

# ANTONIOS STAMATOIANNAKIS, PhD

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## Academic Positions

2011-... Assistant Professor of Marketing, IE Business School-IE University.

## Education

Ph.D. INSEAD, 2011, Management (Marketing).

M.Sc. INSEAD, 2008, Management (Marketing).

M.Sc. Athens University of Economics and Business, 2003, Marketing and Communication.

B.Sc. Athens University of Economics and Business, 2001, Business Administration.

## Research Interests

- Consumer Goals
  - Comparison of Maintenance versus Attainment Goals
  - Goal Construct Properties
- Visual Aesthetics and Product Design
- Judgment and Decision Making

## Refereed Papers and Manuscripts Under Review

1. Yang, Haiyang, Antonios Stamatogiannakis, and Amitava Chattopadhyay (2015; forthcoming). Pursuing Attainment versus Maintenance Goals: The Interplay of Self-Construal and Goal Type on Consumer Motivation. Forthcoming at the *Journal of Consumer Research* (June 2015).
2. Luffarelli, Jonathan, Dilney Gonçalves, and Antonios Stamatogiannakis (2015; forthcoming). When Feedback Interventions Backfire: Why More Positive Feedback May Result in Lower Perceived Self-Competence and Satisfaction with Performance? Forthcoming at *Human Resource Management*.
3. Stamatogiannakis, Antonios, Amitava Chattopadhyay, and Dipankar Chakravarti: The Perceived Difficulty of Maintenance versus Attainment Goals: Why “Holding on” Seems Harder than “Reaching for a Little More.” Under review at the *Journal of Marketing Research*.
4. Luffarelli, Jonathan, Antonios Stamatogiannakis, and Haiyang Yang: The Exciting Asymmetry Effect: The Interplay of Logo Design and Brand Personality on Brand Equity. Under review at the *Journal of Marketing Research*.

## Work in Progress

5. Chattopadhyay, Amitava, Antonios Stamatogiannakis, and Gerald J. Gorn: Visual Aesthetic Response to Design Unity: The Role of Processing Capacity. Manuscript under preparation
6. Stamatogiannakis, Antonios, and Amitava Chattopadhyay: Maintenance vs. Attainment goals: Goal attractiveness and Commitment. Manuscript under preparation
7. Stamatogiannakis, Antonios, Haiyang Yang, Fang Wan, and Amitava Chattopadhyay: Priming Culture or Priming Goals? (2 studies completed).
8. Stamatogiannakis, Antonios, and Amitava Chattopadhyay: Yes I Can: Maintenance vs. Attainment goals Failure.

### Book Chapters

9. Stamatogiannakis, Antonios, Jonathan Luffarelli, and Haiyang Yang (2015; forthcoming), "How to Use Visual Design to Boost Brand Equity?," in *The Psychology of Design: Creating Consumer Appeal*, ed. Rajeev Batra, Colleen Seifert, and Diann Brei: Routledge.
10. Stamatogiannakis, Antonios, Haiyang Yang, and Amitava Chattopadhyay (2014), "Towards Understanding the Interplay between Culture and Goals," in *The Psychology of the Asian Consumer*, eds., Bernd Schmitt and Leonard Lee: Routledge.
11. Elder S. Ryan, Nilufer Z. Aydinoglu, Victor Barger, Cindy Caldara, Hae Eun Chun, Chan Jean Lee, Gina Mohr, and Antonios Stamatogiannakis (2009), "A Sense of Things to Come: Future Research Directions in Sensory Marketing," in *Sensory Marketing*, ed. Aradhna Krishna, NY, Routledge, 361-376.

### Research in Refereed Conference Proceedings

1. *Society for Consumer Psychology Conference*, Phoenix, AZ, February 2015:
  - The Asymmetrical Logo Effect: The Interplay of Brand Personality and Logo Aesthetics on Brand Equity (with J. Luffarelli and H. Yang)
2. *Understanding the Customer's Sensory Experience Conference*, Temple University, Philadelphia, PA, USA, June 2014:
  - Symmetrical Logos Can Harm Brand Equity: The Interactive Effect of Logo Design and Brand Personality on Brand Valuation (with J. Luffarelli and H. Yang)
3. *Advertising and Consumer Psychology (ACP) Conference: The Psychology of Design*, Ann Arbor, MI, USA, May 2014:
  - Symmetrical Logos Can Harm Brand Equity: The Interactive Effect of Logo Design and Brand Personality on Brand Valuation (with J. Luffarelli and H. Yang)
4. *Association for Consumer Research North American Conference*, Chicago, IL, October 2013:
  - Towards Understanding the Interplay Between Culture and Goals (with H. Yang and A. Chattopadhyay).
  - The Better you Do, the Worse you Feel: Selective Information Processing Approaches Based on Social Comparisons Moderate the Effect of Absolute Performance on Satisfaction (with J. Luffarelli and D. Gonçalves).
5. *European Association for Consumer Research Conference*, Barcelona, Spain, July 2013:
  - For whom Is Attainment Less Alluring? The Impact of Cultural Values on Consumers' Motivation for Goal Pursuit (with H. Yang and A. Chattopadhyay).
6. *Advertising and Consumer Psychology (ACP) Conference: The Asian Consumer*, Singapore, December 2012:
  - For Whom is Attainment Less Alluring? The Impact of Cultural Values on Consumers' Motivation for Goal Pursuit (with H. Yang and A. Chattopadhyay)

7. *European Marketing Academy Conference*, Lisbon, Portugal, May 2012:
  - Pursuing Goals around the World: The Impact of Cultural Orientation on Goal-Directed Consumer Behaviour (with H. Yang and A. Chattopadhyay)
  - Doing Worse and Feeling Better: Why Low Performance Can Increase Satisfaction (with D. Gonçalves and J. Luffarelli)
8. *Society for Consumer Psychology Conference*, Las Vegas, NV, February 2012:
  - Cultural Differences in Goal Type Preference and Commitment (with H. Yang).
9. *Association for Consumer Research North American Conference*, St. Louis, MO, October 2011:
  - The Impact of Metacognition on Commitment for Attainment versus Maintenance Goals (with H. Yang and A. Chattopadhyay).
  - Visual Aesthetics and Product Design: Who, What, and When, They All Matter (with A. Chattopadhyay and G. Gorn).
10. *Association for Consumer Research North American Conference*, Jacksonville, FL, October 2010:
  - Attainment Versus Maintenance Goals: Differences In Cognitive Processing And Goal Attractiveness (with A. Chattopadhyay and D. Chakravarti).
11. *European Marketing Academy Conference*, Copenhagen, Denmark, June 2010:
  - Maintenance versus Attainment Goals: Beyond Goal Difficulty (with A. Chattopadhyay and D. Chakravarti).
12. *Association for Consumer Research North American Conference*, Pittsburgh, PA, October 2009:
  - Maintenance versus Attainment Goals: Why People Think it Is Harder to Maintain their Weight than to Lose a Couple of Kilos (with A. Chattopadhyay and D. Chakravarti).
13. *European Marketing Academy Conference*, Nantes, France, May 2009:
  - Maintenance versus Attainment Goals: Why People Think it Is Harder to Maintain their Weight than to Lose a Couple of Kilos (with A. Chattopadhyay and D. Chakravarti).
  - Can you fix it?: Processing Capacity and Visual Aesthetic Response (with A. Chattopadhyay and Gerald J. Gorn).
14. *Society for Consumer Psychology Conference*, San Diego, CA, February 2009:
  - Maintenance versus Attainment Goals: Why People Think it Is Harder to Maintain their Weight than to Lose a Couple of Kilos (with A. Chattopadhyay and D. Chakravarti).
15. *Association for Consumer Research North American Conference*, San Francisco, CA, October 2008:
  - Can You Fix It?: Effects of Visual Processing Capacity on Visual Aesthetic Response (with A. Chattopadhyay and Gerald J. Gorn).

### **Other Conference Presentations**

16. *Association for Consumer Research North American Conference*, Chicago, IL, October 2013 (forthcoming):
  - Poster: Symmetrical Logos can Harm Brand Equity: The Interactive Effect of Logo Design and Brand Personality on Brand Valuation (with J. Luffarelli and H. Yang).
17. *European Association for Consumer Research Conference*, Barcelona, Spain, July 2013:
  - Poster: Branding 2.0: The interplay of fair-trade and private labeling, and the role of Gender (with Y. Mastoori, D. Gonçalves, J. Luffarelli, and M. Mukesh).
18. *Association for Consumer Research North American Conference*, Vancouver, CA, BC, October 2012
  - Poster: Doing Worse and Feeling Better: Why Low Performance Can Increase Satisfaction. (with D. Gonçalves and J. Luffarelli).
19. *Transatlantic Doctoral Conference*, London Business School, London, UK, May 2010:
  - The Perceived Difficulty of Maintenance versus Attainment Goals: Why “Holding on” Seems Harder than “Reaching for a Little More.” (with A. Chattopadhyay and D. Chakravarti).

20. *Transatlantic Doctoral Conference*, London Business School, London, UK, May 2009:
  - Maintenance versus Attainment Goals: Why People Think it Is Harder to Maintain their Weight than to Lose a Couple of Kilos (with A. Chattopadhyay and D. Chakravarti).
21. *European Marketing Academy Conference*, Athens, Greece, May 2006:
  - Poster: Music Downloading: Consumer Ethics in a Developing Context (with A. Kouremenos).

### Organized Conference Session

1. Association for Consumer Research North American Conference, Pittsburgh, PA, October 2009:
  - The Interplay between Goal Categories and Effort (Contributors: Antonios Stamatogiannakis, Amitava Chattopadhyay, and Dipankar Chakravarti; Joseph C. Nunes and Xavier Drèze; Monica Wadhwa and Remi Trudel; Discussant: Ayelet Fishbach).

### Grants, Awards, and Honors

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|-----------|---|
| 2015      | Grant from the Association of Consumer Research for organizing the 1 <sup>st</sup> <i>Mediterranean Symposium on Consumer Behavior Research</i> . ” (1 300 USD; with Dilney Gonçalves and Gülen Sarial-Abi).  |
| 2013-2015 | Affiliated Researcher at the <i>Travel Club Chair for Research in Customer Loyalty</i> , IE Business School.  |
| 2012-2015 | Scientific Coordinator of IE University for the REA grant agreement No. 305532; for the <u>Theme HEALTH.2012.4.1-2 of the European Union’s 7<sup>th</sup> Framework Programme (FP7/2007-2013)</u> . For the project: “From Health Research to Market – Advanced Services and Training Actions for the IPR Management and Business Exploitation of the EU-funded Research Results in Health/life sciences” (IE’s Grant: 201 926,00 EUR; Total Consortium Grant: 1 999 785,00 EUR). |
| 2012-2014 | Recipient of REA grant agreement No. 298420; <u>People Programme (Marie Curie Actions) of the European Union’s 7<sup>th</sup> Framework Programme (FP7/2007-2013)</u> . For the research project: “ <i>Comparing the properties and the consequences of attainment versus maintenance goals</i> ” (168 896,40 EUR).   |
| 2012-2013 | Grant from <u>Institute on Asian Consumer Insight (ACI)</u> for the research project “ <i>Leveraging Attainment vs. Maintenance Goals in Marketing Cross Cultures</i> ” (10 000 USD; with Haiyang Yang and Amitava Chattopadhyay).  |
| 2006-2011 | Scholarship for doctoral studies, INSEAD.   |
| 2001-03   | Fellowship for graduate studies, M.Sc. program in Marketing and Communication, Athens University of Economics and Business.   |
| 1998      | Scholarship for academic excellence in 1st year of undergraduate studies, Greek State Scholarship Foundation (IKY).   |

### **Invited Seminars and Presentations**

Athens University of Economics and Business, Athens, Greece, February 2013.

KU Leuven Marketing Research Week, Kortenberg, Belgium, February 2011.

University of Cambridge, Cambridge, UK, December 2010.

KU Leuven, Leuven, Belgium, November 2010.

ESSEC Business School, Cergy Pontoise, France, November 2010.

Universidade Católica Portuguesa, Lisbon, Portugal, October 2010.

IE University, Madrid, Spain, October 2010.

Universitat Pompeu Fabra, Barcelona, Spain, September 2010.

### **Teaching**

#### Academic

PhD	Consumer Behavior, IE Business School PhD program(2013-15)
M.Sc.	Market Research and Consumer Behavior, IE Business School, Master in International Management (2012-15)
M.Sc.	Marketing Fundamentals, IE Business School, Master in International Management (2011)
M.Sc.	Marketing Fundamentals, IE University, Master in Market Research and Consumer Behavior (2012)
EMBA	Guest Lecturer, Warsaw University of Technology Business School (2011-14)
M.Sc.	Guest Lecturer, Master 2 SCPN, Université Paris I - Panthéon Sorbonne (2009, 2011)

#### Managerial Training

Scientific Coordinator – IE Business School-IE University; Health-2-Market: EU Coordinating and Support Action FP7-305532, 2012-2014

Marketing and Management Instructor; “ISIODOS” (program for enhancing agricultural entrepreneurial behavior), Rethymno, Greece, 2006.

Support and Training Associate; “Go-Online” (program for spreading e-commerce in small businesses), Athens, Greece, 2003-04.

### **Case Study with Teaching Note**

1. PayForAPresent.com: Consumer Behavior and Expansion Opportunities for a Web-Based Startup (IE ref. #: MK1-155-I)

### **Participation in Industry/ Managerial Conferences**

1. *Tools to Valorize Research: Follow the Road from Research to Market; Health-2-Market Final Conference.* Co-organizer and Moderator of the 3<sup>rd</sup> *pit-stop: Marketing in Health/Life Sciences.*

### **Academic Service**

- Reviewer, Flanders Research Foundation (Fonds Wetenschappelijk Onderzoek - Vlaanderen, FWO)
- Reviewer, Marketing Letters
- Co-Organizer and Co-Host, 1<sup>st</sup> Mediterranean Symposium on Consumer Behavior Research.
- Advisor for the Creation of the Behavioral Research Lab, IE Business School.
- Behavioral Brownbag Seminar Series Organizer, IE Business School.
- Scientific Committee Member, European Association for Consumer Research Conference, Barcelona, July 2013.
- Reviewer, La Londe Consumer Research Conference
- Reviewer, Competitive and Working Papers, Association for Consumer Research (European and North American Conferences)
- Reviewer, Competitive and Working Papers,, Society for Consumer Psychology.
- Reviewer, European Marketing Academy Conference.
- Regular Blogger at the IE Marketing Weblog (<http://marketing.blogs.ie.edu/>)

### **Professional Affiliations**

- Association for Consumer Research.
- Society for Consumer Psychology.
- European Marketing Academy.

### **Professional and Other Experience**

- 2005-06 Career Office Employee, University of Crete, Rethymno Campus, Greece.  
2004-05 Artillery Sergeant, Compulsory Service in the Greek Army, Lemnos and Chania, Greece.