

Dr. Krystallis' work comprises +70 international peer-reviewed research publications in ISI-ranked Journals, such as:

- Psychology & Marketing,
- European Journal of Marketing
- Journal of Marketing Management
- Journal of Business Ethics
- Journal of Consumer Behavior
- Journal of Product & Brand Management

His research work has been presented in +100 Conferences, symposia and industry events around the world. His publications' portfolio is cited +4,450 times so far (h-index 34, Google Scholar).

Dr. Krystallis also has a strong fund raising record, participating in or coordinating +15 academic research projects funded by the EU Commission (FPs 5-7, H2020) or by national funds, in countries such as Denmark, Sweden, Greece, Brazil, China etc.