



Antonis Stamatogiannakis

Visiting Professor

Academic Background

BA in Business Administration & MSc in Marketing and Communication, Athens University of Economics and Business; MSc & PhD in Management, INSEAD

Short CV

Dr. Antonis Stamatogiannakis is an assistant professor of Marketing at IE Business School and a visiting professor at Alba Graduate Business School.

His research is primarily interested in uncovering the psychological processes associated with two fundamental types of quests: The quest for something better (i.e., attainment goals), versus the quest for maintaining something already acquired (i.e., maintenance goals). From an applied perspective, Antonis' research aims at improving both firm performance and consumer satisfaction in business sectors in which consumer goals are focal (e.g., dieting, exercising, education, saving, charitable giving, etc.).

In a secondary stream of research, Antonis investigates how visual aesthetic preference and brand equity is affected by the interplay between product design properties, chronic consumer characteristics, and contextual influences.

Antonios' research has been published in the Journal of Consumer Research, and in Human Resource Management, and has been presented at numerous international conferences.