Kyriakos Riskos
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Department of Media and Communication
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Research interests

I am an Assistant Professor in Media and Business in the Department of Media and Communication, Erasmus University Rotterdam, the Netherlands. My research focuses on how brands create, communicate, and lose control of meaning through controlled and uncontrolled brand signalling, and how consumers interpret and respond to these signals in developing relationships with brands, with particular attention to the role of entertainment value within these relationships. I examine these processes across contemporary media contexts, including digital platforms and AI-mediated interactions, where brand meanings are increasingly co-created, contested, and reshaped by consumers.

Employment

Assistant professor
Department of Media and Communication
Erasmus University Rotterdam
22 Aug 2024 → present