

ALEKSANDRA KOVACHEVA

University at Albany, SUNY
School of Business
Department of Marketing

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ACADEMIC APPOINTMENT

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

EDUCATION

PhD in Business Administration (Marketing), University of Pittsburgh, USA, 2017
MSc in Business Administration (Marketing), Erasmus University, Netherlands, 2011
BSc in Economics, Sofia University, Bulgaria, 2007

RESEARCH EXPERTISE

Substantive: Positive Uncertainty and Surprise; Personal Control and Resource Investments; Attention and Information Processing
Methodological: Field Experiments; Survey Research; Eye-tracking

PEER-REVIEWED PUBLICATIONS & BOOK CHAPTERS

1. **Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton, (*forthcoming*) "Consumers' Response to Promotional Gifts: the Role of Gender, Transactional Value, and Reciprocity," *Psychology & Marketing*.
2. Mormann, Milica, Tom Griffiths, Christopher A. Janiszewski, (...), **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*, p. 1-12.
3. **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, p. 195-210.

PAPERS IN THE REVIEW PROCESS

4. **Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton, "Will You Buy a Surprise? Gender Differences in the Purchase of Surprise Offerings," *preparing for 2nd round of review at the Journal of Retailing*.
5. **Kovacheva, Aleksandra**, Hristina Nikolova, and Cait Lamberton, "The Value of the Unknown: A Framework of Surprise Marketing," *preparing for 2nd round review at the Journal of Marketing*.

WORKING PAPERS

6. **Kovacheva, Aleksandra**, Cait Lamberton, and Eugenia Wu, “Should It Be My Party? Examining the Effects of Consumer Roles in Group Experiences,” *working paper*.
7. **Kovacheva, Aleksandra** and J. Jeffrey Inman, “Shopper Eye-Cue: Understating the In-Store Decision Process with Field Eye-Tracking Data,” *working paper*.

WORK IN PROGRESS

“Anticipatory Word of Mouth” with Hillary Wiener

“Value-based Categorization” with Jillian Hmurovic

“Fake Memes and Climate Change” with Ioannis Kareklas, Beth DuFault, and Daryl Muehling

“Willingness to wait for uncertain offerings” with Sami Harmali

“How Asymmetric Decisional Control Makes Group Experiences Unappealing” with Cait Lamberton and Eugenia Wu

CONFERENCE PROCEEDINGS & PRESENTATIONS

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

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

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, 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 (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, Pages: 596-596 (competitive paper, 37.8% acceptance rate, presented in New Orleans, LA).

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.

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, Pages: 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, Pages: 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.

HONORS AND AWARDS

Dr. Nuala McGann Drescher Leave Program, Spring 2021

Joan D. Rosenthal '76 and Frederick S. Schiff Undergraduate Teaching Award, University at Albany, 2019

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

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

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

TEACHING EXPERTISE AND INTERESTS

Marketing Analytics, Marketing Research, Consumer Behavior, Behavioral Economics

TEACHING EXPERIENCE

University at Albany (undergraduate, graduate, and executive MBA courses)

Marketing Analytics, (undergraduate), Instructor, Fall/Spring 2017-2020

Analytics for Strategic Marketing (MBA), Instructor, Fall/Spring 2017-2019

Quantitative Analysis for Business (executive MBA), Instructor, Fall 2019-2020

Research Thesis in Marketing (Part-time MBA), Spring 2020

Field Project in Marketing (Full-time MBA), Fall 2020

University of Pittsburgh (undergraduate courses)

Consumer Behavior, Instructor, Spring 2015, 2016

Digital and Social Media Marketing, Guest Lecturer, Spring 2017

Introduction to Marketing, Teaching Assistant, Spring 2012; Fall 2013

Sofia University, Bulgaria (undergraduate and graduate courses)

Principles of Marketing, Seminar Instructor, Fall 2006-2010

SERVICE TO THE DEPARTMENT & SCHOOL (UNIVERSITY AT ALBANY)

Undergraduate Academic Committee (member; 2019-2020; 2020-2021)

Climate Committee (member; 2020-2021)

Dean Speaker Series (marketing speaker coordinator; Spring 2020)

Faculty Search Committee (member; 2019)

Tenure and Promotion Department Committee (member; 2019)

MBA Student Recruiting (interviewer; 2019-2020)

Thesis Faculty Advisor

2018/2019: Kelly Morrow (undergraduate honors thesis advisor)

2019/2020: Etienne Alembong (executive MBA thesis advisor)

2020: Jonathan McKinney (executive MBA thesis advisor)

Student mentoring and career advising (over 20 students)

Research Brownbag (organizer; Fall 2018)

Research Committee (member; 2017-2018; 2018-2019)

SERVICE TO THE FIELD

Reviewer, Mary Kay Dissertation Proposal Competition (2020)

Reviewer, CBSIG Conference “Managerially Relevant Consumer Insights” (2019)

Session Chair, Association for Consumer Research (2014; 2017; 2018-invited)

Reviewer, Association for Consumer Research (2014-present)

Reviewer, Society for Consumer Research (2016-present)

Ad-Hoc Reviewer, International Journal of Research in Marketing (2016-2017)

SERVICE TO THE COMMUNITY

Volunteer, Regional Food Bank of Northeastern New York, 2018

Pro Bono Mentor, Business Mentor NY, 2018 – present

Volunteer, University of Pittsburgh (PA), 2016-2017

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

INDUSTRY EXPERIENCE

Market Analyst/Account Executive, The Nielsen Company, Bulgaria, 2009-2010

Marketing Manager, Bulgarian National Theatre, Bulgaria, 2007-2009

Consultant, Uconomics Publishing and Consulting, Bulgaria, 2005-2007

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology