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RESEARCH INTERESTS

Consumer decision making, consumer behavior, research methodology

EDUCATION

2017 PhD, Marketing, New Mexico State University, US

Dissertation title “The role of processing fluency in consumer decision making”

Dissertation chair: Dr. Mihai Niculescu

Committee members: Dr. David Trafimow, Dr. Michael Hyman, and Dr. Bruce Huhmann

Proposal defended on May 23, 2016

2013 MBA, Marketing, Michigan State University, US

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

PUBLICATIONS

Journal publications

“Less is more: online ratings format affects consumer preference and processing” by **Alena Kostyk**, Mihai Niculescu, James M. Leonhardt

Journal of Consumer Behaviour (Forthcoming)

“Simpler online ratings formats increase consumer trust” by **Alena Kostyk**, James M. Leonhardt, Mihai Niculescu

Journal of Research in Interactive Marketing (Forthcoming)

Conference proceedings

“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

“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.

Selected manuscripts in preparation

“Processing fluency: scale development” by **Alena Kostyk**, Mihai Niculescu, James M. Leonhardt
(manuscript editing)

Targeted journal: *Psychology & Marketing*

“Processing fluency as a driver of aesthetic pleasure and audience engagement on social media: formula for a perfect Instagram post” by **Alena Kostyk**, Bruce Huhmann
(data collected and analyzed)

Targeted journal: *Journal of Interactive Marketing*

“Framing consumer expectations: relative reference point of processing fluency” by **Alena Kostyk**, Mihai Niculescu

(data collection)

Targeted journal: *Journal of Marketing Behavior*

“Surveytainment: a possible solution to declining data quality” by **Alena Kostyk**, Wenkai Zhou, Michael R. Hyman, David Trafimow

(data collection)

Targeted journal: *Journal of Business Research*

“Surveytainment: cross-cultural differences in data collection efficiency” by Wenkai Zhou, **Alena Kostyk**, Michael R. Hyman, David Trafimow

(data collection)

Targeted journal: *International Journal of Research in Marketing*

CONFERENCE PRESENTATIONS

2016 AMA Summer Conference

“Online customer ratings: Does format matter?” working paper by **Alena Kostyk**, Mihai Niculescu

2016 SMA Conference

“Surveytainment: A Possible Solution to Declining Survey Data Quality” working paper by **Alena Kostyk**, Wenkai Zhou, Michael R. Hyman

Award: **Best Paper in Marketing Research Track**

2015 AMA Summer Conference

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

TEACHING EXPERIENCE

New Mexico State University

Marketing Research

Face to face: Fall 2014 (average evaluations 4.3 out of 5), Fall 2015 (average evaluations 4.6 out of 5)

Green Marketing

Face to face and online: Spring 2016 (average evaluations 4.6 out of 5)

Product and Service Development

Face to face and online: Fall 2016 (average evaluations 4.8 out of 5)

Retail Management

Online: Spring 2017

Michigan State University

Business Strategy (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

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

2012 Michigan Lodging & Tourism Association Scholarship, Michigan State University

2012 Edmund S. Muskie Graduate Scholarship, Michigan State University

SERVICE TO PROFESSION

Reviewer

2016 – present	<i>Journal of Research in Interactive Marketing</i>
2015 – present	<i>Journal of Marketing Theory and Practice</i>
2015 – present	<i>Journal of Business Ethics</i>
2015– present	<i>Journal of Basic and Applied Social Psychology</i>
2016– present	<i>International Journal of Bank Marketing</i>
2015, 2016	<i>American Marketing Association</i>
2015	<i>Society for Marketing Advances</i>

Leadership in Professional Organizations

2013-2016 New Mexico State University Doctoral Business Students Association, Executive Officer

COMMUNITY OUTREACH

2014-2015 New Mexico State University Crisis Line, Volunteer

RELATED SKILLS

SPSS, AMOS, R, Qualtrics (custom Java programming)

DOCTORAL COURSEWORK

Marketing Management	A
Consumer Behavior	A
Marketing and Scientific Method	A
Marketing Theory	A
Research-Theory Interface	A
Selected Topics (Critical Marketing)	A
Selected Topics (Pathway to the Professorate)	A
Nonverbal Communication	A+
Social Psychology	A
Methods in Social Psychology	A
Qualitative Research Methods	A-
Statistical Inference I	A-
Statistical Inference II	A
Applied Multivariate Analysis	A
Measurement and Structural Equation Modeling	A
Advanced Regression	A+

REFERENCES

Dr. Mihai Niculescu

(Academic advisor)

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