

## ΕΡΕΥΝΗΤΙΚΑ ΣΕΜΙΝΑΡΙΑ ΤΜΗΜΑΤΟΣ ΜΑΡΚΕΤΙΝΓΚ & ΕΠΙΚΟΙΝΩΝΙΑΣ

### Πρόσκληση

Το Τμήμα Μάρκετινγκ & Επικοινωνίας σας προσκαλεί στο ερευνητικό σεμινάριο, με προσκεκλημένο εισηγητή τον **Καθηγητή κύριο Μιχαήλ Τσίρο**, Professor of Marketing, Miami Business School, University of Miami, USA. Το σεμινάριο έχει τίτλο *“When Limiting the Total Donation Amount Increases Consumer Responsiveness to Cause-Related Marketing Campaigns”* και θα λάβει χώρα τη **Δευτέρα 10 Ιουνίου 2019 και ώρα 18:00-21:00, στην αίθουσα T102** του νέου κτιρίου του Οικονομικού Πανεπιστημίου Αθηνών, επί των οδών Τροίας 2, Κιμώλου και Σπετσών.

Τα ερευνητικά σεμινάρια του Τμήματος Μάρκετινγκ & Επικοινωνίας είναι ανοικτά προς όλα τα μέλη ΔΕΠ και υποχρεωτικά για τους Υποψήφιους Διδάκτορες και τους προ-διδασκτορικούς φοιτητές του Τμήματος.

Ακολουθεί σύντομο βιογραφικό σημείωμα του Καθηγητή κυρίου Μιχαήλ Τσίρου.

Η Οργανωτική Επιτροπή

Γιώργος Μπάλτας

Διονύσης Σκαρμέας

Πάρις Αργουσιλίδης

## ΣΥΝΤΟΜΟ ΒΙΟΓΡΑΦΙΚΟ ΣΗΜΕΙΩΜΑ ΤΟΥ ΚΑΘΗΓΗΤΗ ΜΙΧΑΗΛ ΤΣΙΡΟΥ

Dr. Michael Tsiros is the Patrick J. Cesarano Professor of Marketing and Chair of the Marketing department, in the Miami Business School at the University of Miami, USA.

His research interests include the role of customer satisfaction and regret in decision-making, numeracy and behavioral pricing, and the symbolic association of brand assets. His research applies phenomena examined in the areas of behavioral decision theory, social, and cognitive psychology into marketing. His articles are heavily cited and have appeared in leading journals such as *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Marketing*, *Organizational Behavior and Human Decision Processes*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Service Research*, *Journal of Marketing Behavior*, and *Marketing Letters*.

He was awarded the 2010 William R. Davidson award for best paper published in the *Journal of Retailing*. In 2005 he was selected to be one of the 30 participants worldwide in the *Young Scholars Program* which selects the most promising marketing scholars and is sponsored by the prestigious *Marketing Science Institute*. He has been selected as a thought leader in retailing and his research has been featured in *Harvard Business Review* and *The Economist*. He has served on the Editorial Board at *Journal of Marketing*. He currently serves on the Editorial Boards at *Journal of Marketing Research*, *Journal of Retailing* and *Journal of Services Research*. He has taught several courses of Marketing Research, Pricing, Consumer Behavior, and Services Marketing at the undergraduate, graduate, and executive level. He has also worked and consulted for several marketing research companies (e.g., The Response Center, Research Data Analysis, Maritz Marketing Research).