Olga Kehagia, B.A., Dip.Ed., M.Ed., Ph.D.

Date of birth:	22.08.61
Place:	Larissa
Address:	University of Thessaly, Argonafton and Fillelinon 38222 Volos, Hellas Tel: +30 24210 06351 (Uni. office), +0030 24210 74322 (Uni. office), +30 24210 74682 (Uni. Secretary) +0030 6950848872 (mobile)
Email:	ok@uth.gr

Research focus

2005-now: working in the area of attitudes in cross-country settings; learning theories; consumer behavior; discrete choice modeling, structural equation modeling.

2003-now: content analysis and linguistics, cognitive process theories and communication, social research methodologies, qualitative analyses; quantitative analyses using psychometrics.

1990-2003: texts' writing and revision, educational technology, psychometrics and social research methodology.

Education

2005: **Ph.D *King's College University of London, UK.* Area of Thesis: 'Revisions and Error Analysis of Texts' Dept. of Educational and Professional Studies**

1988: **Master's in Education. *University of Bath, UK***

1987: **Diploma in Education. *University of London -Institute of Education, UK***

1980: **B.A in English Literature. *University of Athens, Hellas***

Places of work

1990-2021: ***University of Thessaly**, Greece.* Lecturer ***Blended learning approaches followed***.

2009/03-2011/03: ***University of East Anglia, Norwich Business School.* Sabbatical.** Focus on research in the area of consumer behavior.

2011/7-2011/8: *University of Zurich, Institute of Sociology*. Invited Academic. Focus on research in the area of consumer behavior.

2005-2010: ***Agricultural University of Athens.* Researcher.** Focus on research in the area of consumer behavior.

Governmental Advice

2014: Balance of Competencies Review [Review of the Balance of Competences between the United Kingdom and The European Union]-Academic Roundtable ***Department for Environment, Food and Rural Affairs (DEFRA),*** *London, 10 January.*

Citations

Paper 1was cited 6 times
Paper 2 was cited 17 times
Paper 3 was cited 16 times
Paper 4 was cited 18 times
Paper 5 was cited 16 times
Book 6 was cited 17 times
Paper 7 was cited 17 times
Paper 8 was cited 28 times
Paper 9 was cited 14 times
Paper 10 was cited 112 times
Paper 11 was cited 151 times
Paper 12 was cited 4 times
Paper 13 was cited 82 times
Paper 14 was cited 2 times
Paper 15 was cited 228 times
Paper 16 was cited 95 times
Paper 17 was cited 27 times
Paper 18 was cited 94 times
Paper 19 was cited 15 times
Paper 20 was cited 21 times
Paper 21 was cited 22 times

Publications (articles and books)

1. Nikolopoulou K *et al.,* (2023) 'Information Technology Could Facilitate Migrant Access to Human Rights in a Greek Refugee Camp', in ***journal of Human Rights and Social Work***, Vol. 8, 22-28.

2. Grazia Concilio, Giuliana Costa, Maryam Karimi, Maria Vitaller del Olmo, Olga Kehagia (2022) 'Co-designing with migrants' easier access to public services: a technological perspective', in ***Social Sciences***, *11*(2) doi.org/10.3390/socsci11020054

3. Eleftheria Nteliou *et al.,* (2021) 'Digital Technologies Assisting Migrant Population Overcome Language Barriers: The Case of the Easyrights Project' ***International Conference on Human Machine Interaction*** Springer LNISA,volume 12784, 108-124.

4. Kehagia O., Colmer C., and Chryssochoidis M. (2017) 'Consumer Valuation of Traceability Labels: A Cross-Cultural Study in Germany and Greece', ***British Food journal*** Vol. 119 (4), 803-816.

5. Nteliou E. and Kehagia O. (2016) 'Intercultural perceptions among undergraduate students in English for Business and Economics courses' in ***International journal of Lanaguage Translation and Intercultural Communication***, Vol 4, 98-108.

6. Kehagia, O. (2013) ***Transparency for Sustainabilty in the Food Chain: Challenges and Research Needs EFFoST*** **(BOOK)** Edited by Gerhard Schiefer and Jivka Dieters Elsevier ISBN: 978-0-12-47195-4.

7. Kehagia, O. (2012) 'A Model of the Quality of Revisions' in ***Rask*** (University of Southern Denmark, Department of Language and Communication), Issue 28: 53-77.

8. Cornelisse-Vermaat J.R., Woordouw J., Pfaff S., Antonides G., Niemietz D., Linardakis M. Kehagia O., Frewer L. (2011) 'Preferred Information Strategies for Food Allergic Consumers. A study in Germany, Greece and the Netherlands' in ***Food Quality and Preference***

9. Menozzi, D., Mora C., Chryssochoidis G., Kehagia O. Consumer's perceptions of food traceability, quality and safety (2010) Economia Agroalimentare, DOI: 10.3280/ECAG2010-001008.

10. Perez-Cueto, F. Verbeke W., De Barcellos M., Kehagia O., Chryssochoidis G., Scholderer J., Grunert C. (2010) 'Food-related Lifestyles and their Association to Obesity in Five European Countries' in ***Appetite,*** Vol. 54 (1): 156-162

11. Chrysochou P. E., Chryssochoidis G., and Kehagia, O., (2009) Traceability information carriers. The technology backgrounds and consumers' perceptions of the technological solutions in ***Appetite,*** Vol. 53 (3): 322-331

12. Vermeulen P., Brereton P., Lofthouse J., Kehagia O., Baeten V. (2009) 'Web-based communication tools in a European research project: The example of the TRACE project' in ***Biotechnology, Agronomy, Society and Environment*** Vol. 13 (4).

13. Chryssochoidis G., Karagiannaki, A., Pramatari, K., and Kehagia O. (2009) 'A Cost-Benefit Evaluation Framework of a Computer-Based Traceability System' in ***British Food Journal*** Vol. 111 (6): 565-582.

14. Chryssochoidis G., Kapsokefalou M., Pothoulaki, M., Kehagia O., Linardakis, M., Koutelidakis A. (2008) 'Bioactive Compounds Databanks: Preferences of the Research Community and Sustainability' ***Journal of Applied Nutrition,*** Vol. 56 (1).

15. Houghton, J.R., Rowe, G., Frewer, L.J. Van Kleef, E., Chryssochoidis, G., Kehagia, O., Korzen-Bohr, S., Lassen, J., Pfenning, U. and Strada, A. (2008) 'The Quality of Food Risk Management in Europe: Perspectives and Priorities' ***Food Policy*** Vol. 33 (1): 13-26

16. Krystallis, A., Frewer, L., Rowe, G., Houghton, J., Kehagia, O., Perrea, T. (2007) 'A Perceptual Divide? Consumer and Expert Attitudes to Food Risk Management in Europe' ***Health Risk and Society*** Vol. 9 (4): 407-424

17. Kehagia O., Linardakis, M., and Chryssochoidis G. (2007) 'Beef Traceability Are Greek Consumers willing to pay?' in ***Euromed Business Journal*** Vol. 2 (2): 173-179

18. Kehagia, O., Chrysochou P. E., Chryssochoidis G., Krystallis A., and Linardakis M. (2007) 'Traceability: European Consumers' Perceptions Regarding its Definition, Expectations and Differences by Product Types and Importance of Label Schemes' ***Sociologia Ruralis*** Vol. 47 (4): 400-416

19. Kehagia O. and Chrysochou P. (2007) 'The Reporting of Food Hazards by the Media: The Case of Greece' ***Social Science Journal*** Vol. 43 (4): 721-733

20. Kehagia, O. (2006) 'Traceability: European Consumers' Perceptions Regarding its Definition, Expectations and Differences by Product Types and Importance of Label Schemes' Selected papers ***Safety, Quality and Nutrition: Policy, Management, Systems and Behaviors*** Grafima Publications**,** ISBN: 978 – 960 – 89601 – 0 – 7

21. Kehagia O. and Cox M. (1997) 'Revision changes when Using Word Processors in an EFL Context' Computer Assisted Language Learning (CALL) Vol. 10 (3): 239-253.

Reviewer

1. Journal: Foods
   "Backgound as Predictors of Food Safety Behavior in Peruvian University Students: The Mediating Role of Food Safety Attitudes", 22nd October 2025
2. Journal: British Food Journal

"Consumers' perception and physiochemical properties of novel functional cookie enriched with medicinal plant Strobilanthes crispus, 4th August 2020.

3. Journal: British Food Journal, Emerald

"Consumer ethnocentrism and the importance of the origin of food products: different levels of analysis", 20th of May 2019

4. Journal of Marketing Management, Taylor and Francis

"Perceived quality of traceability information and its effect on purchase intention towards organic food", 13th of November 2019

5. Journal: Food Research International, Elsevier

"Food supply chain stakeholders' perspectives on sharing information to prevent and detect food integrity issues", 3rd December 2018.

Research projects' Experience and Attraction of Third Party Researh Funding

2020-2022: ***Easyrights*** **(**Enabling immigrants to easily know and exercise their rights) **Headed by Milano Polytechnic, Italy. 15 partners, Budget 3.200.000 euros.**

- **Partner-Work in all 8 WPs.**

2011-2014: ***Pleasure*** (Novel Processing approaches for the development of food products Low in in Fat, Salt and Sugar) **Headed by Biozoon, Germany**. **Work in consumers' Acceptance of food products Low in Fat, Salt and Sugar. 15 partners. 40 researcheres. Budget 2.994.363 euros.**

- **WP Leader – Work in consumer behaviour Development and Analysis of questionnaire for research in 5 countries.** ***Dissemination activities in Europe.***

2009-2011: ***Transparent Food*** (Quality and Integrity in Food: A challenge for chain communication and transparency) **Headed by Rheinische Friedrich-Wilhelms University Bonn. 15 partners 42 researchers. Budget approximately 3.000.000 euros.**

- **Work in consumer behaviour.**

2008-2009: ***Chill-On*** (Developing and Integrating novel technologies to improve safety, transparency, and quality assurance of the chilled/frozen food supply chain). **Headed by TTZ, Bremerhaven, Germany**. **31 partners, 64 researchers. Budget approximately 15.000.000 euros.**

- **WP Leader- Development and analysis of choice experiments in 2 countries.**

2007-2011: ***QPorkChains*** (Ensuring Quality of Meat for the Future). **Headed by University of Copenhagen.** Work in citizen attitudes towards pig production cross-countries (5 countries). **62 partners, 140 researchers. Budget approximately 20.000.000 euros.**

- **Participation in the development of the theoretical framework, design and questionnaire**
- **Participation in the analysis using mixed-linear models**
- **Structural equation models regarding cross-country invariance analysis on the FRL instrument (China-Brazil).**

2007- 2009: ***Europrevall*** (*The Prevalence, Cost and Basis of Food Allergy Across Europe).* **Headed by Institute of Food Research (UK).** Integrated Project. Agricultural University of Athens. WorkPackage 4.1.4 on Development of Information Experiments.

- **Scientific development of the information experiments (conjoint design) regarding provision of allergy related information to allergic sufferers. Budget approximately 20.000.000 euros.**

2005-2008: ***Trace*** (*Tracing Food Commodities in Europe*). **Headed by Central Science Laboratory (UK).** Integrated Project. Agricultural University of Athens. Work package on Consumer Behavior towards Tracing of Food Origin and Production Process. **49 partners, 200 researchers. Budget approximately 20.000.000 euros.**

- **Management of Research Team (4 people internally and 6 partner institutions' teams in 6 countries).**
- **Focus groups moderation, creation of coding schemes, transcripts' content analysis using Atlas software, cross-country meanings' equivalence; theory of planned behavior modeling development; protocol development and data collection coordination; 12 countries' data analyses using confirmatory factor and multi-group (invariance) analyses.**
- **Development of information experiments using discrete choice modeling.**
- **Organization of Consortium General Assembly meeting (400 participants) and attraction of industry sponsorship.**

2004-2006: ***E-Competence*** (*European e-Competence Initiative for Higher Education Staff*). EU Concerted Action. **Headed by Center for Research on Higher Education and Faculty Development University of Dortmund**. Concerted Action. Agricultural University of Athens. Target of the project: Education of University staff on the uptake of IT technology.

- **Full project implementation responsibility.**

2004-2008 ***Safefoods*** (*Promoting Food Safety Through a New Integrated Risk Analysis Approach for Foods)*. **Headed by RIKILT (WUR), The Netherlands.** Integrated Project. Agricultural University of Athens. Work package on Food Risk Management Communication. **37 partners 65 researchers, Budget Approximately 20.000.000 euros.**

- Partner level research **team management** (year 2004-2007).
- **Qualitative research focusing on communication related to food risk management for consumers.**
- **Focus groups moderation, creation of coding schemes, transcripts' content analysis using Atlas software, cross-country meanings' equivalence.**
- **Multi-country invariance analysis using SEM.**

2004-2006 ASEM Aquaculture. Headed by Sorgeloos Patrick Laboratory of Aquaculture & Artemia Reference Center (ARC), Ghent University, Special Support Action

- Work on consumer behavior
  Deliverable:http://www.asemaquaculture.org/files/deliverable%202%20-%20workshops.pdf

2001: ***Fertilisers' Use***. Industrial Market Research Project. Hellenic Research House (www.hrh.gr). Industry funded.

- **Data Collection in different areas of Greece.**

2000: Integrated Marketing Management of an Agricultural Unit in the Area of Karditsa-Greece (30 ha. cotton and selected vegetables). Project funded by ***EU- Regional Innovation Strategies (RIS+)***. Agricultural University of Athens

- **Data Collection.**

1999-2000: Export prospects of products from developing countries to Greece (project funded by the ***International Trade Center*** (WTO/UNCTAD) (advising on how to improve exports' level and income). Agricultural University of Athens, Hellas.

- **Data collection and analysis.**

Seminars' Attendance

2009: Discrete Choice Analysis: Predicting Demand and Market Shares, *The Ecole Polytechnique Federale de Lausanne, Switzerland*: 24-28 March.

2008: Comparability of Survey Data Across Countries and Time, *4th ESS Training, Mannheim, Germany*: 10 and 11 November.

2008: Using Mplus for Advanced Structural Equation Modeling, *41st Essex Summer School in Social Sciences Data Analysis, Essex University:* 2 August- 8 August

2008: Cross-Cultural and Longitudinal Analyses (Latent Growth Modeling) with SEM, *41st Essex Summer School in Social Sciences Data Analysis, Essex University:* 28 July – 1 August

2006: Marketing Dynamics within the Global Trading System: New Perspectives, MAICH *Chania Crete: 29 June-2 July.*

2005:Communicating Science and Risk, *Cascade Network of Excellence* (www.cascadenet.org). *Stockholm: Karolinska Institutet, Dept of Biosciences at Novum:* 28 November - 1 December

2005: Science Communication, *Ludwig Maximilians University* Munich: 27 May.

2004: Structural Equation Modeling, *Agricultural University of Athens,* Athens: 20 - 25 September.

2004: Food Safety and the Consumer, *The Safe Consortium* (www.safecosortium.org) Brussels: 3 - 4 June

2004: Summer Institute on Bounded Rationality, *Max Plankt - Institute for Human Development* Berlin: 24 August - 2 September

1999-2002: Theory and Practice in Social Sciences, Questionnaire Creation, Qualitative Data Coding, Interviews, *University of London King's College London*

1996: Data Analysis, *University of London King's College London*

1995: Statistical Methods and Research Methodology, *University of London King's College London*

Seminars' Citations

Seminar Marketing Dynamics within the Global Trading System was cited 4 times

Conferences' Presentations

1. Nteliou E., Kehagia O. (2015) "Intercultural perceptions among undergraduate students in English for Business and Economics courses", ***4th International Conference on Foreign Language Teaching in Tertiary Education",*** 15-17 October **Igoumenitsa, Greece.**
2. Chryssochoidis G., Karagianni, A., Pramatari K., and Kehagia O. (2008) "A cost-benefit evaluation framework of an electronic-based traceability system", ***4th International Conference on Information and Communuication,*** 18-20 September, Agricultural University of Athens, Greece.
3. Krystallis, A. Frewer, L. Rowe. G. Houghton, J. Kehagia, O. and Perrea, T. (2006) 'A Perceptual Divide? Consumer and Expert Attitudes to Food Risk Management in Europe' ***15th Annual Meeting Society of Risk Analysis Europe (SRA-E),*** 11-13 September, Ljubljana, Slovenia
4. Kehagia O. (2006) 'Traceability: European Consumers' Perceptions Regarding its Definition, Expectations and Differences by Product Types and Importance of Label Schemes' ***9th Panhellenic Conference on Agricultural Economics*** Agricultural University of Athens, 2-4 November.
5. Kehagia C. O. 'Food Risk Communication: An Alternative Consumers' Learning Based Solution' (2007) Risk Communication Workshop **Ludwig Maximilians University Institute for Communication and Media Research** Munich: 17 February.
6. Kehagia, O., Chryssochoidis, G., and Chrysochou, P. E. (2006) 'Traceability: European Consumers' Perceptions Regarding its Definition, Expectations and Differences by Product Types and Importance of Label Schemes' ***98th EAAE Seminar,*** 29 June- 2 July.
7. Kehagia, O. (2002) 'Word Processing and English as a Foreign Language: Environmental Factors Affecting Revision Quality-A Qualitative Analysis'. ***Conference on Information Technology and Communication in Education*****:** Aegean University, Rhodes Greece. September 26-29.
8. Kehagia, O. (2001) 'Word Processing and English as a Foreign Language: Context Writing Strategies in a Revised Text: A Qualitative Analysis'. ***Computer Assisted Language Learning*** Conference University of Exeter: England
9. Kehagia, O. (2001) 'Word Processing and English as a Foreign Language: Factors Affecting Revision Purpose'. ***European Conference on Computer Assisted Language Learning*** University of Nigmegen: Holland.
10. Kehagia, O. (2000) 'Word Processing and English as a Foreign Language: Factors Affecting Revision Quality'. ***Conference on English for Specific Purposes and Information Technology*** University of Macedonia: Greece. September 22-23.
11. Kehagia, O. (1995) 'Word Processing and Revision in an English as a Second Language'. ***European Conference on Educational Research.*** University of Bath: England. September 14-17.

Conferences' Citations

Conference's Presentation no 6 was cited 16 times

Workshops' Attendance

Kehagia, O (2005) ***Consensus -Defining Indicators for Sustainable Development in Europe. A multistakeholder workshop***, Ostende, Belgium: 21-13 November 2005.

Workshops' Presentations

1. Kehagia, O (2015) "**Rlabs Market Research R&I ideas/Results",** Sussessful R&I in Europe 2015: 7th European Networking Event. 5 and 6 November, **Ministry of Innovation, Science and Research of the German State of North Rhine Westphalia.**
2. Kehagia, O (2008) "Food Risk Management Practices in Europe' ***Technical Assistance Information Exchange Unit*** (Seminar on control and Inspection of Fish Products), Ankara: 15 April 2008
3. Kehagia, O. (2008) 'Traceability and the Consumer': Results of a Pan-European study 20-22 February, ***Eurofins International Seminar on the GMO***, Paris.
4. Kehagia C. O. 'Food Risk Communication: An Alternative Consumers' Learning Based Solution' (2007) Risk Communication Workshop **Ludwig Maximilians University Institute for Communication and Media Research** Munich: 17 February.
5. Kehagia O. (2006) 'Consumers and Learning' ***2nd Trace Annual Meeting*** Prague: 24 April
6. Kehagia, O. (2006) **'**European Consumer Opinions on Food Safety Risk Management Practices and their Preferences in Relation to Food Traceability**'** ***5th ASEM Workshop of Food safety & Legislation*** Athens: 22-24 March.

Workshops' Citations

Workshop presentation No 3 was cited 3 times

- **Organiser:**
- 2007 (April) *Trace* Consortium Congress, Krete April 25-26 **[170 attendants].**
- 2005 (October). *Safefoods* (www.safefoods.nl) October 2005 Meeting, Athens **[100 attendants].**
- 2005 (October). *Safefoods* (www.safefoods.nl) Food Risk Management: Pan-European Stakeholder Meeting, Athens

Quantitative analyses

Factor analysis, cluster analysis, path analysis, choice modeling, structural equation modeling. Multilevel modeling (in process of learning it).

Qualitative analyses/approaches:

In-depth interviews creation of coding schemes, transcripts' content analysis. Focus groups moderation, creation of coding schemes, transcripts' content analysis (using Atlas software), structural equations modeling; cross-country meanings' equivalence. Language-based content analysis. Choice experiments (multinomial regression).

Software:

SPSS, Amos, Atlas, Limdep, MPlus (in process of learning it)

Scholarships

1980: Greek Ministry of Education
1981-1982: Athens University

Languages

English (fluent)
French (good)