

Theofanis V. Zacharatos, PhD

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Google Scholar: <https://scholar.google.gr/citations?user=vtOlaWEAAAAJ&hl=en>

Profile

An economist specialising in agri-food systems, agricultural economics, food economics, consumer behaviour, and agri-food marketing. My research focuses on food markets, sustainable consumption, reducing food loss and waste, and the socioeconomic effects of consumer choices on agri-food systems and regional development.

Research and Professional Experience

A. Current Appointments

August 2026–present: Economist, Regulatory Authority for Waste, Energy and Water (RAEY), Greece.

November 2024–present: Postdoctoral Researcher, Hellenic Open University, Greece.

B. Previous Appointments

10 May 2022–August 2026: Scientific Associate for Agricultural Economics and Development, Region of Western Greece.

March–June 2026: Visiting Scholar, Department of Economics, Engineering, Society and Business Organization (DEIM), University of Tuscia, Italy.

Collaboration with Professor of Economic Statistics Luca Secondi on food economics.

Contributed to the preparation and publication of scientific papers.

Contributed to research proposals under Horizon Europe.

Delivered lectures and research seminars.

December 2025–June 2026: Adjunct Lecturer, University of Patras, Greece.

1 June–30 November 2025: Researcher, Research Laboratory on Socio-Economic and Environmental Sustainability (ReSEES), Athens University of Economics and Business.

September 2024–September 2025: Researcher, Sustainable Development Unit, Athena Research Center.

September 2024–September 2025: Researcher and Research Proposal Coordinator, Alliance of Excellence for Research and Innovation on Aephoria (AE4RIA).

September 2021–March 2022: Project Manager, Win Development Consultants, Greece.

November 2020–August 2021: Project Manager, Peloponnisos Group of Companies, Greece.

April 2016–June 2019: Marketing Manager, Net Pack S.A., Greece.

March–April 2012: Internship, University of Ioannina, Greece.

International Research Activity

March–June 2026: Visiting Scholar, Department of Economics, Engineering, Society and Business Organization (DEIM), University of Tuscia, Italy.

During my visiting scholarship at the University of Tuscia, I collaborated with Professor Luca Secondi on food economics, consumer behaviour, and sustainable agri-food systems.

I contributed to scientific publications, developed international research collaborations and Horizon Europe funding proposals, and delivered research seminars presenting my work, research approaches, and principal findings to members of the department's academic community.

Teaching Experience

Spring semester 2025–2026: University of Patras, Greece.

Department of Agriculture.

Agricultural Policy: independently taught as an Adjunct Lecturer, with remuneration equivalent to Assistant Professor; tenth semester.

Supervision of undergraduate theses (Thesis III and IV).

Member of the three-person assessment committee for an undergraduate thesis:

"The New Common Agricultural Policy 2023–2027 and the Transition to Carbon Farming: Economic Incentives, Environmental Effectiveness, and Implementation Challenges."

Autumn semester 2025–2026: University of Patras, Greece.

Department of Tourism Management.

Tourism Marketing: independently taught through the Academic Experience Acquisition Programme; fifth semester.

Autumn semester 2025–2026: University of Patras, Greece.

Department of Agriculture.

Entrepreneurship: independently taught through the Academic Experience Acquisition Programme; ninth semester.

Autumn semester 2025–2026: University of Patras, Greece.

Department of Food Science and Technology.

MBA in Food Business Management.

Marketing of Agricultural and Food Products (co-taught).

Spring semester 2023–2024: University of Patras, Greece.

Department of Tourism Management.

MSc in Tourism Destination and Business Management.

Special and Alternative Forms of Tourism (co-taught).

Autumn semester 2020–2021: University of Patras, Greece.

Department of Business Administration of Food and Agricultural Enterprises.

Supplementary undergraduate tutorials (teaching assistant).

Principles of Agricultural Product Marketing (fourth semester).

Strategic Marketing for Food Businesses (sixth semester).

Research Interests

Agricultural Economics and Agri-Food Policy

Agri-Food Systems and Food Markets
Food Consumer Behaviour
Agricultural and Food Marketing
Reducing Food Loss and Waste
Quantitative Methods in Agri-Food Research

Postdoctoral Research

Project title: "Balancing Cost and Sustainability: Analysing Consumer Sensitivity to Food Prices and Retail Sales Promotion Strategies to Reduce Food Waste."

Institution: School of Social Sciences, Hellenic Open University.

Period: November 2024–present.

Principal investigator and supervisor: Professor Prokopis Theodoridis.

Research focus: The project investigates consumer behaviour in the cost–sustainability trade-off for food products. Using quantitative and behavioural models, it studies consumer sensitivity to food prices and retailers' sales promotion strategies with the aim of reducing food waste. It combines marketing, behavioural economics, and sustainable consumption in the research area of marketing, consumer behaviour, and sustainability.

Education

2024: University of Patras, Greece.

Doctor of Philosophy (PhD).

Dissertation: "Food Waste and the Greek Consumer: An Empirical Study of Consumer Behaviour."

The dissertation reviews the causes and trends of food waste in Greece and abroad. Its empirical model examines how general knowledge of environmental issues and specific knowledge of food waste shape consumer attitudes and behaviour. It identifies distinct food-waste-related consumer profiles and analyses the effects of gender, age, income, household size, education, and residential setting. The findings can inform targeted interventions by public and private organisations and civil society to prevent food waste and encourage environmentally responsible consumption.

2019: Hellenic Open University, Greece.

MSc in Banking.

Dissertation: "Green Investments and Green Sovereign Bonds: An Examination of Green Bond Returns."

The dissertation examines the development of green bonds, international market trends, their structural features, viability, and usefulness. It reviews the evidence, discusses banks' internal environment and the relationship between sustainable development and green financial products, and empirically compares green bonds with conventional bonds as an investment option.

2014: University of Patras, Greece.

MBA in Food Business Management.

Dissertation: "Causes and Drivers of Food Waste."

This dissertation analyses the causes and environmental, social, and economic consequences of food waste, and uses a quantitative survey to examine Greek consumers' behaviour in relation to food waste.

2012: University of Ioannina, Greece.

BSc in Economics.

Scholarships

20 May–30 September 2021: Scholarship to support University of Patras teaching activities in the 2020–2021 academic year through supplementary teaching alongside core lectures (MIS 5093095).

30 May–15 November 2019: Scholarship from the European Institute of Innovation and Technology Climate-KIC.

Research placement funded by EIT Climate-KIC at the Department of Mechanical and Aerospace Engineering, Sapienza University of Rome, Italy.

Professional Development

2025: UN SDSN Environmental, Social and Governance training, Athens University of Economics and Business.

2021: Certificate of Pedagogical and Teaching Competence, Hellenic Open University.

2020: Epidemiology and Economics of the COVID-19 Pandemic, UN Sustainable Development Solutions Network (UN SDSN).

2019: System Innovation, EIT Climate-KIC.

Research Projects (Researcher)

14 November 2025–31 July 2026: Hellenic Mediterranean University, Greece.

Project: Regional Support Mechanism for Climate Change Adaptation in Crete.

Funding: Green Fund / programme agreement between the Region of Crete and the Hellenic Mediterranean University.

1 June–30 November 2025: Athens University of Economics and Business, Greece.

Project: Soil Innovation Labs: Co-Regenerating and Transforming European Soil (SOILCRATES) [ER-3787-01].

Funding: Athens University of Economics and Business Special Account for Research Funds / Horizon Europe.

17 July–23 October 2025: Hellenic Open University, Greece.

Project: The Effect of Change Management and Quality Leadership Principles on the Successful Implementation of Organisational Restructuring in the Public Sector (DOPDA).

Funding: Hellenic Open University Special Account for Research Funds.

1 September 2024–14 September 2025: Athena Research Center, Greece.

Project: JustReDI — Resilience, Inclusion and Development: Towards a Just Green and Digital Transition in the Greek Regions.

Funding: Greece 2.0 National Recovery and Resilience Plan.

8 December 2021–31 March 2022: University of Patras, Greece.

Project: Research and Awareness Campaign to Reduce Food Waste in Greek Households (FWAC).

Funding: University of Patras Special Account for Research Funds / Green Fund.

2019: Sapienza University of Rome, Italy.

Project: GREENUS — Erasmus+ capacity-building project on waste management and recycling with South-East Asian partners.

Funding: Erasmus+.

Research, Innovation and Promotion Projects (Scientific Associate)

August 2023–April 2024: Agri-Food Partnership of Western Greece, Region of Western Greece.

Project: AgriFINoTRegion — Strengthening Financial Capacity for Smart Agrifood Regions.

(Horizon 2020, Grant Agreement No. 101017304)

Funding: Horizon 2020.

May 2023–June 2024: Agri-Food Partnership of Western Greece, Region of Western Greece.

Project: GelatON the Road.

Funding: Creative Europe (CREA-CULT-2022-COOP-3; project 101100373).

May 2023–June 2024: Agri-Food Partnership of Western Greece, Region of Western Greece.

Project: OLEAS.

Funding: Greek Rural Development Programme 2014–2020, Measure 16, Submeasures 16.1 and 16.2 (M16SYN2-00285).

May 2023–June 2024: Agri-Food Partnership of Western Greece, Region of Western Greece.

Project: Ancient Olenia.

Funding: Greek Rural Development Programme 2014–2020, Measure 16, Submeasures 16.1 and 16.2 (M16SYN2-00133).

May 2023–June 2024: Agri-Food Partnership of Western Greece, Region of Western Greece.

Project: MONOPATI (Pathway).

Funding: Greek Rural Development Programme 2014–2020, Measure 16, Submeasures 16.1 and 16.2 (M16SYN2-00134).

May 2023–December 2024: Agri-Food Partnership of Western Greece, Region of Western Greece.

Project: MAP / Mediterranean Aperitivo — Enjoy European Quality! (ID 101046135).

Funding: European Research Executive Agency (REA), AGRIP-MULTI-2021-TC-ALL.

May–December 2023: Region of Western Greece.

Project: Western Greece Seafood — Promotion of Western Greece seafood in domestic and international markets (MIS 5076713).

Funding: European Maritime and Fisheries Fund, Operational Programme for Fisheries and the Sea 2014–2020, Union Priority 5, Measure 3.4.3 (call 1611/05-05-2019).

April–December 2023: Region of Western Greece.

Project: Awareness of Pollinators and Beekeeping and Preservation of Pollinator Ecosystems.

Implementing organisation: Region of Western Greece.

May–August 2022: Region of Western Greece.

Project: Wines of Western Greece — Promotion of protected-designation wines from Western Greece in South Korea and Japan.

Funding: Promotion of Wine in Third-Country Markets scheme (approval 1122/253271/12-10-2021).

Publications

A. Theses and Dissertations

- A1. Zacharatos, T. (2024). Food Waste and the Greek Consumer: An Empirical Study of Consumer Behaviour. Doctoral dissertation, University of Patras, Department of Business Administration of Food and Agricultural Enterprises. In Greek. <https://doi.org/10.12681/eadd/56890> [Source](#)

- A2. Zacharatos, T. (2019). Green Investments and Green Sovereign Bonds: Examining Green Bond Returns. Master's dissertation, Hellenic Open University, School of Social Sciences. In Greek.
<https://apothesis.eap.gr/archive/item/148749>
- A3. Zacharatos, T. (2014). Causes and Drivers of Food Waste. Master's dissertation, University of Patras, Department of Business Administration of Food and Agricultural Enterprises. In Greek.
<https://find.library.upatras.gr/Record/nemertes-10889-8562>

B. Peer-Reviewed Journal Articles

- B1. Zacharatos, T., Coletti, G., Dellis, K., & Koundouri, P. (2026). Reducing post-harvest food losses as a pathway towards net-zero agriculture: Socioeconomic and environmental insights from FABLE modeling. *Npj Sustainable Agriculture (Nature Portfolio)*, 4(1), 46. <https://doi.org/10.1038/s44264-026-00165-6>
- B2. Zacharatos, T., & Theodoridis, P. (2026). The role of knowledge and attitudes in consumers' food waste behavior: An exploratory structural model. *Humanities and Social Sciences Communications*, 13, Article 1235. <https://doi.org/10.1057/s41599-026-07614-0>
- B3. Zacharatos T., & Theodoridis P., (2026). Household used frying oil management in Greece's agri-food system: Consumer-side disposal choices and resource-recovery potential. *Circular Economy and Sustainability (Springer Nature)* (10.1007/s43615-026-01139-z)
- B4. Zacharatos, T., & Theodoridis, P. (2026). Sustainability in Motion: The Evolution of Global Environmental Policy from Commitments to Measurable Action. *Encyclopedia*, 6(3), 64.
<https://doi.org/10.3390/encyclopedia6030064>
- B5. Poulis, A., Theodoridis, P., & Zacharatos, T. (2026). Green Branding in the Digital Era: The Role of Influencer Credibility and Greenwashing in Shaping Brand Authenticity, Trust and Purchase Intentions. *Sustainability*, 18(1), 451. <https://doi.org/10.3390/su18010451>
- B6. Koundouri, P., Akinsete, E., Alamanos, A., Brouwer, R., Frantzi, S., Landis, C., Papadaki, L., Sari, H. D., & Zacharatos, T. (2025). Policy note: Advancing water policy in Europe: Addressing challenges in the Southeast Mediterranean within the Water Futures Project. *Water Economics and Policy*.
<https://doi.org/10.1142/S2382624X25710043>
- B7. Zacharatos T., & Theodoridis P. (2025). Consumer Behaviour and Food Waste in Greece: Insights from 2012 to 2024. *Encyclopedia*, 5(2), 42. <https://doi.org/10.3390/encyclopedia5020042>
- B8. Zacharatos T., & Theodoridis P. (2025). From Plate to Bin: Consumer Segments and Food Waste in Greece. *Waste*, 3(1), 2. <https://doi.org/10.3390/waste3010002>
- B9. Prokopis K. Theodoridis, Theofanis V. Zacharatos, Vasiliki S. Boukouvala, (2023). Consumer behaviour and household food waste in Greece. *British Food Journal*. <https://doi.org/10.1108/BFJ-02-2023-0141>
- B10. Prokopis K. Theodoridis & Theofanis V. Zacharatos, (2022). Food waste in Covid- 19 lockdown era and consumer behaviour- The case of Greece. *Socio-Economic Planning Sciences*.
<https://doi.org/10.1016/j.seps.2022.101338>

C. Peer-Reviewed Conference Presentations

- C1. Theofanis Zacharatos (2026). Energy and Fertiliser Price Pressures in EU Agriculture: Evidence on Mineral Nutrient Use. Accepted for presentation at the 7th International Conference of Development and Economy (ICODECON 2026), Kalamata, Greece, 22–25 October 2026.
- C2. Zacharatos, T., & Theodoridis, P. (2026). Beyond Effort: Food-Management Practices as Enablers of Household Food Waste Prevention. Presented at RETASTE Conference 2026, Heraklion, Greece, 16–18 September 2026.
- C3. Zacharatos, T., & Duttalo, P. (2026). The Policy–Cost Gap in Sustainable Food Transitions: Public Support, Affordability and Farm-to-Fork Policy in Europe. Presented at RETASTE Conference 2026, Heraklion, Greece, 16–18 September 2026.
- C4. Zacharatos, T., & Theodoridis, P. (2026). From Knowledge to Food Waste Reduction? A Segment-Based Test of the Knowledge–Attitude–Behavior Chain. *Proceedings of the European Marketing Academy*, 55, 134037. 55th Annual EMAC Conference, Bath, United Kingdom, 2–5 June 2026.

- C5. Koundouri, P., Dellis, K., Deranian, C., & Zacharatos, T. (2025). Transforming Agri-Food Systems in Greece: Emission Reductions through the Mediterranean Diet. 18th International Conference of the Hellenic Association of Agricultural Economists (ETAGRO), Florina, Greece, 10–11 October 2025.
- C6. Koundouri, P., Devves, E., Landis, C. F. M., Plataniotis, A., & Zacharatos, T. (2025). Monitoring and Reporting the Progress of Sustainable Development Goals at the Regional Level: Evidence from Greek Regions. *Proceedings*, 131, 16. <https://doi.org/10.3390/proceedings2025131016>
- Presented at the 11th World Sustainability Forum, Barcelona, 2–3 October 2025
- C7. Benos, T., Coletti, G., Dellis, K., & Zacharatos, T. (2025). Incentivizing Agroecological Practices in Greece: Insights from CAP 2023–2027 Strategic Plan and Scenario Projections with the FABLE Calculator. RETASTE Conference 2025, Athens, Greece, 24–26 September 2025.
- C8. Afentouli, E., Akinsete, E., Stergiopoulou, L., Zacharatos, T., & Koundouri, P. (2025). Optimizing Water-Energy-Food-Ecosystem Trade-offs in the Mediterranean: A Multi-level Approach. International Conference on the Water-Energy-Food Nexus for a Low-Carbon Economy in Europe & Beyond, Brussels, Belgium, 5 June 2025.
- C9. Zacharatos, T., & Theodoridis, P. (2024). Consumer Profiles and Food Waste in Greece: Identifying Patterns and Solutions. International Conference on Business & Economics of the Hellenic Open University 2024, Athens, Greece, 27–28 September 2024.
- C10. Theodoridis, P., Zacharatos, T., & Boukouvala, V. (2023). Understanding Household Food Waste in Greece. International Conference on Business & Economics of the Hellenic Open University 2023, Athens, Greece, 29–30 September 2023.
- C11. Theodoridis, P., Zacharatos, T., & Boukouvala, V. (2022). Consumer Behaviour and Food Waste: Evidence from Greece. 10th International Conference on Contemporary Marketing Issues (ICCMI), Naxos, Greece, 8–10 July 2022.
- C12. Zacharatos, T., & Tsagkanos, A. (2020). Green Investments and Green Sovereign Bonds: Analysis of the Financial Performance of Green Bonds. International Conference on Business & Economics of the Hellenic Open University 2020, Athens, Greece, 26–27 June 2020.

D. Peer-Reviewed Chapters in Edited Books

- D1. Koundouri, P., Dellis, K., Deranian, C., & Zacharatos, T. (2026). Towards a Sustainable Agri-Food System for Greece: Insights from the FABLE Calculator. In *Elgar Companion to Europe and the Sustainable Development Goals*. Edward Elgar Publishing. In press.
- D2. Koundouri, P., Landis, C. F. M., Pittis, C., Devves, S., Zacharatos, T., & Feretzakis, G. (2026). Measuring University Contributions to the Sustainable Development Goals: An NLP-Based Assessment Framework. In *Elgar Companion to Europe and the Sustainable Development Goals*. Edward Elgar Publishing. In press.
- D3. Koundouri, P., Giannakis, I., Devves, E., Zacharatos, T., Landis, F. C., & Plataniotis, A. (2025). Assessment of Green Transition Policies and Their Impacts. In N. Demertzis & G. Papadoudis (Eds.), *The Green, Digital and Just Transition in Greece: Short Texts on Major Challenges*. Athens: Papazisis Publishers. In Greek. ISBN 978-960-02-4610-0.
- D4. Koundouri, P., Landis, F. C., Zacharatos, T., & Devves, E. (2025). The Green Transition and the Sustainable Development Goals: The Potential Role of Earth Observation in Monitoring and Achieving the Goals. In N. Demertzis & G. Papadoudis (Eds.), *Resilience, Inclusion and Development: Three Pillars for the Just Transition of Greek Regions*. Athens: Papazisis Publishers. In Greek. ISBN 978-960-02-4616-2.
- D5. Koundouri, P., Landis, F. C., Zacharatos, T., Plataniotis, A., & Devves, E. (2025). Incorporating European Green Transition Case Law at the National and Regional Levels. In N. Demertzis & G. Papadoudis (Eds.), *Resilience, Inclusion and Development: Three Pillars for the Just Transition of Greek Regions*. Athens: Papazisis Publishers. In Greek. ISBN 978-960-02-4616-2.

E. Research and Policy Reports

- E1. Milios, K., Papaspyrou, S., Papathanasiou, V., & Zacharatos, T. (2026). The Regional Dimension of the New CAP 2028–2034: Challenges, Policies and Development Prospects for the Region of Western Greece. Patras: Region of Western Greece. In Greek. ISBN 978-618-84128-8-0.
- E2. Koundouri, P., Landis, C. F. M., Zacharatos, T., Devves, S., Chandler, E., Plataniotis, A., et al. (2026). The Progress of the Greek Regions in Relation to the Sustainable Development Goals: 2024 Edition. Athens University of Economics and Business.
- E3. Koundouri, P., Devves, S., Feretzakis, G., Landis, C. F. M., Zacharatos, T., et al. (2026). SDGs in Universities: Athens University of Economics and Business. Working Paper Series 26-03, Athens University of Economics and Business, AE4RIA & SDSN.
- E4. Koundouri, P., Laspidou, C., Landis, C., Plataniotis, A., Kaptzikas, A., Kanellopoulou, T., Kasiolas, V., & Zacharatos, T. (2022). The Progress of the Greek Regions in Relation to the Sustainable Development Goals. UN SDSN Europe.

<https://econpapers.repec.org/paper/auewpaper/2231.htm>

F. Other Scientific Publications

- F1. Theodoridis, P., Zacharatos, T., & Boukouvala, V. (2023). A Mobile Phone App for Measuring Food Waste in Greek Households. ERCIM News, 135 (October), 34–35.

<https://ercim-news.ercim.eu/>

G. Research Project Deliverables

- G1. Zacharatos, T., Feretzakis, G., Arabatzidis, I., Landis, C., & Koundouri, P. (2026). Regional Support Mechanism for Climate Change Adaptation in Crete: Methodological Framework, Monitoring Indicators and Links to the Sustainable Development Goals. Research deliverable under the programme agreement between the Region of Crete and the Hellenic Mediterranean University. Funded by the Green Fund. In Greek.
- G2. Koundouri, P., Giannakis, I., Devves, E., Zacharatos, T., Landis, F. C., Plataniotis, A., Gerasopoulos, E., Michailidou, D.-E., Spaier, O., & Panagiotidou, F. (2024). Primary and Secondary Data and Report: The Green Transition and the Sustainable Development Goals, and the Potential Role of Earth Observation in Monitoring and Achieving the Goals. JustReDI, TAEDR-0537352, Greece 2.0 – NextGenerationEU. Athens: National Observatory of Athens / National Centre for Social Research. In Greek. [View deliverable](#)
- G3. Koundouri, P., Giannakis, I., Devves, E., Zacharatos, T., Landis, F. C., & Plataniotis, A. (2025). Financing Tools for Transition Pathways. JustReDI, TAEDR-0537352, Greece 2.0 – NextGenerationEU. Athens: National Observatory of Athens / National Centre for Social Research. In Greek. [View deliverable](#)
- G4. Koundouri, P., Giannakis, I., Devves, E., Zacharatos, T., Landis, F. C., & Plataniotis, A. (2025). Report and Dashboard on the Incorporation of European Green Transition Case Law at the National and Regional Levels. JustReDI, TAEDR-0537352, Greece 2.0 – NextGenerationEU. Athens: Athena Research Center. In Greek. [View deliverable](#)
- G5. Koundouri, P., Giannakis, I., Devves, E., Zacharatos, T., Plataniotis, A., Guittard, A., & Landis, F. C. (2025). Visualising Progress Towards the Sustainable Development Goals and European Climate Targets for 2030 and 2050 at the Regional Level. JustReDI, TAEDR-0537352, Greece 2.0 – NextGenerationEU. Athens: Athena Research Center. In Greek. [View deliverable](#)
- G6. Tsami, N., Mylonas, G., Kalogeras, A., Avrami, L., Tsekos, T., Kalogeras, G., Boulogiorgou, D., Ktenidis, P., Devves, E., Zacharatos, T., et al. (2025). Policy Proposals for Harnessing Synergies Between the Green Transition and Digital Transformation. JustReDI, TAEDR-0537352, Greece 2.0 – NextGenerationEU. Athens: project partner institutions. In Greek. [View deliverable](#)

H. Manuscripts Under Review or in Editorial Processing

- H1. Zacharatos, T., & Theodoridis, P. (2026). Planning and Execution: Stage-Based Responsibility Allocation and Household Food Waste Prevention. *British Food Journal* (Submission ID BFJ-04-2026-0658). Under review.
- H2. Zacharatos, T., & Theodoridis, P. (2026). When Trying Hard Is Not Enough: Perceived Effort, Food-Management Practices, and Household Food Waste Prevention. *Discover Sustainability* (Submission ID 93254973-2297-4310-b995-bb0bf03297a2). Under review.
- H3. Zacharatos, T. (2026). Input-Cost Shocks or Persistent Price-Cost Squeeze? Evidence from Greek Agricultural Price Indices, 2000–2026. *Agricultural and Food Economics* (Submission ID d5fef53c-3920-464d-9375-11ad8879f872). Editorial assignment.
- H4. Zacharatos, T. (2026). A Deeper Squeeze, Then Convergence: Agricultural Terms of Trade in the MED9 During and After the 2022 Input-Cost Shock. *Journal of Agricultural and Applied Economics* (Submission ID AAE-2026-0147). Under review.
- H5. Zacharatos, T., Theodoridis, P., Secondi, L., & Dutillo, P. (2026). Food Inflation and Household Food Waste in Europe: Cross-Country Evidence. *Review of Agricultural, Food and Environmental Studies* (Submission ID RAFF-D-26-00079). Editorial assignment.
- H6. Zacharatos, T. (2026). Farm Diversification Pathways and Income Stability in Europe: Does the Form of Diversification Matter? *EuroChoices* (Submission ID 3480293). Under minor revision.
- H7. Zacharatos, T., & Coletti, G. (2026). Farm-Energy Prices and Mineral-Fertiliser Use in European Union Agriculture. *Agribusiness* (Submission ID 2409287). Under review.
- H8. Koundouri, P., Chandler, E., Dellis, K., Devves, E., Landis, C., Mavragani, M., Plataniotis, A., & Zacharatos, T. (2026). Greek Regions and the Sustainable Development Goals: Review of the Evidence. *Elgar Companion to the Economics of the Sustainable Development Goals*, Edward Elgar Publishing. Under review.

I. Working Papers and Publications in Preparation

- I1. Zacharatos, T., & Theodoridis, P. (2026). Behavioral Pricing and Food Waste Reduction in Retail Food Markets. Working paper.
- I2. Zacharatos, T., & Dutillo, P. (2026). Exposure and Concentration in EU–China Agri-food Trade: Evidence from the EU-27, 2015–2025. Working paper.
- I3. Zacharatos, T., Dutillo, P., & Theodoridis, P. (2026). The Policy–Cost Gap in Sustainable Food Transitions: Economic Constraints and Sustainable-Diet Adoption across the EU-27. Working paper.
- I4. Zacharatos, T., & Theodoridis, P. (2026). Do Awareness and Guilt Translate into Food-Management Practices? Cross-Survey Replication and Heterogeneity across Three Greek Samples. Working paper.
- I5. Koundouri, P., Landis, C. F. M., Devves, S., Zacharatos, T., & Feretzakis, G. (2025). Measuring University Contributions to the Sustainable Development Goals: An NLP-Based Assessment Framework (Working Paper Series No. 25-62). Athens University of Economics and Business.
<https://wpa.deos.aueb.gr/docs/2025.SDR.AUEB.pdf> [Source](#)

J. Academic Service and Editorial Roles

- J1. 2026: Reviewer, *Agricultural and Food Economics* Best Paper Award Committee (Springer Nature; 2025 JIF 5.4; five-year JIF 5.7; eISSN 2193-7532). [Source](#)
Evaluated published research articles for the journal’s Best Paper Award.
- J2. 2026: Reviewer, *Corporate Social Responsibility and Environmental Management* (one review). [Source](#)
(Wiley; JIF 10.1; CiteScore 14.5; print ISSN 1535-3958; online ISSN 1535-3966).
Reviewed research on sustainable food consumption.
- J3. 2026: Reviewer, *Humanities and Social Sciences Communications* (one review). [Source](#)
(Springer Nature; 2025 JIF 4.8; eISSN 2662-9992).

Reviewed research on sustainable food consumption and food waste reduction.

J4. 2025–2026: Reviewer, Discover Sustainability (five reviews). [Source](#)

(Springer Nature; 2025 JIF 5.2; eISSN 2731-7100).

Reviewed research on sustainability and interdisciplinary water–energy–food systems.

J5. 2026: Reviewer, Discover Food (one review). [Source](#)

(Springer Nature; 2025 JIF 3.6; eISSN 2731-4286).

Reviewed research on sustainable agri-food consumption, food waste reduction, and practical policies to prevent natural resource waste.

J6. 2026: Reviewer, Discover Environment (one review). [Source](#)

(Springer Nature; eISSN 2731-9431).

Reviewed research on environmental sustainability, waste management, and the environmental impacts of modern food consumption and distribution systems.

J7. 2026: Reviewer, SN Business & Economics (one review). [Source](#)

(Springer Nature; indexed in Scopus; eISSN 2662-9399).

Reviewed research on food economics, agricultural economics, sustainability, and policies for sustainable agri-food systems.

J8. 2025–2026: Reviewer, Journal of Agribusiness in Developing and Emerging Economies (two reviews).

[Source](#)

(Emerald Publishing; JIF 1.8; CiteScore 7.1; ISSN 2044-0839; eISSN 2044-0847).

Reviewed research on agricultural entrepreneurship in emerging economies.

J9. 2026: Reviewer, Waste Management Bulletin (one review). [Source](#)

(Elsevier; CiteScore 8.6; impact factor 7.4; eISSN 2949-7507).

Reviewed an article on preventing household food waste.

J10. 2025: Reviewer, Food and Humanity (three reviews). [Source](#)

(Elsevier; JIF 3.5; CiteScore 3.3; ISSN 2949-8244).

Reviewed research on consumer behaviour and sustainable food consumption.

J11. 2026: Reviewer, Frontiers in Sustainable Food Systems (four reviews). [Source](#)

(Frontiers; 2025 JIF 4.1; CiteScore 6.0; eISSN 2571-581X).

Reviewed research on consumer behaviour and sustainable food consumption, including purchase intentions, trust, and digital communication.

J12. 2026: Reviewer, Frontiers in Environmental Economics (one review). [Source](#)

(Frontiers; 2025 JIF 2.6; CiteScore 2.5; eISSN 2813-2823).

Reviewed research on environmental and agricultural economics, including the viability of green energy applications in smart irrigation, cost–benefit analysis of digital agricultural services, and the commercial scalability of agri-food technologies.

J13. 2026: Reviewer, Frontiers in Sustainability (one review). [Source](#)

(Frontiers; 2025 JIF 4.2; 2025 CiteScore 6.3; eISSN 2673-4524).

Reviewed research on sustainable consumption and brand communication, including moral licensing, post-exposure consumer behaviour, green marketing, and strategies to reduce compensatory consumption.

J14. 2026: Reviewer, Frontiers in Communication (one review). [Source](#)

(Frontiers; 2025 JIF 2.0; 2025 CiteScore 2.9; eISSN 2297-900X).

Reviewed research on marketing communications and sustainable consumption, including circular economy transparency, perceived green authenticity, greenwashing scepticism, and responsible purchase intentions.

J15. 2026–present: Editorial Board Member, Sustainability Research in the Mediterranean. [Source](#) (River Publishers; eISSN 2795-0514).

Contribute to the journal’s scientific development in sustainable development, agri-food systems, and environmental policy.

J16. 2025–2026: Guest Editor, special issue “Addressing Food Loss and Waste Across the Food Supply Chain,” Journal of Agribusiness in Developing and Emerging Economies. [Source](#) [Source](#)

K. Bibliometric Indicators

Google Scholar

Citations: 145

h-index: 5

i10-index: 3

Last updated: 14 September 2026.

Institutional Roles and Experience in Agri-Food Policy

August 2026–present: Working Group Member, Regulatory Authority for Waste, Energy and Water (RAAEY), studying the authority’s regulatory and supervisory role in irrigation and sewerage services, international experience, the situation in Greece, and related regulatory challenges. Appointed by RAAEY Decision 466/2026 (official online decision code: PPYAIΔΞ-ΙΣΡ).

As a working group member, I examine the regulation and supervision of irrigation and sewerage service provision, comparative international practice, existing Greek arrangements, and the resulting regulatory challenges. The work is relevant to agricultural policy through irrigation-water management and the services that support agricultural production.

2025–August 2026: Working Group Member for the CAP 2028–2034, Region of Western Greece. Appointed by decision of the Deputy Regional Governor for Agricultural Development (official online decision code: ΕΠΧΖ7Λ6-ΛΞΦ).

I was appointed to help formulate the Region of Western Greece’s positions on the next Common Agricultural Policy (CAP 2028–2034). My work included collecting and analysing agricultural economic data, synthesising findings from multidisciplinary focus groups, and preparing evidence-based proposals on:

- restructuring production systems;
- improving agri-food competitiveness;
- adapting to climate change and meeting environmental requirements;
- integrating sustainability measures and producer and consumer behaviour into policy.

I also contributed to a proposal for a permanent regional consultation mechanism involving producer organisations and primary-sector stakeholders to monitor implementation of the CAP 2028–2034.

2024–August 2026: Working Group Member for the Olive Fruit Fly Control Programme, Region of Western Greece. Appointed by the Deputy Regional Governor for Agricultural Development (official online decision code: ΨΠΠ37Λ6-2ΤΣ).

I contributed to the programme’s technical dossier, programme agreement, and memorandum of cooperation with ELGO-DIMITRA. The work applied agricultural economic analysis to production-risk management, assessed the agri-food implications of the programme, and linked research with agricultural practice.

2024–August 2026: Coordinator of the Region of Western Greece’s participation in agri-food trade fairs and export-promotion activities. Appointed by the Deputy Regional Governor for Agricultural Development (protocol no. 12065/18-01-2024).

I coordinated participation in fairs and promotional initiatives, contributed to product-promotion policies and evidence-based regional strategies, and connected producers, institutions, and markets. My work used agricultural economic analysis to improve the visibility and competitiveness of regional products, support entrepreneurship, and advance a sustainable, outward-looking agri-food sector.

2022–August 2026: Scientific Associate to the Deputy Regional Governor for Agricultural Development, Region of Western Greece.

I developed and documented agricultural economic policies, with a focus on agri-food systems, food markets, and producer and consumer behaviour. My work involved analysing sectoral data, drafting strategic and operational policy documents, evaluating regional development interventions, and supporting collaboration with research bodies including ELGO-DIMITRA and universities. I participated in working groups on olive fruit fly control and CAP strategy, contributing to agri-food governance and the sustainable transition of primary production.

International Institutional Roles and Policy Engagement

1 February 2026–present: European Climate Pact Ambassador, European Commission.

Appointed as an Ambassador for the European Climate Pact to support policy dialogue, connect institutions and civil society, and raise awareness of climate action, sustainability, and sustainable agri-food systems in line with the European Green Deal.

Invited Conference and Workshop Presentations

2026

14th Regional Growth Conference (RGC 2026), Patras, 20 May 2026. University of Patras and AgrifoodWest workshop. Talk: “Climate and Agri-Food Systems: Challenges, Commitments, and Solutions under the EU Climate Pact.”

1st Social Sciences Forum, Patras, 14 February 2026. Talk: “Food Loss and Waste and the Role of Sustainability in Business.”

2025

3rd Agrown Conference and Exhibition, Agrinio, 31 October–1 November 2025. Talk: “Marketing Tools to Reduce Food Waste, Promote Sustainability, and Protect Biodiversity in Aquaculture.”

3rd Agrown Conference and Exhibition, Agrinio, 31 October–1 November 2025. Discussion: “The Agri-Food Chain and Sustainable Regional Development,” supported by the European ORBIS project.

5th EPI GIS Agricultural Conference, Ancient Olympia, May 2025. Workshop: “Sustainability in the Agri-Food Sector: Opportunities and Challenges.”

Achaia Hackathon and Ideas Competition, Patras, 27 May 2025. Jury member.

Invited to judge an innovation competition organised by Achaia Development S.A. as part of the interterritorial cooperation project “Developing Cooperation” (CLLD/LEADER, Rural Development Programme 2014–2020). Evaluated the social impact, sustainability, and collaborative features of the proposals.

13th Regional Growth Conference (RGC 2025), Patras, 12–14 May 2025. University of Patras and AgrifoodWest workshop. Talk: “Agroforestry Land Uses and the Natural Landscape.”

13th Regional Growth Conference (RGC 2025), Patras, 12–14 May 2025. University of Patras and AgrifoodWest workshop. Talk: “Networks of Productive Relationships: Prospects, Resource Mobilisation, and Public–Private Reciprocity.”

EU Climate Pact webinar “Promoting Sustainable Agriculture and Food Security in Greece,” 29 April 2025, organised by INZEB, the EU Climate Pact Country Coordinator for Greece. Talk: “Food Waste in Greece: Evidence, Trends, and Challenges for a Sustainable Future.”

Third MAIA Workshop, “Exploring Tools and Roadmaps to Achieve More Sustainable Food Systems,” Patras, 21 February 2025. Talk: “Agroecological Practices for Sustainable Transformations of the Agri-Food System: Insights from the Region of Western Greece.”

11th EXPOTROF, Athens, 1 February 2025. Session: “Challenges in Primary Production and the Agri-Food Sector.” Talk: “Food Loss and Waste Along the Food Supply Chain.”

2024

GNOMI newspaper conference, “The Primary Sector in the Age of Climate Change,” Patras, 14 December 2024. Talk: “The Food Supply Chain and Climate Change.”

Europe Direct / ELIAMEP Attica event, “The Future and Challenges of Agriculture in Greece and Europe,” Athens, 21 October 2024. Talk: “Consumer Behaviour, Sustainability, and Food Waste.”

Olympia Forum V, Ancient Olympia, 19 October 2024. Talk: “Sustainability in the Agri-Food Sector: From Producer to Consumer.”

2nd Agrown Conference and Exhibition, Agrinio, 10–11 October 2024. Talk: “From Farm to Fork: Towards Healthy and Sustainable Food.”

12th Regional Growth Conference (RGC 2024), Patras, 30 May–1 June 2024. Summer workshop. Talk: “Food Marketing and Sustainable Development.”

4th EPI GIS Agricultural Conference, Ancient Olympia, 29 March 2024. Talk: “Sustainability in the Agri-Food Sector.”

10th EXPOTROF, Food Expert Stories, Athens, 5 February 2024. Talk: “From Farm to Plate: Sustainability Across the Supply Chain.”

2023

Agrown Conference and Exhibition, Lake Trichonida, 3–4 November 2023. Talk: “The Food Supply Chain and the Climate Crisis.”

3rd Greek Food Banks Conference, Athens, 30–31 October 2023. Talk: “Food Waste in Greece: Evidence, Trends, and Challenges for a Sustainable Future.”

Olympia Forum IV, Ancient Olympia, 22 September 2023. Talk: “Synergies and the Circular Economy.”

“Global Food Trends and Sustainable Development” workshop, Patras, 1 April 2023. Talk: “Food Waste in Greece: Evidence, Trends, and Challenges for a Sustainable Future.”

11th Regional Growth Conference (RGC 2023), Patras, 16–18 March 2023. Spring workshop. Talk: “Food Marketing and Sustainable Consumption.”

2022

Workshop “Forecasting Skills and Jobs in the Agri-Food and Food Industry of Western Greece,” Nafpaktos, 9 December 2022. Talk: “Challenges and Opportunities in the Agri-Food Sector.”

Rotary Club of Patras, Patras, 7 November 2022. Talk: “Food Waste in Greece: Evidence, Trends, and Challenges for a Sustainable Future.”

10th Regional Growth Conference (RGC 2022), Patras, 9–11 June 2022. Presentation of findings from a nationwide food waste survey under the Green Fund’s “Innovative Actions with Citizens” project.

2021

9th Regional Growth Conference (RGC 2021), Patras, 3–5 June 2021. Summer workshop. Talk: “Household Food Waste.”

Frederick University of Cyprus, “Save Our Food: A Pilot Programme to Reduce Food Waste,” 7 April 2021. Talk: “Food Waste and COVID-19: Findings from Greece.”

International online workshop "The Next Day: Preventing Food Waste After the Pandemic," 20 January 2021. Talk: "Consumer Behaviour and Food Waste in the COVID-19 Era."

2020

8th Regional Growth Conference (RGC 2020), Patras, 2–4 July 2020. Talk: "Consumer Behaviour and Food Waste in the COVID-19 Era."

6th Food and Beverage Marketing Symposium, Agrinio, 18–19 January 2020. Talk: "Consumer Behaviour and Food Waste."

Panel Moderation at Conferences and Workshops

2025

3rd Agrown Conference and Exhibition, Agrinio, 31 October 2025–1 November 2026 (dates as stated in the source CV). Moderated the discussion "The Role of Regions in Transforming the Primary Sector: Challenges and Prospects."

13th Regional Growth Conference (RGC 2025), Patras, 12–14 May 2024 (dates as stated in the source CV). University of Patras and AgrifoodWest workshop. Moderated "The Future of Food: Quality, Innovation, and Sustainability."

Media Interviews and Appearances

Television interview on SKAI TV, ECO NEWS, on agri-food sustainability, food waste, and the European Climate Pact, 5 March 2026. [Watch interview](#)

Radio interview on TalkRadio by Alpha 98.9 about food waste in Greece, 23 April 2025. [Listen to interview](#)

Television interview on IONIAN Channel, Ektos Planou, about sustainable development and food waste, 22 November 2025. [Watch interview](#)

Radio interview on ERT Patras about food waste and public awareness, 16 March 2022. [Listen to interview](#)

Television interview on IONIAN Channel for RouteLab 2022, on experiential tourism, sustainability, and current tourism trends, 10 November 2022. [Watch interview](#)

Selected Articles in Newspapers and Magazines

"Food Loss on the Farm: The Role of Greenhouses," EPI GIS magazine, Piraeus Bank, issue 23, winter–spring 2024. In Greek.

"The New CAP: Challenges and Benefits for Agricultural Development, the Environment, and Society," Peloponnisos newspaper, 10 December 2023. In Greek.

"The Anthropocene Era," Ypaithros Chora newspaper, 18 August 2023. In Greek.

"Renewable Energy and Primary Production," Peloponnisos newspaper, 1 August 2023. In Greek.

"Challenges in the Agri-Food Sector," Peloponnisos newspaper, 11 July 2023. In Greek.

"Food Loss on the Farm," Ypaithros Chora newspaper, 21 October 2022. In Greek.

"Food Waste: The Battle of Our Generation?" Ypaithros Chora newspaper, 26 August 2022. In Greek.

"The Complexity of the Agri-Food Sector and Our Identity," Peloponnisos newspaper, 24 August 2022. In Greek.

"Towards a New Normal," Peloponnisos newspaper, 27 June 2022. In Greek.

"Food Waste Labels (?)," Naftemporiki newspaper, 18 September 2021. In Greek.

"Why Sustainable Development? Why Now?," Peloponnisos newspaper, 28 December 2021. In Greek.

"Stopping Food Waste for Society and the Planet," University of Patras periodical, issue 2, 2021. In Greek.

"Stopping Food Waste: For People and the Planet," Peloponnisos newspaper, 29 September 2020. In Greek.

Languages

Greek (native language).

English (professional proficiency).

Professional Associations, Scientific Bodies, and Networks

Agricultural Economics Society (AES) [Official website](#)

Hellenic Society of Agricultural Economists (ETAGRO). [Official website](#)

Alliance of Excellence for Research and Innovation on Aephoria (AE4RIA). [Official website](#)

Food Waste Reduction Alliance, Greece.

Economic Chamber of Greece. [Official website](#)

Advisory Committee, Regional Growth Conference. [Official website](#)

Other Skills

Econometric and statistical software: SPSS, AMOS, Stata.