

## Europass

First name / Surname

### Work experience

## Curriculum Vitae

Irene Karayianni

Dates	<b>January 2014 - present</b>
Position held	<b>Associate Lecturer I</b> (2019 – present) <b>PT Psychology Instructor</b> (2014 – 2018)
Employer	Deree, The American College of Greece, Athens
Main activities and responsibilities	Teaching OU validated courses in research methodology, human learning and memory, syllabus creation, assessment design.
Dates	<b>March 2021 - present</b>
Position held	<b>Reviewer</b>
Employer	Student Engagement in Higher Education Journal
Main activities and responsibilities	Peer reviewing of scholarly papers.
Dates	<b>January 2014 - present</b>
Position held	<b>Mentor</b>
Employer	Women on Top, Athens
Main activities and responsibilities	Providing empowerment to mentees so that they can manage their soft-skills, enhance their emotional intelligence and self-motivation, clarify goals related to professional development and to organize a plan to achieve these goals.
Dates	<b>June 2014 - Dec 2014</b>
Position held	<b>Project Leader in Diabetes</b>
Employer	Merck Sharp & Dohme, Athens
Main activities and responsibilities	Designing, implement and evaluating marketing activities to further strategic priorities. Annual marketing plan.
Dates	<b>November 2012 – May 2014</b>
Position held	<b>Business Analytics Specialist</b>
Employer	Merck Sharp & Dohme, Athens
Main activities and responsibilities	Leverage Market Research data and secondary data to guide Marketing decisions. Performance Measurement, Monitoring and Evaluation of Marketing activities, Forecasting, Competitive intelligence, Tracking and forecasting key metrics. Workgroups: (a) Marketing Productivity, (b) Business Development, (c) Innovative Congresses & Events

Dates	<b>April 2010 – November 2012</b>
Position held	<b>Market Research Manager</b>
Employer	Merck Sharp & Dohme, Athens
Main activities and responsibilities	<p>Work with internal stakeholders to identify business needs. Mine customer data to deliver insights regarding customer perceptions, market trends and impact of marketing activities and competitive intelligence. Convert data into actionable insights and recommendations to guide strategic planning and tactical business decisions. Lead the management of both qualitative and quantitative research projects for all brands, as well as in-house Market Research (end-to-end). Supplier selection and management. Preparing monthly sales reports based on IMS and OSFE data.</p> <p>Workgroups: (a) Capturing Customer needs, (b) Commercial Trade Channel Management, (c) Employee Engagement &amp; Culture</p>
Dates	<b>January 2010 – July 2010</b>
Position held	<b>Marketing and Experimental Research Consultant</b>
Employer	Freelancer for CRES (Center of Renewable Energy Sources), Athens
Main activities and responsibilities	<p>Conducting and analyzing Green Marketing and Psycho-Social research on technological change projects regarding Renewable Energy Sources. For instance</p> <p>Energy Performance of Buildings regulation (Technical Chamber of Greece forum content analysis)</p> <p>Changing Behavior EU program (Effective Forms of Target-group Interaction and Stakeholder Participation)</p>
Dates	<b>2006 – 2009</b>
Position held	<b>Market Research Senior Account Executive</b>
Employer	TNS ICAP, Athens
Main activities and responsibilities	<p>End-to-end management and execution of Qualitative and Quantitative Market Research (FMCG, Personal care, Retail, Telecoms, Food and Beverage, Banking, Mass Media, Social Research)</p> <p><i>Examples of projects:</i> Market and Consumer trends, Brand image, Corporate Identity, Pre- and Post-launch assessment, Customer Relationships, Re-branding, New Product Development, Customer Satisfaction, Mass Media Consumption, Mystery Shopper, Price Elasticity, Conjoint Analysis, Product Tests, Social Research</p>
Dates	<b>2005-2006</b>
Position held	<b>Market Research Account Executive</b>
Employer	Explorer Worldwide Research, Athens
Main activities and responsibilities	<p>End-to-end Qualitative and Quantitative Research for FMCGs.</p> <p>Example Projects: Market trends, Semiotics, Communication / Advertising, Pre- and Post- launch assessment, Product Placement, Brand Positioning, Pack assessment, Brand image, U&amp;A, New Product Development, Customer Satisfaction, Market Segmentation, Mystery Shopper, Product Tests, etc.</p>
Dates	<b>2004-2005</b>
Position held	<b>Consumer Expert</b>
Employer	qed, Athens
Main activities and responsibilities	<p>End-to-end Qualitative and Quantitative Research</p> <p>Projects in a variety of different categories of products and fields, including FMCGs, Telecoms, Banking, Ministry of Education, Mass Media, Personal Care and Pharma</p>
Dates	<b>2003-2004</b>
Position held	<b>Lecturer in Psychology and Biology</b>
Employer	Network College, Athens
Main activities and responsibilities	Teaching Psychology and Biology, assessing student progress.

Dates	<b>2000-2003</b>
Position held	<b>Research Fellow, Lecturer</b>
Employer	City University (UK) and University of Sussex (UK) / ESRC Fund
Main activities and responsibilities	Conducting research on Memory Consciousness, writing Papers for International conferences and Journals, presenting posters in International conferences, and Teaching Cognitive Psychology, Applied Psychology and Statistics

Dates	<b>2000-2003</b>
Position held	<b>Freelance Web design &amp; Photo retouching</b>
Main activities and responsibilities	Creating websites according to client's company identity, as well as retouching of photos for magazines

Dates	<b>1995-2000</b>
Position held	<b>Tutor and Experimental Psychology Research Assistant</b>
Employer	Deree College, The American College of Greece, Athens
Main activities and responsibilities	Working at the Experimental Psychology Labs

### Education and training

Dates	<b>2011</b>
Title of qualification awarded	<b>Advanced Certificate in Strategic Pharmaceutical Marketing</b>
Name of organisation	University of Piraeus and EEFAM (Greek Society of Pharmaceutical Marketing)

Dates	<b>2005</b>
Title of qualification awarded	<b>PhD in Experimental Cognitive Psychology</b>
Name of organisation	University of Sussex, UK

Dates	<b>1998</b>
Title of qualification awarded	<b>Bachelor in Psychology</b>
Name of organisation	Deree College, The American College of Greece

### Personal skills and competences

Mother tongue	Greek
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Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C1	English	C1	English	C1	English	C1	English	C1	English
B1	Italian	B1	Italian	B1	Italian	B1	Italian	B1	Italian

Computer skills and competences	MS Office, SPSS, Photoshop, Cubase
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## Publications / Conference Presentations

- Kostaki, D., & Karayianni, I. (in press). Houston, we have a pandemic: Technical difficulties, distractions and online student engagement. *Student Engagement in Higher Education Journal*.
- Kiranou, H. & Karayianni, I. (2021). Now you see me, now you don't: Student engagement, Student-Instructor relationship and webcam use in synchronous courses. *ESPLAT 2021 conference, Teaching and Learning Psychology in Times of COVID and Beyond*. Heidelberg University, Germany.
- Bompolis, S. & Karayianni, I. (2021). Student engagement, academic burnout and COVID-19 financial impact in online college students. *ESPLAT 2021 conference, Teaching and Learning Psychology in Times of COVID and Beyond*. Heidelberg University, Germany.
- Gardiner, J.M., Gregg, V. H., Karayianni, I. (2006). Recognition memory and awareness: occurrence of perceptual effects in remembering or in knowing depends on conscious resources at encoding but not at retrieval. *Memory and Cognition*, 34, 227-239.
- Gregg, V. H., Gardiner, J.M., Karayianni, I., Konstantinou, I. (2006). Recognition memory and awareness: a high-frequency advantage in the accuracy of knowing. *Memory*, 14, 265-275.
- Gardiner, J.M., Konstantinou, I., Karayianni, I., Gregg, V. H. (2005). Memory awareness following speeded compared with unspeeded picture recognition. *Experimental Psychology*, 52, 140-149.
- Karayianni, I., Gardiner, J.M. (2003). Transferring voice effects in recognition memory from remembering to knowing. *Memory and Cognition*, 31, 1052-1059
- Karayianni, I., Konstantinou, I., Gardiner, J.M. (2002). Two recognition effects in remembering that sometimes occur in knowing. *43rd Psychonomic Society Annual Meeting*. Kansas, USA.
- Karayianni, I. (2001). Remembering and knowing in word recognition memory as a function of voice congruency. *IV International Conference on Memory*. Valencia, Spain.