

Short CV

Current Position

Apostolos Giovanis is a Professor of Marketing Management at the Department of Business Administration, University of Western Attica.

Diplomas

1. Engineering Diploma, Department of Production Engineering and Management, Technical University of Crete.
2. Master of Science in «Industrial Management», Department of Production Engineering and Management, Technical University of Crete
3. PhD, Department of Production Engineering and Management, Technical University of Crete.

Research Fields

His research interests are in the fields of Marketing Management, Market Research and Quantitative Methods applied to Marketing and Management.

Courses he has taught which are related to the Post-Graduate Programme

He is currently teaching the course “Statistical Methods & Quantitative Methods for Decision Making in the Public Sector”

Brief description of the research – authoring activities

He has published more than 52 research papers in highly-respected academic journals, 10 research papers in books with papers’ collection, more than 45 paper in conference proceedings, with more than 2.500 citation in Google Scholar and more than 800 citations in Scopus.

Academic-professional experience and activity

- 2009 – 2024: Teaching and research staff of the Department of Business Administration of the former TEI of Athens (2009-2018) and of the department of Business Administration of the University of West Attica (2018 -)
- He has been Head of the Department of Business Administration (2019-2023), University of West Attica and Director of the field of Marketing and Communication (2018-2019).
- From 2021, he is the Director of the Graduate Program "Master’s in Business Administration MBA" and a member of the "Marketing and Market Research" Research Laboratory
- He has participated in more than 10 research projects, in 1 of which he was the Scientific Manager.
- Prior to his involvement in education, he served as a senior executive in Greek and international companies for more than 11 years.
- He is a member of Technical Chamber of Greece, the Hellenic Academy of Marketing (ELAM), the European Academy of Marketing (EMAC) and the Hellenic Operational Research Society (EEEE).