

Monastiridis Prodromos

Dr Prodromos Monastiridis holds a BA in Marketing from the Technological Education



Institute of Thessaloniki, a MA in Marketing and a Master of Philosophy discussing “A best practise for New Product Development for the Greek Banking Sector”, both from the University of Sunderland. His PhD, from the Aristotle University of Thessaloniki, research “Innovation, marketing and non-profit organizations, the case of Greek cultural organizations”.

He was a Marketing Consultant at the Marketing Division of Macedonia-Thrace Bank, and an Adjunct Lecturer at the T.E.I. of Thessaloniki at the Department of Marketing, at City College and at the Aristotle University of Thessaloniki, He is currently an Adjunct Lecturer at the American College of Thessaloniki and at National and Kapodistrian University of

Athens. His research fields include marketing, cultural marketing, fundraising, international marketing and event management.

He is also a Visiting Researcher at King’s College DAFM Researcher Center. He started from 2002 to work at Thessaloniki Concert Hall as a Marketing Manager and now he is now the Marketing Director. He serves also as a Vice President of the Board at Thessaloniki Convention Bureau.

He has various publications in newspapers and academic journals. In the book “Innovation Policies in the European News Media Industry: A Comparative Study, Media Business and Innovation“ he contributed with the chapter, ”Market Structure and Innovation Policies in Greece” (Springer editions, 2017). In 2021 he published his book “Innovation, Culture and Marketing (in Greek, from the University of Macedonia publications).