



Academic Personnel Short Profile / Short CV

University:	ATHENS UNIVERSITY OF ECONOMICS & BUSINESS
Surname:	BALTAS
Name:	GEORGE
Rank:	PROFESSOR
Faculty:	BUSINESS
Department:	MARKETING & COMMUNICATION
Scientific Domain: *	MARKETING & CONSUMER BEHAVIOUR

* Field of Specialization

Academic qualifications (list by highest qualification)				
Qualification	Year	Awarding Institution	Department	Thesis title
BSC	1991	AUEB	ECONOMICS	
MBA	1995	AUEB	MBA	
PHD	1998	UNIVERSITY OF WARWICK	BUSINESS SCHOOL	An analysis of consumer choice among national and private brands.

Employment history – List by the three (3) most recent				
Period of employment		Employer	Location	Position
From	To			
2000	2003	AUEB	ATHENS	LECTURER
2003	2010	AUEB	ATHENS	ASSOCIATE PROFESSOR
2010	2019	AEUB	ATHENS	PROFESSOR

Key <u>refereed</u> 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	Shifting consumers into gear: car sharing services in urban areas	Prieto M, Stan V, Lawson S	International Journal of Retail & Distribution Management	47	552-570
2	2017	Car sharing adoption intention in urban areas: what are the key sociodemographic drivers?	Prieto M, Stan V	Transportation Research (Part A),	101	218-227
3	2016	Motivation Recipes for Brand-Related Social Media Use: A Boolean—fsQCA Approach.	Saridakis C, Oghazi P, Hultman M,	Psychology and Marketing	33	1062-1070
4	2016	Relationship value: Drivers and outcomes in international marketing channels.	Skarmas, D., Zeriti, A.	Journal of International Marketing	24	22-40
5	2016	Modeling price-related consequences of the brand origin cue: An empirical examination of the automobile market	Saridakis C	Marketing Letters	27	77-87
6	2013	Biologically inspired approaches to strategic service design: Optimal service diversification through evolutionary and swarm intelligence models	Tsafarakis, S, Saridakis, C., Matsatsinis, N	Journal of Service Research	16	186-201
7	2010	The role of customer factors in multiple store patronage: a cost-benefit approach.	Argouslidis P, Skarmas D	Journal of Retailing	86	37-50

8	2007	Structure in product line management: the role of formalization in service elimination decisions.	Argouslidis P	Journal of the Academy of Marketing Science	35	475-491
9	2001	Random utility models in marketing research: a survey	Doyle P.	<i>Journal of Business Research</i>	51	115-125
10	2001	Utility-consistent brand demand systems with endogenous category consumption: principles and marketing applications.	-	<i>Decision Sciences</i>	32	399-421

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

Consulting Services and/or Participation in Councils / Boards/ Editorial Committees. List the five (5) more recent				
Ref. Number	Period	Organization	Title of Position or Service	Key Activities
1	2010-	Industrial Marketing Management	Editorial board	
2	2013-	Journal of Product and Brand Management	Editorial board	
3	2013-	International journal of Retail & Distribution Management	Editorial board	
4	2014-	Journal of Economic and	Editorial board	

		Administrative Sciences		
5	2000-	Greek Marketing Academy	President	

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

Ref. Number	Date	Title	Awarded by:
1	2020	Best paper award. Marketing & Retailing. British Academy of Management Conference, Manchester, UK	British Academy of Management.
1	2016	Best paper award. Marketing & Retailing. British Academy of Management Conference, Newcastle,UK	British Academy of Management.
3	2015	Yale School of Management & Aspen Institute International MBA Case Competition.	Aspen Institute
4	2012	Best paper award. Marketing & Retailing. British Academy of Management Conference, Cardiff,UK	British Academy of Management
5	2008	Emerald Awards for Excellence, International Journal of Retail and Distribution Management	Emerald

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

Ref. Number	Date	Title	Key Activities:
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