

Academic Personnel Short Profile / Short CV

University:	Cyprus University of Technology
Surname:	Voutsas
Name:	Maria
Rank/Position:	Special Teaching Staff
Faculty:	Communication and Media Studies
Department:	Public Communication
Scientific Domain: *	Advertising and Consumer Behavior

** Field of Specialization*

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
BSc	2014	Aristotle University of Thessaloniki	Mathematics	Predicting shares using neural networks & Least Squares Approximation
MSc	2016	Aristotle University of Thessaloniki	Economics & Informatics	Gelotophilia, Katagelasticism and Character Identification as Moderators in the Relationship between Disparagement Humor and Attitudes toward the Ad and Brand
PhD	2021	Aristotle University of Thessaloniki	Economics	Disparaging Humorous Advertising on attitude towards the brand: the moderating role of gelotophobia, gelotophilia and katagelasticism. [co-financed -via a programme of State Scholarships Foundation (IKY) - MIS 5000432.]

Employment history in Academic Institutions/Research Centers – List by the three (3) most recent			
Period of employment	Employer	Location	Position

From	To			
2021	-	Cyprus University of Technology	Limassol, Cyprus	Special Teaching Staff
2020	2021	Metropolitan College	Campus Thessaloniki, Greece	Lecturer

Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2021	A superiority–inferiority hypothesis on disparagement humor: The role of disposition toward ridicule	Leonidas Hatzithomas; Christina Boutsouki; Yorgos Zotos	Journal of Consumer Behavior	20	923-941
2	2020	Examining consumer responses to YouTube ads through facial expressions and self-reports: The role of gender identity and emotional appeal	Eirini Tsihla; Leonidas Hatzithomas; Kostoula Margariti	International Journal of Internet Marketing and Advertising	15	368-393
3	2020	Service quality, visitor satisfaction and future behavior in the Museum sector	Vasiliki Daskalaki; Leonidas Hatzithomas; Christina Boutsouki	Journal of Tourism, Heritage and Services Marketing	6	3-8
4	2020	Half a Century of Super Bowl Commercials: A Content Analysis of Humorous Advertising Styles	Artemis Timamopoulou; Leonidas Hatzithomas; Christina Boutsouki	In book: Advances in Advertising Research Series Publisher: Springer	XI	137-151
5	2020	Gender Responses to Emotional Appeals in Advertising: Comparing Self-Reports and Facial Expressions	Eirini Tsihla; Leonidas Hatzithomas; Kostoula Margariti	In book: Advances in Advertising Research Series Publisher: Springer	XI	241-254
6	2018	Superiority Theory and Disparagement Humor: The Role of Gelotophobia, Gelotophilia, and Katagelasticism	Leonidas Hatzithomas; Christina Boutsouki	In book: Advances in Advertising Research Series Publisher: Springer	IX	191-204

7	2019	Gelotophobes, gelotophiles, katagelasticians and their media preferences: A new market's psychographic variable	Eirini Tsihla; Leonidas Hatzithomas; Christina Boutsouki	International Conference on Contemporary Marketing Issues (ICCM)		
8	2018	Is this a joke? Disparaging humorous advertising effectiveness through the advertising characters gender	Leonidas Hatzithomas; Christina Boutsouki	International Conference on Research in Advertising (ICORIA)		
9	2018	Sexual Humorous Appeals in Advertising: A Moderated Mediation Approach	Maria Armyrioti; Leonidas Hatzithomas; Christina Boutsouki	European Marketing Academy Conference (EMAC)		
10	2016	How funny is it? Gelotophilia, Katagelasticism and Disparagement Humor	Leonidas Hatzithomas; Christina Boutsouki; Yorgos Zotos	International Conference on Research in Advertising (ICORIA)		

Research Projects. List the five (5) more recent and other five (5) selected (max total 10)				
Ref. Number	Date	Title	Funded by	Project Role*
1	2017	“Gender Responses to Emotional Appeals in Advertising: The role of gender and social desirability” (MIS) 5006438	co-financed by Greece and the European Union (European Social Fund)	Research Team Member

**Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*