CURRICULUM VITAE

FLORA KOKKINAKI

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September 2026

ACADEMIC APPOINTMENTS

2019 – to date	**Athens University of Economics and Business**, Department of Marketing and Communication, Professor of Social and Consumer Psychology
2013 - 2019	**Athens University of Economics and Business**, Department of Marketing and Communication, Associate Professor, Social and Consumer Psychology
2003 - 2013	**Athens University of Economics and Business**, Department of Marketing and Communication, Assistant Professor, Communication
1999 - 2000	**London School of Economics and Political Science**, Department of Social Psychology, Lecturer (fixed-term), Social Psychology
1999 - 2000	**University of Ioannina**, Department of Philosophy, Education and Psychology Lecturer (fixed-term), Social Psychology
1998 - 1999	**University College London**, Department of Psychology Lecturer (fixed-term), Social Psychology
1998 - 1999	**University of Patras**, Department of Education Lecturer (fixed-term), Social Psychology
1997 - 1999	**London Business School**, Post Doctoral Research Fellow

EDUCATION

1994 - 1997 **University College London**, Department of Psychology
PhD in Psychology
Thesis: The Impact of Involvement on the Attitude-Behaviour Sequence

1992 - 1993 **University of Cambridge**, Department of Education
MPhil in Education

1987 - 1991 **University of Crete**, Department of Psychology
BSc in Psychology

RESEARCH INTERESTS

- Consumer Psychology: digital nudging in AI marketing applications, sustainable consumption, emotions and decision making, effects of processing motivation on attitude change, experiential consumption and happiness.
- Social Psychology: attitude theory, lying behavior
- Advertising: brand-schema incongruent marketing communications, affective processes in attitude change, persuasion consequences of consumer involvement, social media adverting and social influence.

FUNDED RESEARCH

2025-todate Principal investigator, Athens University of Economics and Business: 'Promoting SUSTainable consumer behavior through AI-enabled Nudging, SustAIn', funded by the Hellenic Foundation for Research and Innovation (H.F.R.I.) under the "3rd Call for H.F.R.I. Research Projects to support Faculty Members & Researchers" (Project Number: 25719).

2017-2018 Principal investigator, Athens University of Economics and Business: 'The effect of material and experiential purchases on happiness| The role of incidental emotions in decision making', funded by the Athens University of Economics and Business Research Committee, Original Publications Funding Program

2015 – 2016 Principal investigator, Athens University of Economics and Business: 'Happiness and material and experiential purchases: Inherent asymmetries', funded by the Athens University of Economics and Business Research Committee, Original Publications Funding Program

2010 - 2013 Researcher (supervisor of doctoral research), Athens University of Economics and Business: 'The effects of schema incongruent advertising information on consumer responses: The role of schema strength and consumer involvement', funded by the European Union (European Social Fund – ESF) and Greek national

funds through the Operational Program 'Education and Lifelong Learning' of the National Strategic Reference Framework (NSRF) - Research Funding Program: Heracleitus II

2011 - 2012 Principal investigator, Athens University of Economics and Business: 'The moderating role of schema strength and processing opportunity on consumer responses to schema incongruent brand communication', funded by the Athens University of Economics and Business Research Committee, Basic Research Funding Program

2008 – 2012 Researcher, University of Athens: 'An inquiry into health and safety at work: A European Union perspective', funded by the European Commission through the Seventh Framework Program "Health 2007 A" (directed by Professor Ioannis Theodossiou, University of Aberdeen)

2010 - 2011 Principal investigator, Athens University of Economics and Business: 'The impact of regulatory focus and information accessibility and diagnosticity on the mode of information processing during consumer decision-making', funded by the Athens University of Economics and Business Research Committee, Basic Research Funding Program

2009 - 2010 Principal investigator, Athens University of Economics and Business: 'Effects of exposure to schema-(in)congruent advertising information on consumer cognitive processes and evaluative responses: The role of consumer involvement and schema intensity', funded by the Athens University of Economics and Business Research Committee, Basic Research Funding Program

2006 - 2008 Researcher, Athens University of Economics and Business: 'Expectations of life elsewhere: Realism, malleability and relation to intention to migrate', funded by The British Academy (directed by Prof. N. Harvey, UCL)

2001 - 2003 Principal investigator, University of Patras: 'The effect of social identity management strategies on self-esteem', funded by the Research Committee, University of Patras, Basic Research Funding Program

1998 - 1999 Researcher, University College London: 'AIMedia: Personal Advertising on Interactive Media', funded by the European Commission (ESPRIT, 1998-2001) (directed by Prof. P. Treleaven, UCL)

1997 - 1999 Principal investigator, London Business School: 'Marketing Metrics', funded by The Marketing Society, The Marketing Council, Institute for Practitioners in Advertising, Sales Promotions Consultants Association, London Business School and Marketing Science Institute

1997 - 1998 Researcher, University College London: 'The Psychology of the European Monetary Union', funded by the European Commission (directed by Dr. A. Müller- Peters, University of Cologne and Prof. R. Pepermans, Vrije Universiteit Brussel)

PhD SUPERVISION

2024 – to date Savvas Papadopoulos: '*Negotiations and Policy Influencing: Lobbying and Advocacy*'

2016 – 2020 Athanasios Polyportis: '*Incidental emotions and hedonic forecasting: The role of the certainty-uncertainty appraisal dimension*'

2014 – 2018 Sofia Kousi: '*Happiness and Experiential Purchases: Underlying Processes and Boundary Conditions*'

2008 – 2014 Georgios Halkias: *'Consumer Responses to Schema Incongruent Brand Information in Advertising: Moderating Factors and Boundary Conditions'*

2007 – 2014 Zoe Anagnostidou: '*Attitude-Based versus Attribute-Based Consumer Decision Making: The Role of Accessibility, Diagnosticity, Motivation and Opportunity*'

2005 – 2009 Kleopatra Konstandoulaki: *'The Relation of Involvement and Differentiation with the Descriptive Properties of the Consideration Set'*

2005 – 2009 Maria Stavraki: '*The Role of Emotion in Attitude Change through Advertising*'

AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- European Academy of Marketing
- Greek Psychological Association

ACADEMIC ACTIVITIES AND ADMINISTRATIVE ROLES

- Member, Quality Assurance Committee (AUEB, 2022 – 2024, 2025 – to date)
- Member, Committee of the MSc in Marketing and Communication (AUEB, 2020 – 2024)
- Head, Internal Evaluation Team, Department of Marketing and Communication (AUEB, 2020 – 2022)
- Head of Department, Department of Marketing and Communication (AUEB, 2014 – 2016)
- Ad hoc reviewer for: *British Journal of Social Psychology, Personality and Individual Differences, European Journal of Marketing, Journal of Business Research, Journal of Marketing Management, Journal of Economic Psychology, Journal of Product and Brand Management, Implementation Science, Industrial Marketing Management, Journal of Information Science, Marketing Letters* etc.
- Evaluator of research grant proposals and funded projects: ΕΛ.ΙΔ.Ε.Κ. (Greece), Αριστεία ΙΙ (ΓΓΕΤ, Greece), ESRC (UK)

AWARDS AND DISTINCTIONS

- Best paper award, 'Baltas, G., Kontopoulou, V., & Kokkinaki, F. (2020). Consumption of counterfeit luxury brands and mating motives' (Marketing and Retail Track) στο Annual Conference of the British Academy of Management (virtual conference).
- Best paper award, 'Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016), The interaction of product category and attribute type on variety-seeking behaviour' (Marketing and Retail Track) στο 30th Annual Conference of the British Academy of Management (Newcastle, UK).
- Best paper award, 'Halkias, G. & Kokkinaki, F. (2011), Increasing advertising effectiveness through incongruity-based tactics: The moderating role of consumer involvement' στο 16th International Conference on Corporate and Marketing Communications (Athens, Greece).
- Greek State Scholarship Fountation, postdoctoral research funding: 'From attitude change to overt behaviour: An integration of the effects of involvement on attitudinal processes' (1999)
- European Association of Experimental Social Psychology, postdoctoral research funding: 'From attitude change to overt behaviour: An integration of the effects of involvement on attitudinal processes' (Seedcorn post-doctoral research grant, 1999)
- Best paper award, 'Ambler, T. & Kokkinaki, F. (1997), Measures of marketing performance', στο 31st Annual Conference of the Academy of Marketing (Manchester, UK).
- Best paper award, 'Kokkinaki, F. (1996). Predicting product purchase and usage intentions with the theory of planned behaviour: The moderating role of product-involvement', 21st Annual Conference of the International Association for Research in Economic Psychology (Paris, France).
- Greek State Scholarship Fountation, funding of doctoral studies (1994-1997)

CURRENT TEACHING

Undergraduate level: Consumer Behaviour, Advertising and Communication, Psychology, Negotiation

Postgraduate level: Consumer Behaviour, Advertising and Marketing Communication, Negotiation and Dispute Resolution, Research Methods (doctoral level)

CITATIONS

Google Scholar: 6,000 citations (h-index = 25)

PUBLICATIONS

JOURNAL PAPERS

Polyportis, A. Kokkinaki, F. (2024). Incidental emotions and hedonic forecasting: The role of (un)certainty. *Journal of Consumer Behaviour, 23* (5), 2234–2251. https://doi.org/10.1002/cb.2333

Kousi, S., Halkias, G., & Kokkinaki, F. (2023). Hedonic objects and utilitarian experiences: The overriding *influence of hedonism in driving consumer happiness. Psychology & Marketing, 40,* 1634–1645. https://doi.org/10.1002/mar.21829

Konstantoulaki, K., Kokkinaki, F., & Rizomyliotis, I. (2021). Choosing among alternative brands: revisiting the way involvement drives consumer selectivity. *Review of Marketing Science, 19* (1), 75-100. https://doi.org/10.1515/roms-2020-0054

Polyportis, A. Kokkinaki, F, Horváth, C., & Christopoulos G. (2020). Incidental emotions and hedonic forecasting: The role of (un)certainty. *Frontiers in Psychology, October 2020* (11). doi: 10.3389/fpsyg.2020.536376

Baltas, G., Kokkinaki, F. & Loukopoulou, A. (2017). Does variety-seeking vary between hedonic and utilitarian products?: The role of attribute type. *Journal of Consumer Behaviour, 16,* E1-E12. doi.org/10.1002/cb.1649

Halkias, G., & Kokkinaki, F. (2017). Schema strength, processing opportunity, and the rewarding nature of incongruity resolution in advertising. *International Journal of Advertising, 36*, 415-438, doi: 10.1080/02650487.2016.1169579

Kokkinaki, F., & Sevdalis, N. (2015). The effect of motivational goals on the causal realism of counterfactual thoughts. *Journal of Psychology, 149*, 643-664, doi: 10.1080/00223980.2014.954512

Drossos, D. A., Maragoudakis, M. & Kokkinaki, F. (2015). Buying behavior on daily-deal sites: The role of face value, product involvement, information and website quality. *Journal of Internet Commerce, 14*, 200-232, doi:10.1080/15332861.2015.1011568

Halkias, G., & Kokkinaki, F. (2014). The degree of ad–brand incongruity and the distinction between schema-driven and stimulus-driven attitudes. *Journal of Advertising, 43*, 397-409. doi: 10.1080/00913367.2014.891087

Drossos, D., Kokkinaki, F., Giaglis, G., & Fouskas, K. (2014). The effects of product involvement and impulse buying on purchase intentions in mobile text advertising. *Electronic Commerce Research and Applications, 13*, 423-430. doi: 10.1016/j.elerap.2014.08.003

Halkias, G., & Kokkinaki, F. (2013). Increasing advertising effectiveness through incongruity-based tactics: The moderating role of consumer involvement. *Journal of Marketing Communications*, *19*, 182-197. doi: 10.1080/13527266.2011.592346

Christopoulos, Y., Kokkinaki, F., Harvey, N., & Sevdalis, N. (2011). Paying for no reason? (Mis-) perceptions of product attributes in separate versus joint product evaluation. *Journal of Economic Psychology, 32*, 857-864. doi: 10.1016/j.joep.2011.05.003

Drossos, D. A., Fouskas, K. G., Kokkinaki, F., & Papakyriakopoulos, D. (2011). Advertising on the Internet: Perceptions of advertising agencies and marketing managers. *International Journal of Internet Marketing and Advertising, 6*, 244-264. doi: 10.1504/IJIMA.2011.038238

Kokkinaki, F. (2009). Attitudinal and normative influence on behavioral intentions: The moderating role of meta-attitudinal judgments within the Theory of Reasoned Action. *Psychology* (journal of the Hellenic Psychological Society)*, 16*, 28-43

Sevdalis, N., Kokkinaki, F., & Harvey, N. (2008). Anticipating a regrettable purchase: Implications of erroneous affective forecasting for marketing planning. *Marketing Intelligence and Planning, 26*, 375-384. doi: 10.1108/02634500810879287

Petrides, K. V., Pita, E., & Kokkinaki, F. (2007). The location of trait emotional intelligence in personality factor space. *British Journal of Psychology, 98*, 273-289. doi:10.1348/000712606X120618

Drosos, D., Giaglis, G. M., Lekakos, G., Kokkinaki, F., & Stavraki, M. (2007). Determinants of effective SMS advertising: An experimental study. *Journal of Interactive Advertising, 7* (2). Retrieved from http://jiad.org/article90

Sevdalis, N., & Kokkinaki, F. (2006). The differential effect of realistic and unrealistic counterfactual thinking on regret. *Acta Psychologica*, *122*, 111-128. doi: 10.1016/j.actpsy.2005.10.005

The Global Deception Research Team (2006). A world of lies. *Journal of Cross-Cultural Psychology, 37*, 60-74. doi: 10.1177/0022022105282295

Ambler, T., Kokkinaki, F., & Puntoni, S. (2004). Assessing Marketing Performance: Reasons for Metrics Selection. *Journal of Marketing Management, 20*, 475-498. doi: 10.1362/026725704323080506

Kokkinaki, F. (2000). Comments on Robert East and Annik Hogg: Advertising for Economic Change. *Journal of Economic Psychology, 21*, 591-598. doi: 10.1016/S0167-4870(00)00020-9

Ambler, T., & Kokkinaki, F. (2000). Marketing performance measurement: Which way is up? *International Journal of Business Performance Management, 2*, 72-85. doi: 10.1504/IJBPM.2000.000065

Kokkinaki, F. (1999). Predicting product purchase and usage: The role of perceived control, past behavior and product involvement. *Advances in Consumer Research, 26*, 576-583. Retrieved from http://www.acrwebsite.org/search/view-conference-proceedings.aspx?Id=8322

Kokkinaki, F., & Lunt, P. (1999). The effect of advertising message involvement on brand attitude accessibility. *Journal of Economic Psychology, 20,* 41-51. doi: 10.1016/S0167-4870(98)00042-7

Kokkinaki, F. (1998). Attitudes towards European Monetary Union in Greece: Antecedents, strength and consequences. *Journal of Economic Psychology, 19*, 775-796. doi: 10.1016/S0167-4870(98)00037-3

Müller-Peters, A., Pepermans, R., Kiell, G., Battaglia, N., Beckmann, S., Burgoyne, C., van Everdingen, Y.M., Farhangmehr, M., Guzman, G., Kirchler, E., Koenen, C., Kokkinaki, F., Lambkin, M., Lassarre, D., Lenoir, F., Luna-Arocas, R., Marell, A., Meier, K., Moisander, J., Ortona, G., Pinho, C., van Raaij, W. F., Routh, D., Scacciati, F., Simões C., & Wahlund, R. (1998). Explaining attitudes towards the euro: Design of a cross-national study. *Journal of Economic Psychology, 19*, 663-680. doi: 10.1016/S0167-4870(98)00031-2

Kokkinaki, F., & Lunt, P. (1997). The relationship between involvement, attitude accessibility and attitude-behaviour consistency. *British Journal of Social Psychology, 36*, 497-509. doi: 10.1111/j.2044-8309.1997.tb01146.x

Ambler, T., & Kokkinaki, F. (1997). Measures of marketing success. *Journal of Marketing Management, 13*, 665-678. doi: 10.1080/0267257X.1997.9964503

BOOKS & BOOK CHAPTERS

Kokkinaki, F. (2023). *Social Psychology: The Science of Social Behavior*. Gutenberg. [in Greek]

Kokkinaki, F. (2025). *Negotiation and Dispute Resolution, 2nd Ed*. Tziola. (Editing of the translation in Greek of 'DeMarr, B. J., & de Janasz (2025). Negotiation and Dispute Resolution, 2nd Ed. Sage') [in Greek]

Kokkinaki, F. (2023). *Consumer Behavior*. Gutenberg. (Editing of the translation in Greek of 'Schiffman, L., & Wisenblit, J. L. (2018). Consumer Behavior, 12th Edition. Pearson') [in Greek]

Kokkinaki, F. & Arvanitis, A. (2017). *Negotiation and Dispute Resolution*. Thessaloniki: Tziola. (Editing of the translation in Greek of 'DeMarr, B. J., & de Janasz (2013). Negotiation and Dispute Resolution. Upper Saddle River, NJ: Pearson') [in Greek]

Kokkinaki, F. (2015). Attitudes. In C. L. Cooper (Ed.), *Wiley Encyclopedia of Management*, 3rd Edition. Chichester, UK: Wiley. [entry]

Kokkinaki, F. (2015). Buyer behavior theories. In C. L. Cooper (Ed.), *Wiley Encyclopedia of Management*, 3rd Edition. Chichester, UK: Wiley. [entry]

Gemtou, E.-M., & Kokkinaki, F. (2015). Buyer behavior models. In C. L. Cooper (Ed.), *Wiley Encyclopedia of Management*, 3rd Edition. Chichester, UK: Wiley. [entry]

Avlonitis, G., & Kokkinaki, F. (2014). *Effective Advertising*. Athens, Rosili. (Editing of the Greek translation of 'Arens, W. F., Arens, C., Weigold, M. F., & Schaefer, D. H. (2015). M: Advertising, 2nd Edition. New York: McGraw Hill.'). [in Greek]

Halkias, G. & Kokkinaki, F. (2012). Cognitive and affective responses to schema incongruent brand messages: An empirical study. In A. Innocenti (Ed.), Neuroscience and the Economics of Decision Making. London: Routlegde.

Kokkinaki, F. (2005). *Social Psychology: Introduction to the Study of Social Psychology*. Athens: Tipothito. [in Greek]

Ambler, T. & Kokkinaki F. (2002). Measuring marketing performance: Which way is up? In A. Neely (Ed.), *Business Performance Measurement: Theory and Practice*, pp. 225-243. Cambridge: Cambridge University Press.

Kokkinaki, F. (2001). Understanding attitudes towards the EMU in Greece: The importance of economic and political expectations. In A. Müller-Peters, R. Pepermans, G. Kiell & M. Farhangmehr (Eds), *The Psychology of European Monetary Union: A Cross-National Study of Public Opinion Towards the Euro*, pp. 265-284. Santiago de Compostela: Compostela Group of Universities.

Kokkinaki, F. (2000). Social psychology and altruistic marketing: How far is the experimental lab from social reality? In S. Papastamou (Ed), *Social Psychology in the Dawn of the 21st Century: The Greek Reality*, pp. 159-165. Athens: Ellinika Grammata. [in Greek]

Ambler, T. & Kokkinaki F. (1999). How does marketing measure up? *Financial Times Mastering Marketing series: The Complete MBA Companion in Marketing*, pp. 27-32. London: Financial Times/ Prentice Hall.

Ambler, T. & Kokkinaki F. (1999). The assessment of marketing performance. In M. Baker (Ed.), *The IEBM Encyclopaedia of Marketing*, pp. 752-764. London: International Thomson Business Press.

CONFERENCE PAPERS AND PRESENTATIONS (RECENT)

Drakopoulos, S., & Kokkinaki, F. (2024). The economics of happiness and its relation to psychology: Historical and methodological aspects. Paper presented at the 22nd Conference of the International Society for Quality-of-Life Studies (ISQOLS). Kota Kinabalu, Malaysia.

Papadimitriou, E., & Kokkinaki, F. (2022). Corporate social irresponsibility: The moderating role of tight vs loose culture in consumer responses. Paper presented at the 18th Conference of the Hellenic Psychological Society, Athens, Greece.

Baltas, G., Kontopoulou, V., & Kokkinaki, F. (2020). Consumption of counterfeit luxury brands and mating motives. Proceedings of the 34th Annual Conference of the British Academy of Management (virtual).

Baltas, G., Kontopoulou, V., & Kokkinaki, F. (2019). Deceptive status signalling through fake luxury brands: is it effective? Proceedings of the 33th Annual Conference of the British Academy of Management, Birmingham, UK.

Baltas, G., Kontopoulou, V., and Kokkinaki, F. (2019). Fake luxury products as deceptive status signals: An evolutionary informed analysis. Proceedings of the 41st ISMS/INFORMS Marketing Science Conference, Rome, Italy.

Kousi, S., and Kokkinaki, F. (2017). The impact of purchase motivation on happiness: experiential and material purchases. Paper presented at the Annual Conference of the Association for Consumer Research, San Diego, CA.

Kousi, S., and Kokkinaki, F. (2017). Happiness from experiential and material purchases: The role of the hedonic and utilitarian nature of purchases. Paper presented at the 2017 Society of Personality and Social Psychology Convention, San Antonio, TX.

Polyportis, A., & Kokkinaki, F. (2017). Judgement and Decision-Making: The effect of induced emotional uncertainty on predicted utility and forecasting accuracy. Paper presented at the Annual Conference of the Association for Consumer Research, San Diego, CA.

Polyportis, A., & Kokkinaki, F. (2017). The effect of induced emotional uncertainty on predicted utility and forecasting error. Paper presented at the Annual Conference of the International Association for Research in Economic Psychology, Rishon LeZion, Israel.

Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016). The interaction of product category and attribute type on variety-seeking behaviour. Proceedings of the 30th Annual Conference of the British Academy of Management, Newcastle, UK.

Baltas, G., Kokkinaki, F., & Kontopoulou, V. (2016). Counterfeit Luxury Brands and Competition for Status: An Evolutionary Approach. Proceedings of the 30th Annual Conference of the British Academy of Management, Newcastle, UK.

Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016). Not seeing the forest for the trees: The role of specificity effect on variety-seeking behavior. Proceedings of the Annual Conference of the

Society for the Advancement of Behavioral Economics (SABE)/ International Association for Research in Economic Psychology (IAREP), Wageningen, Netherlands.

Baltas, G., Kokkinaki, F., & Loukopoulou, L. (2016). Seeking- Simplicity: Variety-Seeking as a heuristic for solving Choice- Overload. Proceedings of the Annual Conference of the Society for the Advancement of Behavioral Economics (SABE)/ International Association for Research in Economic Psychology (IAREP), Wageningen, Netherlands.

Kousi, S., & Kokkinaki, F. (2016). The asymmetric nature and motivation of experiential and material purchases, and their impact on happiness. In P.Moreau and S. Puntoni (Eds), Advances in Consumer Research Volume 44, pp. 516-517. Duluth, MN: Association for Consumer Research. (Proceedings of the 2016 European Conference of the Association for Consumer Research, Berlin, Germany).

Kousi, S., & Kokkinaki, F. (2016). Happiness and the asymmetric motivation behind experiential and material purchases. Proceedings of the 2016 Global Marketing Conference, Hong Kong.

Kousi, S., and Kokkinaki, F. (2016). The asymmetric nature and motivation of experiential and material purchases, and their impact on happiness. Paper presented at the European Conference of the Association for Consumer Research, Berlin, Germany.

Kousi, S., & Kokkinaki, F. (2016). Decomposing the natural edge of experiential purchases on wellbeing. Paper presented at the 45th European Marketing Academy Conference, Oslo, Norway.

Kousi, S., and Kokkinaki, F. (2016). Happiness from experiential and material purchases: inherent asymmetries and potential. Paper presented at the 8th European Conference on Positive Psychology, Angers, France.