

## Short Bio

Grigorios Painesis holds a BSc in Marketing and Communication from Athens University of Economics and Business (2005) and an MSc in Management Science and Operational Research (with Distinction) from University of Warwick (2007). He also holds a PhD in Marketing from Athens University of Economics and Business (Department of Marketing & Communication) with focus on consumer behavior and retail marketing.

He has been awarded with scholarships and awards for consecutive years by the Greek State Scholarship's Foundation, the Ministry of Education and the Athens University of Economics and Business.

Since 2009 he teaches Marketing, Data Analysis and Market Research modules in the Technological Educational Institution of Athens (Faculty of Management and Economics, in the Athens University of Economics and Business, in the Agricultural University of Athens and in colleges.

He has conducted marketing research projects for the Greek Youth Institute, the Hellenic Retail Business Association (H.R.B.A.), AbbVie Pharmaceuticals S.A. and Efficient Consumer Response Hellas, while he has worked as Specialist Advisor and Consultant of the Athens Startup Business Incubator (working under the auspices of the Athens Chamber of Commerce and Industry) for the development of entrepreneurial and business skills in the area of marketing.

## Degrees

PhD in Marketing, Athens University of Economics & Business

MSc in Management Science & Operational Research, Warwick Business School, University of Warwick, UK

Πτυχίο Μάρκετινγκ & Επικοινωνίας, Οικονομικό Πανεπιστήμιο Αθηνών

## Academic Research

### Proceedings in Refereed Conferences

- 1 Stathakopoulos, V., Evaggelatos, A., **Painesis, G.**, and Kottikas, K., (2016), A Nationwide Study on Autoimmune Diseases: Key findings related to the patient population diagnosed with Psoriasis, *Proceedings of the 25th European Academy of Dermatology and Venereology Congress*, Vienna, Austria, September 28-October 2.
- 2 Stathakopoulos, V., Evaggelatos, A., **Painesis, G.**, and Kottikas, K., (2016), Rheumatoid arthritis in Greece: Patient journey, access to treatment barriers and their impact on adherence, *Annals of the Rheumatic Diseases*, Vol 75(Suppl2), pp. 1249.
- 3 Stathakopoulos, V., Evaggelatos, A., **Painesis, G.**, and Kottikas, K., (2016), Findings of a National Telephone Survey on Autoimmune Diseases – Focus on Patients With Inflammatory Bowel Diseases, *Proceedings of the 15<sup>th</sup> Panhellenic Congress on Inflammatory Bowel Diseases*, Ioannina, Greece, June 3-5.
- 4 Stathakopoulos, V., Evaggelatos, A., **Painesis, G.**, and Kottikas, K., (2015), Autoimmune diseases in Greece: Patient journey and physician route visits, *Seeking a New Plan for Health and Healthcare, Proceedings of 11<sup>th</sup> Panhellenic Congress on Management, Economics and Health Policy*, Athens, Greece, December 10-12 (**Best Paper Award**).

- 5 Stathakopoulos, V., Evaggelatos, A., **Painesis, G.**, and Kottikas, K., (2015), Autoimmune diseases in Greece: Patient barriers to treatment and adherence, *Seeking a New Plan for Health and Healthcare, Proceedings of 11<sup>th</sup> Panhellenic Congress on Management, Economics and Health Policy*, Athens, Greece, December 10-12.
- 6 Stathakopoulos, V., Evaggelatos, A., **Painesis, G.**, and Kottikas, K., (2015), Autoimmune diseases in Greece: Some interesting findings, *Seeking a New Plan for Health and Healthcare, Proceedings of 11<sup>th</sup> Panhellenic Congress on Management, Economics and Health Policy*, Athens, Greece, December 10-12.
- 7 Baltas, G., **Painesis, G.**, and Argouslidis P., (2014), Exploring the effectiveness of cross-ruff coupons: An experimental approach, *Engaging Customers, Proceedings of the 2014 American Marketing Association Winter Marketing Educators' Conference*, Orlando, FL: USA, February 21-23.
- 8 Baltas, B., Argouslidis, P., and **Painesis, G.**, (2012), The effects of framing, stock-up nature and promotion depth on consumers' evaluation of coupon offers, *Management Research Revisited: Prospects for Theory and Practice, Annual Proceedings of the 2012 British Academy of Management Conference*, Cardiff University, UK, September 11-13.
- 9 Baltas, G., **Painesis, G.**, and Argouslidis P., (2012), Framing effects on evaluation of coupon offers: assessing the performance of alternative face value frames, *Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant & Resurgent Markets, Proceedings of the 2012 American Marketing Association Summer Marketing Educators' Conference*, Chicago, IL: USA, August 17-19.
- 10 **Painesis, G.**, Baltas, G., and Argouslidis, P., (2012), Framing effects on evaluation of coupon offers: assessing the performance of alternative face value frames, *Marketing: catching the technology wave, Annual Proceedings of the 2012 Academy of Marketing Conference*. University of Southampton, UK, July 3-5.
- 11 Baltas, G., and **Painesis, G.**, (2011), Coupon Face Value Framing & The Moderating Role of Stock-up Product Nature. *The New Knowledge Globalization Era: Future Trends Changing Corporate and Marketing Communications, Proceedings of the 16th International Conference on Corporate and Marketing Communications*. Athens, Greece, April 27-29.
- 12 Baltas, G, Argouslidis, P, and **Painesis, G.**, (2009), Coupon face value framing: a neglected issue. *Orchestrating the Service Experience: Music to the ears of our customers, Proceedings of the 2nd Biennial International Conference on Services Marketing*. Thessaloniki, Greece, November 4-6.