



## **Christos Koritos**

Associate Professor of Marketing

### **Academic Background**

B. Sc, Athens University of Economics and Business; MSc , Stirling University ; PhD, Athens University of Economics and Business

### **Short CV**

Dr. Koritos has teaching and research interests in the areas of Consumer Psychology, Marketing of Services, Advertising, Corporate Social Responsibility, and Strategic Management. His research focuses on consumer adoption of innovative distribution channels, consumer perceptions of quality in well-known versus private label brands, rhetoric in advertising, and attitude formation and change.

His research appears, among others, in the Journal of Product Innovation Management, Journal of Business Research, European Journal of Marketing, International Journal of Bank Marketing, Advances in Advertising Research, as well as in proceeding of peer-reviewed international conferences.

Dr. Koritos is currently the Academic Director of the MSc in Marketing at Alba Graduate Business School, The American College of Greece. He has previously taught the subject of marketing at The American College of Greece, Athens University of Economics & Business, Cyprus International Institute of Management, Greek Open University and Hellenic Management Association. He is an active member of scientific associations and reviewer for academic journals and conferences in the field of Marketing. Dr. Koritos has undertaken consulting work for more than 20 Greek and multinational companies while he has participated in projects funded by the European Union.