

# **Yuliya Strizhakova**

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**Google Scholar** : Citations : 3029, h-index 18; i10-index 23

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## **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

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## **LEADERSHIP FACULTY POSITION**

**Director**, Business Honors Program, School of Business- Camden, Camden, NJ, 2023- present

- Developed a proposal for a new Business Honors program in conjunction with Honors College
- Engaged with a 5-person faculty team in developing the Business Honors program
- Reviewed similar programs at peer institutions
- Received proposal approval in November 2023
- Partially launched the program to current students in fall 2023
- Planning full program launch in fall 2024

**Director, Business Leader Development Program**, School of Business – Camden, Camden, NJ, 2022- present

- Identifying reasons for the BLDP program decline
  - Re-envisioning the program with the goal of a new Business Honors program
  - Arranging meetings with professionals (6 organizations and 10 students engaged), skills workshop (8 students engaged)
  - Engaging students with case competitions
  - Supervising a team of 3 students in their Global Marketing Management Competition with finals in Seoul, South Korea, November 2022 – 2<sup>nd</sup> place win
  - Student mentorship in their graduate school applications, internships, jobs
  - Tracking BLDP Honors Certifications
  - Organizing BLDP alumni event at Victor’s Pub (2022 – 20 people in attendance, 2023 – 10 people in attendance)
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## **EDUCATION**

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

**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

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**RESEARCH  
INTERESTS**

Environmental sustainability and global marketplace  
Global citizenship and cross-cultural consumer behavior  
Globalization and branding in developed and emerging markets  
Consumer well-being and responses to negative marketplace encounters  
Consumer forgiveness, rumination, restoration of well-being

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**PEER-REVIEWED JOURNAL PUBLICATIONS**

**Strizhakova, Y.,** and Coulter R. (2024, June). Environmental and social responsibility: A consumer cultural perspective in the global-local marketplace. *Journal of Sustainable Marketing*. Invited expert commentary. Accepted in November 2023. <https://doi.org/10.51300/JSM-2024-118>

Salnikova, E., **Strizhakova, Y.,** and Coulter, R. (2022). Engaging consumers with environmental sustainability initiatives: Consumer global-local identity and global brand messaging. *Journal of Marketing Research*, 59(5), 983-1001. <https://doi.org/10.1177/00222437221078522>.

- FT50
- 4\* ABS
- **Bright Idea Award** from NJCBAA, sponsored by Stillman School of Business at Seton Hall University

Tran, H.-A., **Strizhakova, Y.,** Usrey, B., and Johnson, S. (2022). Consumer cynicism in service failures. *Psychology & Marketing*, 39(2), 346-359. <https://doi.org/10.1002/mar.21599>.

- 3 ABS

**Strizhakova, Y.,** Coulter, R. A., and Price, L.L. (2021). The fresh start mindset: A cross-national investigation and implications for environmentally-friendly global brands. *Journal of International Marketing*, 29(4), 45-61. <https://doi.org/10.1177/1069031X211021822>.

- 3 ABS

Tran, H.-A., **Strizhakova, Y.,** Liu, H., and Golgeci, I. (2021). “If only...”: Customer counterfactual thinking in failed recovery. *European Journal of Marketing*, 55(12), 3221-3249. <https://doi.org/10.1108/EJM-12-2019-0883>.

- 3 ABS

**Strizhakova, Y.** and Coulter, R. A. (2019). Consumer cultural identity: Local and global cultural identities and measurement implications. *International Marketing Review*, 36(5), 610-627. Invited but editorial-reviewed expert conceptual paper.

- 3 ABS

**Strizhakova, Y.** and Coulter, R. A. (2019). The myriad meanings of cultural identities: A response to commentaries on “Consumer cultural identities”. *International Marketing Review*, 36(5), 642-646. Invited but editorial-reviewed expert response to commentaries.

- 3 ABS

**Strizhakova, Y.** and Coulter, R. A. (2019). Spatial distance construal perspectives on cause-related marketing: The importance of nationalism in Russia. *Journal of International Marketing*, 27(1), 38-55.

- 3 ABS

Tsarenko, Y., **Strizhakova, Y.,** and Otnes. (2018). Reclaiming the future: Customer forgiveness in service failures. *Journal of Service Research*, 22(2), 139-155.

- 4 ABS (prior years); Leading Services Marketing journal, not ranked by ABS, 10.05 impact factor

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.

- FT50
- 4\* ABS

**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

- 3 ABS

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.

- 2 ABS

**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
- 4 ABS

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.

- 3 ABS

**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
- 4 ABS

**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.

- 4 ABS, Leading Services Marketing journal, not ranked by ABS, 10.05 impact factor

Ruth, J., & **Strizhakova, Y.** (2012). And now, goodbye: Consumer response to sponsor exit. *International Journal of Advertising*, 31(1), 39-62.

- 2 ABS

**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.

- 4 ABS

**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.

- 3 ABS

**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
  - 4 ABS

**Strizhakova, Y., & Krcmar, M. (2007).** Mood management and video rental choices. *Media Psychology*, 10(1), 91-112.

- Impact factor 4.29, psychology journal

**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.

- *JAMA Pediatrics*, Impact factor 6.27, 2<sup>nd</sup> rank in Pediatric Medicine
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## 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.), 3<sup>rd</sup> 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).

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## 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>

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## CURRENT RESEARCH UNDER REVIEW AND IN PROGRESS

Tran, H.-A., **Strizhakova**, Y., Johnson, S., & Nguyen, B. (minor revision stage). Expressions of Customer Rumination in Online Reviews and Firm Responses. *Journal of the Academy of Marketing Science*.

- FT50
- 4\* ABS

**Strizhakova**, Y., Coulter, R., & Price, L. (submitted). Giving new life to used products: The Power of “Fresh Start” Marketing Messaging to Encourage Used Product Donations. *Journal of Business Ethics*.

- FT50
- 4\* ABS

Tran, H.-A., **Strizhakova**, Y., & Gustaffson, A. (in preparation for submission). Effects of passive and active voice on customer engagement. *Journal of Marketing Research*.

- FT50
- 4\* ABS

Brand prestige perceptions in South Africa: The impact of global and local brands, consumer cultural beliefs, and environmental commitments. *Journal of Business Ethics*.

- FT50

Social norms and local brand messaging in relation to environmental initiatives. Target: *International Journal of Research in Marketing*. With E. Salnikova, R. Coulter

- 4 ABS

Brand hubris. Target: *Journal of Consumer Psychology*. With R. Coulter, K. Herd.

- 4\* ABS
- FT50

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## **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 14<sup>th</sup> 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.

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## PEER-REVIEWED CONFERENCE PRESENTATIONS

- Tran, H.-A., **Strizhakova, Y.**, & Gustaffson, A. (accepted). Active and passive voice in firm's communications. *2024 American Marketing Association Winter Educators' Conference*, St. Pete's Beach, FL.
- Strizhakova, Y.** (2023, invited expert presentation). Sustainable marketing: Research from a consumer perspective. *Summer American Marketing Association Conference Intensive Workshop on Sustainable Marketing*, San Francisco, CA.
- Strizhakova, Y.**, E. Quayer, & R. Coulter (2023). Masstige brand perceptions for global and local brands in an emerging market. *Global Sig American Marketing Association Annual Conference*, Santiago, Chile.
- Tran, H.-A, **Strizhakova, Y.**, Johnson, S., & L.V. Nguyen (2021). Identifying and managing ruminative expressions in negative reviews. *2021 Annual Association for Consumer Research Conference*. Virtual.
- Salnikova E., & **Strizhakova, Y.** (2021). The impact of cultural identity and social norms on consumer response to sustainable practice of local firms. *2020 American Marketing Association Global Marketing SIG Conference*, Taormina, Sicily, Italy.
- Strizhakova, Y.**, Coulter, R., & Price, L. (2020). A global consumer culture perspective on the fresh start mindset. *2020 Annual Association for Consumer Research Conference*. Virtual.
- Strizhakova, Y.**, Coulter, R., & Price, L. (2020). "Reduce, reuse, recycle: The impact of "fresh start" versus environmental messaging. *2020 American Marketing Association Winter Educators' Conference*, San Diego, CA.
- Tran, H.-A., **Strizhakova, Y.**, & L.V. Nguyen (2020). "We speak like you do": The effect of language style matching in management response to negative reviews. *2020 American Marketing Association Winter Educators' Conference*, San Diego, CA.
- Salnikova, E., & **Strizhakova Y.** (2020). Think Global, act Local: The role of cultural identity and social norms in encouraging sustainable behavior. *2020 American Marketing Association Winter Educators' Conference*, San Diego, CA.
- Strizhakova, Y.**, & Coulter R. (2019). Brand hubris. *The Future of Brands Conference* co-sponsored by the special issue of *Journal of Consumer Research*, New York, Columbia Business School.
- Salnikova, E., & **Strizhakova, Y.** (2019). The role of global cultural identity in consumer engagement with sustainability initiatives. *2019 American Marketing Association Winter Educators' Conference*, Austin, TX.

- Tran, H. A., Pillai, K. G., Gölgeci, I., & **Strizhakova, Y.** (2019). Counterfactual thinking when judging a double deviation and its impact on customer's satisfaction. *2019 American Marketing Association Winter Educators' Conference*, Austin, TX.
- Salnikova, E., & **Strizhakova, Y.** (2018). Sustainable initiatives: Cultural identity, regulatory focus, and construal perspectives. *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. *13<sup>th</sup> 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., & Krcmar, 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., & Krcmar, 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., & Krcmar, 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., & Krcmar, 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.*

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## **INVITED EXPERT/MENTORSHIP PRESENTATIONS**

**2023 Summer American Marketing Association Pre-Conference Intensive Workshop, San Francisco, CA.** Expert Perspectives on Sustainable Marketing. Panel Title: "Sustainable Marketing: Research from a Behavioral Perspective."

**2022 Global Sig American Marketing Association Conference, Santiago, Chile.**

Panelist for "Managing successful career in international marketing" at the pre-conference Doctoral Consortium.

Faculty mentor for doctoral research mentorship session at the pre-conference Doctoral Consortium.

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## **INVITED RESEARCH PRESENTATIONS**

**Strizhakova, Y., Coulter, R., & Price, L. (2020).** Reduce, reuse, recycle: Effectiveness of fresh start versus environmental messaging. Drexel University, Philadelphia, PA.

**Strizhakova, Y. (2017).** Consumer well-being and fresh start mindset. Psychology department. Rutgers University – Camden.

**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.

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## GRANTS

**Rutgers School of Business – Camden Summer Research Grant (2023),** Principal Investigator, “Passive and active voice in firm’s communications” (\$9,000)

**Rutgers Global International Collaborative Research Grant (2020),** Principal Investigator, “Eco-entrepreneurship in South Africa” (\$8,000)

**Rutgers School of Business – Camden Summer Research Grant (2020),** Principal Investigator, “Eco-entrepreneurship in South Africa” (\$6,000)

**Rutgers University Research Council Grant (2019),** Principal Investigator, “Sustainability messaging and fresh start” (\$1,500)

**Rutgers School of Business – Camden Summer Research Grant (2019),** Principal Investigator, “Reduce, reuse, recycle and fresh start” (\$12,000)

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

**Rutgers School of Business – Camden Summer Research Grant (2017),** Principal Investigator, “Understanding 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)

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## 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

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## 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

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**PROFESSIONAL AFFILIATIONS AND ACTIVITIES**

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

**ASSOCIATE EDITOR**

*Journal of Business Research* (January 1, 2023 – present)

- 12 manuscripts (2 revisions)

*Journal of Global Marketing* (January 1, 2020 – present)

- 4 manuscripts per year

*Journal of International Marketing* (October 10, 2020 – present)

- 66 manuscripts (18 revisions, 3 acceptance decisions), journal acceptance rate is 11%.

**EDITORIAL REVIEW BOARD**

*Journal of Global Marketing* (January 1, 2016 – 2020)

*Journal of International Business Studies* (January 1, 2020 – 2023)

*Journal of International Marketing* (November 2017 – 2020)

**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 the Academy of Marketing Science*

*Journal of Consumer Psychology*

*Journal of Consumer Research*

*Journal of Interactive Marketing*

*Journal of International Marketing*

*Journal of Marketing*

*Journal of Marketing Research*

*Journal of Service Research*

*Psychological Reports*

*Pediatrics*

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

### **LEADERSHIP ACTIVITIES**

**Doctoral Consortium Presenter, 2023** – Managing Ph.D. career invited talk. *Global Sig. AMA Conference*, Santiago, Chile.

**Doctoral Consortium Mentor, 2023** – Provided feedback to 4 Ph.D. students on their dissertations. *Global Sig. AMA Conference*, Santiago, Chile.

**Journal of International Marketing Rewards Committee, 2021** – making final awards decisions for the *Journal of International Marketing*

**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 Emmanuel Quaye, University of the Witwaterstrand, South Africa (fall 2019)

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**

Hai-Anh Tran, Ph.D. student from University of East Anglia, U.K. (spring 2019-present), “Ruminative sentiment”

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”

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## **PROFESSIONAL DEVELOPMENT**

**Faculty Leadership Training**, Rutgers University – Camden, 2023-2024

**Online Teaching Training**, Rutgers University – Camden, 2015

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<b>UNIVERSITY SERVICE</b>	<b>Rutgers University</b> Sustainability Cluster, Co-Champion (2022-present) Diversity, Equity, and Inclusion Strategic Planning Committee (spring 2021) Dean Search Committee (fall 2020) Promotion and Tenure Grievance Committee (fall 2016)
<b>SCHOOL AND DEPARTMENTAL SERVICE</b>	<b>Rutgers University, School of Business – Camden</b> Business Leader Development Program Director (fall 2022 –present) Academic Integrity Facilitator (2020- present; reviewed around 20 cases per year ) Preventions Science Cluster Hiring, Chair (fall 2022) Sustainability Cluster Hiring Committee member (fall 2022-spring 2023) Assurance of Learning Committee (2016-2023) Marketing Faculty Recruitment Committee, chair (fall 2022, fall 2020, spring 2018, fall 2017) Management/Sustainability Recruitment Committee, member (2022-2023) Graduate Committee (2013-present; chair spring 2020) 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

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## **MEDIA MENTIONS**

- 12/2023 “Best First-Time Credit Cards,” MoneyGeek (The Best First-Time Credit Cards to Build Credit in 2023)
- 12/2023 “Personal Loans Advertising,” WalletHub (Compare Personal Loan Rates [December 2023] | WalletHub).
- 7/2023 “Expert Opinion on Car Insurance Choices,” WalletHub (Who Has the Cheapest Auto Insurance Quotes in New Jersey? (wallethub.com))
- 3/2023 “Best Bank of America Credit Cards,” 4 Best Bank of America Credit Cards of March 2023 – WalletHub (wallethub)
- 3/2022 “Expert Advice for Finding the Right Card,” 9 Best Credit Cards for Rewards for March 2022 | (MoneyGeek.com)
- 11/2021 Ask the experts in “2021 Thanksgiving Fun Facts,” 2021 Thanksgiving Fun Facts – Infographic with 60+ Facts (wallethub.com)
- 2/2021 Ask the experts in “2021 Travelers Auto Insurance Review,” 2021 Travelers Auto Insurance Review (wallethub.com)
- 10/2020 Zippia panel of experts on the effects of the pandemic on recent marketing graduates, <https://www.zippia.com/marketing-manager-jobs/trends/>
- 2/2019 Ask the experts in “2019’s Best Frequent Flyer Program”, <https://wallethub.com/edu/best-frequent-flyer-program/25943/#expert=yuliya-strizhakova>
- 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*

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<b>OTHER WORK EXPERIENCE</b>	Flint Ltd, Kharkov, Ukraine, Marketing Director, 1993-1996 Textbook and educational books import, promotion and distribution
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<b>LANGUAGES</b>	Russian, Ukrainian, German
<b>STATISTICAL SKILLS</b>	SPSS, AMOS, PMOD (causal modeling), HLM (mixed modeling), Scale development, Multilanguage and multicultural methods

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