

## **Biography**

Michael Barbas has studied management and marketing at University of Strathclyde, UK, University of Liverpool, UK and the American College of Greece, while he pursues doctoral studies at Heriot-Watt University, UK. He is Professor of Marketing and Strategic Planning in Sharda University from July 2009. Prior to that he was Professor of Marketing and Strategy at City University of Seattle USA and Greece campuses, New York College Educational Group Greece, Albania and Czech Republic campuses, and European University Greece and Switzerland Campuses, and Lecturer (Associate) in The University of Surrey, School of Management, UK. At the same time he has been a Corporate Trainer for important multinational companies among them Coca Cola HBC, Delhaize Group, TATA Group, ABB, Vodafone, Dixons – Kotsovolos Group, Klimatair Group and many others.

He specializes in scenario planning, and institutional strategic management and marketing processes and has researched widely in these areas.