



## **Pavlos Vlachos**

Associate Professor of Marketing

### **Academic Background**

BSc, Athens University of Economics and Business; MBA, National Technical University of Athens; PhD, Athens University of Economics and Business

### **Short CV**

Pavlos A. Vlachos is Associate Professor of Marketing at Alba and holds The Theodore Papalexopoulos Chair in Sustainability. He is teaching Marketing Strategy & Analytics, Research Methods and Corporate Social Responsibility topics. His current research interests include (macro and micro) Corporate Social Responsibility (CSR) and organizational social evaluations. He serves on the editorial board of Journal of Business Research. He is also a member of the academic network of Truvalue Labs™ an awarded fintech that applies AI onto massive volumes of unstructured data resulting in real-time firm ESG performance measurement. His work has appeared or is in press in Harvard Business Review, Human Relations, Journal of Organizational Behavior, Journal of the Academy of Marketing Science, Journal of Business Ethics, Industrial Marketing Management, and Journal of Business Research among others.