

Yuliya Strizhakova

School of Business, 227 Penn Street

Rutgers University

Camden NJ 08102

856-225-6920 (office) | ystrizha@camden.rutgers.edu

ACADEMIC EXPERIENCE

Rutgers University, School of Business – Camden, Camden, NJ, Associate Professor, 2016-present

Rutgers University, School of Business – Camden, Camden, NJ, Assistant Professor, 2009-2016

Michigan Technological University, School of Business and Economics, Houghton MI, Assistant Professor, 2007-2009

Suffolk University, Department of Communication, Boston, MA, Assistant Professor, 2005-2007

EDUCATION

University of Connecticut, Ph.D. in Marketing Communication, 2001-2005

Dissertation: *Understanding leisure consumption through modeling processes that underlie TV viewing, Internet use, and retail shopping.*

University of Hartford, M.A. in Communication, 1999-2001

Kharkov State University, Ukraine, **B.A./M.A.** in English/German, Linguistics, 1993-1998

Marymount College of Fordham University, Tarrytown, NY, (exchange program), 1996-1997

RESEARCH INTERESTS

Globalization and branding in developed and emerging markets

Global citizenship and cross-cultural consumer behavior

Environmentally responsible marketing and emerging markets

Consumer well-being and responses to negative marketplace encounters

Consumer forgiveness, rumination, restoration of well-being

PEER-REVIEWED JOURNAL PUBLICATIONS

Tsarenko, Y., **Strizhakova, Y.**, and Otnes. (forthcoming). Reclaiming the future: Customer forgiveness in service failures. *Journal of Service Research*. Available online on September 24, 2018 <http://journals.sagepub.com/eprint/BU6U5P4u5p6BJjhZhExB/full>

Strizhakova, Y. and Coulter, R. A. (forthcoming). Spatial distance construal perspectives on cause-related marketing: The importance of nationalism in Russia. *Journal of International Marketing*.

Price, L. L., Coulter, R. A., **Strizhakova, Y.**, & Schultz, A. (2018). The fresh start mindset: Transforming consumers' lives. *Journal of Consumer Research*, 45(1), 21-48.

- Strizhakova, Y., & Coulter, R. (2015).** Drivers of local relative to global brand purchases: A contingency approach. *Journal of International Marketing*, 23(1), 1-22.
- Lead article
 - 2015 S. Tamer Cavusgil award from American Marketing Association
- Tsarenko, Y., & **Strizhakova, Y. (2015).** “What does a woman want?” The moderating effect of age in female consumption. *Journal of Retailing and Consumer Services*, 26, 41-46.
- Strizhakova, Y., & Coulter, R. (2013).** The “green” side of materialism in emerging BRIC and developed markets: The moderating role of global cultural identity. *International Journal of Research in Marketing*, 30(1), 69-82.
- Most cited article published in *IJRM* in 2013 between 2014-2017
- Tsarenko, Y., & **Strizhakova, Y. (2013).** Coping with service failures: The role of emotional intelligence, self-efficacy and intention to complain. *European Journal of Marketing*, 47(1/2), 71-92.
- Strizhakova, Y., Coulter, R., & Price, L. (2012).** The young adult cohort in emerging markets: Assessing their glocal cultural identity in a global marketplace. *International Journal of Research in Marketing*, 29(1), 43-54.
- 2015 Emerald Citations of Excellence award
- Strizhakova, Y., Tsarenko, Y., & Ruth, J. (2012).** “I’m mad and I can’t get that service failure off my mind”: Coping and rumination as mediators of anger effects on customer intentions. *Journal of Service Research*, 15(4), 414-429.
- Ruth, J., & **Strizhakova, Y. (2012).** And now, goodbye: Consumer response to sponsor exit. *International Journal of Advertising*, 31(1), 39-62.
- Strizhakova, Y., Coulter, R., & Price, L. (2011).** Branding in a global marketplace: The mediating effects of quality and self-identity brand signals. *International Journal of Research in Marketing*, 28(4), 342-351.
- Strizhakova, Y., Coulter, R., & Price, L. (2008).** Branded products as a passport to global citizenship: Perspectives from developed and developing countries. *Journal of International Marketing*, 16(4), 57-85.
- Strizhakova, Y., Coulter, R., & Price, L. (2008).** The meanings of branded products: A cross-national scale development and meaning assessment. *International Journal of Research in Marketing*, 25(2), 82-93.
- Lead article
- Strizhakova, Y., & Krcmar, M. (2007).** Mood management and video rental choices. *Media Psychology*, 10(1), 91-112.

Snyder, L., Milici, F., Slater, M., Sun, H., & **Strizhakova, Y.** (2006). Effects of alcohol advertising exposure on drinking among youth. *Archives of Pediatrics & Adolescent Medicine, 1*, 18-24.

BOOK CHAPTERS AND OTHER PUBLICATIONS

Strizhakova, Y., Coulter, R., & Price, L. L. (2016). Meanings of branded products scale. In *Handbook of Brand Management Scales*, Zarantonello, L. and Pauwels-Delassus, V. (Eds.), Routledge (pp.263-267).

Strizhakova, Y., Coulter, R., & Price, L. L. (2011). Meanings of branded products scale. In *Handbook of Marketing Scales*, Bearden, W. O., Netemeyer, R.G and Haws, K. L. (Eds.), 3rd edition, Thousand Oaks, CA: Sage (pp. 350-354).

Krcmar, M., & **Strizhakova, Y.** (2008). Uses and gratifications as media choice. In T. Hartmann (Ed.), *Media Choice: A Theoretical and Empirical Overview*. New York, NY: Routledge (pp. 53-69).

Krcmar, M., & **Strizhakova, Y.** (2006). Children and new technologies. In C. Lin & D. Atkins (Eds.), *Communication Technology and Social Change: Theory, Effects, and Applications*. Mahwah, NJ: Lawrence Erlbaum Associates (pp. 59-76).

BOOK REVIEWS

Strizhakova, Y. (2016). *Consumer Culture, Branding and Identity in the New Russia* (2016) by Graham H. Roberts, *Consumption, Markets and Culture*, pp. 1-3. Published online 27 September, 2016; available at <http://www.tandfonline.com/doi/abs/10.1080/10253866.2016.1237322?journalCode=gcmc20>

INVITED EXPERT PUBLICATION

Strizhakova, Y. and Coulter, R. A. (2019 publication date). Glocal consumers and their relationships with brands. *International Marketing Reviews*. Special issue on Global Consumer Culture.

RESEARCH IN PROGRESS

Effectiveness of technological co-created recovery in service failures. Working paper. Target: International Journal of Research in Marketing.

When consumers do not form relationships with brands: Understanding consumer alienation, with Coulter, R. Working paper. Target: Journal of International Business Studies.

Making a fresh start: Cross-cultural understanding, with Linda Price and Robin Coulter. Data analyses. Target: Journal of Marketing.

Glocalizing in local and global product categories: Strategic implications, with Coulter, R. Study development stage. Target: Journal of Marketing.

PUBLISHED CONFERENCE PROCEEDINGS (COMPLETE PAPERS)

- Tsarenko, Y., & **Strizhakova, Y.** (2015). Insights into gendered consumption: Modeling retailer outcomes and consumer shopping characteristics, in *Proceedings of the 14th Biennial World Marketing Congress. Marketing in Transition: Scarcity, Globalism and Sustainability*, Academy of Marketing Science, Oslo School of Management, Oslo, Norway, pp. 171-174.
- Strizhakova, Y.**, & Tsarenko Y. (2010). Consumer response to service failures: The role of emotional intelligence and coping, in *Advances in Consumer Research*, 37, (Eds). Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, pp. 304-311.
- Tsarenko, Y., & **Strizhakova, Y.** (2010). “I am the best happy customer and I am your worst nightmare as an unhappy customer”: Do customers forgive service failures?, in *2010 AMA Summer Educators’ Conference Proceedings: Enhancing Knowledge Development in Marketing*, 21, (Eds.) Easwar Iyer and Robin Coulter, Chicago, IL, pp. 372-380.
- Strizhakova, Y.**, & Tsarenko Y. (2009). Service failures and customer forgiveness in the healthcare sector, in *2009 AMA Winter Educators’ Conference: Marketing Theory and Applications*, 20, (Eds.) Kristy Reynolds, Chicago, IL, pp. 196-203.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- Salmnikova, E., & **Strizhakova, Y.** (2018). Sustainable initiatives: Cultural identity, regulatory focus, and construal perspectives. To be presented at *2018 Annual Association for Consumer Research Conference*, Dallas, TX.
- Strizhakova, Y.**, & Coulter, R. (2018). Consumer glalienation: When consumers are not interested in either global or local brands. *2018 Global Marketing Conference*, Tokyo, Japan.
- Strizhakova, Y.**, & Coulter, R. (2017). Effectiveness of cause-related marketing in emerging markets. *2017 AMA Winter Educators’ Conference*, Orlando, FL.
- Strizhakova, Y.**, & Coulter, R. (2016). Consumer-brand alienation: When consumers are not interested in brands. *2016 Brands and Brand Relationships* annual conference, Toronto, Canada.
- Tsarenko, Y., **Strizhakova, Y.**, & Otnes, C. (2015). Many goals – one choice: Understanding consumer forgiveness. Special session “Consumer Wellbeing: Interpreting Difficulties, Being Resilient, Extending Forgiveness, and Pursuing a “Fresh Start”. *2015 Annual Association for Consumer Research Conference*, New Orleans, LA.
- Strizhakova, Y.**, & Coulter, R. (2013). Materialism and environmental consciousness: The role of global cultural identity. *2013 AMA Winter Educators’ Conference*, Las Vegas, NV.

- Strizhakova, & Ruth, J.** (2012). Over and over again: Negative emotions, consumer rumination and post-service failure outcomes. *2012 Annual Association for Consumer Research Conference*, Vancouver, BC.
- Ruth, J., & **Strizhakova, Y.** (2011). Is breaking up hard to do? An investigation of consumer response to sponsor exit. *2011 Annual Association for Consumer Research Conference*, St. Louis, MO.
- Strizhakova, Y., & Tsarenko, Y.** (2011). Coping with service failure: The role of emotional intelligence, self-efficacy and intention to complain. *2011 World Marketing Congress*, Reims, France.
- Strizhakova, Y., Coulter, R., & Price, L.** (2011). Being socially responsible in Russia: Does it matter to local or global firms? *2011 World Marketing Congress*, Reims, France.
- Strizhakova, Y., Coulter, R., & Price, L.** (2011). Building brand relationships in the global world: Understanding effectiveness of green branding by global and local brands. *Second International Consumer-Brand Relationship Colloquium*, Winter Park, FL.
- Tsarenko, Y., & **Strizhakova, Y.** (2010). Exploring consumer forgiveness in service failures. *2010 Annual Association for Consumer Research Conference*, Jacksonville, FL.
- Strizhakova, Y., Coulter R., & Price L.** (2010). Glocal youth and their relationships with brands in Eastern Europe. *2010 AMA Winter Educators' Conference*, New Orleans, LA.
- Strizhakova, Y., & Tsarenko Y.** (2009). Consumer response to service failures: The role of emotional intelligence and coping. *2009 Annual Association for Consumer Research Conference*, Pittsburg, PA.
- Tsarenko, Y., & **Strizhakova, Y.** (2009). Insights into gendered consumption: Modeling retailer outcomes and consumer shopping characteristics. *2009 World Marketing Congress*, Oslo, Norway.
- Strizhakova, Y., Coulter, R., & Price, L.** (2008). Effects of belief in the global myth on branding discourse in the U.S. and Russia. *2008 Annual Association for Consumer Research Conference*, San Francisco, CA.
- Strizhakova, Y., Coulter, R., & Price, L.** (2007). Buying into the global myth: A Cross-national investigation into building identity through brands. *2007 Annual Association for Consumer Research conference*, Memphis, TN.
- Strizhakova, Y., Coulter, R., & Price, L.** (2007). Functional and symbolic meanings of brands in Romania, Ukraine, and the US: Scale development. *2007 American Marketing Association Winter Educators' Conference*, San Diego, CA.

- Coulter, R., Price, L., & **Strizhakova, Y.** (2006). The meaning of brands: A cross-cultural assessment. *13th International Conference on Recent Advances in Retailing and Consumer Services Science*, Budapest, Hungary.
- Strizhakova, Y.** (2006). Understanding leisure consumption through modeling processes that underlie TV viewing, internet use, and retail shopping. *International Communication Association, Mass Communication Division*, Dresden, Germany.
- Strizhakova, Y.,** & Krmar, M. (2005). Video rental choices: Mood management on a Saturday night. *International Communication Association, Mass Communication Division*, New York, NY.
- Strizhakova, Y.,** & Rangarajan, S. (2005). Why do we do the things we do? A test of Schutz's theory of interpersonal needs. *International Communication Association, Interpersonal Communication Division*, New York, NY.
- Strizhakova, Y.,** & Krmar, M. (2004). Toward a general causal model of television viewing from Uses and Gratifications perspective. *National Communication Association, Mass Communication Division*, Chicago, IL.
- Snyder, L., Milici, F., Sun, H., **Strizhakova, Y.,** & Slater, M. (2004). The effects of alcohol advertising on youth drinking in the US. *American Public Health Association*, Washington, DC.
- Strizhakova, Y.,** & Hamilton, M. (2004). Suggestive advertising imagery: The effect of prejudice on advertising processing. *International Communication Association, Information Processing Division*, New Orleans, LA.
- Rangarajan, S., & **Strizhakova, Y.** (2004). Toward a cross-cultural causal model of relationship quality: A test of Sternberg's theory of love. *International Communication Association, Interpersonal Communication Division*, New Orleans, LA.
- Snyder, L., Milici, F., Slater, M., Sun, H., & **Strizhakova, Y.** (2004). A national longitudinal study of the effect of alcohol advertising on youth drinking. *International Communication Association, Health Communication Division*, New Orleans, LA.
- Strizhakova, Y.,** & Krmar, M. (2003). Internet use motives from Uses and Gratification perspective: Do we know why we surf? *National Communication Association, Mass Communication Division*, Miami Beach, FL.
- Strizhakova, Y.,** Kang, Y., Ellis, D., Coman, E., Daigle, L., & Buck, R. (2003). Assessment of emotional uses and gratifications: Development of EGRATS scale. *National Communication Association, Mass Communication Division*, Miami Beach, FL.
- Strizhakova, Y.,** & Krmar, M. (2003). Do we have access to our viewing motives? Assumption in and extension of Uses and Gratifications. *International Communication Association, Mass Communication Division*, San Diego, CA.

Strizhakova, Y. (2003). Customization of products on the Internet and consumer personality traits: What drives customization? *Annual Winter Conference of the Society of Consumer Psychology*, New Orleans, LA.

Strizhakova, Y., & Kovacic, B. (2002). Creating ‘virtual’ identity: A case study of Amazon and eBay. *National Communication Association, Organization Communication Division*, Atlanta, GA.

INVITED PRESENTATIONS

Strizhakova, Y., Coulter, R., & Price, L. (2010). Global and local brands: Being socially responsible in developed and emerging markets. *Sustainability in Marketing Colloquium*, University of Kentucky, Lexington, KY.

Strizhakova, Y. (2010). Global citizenship and cause-related green marketing. *Second Annual Chancellor’s Faculty Research Day*, Rutgers University, Camden, NJ.

GRANTS

C.I.B.E.R. Foundation at the University of Connecticut Grant (2017), Co-investigator, “Cross-cultural understanding of fresh start mindsets” (\$4,000)

Rutgers School of Business – Camden Summer Research Grant (2017), Principal Investigator, “Cross-cultural understanding of fresh start mindsets” (\$12,000)

Rutgers University Research Council Grant (2016), Principal Investigator, “Mitigating negative effects of consumer rumination” (\$3,500)

Rutgers School of Business – Camden Summer Research Grant (2013), Principal Investigator, “Green marketing by local and global companies in BRIC and developed markets” (\$12,000)

Rutgers School of Business – Camden Summer Research Grant (2012), Principal Investigator, “Reclaiming the future: Theoretical inquiry into consumer forgiveness” (\$12,000)

Rutgers University Research Council Grant (2011), Principal Investigator, “Assessing consumer forgiveness” (\$5,375)

University of Kentucky Von Allmen Center for Green Marketing Grant (2010), Principal Investigator, “Effectiveness of green marketing in emerging and developed markets” (\$5,000)

Rutgers University Research Council Grant (2010), Principal Investigator, “Effectiveness of green marketing in emerging and developed markets” (\$3,000)

Michigan Technological University School of Business Research Grant (2008), Principal Investigator, “Consumer perceptions of social responsibility in developed and developing countries” (\$2,500)

C.I.B.E.R. Foundation at the University of Connecticut Grants (summer 2003, 2005, 2009), Co-investigator, PI: Dr. Robin Coulter, “Understanding intercultural meanings of branded products across markets” (\$5,000 per summer)

National Institutes of Health Grant at the University of Connecticut (2003-2004), Research Assistant, PI: Dr. Leslie Snyder, “Longitudinal assessment of alcohol advertising effects on youth drinking” (\$2,000,000)

HONORS/AWARDS

2015 S. Tamer Cavusgil award from American Marketing Association to honor the article that has made the most significant contribution to the advancement of the practice of international marketing management.

Digital Teaching Fellow (2016 cohort), Rutgers University – Camden.

Summer Research Support, Rutgers University, School of Business - Camden, 2010, 2011, \$10,000

Summer Research Fellowship, University of Connecticut, CT, 2002, 2003, 2004, 2005, \$10,000

ICA Conference Scholarship, New Orleans, LA, 2004, \$1,000

PEO International Peace Scholarship, University of Hartford, CT, 2000-2001, \$6,000

ACTR/ACCELS Scholarship, awarded a one-year abroad by US Information Agency, 1996-1997, \$25,000

COURSES TAUGHT AND OTHER ACADEMIC EXPERIENCE

Rutgers University, School of Business – Camden

Undergraduate courses: Marketing Research, Advertising and Promotion Management, Principles of Marketing; Civic Engagement with Marketing Research (fall 2016)

MBA: Marketing Research, Advertising and Promotion Management; Marketing Management (online)

Michigan Technological University, School of Business and Economics

Undergraduate courses: Principles of Marketing, Advertising and Promotion, Consumer Behavior and E-Commerce

Suffolk University, Department of Communication

Undergraduate courses: Advertising; Advertising Copy

Graduate courses: Research Methods; Seminar in Advertising; Integrated Marketing Communications

University of Connecticut, Department of Communication Sciences, Storrs, CT, Instructor, 2001-2005
Undergraduate courses: Persuasion; Mass Media Effects; Public Speaking

University of Hartford, Department of Communication, West Hartford, CT, Instructor 1999-2001
Undergraduate courses: Introduction to Communication; Improving Communication Skills

Kharkov State University of Economics, Department of Languages and International Relations,
Kharkov, Ukraine, Instructor and Interpreter for the President and Provost, 1998-1999
Undergraduate courses: English, American History, International Communication
Organized exchange visits from Xavier University, Cincinnati, OH; sponsor visits by Procter and
Gamble, Ukraine; interpreted at all events for the president and provost

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Association for Consumer Research, American Marketing Association, Society for Consumer Psychology

EDITORIAL REVIEW BOARD

Journal of Global Marketing (January 1, 2016 – present)

Journal of International Marketing (November 2017 – present)

REVIEWER

Journals – ad hoc

Behavior and Information Technology

European Journal of Marketing

Journal of International Business Studies

International Journal of Hospitality Management (outstanding reviewer, February 2016)

International Journal of Research in Marketing

International Marketing Review

Journal of Consumer Psychology

Journal of Interactive Marketing

Journal of International Marketing

Journal of Service Research

Psychological Reports

Pediatrics

Conferences: *Association for Consumer Research, American Marketing Association, World Marketing Congress, Brands and Brand Relationships Conference*

CONFERENCE ACTIVITIES

Working Papers Track Chair for the Pod “Charitable Giving and Prosocial Behavior”, 2018
Annual Association for Consumer Research Conference, (October 2018), Dallas, TX.

Consumer Behavior Track Co-Chair, Conference of the Emerging Markets Conference Board (June 2013), Nelson Mandela Metropolitan University Business School, Port Elizabeth, South Africa.

Program Committee, Asia-Pacific Conference of the Association for Consumer Research (June 2012), Beijing, China

DISSERTATION COMMITTEE

Examiner on a dissertation of Tetyana Loskutova, University of the Witwaterstrand, South Africa (spring 2017)

Examiner on a dissertation committee of Peeraya Lekkumporn, Monash University, Australia (fall 2009)

INDEPENDENT STUDY SUPERVISION

Ekaterina Salnikova, visiting Ph.D. student from Aarhus University, Denmark, (spring 2018), “Sustainable initiatives”

Tina Hoang, MBA student (spring 2016), “Branding and IMC in the global marketplace”

Shanti Blastini, MBA student (spring 2015), “Branding in the global marketplace”

Marie Bodenschatz, senior (spring 2013), “Forgiveness in alternative medicine sector”

UNIVERSITY SERVICE

Rutgers University

Promotion and Tenure Grievance Committee (fall 2016)

SCHOOL AND DEPARTMENTAL SERVICE

Rutgers University, School of Business – Camden

Assurance of Learning Committee (2016-present)

Marketing Faculty Recruitment Committee, chair (fall 2017, spring 2018)
Graduate Committee (2013-present)

Faculty-Student Mixer participant (2011-present)

Marketing Faculty Recruitment Committee (2013)

Research/Intellectual Contributions Committee (2012-2013)

Undergraduate Committee (2009-2012)

Michigan Technological University, School of Business and Economics

American Marketing Association (AMA) Student Chapter Supervisor, 2008
AMA award for Outstanding New Chapter and Outstanding Work in Fundraising

Graduate Faculty Council

Graduate Curriculum Committee

MEDIA MENTIONS

11/2017 Ask the experts in “Best Credit Card Deals,” <https://wallethub.com/best-credit-card-deals/#yuliya-strizhakova>

1/2017: Ask the experts in “2017 Best Frequent Flyer Program,” <https://wallethub.com/edu/best-frequent-flyer-program/25943/#yuliya-strizhakova>

11/2012: Interview with David Mielach, appeared in “How to Deal with Angry Customers on Social Media,” *Business News Daily*.

11/2012: Interview appeared in “In the Digital Age, Managers Can’t Ignore Angry Customers,” *phys.org*.

07/2011: Interview with Ned Smith, appeared in “How Do You Cope with Bad Service? It Depends on Your ‘Intelligence’,” *Business News Daily*.

02/2011: Interview with Gina Bittner, appeared in “Bud-weis-Twitter, say South Jersey Advertising Experts as Social Networking Could Play Bigger Role in Spots for the Big Game,” *the Gloucester County Times*

02/2011: Interview with Bill Duhart, appeared in “Saluting Beaver Favorite Superbowl Ad,” *Haddonfield-Haddon Township Patch*

08/2010: Interview with Amy Byrnes, appeared in “Budding Entrepreneurs Go Back to School,” *Business News Daily*

OTHER WORK EXPERIENCE	Flint Ltd , Kharkov, Ukraine, Marketing Director, 1993-1996 Textbook and educational books import, promotion and distribution
------------------------------	---

LANGUAGES	Russian, Ukrainian, German
STATISTICAL SKILLS	SPSS, AMOS, PMOD (causal modeling), HLM (mixed modeling), Scale development, Multilanguage and multicultural methods
