

Eirini Tsihla is an Academic Scholar in Business Administration at the School of Humanities, Social Sciences and Economics at the University Center of International Programmes of Studies of International Hellenic University. She is also an Assistant Professor at the American College of Thessaloniki. She holds a Bachelor's degree in Economics from the Aristotle's University of Thessaloniki, an MSc in Marketing from the University of Stirling UK, and a Ph.D. in Marketing from the Aristotle's University of Thessaloniki, Greece.

She has significant research and teaching experience in various Academic Institutions, including the Aristotle University of Thessaloniki, the University of Macedonia, the Cyprus University of Technology, the Alexandreion Technological Educational Institute of Thessaloniki, and the University of New York in Prague. During 2018-2021, she served as an Assistant Professor at the Department of Communication and Digital Media of the University of Western Macedonia.

Her research interests lie in the fields of Advertising, Branding, Atmospherics, and Gender. She has published research papers in peer-reviewed international academic journals such as the *New Media and Society*, the *International Journal of Advertising*, the *Journal of Marketing Communications*, *Communication Research Reports*, and the *International Review on Public and Nonprofit Marketing*. Moreover, her work has been presented in various international academic conferences including the European Marketing Academy Conference (EMAC) and the International Conference on Research in Advertising (ICORIA).

Selected Publications in Academic Journals

Tsihla, E., Lappas, G., Triantafillidou, A. and Kleftodimos, A. (2023). Gender Differences in Politicians' Facebook Campaigns: Campaign Practices, Campaign Issues and Voter Engagement. *New Media and Society*, 25(11), 2918-2938. [8.061 impact factor, Journal Citation Reports (Source Clarivate, 2021)], SCImago (2020) Q1.

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Voutsas, M., **Tsihla, E.**, Hatzithomas, L. & Margariti, K. (2021). Examining consumer responses to YouTube ads through facial expressions and self-reports: The role of gender identity and emotional appeal. *International Journal of Internet Marketing and Advertising*, 15(4), pp. 368-393 (1* ABS-2018, SCImago (2018) Q3)

Tsihla, E. (2020). The Changing Role of Gender in Advertising: Past, Present and Future. *Contemporary Southeastern Europe*, 7(2), pp. 28-44

Tsichla, E., Hatzithomas, L., Boutsouki, C. & Zotos, K. (2019). Greek Political Advertising in Retrospect: A Longitudinal Approach. *Communication Research Reports*, 36(5), pp. 404-414. (SCImago (2019) Q1)

Kotzaivazoglou, I., Hatzithomas, L. & **Tsichla, E.** (2018). Gender Stereotypes in Advertisements for Male Politicians: Longitudinal Evidence from Greece. *International Review on Public and Nonprofit Marketing*, 15(3), pp. 333-352 (ABS*1 (2018), SCImago (2019) Q3)

Tsichla, E., and Zotos, Y. (2016). Gender Portrayals Revisited: Searching for Explicit and Implicit Stereotypes in Cypriot Magazine Advertisements". *International Journal of Advertising*, 35(6), pp. 983-1007 (Impact factor: 3.606, 2*ABS-2018, SCImago (2019) Q1)

Tsichla, E., Hatzithomas, L. & Boutsouki, C. (2016). Gender Differences in the interpretation of web atmospherics: A Selectivity Hypothesis Approach. *Journal of Marketing Communications*, 22(2), 563-586 (2*ABS (2009), 2*ABS (2010), 1*ABS (2018), SCImago (2019) Q3)

Zotos, Y. and **Tsichla, E.** (2014). Snapshots of men and women in interaction: An investigation of stereotypes in print advertisement relationship portrayals. *Journal of Euromarketing*, Vol 23, No.3.

Zotos, Y. and **Tsichla, E.** (2014). Female portrayals in advertising: Past Research, New Directions. *International Journal on Strategic Innovative Marketing*, Vol.1, No.1.