

# Research Awards

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## RESEARCH AWARDS

### 2010 – PRESENT

1. April 2011: Best Working Paper Award for the paper: Tzoumaka, E., **Tsiotsou, R.H.** and Siomkos, G. (2011). The effect of sport celebrity characteristics on endorsement outcomes. *16<sup>th</sup> International Conference on Corporate Marketing Communications*, (April 27-30), Athens, Greece.
2. Among the five nominees for the best paper award. **Hatzithomas L.**, Boutsouki C., and Zotos Y. (2014), *The Role of Economic Conditions on the Effectiveness of Greek Humorous TV Advertising*, EAA's 13th International Conference on Research in Advertising (ICORIA), Amsterdam, Netherlands.

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