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## Assoc. Prof. Polymeros Chrysochou

### BACKGROUND

**Birth date** 01 October 1980.  
**Place of Birth** Volos, Greece.  
**Marital Status** Engaged to Vaia Itsiou.

### ACADEMIC POSITIONS

**Current Position** *Associate Professor in Marketing Management, Marketing and Consumer Behaviour (2012-present)*, Department of Management, Aarhus School of Business and Social Sciences, Aarhus University, Denmark.  
*Adjunct Senior Lecturer Fellow (2014 - present)*, Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia, Australia.

**Past Positions** *Adjunct Lecturer Fellow (2011-2014)*, Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia, Australia.  
*Post-Doctoral Researcher (2011-2012)*, Department of Business Administration, Aarhus School of Business and Social Sciences.  
*Lecturer (Level B) (2010-2011)*, Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia ([www.unisa.edu.au](http://www.unisa.edu.au)).  
*Research Associate (2010-2011)*, Ehrenberg Bass Institute for Marketing Science, School of Marketing, University of South Australia.  
*PhD Research Fellow (2007-2010)*, Department of Marketing and Statistics, Aarhus School of Business.  
*Research Assistant (2003-2006)*, Department of Agribusiness Management, Agricultural University of Athens.

### EDUCATION

**Degrees** *Ph.D.*, Aarhus School of Business, 2007-2010.  
*M.B.A.*, Agricultural University of Athens, 2003-2005.  
*M.Sc.*, Agricultural University of Athens, 1998-2003.

## RESEARCH

### Research

**Focus** In my research, I am interested in exploring phenomena that have practical implications for management practice and/or society. My focus areas are in food marketing and branding, packaging design, and promotion of healthy eating practices. The theories I am using come from the fields of branding, consumer behavior and marketing communications.

**Awards** Best Competitive Paper Award at the 14th International Conference on Corporate and Marketing Communications, Nicosia, Cyprus, April 23-24, 2009.

**Summary** **H-index:** 14 (Google Scholar); 11 (Scopus).  
**Citations:** 640 (Google Scholar); 280 (Scopus).  
**Publications in peer-reviewed journals:** 28 (7 in BFI Level 2).

### Journal

- Publications**
1. Papista, E., Chrysochou, P., Krystallis, A., Dimitriadis, S. (2018). Types of Value and Cost in Consumer Green Brands Relationship and Loyalty Behaviour: Testing the Moderating Role of Involvement. *Journal of Consumer Behaviour*. Just Accepted. [ISI 2016 impact factor = 1.48; BFI Level: 1]
  2. Lerro, M., Pomarici, E., Chrysochou, P., Vecchio, R., Krystallis, A. (2017). Segmenting US consumers on wine attributes through Best-Worst Scaling, *Wine Economics and Policy*, 6(2), 98-106.
  3. Perrea, T., Krystallis, A., Engelgreen, C., Chrysochou, P. (2017). Much too New to Eat it? The Impact of Customer Value on Product Evaluations in the Context of Novel Food Products, *Journal of Product and Brand Management*, 26(6), 616-630. [BFI Level: 1]
  4. Bruwer, J., Chrysochou, P. Lesschaeve, I. (2017). Consumer Involvement and Knowledge Influence on Wine Choice Cue Utilization. *British Food Journal*, 119(4), 830-844. [ISI 2016 impact factor = 1.21; BFI Level: 1]
  5. Krystallis, A. Chrysochou, P., Tzagarakis, N. Does a North – South Division Exist in Place-related Food Quality? A Retrospective View on Designation of Origin Labeled Foods in Europe, *Journal of International Food & Agribusiness Marketing*, 29(3), 217-233. [BFI Level: 1]
  6. Dörnyei, K., Krystallis, A., Chrysochou, P. (2017). Sacrificing More for the Less: The Impact of Assortment Size and Product Information Provision on Information Acquisition. *Journal of Consumer Marketing*, 34(3), 191-201. [BFI Level: 1]

7. Festila, A, Chrysochou, P. (2016). In Good Shape: The Influence of Container Curvature on Consumers' Perceptions and Consumption. *Advances in Consumer Research*, 44. [BFI Level: 1]
8. Banovic, M., Chrysochou, P., Grunert, K.G., Rosa, P.J., Gamito, P. (2016). The Effect of Fat Content on Visual Attention and Choice of Red Meat and Differences Across Gender. *Food Quality and Preference*, 52, 42-51. [ISI 2016 impact factor = 3.20; BFI Level: 2]
9. Liao, L., Corsi, A., Chrysochou P., Lockshin, L. (2015) Emotional Response towards Packaging: A Joint Application of Self-report and Physiological Measures of Emotion. *Food Quality and Preference*, 42, 48-55. ISI 2016 impact factor = 3.20; BFI Level: 2]
10. Nørskov, S., Chrysochou, P., Milenkova, M. (2015). The impact of product innovation attributes on brand equity. *Journal of Consumer Marketing*, 32(4), 245-254. [BFI Level: 1]
11. Sjostrom, T., Corsi, A.M., Driesener, C., Chrysochou, P. (2014). Are Food Brands that Carry Light Claims Different? *Journal of Brand Management*, 21, 325-341. [BFI Level: 1]
12. Marian, L., Chrysochou, P., Krystallis, A., Thøgersen, J. (2014). The Role of Price as a Product Attribute in the Organic Food Context: An Exploration Based on Actual Purchase Data. *Food Quality and Preference*, 37, 52-60. ISI 2016 impact factor = 3.20; BFI Level: 2]
13. Chrysochou, P., Grunert, K.G. (2014). Health-related Ad Information and Health Motivation Effects on Product Evaluations. *Journal of Business Research*, 67 (6), 1209-1217. [ISI 2016 impact factor = 3.35; BFI Level: 2]
14. Festila, A., Chrysochou, P., Krystallis, A. (2014). Consumer Response to Food Labels in an Emerging Market: The Case of Romania. *International Journal of Consumer Studies*, 38 (2), 166-174. [ISI 2016 impact factor = 1.51; BFI Level: 1]
15. Krystallis, A., Chrysochou, P. (2014). The Effects of Service Brand Dimensions on Brand Loyalty. *Journal of Retailing and Consumer Services*, 21 (2), 139-147. [BFI Level: 1]
16. Chrysochou, P. (2014). Drink to Get Drunk or Stay Healthy? Exploring Consumers' Perceptions, Motivations and Preferences for Light Beer. *Food Quality and Preference*, 31, 156-163. ISI 2016 impact factor = 3.20; BFI Level: 2]
17. Chrysochou, P., Krystallis, A., Giraud, G. (2012). Quality Assurance Labels as Drivers of Loyalty in the Case of Traditional Food Products. *Food Quality and Preference*, 25 (2), 156-162. ISI 2016 impact factor = 3.20; BFI Level: 2]
18. Chrysochou, P., Corsi, A. M., Krystallis, A. (2012). What Drives Greek Consumer Preferences for Cask Wine? *British Food Journal*, 114 (8), 1072 - 1084. [ISI 2016 impact factor = 1.21; BFI Level: 1]

19. Chrysochou, P., Krystallis, A., Mocanu, A., Lewis, R. L., (2012). Generation Y Preferences for Wine: An Exploratory Study of the US Market Applying the Best-Worst Scaling. *British Food Journal*, 114 (4), 516-528. [ISI 2016 impact factor = 1.21; BFI Level: 1]
20. Krystallis, A., Chrysochou, P. (2012). Do Health Claims and Prior Awareness Influence Preferences for Unhealthy Foods? The Case of Functional Children Snacks. *Agribusiness: An International Journal*, 28 (1), 86-102. [ISI 2016 impact factor = 0.94; BFI Level: 1]
21. Krystallis, A., Chrysochou, P. (2011). Health Claims as Communication Tools that Enhance Brand Loyalty: The Case of Low-fat Claims within the Dairy Food Category. *Journal of Marketing Communications*, 17 (3), 213-228. [BFI Level: 1]
22. Chrysochou, P., Askegaard, S., Grunert, K.G., Kristensen, D.B. (2010). Social Discourses of Healthy Eating: A Market Segmentation Approach. *Appetite*, 55(2), 288-297. [ISI 2016 impact factor = 3.40; BFI Level: 1]
23. Krystallis, A., Chrysochou, P. (2010). An Exploration of Loyalty Determinants in Greek Wine Varieties. *Euromed Journal of Business*, 5(2), 124-137. [BFI Level: 1]
24. Chrysochou, P. (2010). Food Health Branding: The Role of Marketing Mix Elements and Public Discourse in Conveying a Healthy Brand Image. *Journal of Marketing Communications*, 16(1-2), 69-85. [BFI Level: 1]
25. Kokkali, P., Koutsouris, A., Chrysochou, P. (2009). Cognitive Components of Rural Tourism Destination Images: The Case of Lake Plastiras, Greece. *Tourismos: An International Multidisciplinary Journal of Tourism*. 4(4), 273-291. [BFI Level: 1]
26. Chrysochou, P., Chrysochoidis, G., Kehagia, O. (2009). Traceability Information Carriers: The Technology Backgrounds and Consumers' Perceptions of the Technological Solutions. *Appetite*, 53(3), 322-331. [ISI 2016 impact factor = 3.40; BFI Level: 1]
27. Kehagia, O., Chrysochou, P., Chrysochoidis, G., Krystallis, A., Linardakis, M. (2007). Traceability: European Consumers' Perceptions Regarding its Definition, Expectations and Differences by Product Types and Importance of Labels. *Sociologia Ruralis*, 47(4), 400-416. [ISI 2016 impact factor = 1.70; BFI Level: 2]
28. Kehagia, O., Chrysochou, P. (2007). The Reporting of Food Hazards by the Media: The Case of Greece. *Social Science Journal*, 44(4), 721-733. [ISI 2016 impact factor = 0.72; BFI Level: 1]

#### Books

1. Chrysochou, P. (2010). *Food Health Branding: Public Discourse and Health Associations*. PhD Thesis, Aarhus School of Business and Social Sciences, Aarhus, Denmark (ISBN:978-8778824-75-2).

**Edited Books**

1. Chrysochou, P. (2017) "Consumer Behavior Research Methods" Book Chapter in "Consumer Perception of Product Risks and Benefits" Edited by: G. Emilien, R. Weitkunat, and F. Luedicke. Springer.
2. Chrysochou, P., Giraud, G., Chrysochoidis, G. (2009). *Employing the Dirichlet Model in Traditional Food Products. How Much Quality Labels Affect Consumer Loyalty Behaviour?* In K. Apostolopoulos (Ed.) *Food Products and Consumer: An Inter-Scientific Approach in Sustainable Food Product Consumption*, Ellinoekdotiki, Athens, Greece.

**Under Review**

1. Castéran, G., Chrysochou, P., Meyer-Waarden, L. "Brand Loyalty Evolution and the Role of Product Category Characteristics", *Marketing Letters* (2<sup>nd</sup> round).
2. Festila, A. Chrysochou, P. "Implicit Communication of Food Product Healthfulness through Package Design: A Content Analysis ", *Journal of Consumer Behaviour* (2<sup>nd</sup> round).
3. Festila, A. Chrysochou, P. "The "Weight" of Product Claims and Their Vertical Location: Health Is Up, Indulgence is Down", *Journal of Retailing* (1<sup>st</sup> round).

**Conference**

**Proceedings**

Over 65 papers presented in peer-reviewed international conferences. A list can be found at my [homepage](#) at Aarhus University.

## TEACHING

**Teaching Focus**

Marketing Management, Consumer Behaviour, International/Global Marketing, Brand Management, and Marketing Research.

**Recent evaluations**

**Brand Management and Market Analysis:** 2016: 4.2/5.0.  
**Marketing and Consumer Behaviour:** 2016: 4.2/5.0; 2015: 4.3/5.0.

**Qualifications**

Scored among the top 10% of student evaluation scores for teaching at the University of South Australia in 2010.

Pedagogical Training Programme for Assistant Professors, Aarhus University (Completed in 2011).

Course on Supervision of Master/PhD students and Collegial Supervision, Aarhus University (Completed in 2015).

Go-Online – Course on blended learning for professors and lecturers, Aarhus University (Completed in 2017).

**Teaching Experience** *Strategic Brand Management*, Master's Degree Programme in Economics and Business Administration, Aarhus University (460172U036). Role: Course Coordinator. Period: 2018/Spring.

*Brand Management and Market Analysis*, Master's Degree Programme in Economics and Business Administration, Aarhus University (460162U052). Role: Course Coordinator. Period: 2016/Fall; 2017/Fall.

*Research Methods*, Master's Degree Programme in Economics and Business Administration, Aarhus University (4620720087). Role: Group Advisor. Period: 2011/Fall; 2013/Fall; 2014/Fall; 2015/Fall; 2016/Fall; 2017/Fall.

*Marketing and Consumer Behaviour*, BSc in Marketing and Management Communication, Aarhus University (410131U010). Role: Course Coordinator; Lecturer. Period: 2008/Fall; 2011/Fall; 2012/Fall; 2013/Fall; 2014/Fall; 2015/Fall; 2016/Fall; 2017/Fall.

*Global Marketing for European Businesses*, BSc in International Business Communication in English and European Studies, Aarhus University (410141U012). Role: Course Coordinator; Lecturer. Period: 2013/Fall; 2014/Fall.

*Marketing Management*, BSc in Business Administration, Aarhus University (4620710064). Role: Course Coordinator; Lecturer. Period: 2012/Spring; 2013/Spring.

*Critical Literature Review for Business*, Honours Program, University of South Australia. Role: Course Coordinator, Instructor. Period: 2011/Spring.

*Directed Readings in Business*, Honours Program, University of South Australia. Role: Course Coordinator, Instructor. Period: 2011/Spring.

*Contemporary Issues in Business*, Honours Program, University of South Australia. Role: Course Coordinator, Instructor. Period: 2011/Spring.

*International Marketing*, BSc in Management (Marketing) & International Relations, University of South Australia (MKT 3005). Role: Lecturer. Period: 2010/Fall.

*Seminars in Marketing*, BSc in Business Administration, Aarhus University (21233). Role: Instructor. Period: 2008/Fall; 2009/Fall.

*Philosophy of Science and Methodology*, BSc in Business Administration, Aarhus University (29244). Role: Instructor. Period: 2009/Spring.

**PhD Theses  
(Completed)**

*Toula Perrea* (2015; Aarhus University, Role: Co-Advisor).  
*Alexandra Festila* (2016; Aarhus University, Role: Main Advisor).  
*Gauthier Castéran* (2016; University of Toulouse, Role: Co-Advisor).

**PhD Theses  
(In Progress)**

*Christos Kavvouris* (Aarhus University; Role: Main Advisor).  
*Darius Frank* (Aarhus University; Role: Main Advisor).  
*Brandi Morris* (Aarhus University; Role: Co-Advisor).

**Ekaterina Salnikova** (Aarhus University; Role: Co-Advisor).

**Master Thesis  
Advisor**

**Lewis Liao** (Marketing, Masters by Research, Completed 2012, Role: Co-Advisor).

Over **50 Master Students** at Aarhus University – Degree in Marketing and International Business.

**Honors Thesis  
Advisor**

**Therese Sjostrom**, (Marketing, Completed 2012, Role: Main Advisor).

**Bachelor Thesis  
Advisor**

Over **25 Bachelor Students** at Aarhus University – Degree in Business Administration.

## RESEARCH PROJECTS/GRANTS

**Winning Grants**

**NanoPack - Pilot line manufacturing of functional polymer nanocomposites from natural halloysite nanotubes: demonstrating controlled release of active antimicrobials in food packaging applications**, Project funded by EU Horizon 2020 (Scientific Responsible; Total Budget: DKK 2,8m; Year: 2017).

**AUFF Travel Mobility Grant**, Travel grant for a 6-month exchange stay at University of South Australia (Total Budget: DKK 100k; Year: 2017).

**Adding Value to the Tunisian Olive Oil Industry by Enhancing Exports of Branded Olive Oil**, Project funded by the Fund for Academic Cooperation and Exchange between Denmark and the Arab World (Project Coordinator; Total Budget: DKK 1,1m; Year: 2016).

**Content Analysis of Health Product Packaging Design**, Project funded by the Technological Institute (Project Coordinator; Total Budget: DKK 164,5k; Year: 2014).

**Investigating Brand Managers' Needs for Food Packaging Design**, Project funded by the Technological Institute (Project Coordinator; Total Budget: DKK 139,9k; Year: 2014)

**UniSA Early Career Research International Travel Award**, Travel grant awarded by University of South Australia funding my visit to Food and Brand Lab in Cornell University (Total budget: AUD 3.3k; Year: 2011).

**Perishable Foods Branding**, Corporate project for the Meat and Livestock Australia (Together with J. Romaniuk; Total Budget: AUD 7.2k; Year: 2011).

**HealthCog – Bridging the gap between health motivation and food choice behaviour: A cognitive approach**, Collaborative project funded by the Danish Strategic Research Council (Member of WP team; Total budget: DKK 11m; Year: 2010).

<b>Participant</b>	<p><b>2011-Today: 2010 – 2013: <i>HealthCog</i></b>, Collaborative project funded by the Danish Strategic Research Council (<a href="http://www.mapp.au.dk">www.mapp.au.dk</a>).</p> <p><b>2010-2011: <i>Global attribute analysis for Colgate-Palmolive</i></b>, Corporate project funded from Colgate-Palmolive.</p> <p><b>2007 – 2010: <i>Health Branding</i></b>, Collaborative project funded by the Danish Strategic Research Council (see more at <a href="http://www.mapp.asb.dk">www.mapp.asb.dk</a>).</p> <p><b>2005 – 2008: <i>FP6 TRACE</i></b>, “Tracing Food Commodities in Europe” (<a href="http://www.trace.eu.org">www.trace.eu.org</a>), Work Package 7 “Consumer Behaviour Research”.</p> <p><b>2004: <i>FP5 TYPIC</i></b>, “Typical Food Products in Europe: Consumer Preference and Objective Assessment”. To work under Prof. Georges Giraud (<a href="http://www.enitac.fr">www.enitac.fr</a>) for a 4 months period: 07/2004-11/2004.</p> <p><b>2004-2008: <i>FP6 SAFEFOODS</i></b>, “Promoting Food Safety through a New Integrated Risk Analysis Approach for Foods” (<a href="http://www.safefoods.nl">www.safefoods.nl</a>).</p> <p><b>2003-2005: <i>FP5 CONDOR</i></b>, “Consumer Decision Making on Organic Products”. (<a href="http://www.condor-organic.org">www.condor-organic.org</a>).</p> <p><b>2002-2003: <i>GENESIS</i></b>, Development of 15 Business Plans for retailers of organic/natural products in the ‘Attica Thematic Park’. Co-operating consortium of Greek local development agencies and Institutions. Funded by EQUAL.</p>
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## PROFESSIONAL SERVICE

### Academic

<b>Administrative Role</b>	<p><b><i>Qualtrics Platform Brand Administrator for BSS, Aarhus University</i></b>: Administrator of Qualtrics platform for the Faculty of Business and Social Sciences, Aarhus University (2012 – Today).</p> <p><b><i>Honours Degree Coordinator</i></b>, School of Marketing, University of South Australia (2010-2011).</p>
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<b>Editorial Work</b>	<p>Associate Editor for <b>Journal of Consumer Behaviour</b> since January 2017.</p> <p>Member of the Editorial Board for <b>Journal of Product and Brand Management</b> since February 2018.</p>
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<b>PhD Thesis Evaluator</b>	<p><b>2017 – Kaidong Yu</b>, Adam Smith Business School, University of Glasgow, Thesis Title: “Long-term Coping Strategies for Food Safety Issues: from Consumers’ Perspective”.</p> <p><b>2017 - Nadine Yarar</b>, University of Kiel, Thesis Title: “Research on food healthiness: Supporting decisions on public health, package design, and everyday consumption situations”.</p>
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<b>Ad Hoc Reviewing</b>	Agricultural Economics Review; Appetite; Asia Pacific Management Review; British Food Journal; European Journal of Marketing; Food Quality and Preference; Health Psychology; International Journal of Wine Business Research; Journal of Advertising Research; Journal of Business Research; Journal of Consumer Behaviour; Journal of Consumer Marketing; Journal of Consumer Policy; Journal of Food Engineering; Journal of Food Products Marketing; Journal of International Food & Agribusiness Marketing; Journal of Product and Brand Management; Journal of Retailing and Consumer Services; Journal of Sensory Studies; Journal of Service Management; Journal of the Science of Food and Agriculture; Journal of Theoretical and Applied Electronic Commerce Research; Social Behavior and Personality.
<b>Referee</b>	Ad hoc referee and evaluator on EU COST and H2020 projects, and National funding bodies (Greece, Poland).
<b>Academic Affiliations</b>	European Marketing Academy (EMAC). EuroMed Research Business Institute (EMRBI) [Country Director for Australia].
<b>General Service</b>	Speaker to several academic conferences. Invited speaker to industry and public policy events.

## References

For recommendations please contact the following academics and colleagues:

- **Prof. Klaus Grunert**, Aarhus School of Business and Social Sciences; email: [klg@mgmt.au.dk](mailto:klg@mgmt.au.dk); tel: +45 871 65007.
- **Prof. Larry Lockshin**, School of Marketing, University of South Australia; email: [Larry.Lockshin@unisa.edu.au](mailto:Larry.Lockshin@unisa.edu.au); tel: +61 (0)8 8302 0261.
- **Prof. Lars Meyer-Waarden**, Center of Research in Management (UMR-CNRS 5303), IAE Toulouse; email: [lars.meyer-waarden@iae-toulouse.fr](mailto:lars.meyer-waarden@iae-toulouse.fr); tel: +33/(0)5 61 63 56 46.