

ZOI PITTAKI, PhD.

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I am a Senior Lecturer in Creativity and Entrepreneurship at Brunel University London, with a track record of successful engagement in research, teaching and learning activities but also leadership and management. I use solid historical methodologies to explore the dynamic nature of entrepreneurial activity and have secured research and doctoral grants of £27,843 in total.

EMPLOYMENT HISTORY

Senior Lecturer in Creativity and Entrepreneurship Brunel University London, Brunel Business School	2022 - currently
Tutor University of Glasgow, School of Social and Political Sciences	2021 - currently
Lecturer in Creativity and Entrepreneurship Brunel University London, Brunel Business School	2018-2022
Associate lecturer University of Glasgow, School of Social and Political Sciences	2021
Visiting Professor in Economic History Università Cattolica del Sacro Cuore, Milan, Italy	2018 - 2021
Dissertation Supervisor Heriot-Watt University, Edinburgh Business School	2019-2020
Dissertation Supervisor University of Glasgow, Adam Smith Business School	2018-2019
Associate Lecturer in Economic History University of Glasgow, School of Social and Political Sciences	2017-2018
Teaching Assistant University of Strathclyde, Strathclyde Business School	2016- 2017
Teaching Assistant University of Glasgow, School of Social and Political Sciences	2013-2017
Research Assistant Graduate Institute of International and Development Studies, Geneva Collection of data from the Glasgow Stock Exchange Archive, hosted in the University of Strathclyde Special Collections	2015
Research Assistant University of Melbourne	2014

Collection, analysis and interpretation of loan data from the Royal Bank of Scotland Archive

Research Assistant **2014**
University of Glasgow, School of Social and Political Sciences
Processing of archival material collected from the IMF and US banks

Research Fellow **2011-2012**
Institute of International Economic Relations, Athens-Greece
Research on Greek economic policy and supervision of study conducted by postgraduate students

Research Assistant **2005**
National and Capodestrian University of Athens, Department of Economics
Development of teaching material for undergraduate courses taught in the Economics Department.

ACHIEVEMENTS

-14,000 seed funding secured for inter-University project led as a PA, exploring the role of entrepreneurs as agents of economic development (ESRC application currently prepared)

-Nominated twice for prestigious award recognising my contribution to the student experience in Brunel University London

- Track record of successfully managing large and very large cohorts of UG and PG students in various institutions in the UK and abroad, achieving high scores in student feedback and teaching evaluation

- Nominated as a Top Teacher by Dean of Brunel Business School

CURRENT KEY RESEARCH COLLABORATORS

NAME	INSTITUTION	TOPIC	RESULTS
Professor Catherine Wang and Dr Cristina Stoian	Brunel University London	Scaling up the Impact of Social Enterprises: A Multiple Country Study	£250,000 ESRC grant application submitted; Working paper
Dr Sharin McDowall-Emefiele and Dr Samia Mahmood	Universities of Birmingham and Wolverhampton	The contribution of entrepreneurship to economic growth and the role of institutions	£14,000 seed funding, ESRC application prepared; Working paper
Professor Stefano Battilossi	Universidad Carlos III de Madrid	Down a slippery slope: enforcement, trust and business resistance to	Article submitted to <i>Enterprise and Society</i> (AJG 3)

		taxation in Greece, 1950-1990	
Dr Victoria Barnes	Brunel University London	Tax, International Business Regulation and Entrepreneurship	SI proposal, EBHA doctoral school proposal, working paper
Professor Lucy Newton	University of Reading	'Gender, Brand Identity and CRM in Barclays Bank'; 'English bank branch networks in the nineteenth century: entrepreneurial or not?'	Articles prepared for submission to <i>Business History</i> (AJG 4) and <i>European Review of Economic History</i> (AJG 3)
Professor Manoj Dora	Anglia Ruskin University	Mapping the drivers of modern-day slavery and understanding barriers to transparency in the supply chain	Article under review in <i>International Journal of Management Reviews</i> (AJG 3)

PUBLICATIONS ORCID: [0000-0002-5824-2753](https://orcid.org/0000-0002-5824-2753)

Books

Pittaki, Z. (2021): *Exploring the roots of systematic tax avoidance in Greece: Business, the Tax system and Tax Conscience, 1955-2008*. Palgrave Macmillan. ISSN 10: 3030719782 ISSN 13: 9783030719784

Journal Articles

Pittaki, Z (2020) 'No mutiny will be allowed': business, the tax system and the Greek version of Mediterranean capitalism during dictatorship, 1967-1974'. *Business History* (AJG 4). pp. 1 - 16. ISSN: 0007-6791

Mackenzie, N., **Pittaki, Z.** and Wong, N. (2019) 'Historical approaches for hospitality and tourism research'. *International Journal of Contemporary Hospitality Management* (AJG 3), 32 (4). pp. 1 - 17. ISSN: 0959-6119

Pittaki, Z. (2018) 'Extending William Baumol's theory on entrepreneurship and institutions: lessons from post-Second World War Greece'. *Business History* (AJG 4), 62 (2). pp. 343 - 363. ISSN: 0007-6791

Book chapters

Pittaki, Z. (2018): 'Unfairness, inequality and tax evasion: An analysis of the distribution of the tax burden in Greece, 1955-1989' in Huerlimann., Brownlee. and Ide. (eds.) *Worlds of Taxation The Political Economy of Taxing, Spending, and Redistribution Since 1945*. Palgrave Macmillan. pp. 301 - 320. ISBN 10: 3319902636.

WORKING PAPERS

Pittaki, Z. and Battilossi, S., 'Down a slippery slope: enforcement, trust and business resistance to taxation in Greece, 1950-1990', submitted in *Enterprise and Society* (AJG 3), December 2022

Barnes, V., Newton, L and **Pittaki, Z.** (2022) 'Gender, Brand Identity and CRM in Barclays Bank', to be submitted in *Business History* (AJG 4)

Pittaki, Z. (2022) 'Negotiating for a ransom from the taxpayers': Exploring the roots of systematic tax avoidance in Greece from an institutional perspective' (to be submitted in *Economic History Review*, AJG 4)

Barnes, V., Newton, L and **Pittaki, Z.** (2022) 'English bank branch networks in the nineteenth century: entrepreneurial or not?', to be submitted in *European Review of Economic History* (AJG 3)

Oh, L., Dora, M. and **Pittaki, Z.** (Under Second Review- 2022) 'Mapping the drivers of modern-day slavery and understanding barriers to transparency in the supply chain', submitted in *International Journal of Management Reviews* (AJG 3)

Pittaki, Z. and Li, X (2022) 'The development of Social Entrepreneurship in the UK: the cases of Salvation Army and Clarity & Co', to be submitted in *Business History* (AJG 4)

Pittaki, Z. (2022) (co-authors: Andrew Smith, Management School, University of Liverpool, Ellen Molgaard, Copenhagen Business School, Talia Pfefferman, Tel Aviv University): 'The Invisible Hand of Language: the Relationship Between Entrepreneurship, Linguistic Evolution and Economic Liberalism'

CONFERENCE PAPERS

Pittaki, Z. and Li, X (2022) 'The development of Social Entrepreneurship in the UK: the cases of Salvation Army and Clarity & Co', Association of Business Historians Conference, 1-2 July 2022, University of Strathclyde

Pittaki, Z. and Battilossi, S. (2021) 'Tax capacity and the ghost of institutions past: a Greek tale', 2nd World Congress of Business History (online), 9-11 September 2021

Pittaki, Z. (2019) 'Negotiating for a ransom from the taxpayers': Exploring the roots of systematic tax avoidance in Greece from an institutional perspective', Economic History Society Conference, Queen's University, Belfast, 05-07 April 2019

Pittaki, Z and Battilossi, S. (2019) 'Tax capacity and the ghost of institutions past: a Greek tale', Uses of the Past in International Economic Relations, St Hilda's College, University of Oxford, 09-10 May 2019

Pittaki, Z. (2018) (co-authors: Andrew Smith, Management School, University of Liverpool, Ellen Molgaard, Talia Pfefferman): 'The Invisible Hand of Language: the Relationship Between Entrepreneurship, Linguistic Evolution and Economic Liberalism' In: Association of Business Historians Conference, "Pluralistic Perspectives of Business History: Gender, Class, Ethnicity, Religion", The Open University Business School, Milton Keynes, 28-30th June 2018

Pittaki, Z (2017): 'Extending William Baumol's theory on entrepreneurship and Institutions: Lessons from post-Second World War Greece' In: 21st Annual Congress of European Business History Association, August 24-26 2017, Vienna University of Economics and Business, Vienna, Austria

Pittaki, Z (2016): 'Walking a Tightrope: Business, the Tax System and Tax Conscience in Greece, 1955 - 1989' In: Global Histories of Taxation and State Finances Since the Late 19th Century, Conference of the Laureate of the 2016 International Research Award in Global History, December 1 - 3, 2016, University of Basel, Europainstitut | Institute for European Global Studies, Switzerland

Pittaki, Z. (with Jeffrey Fear and Michael French, 2016) 'Adam Smith and the University of Glasgow', In: International Conference on "The Dissemination and Practice of Market Economic Thought in China and the Commemoration of the 240th Anniversary of the Publication of An Inquiry into the Nature and Causes of the Wealth of Nations", 11 September, Institute of Economics, Shanghai Academy of Social Sciences, China

Pittaki, Z. (2016): Walking a tightrope: Business, The Tax System and Tax Conscience in Greece, 1955-1989. In: 32nd European Group for Organisational Studies Colloquium, 7-9 July, Naples, Italy

Pittaki, Z. (2016): 'Proposing an extension to William Baumol's theory on Entrepreneurship and Institutions'. In: Copenhagen Business School, Doctoral and Emerging Scholar Colloquium, Historical Approaches to Entrepreneurship Theory and Research, 23 May 2016, Copenhagen, Denmark

Pittaki, Z. (2016): 'Views and facts on industrial development and the tax system in Greece, mid 1950s - late 1980s'. In: Greek Economic History Association Seminar Series, 9 May 2016, Athens, Greece

Pittaki, Z. (2016): 'Walking a Tightrope: Business, the Tax System and Tax Conscience in Greece, 1955-1989'. In: PhD Seminar Series, invited speaker - Centre for Evolution of Global Business and Institutions, The York Management School, University of York, 20 April 2016, York, UK

Pittaki, Z. (2015): 'Overcoming the difficulties of archival research: The example of a thesis focusing on the interaction between taxation and business in post-Second World War Greece'. In: 2015 Kyoto Graduate Seminar on Economic Development and Sustainability Studies, University of Kyoto, 13-19 September 2015, Kyoto, Japan

Pittaki, Z. (2015): 'Facing a 'sibylline' authority: views and facts regarding industrial development and the tax system in Greece, from the mid 1950s to the late 1980s'. In: 8th European Business History Association Doctoral Summer School, University of Ancona, 7-12 September 2015, Ancona, Italy

Pittaki, Z. (2014): 'Post-Second World War Greek Economy and Taxation from a Historical Perspective'. In: Association of Business Historians Conference 2014, University of Newcastle, 27-28 June 2014, Newcastle, UK

Pittaki, Z. (2014): 'Greek Economy and Taxation from a Historical Perspective: 1950s-1980s'. In: Frontier Research in Economic and Social History (F.R.E.S.H) Meeting - Annual Scottish Economic Society Conference, 24-26 April 2014, Perth, UK

LEADERSHIP ROLES

Senior Tutor and Head of Extenuating Circumstances panel **2022-currently**
Brunel Business School, Brunel University London
Responsibilities involve the coordination of the team processing students' extension requests, late exam paper requests and Extenuating Circumstances claims, according to the School's Extenuating Circumstances policies and relevant Senate Regulations and procedures. I am also responsible for leading the Department's personal tutors' team and the Student Experience team, as well as providing advice and guidance to students facing unexpected difficulties with their studies.

Deputy Senior Tutor and member of Extenuating Circumstances panel **2019-2022**
Brunel Business School, Brunel University London
Responsibilities involved the processing of students' extension requests, late exam paper requests and Extenuating Circumstances claims, according to the School's Extenuating Circumstances policies and relevant Senate Regulations and procedures as well as the provision of advice and guidance to students facing unexpected difficulties with their studies.

Business Mentor for Student-led Start-ups **2021-currently**
Brunel Business School, Brunel University London, UK

EXTERNAL LEADERSHIP

-Organiser of 2023 European Business History Association Doctoral Summer School

-Co-editor of Special Issue proposal entitled 'Tax, International Business Regulation and Entrepreneurship' to be submitted in *Business History* (AJG 4)

-Communications Officer for Association of Business Historians **2023-2026**

EXTERNAL IMPACT

Co-developer of consultation to the Welsh government's proposals for a discretionary visitor levy for local authorities

Brunel University London
(Submitted December 2022)

2022

INSTITUTIONAL SERVICE

Interview panel member Brunel University London, Brunel Business School	2022-currently
Probation committee member Brunel University London, College of Business, Arts and Social Sciences	2022-currently
Internal PhD Thesis Examiner Brunel University London, Brunel Business School	2022 - currently
External PhD Thesis Examiner University of Reading, School of Politics, Economics, and International Relations	2022-currently
External Examiner and Assessor University of Johannesburg, College of Business and Economics	2017-2019

PROFESSIONAL SERVICE

Reviewer:

- *Business History*
- *International Journal of Contemporary Hospitality Management*
- *Essays in Economic & Business History*

Chair / Discussant:

- Session on 'Leadership and Governance' at 2022 Association of Business Historians Conference 1-2 July 2022, University of Strathclyde
- Session on tax policies at 2015 Association of Business Historians Conference 3-4 July 2015, University of Exeter

EDUCATION

PhD Economic and Social History
University of Glasgow, School of Social and Political Sciences

2012-2016

Thesis title: *Walking a Tightrope: Business, the Tax System and Tax Conscience in Greece, 1955-1989*

Primary Supervisor: Prof Neil Rollings

External Examiner: Prof Teresa Da Silva Lopes

MPhil Economics National and Capodestrian University of Athens, Economics Department	2008-2010
MSc Applied Economics and Finance National and Capodestrian University of Athens, Economics Department	2005-2007
BSc (Hons) Economics National and Capodestrian University of Athens, Economics Department	2001-2005

SUPERVISION OF POSTGRADUATE STUDENTS

-Principal PhD Supervisor Brunel University London, Brunel Business School Student Name: Lynda Oh Thesis title: Identifying Tangible and Intangible Resources which Mitigate Modern Day Slavery in the Food Industry	2020-currently
-Secondary PhD Supervisor Brunel University London, Brunel Business School Student Name: Bader Almutairi Thesis title: Government accounting, crisis, reforms, accountability, and institutional theory perspective: Evidence from Kuwait	2021-currently
-MSc Dissertation Supervision Brunel University London, University of Glasgow, Heriot-Watt University (64 students in total)	2018-2022

POSTGRADUATE TEACHING (MODULE DESIGN AND CONVENING)

Business Planning (Brunel University London, 350+students) Module Leader, Lecturer, Seminar Tutor (10 groups of app.35 students each), Marker	2020-currently
Entrepreneurship (Brunel University London, 440+students) Module Leader, Lecturer, Marker	2018-2019 / 2020-2021
Forms of Enterprise and Ent/ship in Europe during the 19th and 20th centuries (Università Cattolica del Sacro Cuore-Milan 60+students) Module Leader, Lecturer, Marker	2018-2020

UNDERGRADUATE TEACHING (MODULE DESIGN AND CONVENING)

Introduction to Management Enquiry	2018-2020
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(Brunel University London, 410+ students)

Module Leader, Lecturer, Seminar Tutor (2 groups of app.60 students per semester), Marker

Entrepreneurship and Small Business Ventures

2019-2020

(Brunel University London, 250+students)

Module Leader, Lecturer, Marker

LECTURER AND TUTORIAL LEADER

Issues and Controversies in International Business Studies Project (UG)

2019-2020

(Brunel University London, 15+students)

Final Year Project seminars and Supervision, Marker

Economic and Social History: Themes in Globalisation c.1914-2008 (UG) 2021-22 / 2013-2018

(University of Glasgow, app.30 students)

Seminar Tutor, Marker

Economic and Social History: Britain 1770-1914 (UG)

2013-2018

(University of Glasgow, app.20 students)

Seminar Tutor, Marker

Globalised Economy (PG)

2021

(University of Glasgow, app.40 students)

Seminar Tutor, Marker

Diversities of Entrepreneurship (PG)

2022-currently

(University of Glasgow, app. 50 students)

Lecturer and Seminar Tutor, 2 Lectures and 2 seminars, Marker

Business in the Global Economy (PG)

2021-2022

(University of Glasgow, app.15 students)

Seminar Tutor, Marker

Entrepreneurship Theory and Practice (PG)

2016-2017

(University of Strathclyde, app.30 students per semester)

Seminar Tutor, Marker

Creativity and Innovation Management (PG)

2016

(University of Strathclyde, app.30 students per semester)

Seminar Tutor, Marker

Management Development (UG)

2017

(University of Strathclyde, app.40 students per semester)

Seminar Tutor, Marker

Research Design (PG)

2021 - currently

(University of Glasgow, app.15 students per semester)

GRANTS, AWARDS AND PRIZES

-2020/21 Brunel Research Initiative and Enterprise Fund (BRIEF) Award for the project 'The contribution of entrepreneurship to economic growth and the role of institutions: lessons from the case of post-Second World War Greece', Brunel University London, March 2021 (£14,000)

-2014/15 Final Year Bursary Award, University of Glasgow, College of Social Sciences (£13,843)

-2014/15 Research Training Support Grant, University of Glasgow

-2014 Economic History Society Grant, Research Fund for Graduate Students

-2014 Royal Historical Society Grant, Past and Present Society, Award for Research Outside the UK

-2002 The Greek State Scholarships Foundation - IKY Prize to Undergraduate Students

CONFERENCE / WORKSHOP ORGANISATION

-One-day conference on *Migration, Entrepreneurship and Social Change*, 2 June 2015, University of Glasgow, Economic and Social History

- Keynote speakers: Professor Dan Wadhvani (University of the Pacific, Copenhagen Business School), Professor Richard Smith (University of Cambridge)
- Funding awarded by the Economic History Society's 'Initiatives and Conference Fund'

-Doctoral student workshop for early and advanced-stage PhD students, 26 March 2014, University of Glasgow, Economic and Social History of the University of Glasgow

LEARNED SOCIETIES AFFILIATIONS

Association of Business Historians (ABH)	2014-currently
European Business History Association (EBHA)	2014- currently
Business History Collective	2020-currently