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## EDUCATION

<b>Ph.D.</b> Management (Marketing). INSEAD.	2011
<b>Master.</b> Management (Marketing). INSEAD.	2008
<b>Master.</b> Marketing and Communication. Athens University of Economics and Business.	2003
<b>B.A.</b> Business Administration. Athens University of Economics and Business.	2001

## ACADEMIC CONTRIBUTION

### Working Papers

- Stamatogiannakis, A., Chattopadhyay, A., Chakravarti, D. *The Perceived Difficulty of Maintenance versus Attainment Goals: Why "Holding on" Seems Harder than "Reaching for a Little More."*
- Yang, H., Stamatogiannakis, A., Chattopadhyay, A. *For Whom Attainment is Less Alluring: The Impact of Cultural Values on Consumers' Motivation for Goal Pursuit..*
- Gonçalves, D., Luffarelli, J., Stamatogiannakis, A. *Doing Worse and Feeling Better: Why Low Performance Can Increase Satisfaction.*
- Chattopadhyay, A., Stamatogiannakis, A., Gorn, G. *Visual Aesthetic Response to Design Unity: The Role of Processing Capacity..*
- Stamatogiannakis, A. and Chattopadhyay, A. Maintenance vs. attainment goals: Goal attractiveness and Commitment..

## Books, Chapter of book and Monographs

Elder, S., Nilufer, Z., Stamatogiannakis, A., et al. (2009). A sense of things to come: Future research directions in sensory marketing, In Aradhna Krishna (Eds.). *Sensory marketing, research on the sensuality of products*: 361-376. Routledge Academic.

## Research in Peer-Reviewed Conference Proceedings

- Gonçalves, D., Luffarelli, J., Stamatogiannakis, A. Doing Worse and Feeling Better: Why Low Performance Can Increase Satisfaction, *European Marketing Academy Conference*. Lisbon. 2012
- Stamatogiannakis, A., Yang, H., Chattopadhyay, A. Pursuing Goals around the World: The Impact of Cultural Orientation on Goal-Directed Consumer Behaviour, *European Marketing Academy Conference*. Lisbon. 2012
- Stamatogiannakis, A. and Yang, H. Cultural Differences in Goal Type Preference and Commitment, *Society for Consumer Psychology Conference*. Las Vegas. 2012
- Stamatogiannakis, A., Yang, H., Chattopadhyay, A. The Impact of Metacognition on Commitment for Attainment versus Maintenance Goals, *Association for Consumer Research North American Conference*. St. Louis. 2011
- Stamatogiannakis, A., Chattopadhyay, A., Gorn, G. Visual Aesthetics and Product Design: Who, What, and When, They All Matter, *Association for Consumer Research North American Conference*. St. Louis. 2011
- Stamatogiannakis, A., Chattopadhyay, A., Chakravarti, D. Attainment Versus Maintenance Goals: Differences In Cognitive Processing And Goal Attractiveness, *Association for Consumer Research North American Conference*. Jacksonville. 2010
- Stamatogiannakis, A., Chakravarti, D., Chattopadhyay, A. Maintenance versus Attainment Goals: Beyond Goal Difficulty, *European Marketing Academy Conference*. Copenhagen. 2010
- Stamatogiannakis, A., Chakravarti, D., Chattopadhyay, A. Maintenance versus attainment goals: why people think it is harder to maintain their weight than to lose a couple of kilos, *Association for consumer research North American Conference*. Pittsburgh, PA. 2009
- Stamatogiannakis, A., Chakravarti, D., Chattopadhyay, A. The Interplay between Goal Categories and Effort, *Association for Consumer Research North American Conference*. Pittsburgh, PA. 2009
- Stamatogiannakis, A., Gerald, G., Chattopadhyay, A. Can you fix it?: Processing capacity and visual aesthetic response, *European Marketing Academy Conference*. Nantes. 2009
- Stamatogiannakis, A., Chakravarti, D., Chattopadhyay, A. Maintenance versus attainment goals: Why people think it is harder to maintain their weight than lose a couple of kilos, *European Marketing* 2009

*Academy Conference. Nantes.*

Stamatogiannakis, A., Chakravarti, D., Chattopadhyay, A. Maintenance versus attainment goals: Why people think it is harder to maintain their weight than to lose a couple of kilos, *Society for Consumer Psychology Conference. San Diego, CA.*

2009

Stamatogiannakis, A., Gerald, G., Chattopadhyay, A. Can you fix it?: Effects of Visual Processing Capacity on Visual Aesthetic Response, *Association for Consumer Research North American Conference. San Francisco, CA.*

2008

## Editorial Responsibilities and reviewer services

Reviewer for Society for Consumer Psychology Conference

Reviewer for Association for Consumer Research Conference

Reviewer for European Marketing Academy Conference

## ACADEMIC EXPERIENCE

### IE University

Professor of Marketing

Since 2011

### IE Business School

Professor of Marketing

Since 2011

Guest Lecturer at the Masters in Management Science Program for Sorbonne University, Paris, France

2009 – 2010

2011-2012

Guest Lecturer, EMBA program for Warsaw University of Technology Business School

## Student Guidance

Doctoral Committee Member for Mudra Mukesh at IE Business School

In Progress

Doctoral student Co-advisor for Jonathan Luffarelli at IE Business School

In Progress

## Administrative Responsibilities

### IE Business School

Organizer of Behavioral Brown-Bag Seminars

Since 2012

## PROFESSIONAL EXPERIENCE

### Business Training Activities

<i>Scientific Coordinator – IE Business School-IE University; Health-2-Market: EU Coordinating and Support Action FP7-305532.</i>	2012
<i>European Union. “ISIODOS” program for enhancing agricultural entrepreneurial behavior. Marketing and Management Instructor..</i>	2006
<i>European Union. “Go-Online” program for spreading e-commerce in small businesses. Support and Training Associate..</i>	2003

### Other Work Experience

Career Office Employee for University of Crete, Rethymno Campus, Greece.	2005 - 2006
Artillery Sergeant for Compulsory Service in the Greek Army, Lemmos and Chania, Greece.	2004 - 2005

## AWARDS AND DISTINCTIONS

European Union. Recipient of REA grant agreement No. 298420; People Programme (Marie Curie Actions) of the European Union’s 7th Framework Programme (FP7/2007-2013).	2012-2014
INSEAD The Business School for the World. France. Scholarship for doctoral studies.	2011
Athens University of Economics and Business. Greece. Fellowship for graduate studies, M.Sc. program in Marketing and Communication.	2003
State Scholarship Foundation (IKY). Greece. Scholarship for academic excellence in 1st year of undergraduate studies.	1998

### Professional Memberships

EMAC. European Marketing Academy.
ACR. Association for Consumer Research.
SCP. Society for Consumer Psychology.