

C.V.

Personal Information:

Surname: Gounas
Name: Athanasios
Fathers Name: Sotirios
Mothers Name: Sofia
Date of Birth: 18 February 1976
Marital Status: Married
Address: Pineiou 5, Thessaloniki
Mob: 6979-003332
Email: espa@gounas.gr

Education:

- 1. PhD in Public Communications and Information Sciences (Media and Communications – Political Advertising and Audiovisual Services)** from University of «St.Kliment Ohridski» Sofia, Bulgaria, from Faculty of Journalism and Mass Communication with doctoral thesis titled: “The use of Traditional and New Audio-Visual Media Services in Political Marketing and Advertising of contemporary Greek Parties” (8th April 2021).
- 2. Marketing Diploma – Business Problem Solving**, University of Massachusetts Institute of Technology (M.I.T.) Boston USA, December 2006.
- 3. Masters Degree MBA**, Roosevelt University of Chicago (USA) from August 1998 till December 1999 (GPA: 3.81).
- 4. Masters Degree MBA in International Marketing**, University of Sunderland (U.K.), from September 1997 till July 1998.
- 5. Bachelor of Arts in Economics**, University of Sunderland (U.K.), from September 1994 till June 1997 (Grade: 3rd Class Honors).
- 6. Study** in Polytechnic Lyceum in Katerini from 1990 till 1993.

Business Experience: **1. Lecturer in Μάρκετινγκ** with specialization in Advertising, Department of Business Administration, Marketing and Tourism of International Hellenic University (I.H.U) from 10th of June 2022 till today.

2. Application Professor with specialization in Advertising, Department of Business Administration, Marketing and Tourism of International Hellenic University from 5th July 2016 till 10th of June 2022. Teaching Theory and Lab classes of: «Advertising Campaign Planning», «Personal Sales», «Political Marketing», «Communication Mix and Advertising».

3. Laboratory Associate, Full qualification, in Alexander Technological Educational Institute (today I.H.U.) in Katerini, from October 2006 till October 2008. Teaching Classes of General Accounting and Principles of Accounting.

4. Laboratory Associate, in Alexander Technological Educational Institute (today I.H.U.), in Thessaloniki from October 2002 till February 2011. Teaching Theory Classes (Organizational and Management Sales, Services Sales, Sales Techniques, Marketing Mix, Political Marketing) and laboratory Classes (Strategic Marketing, Applied Marketing Research, Principals of Advertising, Presentation Advertising Campaign, Advertising Campaign Planning).

5. Economist – Business Consultant – Project Manager in Business Planning & Marketing Advertising Planning, own Business, from 23 October 2002 till 22 February 2011 and from 10 October 2015 till today.

6. Scientific Association - Manager in Greek Parliament, from 1st November 2002 till 20th March 2004.

7. Economist – Manager of Promotion and Advertising in family from January 2000 till November 2002 and from May 2007 till 14 February 2011.

8. Advertising Manager in «The Torch» newspaper of Roosevelt University, from September 1998 till November 1999.

9. Cooperative Assistant in Professor of Psychology Promotion & Marketing in Roosevelt University of Chicago, From August 1998 till December 1999.

ΔΗΜΟΣΙΕΥΣΕΙΣ : **1. Gounas, A. «World Political Communication»,** Pan-Hellenic Summit «New Technologies & Marketing», Ierapetra Crete, 24-27 May 2005.

2. Delistavrou A., Gounas A. and Tilikidou I., “Fair Trade in Greece and a New Fair Marmalade”, TEI of Athens, 25-28 May 2009.

3. Delistavrou A., Gounas A. and Tilikidou I., “Fair Trade Supporting Group : What They Know, Feel and Prefer”, NHIBE, 27-28 August 2009, Santorini.

4. Gounas A., “Fear Appeals in Greek TV Advertisements”, NHIBE, 27-28 August 2009, Santorini.

5. Gounas A. – Savvidis P. , “Political Advertising : a Longitudinal analysis”, NHIBE, 25-26 August 2011, Chios.

6. Gounas A. – Sapountzis N. , “A compilation and Review of Values Driving Food Choice” , ICCMI, 13-15 June 2012, Thessaloniki

7. Delistavrou A. , Tilikidou I. , Sarmaniotis C. , Gounas A. , “Promoting Ethical Actions Against Unethical Hotels” ,

8. Gounas A. – Fotiadis A. – Michalko G., “Analysis of Rural Tourism Websites : the case of Central Macedonia, Greece”, International Conference on Regional Development Economic Construction and Personnel Evaluation, 29-30 November 2012, Kaohsiung, Taiwan

9. Gounas S.A. , Sapountzis D.N. , Ioannidou F.R. , Pechlivanidis S.C. , “Humor in Hellenic TV Advertising, ICCMI 18-20 June 2014, Athens

10. Gounas A. – Gkiouzepas L., “Moving Images”, ICCMI 30 June-03 July 2015, Kingston University, London

11. Gounas A. – Pavlidou M., “Political Marketing & Advertisement in the Municipality Hellenic Government”, ICCMI 30 June-03 July 2015, Kingston University, London

12. Gounas A. – Sarmaniotis C. – Asimakopoulos C. – Papaioannou E. “Examining the Service Quality Dimensions of a Greek Price Comparison Platform: The Skroutz.gr case” 4th ICCMI 22 June – 24 June 2016, Irakleio Crete, Greece

13. Gounas Athanasios, “Political Marketing& Media in Hellenic Political Parties: Different Voices – Different Strategies”, 5th ICCMI 21-23 June 2017, Thessaloniki, Hellas

14. Gounas S. Athanasios – Ourania Gouna, “Political Marketing in Audio Visual Services & Social Media : The Beginning “Obama Phenomenon”, 6th ICCMI 27-29 June 2018, Athens, Greece

15. Gounas S. Athanasios – Assimakopoulos Costantinos, “Studying the Service Quality of the ATEI Library”, 6th ICCMI 27-29 June 2018, Athens, Greece

16. Gounas S. Athanasios – Chatzipoulidis A. – Tsiakis T. – Kargidis T., “Risk Considerations in CRM from a cloud perspective”, 6th ICCMI 27-29 June 2018, Athens, Greece

17. Gounas S. Athanasios – Apostolou Georgios – Papatsimpas Achilleas, “Marketing in the Hellenic Private Secondary Education During the Recession”, ICOMEU 2019, pp.228-236, 7-9 December 2018, Thessaloniki, Greece ISBN : 978-960-287-162-1.

18. Gounas Athanasios , “Greece Traditional vs contemporary mass media to communicate political messages: Voters perspectives”, 7th ICCMI 2019, 10-12 July, Irakleio, Crete.

19. Gounas Athanasios – Ourania Gouna, “ Greek Tourism Investments in South Eastern Europe”, Tourman 2019, 24-27 October 2019, Thessaloniki, Greece.

- 20. Gounas Athanasios – Zarogianni Margarita – Gouna Ourania**, “Political Marketing & Social Media in Greece of 2019”, 5th ICESBA, 15-16 November 2019, Bucharest, Romania.
- 21. Gounas S. Athanasios – Apostolou Georgios – Papatsimpas Achilleas - Gouna Ourania**, “Assesing Students and parents satisfaction and expectations of the secondary education services provided in Greece”, ICOMEU November 29-December 1, 2019, Thessaloniki, Greece
- 22. Gounas A. – Apostolou G. – Papatsimpas A. – Gkouna O.**, “The 8 p’s marketing mix for private secondary learning services providers in Greece”, 8th International Conference on Contemporary Marketing Issues, pp. 290-297, 11-13 September 2020, Virtual Conference ISBN
- 23. Gounas A. – Apostolou G. – Papatsimpas A. – Gkouna O.**, “A niche Market in Greeks private secondary education learning services”, 8th International Conference on Contemporary Marketing Issues, pp. 155-162, 11-13 September 2020, Virtual Conference ISBN
- 24. Papatsimpas Achilleas - Gounas Athanasios – Apostolou Georgios - Gouna Ourania**, “The reaction of the Greek Educational Community to the transition in distance education during the covid-19 pandemic”, 3RD ICOMEU December 18- December 20, 2020, Thessaloniki, Greece
- 25. Tsolia Maria – Gounas Athanasios** “Marketing Mix and educational services management”, ICOMEU, December 18- December 20, 2020, Thessaloniki, Greece
- 26. Gkouna Ourania - Papatsimpas Achilleas - Apostolou George - Gounas Athanasios**, “Job Satisfaction Analysis of Health Care Staff Fighting of Covid 19 in Greece” ICOHEMA 2021, 19-21 March 2021, ISBN 978-618-84798-8-3
- 27. Athanasios Gounas – Achilleas Papatsimpas – Ourania Gkouna – George Apostolou**, “Covid19 on tourists consumption behavior and motivation”, 4th TOURMAN 2021, May 21-23, 2021 Thessaloniki, Greece, ISBN 978-618-84798-9-0
- 28. Christos Tsimitris - Athanasios Gounas – Ourania Gkouna**, “Destination Branding Issues and Challenges in Covid19 era. The case of municipal unit of paralia area in Pieria Prefecture”, 4th TOURMAN 2021, May 21-23, 2021 Thessaloniki, Greece
- 29. Ourania Gkouna – Ioanna Simeli - Athanasios Gounas** “Tourist Behavior, Typology and Travel Motivation in Covid19 Era”, 4th TOURMAN 2021, May 21-23, 2021

Thessaloniki, Greece, isbn 978-618-84798-9-0

30. O.Gkouna – G.Apostolou – A.Papatsimpas – A.Gounas, “Reality in tourist preferences in the context of Covid-19”, 9th ICCMI, September 3-5, 2021, Virtual Conference, ISBN 978-618-5630-00-3

31. Smaragda Mavroeidi - Athanasios Gounas, “Educational marketing at the 3rd primary school of drama and the influences of sustainability on education” , 4th ICOMEU, 21-23 January 2022, Thesaloniki, Greece, isbn978-618-5630-09-6

32. Georgios Apostolou – Achilleas Papatsimpas – Athanasios Gkounas, “Students learning experience during the COVID 19 pandemic”, 4th ICOMEU, 21-23 January 2022, Thesaloniki, Greece, isbn978-618-5630-09-6

33. Georgios Apostolou – Achilleas Papatsimpas – Athanasios Gkounas, “The effects of the Covid-19 Pandemic on Students Emotions”, 3rd ICOHEMA, 18-20 March 2022, Thesaloniki, Greece, isbn978-618-5630-10-2

Publications

1. Gounas A. - Apostolou G. - Papatsimpas A. (2018). Marketing in the Hellenic private secondary education during the recession. Journal of Contemporary Education Theory & Research, 2(2), 3-8. DOI: 10.5281/zenodo.3598486.
2. Gounas S. Athanasios – Apostolou Georgios – Papatsimpas Achilleas - Gouna Ourania, “Assesing Students and parents satisfaction and expectations of the secondary education services provided in Greece”, Journal of Contemporary Education, Theory & Research, Vol. X, No. X, pp. XX-XX, 201X, (2019)
3. Gounas, A. S - Apostolou, G. - Papatsimpas A.(2019). Strategic Marketing Planning on Private Secondary Education During the Recession in Greece. Journal of modern education review, 9(10), 629-640. DOI: 10.15341/jmer(21557993) / 10.09.2019 /002.
4. G.Apostolou – A.Papatsimpas – A.Gounas – O.Gkouna (2021), Distance Learning in Greece during Covid-19 Pandemic, Global Research and Higher Education, ISSN 2576-196X (print) ISSN 2576-1951 (online), Vol.4, No.2, 2021 www.scholink.org/ojs/index.php/grhe
5. G.Tsekouropoulos – O.Gkouna – D.Theocharis – A.Gounas (2022). Innovative Sustainable Tourism Development and Entrepreneurship Through Sports Events, Sustainability 2022, 14, 4379. <https://doi.org/10.3390/su14084379> , Published 7 April 2022.

6. O.Gkouna – G.Tsekouropoulos – D.Theocharis – G.Hoxha – A.Gounas (2022). The impact of family business brand trust and crisis management practices on customer purchase intention during Covid-19, *Journal of Family Business Management*, Emerald Publishing Limited 2043-6238, DOI 10.1108/JFBM-03-2022-0046, <https://www.emerald.com/insight/2043-6238.htm> , Accepted 4 August 2022.

- Speeches in Summits :**
1. **“The Marketing Process Management in Greece of 2016”**, 5 December 2016, Thessaloniki, Greece
 2. **“Professional Outlets Using Marketing»**, 05/2017, Thessaloniki
 3. **“Network Marketing”**, 03/2018, Thessaloniki
 4. **“Political Marketing”**, Youth Political Academy, 12/2018, Thessaloniki
 5. **“Business Development with EU Projects”**, 1st UBC – University Business Conference, 03/2019, Thessaloniki
 6. **“Development and Management of Tourist Product Image”**, 03/2019, Drama
 7. **“Social Media and Marketing”**, 12 April 2022, Student Department of Business Administration, Marketing and Tourism of International Hellenic University (I.H.U) , Velidio - Thessaloniki

- Bibliographies:**
1. **Scientific Editing**: Gounas Athanasios, ***Introduction in Economics***, Roger A. Arnold, Publication Epikentro 7th Publication (2007).
 2. **Scientific Editing**: Gounas Athanasios, ***Macroeconomics***, Paul Krugman-Robin Wells, Published Epikentro, 1st Publication (2009).
 3. **Curation of Units** : Athanasios Gounas, Katerina Kikilia, Scientific Editing by Iordanis Kotzaivazoglou, ***Modern Business Communication***, Courtland L.Bovee, John V.Thill, Published by P.X.Pasxalidis-Broken Hill, 2022

- ΑΔΕΞ ΑΣΧΟΛΙΕΣ:**
1. **Certified Trainer** in Theoretical and Practicing of SEK In **E.KE.ΠΙΣ.** with number 415834 and code EB15834.
 2. **Certified Trainer of OAED/LAEK** with code 26936.
 3. **President of Student Union** from November 1998 till December 1999 and President of Foreign Student Union (International Student Union, ISU) from September 1998 till September 1999 in Roosevelt University of Chicago.
 4. **Speakerman in USA Summit** of SGA Presidents, in Texas (USA), March 1999.
 5. **Senator** in professor’s council in Roosevelt University from November 1998 till December 1999.
 6. **Articles in University newspaper** of Roosevelt University Chicago USA and Sunderland University of England.

7. **Scholarships \$2,500** from Roosevelt University of Chicago.
8. Green Key Society Medal, Roosevelt University of Chicago, 1999.
9. **Basketball Champion in North England**, University Basketball Team, Sunderland University
10. **Second Lieutenant in the Greek Army** from 27 March 2000 till 27 February 2002. In April 2018 promoted to Captains Rank.
11. Handball member of Orfeas Team, Katerini, from September 2002 till 2007, (Greek Champion in B' National League 2004).
12. **President of National Economic and Social Committee (N.O.K.E.)** of Pieria Prefecture from 19-12-2007 till 19-12-2009.
13. **Vice President of 4th Department Economical Greek Chamber** till 31/12/2011.
14. **Municipal Councilor** from 01/01/2011-31/12/2014 and from 01/09/2019 till today.
15. **Vice – President of SPITI MAS S.A** from 22/12//2010 till 31/12/2015.
16. **Member of Organizing Committee** of International Conference on Contemporary Marketing Issues (ICCM) 2012-2019.
17. **Vice President** in Community Wrestling Club “The Olympians” .

Languages: **English** (Excellent)

IT skills :

1. WINDOWS systems
2. **MS Office** (WORD, EXCEL, INTERNET EXPLORER, POWER POINT).
3. **Statistical packet ABC.**

Κατερίνη 05/12/2022

With Honor
Athanasios S. Gounas