GERGANA Y. NENKOV

442 Fulton Hall
Carroll School of Management
Boston College, Chestnut Hill, MA 02467

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ACADEMIC EMPLOYMENT

2006 - 2012 *Assistant Professor, Marketing*
Carroll School of Management, Boston College, Chestnut Hill, MA

2012 - Present *Associate Professor with tenure, Marketing*
Carroll School of Management, Boston College, Chestnut Hill, MA

Tenure granted, March 2012

EDUCATION

Ph. D. *2006, University of Pittsburgh, Pittsburgh, PA*
B. A. *2001, American University in Bulgaria, Bulgaria (Magna Cum Laude)*

JOURNAL PUBLICATIONS

Winterich, Karen Page, Gergana Y. Nenkov, and Gabriel Gonzales, "Knowing What It Makes: How Product Transformation Salience Increases Recycling."

Journal of Marketing, forthcoming.

Mende, Martin, Linda Court Salisbury, Gergana Y. Nenkov, and Maura L. Scott (2019), "Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts," *Journal of Consumer Psychology*, *Special Section on Transformative Consumer Research,* forthcoming.

Nenkov, Gergana Y., Maureen Morrin, Virginie Maille, Tracy Rank-Christman, and May O. Lwin (2019), "Sense and Sensibility: The Impact of Visual and Auditory Sensory Input on Marketplace Morality," *Journal of Business Research*, *Special Issue on Ethics and Morality in Customer-Brand Relationships,* 95 (February), 428-441.

Chris Plouffe, Frederik Beuk, John Hulland, and Gergana Y. Nenkov (2017), "Elaboration on Potential Outcomes (EPO) and the Consultative Salesperson: Investigating Effects on Attributions and Performance," *Journal of Personal Selling & Sales Management,* 37 (2), 113-133.

Komarova Loureiro, Yuliya, Julia Bayuk, Stefanie Tignor, Gergana Y. Nenkov, Sara Baskentli, and David Webb (2016), "The Case for Moral Consumption: Examining and Expanding the Domain of Moral Behavior to Promote Individual and Collective Well-Being," *Journal of Public Policy and Marketing, Special Issue on Transformative Consumer Research,* 35 (2), 305-322.

Salisbury, Linda and Gergana Y. Nenkov (2016), "Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions," *Journal of Consumer Psychology,* 26 (3), 417–425.

Winterich, Karen Page and Gergana Y. Nenkov (2015), "Save Like the Joneses: How Service Firms Can Utilize Deliberation and Informational Influence to Enhance Consumer Well-Being," *Journal of Service Research*, 18 (3), 384-404.
(special issue on *Transformative Service Research)*

Scott, Maura L. and Gergana Y. Nenkov (2014), "Using Consumer Responsibility Reminders to Reduce Cuteness-Induced Indulgent Consumption," *Marketing Letters*, Nov., 1-14.

Reimann, Martin, Gergana Y. Nenkov, Deborah MacInnis, Maureen Morrin (2014), "The Role of Hope in Financial Risk Seeking," *Journal of Experimental Psychology: Applied*, 20 (4), 349-364.

Nenkov, Gergana Y., Kelly M. Haws, and Min Jung Kim (2014), "Fluency in Future Focus: Optimizing Outcome Elaboration Strategies for Effective Self-Control," *Social Psychological and Personality Science*, 5 (7), 769-776.

Nenkov, Gergana Y. and Maura L. Scott (2014), "So Cute I Could Eat It Up": Priming Effects of Cute Products on Indulgent Consumption," *Journal of Consumer Research,* 42 (2), 326-341.

Morrin, Maureen, J. Jeffrey Inman, Susan Broniarczyk, Gergana Y. Nenkov, and Jonathan Reuter (2012), "Investing for Retirement: The Moderating Effect of Fund Assortment Size on the 1/n Heuristic," *Journal of Marketing Research,* 49 (August), 537-550.

Reimann, Martin, Wilko Feye, Alan J. Malter, Josh Ackerman, Raquel Castaño, Nitika Garg, Robert Kreuzbauer, Aparna A. Labroo, Angela Y. Lee, Maureen Morrin, Gergana Y. Nenkov, Jesper H. Nielsen, Maria Perez, Gratiana Pol, José Antonio Rosa, Carolyn Yoon, and Chen-Bo Zhong (2012), "Embodiment in Judgment and Choice," *Journal of Neuroscience, Psychology, and Economics,* 5 (2), 104-123.

Haws, Kelly L., William O. Bearden, and Gergana Y. Nenkov (2012), "Consumer Spending Self-Control Effectiveness and Outcome Elaboration Prompts," *Journal of the Academy of Marketing Science,* 40 (5), 695-710.

Nenkov, Gergana Y. (2012), "It's all in the Mindset: Effects of Varying Psychological Distance in Persuasive Messages" *Marketing Letters,* 23 (3), 615-628.

Hulland, John S., Gergana Y. Nenkov, and Donald W. Barclay (2012), "Perceived Marketing / Sales Relationship Effectiveness: A Matter of Justice," *Journal of the Academy of Marketing Science*, 40 (3), 450-467.

Nenkov, Gergana Y. and Peter M. Gollwitzer (2012), "Pre- versus Postdecisional Deliberation and Commitment: The Positive Effects of Defensiveness," *Journal of Experimental Social Psychology,* 48 (1), 106-121.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2008), "Considering the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," *Journal of Consumer Research*, 35 (1), 126-141.

Nenkov, Gergana Y., Maureen Morrin, Barry Schwartz, Andrew Ward, and John Hulland (2008), "A Short Form of the Maximization Scale: Factor Structure, Reliability and Validity Studies," *Judgment and Decision Making,* 3 (5), 371-388.

Nenkov, Gergana Y., J. Jeffrey Inman, John S. Hulland, and Maureen Morrin (2009), "The Impact of Outcome Elaboration on Susceptibility to Contextual and Presentation Biases," *Journal of Marketing Research*, 46 (December), 764-776.

MANUSCRIPTS IN THE REVIEW PROCESS

Nikolova, Hristina and Gergana Y. Nenkov "We Succeeded Together, Now What: Relationship Power and Sequential Decisions in Married Couples' Joint Goal Pursuits."

Under 2nd round review at the *Journal of Marketing Research*.

Seiders Kathleen, Andrea Godfrey Flynn, and Gergana Y. Nenkov "How Industries Use Persuasion to Win Public Support in Conflicts Involving High-Profile, Consumer-Relevant Issues."

Invited for 2nd round review at the *Journal of Marketing*.

WORKING PAPERS

Mende, Martin, Maura L. Scott, Gergana Y. Nenkov, Anders Gustafsson, and Lane Peterson "The Quantified Self: The Effects of Self-Tracking on Consumers' Health Motivation."

CURRENT PROJECTS

"The Role of Mortality Salience in Consumers' Engagement in Savings Decumulation Decisions," with Linda Court Salisbury and Haewon Yoon.

"When Implementation Intentions Backfire: Illusion of Goal Progress and Lower Debt Repayment," with Linda Court Salisbury and Min Zhao.

"Effects of Pre- and Postdecisional Deliberation on Goal Conflict Resolution," with Peter Gollwitzer.

ASSOCIATION FOR CONSUMER RESEARCH PUBLISHED CONFERENCE PROCEEDINGS AND INVITED PAPERS

Salisbury, Linda, Gergana Nenkov, and Min Zhao (2018), "When Implementation Intentions Backfire: Illusion of Goal Progress and Reduced Goal Pursuit," in *Advances in Consumer Research*, Volume 46, eds. A. Gershoff, R. Kozinets and T. White (Eds), Advances in Consumer Research, Duluth, MN: Association for Consumer Research.

Mende, Martin, Maura Scott, and Gergana Nenkov (2016), "Understanding the Quantified Self: Effects of Self-Tracking on Mortality Salience and Health Motivation," in *Advances in Consumer Research*, Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research.

Salisbury, Linda and Gergana Y. Nenkov (2015), "Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions," in *Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y. and Maura Scott (2014), "So Cute I Could Eat It Up": Priming Effects of Cute Products on Indulgent Consumption," in *Advances in Consumer Research*, Volume 41, eds.

Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Garg, Nitika and Gergana Nenkov (2014), "'I' versus 'You': Self-focus as a Mediator of Emotion Effects on Self-control" in *Advances in Consumer Research*, Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN : Association for Consumer Research.

Nenkov Gergana, Maureen Morrin, Virginie Maille, and May O. Lwin (2013), "Sense and Sensibility: The Impact of Sensory Input on Moral Judgments," in *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurhan-Canli, Cele C. Otnes, Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research.

Salisbury, Linda Court and Gergana Y. Nenkov (2013), "The Influence of Debt Repayment Goals on Repayment Decisions and Perceived Progress," in *Advances in Consumer Research*, Volume 40, eds. Zeynep Gurhan-Canli, Cele C. Otnes, Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y., Kelly Haws, and Min Jung Kim (2012), "How Best to Think about the Future: Which Outcome Elaboration Strategies Help Control Desire?" in *Advances in Consumer Research*, Volume 39, eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN : Association for Consumer Research.

Stilley, Karen, Karen Page Winterich, and Gergana Y. Nenkov (2011), "You Spend, I Spend, but You Save, I Save: Effects of Deliberative Mindsets and Social Comparison on Financial Decisions," in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y. and J. Jeffrey Inman (2011), "Effects of Decisional Status and Construal Level on the Persuasiveness of Health-Related Messages and Products," in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y., Deborah MacInnis, Maureen Morrin, Martin Reimann, and Antoine Bechara (2011), "Dissociating Positive Emotions of Hope and Hopefulness and Their Differential Impact on Consumer Financial Risk-Taking: A Functional Magnetic Resonance Imaging Study," in *Advances in Consumer Research*, Volume 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y. and Kelly Haws (2010), "Is Looking Before You Leap Always Good? Future Consequence Elaboration and Self-Control" *in Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Duluth, MN: Association for Consumer Research.

Nenkov, Gergana Y., Deborah J. MacInnis, and Maureen Morrin (2010), "Differentiating the Psychological Impact of Threats to Hope and Hopefulness on Retirement Savings" in *Advances in Consumer Research,* Volume 37, eds. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Vol. 37, Duluth, MN: Association for Consumer Research.

Nenkov, Gergana Y., Deborah J. MacInnis, and Maureen Morrin (2009), "How Do Emotions Influence Saving Behavior," *Issue in Brief*, Number 9-8, Chestnut Hill, MA: Center for Retirement Research at Boston College.

Nenkov, Gergana Y., Maureen Morrin, Barry Schwartz, Andrew Ward, and John Hulland (2009), "Re-Examination of Maximization: Psychometric Assessment and Derivation of a Short Form of the Maximization Scale," in *Advances in Consumer Research,* Volume 36, eds. Ann L. McGill and Sharon Shavitt, 734-735, Duluth, MN : Association for Consumer Research.

Nenkov, Gergana Y., J. Jeffrey Inman, and John Hulland (2006), "Expectations About the Future:

Examination of Consumers' Tendency to Elaborate on Potential Future Outcomes," in *Advances in Consumer Research*, Volume 33, eds. Cornelia Pechmann and Linda Price, 475-478, Duluth, MN : Association for Consumer Research.

OTHER CONFERENCE PARTICIPATION AND INVITED TALKS

Consumer Behavior Special Interest Group of the American Marketing Association Conference on Managerially Relevant Insights, Competitive paper presenter, Improving Financial Inclusion through Communal Financial Orientation: How Financial Service Providers Can Better Engage Consumers in Banking Deserts," Bern, Switzerland, 2019.

SCP Boutique Conference on Consumers and Technology, Competitive paper presenter, "The Quantified Self: The Effects of Self-Tracking on Consumers' Health Motivation," Montreal, 2019.

Frontiers in Service Conference, Singapore, Competitive paper presented by Maura Scott, "Communal Financial Orientation as a Platform to Improve Financial Inclusion of Consumers in Banking Deserts," Singapore, 2019.

Society for Consumer Psychology Conference, Special session participant, "Knowing What it Makes: Product Transformation Awareness Increases Recycling," Savannah, GA, 2019.

AMA Marketing and Public Policy Conference, Special session participant, "Including the Underbanked: Communal Financial Orientation as a Pathway to Financial Inclusion for Consumers in Banking Deserts," Columbus, OH, 2018

AMA Marketing and Public Policy Conference, Competitive paper presenter, "Knowing What it Makes: Product Transformation Awareness Increases Recycling," Columbus, OH, 2018.

Society for Consumer Psychology Conference, Special session participant, Presenter Min Zhao, "When Implementation Intentions Backfire: Illusion of Goal Progress and Reduced Goal Pursuit," Dallas, TX, 2018.

Society for Consumer Psychology Boutique Conference on Vice and Virtue Consumption, Presenter Hristina Nikolova, "We Succeeded Together, Now What? Licensing Effects in Joint Goal Pursuits, " Sydney, Australia, 2018.

Society for Consumer Psychology Boutique Conference on Motivation and Emotion, Presenter, "Shopper Confessions: The Impact of Sensory Input on Moral Judgment," Columbia University, New York, NY, 2017.

Society for Consumer Psychology Conference, Presenter Hristina Nikolova, "We Succeeded Together, Now What? Licensing Effects in Joint Goal Pursuits, " San Francisco, CA, 2017.

Transformative Consumer Research Conference, Track participant, "Exploring New Ways How Financial Service Organizations Can Improve the Financial Well-Being of Vulnerable Consumers," Cornell University, Ithaca, NY, 2017.

Ideas in Progress Seminar, "Flipping the Switch: Transitioning from Retirement Saving Accumulation to Decumulation," Boston College, Chestnut Hill, MA, 2016.

Society for Consumer Psychology Conference, Special session chair and participant, "Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions," St. Pete's Beach, Florida, 2016.

Society for Consumer Psychology Conference, Special session chair and participant, "Understanding the Quantified Self: Effects of Self-Tracking on Mortality Salience and Health Motivation," St. Pete's Beach, Florida, 2016.

Society for Consumer Psychology 2nd International Conference, Special session participant, "Sense and Sensibility: Multi-Sensory Input and the Moral Judgment Process," Vienna, Austria, 2015.

Transformative Consumer Research Conference, Track co-chair, Moral Self-Regulation track, Villanova University, 2015.

Marketing and Public Policy Conference, "Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions," presented by Linda Salisbury, Washington, DC, 2015.

Boulder Conference on Consumer Financial Decision Making, "Solving the Annuity Puzzle: The Role of Mortality Salience in Retirement Savings Decumulation Decisions," presented by Linda Salisbury, Boulder, CO, 2015.

Marketing and Public Policy Conference, Special session co-chair, "Financial Decisions and Public Policy: Understanding the Role of Psychological Factors and Information Interventions," 2014

Marketing and Public Policy Conference, Special session participant, "Getting Consumers to Save Like the Joneses: How Deliberation and Informational Influence Can Increase Savings," 2014

Marketing and Public Policy Conference, Special session participant, "The Influence of Debt Repayment Goals on Repayment Decisions and Perceived Progress," 2014

Association for Consumer Research Asia Pacific Conference, Competitive paper presenter, "It's all in the Mindset: Effects of Varying Psychological Distance in Persuasive Messages," 2012.

Intersections Project, Boston College Intersections Common Room Faculty Retreat, Seminar participant, 2012, 2014.

Advertising Educational Foundation Visiting Professor Program, "Consumer Behavior in Context," Research presentation at the R/GA advertising agency broadcasted live to all R/GA locations in six countries, June 2012.

Association for Consumer Research Conference, Round table participant, "Embodiment in Consumer Judgment and Decision-Making: Behavioral, Psychological, and Neural Perspectives," 2011.

La Londe Conference in Marketing Communications and Consumer Behavior, Competitive paper presenter, "Deconstructing Hope: Implications for Risky Decision Making," 2011.

Society for Consumer Psychology Conference, competitive paper presenter, "The Role of Mixed Emotions in Financial Decision Making, 2010.

Carroll School Research Seminar, "The Role of Hope In Decision Making Under Risk," Carroll School of Management, Boston College, 2011.

Ideas in Progress Seminar, "Pay Attention! Examining the Effects of Participant (Lack of) Attention on Survey Response," Carroll School of Management, Boston College, 2010.

Junior Scholars in Conversation Jesuit Institute Seminar Series, "Differentiating the Psychological Impact of Hope and Hopefulness on Financial Decision Making," Boston College, 2009.

8th International Marketing Trends Congress, competitive paper presenter, "Using 'Why' or 'How' Claims to Promote Healthy Behaviors: The Effects of Decision Stage on Goal Framing Effectiveness," 2009.

Academy of Marketing Association Winter Marketing Educator's Conference, presenter at a special session, "The Good, the Bad, and the Ugly: Understanding Consumer Financial Decision Making Behavior," 2009.

Society for Consumer Psychology Conference, chair and presenter at a special session, "The Effect of Mindsets on Consumer Self-Regulation," 2008.

American Psychological Association 116th Annual Convention, competitive paper presenter, "The Conflicting Effects of Deliberation on Goal Commitment: The Role of Prior Goal Commitment and Action Concern," 2008.

Conference on Transformative Consumer Research, competitive paper presenter, "Elaboration on Potential Future Outcomes and Self-Control Effectiveness," 2007.

Ideas in Progress Seminar, "Hoping for the Future or Investing in It: Effects of Hope on Retirement Savings," Carroll School of Management, Boston College, 2007.

Behavioral Health Economics: Applications to Dietary Choice and Obesity, Invited participant at the conference organized jointly by Economic Research Service, USDA, and Carnegie-Mellon University, 2007.

Society for Consumer Psychology Conference, competitive paper presenter, "The Attenuating Influence of Elaboration on Potential Outcomes on Information Framing Effects," 2006.

Society for Consumer Psychology Conference, presenter at a special session, "Relationship between Elaboration on Potential Outcomes and Deleterious Consumption: The Case of Obesity, Healthy Lifestyle, and Self-Control," 2006.

Marketing Science, competitive paper presenter, "Re-Examination of Maximization: Factor Structure, Reliability and Validity Studies and Derivation of a Short Form," 2006.

Sheth Winter Marketing Camp, Invited presenter at the 12th Annual Sheth Winter Marketing Camp, University of Pittsburgh, "Effects of the Predecision Stage of Decision-Making on the Self-Regulation of Behavior," 2006.

Society for Consumer Psychology Conference, competitive paper presenter, "Expectations about the Future: The Conceptualization and Measurement of Elaboration on Potential Outcomes," 2005.

Haring Symposium, Invited presenter at the 33rd Annual Haring Symposium, Indiana University, "The Effects of Marketing and Sales Managers' Perceptions of Justice on Perceived Relationship Effectiveness," 2003.

INVITED TALKS

Boston University, May 2019
Brandeis University, November 2015
Temple University, April 2015
University of Massachusetts, Amherst, November 2014
Boston University, April 2014
Babson College, April 2014

PROFESSIONAL SERVICE

REVIEWING

Associate Editor

Journal of the Academy of Marketing Science – 2018-present

Editorial Review Board member:

Journal of Consumer Research – 2015-present

Journal of Consumer Psychology – 2017-present

Journal of the Academy of Marketing Science – 2017-2018

AMS Review – 2012-2013

Journal ad-hoc reviewer:

Journal of Marketing Research

Journal of Marketing

Journal of Retailing

Journal of Experimental Social Psychology

Judgment and Decision Making

Journal of Service Research

Journal of Public Policy & Marketing

Marketing Letters

International Journal of Psychology

Journal of Business Research

Journal of Retailing

Journal of Consumer Affairs

Other reviewing:

Society for Consumer Psychology Dissertation Proposal Competition, 2016, 2017, 2018, 2019

Association for Consumer Research Annual Conference, 2005, 2006, 2007, 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Society for Consumer Psychology Annual Conference, 2006, 2007, 2011, 2012, 2014, 2015, 2016, 2017, 2018, 2019

MSI's Clayton doctoral dissertation proposal competition, 2015, 2016

Marketing and Public Policy Annual Conference, 2013, 2014, 2017

ACR/Sheth Foundation Dissertation Competition, 2012

La Londe Conference in Marketing Communications and Consumer Behavior, 2011, 2013

Positive Marketing Conference and Special Issue of *Journal of Business Research,* Center for

Positive Marketing, Fordham University, 2011

Academy of Marketing Association Summer Marketing Educator's Conference, 2010, 2011, 2013, 2014

Academy of Marketing Science Annual Conference, 2008, 2011

Society for Marketing Advances Annual Conference, 2008

Marketing Science Annual Conference, 2006

Levy and Weitz Retailing SIG Dissertation Proposal Competition, 2006

Academy of Marketing Association Winter Marketing Educators' Conference, 2005

ASSOCIATION ACTIVITIES

PhD project faculty advisor, Academy of Marketing Association Summer Conference.

Program Committee Member, *Marketing and Public Policy* Annual Conference, 2018

Co-chair, *American Psychological Association Conference*, Society for Consumer Psychology Division 23, 2017

Co-chair, *Moral Table Thought Leadership Mini-Conference*, co-organized by Boston College and Fordham University, May 2016

Co-chair of Moral Self-Regulation Track, *Transformative Consumer Research Conference,* 2015.

Co-chair of Consumer Behavior Track, *Academy of Marketing Science World Marketing Congress*, 2012

Program Committee Member, *Society for Consumer Psychology Conference*, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018

Program Committee Member, *Association for Consumer Research* Conference, 2009, 2010, 2013, 2014, 2015, 2016, 2017

Doctoral Consortium Faculty Fellow: *Society for Consumer Psychology* Doctoral Consortium, 2011

HONORS & AWARDS

Outstanding Reviewer Reward, *Journal of Consumer Psychology*, 2018

Haub Family Faculty Fellow, 2017-2020

Kolvenbach Grant, Intersections Program, 2016

Catalyst Research Award, Carroll School of Management, Boston College, 2012, 2016

Selected Participant, Advertising Educational Foundation Visiting Professor Program, 2012

SCP Doctoral Symposium Faculty Fellow, 2011

Research Incentive Grant, Boston College, 2009-2010, 2013-2014, 2015-2016

Faculty Research Fellowship, Boston College, 2009

Kelly Research Award, Carroll School of Management, Boston College, 2007, 2008

Research Expense Grant, Boston College, 2007, 2008, 2009, 2010, 2012, 2015, 2016, 2018

Dean's Distinguished Research Fellowship, Katz Graduate School of Business, 2005-2006

AMA - Sheth Doctoral Consortium Fellow, 2005

Haring Symposium Fellow, 2003

Graduate Assistantship and Tuition Scholarship, University of Pittsburgh, 2001-2004

Four-year Tuition Grant and General Merit Scholarship, American University in Bulgaria, 1997 – 2001

Open Society Foundation Scholarship for Academic Excellence, 2000

RESEARCH INTERESTS

Consumer Behavior
Financial Decision Making
Future Oriented Processing
Self-Control

TEACHING EXPERIENCE

Integrated Marketing Communications, Undergraduate and MBA

International Marketing, Undergraduate and MBA

Marketing Principles, Undergraduate

Directed Readings in Brand Management

Directed Readings in Customer Loyalty

Consumer Behavior, Undergraduate, University of Pittsburgh

PROFESSIONAL MEMBERSHIPS

Association for Consumer Research
Society for Consumer Psychology