

## ALEKSANDRA KOVACHEVA

University at Albany, SUNY  
School of Business, Department of Marketing  
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### EDUCATION

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- 2017            PhD in Business Administration (Marketing), University of Pittsburgh, USA  
*Dissertation title:* Let It Go? How Agency and Power Impact the Consumption of Uncertain Products and Group Experiences  
*Dissertation co-chairs:* Cait Lamberton and Jeff Inman
- 2011            MSc in Business Administration (Marketing), Erasmus University, Netherlands
- 2007            BSc in Economics, Sofia University, Bulgaria

### EDUCATIONAL EMPLOYMENT

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2017- present   Assistant Professor of Marketing, University at Albany, SUNY, USA

### ADDITIONAL EMPLOYMENT

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- 2009-2010     Market Analyst/Account Executive, The Nielsen Company, Bulgaria
- 2007-2009     Marketing Manager, Bulgarian National Theatre, Bulgaria
- 2005-2007     Consultant, Uconomics Publishing and Consulting, Bulgaria

### HONORS AND AWARDS

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Faculty Success Program Scholarship, NCFDD, Fall 2022

Dr. Nuala McGann Drescher Leave Program, Spring 2021

Joan D. Rosenthal '76 and Frederick S. Schiff Undergraduate Teaching Award, University at Albany, 2018-2019; 2022-2023

Terra Award, Office of Sustainability, University at Albany, Fall 2019

11th Triennial Invitational Choice Symposium (invited participant and presenter), 2019

Outstanding Contribution in Reviewing, International Journal of Research in Marketing, 2017

Ben L. Fryrear Doctoral Student Fellow, 2016/2017 (school-level competitive award)

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Notre Dame, 2016

University of Pittsburgh Honors College: Student Honoree, 2015

Daniel Smith Research Award, University of Pittsburgh, 2014

Mitsubishi Fellow, University of Pittsburgh, 2012-2016

University of Pittsburgh Graduate Student Assistantship, 2012-2016

Nominated for the Dutch CSR Master Thesis Award, 2011

Danish Government Scholarship, Copenhagen Business School, Denmark, 2005

## RESEARCH EXPERTISE

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|------------------------|---|
| <i>Substantive:</i>    | Positive Uncertainty and Surprise; Personal Control and Resource Investments; Attention and Information Processing  |
| <i>Methodological:</i> | Field Experiments; Lab Experiments; Survey Research; Eye-tracking; Quantitative Analysis (e.g., non-linear models, multi-level models, propensity matching) |

## PUBLICATIONS

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### Peer-Reviewed Articles

1. **Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu (2024), “Should it be my party? An examination of consumer roles in joint experiences,” *Marketing Letters*, *forthcoming*. [Impact factor: 3.43; ABDC ranking: A]
2. **Kovacheva, Aleksandra** and Hillary Wiener (2023), “Let’s speculate about it: When and why consumers want to discuss mystery products,” *Journal of Consumer Psychology*, *forthcoming*. [Impact factor: 5.99; Financial Times Top 50; ABDC ranking: A\*]
3. **Kovacheva, Aleksandra** and Hristina Nikolova (2024), “Uncertainty marketing tactics: an overview and a unifying framework,” *Journal of the Academy of Marketing Science*, 52, 1-22 [Impact factor: 17.99; Financial Times Top 50; ABDC ranking: A\*]
4. **Kovacheva, Aleksandra**, Hillary Wiener, Ioannis Kareklas, and Daryl Muehling (2022), “Online engagement with memes and comments about climate change,” *Sustainability*, 14 (14), 8900. [Impact factor: 3.89; cross-disciplinary journal]
5. **Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton (2022), “Will he buy a surprise? Gender differences in the purchase of surprise offerings,” *Journal of Retailing*, 98(4), 667-684. [Impact factor: 11.19; ABDC ranking: A\*]
6. **Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton (2021) “Consumers’ response to promotional gifts: The role of gender, transactional value, and reciprocity,” *Psychology & Marketing*, 38(1), 196-211. [Impact factor: 6.7; ABDC ranking: A]
7. Mormann, Milica, Tom Griffiths, Christopher A. Janiszewski, J. Edward Russo, Anocha Aribarg, Nathaniel J. S. Ashby, Rajesh Bagchi, Sudeep Bhatia, **Aleksandra Kovacheva**, Martin Meissner, and Kellen J. Mrkva (2020), “Time to pay attention to attention: How everyone can use process tracing to better understand consumer behavior”, *Marketing Letters*, 31, 381–392. [Impact factor: 3.43; ABDC ranking: A]

### Book Chapters

8. **Kovacheva, Aleksandra** and Cait Lamberton (2018), “Whose experience is it, anyway? Psychological ownership and enjoyment of shared experiences”, in *Psychological Ownership and Consumer Behavior*, eds. Joann Peck and Suzanne Shu, New York: Springer, 195-210.

## WORK IN PROGRESS

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1. **Kovacheva, Aleksandra** and J. Jeffrey Inman, “Shopper eye-cue: Understating the in-store decision process with field eye-tracking data,” *working paper*.

2. Guo, Yang (Jenny), Shaobo (Kevin) Li, Cait Lamberton, **Aleksandra Kovacheva**, and Christian Hughes, “Real men don't rent: Male consumers’ lower preferences for access-based consumption,” *working paper*.
3. **Kovacheva, Aleksandra**, Cait Lamberton, and Hristina Nikolova, “Uncertainty tactics across the 4P’s,” *data collection completed*.
4. **Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu, “How asymmetric decisional control makes group experiences unappealing,” *data collection*.
5. **Kovacheva, Aleksandra**, “Unexpected surprise and consumer wellbeing,” *data collection*.
6. “Incidental surprise” with Emma-Wenjun, *data collection*.
7. “Virtual Social Influencers” with Gina Cui and Laura Rifkin, *idea generation stage*.

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## GRANT FUNDING

Faculty Research Award Program (FRAP B; \$1,647.50), University at Albany, 2021-2023.  
 CHEER Grant (\$250), University at Albany, 2020.  
 Dean’s Small Research Grant (\$1,270; \$1,467; \$2,024), University of Pittsburgh, 2014; 2016.  
 Experience-Based Learning Grant (\$460; \$640), University of Pittsburgh, 2014; 2015.  
 Marketing Science Institute Research Grant (\$19,960), 2013.

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## PEER-REVIEWED PUBLISHED ABSTRACTS

**Kovacheva, Aleksandra** and Hillary Wiener (March 2024 - scheduled), “Let’s Speculate About It: When and Why Uncertainty Increases Word of Mouth,” competitive paper, *Society for Consumer Research Annual Conference*, Nashville, TN.

**Kovacheva, Aleksandra** and Hillary Wiener (October 2023), “Let’s Speculate About It: When and Why Uncertainty Increases Word of Mouth,” competitive paper, *Association for Consumer Research Annual Conference*, Seattle, WA.

Guo, Yang (Jenny), Shaobo (Kevin) Li, Cait Lamberton, and **Aleksandra Kovacheva** “Real Men Don’t Rent: Access-Based Consumption Reduces Perceptions of Masculinity” (March 2022), competitive paper, *Society for Consumer Research Annual Conference*, virtual.

**Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton, “The Value of the Unknown: A Framework of Surprise Marketing,” (February 2021), competitive paper, *AMA Winter Academic Conference*, virtual.

**Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu (October 2019), “Come Sail Away With(Out) Me: How Asymmetric Decisional Control Makes Group Experiences Unappealing,” competitive paper, *Association for Consumer Research Annual Conference*, Atlanta, GA.

**Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu (February 2019), “Come Sail Away With(Out) Me: How Asymmetric Decisional Control Makes Group Experiences Unappealing,” competitive paper (20% acceptance rate), *Society for Consumer Research Annual Conference*, Savannah, GA.

**Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu (2017), “It’s Your Experience: Investigating the Effect of Asymmetric Resource Investments on the Enjoyment of Group Consumption Experiences,” in *NA - Advances in Consumer Research*, Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, Pages: 718-719 (competitive paper, 46.3% acceptance rate, presented in San Diego, CA).

**Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton (October 2015), “Surprise Her but Not Him: Gender Differences in the Valuation and Choice of Positive Surprises,” in *NA - Advances in Consumer Research*, Volume 43, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, 596-596. (competitive paper, 37.8% acceptance rate, presented in New Orleans, LA.)

**Kovacheva, Aleksandra** and J. Jeffrey Inman (2014), “Shopper Eye-Cue: Understating the In-Store Decision Process with Field Eye-Tracking Data,” in *NA - Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 146-150. (Presented in Baltimore, MD.)

- Organized and chaired a symposium titled “The Eyes Have It: New Insights from Tracking Attention Patterns in Consumer Research” (58.9% acceptance rate)

**Kovacheva, Aleksandra**, Verena Huettl, and J. Jeffrey Inman (October 2014), “Planned But Not Purchased? A Field Study of Drivers and Consequences of Failed Purchases,” in *NA - Advances in Consumer Research*, Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 36-40. (Presented in Baltimore, MD.)

**Kovacheva, Aleksandra** and J. Jeffrey Inman (May 2014), “Shopper Eye-Cue: Understating the In-Store Decision Process with Field Eye-Tracking Data,” poster presented at the *Marketing Academic Research Colloquium*, McDonough School of Business, Georgetown University.

## OTHER SCHOLARLY CONFERENCE PRESENTATIONS

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Roundtable “Emerging Technologies and Consumer Well-being: Peril and Promise,” *Association for Consumer Research Annual Conference* (2023), Seattle, WA – invited participant.

**Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton, “The Value of the Unknown: A Framework of Surprise Marketing,” (June 2021), competitive paper (25% acceptance rate), *Theory & Practice in Marketing*, The Wharton School - virtual\*.

**Kovacheva, Aleksandra**, “Eye-tracking in the Field” (May 2019), *11th Triennial Invitational Choice Symposium*, Chesapeake Bay, MD\*.

**Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu (May 2016), “To Host, or Be a Guest, That is the Question: Investigating the Effect of Asymmetric Resource Investments on the Enjoyment of Group Consumption Experiences,” poster presented at the *Marketing Academic Research Colloquium*, Robert H. Smith School of Business, University of Maryland.

**Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu (April 2016), “To Host, or Be a Guest, That is the Question: Investigating the Effect of Asymmetric Resource Investments on

the Enjoyment of Group Consumption Experiences,” data blitz presentation, *Boston Judgement and Decision Making Conference*, Boston College\*.

**Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton (May 2015), “Surprise Her but Not Him: Gender Differences in the Valuation and Choice of Positive Surprises,” poster presented at the *Marketing Academic Research Colloquium*, Darden School of Business, University of Virginia.

*\*competitive, peer-reviewed selection*

## INVITED PRESENTATIONS

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New York State Continued Professional Education Workshop for Accountants, Virtual, 2023  
University at Albany, Department of Psychology, 2019  
University at Albany, Marketing Department, 2017  
Disney Research, 2017  
University of Pittsburgh (Digital and Social Media Marketing guest speaker), 2017  
University of Massachusetts at Lowell, 2017  
University of North Texas, 2017  
University of Calgary, 2016  
University of Kentucky, 2016  
Tilburg University, 2016

## TEACHING

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### **Courses Taught, University at Albany**

Marketing Analytics (undergraduate)  
Data Science for Marketing (graduate)  
Quantitative Analysis for Business (executive MBA)  
Research Project in Marketing (graduate)  
Field Project in Marketing (graduate)

### **Teaching Experience, University of Pittsburgh**

Consumer Behavior (Instructor, undergraduate; Spring 2015 and 2016)  
Introduction to Marketing (Teaching Assistant, undergraduate; Spring 2012 and 2013)

### **Teaching Experience, Sofia University, Bulgaria**

Principles of Marketing (Seminar Instructor, undergraduate; 2007-2010)

### **Thesis Supervision and Mentoring at the University at Albany**

Jonathan McKinney (2021), Executive MBA program. **Thesis advisor.**  
Etienne Alembong (2020), Executive MBA program. **Thesis advisor.**  
Kelly Morrow (2019), The Honors College. **Thesis advisor.**

## SERVICE

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**To the Department of Marketing (University at Albany)**

Tenure and Promotion Department Committee (member; 2019; 2023)  
Research brownbag (organizer; Fall 2023)  
Student field trip to 605 (Spring 2020)  
Dean Speaker Series (marketing speaker coordinator; 2020)  
Munch with the Majors (marketing department representative; Fall 2018)  
Faculty Search Committee (member; 2019)  
Research Brownbag with RPI (organizer; Fall 2018)  
Student mentoring and career advising (over 30 students)

**To the School of Business (University at Albany)**

Climate Committee (co-chair, 2023-2024; member, 2020-2021; 2021-2022; 2022-2023)  
Curriculum Committee (member, 2023-2024)  
Fall Preview days (faculty presenter, Fall 2023)  
Teaching & Learning Committee (chair; Fall 2022)  
MBA Small Business Plan Competition (judge; Spring 2022)  
Graduate Academic Committee (member; 2021-2022)  
Undergraduate Academic Committee (member; 2019-2020; 2020-2021)  
The Small Business School Challenge Hackathon (faculty mentor; Spring 2020; 2021)  
Direct Admit Reception (marketing department representative; Spring 2020)  
MBA Student Recruiting (interviewer; 2019-2020)  
Research Committee (member; 2017-2018; 2018-2019)  
School of Business Graduation Ceremony (platform party; 2018; 2019)

**To the University at Albany**

Faculty Sustainability Ambassador (2022-present)  
Terra Awards Committee (member; Spring 2020)

**Professional Service**

*Ad-Hoc Reviewer:*

Journal of Marketing  
Journal of Consumer Psychology  
Journal of Retailing  
International Journal of Research in Marketing  
Psychology & Marketing  
Journal of Consumer Behavior  
Internet Research

*Session Chair:*

American Marketing Association – Winter Academic Conference (2021)  
Association for Consumer Research Annual Conference (2014; 2017; 2018; 2023)

*Reviewer:*

Association for Consumer Research Asia-Pacific (2024)  
Mary Kay Dissertation Proposal Competition (2020)  
CBSIG Conference “Managerially Relevant Consumer Insights” (2019)  
Association for Consumer Research (2014-present)  
Society for Consumer Research (2016-present)

### **Community Service**

Tech Valley High School Guest Speaker/ Mentor, December 2023  
Volunteer, Regional Food Bank of Northeastern New York, 2018  
Pro Bono Mentor, Business Mentor NY, 2018 – 2020  
Volunteer, University of Pittsburgh (PA), 2016-2017  
Pro Bono Consultant and Volunteer, Pittsburgh Center for Creative Reuse (PA), 2012-2017

### **PROFESSIONAL AFFILIATIONS**

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DCMA (Designing a Career in Marketing Academia)  
Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association