

Athanasios Kouremenos

Athanasios G. Kouremenos is an Associate Professor at the Department of Business Administration of the University of Pireaus.

He has graduated from the Economics Department of the University of Athens and he has received his Ph.D. in Quantitative Methods in Marketing from the University of Strathclyde of Glasgow.

His lectures involve many fields of marketing in both undergraduate and postgraduate level in the University of Pireaus, the Athens University of Economics & Business, the Aegean University, the National Technical University of Athens and the ALBA.

His research and scientific interests include: Advanced Methods of Market Research and Analysis & Data Collection, Adoption of New Technologies, Marketing Information Systems, Total Quality & Customer Satisfaction Measure Methods.

He has published many articles in International Scientific Journals including Industrial Marketing Management, European Journal of Marketing, International Journal of Research in Marketing, Advances in Industrial Marketing and Purchasing, as well as in international conference's proceedings including the Academy of Marketing Science (USA), European Marketing Academy (EMAC), World Productivity Congress, European Foundation for Quality Management (EFQM).

In the last decade he has focused his scientific, research and consulting activities in the expansion of Marketing science to new fields Marketing of Cities, Marketing of Tourist Destinations, Marketing of Extraordinary Events. He was responsible for the Strategic Marketing Planning and Market Research for the foundation of Bekasi 3000, a new pilot private town of 500.000 habitants in Jakarta of Indonesia, the evaluation of future tourist perspectives of the Islands of Ko and Creta, the foundation of the Black Sea Investment and Development Bank, the purpose and viability of Olympic Youth Festival, the introduction of electronic portfolio in Greece, etc.

He conducted a large number of research proposals and has served as consultant in various companies of the private and public sector such as Eurest, Legrand, Toyota, Pepsico, Media Strom, Papoutsanis, National Bank of Greece, Metaxas Diagnostics, Greek Telecommunications Organisation, ICAP, ISOBOX, Greek Telecommunications Organisation Leasing etc.

He is one of the establishers of the Greek Marketing Academy, of which his is also the Vice-Chairman. He has been awarded the Outstanding Paper Award of the American Academy of Marketing Science. He has served as a member of the Paneuropean Network for the development of the European Quality and Customer Satisfaction Barometer. He is member of the Board of Media Strom.