

ALEKSANDRA KOVACHEVA

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EMPLOYMENT

2026-current Chair, Marketing Department, University at Albany, SUNY
2025-current Associate Professor of Marketing, University at Albany, SUNY
2017-2025 Assistant Professor of Marketing, University at Albany, SUNY

EDUCATION

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

SELECTED HONORS AND AWARDS

Dean W. Warren Haynes Memorial Award for Outstanding Graduate Teaching Award Albany (2025)
Research Award, Massry School of Business, University at Albany (2024)
Elite Journal Publication Award, Massry School of Business, University at Albany (2023)
Joan D. Rosenthal '76 and Frederick S. Schiff Undergraduate Teaching Award, University at Albany (2019; 2023)
Faculty Success Program Scholarship, NCFDD (2022)
Dr. Nuala McGann Drescher Leave Program (Spring 2021)
Terra Award, Office of Sustainability, University at Albany (2019)
11th Triennial Invitational Choice Symposium (participant and presenter; 2019)
Outstanding Contribution in Reviewing, International Journal of Research in Marketing (2017)
Ben L. Fryrear Doctoral Student Fellow (2017)
AMA-Sheth Foundation Doctoral Consortium Fellow, University of Notre Dame (2016)
Student Honoree, University of Pittsburgh Honors College (2015)
Daniel Smith Research Award, University of Pittsburgh (2014)
Mitsubishi Fellow, University of Pittsburgh (2012-2016)
Graduate Student Assistantship, University of Pittsburgh (2012-2016)

RESEARCH EXPERTISE

- Substantive:* Uncertainty, Surprise; Personal Control and Effort; Attention and Information Processing; Artificial Intelligence
- Methodological:* Field Experiments; Lab Experiments; Survey Research; Eye-tracking; Quantitative Analysis (non-linear models, multi-level models, propensity matching)

PUBLICATIONS

Peer-Reviewed Articles

1. Rifkin, Laura, Canan Corus*, **Aleksandra Kovacheva***, and Colleen Kirk* (2025), “How Concealing Sharing Economy Ratings Undermines Consumers’ Trustworthiness and Appeal across Digital Spaces”, *Journal of Consumer Behavior*, 24 (6), 2757-2771. [Impact factor: 5.2; ABDC ranking: A]
2. Rifkin, Laura, Canan Corus*, Colleen Kirk*, and **Aleksandra Kovacheva*** (2025), “You Said They Were Trustworthy: When Elite Status on Sharing Platforms Backfires”, *Journal of Consumer Marketing*, 42 (6), 810-820. [Impact factor: 3.8; ABDC ranking: A]
3. **Kovacheva, Aleksandra** and Hillary Wiener (2024), “Let’s speculate about it: When and why consumers want to discuss mystery products,” *Journal of Consumer Psychology*, 34 (3), 492-501. [Impact factor: 6.1; Financial Times Top 50; ABDC ranking: A*]
4. **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: 15.8; Financial Times Top 50; ABDC ranking: A*]
5. **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: 3.6; ABDC ranking: A]
6. **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: 10.2; ABDC ranking: A*]
7. **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: 3.6; cross-disciplinary journal]
8. **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: 9.1; ABDC ranking: A]
9. 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: 3.6; ABDC ranking: A]

* Equal contribution.

Invited Articles and Book Chapters

10. **Kovacheva, Aleksandra**, “Managing Marketing Uncertainty,” (2025) in *Oxford Bibliographies in Marketing*, ed. Shrihari Sridhar, New York: Oxford University Press, *forthcoming*. (Invited, peer-reviewed article.)
11. **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. (Invited chapter.)

WORK IN PROGRESS

1. **Kovacheva, Aleksandra**, J. Jeffrey Inman, and Hristina Nikolova, “Shopper eye-cue: Understating the in-store decision process with field eye-tracking data,” preparing for 2nd round of review at the *Journal of Retailing*.
2. Leonhardt, Eva[‡], **Aleksandra Kovacheva**, David Schindler, and Nicole Koschate-Fischer, “Can Mystery Marketing Increase the Adoption and Enjoyment of Innovative Products?”, preparing for submission to *Journal of the Academy of Marketing Science*.
3. Sun, Hongjie, **Aleksandra Kovacheva**, and Lu Yao[‡], “The Suppressive Effect of Uncertainty on Consumers’ eWOM Intention: How Mystery Shields Products from Criticism,” *working paper, target: Journal of Marketing Research*
4. Wiener, Hillary and **Aleksandra Kovacheva**, “Lush Cosmetics: Leaving Social Media for Good?”, a teaching case study to be submitted to *Ivey Publishing*.
5. “The effect of psychological ownership on trust of AI output” with Colleen Kirk, *data collection*.
6. “How AI can help with food insecurity” with Laura Rifkin, Canan Corus, and Colleen Kirk, *ideation stage*.
7. 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*.
8. “Uncertainty tactics across the 4P’s” with Cait Lamberton and Hristina Nikolova, *conceptual paper*.
9. “How asymmetric decisional control makes group experiences unappealing,” with Cait Lamberton, and Eugenia Wu, *data collection*.
10. “Virtual Influencers” with Gina Cui and Laura Rifkin, *data collection*.

[‡]Ph. D. student at the time the research began.

GRANT FUNDING

Minerva Center Innovation Funding (PI: \$5,035), University at Albany, 2025.

National Science Fund, Bulgarian Ministry of Education and Science Grant # KII-06-H85/3 (Researcher, 255,000 BGN), 2024.

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.

PEER-REVIEWED PUBLISHED ABSTRACTS

Rifkin, Laura, Canan Corus, Colleen Kirk, and **Aleksandra Kovacheva** (October 2025), “When Elite Status on Sharing Platforms Backfires”, competitive paper, *Association for Consumer Research Annual Conference*, Washington, DC.

Leonhardt, Eva, **Aleksandra Kovacheva**, David Schindler, and Nicole Koschate-Fischer, (October 2025), “The Power of Mystery: How Uncertainty Shapes Consumer Responses to Novel Products”, competitive paper, *Association for Consumer Research Annual Conference*, Washington, DC.

Kovacheva, Aleksandra, Neviana Krasteva, and Tsvetan Davidkov (October 2025), “Gamification and AI: Rethinking e-learning experiences”, competitive paper, *International Conference on Artificial Intelligence*, Varna, Bulgaria.

Kovacheva, Aleksandra and Hillary Wiener (March 2024), “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 Lambertson, 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 Lambertson, “The Value of the Unknown: A Framework of Surprise Marketing,” (February 2021), competitive paper, *AMA Winter Academic Conference*, virtual.

Kovacheva, Aleksandra, Cait Lambertson, 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 Lambertson, 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 Lambertson, 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, p. 718-719 (competitive paper, 46.3% acceptance rate, presented in San Diego, CA).

Kovacheva, Aleksandra, Hristina Nikolova, and Cait Lambertson (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.)

OTHER SCHOLARLY CONFERENCE PRESENTATIONS

Yuanyuan (Gina) Cui, **Aleksandra Kovacheva**, Laura Schrier Rifkin, “How Influencer Drama Affects Influencer’s Perceived Humanness” (September 2024), poster, *Association for Consumer Research Annual Conference*, Paris, France.

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*, 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*, University of Virginia.

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*, Georgetown University.

[†]Competitive, peer-reviewed selection.

INVITED RESEARCH PRESENTATIONS

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

Courses Taught, University at Albany

AI for Business, Executive Training Program (April-May 2025; October 2025, March 2026)
IBS Americas Young Executive Program (January 2025; July 2025)
Marketing Analytics (undergraduate; 2017-current)
Data Science for Marketing (graduate; 2017-current)
Quantitative Analysis for Business (EMBA; 2019-current)
Research Project in Marketing (graduate; 2020-2022)
Field Project in Marketing (graduate; 2020-current)

Thesis Supervision and Evaluation

Lucy Oliverio (current), University at Albany EMBA program. *Thesis advisor.*
Isabella (Avery) Giddings (2025), University at Albany Honors College. *Thesis co-advisor.*
Edwin Figueroa-Schrier (2025), University at Albany EMBA program. *Thesis advisor.*
Christopher Figueroa-Schrier (2025), University at Albany EMBA program. *Thesis advisor.*
Cary Lee (2024), University of Newcastle, Ph.D. program. *Thesis examiner.*
Jonathan McKinney (2021), University at Albany EMBA program. *Thesis advisor.*
Etienne Alembong (2020), University at Albany EMBA program. *Thesis advisor.*
Kelly Morrow (2019), University at Albany Honors College. *Thesis advisor.*

Other Teaching Experience

Consumer Behavior, University of Pittsburgh (instructor; 2015-2016)
Introduction to Marketing, University of Pittsburgh (teaching assistant; 2012-2013)
Principles of Marketing, Sofia University (seminar instructor; 2007-2010)

SERVICE

To the Department of Marketing (University at Albany)

Chair, Department of Marketing (2026)

Tenure and Promotion Department Committee (member; 2019; 2023/2024 - two cases)
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 60 students)

To the Massry School of Business (University at Albany)

Personnel Committee (co-chair, 2025-2026)
School of Business Graduation Ceremony (2018; 2019; 2024; 2025)
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)

To the University at Albany

Climate Committee (co-chair, 2023-current; member, 2020-2023)
Opening Convocation (marching faculty; Fall 2024)
Undergraduate Degree Conferral Ceremony (marching faculty; May 2024)
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 Business Research
Journal of Consumer Behavior
Journal of Product & Brand Management

Internet Research

Session Chair:

American Marketing Association – Winter Academic Conference (2021)

Association for Consumer Research Annual Conference (2014; 2017; 2018; 2023)

Reviewer for Conferences and Competitions:

Association for Consumer Research (2014-present)

Society for Consumer Research (2016-present)

Association for Consumer Research Asia-Pacific (2024)

Mary Kay Dissertation Proposal Competition (2020)

CBSIG Conference “Managerially Relevant Consumer Insights” (2019)

Community Service

Tech Valley High School Guest Speaker/Mentor (2023; 2024; 2025)

Volunteer, Regional Food Bank of Northeastern New York (2018)

Pro Bono Mentor, Business Mentor NY (2018-2020)

Volunteer, University of Pittsburgh (2016-2017)

Pro Bono Consultant and Volunteer, Pittsburgh Center for Creative Reuse, PA (2012-2017)

PROFESSIONAL AFFILIATIONS

DCMA (Designing a Career in Marketing Academia; www.dcmnetwork.org)

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association