

# Sofia Kousi

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## ACADEMIC POSITIONS

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- 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

## EDUCATION

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- Ph.D. Athens University of Economics and Business, Greece, 2018  
Department of Marketing and Communication
- M.B.A. Stern School of Business, New York University, USA, 2005  
International Management Exchange Program, SDA Bocconi, Italy, 2004
- B.A. Wharton School of Business, University of Pennsylvania, USA, 1999  
Graduation with Honors: Cum Laude
- B.A. Annenberg School for Communication, University of Pennsylvania, USA, 1999  
Graduation with Honors: Cum Laude  
Junior Semester Abroad, Freie Universität Berlin, Germany, 1998

## JOURNAL ARTICLES

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- 2023 Kousi, S., Halkias, G., & Kokkinaki, F. (2023). Hedonic objects and utilitarian experiences: The overriding influence of hedonism in driving consumer happiness. *Psychology & Marketing*, 40, 1634–1645. doi: 10.1002/mar.21829
- 2023 Hoang, D., Kousi, S., Martinez, L., & Kumar, S. (2023). Revisiting a model of customer engagement cycle: A systematic review for contemporary context and future research agenda. *The Services Industries Journal*, 43(9-10), 579-617, doi:10.1080/02642069.2023.2202912
- 2023 Hoang, D., Kousi, S. & Martinez, L. F. (2023). Online customer engagement in the post-pandemic scenario: a hybrid thematic analysis of the luxury fashion industry. *Electronic Commerce Research*, 23(3), 1401-1428. doi.org/10.1007/s10660-022-09635-8

## CASES

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- 2023 Mitzlaff, J. & Kousi, S. (2023). Taylor Swift & the next era: brand-building through loyalty. Accepted at Nova Case Center Publishing

2023 Kousi, S. (2023). Tiffany & Co.: extending brand relevance to a younger target audience. Under revision at Nova Case Center Publishing

## **WORK IN PROGRESS**

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Kousi, S., *Integrating SDGs in the marketing curriculum: educating students for better marketing*. Manuscript preparation

Sim, S., Kousi, S., & Lambert, L., *Signaling effects of corporate wellbeing programs*. Manuscript preparation

Halkias, G., Kousi, S., & Baumgartner, H., *Self-expression asymmetry in experiential and material purchases*. Manuscript preparation

Consiglio, I., Kousi, S., & Sellier, A.L., *Testing a confirmation bias video intervention in the field*. Manuscript preparation

Kousi, S., Jäger, M., & Shemunkasho, A. *The role of gratitude in sustainable purchase behavior*. Data collection

Kemna, L., Kousi, S., & Da Silveira, C., *Brand purpose*. Data Collection

## **BOOK CHAPTERS**

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2022 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), doi.org/10.1007/978-3-031-05728-1

2022 Kousi, S., & Naselli, G. (2022) Cashier-free supermarkets and consumer emotions. In *Extending boundaries: Digital world and marketing*, M. Awdziej, J. Tkaczyk (Eds.)

## **CONFERENCE PROCEEDINGS**

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2021 Kousi, S., & Naselli, G., *Digital technology in the retail environment & consumer emotions*. Proceedings of the European Marketing Academy, 50th, (104561)

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.

- 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.

## CONFERENCE PRESENTATIONS & POSTERS

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- 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 wellbeing 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 Consiglio, I., Kousi, S., & Sellier, A.L. *Debiasing training in the context of the Coronavirus pandemic*. 3<sup>rd</sup> Social Vulnerabilities and Health International Seminar, Instituto Politecnico de Setubal, online, March 11 – 13.

- 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 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

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- 2023 “As compras experienciais fazem-nos mais felizes?” (“Do experiential purchases make us happier?”, *Marketeer*, September 2023, #326, p. 16–23.
- 2022 “With or without a cashier?” (*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 “Even when they know that the information they access is biased, people do not change what they choose to read” (*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 “The tendency to confirm pre-established beliefs persists even when knowing that the information is biased” (*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

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### Nova SBE

#### ***Master's in Management***

- Better marketing for consumer wellbeing (2661)  
New course development: 2023 Spring - present
- Advanced branding & brand development (2634)  
New course development: 2022 Spring - present
- Evidence-based practices for wellbeing (2585)  
New course development: 2019 Fall - present
- Brand management (2327)  
2020 Spring - present
- Brand management in hospitality (2604)  
New course development: 2020 Fall
- Advanced marketing (2586)  
2019 Spring – 2020 Spring  
Blended course development: 2020 Fall – 2022 Spring

#### ***Executive Master's in Marketing & Strategy***

- Brand management, 2022 Fall

#### ***PhD Program***

- Hot topics in exemplary research (6203), (Spring 2023) – Course coordination
- Hot topics in exemplary research (6203), (Spring 2020, 2021 & 2023) – Session teaching

#### ***Executive Education***

- “Strategic Brand management”, Brisa Academia de Marketing, Customized program – Fall 2023
- “Customer-Centric Marketing, Marketing strategy & management”, Customized program for Novartis – Spring 2022
- “Happiness as wholebeing”, Adam’s choice program, Program launch – Fall 2022

### Other

#### *Universidad de los Andes School of Management, Colombia (2023)*

- Wellbeing principles for better marketing & consumption, International Summer School 2023

#### *Athens University of Economics & Business, Greece (2018)*

- Advertising, Master’s

#### *Mediterranean College, Greece (2016-2018)*

- Creating and managing brand equity, Master’s
- Markets, customers and marketing, Master’s
- Brand impact and popular culture, Bachelor’s

#### *New York College, Greece (2011-2014)*

- International marketing, Master's
- Luxury brand management & new product development, Master's
- Brand strategy, Master's
- Marketing research, Master's

## INVITED TALKS & LECTURES

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### Nova Executive Education

- 2022 "Building resilience" – invited talk at the Effective Leadership program, Nova SBE Executive Education, Lisbon, 15/03/22
- 2021 "Social relationships for wellbeing and success" – invited seminar at Alumni Talks, Nova SBE Executive Education, online, 25/11/21
- 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

### Other Portuguese institutions & companies

- 2023 "Brand strategy for designers" – invited talk at IADE - Universidade Europeia, Lisbon, 14/03/23
- 2022 "Brand strategy for designers" – invited talk at IADE - Universidade Europeia, Lisbon, 04/04/22
- 2022 "How do brands stay relevant with younger audiences?" – invited talk at IPAM Lisboa, Lisbon, 04/03/22
- 2022 "Evidence-based practices for wellbeing" – invited talk at Escola Nacional de Saúde Pública, Universidade Nova de Lisboa, Lisbon, 25/01/22
- 2021 "Shall we talk about wellbeing at work?" (Vamos falar sobre wellbeing e bem-estar no trabalho?) – invited talk at PLMJ, Portugal, 15/10/21

### Non-Portuguese institutions

- 2023 "The rise & fall of a hot topic" – invited talk at Copenhagen Business School, Erasmus+, 24/04/23
- 2022 "Wellbeing as wholebeing" – invited talk at the American College of Greece, online, 02/12/22
- 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

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- 2023 Journal reviewer: International Journal of Consumer Studies
- 2023 Journal reviewer: Journal of Organizational Effectiveness: People and Performance
- 2021 – today Journal reviewer: Electronic Commerce Research

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

## PROFESSIONAL SERVICE

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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

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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

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2010 – 2013	<b>Volt</b> , Athens, Greece <b>Brand Strategy Consultant, Co-founder</b> 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	<b>AlterVision</b> , Athens, Greece <b>Senior Consultant, Brand Strategy and Communication</b> Research planning, analysis and reporting for brand strategy projects, client service, and project management. Development of research design in collaboration with marketing research agency TNS for a new product development project, analysis and recommendations. Clients included the Ministry of Health, Coca-Cola 3E.
2007 – 2008	<b>Pepsico International, Star Foods Romania</b> , Bucharest, Romania <b>Group Brand Manager</b> 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, through 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.