

Elena Chatzopoulou, PhD

Assistant Professor of Marketing

Department of Business Administration, Athens University of Economics and Business (AUEB)

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Research Interests

- Consumer behavior and sustainability
- Digital marketing and social media
- Authenticity and ethnic branding
- Corporate social responsibility (CSR) and Gen Z
- Technology adoption in agri-food and tourism sectors

Academic Appointments

- **Assistant Professor of Marketing**, Department of Business Administration, Athens University of Economics and Business (July 2022 – present)
- **Adjunct Lecturer**, Open University of Cyprus, MBA Program (MBA615) (July 2023 – present)
- **Visiting Professor**, IÉSEG School of Management, France (Sept. 2020 – June 2022)
- **Senior Lecturer in Marketing**, Kent Business School, University of Kent, UK (Sept. 2020 – Sept. 2021) – Permanent position
- **Senior Lecturer in Digital Marketing**, Léonard de Vinci Business School (EMLV), Paris (Jan. 2019 – Sept. 2020) – Permanent position
- **External Examiner**, Southampton Solent University and Cardiff Metropolitan University (2018–2019)
- **Deputy Program Director**, MSc in Marketing Management, Newcastle University Business School (Sept. 2017 – Jan. 2019)
- **Lecturer in Marketing**, Newcastle University Business School (Jan. 2017 – Jan. 2019) – Permanent position
- **Teaching Assistant (PT)**, Newcastle University Business School (Nov. 2013 – Jan. 2017)
- **Private Sector Experience**, Marketing and Sales roles (2007–2012)

Education

- **PhD in Marketing**, Newcastle University Business School, UK (2018)
Thesis: "A grounded theory of authenticity and quality constructions for ethnic restaurants: implications for effective marketing strategies"
- **Postgraduate Certificate in Research Training**, Newcastle University, UK (2014)
- **MSc in Services Management**, Athens University of Economics and Business, Greece (2012) – Part-time
- **BSc in Public Administration**, Panteion University, Greece (2009)

Additional Qualifications and Certifications:

- Fellow, Higher Education Academy, UK (2018)
- Associate Fellow, Higher Education Academy, UK (2015)
- Certificate in Academic Practice, UK (2018)
- Certificate in Learning and Teaching, UK (2015)
- Digital Marketing Diploma, KEAK Business School
- Google Analytics Certificate
- YouTube Certificates: Channel Growth & Video for Brands

Honors & Awards

- **Gold Award**, Education Leaders Awards (2024 & 2025), BOUSSIAS Events
- **Top-Cited Paper**, Journal of Consumer Behaviour (2023)
- **Best Paper Award**, 17th IFIP I3E Conference (2018)
- **Best Poster Award**, Learning and Teaching Conference, Newcastle University (2018)
- **Teaching Excellence Award**, Academy of Marketing, UK (2017)
- **Outstanding Reviewer**, Computers in Human Behavior (2018)

Peer-Reviewed Journal Publications (selected)

- Balabanis & Chatzopoulou (2025). European Journal of Marketing
- Chatzopoulou (2024). London Journal of Research in Management and Business
- Gorton et al. (2023). Ecological Economics
- Chatzopoulou & Navazhylava (2022). Journal of Business Research
- Chatzopoulou & de Kiewiet (2020). Journal of Consumer Behaviour
- Chatzopoulou et al. (2020). Journal of Consumer Affairs, Journal of Travel & Tourism Marketing
- Filieri et al. (2018). Journal of Brand Management

Conference Presentations (selected, peer-reviewed)

- AMA Global SIG (Chile, 2023)
- IFMRS (Texas, 2022)
- Nordic IB Conference (2020)
- Academy of Marketing Science (Florida, 2020)
- Global Fashion Management Conference (Paris, 2019)
- EMAC (Glasgow, 2018)

Book Chapters & Monographs

- Ethnic Hospitality Marketing, Routledge (2023)
- Chapters in:
 - Encyclopedia of Tourism Management and Marketing, Edward Elgar
 - Social Media in the 21st Century, Nova Publishers
 - Big Data-Driven Digital Economy, Springer
 - Researching and Analysing Business, Taylor & Francis

Editorial Roles and Scientific Service

- **Editorial Board Member**, Journal of Business Research – Consumer Behavior & Wellbeing track
- **Reviewer** (indicative): Journal of Business Research, EJM, IMR, Computers in Human Behavior, Journal of Retailing and Consumer Services
- **Committee Member**: Global Economic Revolutions (2021), ICSEB (2020)

Grant Evaluator Roles

- Hellenic Foundation for Research & Innovation (ELIDEK), Certified Evaluator (2023–present)
- IKY – French-Greek Research Program (2025–2026)
- Science Fund of Serbia (2022–2027)
- AGRIP EU Program (2021)

Teaching Evaluations (Selected Scores)

- Undergraduate, Services Marketing (2024–2025): 4.7/5 (course), 4.8/5 (instructor)
- MSc Full-time, Marketing Strategy (2022–2023): 4.84/5 (course), 4.92/5 (instructor)
- MSc Part-time, Understanding the Customer (2022–2023): 4.34/5 (course), 4.86/5 (instructor)
- EMLV Business School (2019–2020): 95% positive feedback – highest in department

Languages

- Greek (native), English (native), French (intermediate)