

Aarhus School of Business and Social Sciences
Department of Management
(<http://www.mgmt.au.dk>)
Fuglesangs Allé 4
8210, Aarhus V
Denmark



Mob. +45 2797 5243
Email. polyc@mgmt.au.dk
pchrysochou@gmail.com
pchrysochou@acg.edu

Prof. Polymeros Chrysochou

BACKGROUND

Birth date 01 October 1980.
Place of Birth Volos, Greece.
Marital Status Married to Vaia Itsiou.

ACADEMIC POSITIONS

Current Position *Professor in Marketing Management, Marketing and Consumer Behaviour (2020-present)*, Department of Management, Aarhus School of Business and Social Sciences, Aarhus University, Denmark.

Adjunct Research Fellow (2022 – present), Center of Tourism, Leisure, and Food, The American College Greece, Greece.

Past Positions *Associate Professor in Marketing Management, Marketing and Consumer Behaviour (2012-2020)*, Department of Management, Aarhus School of Business and Social Sciences, Aarhus University, Denmark.

Adjunct Lecturer Fellow (2011-2022), Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia, Australia.

Post-Doctoral Researcher (2011-2012), Department of Business Administration, Aarhus School of Business and Social Sciences.

Lecturer (Level B) (2010-2011), Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia (www.unisa.edu.au).

Research Associate (2010-2011), Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia.

PhD Research Fellow (2007-2010), Department of Marketing and Statistics, Aarhus School of Business.

Research Assistant (2003-2006), Department of Agribusiness Management, Agricultural University of Athens.

EDUCATION

- Degrees**
- Ph.D.*, Aarhus School of Business, 2007-2010.
 - M.B.A.*, Agricultural University of Athens, 2003-2005.
 - M.Sc.*, Agricultural University of Athens, 1998-2003.

RESEARCH

Research

Focus

I am doing research in marketing communications and branding, and my interests are primarily centred on the domain of food consumption, food packaging, and technology adoption. My recent research examines sustainable practices within food consumption, with a particular emphasis on investigating the viability and implications of food packaging reuse for fostering environmentally conscious consumer choices.

Awards

Best Competitive Paper Award at the 14th International Conference on Corporate and Marketing Communications, Nicosia, Cyprus, April 23-24, 2009.

Summary

H-index: 31 (Google Scholar); 24 (Scopus).
Citations: 3300 (Google Scholar); 1595 (Scopus).

Journal

Publications

1. Martin, B., Chrysochou, B., & Strong, C. (2024). Effects of Dispositional Greed and Need for Cognition on Consumer Judgments of Cryptocurrency and Stocks. *Journal of Consumer Behaviour, In Press.*
2. Zaleskiewicz, H., Kulis, E., Siwa, M., Szczuka, Z., Banik, A., Grossi, F., ... & Luszczynska, A. (2024). Geographical context of European consumers' choices of alternative protein food: A systematic review. *Food Quality and Preference, 105174.*
3. Tiganis, A., Chrysochou, P., Grigoroudis, E. (2023). Customer Satisfaction in Short Food Supply Chains: A Multiple Criteria Decision Analysis Approach. *Food Quality and Preference, 104, 104750.*
4. Tiganis, A., Chrysochou, P., & Krystallis, A. (2023). Political ideology shapes heterogeneous preferences for food values. *Food Quality and Preference, 112, 105038.*

5. Perrea, T, Chrysochou, P., Krystallis, A. (2023). Customer value toward innovative food products: Empirical evidence from two international markets. *Innovative Food Science and Emerging Technologies*, 112, 105038.
6. Frank, D. A., Chrysochou, P., Mitkidis, P. (2023). The Paradox of Technology: Negativity Bias in Consumer Adoption of Innovative Technologies. *Psychology and Marketing*, 40 (3), 554-566.
7. Martin, B. A., Chrysochou, P., & Strong, C. (2022). Crypto freedom! Effects of trait reactance and regulation content on intention to buy cryptocurrency. *Personality and Individual Differences*, 194, 111659.
8. Martin, B. A., Chrysochou, P., Strong, C., Wang, D., & Yao, J. (2022). Dark personalities and Bitcoin®: The influence of the Dark Tetrad on cryptocurrency attitude and buying intention. *Personality and Individual Differences*, 188, 111453.
9. Mitkidis, P., Chrysochou, P., Obolevich, V., & Mitkidis, K. (2022). Effectiveness of environmental health and loss framing on household pharmaceutical take-back schemes. *Waste Management*, 143, 61-68.
10. Chrysochou, P., Tiganis, A., Trigui, I. T., & Grunert, K. G. (2022). A cross-cultural study on consumer preferences for olive oil. *Food Quality and Preference*, 97, 104460.
11. Festila, A., Chrysochou, P., Hieke, S., & Massri, C. (2021). Public sensemaking of active packaging technologies: A feature-based perspective. *Public Understanding of Science*, 30(8), 1024-1040.
12. Mitkidis, K., Obolevich, V., Chrysochou, P., & Mitkidis, P. (2021). Harmonisation of Pharmaceutical Take-Back Systems in the EU. *European journal of health law*, 1(aop), 1-27.
13. Kavvouris, C, Chrysochou, P., Thøgersen, J. (2020). Be Careful What You Say”: The Role of Psychological Reactance on the Impact of Pro-Environmental Normative Appeals, *Journal of Business Research*, 113, 257-265.
14. Morris, B., Chrysochou, P, Karg, S., Mitkidis, P. (2020). Optimistic vs. Pessimistic Endings in Climate Change Appeals, *Humanities and Social Sciences Communications*, 7, 82.
15. Karypidis, F., Chrysochou, P., Karypidou, I. (2020). Exploring the Importance of Factors that Impact Export Performance of Food Firms, *British Food Journal*, In press.
16. Frank, D. A., Chrysochou, P., Mitkidis, P., & Ariely, D. (2019). Human Decision-making Biases in the Moral Dilemmas of Autonomous Vehicles. *Scientific Reports*, 9(1), 1-19.

17. Morris, B. S., Chrysochou, P., Christensen, J. D., Orquin, J. L., Barraza, J., Zak, P. J., Mitkidis, P. (2019). Stories vs. Facts: Triggering Emotion and Action-taking on Climate Change, *Climatic Change*, 154(1-2), 19-36.
18. Chrysochou, P., Festila, A. (2019). A Content Analysis of Organic Product Package Designs. *Journal of Consumer Marketing*, 36(4), 441-448.
19. Casteran, G., Chrysochou, P., Meyer-Waarden, L. (2019). Brand Loyalty Evolution and the Impact of Category Characteristics, *Marketing Letters*, 30(1), 57-73.
20. Festila, A, Chrysochou, P. (2018). Implicit Communication of Food Product Healthfulness through Package Design: A Content Analysis. *Journal of Consumer Behaviour*, 17 (5), 461-476.
21. Papista, E., Chrysochou, P., Krystallis, A., Dimitriadis, S. (2018). Types of Value and Cost in Consumer Green Brands Relationship and Loyalty Behaviour: Testing the Moderating Role of Involvement. *Journal of Consumer Behaviour*. 17(1), e101-e113.
22. Lerro, M., Pomarici, E., Chrysochou, P., Vecchio, R., Krystallis, A. (2017). Segmenting US Consumers on Wine Attributes through Best-Worst Scaling, *Wine Economics and Policy*, 6(2), 98-106.
23. Perrea, T., Krystallis, A., Engelgreen, C., Chrysochou, P. (2017). Much too New to Eat it? The Impact of Customer Value on Product Evaluations in the Context of Novel Food Products, *Journal of Product and Brand Management*, 26(6), 616-630.
24. Bruwer, J., Chrysochou, P. Lesschaeve, I. (2017). Consumer Involvement and Knowledge Influence on Wine Choice Cue Utilization. *British Food Journal*, 119(4), 830-844.
25. Krystallis, A. Chrysochou, P., Tzagarakis, N. Does a North – South Division Exist in Place-related Food Quality? A Retrospective View on Designation of Origin Labeled Foods in Europe, *Journal of International Food & Agribusiness Marketing*, 29(3), 217-233.
26. Dörnyei, K., Krystallis, A., Chrysochou, P. (2017). Sacrificing More for the Less: The Impact of Assortment Size and Product Information Provision on Information Acquisition. *Journal of Consumer Marketing*, 34(3), 191-201.
27. Festila, A, Chrysochou, P. (2016). In Good Shape: The Influence of Container Curvature on Consumers' Perceptions and Consumption. *Advances in Consumer Research*, 44.
28. Banovic, M., Chrysochou, P., Grunert, K.G., Rosa, P.J., Gamito, P. (2016). The Effect of Fat Content on Visual Attention and Choice of Red Meat and Differences Across Gender. *Food Quality and Preference*, 52, 42-51.

29. Liao, L., Corsi, A., Chrysochou P., Lockshin, L. (2015) Emotional Response towards Packaging: A Joint Application of Self-report and Physiological Measures of Emotion. *Food Quality and Preference*, 42, 48-55.
30. Nørskov, S., Chrysochou, P., Milenkova, M. (2015). The impact of product innovation attributes on brand equity. *Journal of Consumer Marketing*, 32(4), 245-254.
31. Sjoström, T., Corsi, A.M., Driesener, C., Chrysochou, P. (2014). Are Food Brands that Carry Light Claims Different? *Journal of Brand Management*, 21, 325-341.
32. Marian, L., Chrysochou, P., Krystallis, A., Thøgersen, J. (2014). The Role of Price as a Product Attribute in the Organic Food Context: An Exploration Based on Actual Purchase Data. *Food Quality and Preference*, 37, 52-60.
33. Chrysochou, P., Grunert, K.G. (2014). Health-related Ad Information and Health Motivation Effects on Product Evaluations. *Journal of Business Research*, 67 (6), 1209-1217.
34. Festila, A., Chrysochou, P., Krystallis, A. (2014). Consumer Response to Food Labels in an Emerging Market: The Case of Romania. *International Journal of Consumer Studies*, 38 (2), 166-174.
35. Krystallis, A., Chrysochou, P. (2014). The Effects of Service Brand Dimensions on Brand Loyalty. *Journal of Retailing and Consumer Services*, 21 (2), 139-147.
36. Chrysochou, P. (2014). Drink to Get Drunk or Stay Healthy? Exploring Consumers' Perceptions, Motivations and Preferences for Light Beer. *Food Quality and Preference*, 31, 156-163.
37. Chrysochou, P., Krystallis, A., Giraud, G. (2012). Quality Assurance Labels as Drivers of Loyalty in the Case of Traditional Food Products. *Food Quality and Preference*, 25 (2), 156-162.
38. Chrysochou, P., Corsi, A. M., Krystallis, A. (2012). What Drives Greek Consumer Preferences for Cask Wine? *British Food Journal*, 114 (8), 1072 - 1084.
39. Chrysochou, P., Krystallis, A., Mocanu, A., Lewis, R. L., (2012). Generation Y Preferences for Wine: An Exploratory Study of the US Market Applying the Best-Worst Scaling. *British Food Journal*, 114 (4), 516-528.
40. Krystallis, A., Chrysochou, P. (2012). Do Health Claims and Prior Awareness Influence Preferences for Unhealthy Foods? The Case of Functional Children Snacks. *Agribusiness: An International Journal*, 28 (1), 86-102.
41. Krystallis, A., Chrysochou, P. (2011). Health Claims as Communication Tools that Enhance Brand Loyalty: The Case of Low-fat Claims within the Dairy Food Category. *Journal of Marketing Communications*, 17 (3), 213-228.

42. Chrysochou, P., Askegaard, S., Grunert, K.G., Kristensen, D.B. (2010). Social Discourses of Healthy Eating: A Market Segmentation Approach. *Appetite*, 55(2), 288-297.
43. Krystallis, A., Chrysochou, P. (2010). An Exploration of Loyalty Determinants in Greek Wine Varieties. *Euromed Journal of Business*, 5(2), 124-137.
44. Chrysochou, P. (2010). Food Health Branding: The Role of Marketing Mix Elements and Public Discourse in Conveying a Healthy Brand Image. *Journal of Marketing Communications*, 16(1-2), 69-85.
45. Kokkali, P., Koutsouris, A., Chrysochou, P. (2009). Cognitive Components of Rural Tourism Destination Images: The Case of Lake Plastiras, Greece. *Tourismos: An International Multidisciplinary Journal of Tourism*. 4(4), 273-291.
46. Chrysochou, P., Chryssochoidis, G., Kehagia, O. (2009). Traceability Information Carriers: The Technology Backgrounds and Consumers' Perceptions of the Technological Solutions. *Appetite*, 53(3), 322-331.
47. Kehagia, O., Chrysochou, P., Chryssochoidis, G., Krystallis, A., Linardakis, M. (2007). Traceability: European Consumers' Perceptions Regarding its Definition, Expectations and Differences by Product Types and Importance of Labels. *Sociologia Ruralis*, 47(4), 400-416.
48. Kehagia, O., Chrysochou, P. (2007). The Reporting of Food Hazards by the Media: The Case of Greece. *Social Science Journal*, 44(4), 721-733.

Books

1. Strong, C., Martin, B., & Chrysochou, P. (2024). *Advances in Blockchain Research and Cryptocurrency Behaviour*. DeGruyter. (ISBN: 311099559X).
2. Lee, R., Kahn, H., & Chrysochou, P., (2022). *Consumer Packaging Strategy: Localisation in Asian Markets*. Routledge. (ISBN: 9780367430368).
3. Chrysochou, P. (2010). *Food Health Branding: Public Discourse and Health Associations*. PhD Thesis, Aarhus School of Business and Social Sciences, Aarhus, Denmark (ISBN:978-8778824-75-2).

Chapters in

Edited Books

1. Chrysochou, P. (2017) "Consumer Behavior Research Methods" Book Chapter in "Consumer Perception of Product Risks and Benefits" Edited by: G. Emilien, R. Weitkunat, and F. Luedicke. Springer.
2. Chrysochou, P., Giraud, G., Chryssochoidis, G. (2009). *Employing the Dirichlet Model in Traditional Food Products. How Much Quality Labels Affect Consumer Loyalty Behaviour?* In K. Apostolopoulos (Ed.) *Food Products and Consumer: An Inter-*

Scientific Approach in Sustainable Food Product Consumption, Ellinoekdotiki, Athens, Greece.

Conference

Proceedings Over 80 papers presented in peer-reviewed international conferences. A list can be found at my [homepage](#) at Aarhus University.

TEACHING

Teaching Focus Strategic Brand Management, Marketing Management, Marketing Research, Experimental Design, Consumer Behaviour, International/Global Marketing.

Qualifications Scored among the top 10% of student evaluation scores for teaching at the University of South Australia in 2010.
Pedagogical Training Programme for Assistant Professors, Aarhus University (Completed in 2011).
Course on Supervision of Master/PhD students and Collegial Supervision, Aarhus University (Completed in 2015).
Go-Online – Course on blended learning for professors and lecturers, Aarhus University (Completed in 2017).

Teaching Experience

Food Business Marketing and the Consumer, Master Degree Programme in International Food Quality and Health, SDC University. Role: Course Instructor: 2022/Spring; 2023/Spring; 2024/Spring.

Brand Management and Marketing Channels, Master Degree Programme in Economics and Business Administration, Aarhus University (460162U052). Role: Course Coordinator. Period: 2021/Spring; 2022/Spring.

Strategic Brand Management, Master Degree Programme in Economics and Business Administration, Aarhus University (460172U036). Role: Course Coordinator. Period: 2018/Spring; 2019/Spring; 2020/Spring; 2023/Spring; 2024/Spring.

Experimental Design, 2-day PhD course offered at Adam Smith Business School, University of Glasgow - 2019/Spring; 2022/Spring; 1-day PhD course offered at Aarhus University - 2023/Autumn; 2-day executive course offered at the American College of Greece – 2022/Autumn.

PLS - Structural Equation Modelling, 2-day executive course offered at the American College of Greece – 2023/Autumn.

Brand Management and Market Analysis, Master's Degree Programme in Economics and Business Administration, Aarhus University (460162U052). Role: Course Coordinator. Period: 2016/Fall; 2017/Fall; 2018/Fall; 2019/Fall; 2020/Fall; 2021/Fall; 2022/Fall; 2023/Fall.

Research Methods, Master's Degree Programme in Economics and Business Administration, Aarhus University (4620720087). Role: Group Advisor. Period: 2011/Fall; 2013/Fall; 2014/Fall; 2015/Fall; 2016/Fall; 2017/Fall; 2018/Fall.

Marketing and Consumer Behaviour, BSc in Marketing and Management Communication, Aarhus University (410131U010). Role: Course Coordinator; Lecturer. Period: 2008/Fall; 2011/Fall; 2012/Fall; 2013/Fall; 2014/Fall; 2015/Fall; 2016/Fall; 2017/Fall; 2018/Fall; 2019/Fall.

Global Marketing for European Businesses, BSc in International Business Communication in English and European Studies, Aarhus University (410141U012). Role: Course Coordinator; Lecturer. Period: 2013/Fall; 2014/Fall.

Marketing Management, BSc in Business Administration, Aarhus University (4620710064). Role: Course Coordinator; Lecturer. Period: 2012/Spring; 2013/Spring.

Critical Literature Review for Business, Honours Program, University of South Australia. Role: Course Coordinator, Instructor. Period: 2011/Spring.

Directed Readings in Business, Honours Program, University of South Australia. Role: Course Coordinator, Instructor. Period: 2011/Spring.

Contemporary Issues in Business, Honours Program, University of South Australia. Role: Course Coordinator, Instructor. Period: 2011/Spring.

International Marketing, BSc in Management (Marketing) & International Relations, University of South Australia (MKT 3005). Role: Lecturer. Period: 2010/Fall.

Seminars in Marketing, BSc in Business Administration, Aarhus University (21233). Role: Instructor. Period: 2008/Fall; 2009/Fall.

Philosophy of Science and Methodology, BSc in Business Administration, Aarhus University (29244). Role: Instructor. Period: 2009/Spring.

**PhD Theses
(Completed)**

Toula Perrea (2015; Aarhus University, Role: Co-Advisor).

Alexandra Festila (2016; Aarhus University, Role: Main Advisor).

Gauthier Castéran (2016; University of Toulouse, Role: Co-Advisor).

Brandi Morris (2019; Aarhus University; Role: Co-Advisor).

Ekaterina Salnikova (2019; Aarhus University; Role: Co-Advisor).

Darius Frank (2020; Aarhus University; Role: Main Advisor).

Rain Razal (2023; Aarhus University; Role: Main Advisor).

**PhD Theses
(In Progress)**

Jorge Caseres (Aarhus University; Role: Main Advisor)

Stewart Palmer (Aarhus University; Role: Main Advisor)

Antonis Tiganis (Aarhus University; Role: Main Advisor)

Alina Both (Aarhus University; Role: Co-Advisor)

**Master/Bachelor
Thesis Advisor**

I have supervised over **80 Master** and **30 Bachelor** thesis projects at Aarhus University

RESEARCH PROJECTS/GRANTS

Winning Grants

Consumer Panel Data 2.0 – Project funded by Carlsberg’s Foundation (Scientific Responsible; Total Budget: DKK 0.6 m; Year 2024)

FEASTS - Fostering European cellular Agriculture for Sustainable Transition Solutions, Project funded by Horizon Europe (Scientific Responsible and Task Leader; Total Budget: DKK 3.5 m; Year: 2023).

R3PACK - Innovative solutions to over-packaging and single-use plastics, and related microplastic pollution, Project funded by Horizon Europe (Scientific Responsible and WP2 Leader; Total Budget: DKK 2,5m; Year: 2022).

SUSPACK - Consumer Response Toward Sustainable Food Packaging Solutions – Project funded by Danish Food Innovation (Scientific Responsible; Total budget: DKK 0.7m; Year 2020)

Consumer Panel Data – Project funded by Carlsberg’s Foundation (Scientific Responsible; Total Budget: DKK 1.2m; Year 2020)

How to Brand Healthy Snacks, Industry funded-project funded by Orkla Foods (Scientific Responsible; Total Budget: DKK 80,000; Year: 2019)

NanoPack - Pilot line manufacturing of functional polymer nanocomposites from natural halloysite nanotubes: demonstrating controlled release of active antimicrobials in food packaging applications, Project funded by EU Horizon 2020 (Scientific Responsible; Total Budget: DKK 2,8m; Year: 2017).

AUFF Travel Mobility Grant, Travel grant for a 6-month exchange stay at University of South Australia (Total Budget: DKK 100k; Year: 2017).

Adding Value to the Tunisian Olive Oil Industry by Enhancing Exports of Branded Olive Oil, Project funded by the Fund for Academic Cooperation and Exchange between Denmark and the Arab World (Project Coordinator; Total Budget: DKK 1,1m; Year: 2016).

Content Analysis of Health Product Packaging Design, Project funded by the Technological Institute (Project Coordinator; Total Budget: DKK 164,5k; Year: 2014).

Investigating Brand Managers' Needs for Food Packaging Design, Project funded by the Technological Institute (Project Coordinator; Total Budget: DKK 139,9k; Year: 2014)

UniSA Early Career Research International Travel Award, Travel grant awarded by University of South Australia funding my visit to Food and Brand Lab in Cornell University (Total budget: AUD 3.3k; Year: 2011).

Perishable Foods Branding, Corporate project for the Meat and Livestock Australia (Together with J. Romaniuk; Total Budget: AUD 7.2k; Year: 2011).

HealthCog – Bridging the gap between health motivation and food choice behaviour: A cognitive approach, Collaborative project funded by the Danish Strategic Research Council (Member of WP team; Total budget: DKK 11m; Year: 2010).

Participant

2011-Today: 2010 – 2013: HealthCog, Collaborative project funded by the Danish Strategic Research Council (www.mapp.au.dk).

2010-2011: Global attribute analysis for Colgate-Palmolive, Corporate project funded from Colgate-Palmolive.

2007 – 2010: Health Branding, Collaborative project funded by the Danish Strategic Research Council (see more at www.mapp.asb.dk).

2005 – 2008: FP6 TRACE, “Tracing Food Commodities in Europe” (www.trace.eu.org), Work Package 7 “Consumer Behaviour Research”.

2004: FP5 TYPIC, “Typical Food Products in Europe: Consumer Preference and Objective Assessment”. To work under Prof. Georges Giraud (www.enitac.fr) for a 4 months period: 07/2004-11/2004.

2004-2008: FP6 SAFEFOODS, “Promoting Food Safety through a New Integrated Risk Analysis Approach for Foods” (www.safefoods.nl).

2003-2005: FP5 CONDOR, “Consumer Decision Making on Organic Products”. (www.condor-organic.org).

2002-2003: GENESIS, Development of 15 Business Plans for retailers of organic/natural products in the ‘Attica Thematic Park’. Co-operating consortium of Greek local development agencies and Institutions. Funded by EQUAL.

PROFESSIONAL SERVICE

Academic Administrative Positions

Representative of the Retailing and Branding Research Unit, Department of Management, Aarhus University (2023- Today).

Coordinator for Industry Cooperation at MAPP Centre (www.mapp.au.dk), Aarhus University (2019 – Today)

Qualtrics Platform Brand Administrator for BSS, Aarhus University: Administrator of Qualtrics platform for the Faculty of Business and Social Sciences, Aarhus University (2012 – Today).

Honours Degree Coordinator, School of Marketing, University of South Australia (2010-2011).

Business Relations

Board member and Head of Analytics at Hecoetal (www.hecoetal.com).

Editorial Work

Associate Editor for **Journal of Product & Brand Management (2023 – today)**

Associate Editor for **Journal of Consumer Behaviour (2017 – 2021).**

Editorial Boards

Journal of Business Research (2021 – today)

Journal of Product and Brand Management (2018 - today)

Journal of Consumer Marketing (2018 - today)

PhD Thesis Evaluator

2018 – Nazer Pourazad, College of Business, Government and Law, Flinders University. Thesis Title: “An Examination and Theorisation of Consumer-Brand Relationship and its Link to Customer-Based Brand Equity”.

2017 – Kaidong Yu, Adam Smith Business School, University of Glasgow, Thesis Title: “Long-term Coping Strategies for Food Safety Issues: from Consumers’ Perspective”.

2017 - Nadine Yarar, University of Kiel, Thesis Title: “Research on food healthiness: Supporting decisions on public health, package design, and everyday consumption situations”.

**Ad Hoc
Reviewing**

Agricultural Economics Review; Appetite; Asia Pacific Management Review; British Food Journal; European Journal of Marketing; Food Quality and Preference; Health Psychology; International Journal of Wine Business Research; Journal of Advertising Research; Journal of Business Research; Journal of Consumer Behaviour; Journal of Consumer Marketing; Journal of Consumer Policy; Journal of Food Engineering; Journal of Food Products Marketing; Journal of International Food & Agribusiness Marketing; Journal of Product and Brand Management; Journal of Retailing and Consumer Services; Journal of Sensory Studies; Journal of Service Management; Journal of the Science of Food and Agriculture; Journal of Theoretical and Applied Electronic Commerce Research; Social Behavior and Personality.

Referee Ad hoc referee and expert evaluator on H2020, REA, EU COST, and other national funding schemes (Greece, Poland).

Academic Affiliations European Marketing Academy (EMAC).
EuroMed Research Business Institute (EMRBI) [Country Director for Australia].

General Service Speaker to several academic conferences.
Invited speaker to industry and public policy events.