Anastasia STATHOPOULOU

Professeur

Académie : Transformation

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Formation

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

Expérience Professionnelle

Positions académiques principales

Depuis 2024	Professeur de Marketing, SKEMA Business School, France
2023 - 2024	Professeur de Marketing, International University of Monaco, Monaco
2019 - 2023	Professeur associé de Marketing, International University of Monaco, Monaco
2017 - 2019	Professeur assistant de Marketing, International University of Monaco, Monaco
2011 - 2017	Chargé d'enseignement en Marketing, Birkbeck, University of London, Royaume Uni

Publications

Articles académiques revus

IVANAUSKAITE, K., STATHOPOULOU, A. et 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. et 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. et 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. et STATHOPOULOU, A. (2025). Luxury: Where Next? *Psychology and Marketing*, 42(10), pp. 2524-2534.

BALABANIS, G., STATHOPOULOU, A. et CHEN, X. (2024). A cross-cultural examination of sustainable luxury consumption: a comparative study of social norms, self-control and future orientation in the UK and China. *International Marketing Review*, 41(6), pp. 1270-1299.

STATHOPOULOU, A., KREUZER, M. et 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. et 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. et 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. et 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.

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