

ALENA KOSTYK

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EMPLOYMENT HISTORY

Academic Positions

September 2019 – present

Lecturer in Marketing, Adam Smith Business School, University of Glasgow (UK)

August 2017 – August 2019

Assistant Professor, Marketing Department

NEOMA Business school (France)

January 2012 – June 2012

Graduate Teaching Assistant, Eli Broad College of Business

Michigan State University (US)

Select Industry Positions

January 2010 – December 2011

General manager

Taiga-hostel, Tomsk (Russia)

February 2009 – June 2011

Small business consultant

Start, Tomsk (Russia)

January 2008 – January 2010

Finance manager

SkyWay hotel, Tomsk (Russia)

September 2006 – January 2008

Project manager

Private investment fund FIBR, Tomsk (Russia)

ACADEMIC QUALIFICATIONS

Completed in December 2021, award pending

PG Certificate, Higher Education Practice
University of Glasgow (UK)

2017

PhD, Marketing
New Mexico State University (US)

2013

MBA, Marketing
Michigan State University (US)

2007

Diploma with honours (BS and MS equivalent), Economics/Finance
Tomsk State University (Russia)

RESEARCH AND RELATED ADMINISTRATION

Peer-reviewed journal publications

2022

Trafimow, D., Hyman, M. R., **Kostyk, A.**, Wang, Z., Tong, T., Wang, T. and Wang, C.
Gain-probability diagrams in consumer research. *International Journal of Market Research*
(Accepted for Publication)

Trafimow, D., Hyman, M. R. and **Kostyk, A.** Are structural equation models theories and does it matter? *Journal of Global Scholars of Marketing Science* (Accepted for Publication)

2021

Hyman, M. R., **Kostyk, A.** and Shabbir, H. A. Disruptive events and associated discontinuities: a macromarketing prescription. *Journal of Macromarketing*, 41(3), pp. 441-448. (doi: 10.1177/0276146720979134)

Kostyk, A. and Huhmann, B. A. Perfect social media image posts: symmetry and contrast influence consumer response. *European Journal of Marketing*, 55(6), pp. 1747-1779. (doi: 10.1108/EJM-09-2018-0629)

Shabbir, H. A., Hyman, M. R. and **Kostyk, A.** A macromarketing prescription for Covid-19: solidarity and care ethics. *Journal of Macromarketing*, 41(2), pp. 181-193. (doi: 10.1177/02761467211001544)

Kostyk, A., Leonhardt, J. M. and Niculescu, M. Processing fluency scale development for consumer research. *International Journal of Market Research*, 63(3), pp. 353-367. (doi: 10.1177/1470785319877137)

2020

Trafimow, D., Hyman, M. R., **Kostyk, A.**, Wang, C. and Wang, T. The harmful effect of null hypothesis significance testing on marketing research: an example. *Journal of Business Research*, 125, pp. 39-44. (doi: 10.1016/j.jbusres.2020.11.069)

Hyman, M., Trafimow, D. and **Kostyk, A.** The (im)precision of scholarly consumer behavior research. *Journal of Business Research*, 114, pp. 93-101. (doi: 10.1016/j.jbusres.2020.04.008)

2019

Kostyk, A., Zhou, W. and Hyman, M. R. Using surveytainment to counter declining survey data quality. *Journal of Business Research*, 95, pp. 211-219. (doi: 10.1016/j.jbusres.2018.10.024)

2017

Kostyk, A., Niculescu, M. and Leonhardt, J. M. Less is more: online consumer ratings' format affects purchase intentions and processing. *Journal of Consumer Behaviour*, 16(5), pp. 434-441. (doi: 10.1002/cb.1643)

Kostyk, A., Leonhardt, J. M. and Niculescu, M. Simpler online ratings formats increase consumer trust. *Journal of Research in Interactive Marketing*, 11(2), pp. 131-141. (doi: 10.1108/JRIM-06-2016-0062)

Select working papers

Cowan, K., **Kostyk, A.**, Ketron, S., Kristofferson, K. Making Sense of Senses: How Sensory Inputs in Virtual Reality Can Improve Brand Experience. (2nd round R&R in CABS 4*)

Zhou, W., **Kostyk, A.**, Hyman, M. R. Surveytainment: cross-cultural differences in data collection efficiency" (data collection and analysis)

Other publications

2021

Kostyk, A., Zhou, W., Hyman, M. R. and Paas, L. Securing higher-quality data from self-administered questionnaires. *International Journal of Market Research*, 63(6), pp. 685-692. (doi: 10.1177/14707853211057172)

Shabbir, H. A., Hyman, M. R. and **Kostyk, A.** A solidarity-care ethics and human flourishing approach to the Covid-19 pandemic: a U.K. perspective. In: Shultz, C. J., Rahtz, D. R. and Sirgy, M. J. (eds.) *The Community, Economy, and COVID-19*. Springer. (Accepted for Publication)

2019

Kostyk, A. Believe me, believe me not: analyzing survey data quality. *Survey Magazine*.

Hyman, M. R. and **Kostyk, A.** Guest editorial: A prospectus on marketing futurology. *European Journal of Marketing*, 53(8), pp. 1485-1503.

2016

Kostyk, A. and Hyman, M. R. Average is Over: Powering America Beyond the Age of the Great Stagnation, T. Cowen, Penguin Group (2013), 290 pp. *Social Science Journal*, 53(1), pp. 137-138. (doi: 10.1016/j.soscij.2016.02.002)

Peer-reviewed conference proceedings

2021

Kostyk, A. , Dessart, L. and Cowan, K. Memory of Virtual Reality Brand Experiences: What Consumers Remember and Why. In: 2021 SMA Annual Conference, Orlando, Florida, USA, 3-6 Nov 2021, (Accepted for Publication)

2018

Cowan, K. and **Kostyk, A.** Modern Versus Traditional Luxury Brand Digital Strategy. In: Global Marketing Conference, Tokyo, Japan, 26-29 Jul 2018, pp. 257-262.

2016

Kostyk, A. , Zhou, W. and Hyman, M. R. Surveytainment: a possible solution to declining survey data quality. In: Fowler, J. G. and Weiser, J. (eds.) Reimagining: The Power of Marketing to Create Enduring Value. Society for Marketing Advance: Atlanta, GA, pp. 38-40. ISBN 9780984088478

RESEARCH AND KE FUNDING

November 2021 – October 2022

IAA ESRC Follow-On Fund, £14,980

Advancing engagement with a ‘digital tourist’ for the Scottish Tourism and Hospitality Sectors

January-September 2021

ABC IAA ESRC, £9,000

Reshaping engagement with a ‘digital tourist’ for the Scottish Tourism and Hospitality Sectors

June-December 2020

IAA ESRC, £3,770

Reimagining customer outreach for the Scottish Tourism sector - the Virtual reality (VR) application

KE PARTNERSHIPS

2021 – present

Auchindrain Township (UK)

Deep Vision (UK)

Scottish Gaelic Consultancy (UK)

2020 – present

INTERFACE Scotland (UK)

Wanlockhead museum (UK)

Whithorn Trust (UK)

Silly Wee Films (UK)

The Big Light (UK)

CONFERENCE, SEMINAR, AND WORKSHOP PRESENTATIONS

Presentations to user groups and interested bodies

February 2021

Kostyk, A. Surveytainment for survey marketing research. University of Antwerp, Belgium
(invited)

October 2020

Kostyk, A., Cowan, K. VR marketing for Scottish tourism industry. Mixed Reality Scotland industry group (invited)

March 2020

Kostyk, A. How To Use Marketing To Build The Future. TEDx University of Glasgow
(invited)

Peer-reviewed conference presentations

2021

Kostyk, A. , Dessart, L. and Cowan, K. Memory of Virtual Reality Brand Experiences: What Consumers Remember and Why. 2021 SMA Annual Conference, USA, 3-6 Nov 2021

2020

Hyman, M.R. and **Kostyk, A.** An Aspirational Definition of Marketing. 2020 Virtual Academy of Marketing Science Annual Conference, USA, 14-19 Dec, 2020

2019

Cowan, K., **Kostyk, A.** and Ketron, S. Making Sense of Senses: How Sensory Inputs in Virtual Reality Can Improve Brand Experiences. Future-of-Brands Conference, Columbia Business School, New York, USA, 5-7 Dec, 2019

Cowan, K. and **Kostyk, A.** Luxury Brand Identity and Digital Strategy. 22nd AMS World Marketing Congress, Edinburgh, UK, 09-12 Jul 2019.

Kostyk, A. , Zhou, W. and Hyman, M. R. Use of Surveytainment Elements in Knowledge-Assessment Tests. 2019 Academy of Marketing Science Annual Conference, Vancouver, BC- Canada, LA 29-31 May, 2019

Cowan, K., Ketron, S. and **Kostyk, A.** How Virtual Environments Enhance Brand Experiences: The Role of Cognitive Engagement. 14th Global Brand Conference, Berlin, Germany, 08-10 May 2019.

2018

Cowan, K. and **Kostyk, A.** Luxury Brand Identity and Digital Strategy: Modern vs. Traditional Luxury Brands. 4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR), Calabria, Italy, 3-4 Sept 2018.

Kostyk, A. and Huhmann, B. A. Formula for a Perfect Instagram Post: Drivers of Audience Hedonic Response on Social Media. EMAC 47th Annual Conference, Glasgow, UK, 29 May - 01 Jun 2018.

Cowan, K. and **Kostyk, A.** Unique or Popular Choice: How Sustainable Apparel Descriptions Influence Brand Evaluations. 13th Global Brand Conference, Newcastle, UK, 2-4 May 2018.

2016

Kostyk, A. and Niculescu, M. Online Customer Ratings: Does Format Matter? Summer AMA Conference 2016: Regaining Relevance: Doing Research that Reshapes the Practice of Marketing, Atlanta, GA, USA, 05-07 Aug 2016.

2015

Kostyk, A. and Niculescu, M. From Objective to Subjective Risky Options: The Mediating Effect of Processing Fluency. AMA Summer Educators' Conference 2015: Improving Business Practice Through Marketing Insight, Chicago, IL, USA, 14-16 Aug 2015.

DOCTORAL DEGREE SUPERVISION

PhD candidates: In Progress

Sheng, Jie “A Comparative Study of Parasocial Interaction and Purchase Intention in China and UK”, year 2, University of Glasgow (50/50 with Dr. Kalliopi Chatzipanagiotou)

Hui, Chen “The Influence of Consumer-brand Relationship on Brand Self-expressiveness and Consumer Ethnocentrism”, year 1, University of Glasgow (50/50 with Prof. Cleopatra Veloutsou)

ESTEEM INDICATORS

Awards and Honours

2019

Most Innovative Paper award, Global Brand Conference (Academy of Marketing), Berlin (Germany)

2018

Highly Commended Paper award, COBIIR, Calabria (Italy)

2016

Best Paper In Track award, Society for Marketing Advances conference, New Orleans (US)

Service to Profession

2022 – present

Associate editor, *International Journal of Market Research*

2020 – present

Editorial Review Board member, *Basic and Applied Social Psychology*

Ad-hoc reviewer, *Journal of Product and Brand Management*

Ad-hoc reviewer, *Psychology & Marketing*

2020

Guest editor, *International Journal of Market Research*

2018

Guest editor, *European Journal of Marketing*

2018 – present

Ad-hoc reviewer, *Journal of Business Research*

2015 – present

Ad-hoc reviewer, *Journal of Business Ethics*

External Examiner

2022

PhD degree, University of Edinburgh

CITIZENSHIP

I am a collegial university citizen and member of the Marketing cluster. This is demonstrated through the following roles and activities:

2021 Co-organiser and co-host of an international research panel on XR marketing at the ASBS (attended by 25+ colleagues)

2021 Co-organiser of an across-clusters business research lab workgroup (now supported by the leadership, and business lab planning is underway)

2020 Co-organiser and co-host of an international research panel on XR marketing at the ASBS (attended by 30+ colleagues)

2021 – present I serve on the Executive board of the UofG ARC XR space, and as such promote and help build my colleagues' XR-related research.

2021 – present I help University's catering services in the new JMS Hub in conducting their first market research project, by lending them my expertise in quantitative marketing.

2020 – present Early career academics' (ECAs') representative on the ASBS RSKE (research, scholarship, and KE) committee. I ensure that ECAs' voice is incorporated in the executive decision-making on research and scholarship. In 2022, I initiated and completed a survey to collect anonymous ECAs input to inform school's study leave policy.

2020 – present Formal and informal meetings with the lecturers joining Online MSc in Marketing to orient them in the new role, train them in the use of digital tools, and share best pedagogical practice accumulated on the programme

2019 – present A member of subject group peer review panel, providing colleagues with timely reviews of manuscript drafts and grant applications

TEACHING AND RELATED ADMINISTRATION

Leadership roles

August 2021 – present

Deputy programme leader for Online MSc in Marketing
University of Glasgow (UK)

January 2019 – August 2019

Programme leader for Digital Expertise for Marketing MSc specialisation
NEOMA Business school (France)

Administration

January 2020 – present

Adviser of Studies, MA (College of Social Sciences)
University of Glasgow (UK)

Courses taught at UofG 2019 - present

Marketing management (MSc – course coordinator, F2F and online), Strategic Marketing Management (MSc – course coordinator, online), Digital Marketing Strategy (undergraduate), Digital Marketing Strategy (MSc, online), Digital Marketing Strategy (MBA), Consumer Behaviour (MSc – course coordinator, online), Marketing Communications (undergraduate), Marketing Campaign Development (undergraduate), UX Design (MSc – course coordinator, online), Digital Marketing (MSc – course coordinator, online).

Courses taught at NEOMA Business School 2017 - 2019

Marketing Strategy (MSc), Marketing Strategy (undergraduate – course coordinator, F2F and online), Marketing Trends (MSc), Brand Management (MSc – course coordinator), Brand Management (undergraduate – course coordinator), Strategic Communications Planning (executive – course coordinator), Fundamentals of marketing (graduate), Fundamentals of Communication (MSc – course coordinator).

Courses taught at New Mexico State University 2014 – 2017

Marketing Research (undergraduate – course coordinator), Green Marketing (undergraduate – course coordinator), Product and Service Development (undergraduate – course coordinator, F2F and online), Retail Management (undergraduate – course coordinator, online).

APPENDIX 1
EXAMPLES OF TEACHING AND ADMINISTRATION EVALUATIONS

Student Generated Feedback

2021 Consumer Behaviour (University of Glasgow) – course coordinator and lecturer

“The entire course was highly engaging - with the professor and the other class mates. The weekly assignments were very insightful and helpful to really understand the course material. The teaching team was always available and provided feedback whenever needed. I'm super happy with this module and Doc. Alena Kostyk”.

“The content was research driven, which I think at MSc level is key. It's important with online learning to both give information, which we go in helpful online lessons but also make the self-study research the larger portion of the work. Course content was insightful, well planned and fun to learn.”

“The lecturer. She is great and transfers her enthusiasm for consumer behaviour onto us students. The huge variety of theories presented and the different media sources such as journal articles, website, youtube videos and podcast is great.”

2021 Strategic Marketing management (University of Glasgow) – course coordinator and lecturer

“Dr. Kostyk's enthusiasm for class can always inspire me. The elements of the lesson's website are also interesting and diverse. I enjoyed the group case study - allowing me to work in a diverse group and participating in a presentation task. I enjoyed the intensity of the course as it stimulated thought and encouraged me to work harder”

“Prof. Alena Kostyk has great energy that helped us engage actively with the course. The materials were very well designed, and the examples and readings helped with the understanding of the theory. The group case study was fascinating to develop.”

“The professor was very interactive and exciting to listen to. I enjoyed being introduced to some foundations of marketing as it allowed me to understand my real-world practices more clearly”

2021 MSc dissertation supervision (University of Glasgow)

“Supervisor was really helpful and considerate, especially under the world crisis of COVID-19. Supervisor provided me good insights about my dissertation and most of them are quality and helpful. Each supervisor meeting and feedback is insightful and inspired, many ideas contribute to the shape of my dissertation structure”.

2016 Product and Service development (New Mexico State University) – course coordinator and lecturer

“Great class! All of the projects, assignments, lectures, and guest speakers were cohesive with each other! I really enjoyed the guest speakers and the amount of knowledge Ms. Kostyk had about the topic! She clearly cares about her students and did a great job of having us learn a lot without overwhelming us!”

“Course was very well organized and she is very knowledgeable of her class subject. Liked the team project! helped actively show the product development process and developed teamwork skills needed in a marketing career”.

2015 Marketing Research (New Mexico State University) – course coordinator and lecturer

“The teacher was effective in getting the class involved inside and outside the classroom. By being interactive with the students she effectively got the attention of the classroom and by assigning interesting group projects she effectively stimulated groups to work together and accomplish our research project”.

“This is a great class with a even better professor! She is extremely knowledgeable on the subject and teaches in a way where it's easy to understand. The assignments were great. For once I feel like this class taught me something that I will use in my career”.

APPENDIX 2
EXTERNAL REVIEWS OF THE RESEARCH OUTPUT QUALITY

The (im)precision of scholarly consumer behavior research, *Journal of Business Research* (2020)

Review provided by Dr. Phil Megicks, University of Southampton
(P.R.Megicks@soton.ac.uk)

This study makes an original contribution to the field of consumer research through proposing a novel approach to evaluating the precision of empirical research outcomes based upon sampling procedures. The research is significant as it provides a basis for enhancing the quality of future research in consumer behaviour. The method adopted in regard to the collection of data and its analysis is highly rigorous. The paper is published in a top-ranked, and the most widely cited, journal in the marketing discipline. I believe that this article has the potential to be assessed as 4* for REF purposes.