

NEVENA T. KOUKOVA

Assistant Professor of Marketing
College of Business & Economics, Lehigh University
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Education

Ph.D. in Business, University of Maryland, College Park, May 2005 College Park, MD
Major: Marketing, Minors: Management of Information Systems, Research Methods
Dissertation: Marketing of Digital Products (Committee: Brian T. Ratchford and P. K. Kannan (Co-Chairs), Rebecca W. Hamilton, Joydeep Srivastava and Roger Betancourt)

MBA, Case Western Reserve University, May 2000 Cleveland, OH
Concentrations: Marketing and Finance

BSc, National and World Economy University, June 1994 Sofia, Bulgaria
Major: Marketing and Management

Employment

College of Business and Economics, Lehigh University Bethlehem, PA
Assistant Professor of Marketing, 2005 – present

DHL International Bulgaria Ltd. Sofia, Bulgaria
Marketing Executive, 1996 – 1998
Marketing Coordinator, 1995 – 1996
Marketing Assistant, 1994 - 1995

Publications

Koukova, Nevena T., P.K. Kannan and Amna Kirmani (2012), “Multi-Format Digital Products: How Design Attributes Interact with Usage Situations to Determine Choice,” *Journal of Marketing Research*, forthcoming.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul-Fischer (2012), “The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers,” *Journal of the Academy of Marketing Science*, forthcoming.

Thomas, Rodney, Brian Fugate and Nevena T. Koukova (2011), “Coping with Time Pressure and Knowledge Sharing in Buyer-Supplier Relationships,” *Journal of Supply Chain Management*, 47 (3), 22-42.

Oza, Shweta, Joydeep Srivastava and Nevena T. Koukova (2010), “How Suspicion Mitigates the Effect of Influence Tactics,” *Organizational Behavior and Human Decision Processes*, 112 (1), 1-10, lead article.

K. Sivakumar, Cheryl Nakata, Praveen Aggarwal, Ravindra Chitturi, and Nevena T. Koukova (2009), “Role of Non-Price Variables in Inter-Tier Competition,” *Journal of Marketing Theory and Practice*, 17 (4), 351-368.

Hamilton, Rebecca W. and Nevena T. Koukova (2008), "Choosing Options for Products: The Effect of Mixed Bundling on Consumers' Inferences and Choices," *Journal of the Academy of Marketing Science*, 36 (3), 423-433.

Koukova, Nevena T., Kannan, P. K., and Brian T. Ratchford (2008), "Marketing of Digital Products: Product Form Bundling," *Journal of Retailing*, 84 (2), 181-194.

Koukova, Nevena T., P. K. Kannan, and Brian T. Ratchford (2006), "Bundling and Unbundling of Electronic Content," in *Electronic Commerce and the Digital Economy*, Advances in Management Information Systems Series, Michael J. Shaw, Ed., M. E. Sharp.

Working Papers

Koukova, Nevena T., Kannan, P. K., and Brian Ratchford, "Multi-Format Digital Products: Unbundling of Electronic Content"

Koukova, Nevena T. and Shweta Oza, "Fantasies and Expectations as Advertising Tools"

Koukova, Nevena T. and Joydeep Srivastava, "The Effect of Message Framing on Risk Perceptions"

Conference Presentations

Koukova, Nevena T., Joydeep Srivastava and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *Association for Consumer Research Conference*, October 2010, Jacksonville, FL.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul-Fischer, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *12th Annual Pricing Conference*, August 2010, Babson College, Babson Park, MA.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul-Fischer, "The Effect of Flat Shipping Fee and Free Shipping Threshold on Consumer Evaluations," *European Association for Consumer Research Conference*, July 2010, Royal Holloway, University of London.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations of Online Offers," *INFORMS Marketing Science Conference*, June 2010, Cologne, Germany.

Koukova, Nevena T. and Shweta Oza, "Fantasies and Expectations as Advertising Tools," *Society for Consumer Psychology Conference*, February 2010, St. Petersburg, FL.

Koukova, Nevena T., Joydeep Srivastava and Martina Steul, "The Effect of Shipping Fee Structure on Consumer Evaluations," *Association for Consumer Research Conference*, October 2009, Pittsburg, PA.

Koukova, Nevena T. and Shweta Oza, "Fantasies and Expectations as Advertising Tools," *INFORMS Marketing Science Conference*, June 2009, Ann Arbor, MI.

Koukova, Nevena T., Kannan, P. K., and Brian T. Ratchford, "Marketing of Digital Products," *INFORMS Annual Conference*, October 2008, Washington, DC.

Koukova, Nevena T. and P. K. Kannan, "Designing Digital Products: The Role of Substitutability and Complementarity of Product Forms," *Association for Consumer Research Pre-Conference: Consumers Online*, October 2007, Memphis, TN.

Nevena T. Koukova and Joydeep Srivastava, "When Numbers are Talking: Effects of Message Framing on Judgements of Risk and Behavioural Intentions," *INFORMS Marketing Science Conference*, June 2007, Singapore.

Nevena T. Koukova, P. Kannan and Brian Ratchford, "Bundling and Unbundling of Electronic Content," *INFORMS Marketing Science Conference*, June 2006, Pittsburgh, PA.

Nevena T. Koukova, P. Kannan and Brian Ratchford, "Bundling and Unbundling of Electronic Content," *INFORMS International Conference*, June 2006, Hong Kong.

P. K. Kannan and Nevena T. Koukova, "Design of Digital Products: The Role of Complementarity and Substitutability of Product Forms," *Third Product and Service Innovation Conference*, February 2006, University of Utah, Park City, UT.

Hamilton, Rebecca, and Nevena T. Koukova, "Choosing Options for Products: The Effect of Mixed Bundling on Consumers' Inferences and Choices," *Association for Consumer Research Conference*, September 2005, San Antonio, TX.

Koukova, Nevena T., Kannan, P. K., and Brian Ratchford, "Marketing of Digital Products: Product Form Bundling," *INFORMS Marketing Science Conference*, June 2004, Rotterdam, The Netherlands.

Koukova, Nevena T., Kannan, P. K., and Brian Ratchford, "Marketing of Digital Products: Bundling and Unbundling," *INFORMS Marketing Science Conference*, June 2003, College Park, MD.

Kannan, P. K. and Nevena T. Koukova, "Marketing of Digital Products in the E-Channel: The Effect of Substitutability and Complementarity of Product Forms," *Academy of Marketing Science Conference*, May 2003, Washington, DC.

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, "Product Form Bundling," *Haring Symposium*, April 2003, Indiana University, Bloomington, IN.

Koukova, Nevena T., "Product Form Bundling," *Association for Consumer Research Conference*, October 2002, Atlanta, GA.

Koukova, Nevena T. and P. K. Kannan, "Marketing of Digital Products: A Study of Substitutability and Complementarity of Product Forms," *INFORMS Marketing Science Conference*, June 2002, Edmonton, Canada.

Koukova, Nevena T. and Brian Ratchford, "Something Old, Something New: A Comparison of Users and Non-users of Internet as an Information Source," *AMA Marketing Educators Summer Conference*, August 2001, Washington DC.

Honors and Awards

Research/Academic

Alison and Norman Axelrod'74 Endowed Summer Research Fellowship, Lehigh University, 2010 - 2012

Charlotte and Robert L. Brown III'78 Endowed Summer Research Fellowship, Lehigh University, 2008 - 2010

Marvin Jolson Outstanding Marketing Doctoral Student Award, May 2004, R.H. Smith School of Business, University of Maryland

AMA-Sheth Doctoral Consortium Fellow, Emory University, Atlanta, June 2002
Doctoral Internationalization Consortium, University of Texas at Austin, April 2002
INFORMS Marketing Science Doctoral Consortium Fellow, 2002, 2003, 2004
Dean's Fellowship, 2000 - 2005, R.H. Smith School of Business, University of Maryland
Academic Achievement Award, Case Western Reserve University, May 2000
Soros Scholarship, Case Western Reserve University, 1998 - 2000

Teaching

2010 Lehigh Junior Award for Distinguished Teaching, Lehigh University (given annually to a junior/non-tenured member of the faculty for excellence in teaching)

Krowe Award for Teaching Excellence, April 2005, R. H. Smith School of Business, University of Maryland

Top 15% Teaching Award, March 2005, R. H. Smith School of Business, University of Maryland

Service

Nash Outstanding Doctoral Student Award, May 2005, R.H. Smith School of Business, University of Maryland

Courses Taught

College of Business and Economics, Lehigh University Strategic Marketing (graduate elective) Marketing Strategy, Marketing Principles, Marketing Research (undergraduate marketing core)	2005 - present
R. H. Smith School of Business, University of Maryland Marketing Principles and Organization (undergraduate core) Marketing Research, Consumer Analysis (undergraduate elective)	2002 - 2004

Advising

College of Business and Economics, Lehigh University 25-35 undergraduate marketing students per semester	2006 - present
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Research Funding

College of Business and Economics Research Grant, \$10,000 (Spring 2006)
Lehigh Faculty Research Grant, \$2,000 (Fall 2006)

Professional Affiliations

Association for Consumer Research
Institute for Operations Research and Management Science (INFORMS)
Society for Consumer Psychology

Reviewing

Ad- hoc reviewer for *Journal of Marketing*, *Marketing Science*, *Journal of Retailing*,
Association for Consumer Research Conferences and *Society for Consumer Psychology Conferences*

Service

Lehigh University

Member, University Faculty Awards Committee, 2011 – 2014

Member, Learning Objectives Committee, College of Business and Economics, 2010 - 2011

Member, Junior Provost Advisory Committee, 2006 – 2009

Chair, University Nominations Committee, 2008 - 2009

Member, University Nominations Committee, 2007 - 2008

Marketing Club Advisor, 2006 – 2008

Marketing Department Recruiting Committee (2005, 2006)

Lehigh Swimming and Diving Junior Day, Spring 2011

Lehigh Life Days (newly admitted students open house), 2006 - present

College of Business and Economics Open House, Spring 2006 and Fall 2006

Career Services Centre Recruiting Luncheons, 2005 – present

R. H. Smith School of Business, University of Maryland

Association of Doctoral Students, President (2004 - 2005), Vice-President (2003 - 2004), Social Chair (2002 - 2003)

Member, Graduate Appeals Committee (2003 – 2005)