



Academic Member and Ambassador
Communication Institute of Greece



Bassa Joanna
Psychologist
Department of Psychology
Cardiff Metropolitan University, Athens



Joanna Bassa

Joanna Bassa received a BSc in Psychology from Cardiff Metropolitan University, City Unity College. She continued enriching her competencies by receiving a master degree in MBA (Master in Business Administration) from Cardiff Metropolitan University, City Unity College. Her thesis “Discovering motivational styles that increase job satisfaction” is an interdisciplinary approach combining Industrial-Organizational Psychology with Business and Marketing. She has participated in national and international conferences and published in national and international academic journals.



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