

Name: Irene Karayianni

## Work experience



(1) **Assistant Professor** (2022-present), (2) **Associate Lecturer I** (2019 – 2022), (3) **Psychology Instructor** (2014 – 2018)

**Dates:** January 2014 - present

**Employer:** Deree, The American College of Greece, Athens

**Main activities and responsibilities:** Designing and delivering OU validated courses in research methods, human learning and memory - syllabus, learning materials and assessments. Fellow in the Center of Teaching and Learning. Member at the Research, Technology & Innovation Network (Neuro-HCI XR). Affiliated Faculty in the Center of Excellence - Food, Tourism & Leisure.



(1) **Project Leader in Diabetes** (June 2014 – December 2014), (2) **Business Analytics Specialist** (November 2012 – May 2014), (3) **Market Research Manager** (April 2010 – November 2012)

**Dates:** April 2010 - Dec 2014

**Employer:** Merck Sharp & Dohme, Athens

**Main activities and responsibilities:** (1) Designing, implementing and evaluating marketing activities to advance strategic priorities. Annual marketing plan. (2) Leverage Market Research and secondary data to guide Marketing decisions. Performance measurement, Monitoring and evaluation of Marketing activities, Forecasting, Competitive intelligence, Tracking and forecasting key metrics. Workgroups membership: Marketing Productivity, Business Development, Innovative Congresses & Events. (3) 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 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. Workgroups membership: Capturing Customer needs, Commercial Trade Channel Management, Employee Engagement & Culture.



**Marketing and Experimental Research Consultant**

**Dates:** January 2010 – July 2010

**Employer:** Center of Renewable Energy Sources, Athens

**Main activities and responsibilities:** Conducting and analyzing Green Marketing and Psycho-Social research on technological change projects regarding Renewable Energy Sources. Projects: Energy Performance of Buildings regulation (Technical Chamber of Greece forum qualitative analysis); Changing Behavior EU program (Effective Forms of Target-group Interaction and Stakeholder Participation)



**Market Research Senior Account Executive**

**Dates:** 2006 – 2009

**Employer:** TNS ICAP, Athens

**Main activities and responsibilities:** 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). Example projects: 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, Product Tests, Social Research



**Market Research Account Executive**

**Dates:** 2005-2006

**Employer:** Explorer Worldwide Research, Athens

**Main activities and responsibilities:** End-to-end qualitative and quantitative research for FMCGs. Example Projects: Market trends, Semiotics, Communication & Advertising, Pre- and Post-launch assessment, Product Placement, Brand Positioning, Pack assessment, Brand image, U&A, New Product Development, Customer Satisfaction, Market Segmentation, Mystery Shopper, Product Tests, etc.



### Consumer Expert

**Dates:** 2004-2005

**Employer:** qed, Athens

**Main activities and responsibilities:** End-to-end qualitative and quantitative research. Projects in a variety of different categories of products and fields, including FMCGs, Telecoms, Banking, Ministry of Education, Mass Media, Personal Care and Pharma.



### Lecturer in Psychology and Biology

**Dates:** 2003-2004

**Employer:** Network College, Athens

**Main activities and responsibilities:** Designing and delivering Psychology and Biology courses, assessing student progress



### Research Fellow, Lecturer

**Dates:** 2000-2003

**Employer:** City University (UK) and University of Sussex (UK) / ESRC Fund

**Main activities and responsibilities:** Conducting research on memory consciousness, presenting/writing papers for International conferences and Journals, and teaching Cognitive Psychology, Applied Psychology and Statistics courses.

### Freelance Web design & Photo retouching

**Dates:** 2000-2003

**Main activities and responsibilities:** Creating websites according to client's company identity (HTML, JavaScript), as well as retouching of photos for magazines (Adobe Photoshop).



### Tutor and Experimental Psychology Research Assistant

**Dates:** 1995-2000

**Employer:** Deree College, The American College of Greece, Athens

**Main activities and responsibilities:** Working at the Experimental Psychology Labs, helping students design their research projects.

## Voluntary work

### Reviewer

**Dates:** March 2021 - present

- **Journals:** Student Engagement in Higher Education Journal, Psychology Learning and Teaching, Tuning Journal for Higher Education
- **Textbooks:** Routledge - Taylor & Francis
- **Conferences:** International Congress of Psychology (2024), Active Learning Network Conference and Festival (2024)

**Main activities and responsibilities:** Peer reviewing of scholarly papers, new textbook editions, and conference abstracts



### Mentor

**Dates:** January 2014 - present

**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.

## Education and training

### Online Faculty Training I & II

**Graduation year:** 2021

**Institution:** The American College of Greece

### Advanced Certificate in Strategic Pharmaceutical Marketing

**Graduation year:** 2011

**Institution:** University of Piraeus and EEFAM (Greek Society of Pharmaceutical Marketing)

### PhD in Experimental Cognitive Psychology

**Graduation year:** 2005  
**Institution:** University of Sussex, UK

**Bachelor in Psychology**  
**Graduation year:** 1998  
**Institution:** Deree, The American College of Greece

#### Publications / Conferences

- Limogiannis Perakis, N. & Karayianni, I. (2024, July 21 – 26). Beyond the curriculum: Instructor characteristics, student engagement and academic performance. 33rd International Congress of Psychology, Prague
- Karayianni, I. (2024, May 29-31). Enhancing student interactivity with think pair share using Quizizz. Kenyon What Works conference
- Karayianni, I. (2024, February 12-16). Informal student feedback opportunities. APA Society for the Teaching of Psychology, Annual Conference on Teaching
- Karayianni, I. (2024, January 16-18). Unlocking the Potential of AI Assistants. FRN Teach Share Conference
- Karayianni, I. (2023, November 20). Greek students trust ChatGPT: study shows. *To Vima*. <https://www.tovima.com/science/greek-students-trust-chatgpt-study-shows/>
- Karayianni, I. (2023, May 5-7). Γνωστικές τεχνικές ενίσχυσης μάθησης και αποτελεσματικής μελέτης. *29th Scientific Conference of Hellenic Medical Students & 17th International Forum of Medical Students and Junior Doctors*, Alexandroupoli
- Cara, S., & Karayianni, I. (2023, April 21). The relationship between student engagement, student-instructor rapport and peer support in college students. *VURC 2023 - Center for Interdisciplinary Writing and Research*, Florida, USA
- Goulia, M. & Karayianni, I. (2023, April 21). Instructor Connectedness and Immediacy: What Is Their Role in Student Engagement? *VURC 2023 - Center for Interdisciplinary Writing and Research*, Florida, USA
- Karayianni, I. (2023, January 17-19). Using classroom response systems to increase interactivity in an undergraduate Psychology course. *Faculty Resource Network Teach Share Conference 2023*, New York, USA
- Kostaki, D., & Karayianni, I. (2022). Houston, we have a pandemic: Technical difficulties, distractions and online student engagement. *Student Engagement in Higher Education Journal*, 4(2).
- Karayianni, I. (2022, October). The six sins of lecture slides. *American Psychological Association - STP International Twitter Poster Conference* (ITPC).
- Karle, S. & Karayianni, I. (2022, October 5-9). Ακαδημαϊκός δικαιωτισμός, αυτενεργειακή ακαδημαϊκή δέσμευση και αυτοαποτελεσματικότητα. *18th Panhellenic conference of psychological research (18 Πανελλήνιο Συνέδριο Ψυχολογικής Έρευνας – Ελληνική Ψυχολογική Εταιρία)*, Panteion University, Athens, Greece.
- Karle, S. & Karayianni, I. (2022, July 20). Agentic engagement, academic entitlement and academic self-efficacy in college students. *5th International Active Learning Conference 2022: Moving Forward with Confidence*, Coventry University and the University of Glasgow, UK.
- 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.

#### **Languages**

Greek (mother tongue), English (proficient)

#### **Computer skills and competences**

SPSS, Jamovi, ChatGPT, Qualtrics.