

Curriculum Vitae
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Professor George Baltas

Department of Marketing & Communication
Athens University of Economics and Business
76 Patission Avenue, Athens 10434
++30 2108203714, gb@aueb.gr

Main Research Interests

Consumer behavior, marketing analytics, quantitative models.

Faculty Positions

- Professor of Marketing, Department of Marketing & Communication, AUEB (current)
- Lecturer in Marketing, Warwick Business School, University of Warwick

Doctoral Thesis

- PhD, Warwick Business School, University of Warwick, England. Thesis title: An analysis of consumer choice among national and private brands. Supervisor: Late Professor Peter Doyle.

University Administrative Positions

- Director of the MSc in Marketing Analytics, 2022 -
- Director of the AUEB Laboratory of Marketing Research, 2016-
- Director of the MSc in Marketing & Communication, 2014 – 2022
- Director of the PhD Program in Marketing & Communication, 2010 – 2018.
- Head of the Department of Marketing & Communication, academic years 2012/13, 2013/14.
- Deputy Head of the Department of Marketing & Communication, academic years 2010/11, 2011/12, 2014-2015.

Articles in Refereed Journals

(*h-index 31, number of citations 5431, Google Scholar, query date March 16, 2026*)
51 journal articles (authorship: 14 single author, 16 first author, 11 second author, 10 other)

Stan, V., Baltas, G. and Pourot-Feenstra, F. (2026), "Self-service technologies in retail stores: how phygital retailing creates customer value and drives choice confidence", *Information Technology & People*, Vol. 39 (1), pp. 354–374. <https://doi.org/10.1108/ITP-09-2022-0678>

Baltas, G. and Giakoumaki, C. (2025), An Analysis of Polling Performance in the 2024 US Presidential Election. *Presidential Studies Quarterly*, Vol. 55: 127-135.
<https://doi.org/10.1111/psq.70002>

Niros, A., Niros, M.I., Baltas, G., Giovanis, A. and Painesis, G. (2025), "Chatbot marketing efforts in the era of artificial intelligence: The moderating role of individualism", *International Marketing Review*, Vol. 42 (4), pp. 788–816. <https://doi.org/10.1108/IMR-10-2024-0443>.

Prieto, M., Stan, V., Baltas, G. (2022). New insights in Peer-to-Peer carsharing and ridesharing participation intentions: Evidence from the "provider-user" perspective. *Journal of Retailing & Consumer Services*, Vol. 64 (1), 1-8.

Prieto, M., Stan, V., Baltas, G. and Lawson, S. (2019). Shifting consumers into gear: car sharing services in urban areas. *International Journal of Retail & Distribution Management*, Vol. 47 No. 5, pp. 552-570.

- Prieto, M., Baltas, G., & Stan V. (2017). Car sharing adoption intention in urban areas: what are the key sociodemographic drivers? *Transportation Research (Part A)*, Vol 101, pp 218-227
- Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2017). Does variety seeking vary between hedonic and utilitarian products? The role of attribute type. *Journal of Consumer Behaviour*, 16 (6), e1–e12.
- Saridakis, C., Baltas, G., Oghazi, P. and Hultman, M. (2016), Motivation Recipes for Brand-Related Social Media Use: A Boolean—fsQCA Approach. *Psychology and Marketing*, 33: 1062–1070.
- Skarmeas, D., Zeriti, A. & Baltas, G. (2016). Relationship value: Drivers and outcomes in international marketing channels. *Journal of International Marketing*, 24(1), 22-40.
- Saridakis, B. & Baltas, G. (2016). Modeling price-related consequences of the brand origin cue: An empirical examination of the automobile market. *Marketing Letters*, 27(1), 77-87.
- Tsafarakis, S, Saridakis, C., Matsatsinis, N., & Baltas, G. (2016). Private labels and retail assortment planning: a differential evolution approach. *Annals of Operations Research*, 247(2), 677–692.
- Giakoumaki, C., Avlonitis, G., & Baltas, G. (2016). Does ingredient advertising work? Some evidence on its impact. *Journal of Business & Industrial Marketing*, 31(7), 901 – 913.
- Argouslidis, P., Baltas, G. & Mavrommatis, A. (2015). An empirical investigation into the determinants of decision speed in product elimination processes. *European Management Journal*, 33 (4), 268-285.
- Prieto, M., Caemmerer, B., & Baltas, G. (2015). Using a hedonic price model to test prospect theory assertions: the asymmetrical and nonlinear effect of reliability on used car prices. *Journal of Retailing & Consumer Services*, 22, 206-212.
- Saridakis, C., Tsafarakis S., Baltas G., Delias P., Matsatsinis N (2015). Optimizing differentiation and commonality levels among models in car line-ups: An empirical application of a nature-inspired heuristic mechanism. *Expert Systems with Applications*, 42 (5), 2323-2335.
- Argouslidis, P., Baltas, G. & Mavrommatis, A. (2014). Outcome of decision speed: an empirical study in product elimination decision-making processes. *European Journal of Marketing*, 48 (5/6), 982-1008.
- Baltas, G. & Saridakis B. (2013). An empirical investigation of the impact of behavioural and psychographic consumer characteristics on car preferences: An integrated model of car type choice. *Transportation Research (Part A)* 54, 92-110.
- Baltas, G., Tsafarakis, S., Saridakis, C. & Matsatsinis, N. (2013). Biologically inspired approaches to strategic service design: Optimal service diversification through evolutionary and swarm intelligence models. *Journal of Service Research*, 16 (2), 186-201.
- Tsafarakis, S., Saridakis, C., Baltas G. & Matsatsinis, N. (2013). Hybrid particle swarm optimization with mutation for optimizing industrial product lines: An application to a mixed solution space considering both discrete and continuous design variables. *Industrial Marketing Management*, 42 (4), 496–506.
- Angelaki, E., Baltas, G., Baourakis, G., Zopounidis, C. (2013). The Entrance of New Products in the Cretan Market, *Journal of Euromarketing*, Vol. 22 (1&2), 74-85.
- Baltas, G., Argouslidis, P. & Skarmeas, D. (2010). The role of customer factors in multiple store patronage: a cost-benefit approach. *Journal of Retailing*, 86 (1), 37-50.
- Baltas, G. & Saridakis, C. (2010). Measuring brand equity in the car market: a hedonic price analysis. *Journal of the Operational Research Society*, 61 (2), pp. 284-293.

- Baltas G. & Saridakis, C. (2009). Brand-name effects, segment differences, and product characteristics: an integrated model of the car market. *Journal of Product and Brand Management*, 18 (2), 143-151.
- Argouslidis, P. & Baltas, G. (2007). Structure in product line management: the role of formalization in service elimination decisions. *Journal of the Academy of Marketing Science*, 35 (4), 475-491.
- Baltas, G. & Argouslidis, P. (2007). Consumer characteristics and demand for store brands. *International Journal of Retail and Distribution Management*, 35 (5), 328-341.
- Baourakis, G., Baltas, G., Izmiryan, M., and Kalogeras, N. (2007). Brand preference: a comparative consumer study in selected EU countries. *Operational Research*, 7 (1), 105-120.
- Baltas, G. (2006). Econometric models for discrete choice analysis of travel and tourism demand. *Journal of Travel and Tourism Marketing*, 21 (4), 25-40.
- Baltas, G. (2005). Exploring consumer differences in food demand: a stochastic frontier approach. *British Food Journal*, 107 (9), 685-692.
- Baltas, G. (2005). Modelling category demand in retail chains. *Journal of the Operational Research Society*, 56, 1258-1264.
- Baltas, G. (2004). A model for multiple brand choice. *European Journal of Operational Research*, 154, 144-149.
- Salavou, H., Baltas, G., & Lioukas, S. (2004). Organisational innovation in SMEs: the importance of strategic orientation and competitive structure. *European Journal of Marketing*, 38 (9), 1091-1112.
- Baltas, G. (2003). A combined segmentation and demand model for store brands. *European Journal of Marketing*, 37, 1499-1513.
- Baltas, G. (2003). Determinants of internet advertising effectiveness: an empirical study. *International Journal of Market Research*, 45, 505-513.
- Baltas, G. & Papastathopoulou, P. (2003). Shopper characteristics, product and store choice criteria: a survey in the Greek grocery sector. *International Journal of Retail and Distribution Management*, 31, 498-507.
- Baourakis, G., & Baltas G. (2003). Comparative Behavioral Analysis in Selected EU countries: A Brand Modeling Approach. *Operational Research*, 3 (2), 165-182.
- Karayanni, D. & Baltas, G. (2002). Web-site characteristics and business performance: some evidence from international business-to-business organisations. *Marketing Intelligence and Planning*, 21, 105-114.
- Baltas, G. (2002). An applied analysis of brand demand structure. *Applied Economics*, 34, 1171-1175.
- Baltas, G. (2001). The effects of nutrition information on consumer choice. *Journal of Advertising Research*, 41, 57-63.
- Baltas, G. (2001). Utility-consistent brand demand systems with endogenous category consumption: principles and marketing applications. *Decision Sciences*, 32, 399-421.
- Baltas, G. (2001). Nutrition labelling: issues and policies. *European Journal of Marketing*, 35, 708-721.
- Baltas, G. & Doyle, P. (2001). Random utility models in marketing research: a survey. *Journal of Business Research*, 51, 115-125.

- Baltas, G. & Freeman, J. (2001), Hedonic price methods and the structure of high-technology industrial markets: an empirical analysis. *Industrial Marketing Management*, 30, 599-607.
- Baltas, G. (1999). Understanding and managing store brands. *Journal of Brand Management*, 6, 175-187.
- Baltas, G. (1998). An integrated model of category demand and brand choice. *Journal of the Market Research Society*, 48, 295-306.
- Baltas, G. & Doyle, P. (1998). A flexible model of consumer choice in packaged goods markets. *Journal of the Market Research Society*, 40, 141-153.
- Baltas, G. & Doyle, P. (1998). An empirical analysis of private brand demand recognising heterogeneous preferences and choice dynamics. *Journal of the Operational Research Society*, 49, 790-798.
- Baltas, G. (1997). Modelling ordered data in marketing research. *Journal of Targeting, Measurement and Analysis for Marketing*, 6, 131-144.
- Baltas, G., Doyle, P. & Dyson, P. (1997). A model of consumer choice for national vs. private label brands. *Journal of the Operational Research Society*, 48, 988-995.
- Baltas, G., Arnott, D., & Doyle, P. (1997). Antecedents and consequences of consumer relationships-part I. *Journal of Targeting, Measurement and Analysis for Marketing*, 5, 199-209.
- Baltas, G., Arnott, D., & Doyle, P. (1997). Antecedents and consequences of consumer relationships-part II. *Journal of Targeting, Measurement and Analysis for Marketing*, 5, 359-364.
- Baltas, G. (1997). Determinants of store brand choice: a behavioural analysis. *Journal of Product and Brand Management*, 6, 315-324.

Articles in Refereed Conference Proceedings

- Zervoudakis K., Baltas G., & Tsafarakis S., (2026). Uncovering drivers of supermarket satisfaction: an explainable machine learning approach. In M. Haenlein, K. Sudhir, & E. Veresiu (Eds.), *Proceedings of the 2026 AMA Winter Academic Conference*, (pp. 971-982). (ISBN-13: 978-0-87757-028-8).
- Zervoudakis K., Tsafarakis S., & Baltas G., (2026). Many-Objective Optimization for Customer Segmentation in Supermarkets. In M. Haenlein, K. Sudhir, & E. Veresiu (Eds.), *Proceedings of the 2026 AMA Winter Academic Conference*, (pp. 913-924). (ISBN-13: 978-0-87757-028-8).
- Baltas, G., Giakoumaki, C. & Koukomela, I. (2025). Do generation and gender matter in positional consumption? An evolutionary perspective. *Proceedings of the American Marketing Association Academic Conference, Chicago, USA, August 18-24.*
- Baltas, G. & Giakoumaki, C. (2025). The role of private label proneness in the decision to buy store brands across different choice contexts. *International Academy of Business and Public Administration Disciplines (IABPAD) Conference, July 3-7, 2025, Cairo, Egypt.*
- Giakoumaki, C. & Baltas, G. (2025). How do general private label attitude and satisfaction affect purchase intentions in different product categories? *International Conference on Business and Technology (ICBT) Edinburgh' 2025*. University of Edinburgh, UK. 12-13 April 2025.
- Baltas, G., Tamiolakis, G. & Painesis, G. (2024). Determining the Impact of Status Consumption, Luxury Consumption, and Materialism on Consumers' Well-being. *22nd International Conference on Research in Advertising (ICORIA), Thessaloniki, Greece. 27-29 June 2024.*
- Baltas, G., Tamiolakis, G. & Painesis, G. (2024). Status-driven consumption and subjective well-being. *10th International Conference on Business and Technology. University of Jordan, Amman, Jordan. 7-9 August 2024.*

- Baltas, G., Tamiolakis, G. & Painesis, G. (2023). Status Matters: An Exploration of the Intersection of Status Consumption, Luxury Consumption, Materialism, and Subjective Well-Being. Proceedings of the American Marketing Association Academic Conference, San Francisco, CA, USA, August 4-6.
- Tamiolakis, G., Baltas, G., & Painesis, G. (2023). Status Consumption, Luxury Consumption, Materialism, and Subjective Well-Being: Are they related? Proceedings of the British Academy of Management Conference, University of Sussex, UK.
- Vlachou, N., Lionakis, K., Baltas, G. (2023). Emotional Intelligence and Emotion Management in Purchase Decisions. Proceedings of the EMAC regional conference, University of Piraeus.
- Baltas, G., Tamiolakis, G. and Painesis, G. (2023). Pursuing Happiness through Status: The Role of Status Consumption, Luxury Consumption, and Materialism in Shaping Consumers' Well-being. Proceedings of the EMAC regional conference, University of Piraeus.
- Baltas, G. Giakoumaki, C., Gkoumas, N., Leledakis, G., & Repousis, P. (2023). Developing a digital platform for marketing communications planning in smaller cultural organizations and museums: the Thalia project. LMDE Conference, 19-20 June, Athens, Greece.
- Baltas, G. Giakoumaki, C., Gkoumas, N., Leledakis, G., & Repousis, P. (2023). THALIA: developing a digital platform for marketing communications planning in smaller cultural organizations and museums. LMDE Research Colloquium, 21-23 June, Hermoupolis, Syros, Greece.
- Baltas, G. Giakoumaki, C., Gkoumas, N., Leledakis, G., & Repousis, P. (2023). Museums assets valuation and sustainable development. 3rd INOEK Scientific Conference, 7-10 September 2023, Heraklion, Greece.
- Baltas, G., Tamiolakis, G. and Painesis, G. (2022), Status as a Fundamental Motive, Status Consumption and Well-being, Proceedings of the INFORMS Marketing Science Conference (ISMS) 2022, Chicago, IL, USA, June 16-18.
- Tamiolakis, G., Baltas, G., and Painesis, G. (2022), Status-Seeking Behavior, Status Consumption and the Pursuit of Happiness, Proceedings of the 5th SSIM International Conference Marketing and Consumer Behavior: Current Challenges, University of Warsaw, Poland, June 12-13.
- Argouslidis, P.C., Kollia, E.A., Baltas, G. (2021). Drivers of Consumers' Willingness to Buy Nostalgic Products. Proceedings of the 42nd ISMS/INFORMS Marketing Science Conference. Simon Business School, University of Rochester, USA.
- Baltas, G. & Giakounaki, C. (2021). Hedonic Price Modeling of Classic Car Model Value Formation. Proceedings of the 42nd ISMS/INFORMS Marketing Science Conference. Simon Business School, University of Rochester, USA.
- Baltas, G., Kontopoulou, L and Kokkinaki, F. (2020). Counterfeit luxury brands & mating goals. Proceedings of the 34th British Academy of Management Conference. (Best paper award).
- Baltas, G. & Giakounaki, C. (2020). A price for nostalgia: An investigation into the determination of classic car model values. Proceedings of the 34th British Academy of Management Conference.
- Baltas, G., Kontopoulou, L and Kokkinaki, F. (2019). Deceptive status signalling through fake luxury brands: is it effective? Proceedings of the 33th British Academy of Management Conference. Aston University, Birmingham, UK.
- Baltas, G., Kontopoulou, L and Kokkinaki, F. (2019). Fake luxury products as deceptive status signals: An evolutionary informed analysis. Proceedings of the 41st ISMS/INFORMS Marketing Science Conference. University of Rome III, Rome, Italy.

- Prieto, M., Baltas, G., Stan, V., & S. Lawson. (2018). Collaborative Consumption: What Drives Participation in Carsharing? Proceedings of the 32th British Academy of Management Conference. University of the West of England, Bristol Business School, Bristol, UK.
- Prieto, M., Baltas, G., & Stan, V. (2017). Consumer Choice of Car Sharing Services. Proceedings of the 31th British Academy of Management Conference. University of Warwick, UK.
- Giakoumaki, G., Avlonitis, G., & Baltas, G. (2017). Does Consumer Involvement with the Product Category Matter in Co-branding Advertising? Proceedings of the 31th British Academy of Management Conference. University of Warwick, UK.
- Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016). The interaction of product category and attribute type on variety-seeking behaviour. Proceedings of the 30th British Academy of Management Conference. Newcastle University, Newcastle, UK. (Best paper award).
- Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016). Not seeing the forest for the trees: The role of specificity effect on variety-seeking behaviour. Proceedings of the SABE / IAREP Conference 2016, Wageningen, Netherlands.
- Saridakis, C. Tsafarakis, S. & Baltas, G. (2016). An Artificial Neural Networks Approach for the identification of causal pathways to loyalty in the automobile market. Proceeding of the 2016 Global Marketing Conference, Hong Kong.
- Baltas, G., Kokkinaki, F., & Kontopoulou, V. (2016). Counterfeit luxury brands and competition for status: An evolutionary approach. Proceedings of the 30th British Academy of Management Conference. Newcastle University, Newcastle, UK.
- Prieto, M., Baltas, G., & Stan, V. (2016). Consumer adoption of car sharing systems: A multinational survey. 23rd International Conference on Recent Advances in Retailing and Consumer Services Science. Edinburgh, UK.
- Giakoumaki, G., Avlonitis, G., & Baltas, G. (2016). Understanding ingredient advertising through grounded theory methodology. 23rd International Conference on Recent Advances in Retailing and Consumer Services Science. Edinburgh, UK.
- Prieto Marc, Stan V. & Baltas G. (2016). User Adoption of Car Sharing Systems: A Multinational Empirical Study. Proceedings of the American Marketing Association Educators Conference. Atlanta, Georgia, USA.
- Giakoumaki, G., Avlonitis, G., & Baltas, G. (2015). Stimulating derived demand through ingredient advertising in both low and high-involvement product categories. Proceedings of the 29th British Academy of Management Conference. University of Portsmouth. Portsmouth, UK.
- Saridakis, C. & Baltas, G. (2015). An examination of car marque loyalty: Modeling the effects of consumer characteristics and attribute-level performance. Proceedings of the 29th British Academy of Management Conference. University of Portsmouth. Portsmouth, UK.
- Giakoumaki, G., Avlonitis, G., & Baltas, G. (2015). Do Ingredient Ads Work? Some Evidence on their Impact. 22nd International Conference on Recent Advances in Retailing and Consumer Services Science. Montreal, Canada.
- Baltas, G., Painesis, G. & Argouslidis, P. (2014). Exploring the effectiveness of cross-ruff coupons: an experimental approach. Proceedings of the 2014 AMA Winter Educators' Conference, Orlando, Florida, USA.
- Prieto, M., Caemmerer, B., & Baltas, G. (2014). Using a hedonic price model to test prospect theory assertions: The asymmetrical and nonlinear effect of reliability on used car prices. Proceedings of the 2014 AMA Winter Marketing Educators' Conference. Orlando, Florida, USA.

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- Saridakis, C., Tsafarakis S. & Baltas, G. (2014). Introducing differential evolution to product assortment planning: Optimizing variety and service levels of private labels in retail product portfolios. Proceedings of the 43rd European Marketing Academy Conference. Valencia, Spain.
- Saridakis, C., Tsafarakis, S. & Baltas, G. (2014), Introducing evolutionary analysis to retail assortment planning, Proceedings of the Global Marketing Conference (GMC). Singapore.
- Saridakis, C., Tsafarakis, S. & Baltas, G. (2014), Optimizing service levels in the grocery retail sector, Proceedings of the American Marketing Association SERVSIG conference. Thessaloniki, Greece.
- Saridakis, C. & Baltas, G. (2013). Modeling country-of-origin effects in the car market: implications for pricing. Academy of Marketing Science Annual Conference, Monterey Bay, California, USA.
- Tsafarakis, S., Saridakis, C., Baltas G. & Matsatsinis, N. (2013). An innovative artificial intelligence mechanism for market segmentation: Some preliminary empirical evidence of its performance. Proceedings of the 27th British Academy of Management Conference. Liverpool University, UK.
- Saridakis, C. & Baltas, G. (2013). Measuring country-of-origin effects in the automobile market: A hedonic price analysis. Proceedings of the 27th British Academy of Management Conference. Liverpool University, UK.
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- Saridakis, C., Tsafarakis S, Baltas G., & Matsatsinis N. 2013. Optimizing the degree of differentiation in car lineups: a swarm intelligence approach. Proceedings of the 2013 AMA Winter Marketing Educators' Conference. Las Vegas, Nevada, USA.
- Saridakis, C., Tsafarakis S, Baltas G., & Matsatsinis N. 2013. Advances in market segmentation through nature-inspired intelligence methods: An empirical evaluation. International Symposium on Management Intelligent Systems, Salamanca, Spain.
- Baltas, G., Argouslidis, P. & Painesis, G. (2012). The effects of framing, stock-up nature and promotion depth on consumers' evaluation of coupon offers. Proceedings of the British Academy of Management Conference. Cardiff University, UK.
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- Baltas, G., Painesis, G., & Argouslidis, P. (2012). Framing effects on evaluation of coupon offers: assessing the performance of alternative face value frames. Proceedings of the 2012 AMA Summer Marketing Educators' Conference. Chicago, Illinois, USA.
- Baltas, G. & Saridakis, C. (2012). A discrete choice model of car type choice. Proceedings of the 2012 Academy of Marketing Conference. Southampton, England, University of Southampton.
- Painesis, G., Baltas, G., & Argouslidis, P. (2012). Framing effects on evaluation of coupon offers: assessing the performance of alternative face value frames. Proceedings of the 2012 Academy of Marketing Conference. Southampton, England, University of Southampton.

Baltas, G., Kokkinaki, F., & Loukopoulou, A. (2012). The effects of product category and attribute type on variety-seeking behavior. Proceedings of the 41th European Marketing Academy Conference. ISCTE Business School, Lisbon, Portugal.

Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N. (2012). Designing lines of cars that optimize the degree of differentiation vs commonality among models in the line: A natural intelligence approach. International Symposium on Management Intelligent Systems, Salamanca, Spain.

Saridakis, C., Tsafarakis, S., Baltas, G., & Matsatsinis, N. (2012). An artificial intelligence-based optimization mechanism for handling a mix of discrete and continuous design variables: Implications for industrial product lines. Proceedings of the 41th European Marketing Academy Conference. ISCTE Business School, Lisbon, Portugal.

Baltas, G., Matsatsinis, N., Saridakis, C. & Tsafarakis, S (2011). A Nature-inspired Approach to Retail Strategy: Introducing Swarm Intelligence to Store Type Portfolio Management. Proceedings of the 2011 AMA Summer Marketing Educators' Conference. San Francisco, California, USA.

Argouslidis, P., Baltas G. (2011). Pace of the service product elimination decision-reaching process: an empirical investigation into the effects of firm and product characteristics. Proceedings of the 2011 Academy of Marketing Conference. Liverpool, England, University of Liverpool.

Baltas, G., Kokkinaki, F., & Loukopoulou, A. (2011). Does variety-seeking at the attribute level vary between utilitarian and hedonic products? An experimental study. Proceedings of the 2011 Academy of Marketing Conference. Liverpool, England, University of Liverpool.

Baltas, G., Matsatsinis, N., Saridakis, C. & Tsafarakis, S (2011). Using particle swarm optimization to design optimal product lines. Proceedings of the 40th European Marketing Academy Conference. University of Ljubljana, Faculty of Economics, Ljubljana, Slovenia.

Baltas G. & Painesis, G. (2011), Coupon face value framing and the moderating effect of stock-up product nature. Proceedings of the 16th Corporate and Marketing Communications Conference. Athens University of Economics & Business.

Baltas G. & Saridakis C. (2010), A unified framework for dealing with preference and variance heterogeneity in conjoint experiments, Proceedings of the German-French-Austrian Conference on Quantitative Marketing. Vienna-Austria: University of Vienna (16-18 September, 2010).

Baltas, G., Matsatsinis, N., Saridakis, C. & Tsafarakis, S (2010). A combined experimental and evolutionary method for optimal store type diversification. Proceedings of the 2010 AMA Summer Marketing Educators' Conference. Boston, Massachusetts, USA.

Baltas, G., Saridakis, C. & Tsafarakis, S (2010). Introducing evolutionary modeling to strategic retail decisions: optimal diversification of store portfolios through genetic algorithms. Proceedings of the 39th European Marketing Academy Conference. Copenhagen, Denmark, Copenhagen Business School.

Baltas, G., Argouslidis, P. & Painesis, G. (2009). Coupon face value framing: a neglected issue. 2nd Biennial International Conference in Services Marketing. Thessaloniki.

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Argouslidis, P., Baltas G., & Mavrommatis A. (2009). Exploring product delisting in retail firms. Proceedings of the 2009 Academy of Marketing Conference. Leeds, England: Leeds Metropolitan University.

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Argouslidis, P.C., Baltas, G., & Indounas, K. (2008). Retrospective Assessment of Decisions to Prune the Product Line: Evidence from the UK Financial Services Sector. Proceedings of the Academy of Marketing Conference, Aberdeen, UK.

Skarmeas, D. & Baltas, G., (2008). Building cross-national inter-firm relationship quality. Proceedings of the Academy of World Business Conference. Rio de Janeiro, Brazil.

Baltas, G. & Saridakis C., (2008). Brand and segment heterogeneity: Implications for car prices. Proceedings of the Academy of Marketing Conference. Aberdeen, United Kingdom.

Argouslidis, P., Baltas, G., & Papavassiliou, N. (2007). Determinants of decision speed in product line pruning. Proceedings of the 36th EMAC Conference. Reykjavik, Iceland: Reykjavik University.

Baltas, G., Argouslidis, P., & D. Skarmeas (2007). The use of store portfolios by supermarket customers: An empirical study. Proceedings of the 2007 AMA Summer Educators' Conference. Washington, DC, USA.

Argouslidis, P.C., Baltas G. & Lodorfos G. (2007). How fast can financial firms withdraw a product from the line? The effects of selected product characteristics. Proceedings of the Academy of Marketing Conference, London, UK.

Bikou, D., G. Baltas, & G. Baourakis (2006). Consumer attitudes towards nutrition labelling. Proceedings of the 98th Seminar of the European Association of Agricultural Economists. Chania, MAICH.

Baltas, G., P. Argouslidis, & D. Skarmeas (2006). Exploring heterogeneity in store brand preferences: A survey. Proceedings of the 13th Conference on Recent Advances in Retailing & Services Science. European Institute of Retailing & Services Studies. Budapest.

Skarmeas, D., M. Robson, AliKhalifa Al-Khalifa, G. Baltas, & C. S. Katsikeas (2005). Actual Influence in Cross-Cultural Buyer-Seller Relationships: Sources and Outcomes. Proceedings of the 34th EMAC Conference. Milan: University of Bocconi.

Baltas, G. (2004). A Demand Model at the retail-chain level with application to scanner data. Proceeding of the Academy of Marketing Conference. Cheltenham: University of Gloucestershire Business School.

Baltas G., M. Izmiryan & G. Baourakis (2003). Brand preference in the juice sector: A comparative consumer study in Greece and the Netherlands. CMS 2003 Conference, Workshop on Agricultural & Environmental Science Modelling, Crete.

Baltas, G. (2002). A Simultaneous Approach to Choice and Consumption of Retail Brands. Proceedings of the 31st EMAC Conference. Braga, Portugal.

Baltas, G. & Papastathopoulou, P. (2001). Consumer characteristics, product and store choice criteria: An exploratory analysis in the Greek food retail business. Proceedings of the 30th EMAC Conference. Bergen: Norwegian School of Economics and Business Administration.

Baltas, G. & Salavou, H. (2000). An empirical investigation of the determinants of product innovation in small and medium sized firms. Proceedings of the 29th EMAC Conference. Rotterdam: Erasmus University.

Baltas, G. (2000). A utility-consistent brand demand system with endogenous category consumption. Proceedings of the 29th EMAC Conference. Rotterdam: Erasmus University.

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Papers in Edited Volumes

Baltas, G., Tamiolakis, G., Painesis, G. (2024). Status-Driven Consumption and Subjective Well-Being. In: Hamdan, A. (eds) Achieving Sustainable Business Through AI, Technology Education and Computer Science. Studies in Big Data, vol 159. Springer, Cham.
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Saridakis, C., Tsafarakis, S., Baltas, G. & Matsatsinis, N (2013), Advances in market segmentation through nature-inspired intelligence methods: An empirical evaluation. In Casillas, J., Martinez-Lopez, F.J., Vicari, R. & De la Prieta F. (eds), Management Intelligent Systems: Advances in Intelligent Systems and Computing, Vol. 220, pp. 59-66, Springer, London.

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Recent textbooks

Baltas, G. & Repousis, P. (2019). Business analytics and quantitative marketing models. 2nd Edition. Rosili publications, Athens.

Baltas, G. & Papastathopoulou, P. 2021. Consumer behavior. 3rd Edition. Rosili publications, Athens.

Baltas, G. & Papavassiliou N. (2024). Retail & Wholesale Marketing. 2nd Edition. Rosili publications, Athens.

Editorial Service - Reviewing

- Editorial Board of Industrial Marketing Management, 2010-
- Editorial Board of the Journal of Product and Brand Management, 2013-
- Editorial Board of the International Journal of Retail and Distribution Management, 2013-
- Editorial Board of the Journal of Economic & Administrative Sciences, 2014-

Reviewing for numerous refereed journals including:

- Decision Sciences
- European Journal of Marketing
- European Journal of Operational Research
- Industrial Marketing Management
- International Journal for Research in Marketing
- International Journal of Retail & Distribution Management
- International Marketing Review
- International Review of Retail Distribution & Consumer Research
- Journal of Agricultural & Food Industrial Organization
- Journal of Brand Management
- Journal of Business Research
- Journal of International Marketing
- Journal of Marketing Management
- Journal of Product and Brand Management
- Journal of Revenue and Pricing Management
- Journal of Retailing
- Journal of Retailing & Consumer Services
- Journal of Service Research,
- Journal of the Academy of Marketing Science
- Journal of the Operational Research Society
- Marketing Intelligence and Planning
- Marketing Science
- Transportation Research
- Transport Reviews

Reviewer for the Netherlands Organization for Scientific Research (2014)

Reviewer for the National Science Foundation USA (2013)

Reviewer for the Austrian Science Committee (2022)

Academic Conference Organizing

- Chair of the Methods, Modelling & Marketing Analytics track. 47th EMAC conference, 2018, Glasgow, UK.
- Professional Development Workshop "Frontiers in Data-driven Retail Management". 2015

- British Academy of Management Conference, Portsmouth, UK.
- Chair of the Modeling and Forecasting track. 41th EMAC conference, 2012, Lisbon, Portugal.
- Chair of the Modeling and Forecasting track. 40th EMAC conference, 2011, Ljubljana, Slovenia.
- Advisory Scientific Board, ICCMI 2023, 20024.
- Scientific Committee of the 16th Corporate Marketing Communications Conference, 2011, Athens, Greece.
- Scientific Committee of the 113th EAAE Seminar, 2010.
- Chair of the Modeling and Forecasting track. 39th EMAC conference, 2010, Copenhagen, Denmark.
- Chair of the Modeling and Forecasting track. 38th EMAC conference, 2009, Nantes, France.
- Organizing Committee of the 35th European Marketing Academy Conference, 2006, Athens, Greece.
- Chair of the Doctoral Colloquium, 35th EMAC Conference, 2006.
- Chair of the Modeling and Forecasting track. 35th EMAC conference, 2006.
- Scientific Committee of the 83th EAAE Seminar, 2003.

University Service

- MSc in Marketing Analytics Steering Committee, 2022 –
- MSc in Marketing Analytics Admissions Committee, 2022 –
- Department committee for the new post-graduate curriculum, 2017
- Department committee for the new post-graduate curriculum, 2013
- Department committee for the new under-graduate curriculum, 2011
- MSc in Marketing & Communication Steering Committee, 2010 –
- Senate Committee for Basic Research Funding, 2009-2012
- University Senate, 2005-2006, 2012-2013
- MBA Steering Committee, 2004-2018
- MBA Admissions Committee, 2004 – 2018
- MBA Steering Committee, 2004 – 2018
- MSc in Marketing & Communication Admissions Committee, 2003 -
- Chair and/or Member of numerous faculty selection and promotion committees, 2003 –

Other Professional Service

- Chair of the Evaluation Committee, Promotional Marketing Awards 2023, 2024, 2025, 2026
- Chair of the Evaluation Committee, Pharmaceutical Management Awards, 2016, 2018, 2022, 2024, 2026
- Chair of the Evaluation Committee, Best in Pharmacy Awards Cyprus 2021
- Chair of External Evaluation Committees (EEC), Cyprus Agency for Quality Assurance and Accreditation in Higher Education, 2017
- Evaluation Committee, Corporate Affairs Awards 2019
- Evaluation Committee, Estia Awards, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
- Evaluation Committee, Corporate Social Responsibility Awards, 2013, 2012, 2011
- Evaluation Committee, Marketing Excellence Awards, 2009, 2011, 2016
- Evaluation Committee, Product of the Year, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026
- Evaluation Committee, Retail Business Awards, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026
- Evaluation Committee, Sales Excellence Awards 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026
- Onassis Foundation Scholarship Programs Judge, 2017, 2018, 2019, 2021, 2022, 2023, 2024, 2025, 2026
- Organizing Committee of the Greek Marketing Academy Symposia, 2003 –
- Organizing Committee, Made in Greece Awards, 2013, 2015, 2017, 2019, 2022, 2024, 2026
- Organizing Committee, Marketing Excellence Awards, 2013
- Evaluation Committee, Packaging Awards 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026
- President of the Greek Marketing Academy, 2020-
- Selection Committee, Customer Service Awards, 2014, 2013, 2012

- Selection Committee, Effie Advertising Awards, 2008
- Advisory Board, Sale Institute of Greece, 2023-

Session chair, keynote speaker and panelist in numerous professional meetings, roundtables, and conferences.

Media presence

Several hundred articles, interviews and reports in major newspapers, trade publications, digital and broadcast media both in Greece and abroad.

Teaching portfolio

- Research Methods & Market Research (Postgraduate)
- Quantitative Marketing Models (Undergraduate, Postgraduate)
- Research Methods (Doctoral)
- Consumer Behavior (Undergraduate, postgraduate)
- Advanced Consumer Behavior (Postgraduate)
- Marketing Management (postgraduate)
- Retail Marketing (Undergraduate, postgraduate)
- Executive teaching programs in Retail and Pharmaceutical Sectors
- E-learning programs

Completed Doctoral Theses (Principal Supervisor)

- Loukopoulou, A. (2020). Attribute-level variety seeking behavior.
- Kontopoulou V. (2019). Consumer behavior and counterfeit luxury brands: an evolutionary psychology approach.
- Painesis, G., (2015). Empirical determination of coupon framing and design effects: an experimental approach.
- Saridakis B., (2011). An analysis of consumer preferences in the Greek car market.
- Tamiolakis G. (2023). Status-seeking behavior via an evolutionary framework.

Indicative Research Awards

- Best paper award. Marketing & Retailing. British Academy of Management Conference, 2020
- Best paper award. Marketing & Retailing. British Academy of Management Conference, 2016
- Yale School of Management & Aspen Institute International MBA Case Competition, 2015.
- Best paper award. Marketing & Retailing. British Academy of Management Conference, Cardiff, 2012.
- Emerald Awards for Excellence, International Journal of Retail and Distribution Management, 2008.
- Best paper award, Journal of Product and Brand Management, 1998.
- Research Excellence Award, Department of Marketing & Communication, 2013-2014, 2014-2015, 2016-2017, 2022, 2023.