

ALENA KOSTYK

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RESEARCH INTERESTS

Consumer decision making in digital and emerging environments, research methodology

EDUCATION

2017 PhD, Marketing, New Mexico State University, US
Dissertation title “The role of processing fluency in consumer decision making”

2013 MBA, Marketing, Michigan State University, US

2007 Diploma with honors (BS and MS equivalent), Finance, Tomsk State University, Russia

EMPLOYMENT

September 2019 – present Lecturer in Marketing, Adam Smith Business School, University of Glasgow (UK)

January 2019 – August 2019 Program leader “Digital Expertise for Marketing” Specialization
NEOMA Business school (France)

August 2017 – August 2019 Assistant Professor, Marketing Department
NEOMA Business school (France)

PUBLICATIONS

Journal publications

2020

“The (im)precision of scholarly consumer behavior research” by David Trafimow, Michael R. Hyman, **Alena Kostyk**
Journal of Business Research, 114, pp. 93-101, doi: 10.1016/j.jbusres.2020.04.008

2019

“Processing fluency scale development for consumer research” by **Alena Kostyk**, James M. Leonhardt, Mihai Niculescu
International Journal of Market Research, Published online September 26, 2019, doi:
10.1177/1470785319877137

"A prospectus on marketing futurology", by Michael R. Hyman, and Alena Kostyk
European Journal of Marketing, Vol. 53 No. 8, pp. 1485-1503, doi: 10.1108/EJM-08-2019-968

2018

"Using surveytainment to counter declining survey data quality" by **Alena Kostyk**, Wenkai Zhou, Michael R. Hyman
Journal of Business Research, vol. 95, pp. 211-219, doi: 10.1016/j.jbusres.2018.10.024

2017

"Less is more: online ratings format affects purchase intentions and processing" by **Alena Kostyk**, Mihai Niculescu, James M. Leonhardt
Journal of Consumer Behaviour, vol. 16 (5), pp. 434-441, doi: 10.1002/cb.1643

"Simpler online ratings formats increase consumer trust" by **Alena Kostyk**, James M. Leonhardt, Mihai Niculescu
Journal of Research in Interactive Marketing, vol. 11 (2), pp.131-141, doi: 10.1108/JRIM-06-2016-0062

Selected working papers

"Perfect Social Media Image Posts: Consumer Response Drivers" by **Alena Kostyk**, Bruce A. Huhmann
Under review (third round)

"Making Sense of Senses: How Sensory Inputs in Virtual Reality Can Improve Brand Experience" by Kirsten Cowan, Seth Ketron, **Alena Kostyk**, Kirk Kristofferson
(data collection and analysis)
Targeted journal: *Journal of Consumer Research*

"The Influence of Luxury Brand Personality on Digital Strategy Effectiveness: Differentiating Brand Modernity and Traditionality" by Kirsten Cowan, **Alena Kostyk**
(data collection and analysis)
Targeted journal: *Journal of Retailing*

"Surveytainment: cross-cultural differences in data collection efficiency" by Wenkai Zhou, **Alena Kostyk**, Michael R. Hyman
(data collection and analysis)
Targeted journal: *International Journal of Research in Marketing*

Conference proceedings

2018

"Modern Versus Traditional Luxury Brand Digital Strategy" by Kirsten Cowan, **Alena Kostyk**
2018 Global Marketing Conference at Tokyo, pp. 257-262

2016

"Surveytainment: A Possible Solution to Declining Survey Data Quality" by **Alena Kostyk**, Wenkai Zhou, Michael R. Hyman
Reimagining: The Power of Marketing to Create Enduring Value, Atlanta, GA: Society for Marketing Advances (2016), pp. 38-40.

Invited publications

2016

"Average is Over: Powering America Beyond the Age of the Great Stagnation, by Tyler Cowen" by **Alena Kostyk**, Michael R. Hyman
The Social Science Journal 53 (2016), pp. 137-138.

CONFERENCE PRESENTATIONS

2020 (postponed due to COVID-19) 14th Global Brand Conference
"Consumer Memories of VR Brand Experiences" by **Alena Kostyk**, Laurence Dessart, Kirsten Cowan

2020 (postponed due to COVID-19) Annual AMS conference
"An Aspirational Definition of Marketing" by Michael R. Hyman, **Alena Kostyk**

2019 "Future-of-Brands" Conference, Columbia Business School, New York
"Making Sense of Senses: How Sensory Inputs in Virtual Reality Can Improve Brand Experiences" by Kirsten Cowan, **Alena Kostyk**, Seth C. Ketron

2019 22nd AMS WMC
"Luxury brand identity and digital strategy" by Kirsten Cowan, **Alena Kostyk**

2019 Annual AMS conference
"Use of Surveytainment Elements in Knowledge-Assessment Tests" by **Alena Kostyk**, Wenkai Zhou, Michael R. Hyman

2019 13th Global Brand Conference
"How virtual environments enhance brand experiences: the role of cognitive engagement" by Kirsten Cowan, Seth Ketron, **Alena Kostyk**

2018 4rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR)
"Luxury Brand Identity and Digital Strategy: Modern vs. Traditional Luxury Brands" by Kirsten Cowan, **Alena Kostyk**

2018 EMAC 47th Annual Conference
"Formula For A Perfect Instagram Post: Drivers Of Audience Hedonic Response On Social Media" by **Alena Kostyk**, Bruce A. Huhmann

2018 13th Global Brand Conference
"Unique or Popular Choice: How Sustainable Apparel Descriptions Influence Brand Evaluations" by Kirsten Cowan, **Alena Kostyk**

2016 AMA Summer Conference
"Online customer ratings: Does format matter?" by **Alena Kostyk**, Mihai Niculescu

2016 SMA Conference
"Surveytainment: A Possible Solution to Declining Survey Data Quality" by **Alena Kostyk**, Wenkai Zhou, Michael R. Hyman

2015 AMA Summer Conference

“From Objective to Subjective Risky Options: The Mediating Effect of Processing Fluency” by **Alena Kostyk**, Mihai Niculescu

INVITED TALKS

2020 (postponed due to COVID-19) University of Antwerp, Belgium
“Survey Methodology”

March 2020 TEDx University of Glasgow
“Marketing Futurology”

TEACHING EXPERIENCE

University of Glasgow

Marketing Management (graduate)
Face to face: Fall 2019

Marketing Communications (undergraduate)
Face to face: Fall 2019

Digital Marketing (undergraduate)
Face to face: Fall 2019

Marketing Campaign Development (undergraduate)
Face to face: Fall 2019

NEOMA business school

Course coordination: Fundamentals of Communication, Strategic Marketing, Brand Management

Marketing Strategy (undergraduate, graduate)
Face to face and online: Fall 2017, Fall 2018, Spring 2018

Marketing Trends (graduate)
Face to face: Fall 2017, Spring 2018, Fall 2018, Spring 2019

Brand Management (undergraduate, graduate)
Face to face: Fall 2017, Spring 2019

Strategic Communication Planning (executive)
Face to face: Fall 2018

Fundamentals of Marketing (graduate)
Face to face: Fall 2017

New Mexico State University

Marketing Research (undergraduate)
Face to face: Fall 2014, Fall 2015

Green Marketing (undergraduate)
Face to face and online: Spring 2016

Product and Service Development (undergraduate)
Face to face and online: Fall 2016

Retail Management (undergraduate)
Online: Spring 2017

Michigan State University

Business Strategy (undergraduate, TA, Spring 2012)

INDUSTRY AND PROFESSIONAL EXPERIENCE

- 2012** Heritage Hotels & Resorts, NM, US - Assistant to revenue manager (MBA intern)
- 2010-2011** Taiga-hostel, Tomsk, Russia - Hotel manager
- 2009-2011** Start, Tomsk, Russia - Small business consultant
- 2008-2010** SkyWay hotel, Tomsk, Russia - Financial manager
- 2006-2008** Private start-up foundation FIBR, Tomsk, Russia - Project manager
- 2002-2006** Garant, Tomsk, Russia - Assistant financial accountant

AWARDS AND HONORS

- 2019** Most Innovative Paper award, Global Brand Conference
- 2018** Highly Commended Paper award, COBIIR
- 2016** Best Paper In Track award, SMA conference
- 2016** AMA-Sheth Doctoral consortium fellow, New Mexico State University
- 2014** SMA Doctoral consortium fellow, New Mexico State University
- 2013** Broad Warrior award (top 5 MBA students), Michigan State University

SERVICE TO PROFESSION

Guest Editor

- 2018 *European Journal of Marketing*
- 2020 *International Journal of Market Research*
- 2020 *Basic and Applied Social Psychology*

Editorial Review Boards

2020 – present *International Journal of Market Research*
2020 – present *Basic and Applied Social Psychology*

Ad-Hoc Reviewer

2015 – present *Journal of Business Ethics*
2015 – present *Journal of Marketing Theory and Practice*
2015, 2016 *American Marketing Association*
2015 *Society for Marketing Advances*

RELATED SKILLS

SPSS, AMOS, R, Qualtrics, MarkStrat

LANGUAGES

Russian (native), English (fluent), French (intermediate)