

Curriculum Vitae

George G. PANIGYRAKIS M.Sc., Ph.D.

Born on June 23, 1954 in Athens (Greece)

Married, two children.

Present Employment: Professor of Marketing, Department of Business Administration, the Athens University of Economics and Business, Athens, Greece.

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ACADEMIC QUALIFICATIONS

June 1981 : Ph.D. Marketing, University College of Wales, Department of Marketing, Great Britain. Fields: Advertising, Consumer Behaviour. Thesis titled: A Systematic Approach to the Functional Use of Colour in Advertising. Supervisor: Prof. B. A. Delagneau (1978-80) and Prof. P. Baron (1980-81).

Sept. 1977 : M.Sc. Marketing, University College of Wales, Department of Economics, Great Britain. Major: Marketing of differentiated products. Thesis titled : Market Research and New Product Development in the Dairy Industry.

June 1976 : Graduate in Business Administration, Graduate School of Economic and Business Sciences, Athens, Greece.

LANGUAGES

- Native language: Greek.
- Fluent: English, French.

PROFESSIONAL EXPERIENCE

2002-today: Academic Director of the Interdepartmental Postgraduate Programme MBA, the Athens University of Economics and Business, Athens, Greece

- 2001-today: Professor of Marketing, the Athens University of Economics and Business, Department of Business Administration, Athens, Greece
- 1995-2001: Associate Professor of Marketing, the Athens University of Economics and Business, Department of Business Administration, Athens, Greece.
- 1991-1995: Assistant Professor of Marketing, the Athens University of Economics and Business, Department of Marketing, Athens, Greece.
- 1990-1998: Consultant of the World Bank and Japanese Export Trade Organization in Europe
- 1992-1995: Visiting Professor at the Polytechnic School of Athens
- 1992-today: Visiting Professor of the Higher Business School of Nantes (Audencia), M.B.A. Programme, Nantes, France
- 1991- today: Visiting Professor of the European Foundation for Management Development (Beijing, China MBA Program).
- 1990-1991: Visiting Professor, Sabbatical year, at the University of Stirling, Department of Marketing, Stirling, Scotland, Great Britain.
- 1987-today: Visiting Professor at the University of Zaragoza, M.B.A. Programme, Zaragoza, Spain.
- 1984-1990: Professor of Marketing, Group ESSEC (Ecole Supérieur des Sciences Economiques et Commerciales), Post Graduate Department of International Food Industry Management (Institut de Gestion International Agro-Alimentaire, IGIA), Cergy, Paris. Management (Institut de Gestion International Agro - Alimentaire, IGIA), Cergy, Paris.
- 1984-1985: Assistant Professor
- 1985-1987: Associate Professor
- 1987-1991: Professor of Marketing (Chair of Marketing)

BOOKS AND OTHER PUBLICATIONS

- 2001: Public Relations Management, G.Panigyrakis – Z. Ventura, editions Benos, Athens Greece
- 2000: Japanese Marketing to a globalized market, chapter in Globalization, P.Lytras, editions Papazisis, Athens, Greece
- 1999: Japanese Marketing Management, editions Stamoulis, G. Panigyrakis – P. Mourdoukoutas, Athens Greece.
- 1999: ‘Women and Men as Public Relations Managers in Consumer Goods Industries in Greece and Italy A Comparison Study of Industrial Characteristics, Role Played, Interfaces and Difficulties Encountered’,

- G.Panigyrakis – K.Veloutsou, chapter in, Contemporary Developments in Marketing, K. Backhaus (eds.), Edition ESKA, (ISBN: 2-86911-672-1)
- 1999: "A Case Study on the Consumption of Pasta in Europe", G. Panigyrakis – C. Veloutsou, chapter in Cases in Consumer Behaviour, G. Antonides and W. Fred van Raaij (eds), Wiley & Sons Ltd, (ISBN: 0-471-98781-6)
- 1997: 'Pricing Policy', chapter in D. Padberg, C. Ritson & L. Albisu (eds) Agro-Food Marketing, CAB International Publishers. (ISBN: 0-85199-144-0)
- 1996: Brand Management: Theory and Practice, Vol. I & II, editions, Stamoulis, Athens, Greece.
- 1996: Chapter in D. Padberg, C. Ritson & L. Albisu. Agro-Food Marketing, CAB International Publishers New York 1996.
- 1996: Chapter in Lymm Glynn (eds.), Marketing of Services: Issues and Cases, Haward Press Dublin. 1995
- 1992: Women Consumer Product Managers in France, Chapter in Baker (eds) Marketing Perspectives, Vol. 2, Wiley, U.K
 1995: Marketing Services to External Markets, Payne A. & Clark M. chapter in Glymm L.& Barnes J. (eds.), Understanding Service Management, editions Wiley & Sons New York. (ISBN: 0-471-96066-7)
- 1994 : A Funcao Gestor de Produto, with B. Yon, editoes, Cetor, Lisbon, Portugal
- 1994: 'Strategic Marketing Objectives in Mergers and Acquisitions in the Greek Food Industry', Chapter in M. Meulenberg (eds.): Food and Agribusiness Marketing in Europe, Haworth Press, London, England (ISBN:1-56024-4747)
- 1992: International Export Marketing, editions Stamoulis, Athens Greece.
- 1992: 'Women Consumer Product Managers in France', Chapter in M. Baker (eds.), Perspectives on Marketing Management, Vol. II, editions Addison Wesley, London, England (ISBN: 0-471-93183-7)
- 1990: The Role of Research in Public Relations, Chapter in D. Moss (eds) Public Relations, the University of Stirling "Long Distance Learning", U.K.
- 1989 : "Les Différentes Approches du Marketing dans l'Etude de Perception de Qualité des Consommateurs de Produits Alimentaires", Chapter, in : Le Concept de la Qualit , by J. Hossenlopp, Editions Lavoisier, Paris, France,1989.
- 1987 : La Fonction Chef de Produit, les Editions d'Organisation, Paris, December 1987, with B. Yon.

PUBLICATIONS: JOURNALS ARTICLES, MISCELLANEOUS PAPERS

- 2005 : “Role and Effectiveness of Public Relations Managers in Product and Service Firms in Six European Countries: Background, Activities, Roles and Work related factors”, Global Review of Business and Economic Research, 2005, Vol. 1, No. 1, pp. 19-40.
- 2004: “The Relationship between Market Orientation and Marketing Information Systems Effectiveness: An Empirical Investigation”, Review of Business Information Systems, (Summer), in collaboration with K. Hatzipanayotou (forthcoming).
- 2002: “All customers are not treated equally: Financial exclusion in isolated Greek islands”, in collaboration with P.Theodoridis. C.Veloutsou, Journal of Financial Services Marketing, 2002, Vol. 7, No. 1, pp. 54-66.
- 2001: “Role and Effectiveness in Product and Service Firms in Six European Countries”, Journal of Promotion Management, 2001, Vol. 7, No. 1/2, pp. 17-40.
- 2000 : “L’ Efficacité du Role des Directeurs de Relations Publiques dans Six Pays Europeens a des Entreprises de Biens et de Services. Notions de Base, Activities, Roles et Facteurs Lies a Leur Travail”. Revue de Gestion 2000.
- 2000: “Problems and Future of the Brand Management Structure in the Fast Moving Consumer Goods Industry: The Brand Managers’ View”, Journal of Marketing Management
- 1999: “Brand Managers in the Pharmaceutical Industry: Are they any Different?” Journal of Product and Brand Management, Vol. 8, No. 6, pp. 497-512.
- 1999: “Brand Managers’ Relations with Industrial Service Providers in Pharmaceutical and Other Companies”, Journal of Business and Industrial Marketing, Vol. 14, No. 3, pp. 229-245.
- 1999: “Brand Manager's Interfaces in Different Consumer Goods Industries”, Journal of Product and Brand Management, Vol. 8, No.1, pp.19-37
- 1998: “Sex Related Differences of Public Relations Managers in Consumer Goods Companies in Greece and Italy”, Women in Management Review, Vol.13, No.2, pp. 72-82
- 1995: “Service Quality Criteria in Different Custodian Markets, Maximizing Potential in the Emerging Markets in Asia”, Cahier de Recherche, No. 43, Centre de Recherche et d’ Etudes Appliqués, CREA, June 1995, pp. 2-18.
- 1993: Strategic Marketing Objectives in Mergers and Acquisitions in the Greek Food Industry, Journal of International Food & Agribusiness Marketing, December 1993 pp. 33-52.

1991 : "Le concept du Marketing Agro-Alimentaire en Afrique", Gestion 2000, Louvain, Belgium.

1989 : "Modèle Global du Comportement d'Achat du Consommateur et la Perception de la Qualité", Economie et Gestion, Paris, November 1989, pp 23-31.

1989: "Personal Selling in Europe", Business and Finance, Dublin, Ireland, March 1989, with W. Glynn.

1989 : "Le profil du chef de produit français de grande Distribution", Revue Francaise de Gestion, Paris, Sept.-Oct. 1989, Paris, pp 68-82.

1989 : "Le tranfert des Strategies Modernes de Marketing Agro- Alimentaire comme facteur de développement en Afrique", Revue Economie et Gestion, Paris, January 1989, pp 16-25, with M. Mbaissine.

1989 : "Est-ce que le beurre est un produit d'avenir ?", Agro-Paris, March 1989, pp 53-57.

1988 : "Agro-Alimentaire et Distribution : Plus concentrés demain!", Point de Vente, Paris, Febuary 1988, no 337, pp 52-55.

1988 : "Les barrières de l'entrée du marché français : le cas de Substituts du lait", Economie et Gestion, Paris, Mas 1988, pp 17-23, with R. Pigot.

1987 : "La politique marketing et commerciale des laits U.H.T., Congres : Maitrise de la qualité des produits, organised by INRA, Paris, April 1987, Economie et Gestion, Paris, December 1987, pp 24-32.

1986 : "La qualité perçue et le comportement d'achat", Revue Economie et Gestion, Paris, December 1986, pp 28-34.

1985: "Economics, psychology, sociology and the use of colour Effects in advertising", Le Marketing, June 1985, pp 47-51.

1984: "Empirical tests of the use of colour theory in advertisements of cars", Spoudai, vol.3, n 79, pp 127-139.

INTERNATIONAL MARKETING CONFERENCES

2004: Key Factors for Marketing Information Systems Effectiveness, 33rd European Marketing Academy Conference (EMAC), 18-21 May, Murcia, Spain

2003: Handling Conflict between Management and Ownership Regarding Dividend Policy, Competitive paper (President's Track), Tenth Anniversary International Conference on Advances in Management, 16-19 July, Seoul, Korea

- 2003: Participation systems and integrating goals within European Industrial Relations, Competitive paper (President's Track), Tenth Anniversary International Conference on Advances in Management, 16-19 July, Seoul, Korea
- 2003: Isolated areas and adoption of virtual banking, 10th Anniversary International Conference on Advances in Management, July 16-19, Seoul, Korea
- 2003: Effective conflict management and organizational effectiveness: A theoretical approach, First International Conference on Business, Economics, Management and Marketing, 26-29 June, Athens, Greece
- 2003: Public Relations Management and the Service Industry: The case of Greece, Competitive paper, Twelfth Annual World Business Congress, International Management Development Association, 25-29 June, Vancouver, Canada
- 2003: Relationships of Conflict Strategies to Organizational Communication: Using integrating style for managing interdepartmental conflict, Symposium Proposal (Cross- Cultural Studies on Conflict Management Strategies), Sixteenth International Association of Conflict Management Conference, 16-18 June, Melbourne, Australia
- 2001: Role Performance Differences of French and Japanese Consumer Product Managers, 30th European Marketing Academy Conference (EMAC), 8-11 May, Bergen, Norway
- 2001: Public Relations Activities in the Service Sector, 30th European Marketing Academy Conference (EMAC), 8-11 May, Bergen, Norway
- 2000: "Colour Effects in Consumer Goods Advertising Across Cultures and by Product Category - Synthesis and Extension", Competitive paper, Rotterdam (Netherlands), 29th European Marketing Academy Conference (EMAC), 23-26 May.
- 2000: "Job Stressors and Work Outcomes of Consumer Brand Managers", Competitive paper, Rotterdam (Netherlands), 29th European Marketing Academy Conference (EMAC), 23-26 May (In collaboration with C.Veloutsou).
- 1999: "Brand Manger's Planning Role for Fast Moving Consumer Goods Products, Competitive paper, Malta, World Marketing Congress", Academy of Marketing Science Ninth Biennial Vol. IX, Malta 23-26 June, pp. 182-185.
- 1999: "The Role Effectiveness of Public Relations Managers in Product and Service Firms in Six European Countries. Background, Activities, Roles and Work Related Factors", Competitive paper, Berlin (Germany), 28th European Marketing Academy Conference (EMAC), 11-14 May. Member of the Scientific Committee, Chairing the Session on International Advertising.
- 1999: Brussels, National Bank of Greece EE Congress on: Modern

Banking Methods and the Remote Regions of the EE,
Proceedings of the conference National Bank of Greece
editions, pp. 41-53.

- 1998: "Brand Managers as Coordinators of Brand's Team in Pharmaceutical and Other Fast Moving Consumer Goods Companies', Competitive paper, Academy of Marketing, Annual Conference, Sheffield (England), 8-10 July, pp. 540-546.
- 1998: "Brand Managers and Industrial Service Suppliers in Pharmaceutical and Other Fast Moving Consumer Goods Companies', Competitive paper, Montreal (Canada), Academy of Marketing Science -Multicultural Marketing Conference, 17-20 September, pp. 320-327.
- 1998: "Brand Manager's Main Responsibilities in Different Consumer Goods Industries, Competitive paper, Stockholm (Sweden), 27th European Marketing Academy Conference (EMAC), 19-23 May, Vol. 3, pp. 411-430, Member of the Scientific Committee, Chairing the Session: Service Marketing Management.
- 1997: "Men and Women as Public Relations Mangers in Consumer Goods Industries in Greece and Italy. A Comparison Study of Individual Characteristics, Role Played, Interfaces and Difficulties Encountered', Competitive paper, International Marketing Conference - New Frontiers and Tendencies, 13-19 October, in collaboration with C.Veloutsou, Montpellier, France, pp. 13-19 proceedings of the conference Ed. ESKA 1999 Paris
- 1997: "Interfaces of the Brand Manager- A Cross Sector Analysis in Consumer Goods Companies, Competitive paper, Warwick (England), 26th European Marketing Academy Conference (EMAC), 19-23 May, pp. 973-992, in collaboration with C.Veloutsou, Member of the Scientific and Steering Committee of the Conference
- 1996: Service Quality Criteria Used by Global Custodians When They Assess Local Custodial-Service Providers in 17 Emerging Markets in Asia and Latin America. Maximizing Potential in the Emerging Markets, European Academy Marketing Conference, Budapest, Hungary, May 1996.
- 1995: Service Quality Criteria in Different Custodian Markets Maximizing Potential in the Emerging Markets in Asia, World Academy of Marketing Conference, Melbourne, Australia, July 1995.
- 1995: "The Brand Management of Consumer Products in Greece", European Academy of Marketing, Paris, May, 1995.
- 1994: The Role of Public Relations Managers in Consumer Goods Companies in France and England, Ireland and Greece: A Comparison Study of Individual Characteristics, Rank Importance

- of Activities and Job-Related Attitudes ", American Academy of Marketing Conference, Tennessee, U.S.A., June 1994
- 1994: "Examining Public Relations Managers' Role in G. Britain Ireland, France and Greece, Using Individual Characteristics, Activities, Interfaces, Difficulties Encountered in their Profession, Solutions Proposed and Behavioral Factors", European Marketing Academy Conference, Maastricht, Holland, 1994.
- 1994: "The Role of Public Relations Managers in Consumer Goods Companies in France and G Britain, Ireland and Greece: A Comparison Study of Individual Characteristics, Rank Importance of Activities and Job-Related Attitudes ", Academy of Marketing Conference, American Marketing Science, Nashville, Tennessee, U.S.A. June, 1994.
- 1994: "The Public Relations Managers' Role in Four European Countries, Individual Characteristics, Activities, Behavioral Factors, Interfaces, Differences Encountered and Solutions Proposed, Competitive paper, 23rd European Marketing Academy Conference, Μέλος Member of the Scientific Committee of the Conference, Maastricht, Holland, May pp. 707-728.
- 1993: "Effect of Colour in Advertising: A Comparative Study of British and French Advertising Creative Executives". The World Marketing Conference, American Marketing Science Association, Istanbul, Turkey, 1993.
- 1993: "British and French Creative Executives: a Comparison of their Opinion and Final Use of Colour Effects in their Creativity Work per Product Category". European Marketing Academy Conference, Barcelona, Spain, 1993.
- 1991: "Women as Consumer Product Managers in France", European Marketing Academy Conference, with W. Glynn, May 21-23rd, 1991, Dublin, Ireland.
- 1991: "The Brand Manager of Pharmaceutical Products - the role of internal marketing programmes, key areas of improvement", paper presented at the conference of the European Management Association, Brussels, 30-31 January 1991.
- 1987 : "La Politique Marketing et Commerciale des Laites U.H.T.", in conference of Maitrise de la Qualite des Produits Alimentaires", National Institute of Research and Development, April, Paris, France.
- 1986 : Multon J.L., (eds.), Le Marché des Produits Alimentaires Spéciaux, chapter in "Economie Général de Marché Spéciaux, Cibles sur des Consommateurs Particuliers". Presentation in Conference with the same title (15-16 Dec.), Paris, France editions Lavoisier.

RESEARCH STUDIES

- 1994: “Strategic Business Plan for the development of securities Services of Bank of Greece.”
- “Organization of Exports Policy for Italy and Germany.” Mentor’s project for EEC

- 1993: Marketing and Retailing Research for Romania, Bulgaria and Middle East. Partners: European Commission, Comercial Bank of Industrial Development, Group PEPSICO-Hellas. Mentor’s Project (EEC)
- Stella S.A Mentor’s Project: Marketing Research for the determinants of an International Marketing Plan for Gr. Britain.

- 1990: FAO/The World Bank: ‘Yugoslavia Agricultural Development Project for Private Sector’. Project Evaluation Study/Loan Planning, all Former Republics of Yugoslavia, FAO, the World Bank. Confidential study. World Bank Food Investment, Department of Eastern Europe.

- 1987: Intersectorial Study S.G.N. (Saint Gobain Nucliaire): ‘Technological Innovations in Food Retailing’, (in collaboration with B. Yon). European Community/France, Sectorial Study, Retailing & New Technology /France (Automation).
- Commission for the European Communities, Brussels: ‘An Assesement of Aspects of the E.C. Starch Regime of 1986’, (in collaboration with R. Henry, M. Debatisse: the Centre for European Agricultural Studies, Wye College, Kent, Gr. Britain.. European Community Studies, Structural Study, Sugar & Starch/Market Research/ Great Britain/ France/ Holland/Germany.

- 1986: Sectorial Study for the C.N.I.E.L. (Centre National Interprofessionnel des Industries Laitieres, Paris), ‘Industrial Consequences of the Diffefentiated Treatment of Animal and Vegetal Fats in the Common Agricultural Policy of the EEC’, (in collaboration with R. Henry). European Community, Sectorial Studies.

- Research Study for the UNIGRAIN, FONDATION FERT-FERTIL: ‘A Market Research Study for the Positioning of Sorgo Products in the Senegal Market’ (in collaboration with M. Mbaissine). European Community, Sectorial Study, Cerials and Grain/Sorgo/Africa/Senegal, New Product Introduction.

- 1985: Sectorial Study for the CCT (Centre Technique de Cuir, France): ‘The Use of Collagen in the French Food Industry: A Strategic Marketing Study’, (in collaboration with B. Yon). European Community, Sectorial Studies/France.

- 1984: Research Study for the European Commission, Brussels: ‘Evolutionary Trends of the Biscuit Market: A Market Positioning Study’, (in collaboration with C. Daniels and B. Yon). Market Research Studies, European Food Industry Flour, Bread and Biscuits, May 1984.

- Research Study for the European Commission, Brussels, in collaboration with C.N.I.E.L. (Centre National Interprofessionnel des Industries Laitieres, Paris):

‘The Potential Entry of Coffee Mate in France and its Consequences for the Milk Market’. Food Technology and R&D, European Food Industry.

- 1984 : Research Study for the CPCIA-Institute Nationale de Recherche Alimentaire (INRA): "Maitrise de la Qualite des Produits UHT", Study INRA.
- 1984: Commission for the European Communities, Brussels in collaboration with British Dairy Council, CNIEL (Centre National Interprofessionnel des Industries Laitieres, Paris), Dutch Dairy Bureau, the National Dairy Council of Ireland, De NASKE Mejeries Feakkebororganisation: ‘Which Future For Dairy Fats and Proteins’ (in collaboration with J. Cordier and B. Yon), Commission of the European Community, Market Research Studies, European Food Industry Dairy Products, Nov. 1984.

CONSULTING - TRAINING ACTIVITIES

Served as a consultant and trainer with corporations, government agencies, and international institutions like: the World Bank, F.A.O, United Nations, E.E.C., Food From Britain, BSN-Gervais Danone, Carrefour-France, Saint Gobain Nuclear, Unigrain, Foundation Fert, UniLever (U.K.), Dutch Dairy Bureau, Nestle-Carnation, the National Dairy Council of Ireland, National Bank of Greece, Agricultural Bank of Greece, Commercial Bank of Greece, Ionian Bank, Pepsi Co.-Greece, Janssen Pharma Hellas, Scottish Tourist Board, the Japanese Export Trade Organization, Reckitt and Colman, Procter and Gamble, Unilever, Hellenic Cosmetics Co. 3M, Philip Morris-Greece, Interamerican Insurance Co., Helvetia Insurance Co., Rhodes Palace Hotel.

MEMBERSHIP IN PROFESSIONAL OR ACADEMIC ASSOCIATIONS - ACADEMIC ACTIVITIES

President of the Hellenic Institute of Customer Service.

Area Editor for Greece of International Journal of Research in Marketing.

Member of the:

- American Marketing Science Association
- European Academy of Marketing
- Hellenic Marketing Institute
- Hellenic Academy of Marketing
- Hellenic Union of Public Relations
- Hellenic Management Association
- Association of Marketing Professors of Great Britain
- International Business Academy.

Member of the Editorial Review Board of the International Journal of International Food Marketing, New York, USA.

Member of the Editorial Review Board of the Journal Investigation Agrarian Economy, National Institute of Agri-Food Research, Saragossa, Spain.