

**NEVENA T. KOUKOVA**  
Associate Professor of Marketing  
James T. Kane Faculty Fellow  
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## Education

Ph.D. in Business, University of Maryland, College Park, May 2005 College Park, MD

Field of Study/Major: Marketing

Minors: Information Systems and Research Methods

Dissertation: Marketing of Digital Products

MBA, Case Western Reserve University, May 2000

Cleveland, OH

Concentrations: Marketing and Finance

BSc, National and World Economy University

Sofia, Bulgaria

Major: Marketing and Management

## Academic Employment

College of Business and Economics, Lehigh University

Bethlehem, PA

Associate Professor of Marketing (2012 – present)

Assistant Professor of Marketing (2005 – 2012)

## Publications

Srivastava, Joydeep, Shweta S. Oza and Nevena T. Koukova (2017), "To Contribute or Not: A Goals-Based Perspective on the Effect of Industry Sales Trend and Solicitation Messages on Voluntary Contributions to a Generic Advertising Campaign," *Journal of Experimental Psychology: Applied*, 23(4), 484-99.

Bagchi, Rajesh, Nevena T. Koukova, Haresh Gurnani, Mahesh Nagarajan and Shweta Oza (2016), "Walking in My Shoes: How Expectations of Role Reversal in Future Negotiations Impact Present Behaviors," *Journal of Marketing Research*, 53 (3) 381-95.

Kuruzovich, Jason, Shu Han, Nevena T. Koukova and T. Ravichandran (2013), "Does a Portfolio of Hierarchically Related Technology Products Improve Customer Outcomes?" *Journal of Service Research*, 16 (3), 372-85.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul-Fischer (2012), "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *Journal of the Academy of Marketing Science*, 40 (6), 759-70.

Koukova, Nevena T., P.K. Kannan and Amna Kirmani (2012), "Multi-Format Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice," *Journal of Marketing Research*, 49 (1), 100-14.

Thomas, Rodney, Brian Fugate and Nevena T. Koukova (2011), "Coping with Time Pressure and Knowledge Sharing in Buyer-Supplier Relationships," *Journal of Supply Chain Management*, 47 (3), 22-42.

Oza, Shweta, Joydeep Srivastava and Nevena T. Koukova (2010), "How Suspicion Mitigates the Effect of Influence Tactics," *Organizational Behavior and Human Decision Processes*, 112 (1), 1-10, lead article.

K. Sivakumar, Cheryl Nakata, Praveen Aggarwal, Ravindra Chitturi, and Nevena T. Koukova (2009), "Role of Non-Price Variables in Inter-Tier Competition," *Journal of Marketing Theory and Practice*, 17 (4), 351-368.

Hamilton, Rebecca W. and Nevena T. Koukova (2008), "Choosing Options for Products: The Effect of Mixed Bundling on Consumers' Inferences and Choices," *Journal of the Academy of Marketing Science*, 36 (3), 423-433.

Koukova, Nevena T., Kannan, P. K., and Brian T. Ratchford (2008), "Marketing of Digital Products: Product Form Bundling," *Journal of Retailing*, 84 (2), 181-194.

Koukova, Nevena T., P. K. Kannan, and Brian T. Ratchford (2006), "Bundling and Unbundling of Electronic Content," in *Electronic Commerce and the Digital Economy*, Advances in Management Information Systems Series, Michael J. Shaw, Ed., M. E. Sharp.

### **Papers under Review/Working Papers**

Nevena T. Koukova (with Reetika Gupta), "Designer Recyclable Bags: Effects on Perceptions and Usage Behavior."

Nevena T. Koukova (with P.K. Kannan and Brian T. Ratchford), "Marketing of Digital Products: Bundling/Unbundling of Electronic Content."

Nevena T. Koukova (with Shweta Oza), "Fantasies and Expectations as Advertising Tools."

Nevena T. Koukova (with Marina Puzakova), "The Role of Product Cuteness in Increasing Consumer Engagement on Social Media Platforms."

Nevena T. Koukova (with Joydeep Srivastava), "When Are Numbers Frightening? Effect of Probability Formats on Judgments of Risk and Behavioral Intentions."

### **Conference Presentations**

Marina Puzakova and Nevena T. Koukova, "The Impact of Anthropomorphized Cute Brands on Consumer Preferences for Distinctive and Majority-Endorsed Products," *European Marketing Academy Conference*, May 2018, Glasgow, Scotland, UK.

Koukova, Nevena T. and Joydeep Srivastava, "When Are Numbers Frightening? Effect of Message Framing on Judgments of Risk and Behavioral Intentions," American Psychological Association Annual Convention, August 2017, Washington, DC.

Koukova, Nevena T. and Joydeep Srivastava, "When Are Numbers Frightening? Effect of Message Framing on Judgments of Risk and Behavioral Intentions," *European Marketing Academy Conference*, May 2017, Groningen, Netherlands.

Koukova, Nevena T. and Reetika Gupta, "Designer Recyclable Bags: Effects on Perceptions and Usage Behavior," *INFORMS Marketing Science Conference*, June 2016, Shanghai, China.

Koukova, Nevena T. and Joydeep Srivastava, "When Are Numbers Frightening? Effect of Message Framing on Judgments of Risk and Behavioral Intentions," *The La Londe Conference on Marketing Communications and Consumer Behavior*, June 2015, La Londe, France.

Koukova, Nevena T. and Joydeep Srivastava, "When Numbers are Frightening: Effects of Message Framing on Judgments of Risk and Behavioral Intentions," *INFORMS Marketing Science Conference*, July 2013, Istanbul, Turkey.

Koukova, Nevena T., Brian Ratchford and P.K. Kannan, "Multiformat Digital Products: Is Unbundling of Content Appealing?" *INFORMS Revenue Management and Pricing Conference*,

June 2012, Berlin, Germany.

Kuruzovich, Jason, Shu Han, Nevena Koukova and T. Ravichandran, "Does a Portfolio of Hierarchically Related Technology Products Improve Customer Outcomes?" *INFORMS Marketing Science Conference*, June 2012, Boston, MA.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *Association for Consumer Research Conference*, October 2010, Jacksonville, FL.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul-Fischer, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *12th Annual Pricing Conference*, August 2010, Babson College, Babson Park, MA.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul-Fischer, "The Effect of Flat Shipping Fee and Free Shipping Threshold on Consumer Evaluations," *European Association for Consumer Research Conference*, July 2010, Royal Holloway, University of London.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *INFORMS Marketing Science Conference*, June 2010, Cologne, Germany.

Koukova, Nevena T. and Shweta Oza, "Fantasies and Expectations as Advertising Tools," *Society for Consumer Psychology Conference*, February 2010, St. Petersburg, FL.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations," *Association for Consumer Research Conference*, October 2009, Pittsburg, PA.

Koukova, Nevena T. and Shweta Oza, "Fantasies and Expectations as Advertising Tools," *INFORMS Marketing Science Conference*, June 2009, Ann Arbor, MI.

Koukova, Nevena T., Kannan, P. K., and Brian T. Ratchford, "Marketing of Digital Products," *INFORMS Annual Conference*, October 2008, Washington, DC.

Koukova, Nevena T. and P. K. Kannan, "Designing Digital Products: The Role of Substitutability and Complementarity of Product Forms," *Association for Consumer Research Pre-Conference: Consumers Online*, October 2007, Memphis, TN.

Nevena T. Koukova and Joydeep Srivastava, "When Numbers are Talking: Effects of Message Framing on Judgements of Risk and Behavioural Intentions," *INFORMS Marketing Science Conference*, June 2007, Singapore.

Nevena T. Koukova, P. Kannan and Brian Ratchford, "Bundling and Unbundling of Electronic Content," *INFORMS Marketing Science Conference*, June 2006, Pittsburgh, PA.

Nevena T. Koukova, P. Kannan and Brian Ratchford, "Bundling and Unbundling of Electronic Content," *INFORMS International Conference*, June 2006, Hong Kong.

P. K. Kannan and Nevena T. Koukova, "Design of Digital Products: The Role of Complementarity and Substitutability of Product Forms," *Third Product and Service Innovation Conference*, February 2006, University of Utah, Park City, UT.

Hamilton, Rebecca, and Nevena T. Koukova, "Choosing Options for Products: The Effect of Mixed Bundling on Consumers' Inferences and Choices," *Association for Consumer Research Conference*, September 2005, San Antonio, TX.

Koukova, Nevena T., Kannan, P. K. and Brian Ratchford, "Marketing of Digital Products:

Product Form Bundling,” *INFORMS Marketing Science Conference*, June 2004, Rotterdam.

Koukova, Nevena T., Kannan, P. K., and Brian Ratchford, “Marketing of Digital Products: (Un)Bundling,” *INFORMS Marketing Science Conference*, June 2003, College Park, MD.

Kannan, P. K. and Nevena T. Koukova, “Marketing of Digital Products in the E-Channel: The Effect of Substitutability and Complementarity of Product Forms,” *Academy of Marketing Science Conference*, May 2003, Washington, DC.

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, “Product Form Bundling,” *Haring Symposium*, April 2003, Indiana University, Bloomington, IN.

Koukova, Nevena T., "Product Form Bundling," *Association for Consumer Research Conference*, October 2002, Atlanta, GA.

Koukova, Nevena T. and P. K. Kannan, "Marketing of Digital Products: A Study of Substitutability and Complementarity of Product Forms," *INFORMS Marketing Science Conference*, June 2002, Edmonton, Canada.

Koukova, Nevena T. and Brian Ratchford, "Something Old, Something New: A Comparison of Users and Non-users of Internet as an Information Source," *AMA Marketing Educators Summer Conference*, August 2001, Washington DC.

## **Honors and Awards**

### Research/Academic

Innovation, Technology and Interactivity SIG's Article of the Year Award for 2012, American Marketing Association

James T. Kane Faculty Fellowship, Lehigh University (2013-2015, 2015-2018, 2018-2021)

Class of '61 Professorship, Lehigh University (2012 -2014)

Alison and Norman Axelrod'74 Endowed Summer Research Fellowship, Lehigh University, (2010 – 2012)

Charlotte and Robert L. Brown III'78 Endowed Summer Research Fellowship, Lehigh University (2008 – 2010)

Marvin Jolson Outstanding Marketing Doctoral Student Award, R.H. Smith School of Business, University of Maryland, May 2004

AMA-Sheth Doctoral Consortium Fellow, Emory University, Atlanta, June 2002

Doctoral Internationalization Consortium, University of Texas at Austin, April 2002

INFORMS Marketing Science Doctoral Consortium Fellow (2002, 2003, 2004)

Dean's Fellowship, 2000 - 2005, R.H. Smith School of Business, University of Maryland

Academic Achievement Award, Case Western Reserve University, May 2000

Soros Scholarship, Case Western Reserve University (1998 – 2000)

### Teaching

2010 Lehigh Junior Award for Distinguished Teaching, Lehigh University (given annually to a pre-tenure member of the faculty for excellence in teaching) (2010)

Krowe Award for Teaching Excellence, R. H. Smith School of Business, University of Maryland (2005)

Top 15% Teaching Award, R. H. Smith School of Business, University of Maryland (2005)

### Service

Nash Outstanding Doctoral Student Award, May 2005, R.H. Smith School of Business,

University of Maryland

### **Courses Taught**

College of Business and Economics, Lehigh University 2005 - present  
Graduate level: Strategic Marketing, Marketing Management  
Undergraduate level: Marketing Strategy, Marketing Principles,  
Marketing Research, Online Marketing Principles (summer)

R. H. Smith School of Business, University of Maryland 2002 - 2004  
Marketing Principles and Organization (undergraduate core)  
Marketing Research, Consumer Analysis (undergraduate electives)

### **Advising**

College of Business and Economics, Lehigh University 2006 - present  
20-35 undergraduate marketing students per semester

### **Research Funding**

College of Business and Economics Research Grant, \$10,000 (Spring 2006)  
Lehigh Faculty Research Grant, \$2,000 (Fall 2006)

### **Professional Affiliations**

Association for Consumer Research  
Institute for Operations Research and Management Science (INFORMS)  
Society for Consumer Psychology

### **Professional Service**

Association for Consumer Research Conference, October 2016, Berlin, Germany  
Mid-Career Mentorship Event, Roundtable Faculty Mentor  
AMA Marketing Educators Summer Conference, August 2014, San Francisco, CA  
Poster Session/Track Chair

### **Reviewing**

Ad- hoc reviewer for *Journal of Marketing*, *Marketing Science*, *MIS Quarterly*, *Decision Sciences Journal*, *International Journal of Research in Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, *Journal of Retailing*, *Journal of Service Research*, *Association for Consumer Research Conferences and Society for Consumer Psychology Conferences*, *Convention of the American Psychological Association (APA), Division 23, Society for Consumer Psychology*.

### **Service**

Lehigh University

University

Teaching Evaluations Committee (2016 – 2018)  
University Faculty Mentor (2012 - present)  
Co-Chair, Computer Science (Data X Consumer Analytics) Recruiting Committee (2015-2016)  
Chair, University Faculty Awards Committee (2011-2012)  
University Faculty Awards Committee (2010–2013)

Junior Provost Advisory Committee (2006–2009)  
Chair, University Nominations Committee (2008-2009)  
University Nominations Committee (2007-2009)  
Career Services Centre Recruiting Luncheons (2005–2010)  
Lehigh Swimming and Diving Junior Day (Spring 2011, 2012, 2015)  
Lehigh Life Days (newly admitted students open house) (2006 – present)

#### College of Business and Economics

Program Director, Business Analytics Certificate (2015 – present)  
Promotion and Tenure Committee (2017-2020, 2014–2017, 2012)  
Undergraduate Core Curriculum Committee (2017 – 2018)  
CBE PREVIEW (2017)  
CBE Representative in the College of Engineering (2013-2016)  
MS in Management Taskforce (2014)  
Economics Department Recruiting Committee (2014-2015)  
comCAAR Committee (2013)  
Learning Objectives Committee (2010-2011)  
Open House (2006 – 2007)

#### Department of Marketing

Chair, Marketing Department Professor of Practice Recruiting Committee (2016-2017)  
Co-Chair, Marketing Department Recruiting Committee (2015)  
Marketing Department Recruiting Committee (2005, 2006, 2012, 2013, 2017)  
YMA Fashion Scholarship Foundation Faculty Advisor (2017 – present)  
Marketing Club Advisor (2006–2008)

#### R. H. Smith School of Business, University of Maryland

Association of Doctoral Students, President (2004-2005), Vice-President (2003-2004),  
Social Chair (2002-2003)  
Member, Graduate Appeals Committee (2003–2005)

#### **Other Employment**

DHL International Bulgaria Ltd. Sofia, Bulgaria  
Marketing Executive (1996 – 1998)  
Marketing Coordinator (1995 – 1996)  
Marketing Assistant (1994 – 1995)