



**KOUREMENOS ATHANASIOS**

Professor

Department of Language Studies and Communications

School of Education and Sciences



### Academic Personnel Short Profile / Short CV

<b>University:</b>	PHILIPS UNIVERSITY
<b>Surname:</b>	Kouremenos
<b>Name:</b>	Athanasios
<b>Rank/Position:</b>	Professor of Marketing
<b>Faculty:</b>	Education and Sciences
<b>Department:</b>	Language Studies and Communications
<b>Scientific Domain: *</b>	Marketing

*\* Field of Specialization*

### Academic qualifications (list by highest qualification)

Qualification	Year	Awarding Institution	Department	Thesis title (Optional Entry)
B.Sc. Economics	1976	Athens University	Economics	
Postgraduate Diploma in Marketing	1977	Scottish Business School (Strathclyde Division)	Marketing	"Future Trends in the Demand for Underwater Maintenance Services in North Sea"
PhD	1985	University of Strathclyde	Marketing	Quantitative Methods in Marketing: A Theoretical and an Empirical Analysis

**Employment history in Academic Institutions/Research Centers – List by the three (3) most recent**

Period of employment		Employer	Location	Position
From	To			
2006	2021	University of Piraeus	Piraeus Greece	Professor of Marketing
1993	2006	University of Piraeus	Piraeus Greece	Associate Professor of Marketing
1990	1992	Athens University of Economics and Business	Athens Greece	Visiting Professor of Marketing Research

**Key refereed journal papers, monographs, books, conference publications etc. List the five (5) more recent and other five (5) selected –(max total 10)**

Ref. Number	Year	Title	Other authors	Journal and Publisher / Conference	Vol.	Pages
1	2019	“Law, Technology and Innovation – A Historical Framework” (in Greek)		<i>Law and Technology</i> Sakkoulas- Law Publishers, Athens, Greece		393-100
2	2016	“Advertising Messages before and after the Economic Recession in Greece”	Livas, C., Tsogas, M.	<i>Proceedings of the Global Marketing Conference, (GMC)</i> Hong Kong, (Hosts: American Marketing Association, European Marketing Academy, Japan Society of Marketing)		1755-1759
3	2016	Economic performance and strategic marketing decisions in times of a severe recession.	Özsomer, A., Tsogas, M., Papastathopoulou, P.	<i>Proceedings of the Global Marketing Conference, (GMC)</i> Hong Kong, (Hosts: American Marketing		

				Association, European Marketing Academy, Japan Society of Marketing)		
4	2013	"Changing economic conditions and advertising message adaptation"	Livas, C., Tsogas, M. Papastathopoulou, P.	<i>Proceedings of 4th European Marketing Academy Regional Conference, Saint-Petersburg, Russia</i>		
5	2011	"Trust-based segmentation: Preliminary evidence from technology - enabled bank channels"	Dimitriadis, S., Kyrezis, N.	<i>International Journal of Bank Marketing,</i>	29	5-31
6	2008	"Do tourism providers know their visitors? An investigation of tourism experience at a destination."	Zouni, G.	<i>Tourism and Hospitality Research</i>	8	282-297
7	1995	The changing consumer in Greece	Avlonitis, G. J.	<i>International Journal of Research in Marketing</i>	12	435-448
8	1994	"Assessing the innovativeness of organizations and its antecedents: Project INNOVSTRAT."	Avlonitis, G. J., Tzokas, N.	<i>European Journal of Marketing</i>	28	5-28
9	1993	"Marketing approaches in Bulgaria."	Marinov, M., Cox, T., Avlonitis, G. J.	<i>European Journal of Marketing</i>	27	34-46
10	1986	"Matching salesmen to the selling job."	Avlonitis, G. J., Boyle, K. A.	<i>Industrial Marketing Management</i>	15	45-54

**Exhibitions (where applicable). List the five (5) more recent and other five (5) selected.  
(max total 10)**

Ref. Number	Date	Topic	International / Local	Location*	Role in Exhibition
1					

*\*Specify venue, geographic location etc*

**Research Projects. List the five (5) more recent and other five (5) selected  
(max total 10)**

Ref. Number	Date	Title	Funded by	Project Role*
1	2020-2021	Island Entrepreneurship –	European Commission- Ministry of Maritime Affairs	Research Team Member
2	2019-2020	Regio Gnosis	European Commission	Scientific Coordinator
3	2012-2015	Buyer Behaviour -Consumer Durables and Greek Economic Recession	Athinaiki Stromatopoiia (Media Strom)	Scientific Coordinator
4	2011-2015	Macro-Marketing Modelling - Consumer Durables and Greek Economic Recession	Athinaiki Stromatopoiia (Media Strom)	Scientific Coordinator
5	2008	Religious Tourism in Crete island Region	European Commission- Crete Region Authority	Scientific Coordinator
6	1995-1996	Bekasi 3000: Strategic Marketing Research for a new Satellite City in Jakarta Indonesia	Sinar Mas Corporation, Indonesia	Scientific Coordinator

7	1995-1996	“Market Research of the member States of the Black Sea Trade and Development Bank” (subprogram within the context of the intended establishment of the Bank)	European Commission (Tacis Program)	Scientific Coordinator
8	1994-1995	“The European Way to Excellence”	European Commission	Research Team Member
9	1992-1993	“A comparative Study of Marketing in Hungary, Poland and Bulgaria”	European Commission – ACE program	Research Team Member
10	1988-1989	Project INNOSTRAT-Innovativeness of Greek Manufacturing Companies	General Directorate for Research and Technology (Greece)	Research Team Member

*\*Project Role: i.e. Scientific/Project Coordinator, Research Team Member, Researcher, Assistant Researcher, other*

**Academic Consulting Services and/or Participation in Councils / Boards/ Editorial Committees.  
List the five (5) more recent (Optional Entry)**

<b>Ref. Number</b>	<b>Period</b>	<b>Organization</b>	<b>Title of Position or Service</b>	<b>Key Activities</b>
1	2017-2021	University of Piraeus Greece	Chairman of the Department of Business Administration and member of the University Senate	According to the Greek higher education legislation
2	2013-2019	Athens University of Economics and Business	President of external Academic Committee -Support of Research for Excellence: Action 2	Evaluation for funding of post-doctoral research proposals, School of Business Administration
3	2012-2016	University of Piraeus Greece	Member of the Board of Directors of the University of Piraeus (Presidency of Prof C Fleming, Provost of New York University)	According to the Greek higher education legislation
4	2012-214	Greek Ministry of Health	President of the International Committee for the Development of Health Tourism in Greece	A committee in the context of the European Commission-Task Force for Greece, for restructuring the Greek National Health System
5	1998-2020	Greek Marketing Academy	Vice-President (Presidency of Professor G J Avlonitis)	Promotion and Diffusion of Marketing in Greece in Academia and in practice

**Awards / International Recognition (where applicable). List the five (5) more recent and other five (5) selected.  
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Awarded by:
1	2010	Life Achievement Award	University of Strathclyde Alumni Association
2	2008	"Best Paper Award" (with G Zouni) CHME annual Conference, Glasgow Scotland	Council for Hospitality Management Education
3	1985	"Outstanding Paper Award" (with G J Avlonitis) World Marketing Congress, Stirling Scotland	Academy of Marketing Science (AMS)

**Other Achievements. List the five (5) more recent and other five (5) selected.  
(max total 10) (Optional Entry)**

Ref. Number	Date	Title	Key Activities:
1			