

## Yuliya Strizhakova

### Office

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### EDUCATION

**University of Connecticut, Ph.D.** in Marketing Communication, 2001-2005  
Dissertation: *Understanding leisure consumption through modeling processes that underlie TV viewing, Internet use, and retail shopping.*

**University of Hartford, M.A.** in Communication, 1999-2001

**Kharkov State University, Kharkov, Ukraine**  
**B.A./ M.A.** in English/German, Linguistics, **cum laude**

**Marymount College of Fordham University, Tarrytown, NY.**  
Marketing and Advertising concentration  
1996-1997,

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### TEACHING

**Assistant Professor (2009- present)**, Rutgers University – Camden, Camden NJ  
Undergraduate: Marketing Research, Advertising and Promotion Management  
MBA: Marketing Research

**Assistant Professor (2007-2009)**, 4.14/5, Michigan Technological University, Houghton, MI  
Undergraduate: Principles of Marketing, Consumer Behavior and E-commerce, Advertising

**Assistant Professor (2005-2007)**, 4.7/5, Suffolk University, Boston, MA  
Undergraduate: Advertising; Advertising Copy  
Graduate: Research Methods; Seminar in Advertising; Integrated Marketing Communications

**Instructor (2001-2005)**, 8.5/10, University of Connecticut, Storrs, CT  
Undergraduate: Persuasion; Mass Media Effects; Public Speaking

**Instructor (1999-2001)**, University of Hartford, West Hartford, CT  
Undergraduate: Introduction to Communication; Improving Communication Skills

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## PEER-REVIEWED JOURNAL PUBLICATIONS

**Strizhakova, Y.,** Coulter, R., & Price, L. (forthcoming). The young adult market in emerging markets: Assessing their global identity in a global marketplace. *International Journal of Research in Marketing*, special issue on global brands.

**Strizhakova, Y.,** Coulter, R., & Price, L. (2011). Branding in a global marketplace: The mediating effects of quality and self-identity brand signals. *International Journal of Research in Marketing*, 28(4).

Tsarenko, Y., & **Strizhakova, Y.** (forthcoming). Coping with service failures: The role of emotional intelligence, self-efficacy and intention to complain. *European Journal of Marketing*.

**Strizhakova, Y.,** Coulter, R., & Price, L. (2008). Branded products as a passport to global citizenship: Perspectives from developed and developing countries. *Journal of International Marketing*, 16(4), 57-85.

**Strizhakova, Y.,** Coulter, R., & Price, L. (2008). The meanings of branded products: A cross-national scale development and meaning assessment. *International Journal of Research in Marketing*, 25 (2), 82-93.

**Strizhakova, Y.,** & Krcmar, M. (2007). Mood management and video rental choices. *Media Psychology*, 10(1), 91-112.

Snyder, L., Milici, F., Slater, M., Sun, H., & **Strizhakova, Y.** (2006). Effects of alcohol advertising exposure on drinking among youth. *Archives of Pediatrics & Adolescent Medicine*, 1, 18-24.

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## BOOK CHAPTERS

Krcmar, M., & **Strizhakova, Y.** (2008). Uses and gratifications as media choice. In T. Hartmann (Ed.), *Media Choice: A Theoretical and Empirical Overview*. New York, NY: Routledge.

Krcmar, M., & **Strizhakova, Y.** (2006). Children and new technologies. In C. Lin & D. Atkins (Eds.), *Communication Technology and Social Change: Theory, Effects, and Applications*. Mahwah, NJ: Lawrence Erlbaum Associates.

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## RESEARCH UNDER REVISE AND RESUBMIT

**Strizhakova, Y.,** & Coulter, R. The “green” side of materialism in emerging BRIC countries and the U.S.: The role of belief in global citizenship through global brands and pro-globalization attitude. *International Journal of Research in Marketing*.

Tsarenko, Y., & **Strizhakova, Y.** Reclaiming the future: Theoretical inquiry into consumer forgiveness. *Journal of Consumer Research*.

Ruth, J., & **Strizhakova, Y.** And now, goodbye: Consumer response to sponsor exit. Special issue of *International Journal of Advertising*.

**Strizhakova, Y.,** Tsarenko, Y., & Ruth, J. Consumer coping and rumination as mediators of anger effects in service failures. *Journal of Service Research*.

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## RESEARCH IN PROGRESS

**Strizhakova, Y.,** Coulter, R., & Price, L. Effectiveness of green marketing by global and local companies in developed and emerging markets.

**Strizhakova, Y.,** & Ruth, J. Consumer rumination in service failures.

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## PUBLISHED CONFERENCE PROCEEDINGS

Tsarenko, Y., & **Strizhakova, Y.** (2010). "I am the best happy customer and I am your worst nightmare as an unhappy customer": Do customers forgive service failures? Published in the proceedings of *2010 AMA Summer Educators' Conference*.

**Strizhakova, Y.,** & Tsarenko Y. (2009). Consumer response to service failures: The role of emotional intelligence and coping, in *Advances in Consumer Research*, 37, (Eds). Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN : Association for Consumer Research.

Tsarenko, Y., & **Strizhakova, Y.** (2009). Insights into gendered consumption: Modeling retailer outcomes and consumer shopping characteristics. Published in the proceedings of *2009 World Marketing Congress*.

**Strizhakova, Y.,** & Tsarenko Y. (2008). The pursuit of forgiveness in the healthcare sector. Published in the proceedings of *2009 AMA Winter Educators' Conference*.

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## CONFERENCE PRESENTATIONS

Ruth, J., & **Strizhakova, Y.** (2011). Is breaking up hard to do? An investigation of consumer response to sponsor exit. Paper to be presented at *2011 Annual Association for Consumer Research Conference*, St. Louis, MO.

**Strizhakova, Y.,** & Tsarenko, Y. (2011). Coping with service failure: The role of emotional intelligence, self-efficacy and intention to complain. Paper presented at *2011 World Marketing Congress*, Reims, France.

**Strizhakova, Y.,** Coulter, R., & Price, L. (2011). Being socially responsible in Russia: Does it matter to local or global firms? Paper presented at *2011 World Marketing Congress*, Reims, France.

**Strizhakova, Y.,** Coulter, R., & Price, L. (2011). Building brand relationships in the global world: Understanding effectiveness of green branding by global and local brands. Paper presented at Second International Consumer-Brand Relationship Colloquium, Orlando, FL.

**Strizhakova, Y.,** Coulter, R., & Price, L. (2010). Global and local brands: Being socially responsible in developed and emerging markets. Paper presented at Sustainability in Marketing Colloquium, Lexington, KY. (invited presentation).

Tsarenko, Y., & **Strizhakova, Y.** (2010). Exploring consumer forgiveness in service failures. Paper to be presented at *2010 Annual Association for Consumer Research Conference*, Jacksonville, FL.

- Tsarenko, Y., & **Strizhakova**, Y. (2010). "I am the best happy customer and I am your worst nightmare as an unhappy customer": Do customers forgive service failures? Paper presented at *2010 AMA Summer Educators' Conference*, Boston, MA.
- Strizhakova**, Y., Coulter R., & Price L. (2010). Glocal youth and their relationships with brands in Eastern Europe. Paper presented at *2010 AMA Winter Educators' Conference*, New Orleans, LA.
- Strizhakova**, Y., & Tsarenko Y. (2009). Consumer response to service failures: The role of emotional intelligence and coping. Paper presented at *2009 Annual Association for Consumer Research Conference*, Pittsburg, PA.
- Tsarenko, Y., & **Strizhakova**, Y. (2009). Insights into gendered consumption: Modeling retailer outcomes and consumer shopping characteristics. Paper presented at *2009 World Marketing Congress*, Oslo, Norway.
- Strizhakova**, Y., & Tsarenko Y. (2008). The pursuit of forgiveness in the healthcare sector. Paper presented at *2009 AMA Winter Educators' Conference*, Tampa, FL.
- Strizhakova**, Y., Coulter, R., & Price, L. (2008). Effects of belief in the global myth on branding discourse in the U.S. and Russia. Paper presented at *2008 Annual Association for Consumer Research conference*, San Francisco, CA.
- Strizhakova**, Y., Coulter, R., & Price, L. (2007). Buying into the global myth: A Cross-national investigation into building identity through brands. Paper presented at *2007 Annual Association for Consumer Research conference*, Memphis, TN.
- Strizhakova**, Y., Coulter, R., & Price, L. (2007). Functional and symbolic meanings of brands in Romania, Ukraine, and the US: Scale development. Paper presented at *2007 American Marketing Association Winter Educators' Conference*, San Diego, CA.
- Coulter, R., Price, L., & **Strizhakova**, Y. (2006). The meaning of brands: A cross-cultural assessment. Paper presented at the 13<sup>th</sup> International Conference on Recent Advances in Retailing and Consumer Services Science, Budapest, Hungary.
- Strizhakova**, Y. (2006). Understanding leisure consumption through modeling processes that underlie TV viewing, internet use, and retail shopping. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division, Dresden, Germany.
- Strizhakova**, Y., & Krcmar, M. (2005). Video rental choices: Mood management on a Saturday night. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division, New York, NY.
- Strizhakova**, Y., & Rangarajan, S. (2005). Why do we do the things we do? A test of Schutz's theory of interpersonal needs. Paper presented at the annual meeting of the International Communication Association, Interpersonal Communication Division, New York, NY.
- Strizhakova**, Y., & Krcmar, M. (2004). Toward a general causal model of television viewing from Uses and Gratifications perspective. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division, Chicago, IL.

Snyder, L., Milici, F., Sun, H., **Strizhakova, Y.**, & Slater, M. (2004). The effects of alcohol advertising on youth drinking in the US. Poster presented at the annual meeting of American Public Health Association, Washington, DC.

**Strizhakova, Y.**, & Hamilton, M. (2004). Suggestive advertising imagery: The effect of prejudice on advertising processing. Paper presented at the annual meeting of the International Communication Association, Information Processing Division, New Orleans, LA.

Rangarajan, S., & **Strizhakova, Y.** (2004). Toward a cross-cultural causal model of relationship quality: A test of Sternberg's theory of love. Paper presented at the annual meeting of the International Communication Association, Interpersonal Communication Division, New Orleans, LA.

Snyder, L., Milici, F., Slater, M., Sun, H., & **Strizhakova, Y.** (2004). A national longitudinal study of the effect of alcohol advertising on youth drinking. Paper presented at the annual meeting of the International Communication Association, Health Communication Division, New Orleans, LA.

**Strizhakova, Y.**, & Krcmar, M. (2003). Internet use motives from Uses and Gratification perspective: Do we know why we surf? Paper presented at the annual meeting of the National Communication Association, Mass Communication Division, Miami Beach, FL.

**Strizhakova, Y.**, Kang, Y., Ellis, D., Coman, E., Daigle, L., & Buck, R. (2003). Assessment of emotional uses and gratifications: Development of EGRATS scale. Paper presented at the annual meeting of the National Communication Association, Mass Communication Division, Miami Beach, FL.

**Strizhakova, Y.**, & Krcmar, M. (2003). Do we have access to our viewing motives? Assumption in and extension of Uses and Gratifications. Paper presented at the annual meeting of the International Communication Association, Mass Communication Division, San Diego, CA.

**Strizhakova, Y.** (2003). Customization of products on the Internet and consumer personality traits: What drives customization? Paper presented at the annual winter conference of the Society of Consumer Psychology, New Orleans, LA.

**Strizhakova, Y.**, & Kovacic, B. (2002). Creating 'virtual' identity: A case study of Amazon and eBay. Paper presented at the annual meeting of the National Communication Association, Organization Communication Division, Atlanta, GA.

## REVIEWER

### *Journals – ad hoc*

*International Journal of Research in Marketing*

*Behavior and Information Technology*

*Journal of Service Research*

*International Marketing Review*

### *Conferences*

*Association for Consumer Research*

*American Marketing Association*

## GRANTS

**Principal Investigator**, Von Allmen Center for Green Marketing Grant, 2010 (\$5,000)  
Purpose: to assess effectiveness of green marketing in developed and emerging markets

**Principal Investigator**, Rutgers University, 2010 (\$3,000)

Purpose: to assess effectiveness of green marketing in developed and emerging markets

**Principal Investigator**, Michigan Technological University, 2008

Purpose: to investigate consumer perceptions of social responsibility in developed and developing countries

**Co-investigator**, University of Connecticut, CT, summer 2003, 2005, 2009

PI: Dr. Robin Coulter, Sponsor: C.I.B.E.R. Foundation

Purpose: to study intercultural meanings of brands

**Research Assistant**, University of Connecticut, CT, 2003-2004

PI: Dr. Leslie Snyder, Sponsor: National Institutes of Health

Purpose: to study alcohol advertising effects on youth drinking

**Research Assistant**, University of Hartford, CT, 2000

PI: Dr. Randy Jacobs, Sponsor: University of Hartford

Purpose: to study branding of media conglomerates

## HONORS/ AWARDS

**Research Fellowship**, for excellence in graduate research, University of Connecticut, CT, summer 2002, 2003, 2004, 2005, \$10,000

**ICA Conference Scholarship**, New Orleans, LA, 2004, \$1,000

**PEO International Peace Scholarship**, for excellence in graduate studies, University of Hartford, CT, 2000-2001, \$6,000

**ACTR/ACCELS Scholarship**, a winner of a one-year abroad competition, sponsored by US Information Agency, 1996-1997, \$25,000

## SERVICES

**Program Committee**, Asia-Pacific Conference of the Association for Consumer Research, Beijing, China

Examiner on a Ph.D. Dissertation by Peeraya Lekkumporn, Monash University, Australia (fall 2009)

**Undergraduate Student Committee**, Rutgers University-Camden, member

**AMA Student Chapter Supervisor**, Michigan Technological University, Houghton, MI, 2008 AMA awards for Outstanding New Chapter and Outstanding Work in Fundraising

**Graduate Faculty Council** – representative from the School of Business and Economics, Michigan Technological University

**Graduate Curriculum Committee**, member

## PROFESSIONAL EXPERIENCE

**Consulting**, Keweenaw Business Development Fund, Michigan, 2008, and real estate agencies, Connecticut, 2006

**International Relations Coordinator**, Kharkov State University of Economics,  
Kharkov, Ukraine, 1998-1999

**PR Intern**, Global Information Networks, NY, NY, 1997

**Marketing Director**, Flint Ltd Company, Kharkov, Ukraine, 1993-1996

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**LANGUAGES** Russian, Ukrainian, German

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**STATISTICAL SKILLS** SPSS, AMOS, PMOD (causal modeling), CFA, HLM (mixed modeling), ARIMA, VG\_BARE (meta-analysis)

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**REFERENCES**

Robin Coulter  
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