

CURRICULUM VITAE

1. PERSONAL INFORMATION

Name	Apostolia Loukopoulou
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2. EDUCATION

June 2020	PhD in Marketing (Consumer Behavior) , Dept. of Marketing and Communication, Athens University of Economics and Business Title of PhD Thesis: “Investigating attribute level variety-seeking behavior”
Oct. 2008- Oct. 2010	Master in Business Administration (MBA) , Athens University of Economics and Business.
Sept. 2003- July 2007	BSc in Marketing and Communication , Dept. of Marketing and Communication, Athens University of Economics and Business.

3. RESEARCH EXPERIENCE

July 2025- present	Member of the Research team of “Promoting SUSTainable consumer behavior through AI-enabled Nudging (SustAIIn)” project funded by the Hellenic Foundation for Research and Innovation. Participation in all Work Packages.
Oct. 2023- present	Post-Doctoral Researcher , Dept. of Marketing and Communication, Athens University of Economics and Business. <u>Title of the Post-Doctoral Project:</u> The effect of Artificial Intelligence (AI) on Variety-Seeking Behavior.
May 2012- June 2020	Researcher , Marketing Laboratory (A.La.R.M.), Dept. of Marketing and Communication, Athens University of Economics and Business

4. PRIZES AND AWARDS

- **Best paper award** (full paper) in Marketing and Retail track of the **2016 British Academy of Management- BAM Conference** for the paper “The interaction of product category and attribute type on variety-seeking behavior” (along with co-authors George Baltas and Flora Kokkinaki)
- Scholarship from the Greek State Scholarship Foundation (IKY) for doctoral studies (2012-2013)
- Scholarship from the Greek State Scholarship Foundation (IKY) for post-graduate studies- Master’s Degree (2008-2010)

5. TEACHING EXPERIENCE

Mar. 2022 - June 2023	University of West Attica, MSc Intelligent Packaging, New Technologies and Marketing. Adjunct faculty. Course: “B2B and B2C Marketing”. Dissertation supervision.
Feb. 2023 - June 2023	Neapolis University (Paphos), MSc in Digital Marketing. Adjunct faculty. Course: “Digital Communications and Social Media Strategies”
Mar. 2023 - Sept. 2023	Athens University of Economics and Business, Marketing and Communication Department: Adjunct Lecturer in Consumer Behavior. Course: “Consumer Behavior” (co-teaching with Prof. Flora Kokkinaki)
Oct. 2021 - Sept. 2022	National and Kapodistrian University of Athens (NKUA), Economics Department: Adjunct Lecturer in Marketing. Courses: “Introduction to Marketing” (winter semester) and “Introduction to Marketing” (in English) and “Services Marketing” (spring semester).
Aug. 2016- June 2024	Metropolitan College (in collaboration with Queen Margaret University, UK): Course leader
Oct. 2013- June 2016	Mediterranean College (in collaboration with University of Derby, UK): Course leader

6. PROFESSIONAL EXPERIENCE

Nov. 2024 -present	ASEP-Supreme Council for Civil Personnel Selection of Greece: Human Resources Executive.
Aug. 2016 - Sept. 2021	Metropolitan College (in collaboration with Queen Margaret University, UK and University of East London- UEL, UK): Programme Leader for undergraduate and postgraduate programmes of the Faculty of Business and Economics.

7. RESEARCH INTERESTS

Exploratory consumer behaviors (risk taking, impulse buying) with an emphasis on variety-seeking behavior, hedonic and utilitarian consumption motives, hedonic and utilitarian products, assortment management, choice overload, Artificial Intelligence (AI), AI effect on consumer behavior and customer service, chatbot anthropomorphic cues, digital nudges, sustainability.

8. PUBLICATIONS

In Academic Journals

6.1. 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(6), p1-p12.

In Conference Proceedings

6.2. Baltas G., Kokkinaki F. and **Loukopoulou A.** (2016) The interaction of product category and attribute type on variety-seeking behavior, *British Academy of Management- BAM Conference 2016*, Newcastle, England. September 2016 (**best paper award**)

6.3. Baltas G., Kokkinaki F. and **Loukopoulou A.** (2016) Seeking- Simplicity: Variety- Seeking as a heuristic for solving Choice-Overload, *2016 IAREP/SABE conference*, Wageningen, The Netherlands. July 2016

6.4. Baltas G., Kokkinaki F. and **Loukopoulou A.** (2016) Not seeing the forest for the trees: The role of specificity effect on variety-seeking behavior, *2016 IAREP/SABE conference*, Wageningen, The Netherlands. July 2016

6.5. Baltas G., Kokkinaki F. and **Loukopoulou L.** (2012) The effect of product category and attribute type on variety-seeking behavior, *41st European Marketing Academy Conference*, Lisbon, Portugal. May 2012

6.6. Baltas, G., Kokkinaki, F., and **Loukopoulou, A.** (2011) Does variety-seeking at the attribute level vary between utilitarian and hedonic products? An experimental study, *Proceedings of the 2011 Academy of Marketing Conference*, Liverpool, England. July 2011

9. PARTICIPATION IN SCIENTIFIC BODIES

- Association for Consumer Research
- European Academy of Marketing
- International Association for Research in Economic Psychology
- Greek Academy of Marketing