2019, Rome, Italy).

77. Szőcs, I., Diamantopoulos, A., Florack, A., Egger, M. and Kolbl, Ž., "The Interplay between Country and Brand Stereotypes in Predicting Consumer Outcomes", presented at the ***Annual Meeting of the Academy of International Business*** (June 24-27 2019, Copenhagen, Denmark).
78. Herz, M. and Diamantopoulos, A., "Deceptive Use of the "Regionality" Concept in Product Labeling and Branding Strategies", presented at the ***Academy of Marketing Science World Marketing Congress*** (July 9-12 2019, Edinburgh, UK).
79. Egger, M., Florack, A., Diamantopoulos, A. and Halkias, G., "The "Common Good" Phenomenon in Country of Origin Effects", presented at the ***Association for Consumer Research Conference*** (October 1-4 2020, Paris, France).
80. Baumgartner, H., De Nisco, A., Diamantopoulos, A. and Napolitano, M. R., "Modeling The Impact of Country and Destination Image on Tourism Outcomes: Is Stylistic Responding a Threat?", presented at the ***XVII SIM Conference (Societa Italiana di Marketing/Italian Marketing Association)*** (October 29-30 2020, Castellanza, Italy).
81. Diamantopoulos, A., Matarazzo, M. and Petrychenko, A., "The "Pricing Footprint" of Country Image: Insights from the Price Sensitivity Meter", presented at the ***International Marketing Trends Conference*** (January 14-16 2021, Venice, Italy).
82. Diamantopoulos, A. and Milivojevic, D., "Consumer Xenocentrism vs. Consumer Animosity as Counteracting Forces on Purchase Behavior", presented at the ***American Marketing Association (AMA) Global Marketing Special Interest Group (SIG) Conference*** (October 1-3 2021, Taormina, Italy).
83. Diamantopoulos, A., Matarazzo, M. and Maack, M., "The "Dark Side" of Consumer Xenocentrism: Compulsive Buying and Brand Addiction", presented at the ***American Marketing Association (AMA) Global Marketing Special Interest Group (SIG) Conference*** (October 1-3 2021, Taormina, Italy).
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