Anastasia STATHOPOULOU

Professor

Academy: Transformation

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Education

2025	Habilitation à Diriger des Recherches, Université Grenoble Alpes, France
2013	PhD, Marketing, Bayes Business School, Great Britain

Experience

Full-time academic positions

Since 2024	Professor of Marketing, SKEMA Business School, France
2023 - 2024	Professor of Marketing, International University of Monaco, Monaco
2019 - 2023	Associate Professor of Marketing, International University of Monaco, Monaco
2017 - 2019	Assistant Professor of Marketing, International University of Monaco, Monaco
2011 - 2017	Lecturer of Marketing, Birkbeck, University of London, Great Britain

Publications

Peer-reviewed journal articles

IVANAUSKAITE, K., STATHOPOULOU, A. and VALETTE-FLORENCE, P. (2026). The effect of selfcongruity and perceived sustainable actions in luxury branding. *Journal of Brand Management*, 33, pp. 119–137.

BALABANIS, G., STATHOPOULOU, A. and BALABANIS, J. (2025). Cultural Influences on Privacy Calculus in Loyalty Programs: An Analysis of Individual and National-Level Cultural Values. *Journal of International Marketing*, 33(1), pp. 17-36.

KEESAL, C., STATHOPOULOU, A. and GADZINSKI, G. (2025). Privacy perceptions and the role of countermeasures on the usage of in-app commerce. *Behavior and Information Technology*, 44(16), pp. 4112-4135.

SHUKLA, P., ROSENDO-RIOS, V., DUBOIS, D., VALETTE-FLORENCE, P. and STATHOPOULOU, A. (2025). Luxury: Where Next? *Psychology and Marketing*, 42(10), pp. 2524-2534.

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STATHOPOULOU, A., KREUZER, M. and FRISENBERG, C. (2024). Is social media B2B engagement driven by impression management strategies? Understanding corporate-driven versus individual-driven LinkedIn profiles. *Industrial Marketing Management*, 121, pp. 55-73.

BOUKIS, A., CHRISTODOULIDES, G., SEMAAN, R. and STATHOPOULOU, A. (2024). What drives consumers towards shared luxury services? A comparison of sequential versus simultaneous sharing. *Journal of Business Research*, 177, pp. 114634.

MICHEL, G., STATHOPOULOU, A. and VALETTE-FLORENCE, P. (2022). Luxury is still alive and well: A spotlight on its multifaceted components. *Journal of Business Research*, 153, pp. 276-284.

STATHOPOULOU, A., QUANSAH, T.K. and BALABANIS, G. (2022). The Blinding Effects of Team Identification on Sports Corruption: Cross-Cultural Evidence from Sub-Saharan African Countries. *Journal of Business Ethics*, 179(2), pp. 511-529.

BALABANIS, G. and STATHOPOULOU, A. (2021). The price of social status desire and public self-consciousness in luxury consumption. *Journal of Business Research*, 123, pp. 463-475.

STATHOPOULOU, A. and BALABANIS, G. (2019). The effect of cultural value orientation on consumers' perceptions of luxury value and proclivity for luxury consumption. *Journal of Business Research*, 102, pp. 298-312.

STATHOPOULOU, A., SIAMAGKA, N.T. and CHRISTODOULIDES, G. (2019). A multi-stakeholder view of social media as a supporting tool in higher education: An educator–student perspective. *European Management Journal*, 37(4), pp. 421-431.

BALABANIS, G., STATHOPOULOU, A. and QIAO, J. (2019). Favoritism Toward Foreign and Domestic Brands: A Comparison of Different Theoretical Explanations. *Journal of International Marketing*, 27(2).

STATHOPOULOU, A., BOREL, L., CHRISTODOULIDES, G. and WEST, D. (2017). Consumer Branded #Hashtag Engagement: Can Creativity in TV Advertising Influence Hashtag Engagement? *Psychology and Marketing*, 34(4), pp. 448-462.

STATHOPOULOU, A. and BALABANIS, G. (2016). The effects of loyalty programs on customer satisfaction, trust, and loyalty toward high- and low-end fashion retailers. *Journal of Business Research*, 69(12), pp. 5801-5808.

CHATZIDAKIS, A., KASTANAKIS, M. and STATHOPOULOU, A. (2016). Socio-Cognitive Determinants of Consumers' Support for the Fair Trade Movement. *Journal of Business Ethics*, 133(1), pp. 95-109.