

SHORT BIO OF DR. PETER YANNOPOULOS

Dr. Peter Yannopoulos holds a PhD from the Rotman School of Management, University of Toronto, in the field of marketing. Prior to this degree he received his MBA from the Rotman School of Management, University of Toronto, with a concentration in marketing and finance and a MA from York University in Toronto with a concentration in Economics. He also studied in the doctoral program in the Economics Department, University of Toronto. He is currently Professor of Marketing and Business Strategy in The Goodman School of Business, Brock University, Ontario, Canada. Dr. Yannopoulos has published widely in various academic and professional journals that include the European Journal of Marketing, Journal of Product Innovation Management, International of International Marketing, Journal of Strategic Marketing, Journal of Business Research, Multinational Business Review, Journal of Travel and Tourism Research, Journal of Business and Policy Research , International Journal of Economics and Business Research, International Journal of Business and Social Science, The International Journal of Arts and Sciences and Journal of Euromarketing among others. He also presented his research at numerous conferences around the world. His textbook Marketing Strategy is used in various universities in Canada and around the world. His research interests are in the areas of entrepreneurial marketing, export marketing, managerial mental models, competitive dynamics, and sports marketing. Dr. Yannopoulos is a business consultant and a frequent speaker and commentator on issues in the areas of his expertise.