

# Anastasia STATHOPOULOU

Professor

Academy: Transformation

Research center: Marketing Interactions

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## Teaching interests

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Luxury Marketing, Privacy concerns (in loyalty programs), Relationship Marketing (customer satisfaction, trust, loyalty), Sustainable luxury

## Education

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

## Experience

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### 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

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### Peer-reviewed journal articles

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*, pp. 1-24.

BALABANIS, G., STATHOPOULOU, A. and 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. 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.