

CURRICULUM VITAE

A. Biographical Information

- MARINA PUZAKOVA

- Office Address

College of Business, Lehigh University
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- EDUCATIONAL BACKGROUND

Ph.D. Marketing (2012)
 LeBow College of Business, Drexel University

B.S. Business Economics and Management with Honors (2006)
 Voronezh State Technical University, Russia

- ACADEMIC AND PROFESSIONAL EXPERIENCE

2018 - present	Associate Professor of Marketing, Department of Marketing, College of Business, Lehigh University
2014 - 2018	Assistant Professor of Marketing Department of Marketing, College of Business and Economics Lehigh University
2012 - 2014	Assistant Professor of Marketing (tenure track) Department of Marketing, College of Business Oregon State University
2012	Adjunct Professor of Marketing Department of Marketing, LeBow College of Business Drexel University
2007 - 2012	Teaching and Research Assistant, Department of Marketing, LeBow College of Business Drexel University
2005 – 2007	Business Analyst, VISANT corporation, Voronezh, Russia

B. PUBLICATIONS AND OTHER SCHOLARLY WORK

• REFEREED JOURNAL PUBLICATIONS

- Hyokjin Kwak, Marina Puzakova, Junhee Kim, and Ann McGill (2025), "When Former Relationships Confine New: The Negative Impact of Brand Anthropomorphism on Used Products," *Journal of the Academy of Marketing Science*, forthcoming.
- Zhang, Yuli, Hyokjin Kwak, Marina Puzakova, and Charles Ray Taylor (2025), "Turning Right: The Impact of Text Rotation (Left vs. Right) on Consumer Product Preferences", *Journal of Advertising*, forthcoming.
- Puzakova, Marina and Hyokjin Kwak (2023), "Two's Company, Three's a Crowd: The Interplay between Collective versus Solo Anthropomorphic Brand Appeals and Gender," *Journal of Advertising*, 52(1), 94-114.
- Khamitov, Mansur and Marina Puzakova (2022), "Possessive Brand Names in Brand Preferences and Choice: The Role of Inferred Control," *Journal of the Academy of Marketing Science*, 50, 1032–1051.
- Zhang, Yuli, Hyokjin Kwak, Marina Puzakova, and Charles R. Taylor (2021) "Space between Products on Display: The Impact of Interspace on Consumer Estimation of Product Size," *Journal of the Academy of Marketing Science*, 49, 1109–1131.
- Kwak, Hyokjin, Puzakova Marina, Joseph F. Rocereto, and Takeshi Moriguchi (2020), "When the Unknown Destination Comes Alive: The Detrimental Effects of Destination Anthropomorphism in Tourism," *Journal of Advertising*, 49(5), 508-524.
- Zhang, Yuli, Hyokjin Kwak, Marina Puzakova, and Charles R. Taylor (2020), "When Distraction May Be a Good Thing: The Role of Distraction in Low-Fit Brand Extension Evaluations", *Psychology&Marketing*, 37(4), 604-621.
- Kwak, Hyokjin, Yuli Zhang, Puzakova Marina, and Takeshi Moriguchi (2020), "Going It Alone or Together: The Role of Space between Products on Consumer Perceptions of Price Promotions," *International Journal of Advertising*, 39(7), 1086-1114.
- Zhang, Yuli, Hyokjin Kwak, Haeyoung Jeong, and Marina Puzakova (2019), "Facing the "Right" Side? The Effect of Product Facing Direction", *Journal of Advertising*, 48(2), 153-166.
- Puzakova, Marina and Pankaj Aggarwal (2018), "Brands As Rivals: The Role of Brand Anthropomorphism and Consumer Pursuit of Distinctiveness," *Journal of Consumer Research*, 45 (4), 869–888.
- Reavey, Brooke, Marina Puzakova, Trina Larsen Andras, and Hyokjin Kwak (2018), "The Multidimensionality of Anthropomorphism in Advertising: The Moderating Roles of Cognitive Busyness and Assertive Language", *International Journal of Advertising*, 37 (3), 440-462.

- Puzakova, Marina and Hyokjin Kwak (2017), "Should Anthropomorphized Brands Engage Customers? The Impact of Social Crowding on Brand Preferences", Journal of Marketing, 81 (6), 99-115.
- Kwak, Hyokjin, Marina Puzakova, and Joseph F. Rocereto (2017), "When Brand Anthropomorphism Alters Perceptions of Justice: The Moderating Role of Self-Construal," International Journal of Research in Marketing, 34 (4), 851-871.
- * Bell, Monique and Marina Puzakova (2017), "¿Y Usted?: Social Influence's Effects on Consumers' Service Language Preferences", Journal of Business Research, 72 (March), 168-177.
- Puzakova, Marina, Hyokjin Kwak, Suresh Ramanathan, and Joseph F. Rocereto (2016), "Painting Your Point: The Role of Color in Firms' Strategic Responses to Product Failures," Journal of Advertising, 45(4), 365-376.
- Kwak, Hyokjin, Marina Puzakova, and Joseph F. Rocereto (2015), "Better Not Smile at the Price: The Differential Role of Brand Anthropomorphization on Price Fairness," Journal of Marketing, 79 (4), 56-76.
- Puzakova, Marina, Hyokjin Kwak, and Monique Bell (2015), "Beyond Seeing McDonald's Fiesta Menu: The Role of Accent in Brand Sincerity of Ethnic Products and Brands," Journal of Advertising, 44 (3), 219-231.
- Chang, Hua, Hyokjin Kwak, Puzakova, Marina, Jisoo Park, and Edith Smith (2015), "It's No Longer Mine: The Role of Brand Ownership and Consumer Disidentification after Brand Acquisition," International Journal of Advertising, 34 (4), 593-620.
- * Puzakova, Marina, Hyokjin Kwak, and Joseph F. Rocereto (2013), "When Humanizing Brands Goes Wrong: The Detrimental Role of Brand Anthropomorphization Amid Product Wrongdoings," Journal of Marketing, 77 (3), 81-100.
- * Ranked 13th most cited article among all the Journal of Marketing articles (586) published between 2008 and 2018 (according to the special Issue of "Better Marketing for a Better World" in Journal of Marketing).
- Puzakova, Marina, Joseph F. Rocereto, and Hyokjin Kwak (2013), "Ads Are Watching Me: A View from the Interplay between Anthropomorphism and Customization," International Journal of Advertising, 32 (4), 513-538.
- Puzakova, Marina, Hyokjin Kwak, and Charles R. Taylor (2013), "The Role of Geography of Self in "Filling In" Brand Personality Traits: Consumer Inference of Unobservable Attributes," Journal of Advertising, 42 (1), 16-29.
- Hyokjin Kwak, Anupam Jaju, Marina Puzakova, and Joseph F. Rocereto (2013), "The Connubial Relationship between Market Orientation and Entrepreneurial Orientation," Journal of Marketing Theory and Practice, 21 (2), 141-161.

Rocereto, Joseph F., Marina Puzakova, Rolph E. Anderson, and Hyokjin Kwak (2011), "The Role of Response Formats on Extreme Response Style: A Case of Likert-Type vs. Semantic Differential Scales," Advances in International Marketing, 22, 53-71.

Puzakova, Marina, Hyokjin Kwak, and Trina Larsen Andras (2010), "Mitigating Consumer Ethnocentrism via Advertising and Media Consumption in a Transitional Market: A Study from Russia," International Journal of Advertising, 29 (5), 727-764.

- **SELECTED REFEREED CONFERENCE PUBLICATIONS**

Kwak, Hyokjin, Marina Puzakova, Kim, Junhee, and Ann McGill (2025), "Blast from the Past: The Differential Effect of Brand Anthropomorphism on Used Products," Linda Alkire and Nailya Ordabayeva, eds., Chicago: American Marketing Association.

Grinstein, Amir and Marina Puzakova (2020), "Are Robots in Service of Brand's Social Responsibility Image?" Advances in Consumer Research, Vol. 48, eds. Jennifer Argo, Tina Lowrey, and Hope Schau, Provo, UT: Association for Consumer Research.

Khamitov, Mansur and Marina Puzakova (2018), "Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations," Advances in Consumer Research, Vol. 46, eds. Andrew Gershoff Robert Kozinets Tiffany White, Provo, UT: Association for Consumer Research.

Kim, Junhee, Marina Puzakova, and Hyokjin Kwak (2017), "Beauty (Value) Is in the Eye of the Beholder: How Anthropomorphism Affects the Pricing of Used Products," Advances in Consumer Research, Vol. 45, eds. Ayelet Gneezy, Vlad Griskevicius, and Patti Williams, Provo, UT: Association for Consumer Research.

Zhang, Yuli, Hyokjin Kwak, and Marina Puzakova (2017), "Going It Alone or Together: The Role of Product Space on Consumer Perceptions of Price Promotions," Advances in Consumer Research, Vol. 45, eds. Ayelet Gneezy, Vlad Griskevicius, and Patti Williams, Provo, UT: Association for Consumer Research.

Puzakova, Marina and Hyokjin Kwak (2017), "When Being Social Backfires: The Impact of Social Crowdedness on Consumer Preference for Anthropomorphized Brands," Advances in Consumer Psychology, Tom Meyvis and Raj Raghunathan, eds., Society for Consumer Psychology.

- **RESEARCH DISSEMINATION**

Summaries of my research findings have been published by:

Target Marketing (August, 2017) at

<http://www.targetmarketingmag.com/article/dont-tickle-elmo-brands-can-humanize-not/>

Science Daily (April, 2013) at

<http://www.sciencedaily.com/releases/2013/04/130402101249.htm>

Science Codex (April, 2013) at

http://www.sciencecodex.com/putting_a_human_face_on_a_product_when_brand_humanization_goes_wrong-109606

Psyc.org (April, 2013)

<http://phys.org/news/2013-04-human-product-brand-humanization-wrong.html>

C. AWARDS, HONORS AND GRANTS

Outstanding Reviewer Award for the Journal of Consumer Psychology, 2025

Research featured in the 2020 JCR Research Curations on “Consumer Research Insights on Brands and Branding”

Recognized as #13 most cited paper in JM among 500 papers for the past 10 years

Best Reviewer Award, International Journal of Advertising, 2019

2018 Top 40 Undergraduate Business Professors by Poets and Quants

2018 Robert and Christine Staub Faculty Excellence Award in Business and Economics

Alison and Norman H. Axelrod’74 Endowed Summer Research Fellowship (2018-2020; 2015-2016), Lehigh University (Competitive award for outstanding achievement)

Early Career Award for Distinguished Teaching (2017), Lehigh University

Faculty Research Grant Award from the Office of Vice President (2015), Lehigh University (\$1680), Principal Investigator, “When Crowding Decreases Desire for Humanness: The Negative Effect of Crowding on Consumer Preference for Anthropomorphized Brands”.

Runner-Up in 2012 Mary Kay Dissertation Competition by Academy of Marketing Science (AMS)

Drexel University Outstanding Dissertation Award for the Social Sciences, Drexel University, 2012

2011 AMA Doctoral Consortium Fellow at Oklahoma State University

Teaching Excellence Award (university wide), Drexel University, 2011

Excellence in Research and Teaching, Department of Marketing, LeBow College of Business, Drexel University, 2008, 2010, 2011

D. EDITORIAL ACTIVITIES

- Editorial Board Member, International Journal of Research in Marketing, 2024 – present
- Editorial Board Member, Journal of Consumer Psychology, 2023 – present
- Editorial Board Member, Journal of Marketing Research, 2021 – present
- Editorial Board Member, Journal of Advertising, 2015 – present
- Editorial Board Member, Journal of Advertising Research, 2023 – present
- Editorial Board Member, Journal of Business Research, 2019 -- present
- Editorial Board Member, International Journal of Advertising, 2015 – present
- Ad Hoc Reviewer
 - Journal of Consumer Research
 - Journal of Marketing
 - Journal of Retailing
- ACADEMIC CONFERENCE REVIEWER
 - Reviewer:
 - Society for Consumer Psychology Conference
 - American Marketing Association Conference
 - Advances of Consumer Research Conference

E. SCHOLARLY PRESENTATIONS (* presenter)

- **INVITED RESEARCH PRESENTATIONS**

- University of Sussex, UK, Winter 2021
- Leeds University, UK, Fall 2020
- HEC Montreal, Canada, Winter 2019

- **REFEREED PRESENTATIONS**

Kwak, Hyokjin, Marina Puzakova*, Kim, Junhee, and Ann McGill (2025), "Blast from the Past: The Differential Effect of Brand Anthropomorphism on Used Products," Winter Marketing Educators' Conference, Phoenix, AZ.

Grinstein, Amir and Marina Puzakova* (2020), "Are Robots in Service of Brand's Social Responsibility Image?" *Advances in Consumer Research*, Vol. 48, eds. Jennifer Argo, Tina Lowrey, and Hope Schau, Provo, UT: Association for Consumer Research.

Khamitov, Mansur and Marina Puzakova* (2018), "Names Are the Mirrors of the Soul: The Role of Possessive Brand Names in Brand Evaluations," Brand and Brand Relationship Conference, Boston, MA.

Puzakova, Marina and Nevena Koukova* (2018), "The Impact of Cute Humanized Brands on Consumer Preferences for Products Positioned to Be Distinctive," European Marketing Association Conference, Glasgow, Scotland.

Kim, Junhee, Marina Puzakova*, and Hyokjin Kwak (2017), "Beauty (Value) Is in the Eye of the Beholder: How Anthropomorphism Affects the Pricing of Used Products," Association for Consumer Research, San Diego, CA.

Puzakova, Marina* and Hyokjin Kwak (2017), "When Being Social Backfires: The Impact of Social Crowdedness on Consumer Preference for Anthropomorphized Brands," Society for Consumer Psychology, San Francisco, CA.

Puzakova, Marina* and Hyokjin Kwak (2016), "Chockablock with People: The Impact of Social Crowdedness on Consumer Preference for Anthropomorphized Brands", Brand and Brand Relationships Conference, Toronto, Canada.

Puzakova, Marina* and Pankaj Aggarwal (2015), "To Wink Or Not to Wink? the Role of Anthropomorphism, Power, and Gender Stereotypes in Luxury Branding", Association for Consumer Research, New Orleans, LA.

F. TEACHING EXPERIENCE

- **GRADUATE COURSES**

- Contemporary Topics in Marketing, Lehigh University, 2020 (1 section)
- Global Marketing, Consumer Behavior, Oregon State University, 2013 - 2014 (2 sections)

- UNDERGRADUATE COURSES

- Digital and Social Media, Lehigh University, Spring 2016 (1 section), Spring 2017 (1 section)

- Consumer Behavior, Lehigh University

Fall 2014 (2 sections)
 Spring 2015 (1 section)
 Fall 2015 (2 sections)
 Spring 2016 (1 section)
 Fall 2016 (2 sections)
 Spring 2017 (1 section)
 Fall 2017 (2 sections)
 Spring 2018 (1 section)
 Fall 2018 (2 sections)
 Spring 2019 (1 section)
 Spring 2020 (1 section)
 Fall 2020 (2 sections)
 Spring 2021 (1 section)
 Fall 2021 (2 sections)
 Fall 2022 (2 sections)
 Fall 2023 (2 sections)
 Spring 2024 (1 section)

- Global Marketing, Consumer Behavior, Oregon State University, Drexel University, 2012 - 2014 (2 sections)
- Principles of Marketing (online and offline courses), Drexel University, 2008-2012
- Consumer Behavior, Drexel University, 2011

G. RESEARCH ADVISING AND MENTORING

- Member, Faegheh (Faa) Taheran, Ph.D. Dissertation Committee, Marketing, Old Dominion University, 2024-present
- Member, Junhee Kim, Ph.D. Dissertation Committee, Marketing, Drexel University, 2017 - 2018

- Member, Yuli Zhang Ph.D. Dissertation Committee, Marketing, Drexel University, 2016-2018
- Member, Hua Chang Ph.D. Dissertation Committee, Marketing, Drexel University, 2014

H. SERVICE AND LEADERSHIP ROLES

• Lehigh University

University Service:

- Educational Policy Committee, 2025
- Faculty Recruitment Ambassador, 2023-present
- Graduate Research Committee (GRC), 2019-2022
- GRC Courses and Curriculum Subcommittee, 2021
- Committee for the Council for Equity & Community (CEC), 2018-2020
- The Faculty Awards Committee, 2018-2022
- Presidential/University Fellowships Review Committee, 2020-2021
- Lehigh Life Day, Lehigh University
- 147th Commencement Ceremony
- Honors Convocation, Lehigh University

College Service

- Member, Economics Department Quinquennial Review Committee, 2022
- Member, Management Department Quinquennial Review Committee, 2019
- Member, New Business Building Committee, 2020
- Member, Faculty Awards committee, 2019-2021
- Member, College Policy Committee, 2015 – 2018, 2021
- Member, Peller Undergraduate Student Independent Research Awards Committee, 2014- Spring 2016
- Panel Speaker, CBE Candidates Day Information Fair, Lehigh University, 2015 – present

- Participant, CBE Majors Fair and Club Expo, Lehigh University, 2015 - 2018

Media Related to Service

- Contributor to the CBE Electronic Engagement Initiative (CBX) (blog-post format), Fall 2016-present
- The Business Journals (April, 2015) at:
 - <http://www.bizfournal.com/bizwomennews/προφιλες-στρατεγιες/2015/04/οπερστοχκ-χομ-πρεσιδεντ-στορμψ-σιμονον-ωηψ-βρετ.ητμλ?παγε=αλλ>
- Variety (February, 2015) at:
 - <http://www.variety.com/2015/την/νεωσ/ωηψ-συπερ-βοωλ-αδσ-χουλδ-βε-σαδ-σομπερ-ανδ-σεριουσ-φορ-ψεαρσ-το-χομε-1201421699/>

Department Service

- Co-Chair, Marketing Guest Speaker Series, Fall 2021 – present
- Coordinator, Marketing Behavioral Lab, 2015 – present
- Co-Chair, Lehigh University Marketing Research Symposium, Fall 2015 – Spring 2018
- Member, Tenure Track Assistant/Associate Professor Hiring, 2017-2019
- Member, Professor of Practice Hiring Committee, Fall 2014, Spring 2017
- Coordinator, Internal Marketing Research Seminar Series, Fall 2015 - 2017
- Student Advisor/Mentor, Marketing Majors, Spring 2015 – Present
- Participant: Marketing Department's Spring Career Fair, Lehigh University
- Participant: Major Appreciation Day, Lehigh University

• OREGON STATE UNIVERSITY

- Member, Global Operations Track Committee, MBA, 2014
- Member, Research Committee, College of Business, Fall 2013-2014
- Member, Integrated Business Project Committee, MBA, 2012

- Member, The University Honors College Thesis Committee, Fall 2012-Spring 2013

- **EXTERNAL SERVICE**

- AMA Conference, Branding and Marketing Communications Track Chair, 2024
- AMA Conference, Branding and Marketing Communications Track Chair, 2023
- External Review for Tenure and Promotion, 2022
- ACR / Ph.D. Project Underrepresented Student and Faculty Mentorship Program 2021-present
- SCP 2024 Program Committee member
- Marketing Science Institute (MSI) Clayton Dissertation Competition Reviewer, 2019
- ACR 2019, 2021 Program Committee member
- ACR 2018 Dallas Working Papers Session Chair
- Hong Kong General Research Grant Council, Reviewer, 2018-present