

Sofia Kousi

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EDUCATION

- Ph.D. Athens University of Economics and Business, Greece, February 2018
 Department of Marketing and Communication
 Dissertation: "The contribution of experiential and material purchases to happiness: Expanding the Experience Recommendation."
 Committee: Kokkinaki, F. (Supervisor), Baltas, G., Intounas, K.
- M.B.A. Stern School of Business, New York University, New York, 2005
- B.A. Wharton School of Business, University of Pennsylvania, PA, 1999
 B.A.in Marketing, Graduation with Honors: Cum Laude
- B.A. Annenberg School for Communication, University of Pennsylvania, PA, 1999
 BA Communication, Graduation with Honors: Cum Laude

INTERNATIONAL EXCHANGE PROGRAMS

- M.B.A. International Management Exchange Program, SDA Bocconi, Italy, 2004
- B.A. Junior Semester Abroad, Freie Universität Berlin, Germany, 1998

ACADEMIC POSITIONS

- 2018 - today **Nova School of Business and Economics**, Lisbon, Portugal
 Assistant Professor
- 2018 **Athens University of Economics and Business**, Athens, Greece
 Lecturer
- 2016-2018 **Mediterranean College – University of Derby** collaboration, Athens, Greece
 Lecturer
- 2011-2014 **New York College – University of Greenwich** collaboration, Athens, Greece
 Lecturer

PUBLICATIONS – CONFERENCE PROCEEDINGS

- 2022 **Kousi, S.** & Mosher, K. Imagining unattainable dream purchases: a vicarious well-being boost or a sad reminder of their out of reach nature? European Conference of Positive Psychology (ECP), Reykjavik, Iceland, June 30 – July 2.
- 2022 Sim, S. & **Kousi, S.** Corporate well-being programs and organizational support: the role of program variety. European Conference of Positive Psychology (ECP), Reykjavik, Iceland, June 30 – July 2.
- 2022 Hoang, D, **Kousi, S.** & Martinez, L. Online Customer Engagement in the Aftermath of COVID-19: Opportunities for the Luxury Industry, Advances in Digital Marketing and eCommerce, Third International Conference, Barcelona, Spain, June 29-30.

- 2021 **Kousi, S., & Naselli, G.**, Digital technology in the retail environment & consumer emotions. European Marketing Academy (EMAC) regional conference, Warsaw, Poland, September 22-24.
- 2020 Halkias, G., **Kousi, S.**, & Baumgartner, H., Happy to have and happy to do: The role of self-expression (a)symmetry in material and experiential purchases. Association for Consumer Research (ACR) Annual Meeting, Paris, France (online). *Advances in Consumer Research*, 48, 381-382.
- 2019 Halkias, G., Micevski, M., & **Kousi, S.**, Consumer culture imagery and foreign brands: Ad-brand incongruity and consumers' desire for authenticity. European Advertising Academy, International Conference on Research in Advertising (ICORIA), Krems, Austria, June 27-29.
- 2019 **Kousi, S.**, & Preiksaitis, K., The upside of imagining unattainable purchases. European Marketing Academy (EMAC), Hamburg, Germany.
- 2017 **Kousi, S.**, Kokkinaki, F., & Drakopoulos, S. The impact of purchase motivation on happiness: experiential and material purchases. Association for Consumer Research (ACR) Annual Meeting, San Diego, CA. *Advances in Consumer Research*, 45, 1041-1041.
- 2016 **Kousi, S.**, & Kokkinaki, F. The asymmetric nature and motivation of experiential and material purchases, and their impact on happiness. Association for Consumer Research (ACR) Annual Meeting, Berlin, Germany. *Advances in Consumer Research*, 44, 516-517.
- 2016 **Kousi, S.**, & Kokkinaki, F. Happiness and the asymmetric motivation behind experiential and material purchases. Global Marketing Conference (GMC) at Hong Kong Proceedings, 1365-1370.
- 2016 **Kousi, S.**, & Kokkinaki, F. Happiness from experiential and material purchases: inherent asymmetries and potential. European Conference of Positive Psychology (ECP) Proceedings, France, 383-384.
- 2016 **Kousi, S.**, & Kokkinaki, F. Decomposing the natural edge of experiential purchases on wellbeing. European Marketing Academy (EMAC) annual conference, Oslo, Norway.

BOOK CHAPTERS

- Kousi, S.**, & Naselli, G. (2022) Cashier-free supermarkets and consumer emotions. In *Extending boundaries: Digital world and marketing*, M. Awdziej, J. Tkaczyk (Eds.).
- Hoang, D., **Kousi, S.** & Martinez, L. F. (2022) Online customer engagement in the aftermath of COVID-19: Opportunities for the luxury industry. In *Advances in Digital Marketing and eCommerce*. Martínez-López, F. J. & Martinez, L. F. (eds.). Cham: Springer, Cham, p.

259-266 (Springer Proceedings in Business and Economics). ISBN 978-3-031-05727-4
ISBN 978-3-031-05728-1 (eBook), <https://doi.org/10.1007/978-3-031-05728-1>

WORK IN PROGRESS

- Kousi, S.**, Halkias, G., & Kokkinaki, F., Hedonic objects and utilitarian experiences: The hedonic nature of purchases as a driver of happiness. Under review in *Psychology & Marketing*
- Hoang, D., **Kousi, S.**, Martinez, L. & Kumar, S., Revisiting a model of customer engagement cycle: A systematic review for contemporary context and future research agenda. Revise & Resubmit in *The Services Industries Journal*
- Consiglio, I., **Kousi, S.**, & Sellier, A.L., *Reducing biased information processing to increase compliance with SNS's recommended measures for Covid-19 prevention*. Manuscript preparation
- Halkias, G., **Kousi, S.**, & Baumgartner, H., Self-expression asymmetry in experiential and material purchases. Manuscript preparation
- Panigyraiki, A., **Kousi, S.**, & Halkias, G., *Violation of consumers' beliefs: Revisiting the phenomenon of schema incongruity in advertising*. Manuscript preparation
- Kemna, L., **Kousi, S.**, & Da Silveira, C., Brand Purpose. Data Collection

CONFERENCE PRESENTATIONS & POSTERS

- 2022 Kousi, S. & Preiksaitis, K., Imagining unattainable dream purchases: a vicarious well-being boost or a sad reminder of their out of reach nature? European Conference on Positive Psychology (ECP), Iceland, June 29
- 2021 Consiglio, I., Kousi, S., & Sellier, A.L. Debiasing training in the context of the Coronavirus pandemic. 3rd Social Vulnerabilities and Health International Seminar, Instituto Politecnico de Setubal, online, March 11-13.
- 2017 Kokkinaki, F., & Kousi, S. The contribution of experiential and material purchases in happiness: the role of self-expression. Greek Psychology Association (ELPSE) Conference of Research in Psychology, Thessaloniki, Greece, May 10-14.
- 2017 Kousi, S., & Kokkinaki, F. Happiness from experiential and material purchases: the role of the hedonic and utilitarian nature of purchases. Society for Personality and Social Psychology (SPSP) Convention, San Antonio, TX, January 19-21.

MEDIA COVERAGE

- 2022 "Com ou sem caixa?", *Marketeer*, August 2022, p. 80-84
- 2021 "Employee well-being 2.0" (El bienestar de los empleados 2.0), *Harvard Deusto Business Review*, 307, January 2021, p. 40-42

<https://www.harvard-deusto.com/sumando-ideas-bienestar-y-felicidad-en-el-entorno-laboral>

- 2021 “Mesmo sabendo que a informação a que acedem é enviesada, as pessoas não mudam o que escolhem ler”, Público 13/2/2021 & Público Online 12/2/2021
<https://www.publico.pt/2021/02/12/sociedade/noticia/sabem-estao-aceder-informacao-enviesada-pessoas-nao-mudam-escolhem-ler-1950283>
- 2021 “Tendência para confirmar crenças pré-estabelecidas persiste mesmo sabendo que informação é enviesada, Polígrafo, 28/2/21
<https://poligrafo.sapo.pt/sociedade/artigos/tendencia-para-confirmar-crencas-pre-estabelecidas-persiste-mesmo-sabendo-que-informacao-e-enviesada>

TEACHING

- Nova SBE** Evidence-based practices for Wellbeing – Master’s
Better marketing for consumer well-being – Master’s
Brand Management – Master’s
Advanced Branding & Brand Development – Master’s
Brand Management in Hospitality – Master’s
Advanced Marketing – Master’s
Hot topics in exemplary research – PhD
- Other** Advertising – Athens University of Economics & Business, Master’s
Creating and managing brand equity – Mediterranean College, Master’s
Markets, customers and marketing – Mediterranean College, Master’s
Brand impact and popular culture – Mediterranean College, Bachelor’s
International marketing – New York College, Master’s
Luxury brand management & new product development – New York College, Master’s
Brand strategy – New York College, Master’s
Marketing research – New York College, Master’s

INVITED TALKS & LECTURES

- 2022 “How do brands stay relevant with younger audiences?” – invited talk at IPAM Lisboa, Lisbon, 04/03/22
- 2022 “Brand strategy for designers” – invited talk at IADE - Universidade Europeia, Lisbon, 04/04/22
- 2022 “Building resilience” – invited talk at the Effective Leadership program, Nova SBE Executive Education, Lisbon, 15/03/22
- 2022 “Evidence-based practices for Wellbeing” – invited talk at Escola Nacional de Saúde Pública, Universidade Nova de Lisboa, Lisbon, 25/01/22
- 2021 “Social relationships for wellbeing and success” – invited seminar at Alumni Talks, Nova SBE Executive Education, online, 25/11/21
- 2021 “Vamos falar sobre wellbeing e bem-estar no trabalho?” – invited talk at PLMJ, Portugal, 15/10/21
- 2021 “The importance of social relationships for wellbeing” – invited talk during Nova SBE Wellbeing Week, online, 01/03/21

- 2020 Effective Leadership roundtable – invited talk, Nova SBE Executive Education, Lisbon, 16/10/20
- 2017 “Buying happiness: how experiential and material purchases contribute to consumer well-being” – invited lecture for University of Coventry Erasmus exchange program, Athens University of Economics & Business. Greece

EDITORIAL SERVICE

- 2021 Journal reviewer: Electronic Commerce Research
- 2016 – 2021 Conference submissions reviewer: Association for Consumer Research (ACR)
- 2019 – 2021 Conference submissions reviewer: European Advertising Academy (ICORIA)
- 2019 – 2020 Conference submissions reviewer: European Marketing Academy (EMAC)
- 2016 Outstanding Research Award reviewer, Society for Personality and Social Psychology (SPSP)

PROFESSIONAL SERVICE

- 2022 Track Chair, Consumer Behavior, Business Association of Latin American Studies (BALAS) Conference, Portugal
- 2020 – 2021 Organizing Committee, 2021 Marketing with Purpose International Colloquium, Nova SBE & Fundação Amelia de Mello
- 2017 – 2018 Spotlight Co-editor, 2017 Society for Personality and Social Psychology (SPSP) Student Committee
- 2014 – 2017 Alumni Interview Program, University of Pennsylvania

AWARDS & GRANTS

- 2020 Fundação para a Ciência e a Tecnologia, Research grant “Research4Covid19 - 2ª edição”
- 2016 Society for Personality and Social Psychology (SPSP), Travel Award
- 2015 Athens University of Economics & Business, Research Center, Original research fund

INDUSTRY EXPERIENCE

- 2010 – 2013 **Volt**, Athens, Greece
Brand Strategy Consultant, Co-founder
 Co-founded branding and communication agency for SMEs & Startups, offering affordable, high-end, professional strategy, design and communication. Client engagements in Greece and abroad.
- 2008 – 2010 **AlterVision**, Athens, Greece
Senior Consultant, Brand Strategy and Communication
 Key responsibilities focused on research planning, analysis and reporting for brand strategy projects, client service, and project management. Oversaw the development of research design in collaboration with marketing research agency TNS for a new product development project and completed the

analysis with recommendations for the client presentation. Clients included the Ministry of Health, Coca-Cola 3E.

- 2007 – 2008 **Pepsico International, Star Foods Romania**, Bucharest, Romania
Group Brand Manager
Managed 5 of the company's 6 snacks brands, including the global brand Cheetos, representing 45% of company's annual volume, with combined A&M budget of over €1.5M. Led implementation of three major promotions for Cheetos, in the domestic and export markets, with international licensors Pokemon and UEFA.
- 2005 – 2007 **ACNielsen / BASES**, Oxford, UK
Senior Research Analyst
Guided Reckitt Benckiser's new product launch decisions, by applying expertise in sales forecasting and product development, and by using quantitative insights to optimize the product mix. Managed projects in totality, successfully coordinating timeline and work process of internal support departments.
- 2004 **L'Oréal Professionnel**, Athens, Greece
Brand Management Intern
Initiated and completed brand architecture analysis project to assess differentiation in the Greek product portfolio. Participated in the launch of a new professional hair dye line in the Greek market.
- 2000 – 2003 **Interbrand**, New York, USA
Brand Consultant, Strategy & Research team
Responsible for planning and implementing studies during the Discovery phase of projects. Duties included setting up the research methodology, coordinating with research facilities, conducting qualitative research (focus group moderation), developing screeners, questionnaires, and discussion guides, analyzing results and presenting recommendations. Client portfolio included: Kodak Professional, ING, Wyeth-Elan, Prozac, Jameson.
- 1999 – 2000 **Medsite.com**, New York, USA
Associate Product Manager, Marketing
Established and managed the start-up's marketing department, including the creation and implementation of marketing plan and all promotional activities. Won "Most Valuable Player" award for leading promotional campaigns exceeding monthly revenue of \$1.1M.