

Prof. ELENA CHATZOPOULOU



CONTACT & PERSONAL INFORMATION

E-mail: elenachatz@aueb.com
Nationality: British – Greek
Google Scholar (since 2018): h-index 7, i10-index 7 (182 citations)

EXPERIENCE

July 2021	Ass. Professor of Marketing – AUEB, Greece
Sept 2021 – June 2021	Visiting Professor – IESEG Paris, FRANCE
June 2021 – Aug 2021	EXPERT JUDGE PANELLIST FOR THE EU PROGRAMME AGRIP-SIMPLE-2021, AGRIP-MULTI-2021 (Consumers, Health, Agriculture and Food Executive Agency)
Sept 2020 – Sept 2021	Senior Lecturer in Marketing, Kent Business School, UK (permanent position)
Jan 2019 – Sept 2020	Associate Professor in Marketing, Léonard de Vinci Pôle Universitaire (EMLV Business School)
Febr 2018 – Jan 2019	External examiner for the Advertising, Marketing & Communications Programme Group at Southampton Solent University
Jan 2018 – Jan 2019	External Examiner for the MSc Marketing for the Agro-Food Sector Programme, Cardiff School of Management, Cardiff Metropolitan University
Sept 2017 – Jan 2019	Deputy DPD for NN52 (Marketing and Management) & Social co-ordinator for MOS group , Newcastle University Business School
Jan 2017 – Jan 2019	Lecturer in Marketing , Newcastle University Business School
Nov 2013 – Jan 2017	Teaching assistant (PT) , Newcastle University Business School
Sep 2014 – Sep 2016	Event ambassador (PT) , Newcastle University Business School
Feb 2012 – Mar 2013	Marketing consultant , Action Group (car air freshener products)
Feb 2006 – Feb 2012	Marketing Manager and Digital Marketing consultant , INDUSTRY

EDUCATION

2018

Professional Digital Marketing Diploma at KEAK Business School (Google partner)

2018

PhD Thesis in Marketing at Newcastle University Business School (Newcastle, UK)

TITLE: "A grounded theory of authenticity and quality constructions for ethnic restaurants: implications for effective marketing strategies"

2018

Fellow of the Higher Education Academy (UKPSF D2)

2014-2018

Postgraduate Certificate in Advanced Studies in Academic Practice (CASAP) - Newcastle University Business School (Newcastle, UK)

2014

Certificate of Higher Education - Introduction to Learning & Teaching in Higher Education (ILTHE) - Newcastle University Business School (Newcastle, UK)

2013 - 2014

U.K. Postgraduate Certificate in Research Training, Newcastle University (UK)

2009 – 2011

MSc in Services Management, Athens University of Economics and Business (Greece) (Major: Public Relations, Mass Media & Advertisement), dissertation: "The negotiation mixtures for the determination of the pricing policy"

2004 – 2008

BSc in Public Administration, Panteion University (Greece)

LANGUAGES

- **English:** Certificate of Proficiency in English (ECPE), Advanced Level Certificate in English (ALCE), First Certificate in English (FCE)
- **French:** Delf A1, A2, A3 and A4
- **Greek**

AWARDS

- **Best paper award** 17th IFIP Conference on e-Business, e-Services and e-Society (I3E 2018), "Under the influence of a blogger. The role of information seeking goals and issue involvement"
- **Outstanding contribution in reviewing** (Computers in human behaviour journal) (2018)
- **Best poster award** - Chatzopoulou E. Poster: Connecting marketing students with the industry. In: Education for Life: celebrating partnership, encouraging innovation (doi: 10.13140/RG.2.2.24921.77923) (2018)
- **Teaching excellence award – Individual award** – Academy of Marketing (2017)

FUNDING

- **Prima 2021 (Horizon)** – 2 M. (under review –2nd phase)
- **Prima 2020 (Horizon)** – 2 M. (result: 1st reserved)
- **Horizon 2020 (Partner)**, “Strength2food”, 7M euros (2016-2020)
- **HaSS Teaching Development Fund (Co-ordinator)** – “get connected with the industry” teaching project (2017-2018)
- **ULTSEC Innovation Fund (Co-ordinator)** – Young Marketers 4 the Northeast project (2017) <https://youngmarketers2017.wordpress.com/>

CONSULTANCY

- **R-Action SAS** – Innovative tourism via digital platforms (2019 - today)
- **Euro car parts** – Project leader, structure of competitors map (2017-2018)
- **Creative Fuse North East** – digital presence of start up Companies and artisans (2018) <http://www.creativefusene.org.uk/>

RESEARCH

RESEARCH INTERESTS

- Social media and YouTube
- Authenticity, quality and identity concepts
- Fashion and food marketing
- Electronic word of mouth & word of mouth

SOFTWARE & TOOLS

- **NVivo** for Qualitative analysis, visual methods & mixed methods research
- **SPSS Statistics**
- **Blackboard, Brightspace**
- **Google Certificate:** Google analytics
- **YouTube Certificate:** YouTube channel growth
- **YouTube Certificate:** Video for brand basics
- **Qualtrics, Survey monkey**
- **Socrative**

PUBLICATIONS

- Chatzopoulou E. & Navazhylava K., “Ethnic brand identity work: the role of authenticity and celebrity endorsement in brand self-presentation”, *Journal of Business Research*, 142, pp. 974–987 (<https://doi.org/10.1016/j.jbusres.2022.01.020>)
- Frossinis D., Anaxagora N. and Chatzopoulou E. (2021) Augmented Reality Technology as a Training Tool, *Quantum Journal of Engineering, Science and Technology*, 2(2), pp.27-39.

- Chatzopoulou E., Carocho M., Gioia F.D. and Petropoulos S.A. (2020) The Beneficial Health Effects of Vegetables and Wild Edible Greens: The Case of the Mediterranean Diet and Its Sustainability, Applied Science (doi: 10.3390/app10249144)
- Chatzopoulou E. and de Kiewiet A. (2020) “Millennials evaluation of corporate social responsibility: the wants and needs of the largest and most ethical generation”, Journal of Consumer Behaviour (doi: 10.1002/cb.1882)
- Chatzopoulou E., Filieri R. and Dogruyol S. (2020) “Instagram and Body Image: Motivation to Conform to the ‘Instabod’ and Consequences on Young Male Wellbeing”, Journal of Consumer Affairs (doi:10.1111/joca.12329)
- Skinner H., Chatzopoulou E. and Gorton M. (2020) “Perceptions of localness and authenticity regarding restaurant choice in tourism settings”, Journal of Travel & Tourism Marketing (doi: 10.1080/10548408.2020.1722785)
- Chatzopoulou E., Gorton M. and Kuznesof S. (2019) “Understanding Authentication Processes and the Role of Conventions: a consideration of Greek ethnic restaurants”, Annals of tourism research (<https://doi.org/10.1016/j.annals.2019.06.004>)
- Balabanis G. and Chatzopoulou E. (2019), “Under the influence of bloggers: The role of information-seeking goals and issue involvement”, Psychology and Marketing (doi: 10.1002/mar.21182)
- Filieri R., Lin Z., D'Antone S., Chatzopoulou E. (2018), “A cultural approach to brand equity: The role of brand mianzi and brand popularity in China”, Journal of Brand Management (doi: 10.1057/s41262-018-0137-x)

CONFERENCES

- Perrea T., Markatou E., Chatzopoulou E., Krystallis A. (2022), “The effect of scientific and non-scientific information stimuli on consumers’ attitudes and intention to eat insect proteins”. In: IFMRS - International Food Marketing Research Symposium, Texas, USA
- Chatzopoulou E. (2020), “An investigation of how female millennial engage with pure-play businesses through Instagram posts”. In: Nordic International Business Export Marketing and Tourism Conference 2020. Held via Zoom.
- Chatzopoulou E. & Travers N. (2020), “Authenticity goes digital: a big data analysis of the influence of the country of origin and authenticity perceptions on TripAdvisor ethnic restaurant reviews”. In: Academy of Marketing Science 44th Annual Conference. Florida, USA
- Chatzopoulou E., Chrysochou P., Zypeloudi D. and Mitkidis P. (2020), “Taking (odor) notes: when are consumers increasing their risk-taking behavior?”. In: AMA Global SIG 2020. Sicily, Italy
- Chatzopoulou E. (2019) “Shooting with the e-stars: celebrity endorsement on building authenticity meanings for ethnic fashion brands”. In: (Gamma conference) Global Fashion Management Conference. Paris, France
- Chatzopoulou E. & Filieri R. (2019) “Investigating the influence of Facebook content on the consumers’ engagement with fashion brands”. In: International Conference on Marketing and Tourism. New York, U.S.A.
- Balabanis G. & Chatzopoulou E. (2018) “Under the influence of a blogger. The role of information seeking goals and issue involvement”. In: 17th IFIP Conference on e-Business, e-Services and e-Society (I3E 2018), Kuwait. **(best paper award)**

- Chatzopoulou E. & Filieri R. (2018) "Building and communicating fashion brands of sustainable ethnic identity". In: International Conference on Marketing and Tourism (ICM18). New York, U.S.A. (Session Chair: Business and sustainability)
- Chatzopoulou E. & Filieri R. (2018) "Actors who make cross-national communication networks: the ethnic restaurants setting of word of mouth, authenticity and quality". In: EMAC. Glasgow, Scotland
- Filieri R. & Chatzopoulou E. (2018) "Sources of brand equity in China: The role of brand mianzi and brand popularity". In: EMAC. Glasgow, Scotland
- Chatzopoulou E. (2018), "Connecting marketing students with the industry", poster in: Learning and Teaching Conference 2018: Education for Life: celebrating partnership, encouraging innovation. Newcastle, U.K. **(best poster award)**
- Chatzopoulou E., Gorton M. and Kuznesof S. (2016) Defining food authenticity: An efficient promotion for ethnic restaurants. In: European Academy and Management (EURAM) annual conference. Paris, France.
- Chatzopoulou E., Gorton M. and Kuznesof S. (2016) Quality conventions theory and the communication of authenticity: evidence from Greek restaurants in the UK and Greece. In: Academy of Marketing conference. Newcastle, U.K.

BOOK CHAPTERS

- Improved Safety On-board Using Augmented Reality Technology as a Training Tool in: "Big Data-Driven Digital Economy: Artificial and Computational Intelligence", edited volume of Book Series: Studies in Computational Intelligence, Springer (accepted, forthcoming in 2021)
- Qualitative Data Analysis: Using NVivo in "Research Methods in Business and Management: Theoretical and Practical Perspectives", Editors in Chief: Pantea Froudi and Charles Dennis, Taylor & Francis Group (accepted, forthcoming in May 2021)
- The influence of Instagram upon millennials' purchase intention: celebrity endorsement and image posts in: "Social media in the 21st Century: Perspectives, Influences and Effects on well-being", ISBN: 978-1-53619-826-3
- Food Authenticity in "Encyclopedia of Tourism Management and Marketing", Editor in Chief: Professor Dimitrios Buhalis, Edward Elgar Publishing Limited

CASE STUDIES

- Chatzopoulou E. "Digital marketing communications: making the number 1 viral" Case study for "Principles of Marketing" book (8th European edition) by Philip Kotler, Gary Armstrong, Lloyd C Harris & Hongwei He.
- Chatzopoulou E. (2018), "The case of Ancient Greek Sandals: can fashion brands benefit if they are linked with an ethnic heritage and celebrity endorsers?" In: Global fashion business cases (Bloomsbury fashion resource) <http://dx.doi.org/10.5040/9781474208765.0004>

EDITORIAL AND OTHER ACADEMIC ACTIVITY

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| May 2020 – Current | Editorial board member (Science Journal of Business and Management) |
| January 2021 | Programme Committee at the International Conference on Global Economic Revolutions (ICGER 2021): "The Era of the Digital Economy" (Bahrain) |

December 2020	Technical committee at the 4th International Conference on Software and e-Business (ICSEB 2020) in Osaka, Japan
May 2019 – Current	Editorial Review & Advisory Board (Global Business Research Journals)

REVIEWER ACTIVITY

- Outstanding contribution in reviewing (Computers in human behaviour journal) (2018)
- Journal reviewer (International Marketing Review, JBR, European Journal of Marketing, Computers in human behaviour)
- Reviewer for the European Marketing Academy conference
- Reviewer for the Academy of Marketing Science Conference (AMS)
- Reviewer for the Academy of Marketing conference
- “Qualitative Research in Organisations and Management” book (Emerald) (2014)

ORGANISER OF EVENTS - CONFERENCES

“MyMarketingExperience” simulation game play day – sponsored by Pearson Education, guests are academics from all Universities of Scotland and Northern England

Young Marketers 4 the North East - students collaboration with local businesses (Noveltea, travelling bee): creating advertisements and marketing plan

IMPACT

- **Q&A with Prof. Kevin Lane Keller and Dr. Elena Chatzopoulou**
<https://animoto.com/play/6br3OGikANF0chiWTCEJew> (part 1)
- **Interview to the most prestigious financial newspaper in Greece and repost by MSN News Greece**
‘Improved Safety Onboard Using Augmented Reality Technology as a Training Tool’
(NAFTEMPORIKI) <https://www.naftemporiki.gr/finance/story/1647231/ekpaideusi-kai-leitourgia-emporikon-ploion-me-epauksimeni-pragmatikotita-en-meso-covid-19>
(MSN GREECE) <https://www.msn.com/el-gr/money/economy/%CE%B5%CE%BA%CF%80%CE%B1%CE%AF%CE%B4%CE%B5%CF%85%CF%83%CE%B7-%CE%BA%CE%B1%CE%B9-%CE%BB%CE%B5%CE%B9%CF%84%CE%BF%CF%85%CF%81%CE%B3%CE%AF%CE%B1-%CE%B5%CE%BC%CF%80%CE%BF%CF%81%CE%B9%CE%BA%CF%8E%CE%BD-%CF%80%CE%BB%CE%BF%CE%AF%CF%89%CE%BD-%CE%BC%CE%B5-%CE%B5%CF%80%CE%B1%CF%85%CE%BE%CE%B7%CE%BC%CE%AD%CE%BD%CE%B7-%CF%80%CF%81%CE%B1%CE%B3%CE%BC%CE%B1%CF%84%CE%B9%CE%BA%CF%8C%CF%84%CE%B7%CF%84%CE%B1-%CE%B5%CE%BD-%CE%BC%CE%AD%CF%83%CF%89-covid-19/ar-BB1a5xCy?ocid=msedgntp>
- **TEDx talk** “Back to basics.com: a down-to-earth research”
<https://www.youtube.com/watch?v=3d4AwMlXrWE&t=6s>
- **Interview to Chronicle newspaper** <https://www.chroniclive.co.uk/news/north-east-news/going-going-gone-high-streets-14391101>
- **Invited as a co-creation panel member for Revel digital platform** - Pearson education (2017 - current)

- **Invited as a co-creation panel member for Kotler's 8th edition Principles of Marketing book** - Pearson Education (2017 – current)
- **Invited to introduce NVIVO11 program for qualitative research at the Strength2food project** (2017)
- **Hosting the project "Rethink your business" (ethnic restaurant owners, consumers)** – Newcastle University Business School (2016)

TEACHING

TEACHING EXPERIENCE

International Marketing – IÉSEG School of Management

Lectures for Digital Marketing strategy – Kent Business School

Lectures for Digital Marketing module – EMLV, Paris

Lectures for E-Business – EMLV, Paris

Lectures for Global Marketing module – EMLV, Paris

Lectures for Introduction to Marketing module - Newcastle University Business School

Lectures for Food Policy and Marketing module – Food & Agriculture School, Newcastle University

Lectures for International Marketing Communications module - Integrated Marketing Communications – Newcastle University Business School

Seminars for Advertising and integrated brand promotion - Newcastle University Business School

SUPERVISION

- **Project Supervisor for 4 Marketing projects** – York University Business School (2021)
- **Dissertation Supervisor for 14 Postgraduate students of Marketing** - York University Business School (2021) & IÉSEG School of Management (2022)
- **Dissertation Supervisor for 5 Undergraduate and 2 Postgraduate students of Marketing** – Kent Business School (2020-2021)
- **PhD Supervisor** (two students) - Newcastle University Business School (2018 - 2019)
- **Dissertation Supervisor for 18 Undergraduate and 22 Postgraduate students of Marketing** – Newcastle University Business School (2014-2018)