



ASSOC PROF GEORGIOS CHRISTOPOULOS

Nanyang Business School

 cgeorgios@ntu.edu.sg

Mental Fatigue; Wearable Sensing; Consumer Neuroscience; Food Decision Making; Cultural Influences on Consumption

My research focuses on mental fatigue and cognitive performance, using wearable sensors and neuroscience methods to capture physiological responses in real-world settings. These approaches could be applied to examine how nutritional inputs such as coffee, energy drinks, or specific foods influence mental performance and recovery from fatigue. I am interested in how the design of restaurants, cafés, supermarkets, and other food retail spaces, as well as food presentation, influence food choices, consumption, and customer experience, using wearable and neuroscience methods to study decision making in real-world settings. I also examine how cultural contexts shape food preferences and how food functions as a form of cultural attachment, drawing on perspectives from consumer neuroscience.

Potential Areas for Collaboration

- Experimental Studies on Nutrition and Cognitive Performance
 - Wearable and Neuroscience Methods for Measuring Fatigue and Food-related Responses
 - Consumer Neuroscience of Food Choice and Decision Making
 - Cultural Influences on Eating Behavior and Food Attachment
 - Evaluation of Food and Beverage Products (e.g., coffee, energy drinks) on Mental Performance and Fatigue
 - Wearable-based Testing of Consumer Responses in Real-world Settings
 - Optimisation of Food Environments (restaurants, retail, workplace canteens)
 - Data-driven Insights for Food Product Design and Consumer Experience
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NTU Food Research Systems (NTU-FRS)