

## Gerasimos Lianos

Lecturer  
Department of Economics  
University of Miami

### Education

- Doctorate of Philosophy (PhD) in Economics (Summa Cum Laude), Carlos III University (Madrid, Spain) (2011).
- Diploma of Advanced Studies (DEA) in Economic Analysis, Carlos III U. (2006).
- Master of Science (MSc) in Economics, LSE. (2000).
- Master of Science (MSc) in Economics, Athens University of Economics and Business (Athens, Greece) (1997).
- Bachelor of Science (BSc) in Economics, AUEB. (1994).

### Professional Experience

- Lecturer, Department of Economics, University of Miami, Miami, US (2015 – present)
- Associate Professor, School of Finance, Southwestern University of Finance and Economics, Chengdu, China (2012 – 2015).
- Lecturer, School of Finance, Southwestern University of Finance and Economics. (2011-2012).
- Independent Researcher, Carlos III University, Madrid, Spain (2009-2011).
- Accounts Officer, School of Nursing Officers, General Administration of National Defense, Athens, Greece (2002-2003).
- Accounts Officer, 4rth Unit of Aerial Supervision and Control, General Air Force Administration, Pelion, Greece (2001-2002).

### Selected Publications

- (2016) *Customer Acquisition and Customer Retention in a Monopolistically Competitive Industry*, (with Igor Sloev). Chapter in: *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Area - Proceedings of the 2014 Academy of Marketing Science Annual Conference*, Eds. M. Obal, N. Krey, and C. Burshardt, Academy of Marketing Science - Springer.

- (2016) *Customer Acquisition and Customer Retention in a Competitive Industry*, (with Igor Sloev). Chapter in: *Rediscovering the Essentiality of Marketing - Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress*, Eds. L. Petruzzellis and R. S. Winer, Academy of Marketing Science – Springer.
- (2016) *Customer Acquisition and Customer in a Competitive Industry: Chapter in: Papers and Proceedings*, American Marketing Association, 2015 Marketing Educators' Conference.
- (2016) *An Infinite-Horizon Differential Game of Optimal CLV-Based Strategies with Non-Atomic Firms*, (with Igor Sloev). Chapter in: *Recent Advances in Game Theory and Applications, Dynamic Game Theory Society European Meeting on Game Theory St. Petersburg and Network Games and Management*, Petrozavodsk, Russia, Eds. C. Petrosyan and V. Mazalov, Springer International Publishing - Switzerland.

### Selected Working Papers

- *Slipping Down the Retention-Reaction Curve – Some Paradoxes of Optimal Customer Residual Value*, 39th Annual INFORMS Society of Marketing Science Conference (Los Angeles, USA, 2017).
- *A Schumpeterian Model of Optimal Customer Acquisition and Customer Retention over the Business Cycle*, (with Igor Sloev). Social Science Research Network (SSRN): <http://dx.doi.org/10.2139/ssrn.2522080>
- *Customer Lifetime Value and the Austrian School Tradition*, (with Igor Sloev). SSRN: <http://dx.doi.org/10.2139/ssrn.2320278>
- *Customer Profitability and Optimal CLV-Based Strategies in a Model of Dynamic Competition* (with Igor Sloev). SSRN: <http://dx.doi.org/10.2139/ssrn.2520328>
- *Customer Profitability and Optimal CLV-Based Strategies in a Model of Dynamic Competition*, (with Igor Sloev), SSRN: <http://dx.doi.org/10.2139/ssrn.2520328>

### Selected Presentations

- 2015 Academy of Marketing Science World Marketing Congress (Bari, Italy).
- 2015 American Marketing Association, Summer Educators' Conference (Chicago, USA).
- 2015, 37<sup>th</sup> INFORMS Society of Marketing Science Conference (Baltimore, USA).
- 2015, European Meeting on Game Theory (Saint Petersburg, Russia).
- 2015, XVI International Academic Conference on Economic and Social Development, Global Alliance of Marketing Management Associations, Bridging Asia and Russia (Moscow, Russia).
- 2014 Annual Meeting of Academy of Marketing Science (Indianapolis, USA).

## Grants

- Research Grant, Ministry of Education, (P. R. China) 2013
- Research Grant, Carlos III Foundation, (Spain) 2006
- Research Grant, State Scholarship Foundation, (Greece) 2003
- Professor Giannopoulos Memorial Award, AUEB, (Greece), 1997

## Teaching

- Principles of Macroeconomics (Fall 2015 – Spring 2017, University of Miami (UM), Miami, USA), Principles of Microeconomics - Principles of Microeconomics (Honors) (Fall 2015, UM).
- Monetary Economics (Fall 2011 – 2015, Southwestern University of Finance and Economics (SWUFE), Chengdu, P. R. China), Economics of Financial Markets, Money, and Banking (Spring 2012 – 2015, SWUFE), Investment Banking (Spring 2011, SWUFE), Corporate Finance (Fall 2011, SWUFE).
- Economic Development (Spring 2011, Universidad Carlos III de Madrid (UC3M), Madrid, Spain), Public Finance (Fall 2010, UC3M), Economics of Games and Contracts (Spring 2010, UC3M), Macroeconomics (Fall 2006 – Fall 2009, UC3M), Mathematical Economics (Fall 2006-Spring 2009, UC3M).