

IRINA V. KOZLENKOVA

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PROFESSIONAL EXPERIENCE

Assistant Professor of Commerce, University of Virginia, McIntire 2018 – present
Assistant Professor of Marketing, Michigan State University 2014 – 2018

RESEARCH PROGRAM

Research Interests

Marketing theory and strategy in healthcare, financial services, and relationship marketing domains, with a focus on online and digital channels.

Citations: 672 from Google Scholar

Peer-Reviewed Research

- 1) Steinhoff, Lena, Denni Arli, Scott Weaven, and Irina V. Kozlenkova (2019), "Online Relationship Marketing," *Journal of the Academy of Marketing Science*, 47 (3), 369-393.
- 2) Kozlenkova, Irina V., Robert W. Palmatier, Eric Fang, Bangming Xiao, and Minxue Huang (2017), "Online Relationship Formation," *Journal of Marketing*, 81 (3), 21-40.
- 3) Marinova, Detelina, Irina V. Kozlenkova, Leona Cuttler, and J. B. Silvers (2017), "To Prescribe or Not to Prescribe? Consumer Access to Life-Enhancing Products," *Journal of Consumer Research*, 43 (5), 787-805.
 - a. The first and second authors contributed equally to the development of the article. Leona Cuttler passed away in 2013. Dr. Silvers participated in the grant application stage of the project from the *National Institutes of Health* (\$1.3 million).
 - b. Article was quoted on *Fox 47 News* and *Science Daily*
- 4) Kozlenkova, Irina V., Tomas G. Hult, Donald J. Lund, Jeannette Mena, and Pinar Kekec (2015), "The Role of Marketing Channels in Supply Chain Management," *Journal of Retailing*, 95 (4), 586-609.
- 5) Lee, Ju-Yeon, Irina V. Kozlenkova, and Robert W. Palmatier (2015), "Structural Marketing: Using Organizational Structure to Achieve Marketing Objectives," *Journal of the Academy of Marketing Science*, 43 (1), 73-99.
 - a. Featured in *Harvard Business Review* (July – August 2015), "Customer-Centric Org. Charts Aren't Right for Every Company"
 - b. Featured in *Marketing Weekly News*

- 6) Kozlenkova, Irina, V., Stephen Samaha, and Robert W. Palmatier (2014), “Resource-Based Theory in Marketing,” *Journal of the Academy of Marketing Science*, 42 (1), 1-21.
 - a. Lead article
 - b. Won the 2017 Emerald Citations of Excellence Award
 - c. Highest-cited non-methodological article in the last 3 years in *JAMS* (304 citations)
 - d. Accompanied by three commentaries: G. Day, J. Barney, and B. Wernerfelt
- 7) Lund, Donald J., Lisa K. Scheer, and Irina V. Kozlenkova (2013), “Culture’s Impact on the Importance of Fairness in Interorganizational Relationships,” *Journal of International Marketing*, 21 (4), 21-43.
 - a. Featured in AMA’s publication *Marketing Insights*; www.ama.org/publications/MarketingInsights/Pages/The-Fairness-Factor.aspx
- 8) Celuch, Kevin, Irina V. Kozlenkova, and Gary Black (2010), “An Exploration of Self-Efficacy as a Mediator of Skill Beliefs and Student Self Identity as a Critical Thinker,” *Marketing Education Review*, 20, 257-66, (completed while in the MBA program).

Other Research

- 9) Samaha, Stephen A., Irina V. Kozlenkova, Jordan W. Moffett, and Robert W. Palmatier (2019), “Multichannel Customer Onboarding,” *Marketing Science Institute Working Paper Series*, (19-115-04).
- 10) Lee, Ju-Yeon, Mengzhou Zhuang, Irina V. Kozlenkova, and Eric Fang (2016), “The Dark Side of Mobile Channel Expansion Strategies,” *Marketing Science Institute Working Paper Series*, (16-119).
- 11) Kozlenkova, Irina, V., Eric Fang, Bangming Xiao, and Robert W. Palmatier (2015), “Online Relationship Marketing,” *Marketing Science Institute Working Paper Series*, (15-126).
- 12) Lund, Donald J., Irina V. Kozlenkova, and Robert W. Palmatier (2016), “Relationships: Good vs. Bad Relationship Framework,” in Nguyen, B., Simkin, L., and Canhoto, A. (Eds), *The Dark Side of CRM: Customers, Relationships and Management*, Routledge.

Research under Review or in Progress

- 13) Samaha, Stephen, Irina V. Kozlenkova, Jordan Moffett, and Robert W. Palmatier, title withheld, under review – *Journal of Marketing*.
- 14) Kozlenkova, Irina V. and Detelina Marinova, “When to Stop or Augment? Physician Decisions for Approved and Off-Label Life-Enhancing Products,” conducting additional data analyses with supplemental data, target journal - *Journal of Marketing*.
- 15) Kozlenkova, Irina V., Ju-Yeon Lee, and Robert W. Palmatier, “Effective Sharing Economy Strategies: A Global Perspective,” drafting the manuscript, target journal – *Journal of International Business Studies*.
- 16) Kozlenkova, Irina V., and Robert W. Palmatier, “Turnover in Healthcare and Patient Wellbeing,” preparing data for analysis, target journal - *Journal of Marketing*.
- 17) Kozlenkova, Irina V., Amalesh Sharma, and Robert W. Palmatier, “The Effect of Marketing on Global Healthcare Firms,” finishing data collection, target journal – *Journal of Marketing*.

- 18) Kozlenkova, Irina V., and Robert W. Palmatier, “The Role of Telemedicine in Healthcare Marketing,” in talks with various firms for data collection, target journal – *Journal of Marketing Research*.

Invited Presentations, Conference Presentations and Proceedings

- “Multichannel Customer Onboarding,” Grenoble School of Management, Grenoble, France (2019)
- “The Effects of Turnover in Healthcare,” The Everett Clinic Retreat, Seattle, WA (2019)
- “Multichannel Customer Onboarding,” MARC Symposium, Georgetown University (2019)
- “Impact of Relationships on Performance,” *MSI Young Scholars*, Park City, UT (2019)
- “Balancing Research and Teaching,” *AMA – Sheth Consortium*, Leeds, UK (2018)
- “Systematic Review Papers: Process and Structure,” *BI – JAMS Thought Leaders Conference*, Oslo, Norway (2018)
- “Systematic Review Papers: Process and Structure,” *Griffith University*, Australia (2017)
- “Omnichannel Communication Strategies,” *AMA Winter Educators’ Conference Proceedings*, Orlando, FL (2017)
- “Online Relationship Formation,” *Griffith University*, Australia (2016)
- “Understanding and Designing Effective Loyalty Programs,” workshop for executives, *Center for Sales and Marketing Strategy*, University of Washington, Seattle, WA (2016)
- “Custom Analysis and Training on Loyalty Programs,” workshop for executives, *Cox Automotive*, Atlanta, GA (2015)
- “Brick vs. Click: A Resource-Based View of Community Engagement,” *Society for Marketing Advances Conference*, San Antonio, TX (2015)
- a. Won award for best paper in the retailing track
- “The Impact of Social Connection and Reciprocity in a Service Gifting Context,” *Frontiers in Service Conference*, San Jose, CA (2015)
- “The Role of Communication in Business-to-Business Relationships,” *Institute for the Study of Business Markets Conference*, San Francisco, CA (2014)
- “The Role of Agency in New Product Adoption: The Case of Life Enhancing Treatments,” *AMA Winter Educators’ Conference Proceedings*, 24, 106, Las Vegas, NV (2013)
- “Drifting Into Dysfunction: The Critical Role of Complacency,” *Institute for the Study of Business Markets (ISBM) Academic Conference*, Chicago, IL (2012)
- “Exploration of Fairness Perceptions in a Cross-Cultural Setting,” *European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia (2011)
- “The Central Role of Process, Task, and Relationship Conflict in Marketing Relationships,” *European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia (2011)

“The Role of Fairness and Interdependence in International Business-to-Business Marketing Relationships,” *International Scientific Conference Agrarian Perspectives XIX*, Prague, Czech Republic (2010)

41st Annual Haring Symposium, Indiana University (2011)

19th Annual Robert W. Mittelstaedt Doctoral Symposium, University of Nebraska (2010)

Other Presentations

Collecting Data Online (Michigan State University) 2015

MSI Roundtable Discussion with B2B Firms (Emory University) 2014

EDUCATION

Doctor of Philosophy in Marketing, University of Missouri 2013

Master of Business Administration, University of Southern Indiana 2009

Master of Science in Management, Oakland City University 2006

Bachelor of Science in Management, Oakland City University 2005

AWARDS AND GRANTS

Marketing Science Institute Young Scholar, Park City, UT 2019

AMA - Sheth Consortium Faculty Fellow, University of Leeds, UK 2018

Competitive Summer Research Grant, \$18 000, Michigan State University 2017

Emerald Citations of Excellence Award 2017

Best Paper Award, Retailing Track, Society for Marketing Advances Conference 2015

Nominated by MSU fulltime MBA students for the *Favorite Professor in Elective Courses Award* 2015

Mantrala Best Peer-Reviewed Research Paper Award, University of Missouri 2014

Outstanding Graduate Teacher Award, University of Missouri 2013

Various Scholarships, \$7 000, University of Missouri 2009 – 2013

ISBM Doctoral Dissertation Award Competition – Finalist 2013

AMA Sheth Foundation Doctoral Consortium Fellow 2012

Special Departmental Funding, University of Missouri 2011 – 2012

Summer Research Award, \$16 500, University of Missouri 2010 – 2013

The 41st Annual Haring Symposium, Indiana University 2011

Outstanding Graduate Research Assistant Award, University of Missouri 2011

Competitive Conference Paper Scholarship, University of Missouri 2010

<i>Allen Slusher Graduate Scholarship for International Studies, University of Missouri</i>	2010
<i>Phi Kappa Phi Honor Society Member</i>	2009
<i>Full Tuition Scholarship, University of Southern Indiana</i>	2007 – 2009
<i>Full Tuition Scholarship; Dean’s List, Oakland City University</i>	2002 – 2006
<i>Freedom Support Act Scholarship, \$50 000, U.S. Department of State</i>	2001

TEACHING

Teaching Interests

Interested in teaching managerially-relevant courses at the undergraduate and graduate levels.

Teaching Experience (most recent student evaluations for the course)

Graduate-level teaching:

1. Global Market Research and Analytics, *UVA* (4.6/5.0)
2. Experiential Learning Global Marketing, *MSU* (4.8/5.0)
3. Global Marketing, *MSU* (4.0/5.0)

Undergraduate-level teaching:

1. Principles of Marketing – Integrated Core Experience, *UVA* (4.3/5.0; 4.5/5.0)
2. Marketing Strategy, *MSU* (4.4/5.0)
3. International Marketing Management, *MSU* (4.5/5.0)
4. Marketing Management, *University of Missouri* (3.7/**4.0**)
5. Services Marketing, *University of Missouri* (3.5/**4.0**)

PROFESSIONAL SERVICE

National Service

Editorial Review Board:

- *Journal of the Academy of Marketing Science* 2015 – present

Ad-hoc Reviewer:

- *Journal of Marketing* 2019 – present
- *Journal of Retailing* 2014 – present
- *International Marketing Review* 2014 – present
- *AMA Educators’ Conferences* 2010 – present

ISBM Conference Session Chair 2014

Affiliated Faculty, Center for Sales and Marketing, *University of Washington* 2014 – present

Department and University Service

University Committee on Faculty Tenure, <i>Michigan State University</i>	2017 – 2018
Doctoral Program Committee, <i>Michigan State University</i>	2017 – 2018
Department Chair Recruiting Committee, <i>Michigan State University</i>	2015 – 2016
Master's Program Committee, <i>Michigan State University</i>	2015 – 2017
Strategy Review Committee, <i>Michigan State University</i>	2014 – 2015
Assisting with faculty recruiting, <i>Michigan State University</i>	2013 – 2018
Preparing PhD students for the job market interviews, <i>Michigan State University</i>	2015

Service on Dissertation Committees

Kent Hui, <i>Michigan State University</i> - committee member	2015 – 2016
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