

DR. MARIA ANGELIKI TROMPETA, MBA

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POSTDOCTORAL RESEARCH EXPERIENCE

SENIOR RESEARCHER | TARGETED-MPI (H2020 PROJECT) | ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS | OCTOBER 2020-DECEMBER 2024

The EU-funded TARGETED-MPI project aimed to promote gender equality in Business and Management Schools through the development, implementation, monitoring, and evaluation of Gender Equality Plans (GEPs) across Europe (Belgium, Greece, Sweden, United Kingdom) and Lebanon. The project applied an action-based research methodology and a strategy of full stakeholder engagement, which was fundamental to the development of the GEPs, aiming to identify both explicit and implicit gender biases and barriers within partner organizations. In parallel, a Network of Gender Equality Observatories was established across participating institutions, strengthening GEP implementation and supporting the dissemination of results.

Project website: <https://targeted-mpi.eu/>

- Participation in all project work packages: review of current theory and practice, development, implementation, monitoring and evaluation of Gender Equality Plans, communication and dissemination, and project management.
- Coordination and active involvement in activities across multiple work packages, ensuring alignment with project objectives, timely achievement of milestones, and submission of high-quality deliverables.
- Support of collaboration with international partners to ensure the successful implementation of project activities.
- Dissemination of research outcomes through articles, blog posts, scientific publications, conference presentations, and communication with stakeholders.
- Monitoring of project outcomes using robust evaluation frameworks, ensuring continuous improvement and compliance with the project's Grant Agreement.
- Design, organization, and implementation of workshops and training seminars on gender equality.
- Literature review to map factors influencing gender equality.
- Analysis of interview and focus group data using the GE Cultural Web framework and NVivo software, contributing to the identification of gender inequality factors within the institutional context of AUEB.
- Systematic review and synthesis, through NVivo, of harassment codes from leading universities, contributing substantially to the development of AUEB's Sexual Harassment Code.

SENIOR RESEARCHER | MANAGING DIGITAL TRANSFORMATION (ERASMUS+ PROJECT) | ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS | JUNE 2021 – FEBRUARY 2022

The project addressed the lack of “digital leaders” through the development of an educational program titled Managing Digital Transformation (MDT). The program consists of six specializations covering the three core components of the “leadership skills triangle”: technology, management/entrepreneurship, and leadership. It is an interdisciplinary program aimed at developing digital leaders capable of successfully implementing digital transformation initiatives, thereby contributing to the competitiveness of Europe and individual organizations.

Project website: <https://mdt-ac.eu/>

- Collaboration in the design of an innovative curriculum aimed at equipping students and professionals with practical strategies for managing and implementing digital transformation.
- Extensive research to identify emerging trends and best practices in digital transformation and integration of findings into the educational program.
- Collaboration with academics and industry professionals to ensure program relevance and real-world applicability.
- Contribution to the development of educational materials, including case studies and interactive modules, to enhance learning outcomes.

EDUCATION

PHD IN MARKETING AND RESEARCH METHODOLOGY | DEPARTMENT OF MARKETING AND COMMUNICATION | ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS | FEBRUARY 2014-SEPTEMBER 2020

- Field of specialization: Marketing and Research Methodology.
- Dissertation title: "A Meta-analysis of the Effects of Music on Customers of Tourism Services."
- Dissertation defense date: 02/09/2020.
- National Documentation Centre link: <http://hdl.handle.net/10442/hedi/48124>
- Contribution to the supervision of more than 60 Master's theses in marketing, consumer behavior, and business administration.
- Publication of part of the doctoral dissertation in the Journal of Business Research.
- Presentations at international conferences of the European Marketing Academy (EMAC).
- Completion of 13 certifications and 2 postgraduate courses in research methodology.

MASTER MODULES | METHODS FOR RESEARCH SYNTHESIS: FROM META-ANALYSIS TO META-ETHNOGRAPHY & SYSTEMATIC REVIEWS FOR POLICY AND PRACTICE | UNIVERSITY COLLEGE LONDON (UCL) | OCTOBER 2015-NOVEMBER 2016

- Advanced knowledge of quantitative research synthesis approaches, including statistical meta-analysis of effect sizes, as well as narrative and conceptual synthesis methods.
- Skills in critical appraisal and synthesis of quantitative and qualitative research with applications in academia, industry, and public administration.

PRE-DOCTORAL PROGRAM IN RESEARCH METHODOLOGY | DEPARTMENT OF MARKETING AND COMMUNICATION | ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS | JANUARY 2012-FEBRUARY 2014

- Courses: Research Methods I & II, Advanced Research Topics.
- Successful submission of research papers and examinations, demonstrating strong competence in research design, statistical analysis, and academic writing.
- Submission of doctoral research proposal and formal transition to PhD candidate status.

MASTER OF BUSINESS ADMINISTRATION (MBA) | ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS | SEPTEMBER 2009 – JANUARY 2012

- Specialization: Marketing Management.
- Thesis title: Application of Social Marketing in Greek Non-Profit Organizations.

**BACHELOR OF SCIENCE (BSC) IN MARKETING AND COMMUNICATION| ATHENS UNIVERSITY
OF ECONOMICS AND BUSINESS| SEPTEMBER 2003-JUNE 2008**

CERTIFICATIONS

1. **AI Applications in Marketing and Finance** *University of Pennsylvania*, November 2025
2. **AI Fundamentals for Non-Data Scientists** *University of Pennsylvania*, November 2025
3. **Psychology of the Self** *American Psychological Association*, November 2025
4. **Google AI Essentials Specialization** *Google*, October 2025
5. **Social Psychology of Attraction and Relationships** *American Psychological Association*, October 2025
6. **Integrating Gender in Research on Culture Creativity and Inclusive Society (Second Part)** *ELEGYP*, November 2023.
7. **Foundations of Project Management** *Google*, February 2023
8. **Queering Identities: LGBTQ+ Sexuality and Gender Identity** *University of Colorado System*, January 2023
9. **Finding Purpose and Meaning in Life: Living for What Matters Most** *University of Michigan*, January 2023
10. **Inclusive Analytic Techniques** *University of Toronto*, January 2023
11. **Gender Analytics for Innovation** *University of Toronto*, December 2022
12. **Integrating Gender in Research on Culture Creativity and Inclusive Society (First Part)** *ELEGYP*, November 2022.
13. **Introduction to Gender-based Analysis Plus** *Women and Gender Equality Canada*, November 2022
14. **Project Management** *Athens University of Economics and Business*, October 2022
15. **Core Competency Module for Sex and Gender in Primary Data Collection with Human Participants** *CIHR Institute of Gender and Health*, May 2022
16. **Core Competency Module for Sex and Gender in the Analysis of Secondary Data from Human Participants** *CIHR Institute of Gender and Health*, May 2022
17. **From Zero to NVivo 12 - Qualitative data analysis with NVivo** *Udemy*, May 2021
18. **NVivo 2018 Essential Training** *LinkedIn*, May 2021
19. **NVivo for Qualitative & Mixed Data Analysis** *Udemy*, April 2021
20. **Data Analysis and Statistical Inference** *Duke University*, November 2015
21. **Introduction to R** *Microsoft*, September 2015
22. **Matrix Algebra and Linear Models** *edX*, September 2015
23. **Statistics and R for the Life Sciences** *HarvardX*, September 2015
24. **Interpreting Data in Systematic Reviews** *UCL*, April 2015
25. **Analyzing Data in Systematic Reviews** *UCL*, February 2015
26. **IELTS Score: 7.5/9**, January 2015
27. **Introduction to Systematic Reviews** *UCL*, December 2014
28. **R Programming** *Johns Hopkins University*, May 2014
29. **Tourism Marketing** *National Institute of Labour and Human Resources*, March 2014
30. **Behavioural Economics in Action** *University_of_TorontoX*, December 2013
31. **Evaluating Social Programs** *MITx*, November 2013
32. **Meta-analysis 2** *Statistics.com*, September 2013

33. **Meta-analysis** *Statistics.com*, August 2013
34. **Meta-analysis of Clinical Trials** *Medical School/ National and Kapodistrian University of Athens*, June 2013
35. **GMAT Score:** 600/800, February 2009
36. **Certificate of Proficiency in English** *University of Michigan*, March 2002

PUBLICATIONS

- Li, Y., Stead, V., Alkhaled, S., Leitch, C., Apospori, E., Pouloudi, N., **Trompeta, M.**, Oelbrandt, E., De Schampheleire, J., Vanroelen, C., Angelis, J., Jack, S., Dimakou, P., Afiouni, F., & Makarem, Y. (2024). Developing a Gender-Aware Framework for the Implementation and Integration of Gender Equality Plans in Business and Management Schools. *Gender, Work and Organization Conference*, Canada. <https://doi.org/10.5281/zenodo.14339037>
- Chortis A., Karantinou K., **Trompeta M.**, Gkaintatzis A. (2023), The Use of Choice the Use of Choice Architecture Tools in Sustainable Tourism: A Systematic Literature Review. *Proceedings of the European Marketing Academy*, (117231) <https://proceedings.emac-online.org/pdfs/R2023-117231.pdf>
- Papastamatiou G., Karantinou K., Sakellariou E., Gkaintatzis A., **Trompeta M.** (2023), A Systematic Literature Review of Three Decades of Research on the Front End of NPD. *Proceedings of the European Marketing Academy*, (117170) <https://proceedings.emac-online.org/pdfs/R2023-117170.pdf>
- Afiouni, F., Apospori, E., Darwish, H., Makarem, Y., Gould, J., Kulik, C. T., Platt, A., Dijkstra, G., Takkenberg, H., Cankar, T., Meursing, D., Van Steeden, T., Vilhena, F. C., Rodríguez, M. P., Cabrera, M. S., Alkhaled, S., Angelis, J., De Schampheleire, J., Guerry, M.-A., Jack, S., Katopodis, S., Nikandrou, I., Oelbrandt, E., Pouloudi, N., Radko, N., Schreurs, B., Skanelid, M., Stead, V., **Trompeta, M.**, Tsanos, C., Vanroelen, C., Vieker, K., & Zografos, K. G. (2023) *Overcoming Gender Bias in Higher Education Institutions: The Importance of Gender Equality Plans*. Academy of Management Annual Meeting, Boston, MA, United States. <https://doi.org/10.5465/AMPROC.2023.15761symposium>
- Apospori, E., **Trompeta, M.**, Stead, V., Alkhaled, S., Leitch, C., Afiouni, F., Angelis, J., De Schampheleire, J., Dimakou, P., Guerry, M.-A., Gundogdu, N., Jack, S., Katopodis, S., Makarem, Y., Nikandrou, I., Ozbilgin, M., Pouloudi, N., Rangelova, E., Remke, R., Schreurs, B., Skanelid, M., Tsanos, C., Vanroelen, C., Vieker, K., Yusupova, M., Zografos, K. G., Abiakar, M., & Dalli, M. (2022). *TARGETED-MPI from concepts to application: Preliminary findings*. In F. Afiouni, E. Apospori, C. Leitch, & J. Richardson (Chairs), *Equality, diversity and inclusion in academia across the globe: Current status and ways forward* [Symposium]. Academy of Management Annual Meeting, Seattle, WA, United States. <https://doi.org/10.5465/AMBPP.2022.11987symposium>
- Afiouni, F., Apospori, E., Dimakou, P., **Trompeta, M.**, Stead, V., Alkhaled, S., Leitch, C., Angelis, J., De Schampheleire, J., Guerry, M.-A., Gundogdu, N., Jack, S., Katopodis, S., Makarem, Y., Nikandrou, I., Pouloudi, N., Rangelova, E., Remke, R., Schreurs, B., Skanelid, M., Tsanos, C., Vanroelen, C., Vieker, K., Yusupova, M., Zografos, K. G., Abiakar, M., & Dalli, M. (2022). *Women in academia: Lessons learnt from GE planning in academia across 5 universities*. In F. Afiouni, P. Dimakou, & E. Apospori (Chairs), *Examining gender equality in various organizational and national contexts* [Symposium]. Academy of Management Annual Meeting, Seattle, WA, United States. <https://doi.org/10.5465/AMBPP.2022.13097symposium>

Trompeta, M.A., Karantinou, K., Koritos, C., & Bijmolt, T.H.A. (2022). A meta-analysis of the effects of music in tourism and hospitality settings. *Journal of Business Research*, 138, 130-145.
<https://doi.org/10.1016/j.jbusres.2021.08.067>

Apospori, E., **Trompeta, M.-A.**, Leitch, C., Stead, V., Alkhaled, S., & Remke, R. (2021). A conceptual framework for identifying factors contributing to the development of transparent, sustainable and resilient gender equality plans in business and management (B&M) schools. *XI European Conference on Gender Equality in Higher Education*, Madrid, Spain

Trompeta, M.A., Karantinou, K., Koritos, K., & Bijmolt, T.H.A. (2020). A meta-analysis of the effects of background music on customers of tourism services. *EMAC 2020 Conference*, Budapest, Hungary. <https://proceedings.emac-online.org/index.cfm?abstractid=A2020-63749&A%20Meta-Analysis%20of%20the%20Effects%20of%20Background%20Music>