

Brief Biographical Note

PROFESSOR GEORGE ANGELOPULO

George Charles Angelopulo is tenured professor at the *Department of Communication Science* of the *University of South Africa* (Unisa) and affiliate professor at *CENTRUM Católica*, the Latin American business school of the *Pontificia Universidad Católica del Perú* (PUCP).

George focuses on the communication dimensions of Public Relations, Marketing, Organisational and Corporate Communication, their research contexts and applications. He has developed Communication curricula at *Unisa* over a period of two decades, coordinating much of the structure and content of the university's BA and Honours degrees in Organisational Communication, Public Relations and Marketing Communication qualifications, and the Integrated Marketing Communication Research and Practice MA degree, amongst others. He has published five leading books in the discipline that include two editions of *Integrated Organisational Communication* and *An Introduction to Communication Studies for Southern African Students*. George utilises a wide array of quantitative and qualitative research methods and has developed online applications for Q-methodology. With an extensive research and publication record, he is ranked as a *rated* researcher with South Africa's *National Research Foundation*.

George's industry experience includes:

- research liaison for the South African government's *Brand South Africa* initiative
- the *South African Reserve Bank's* 2017 marketing communication research study
- membership of MasterCard MEA's MasterCard Africa Knowledge Panel
- participation in the Global Media Concentration Project coordinated from Columbia University, measuring global media ownership and concentration
- research and production of the widely used MasterCard African City Growth Index that measures inclusive growth potential in Africa's major cities
- a decade of industry experience in Southern Africa's marketing, advertising and broadcasting industries prior to his academic career, including heading the commercial operations of *South African Broadcasting Corporation's* TV1 and TV4 station and all commercial operations at the *Namibian Broadcasting Corporation*.

George holds a DLitt et Phil from the *University of Johannesburg*, has developed diagnostics for stakeholder perception analysis including the *iBrand Barometer*[®] and *Communication Prioritization Index*[®] and he contributes to South Africa's *Media Policy and Democracy Project*. He has been an advisor to, amongst others, the *South African Local Government Authority*, *Brand South Africa* and the national government's *Department of Communication*.
