

ALENA KOSTYK

Associate Professor (Senior Lecturer) in Marketing,
Adam Smith Business school, University of Glasgow
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ACADEMIC QUALIFICATIONS

2022

Postgraduate Certificate in Higher Education Practice
University of Glasgow (UK)

2017

PhD in Marketing
New Mexico State University (USA)

2013

MBA in Marketing
Michigan State University (USA)

2007

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

EMPLOYMENT HISTORY

Academic Positions

August 2022 – present

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

September 2019 – August 2022

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

August 2017 – August 2019

Assistant Professor, Marketing Department
NEOMA Business school (France)

August 2013 – May 2017

Marketing Instructor, College of Business
New Mexico State University (USA)

January 2012 – June 2012

Graduate Teaching Assistant, Eli Broad College of Business
Michigan State University (USA)

Select Industry Positions

January 2010 – December 2011

General manager
Taiga-hostel (Siberia)

February 2009 – June 2011

Small business consultant
Start (Siberia)

January 2008 – January 2010

Finance manager
SkyWay hotel (Siberia)

September 2006 – January 2008

Project manager
Private investment fund FIBR (Siberia)

RESEARCH

Peer-reviewed journal publications

2024

Kostyk, A., Sheng, J., Murchie, A., Preston, S. Virtual Reality Marketing: What Does It Mean to Have a 3D Experience? Effects of Stereopsis on Consumer Perceptions and Marketing Outcomes. *Journal of Advertising Research*. Accepted for Publication.

2023

Cowan, K. and **Kostyk, A.** The influence of luxury brand personality on digital interaction evaluations: a focus on European and North American markets. *International Marketing Review*. Available online (doi: 10.1108/IMR-02-2022-0044)

Cowan, K., Ketron, S., **Kostyk, A.**, Kristofferson, K. Can You Smell the (Virtual) Roses? The Influence of Olfactory Cues in Virtual Reality on Immersion, Purchase Intentions, and Social Media Support. *Journal of Retailing*. Available online (doi: 10.1016/j.jretai.2023.07.004)

Trafimow, D., Hyman, M. R., **Kostyk, A.** Enhancing predictive power by unamalgamating multi-item scales. *Psychological Methods* (5-year IF: 15.9). Available online: <https://psycnet.apa.org/record/2023-90633-001>. (doi: 10.1037/met0000599)

Kostyk, A. and Sheng, J. VR in customer-centered marketing: purpose-driven design. *Business Horizons*, 66(2), pp. 225-236. (doi: 10.1016/j.bushor.2022.06.005)

2022

Hyman, M. R., **Kostyk, A.** and Trafimow, D. True consumer autonomy: a formalization and implications. *Journal of Business Ethics*, 183(3), pp. 841-863. (doi: 10.1007/s10551-022-05114-0)

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*, 64(4), pp. 470-483. (doi: 10.1177/14707853221085509)

Trafimow, D., Hyman, M. R. and **Kostyk, A.** Are structural equation models theories and does it matter? *Journal of Global Scholars of Marketing Science*, (doi: 10.1080/21639159.2022.2048960)

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)

Books

2023

Cowan, K., Ketron, S., **Kostyk, A.** The Reality of Virtuality: Harness the Power of Virtual Reality to Connect with Consumers. Published by De Gruyter. <https://amzn.eu/d/cY5blo5>

Invited 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)

RESEARCH AND KNOWLEDGE EXCHANGE FUNDING

November 2021 – December 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

KNOWLEDGE EXCHANGE PARTNERSHIPS

SCOTO association, St. Giles cathedral, Deep Vision Studios, Scottish Gaelic Consultancy, INTERFACE Scotland, Wanlockhead museum, Whithorn Trust, Silly Wee Films

CONFERENCE, SEMINAR, AND WORKSHOP PRESENTATIONS

Invited presentations to user groups and interested bodies

July 2023

Kostyk, A. Immersive technologies in marketing. Universitas Negeri Malang, Indonesia

May 2023

Kostyk, A. VR marketing for community tourism organisations. Scottish Community Tourism association, UK

November 2022

Kostyk, A. Data Quality in Self-Administered Questionnaires: Challenges, Solutions, Innovations. Birmingham Business School, Birmingham, UK

November 2022

Kostyk, A. Metaverse roundtable. Leeds University Business School, Leeds, UK

October 2022

Kostyk, A. Discover what the metaverse buzz is all about. Scottish Community Tourism association, UK

February 2021

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

October 2020

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

March 2020

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

Peer-reviewed conference presentations

2024

Kostyk, A. , Dessart, L. and Cowan, K. Exploring the Plight of Victims in Virtual Reality. 25th Academy of Marketing Science World marketing Congress, Bel Ombre, Mauritius, June 25-29, 2024

Kostyk, A. , Dessart, L. and Cowan, K. Charitable Branding Using Virtual Reality Narratives. 17th Global Brand Conference (Academy of Marketing SIG), Edinburgh, UK, April 22-24, 2024

2023

Kostyk, A. , Sheng, J. Effects of VR Experience Stereopsis on Brand Evaluations. 24th Academy of Marketing Science World marketing Congress, Canterbury, UK, July 11-14th, 2023

Kostyk, A. , Dessart, L. and Cowan, K. Consumer Memories of Brand Interactions in Virtual Reality. 2023 Academy of Marketing Science Annual Conference, USA, 17-19 May 2023

Dessart, L. **Kostyk, A. , Cowan, K.** Enhancing Brand Experiences with Virtual Reality. 16th Global Brand Conference, Italy, 3-5 May 2023

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.

ESTEEM INDICATORS

Awards and Honours

2023

Best Paper award, Global Brand Conference (Academy of Marketing), Bergamo (Italy)

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

2023 – present

Guest editor, *Journal of Product and Brand Management*

2022 – present

Associate editor, *International Journal of Market Research*

2020 – present

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

Editorial Review Board member, *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 – present

University of Edinburgh

Leadership Roles

2022 – present

Operations Board member for the Advanced Research Centre Extended Reality, University of Glasgow

TEACHING AND RELATED ADMINISTRATIVE ROLES

Leadership roles

August 2022 – present

Programme director, Online MSc in Marketing
University of Glasgow (UK)

August 2021 – August 2022

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

January 2019 – August 2019

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

Courses taught at UofG 2019 - present

Digital Marketing Strategy (undergraduate, F2F), Digital Marketing Strategy (MSc, online), Digital Marketing Strategy (MBA, online), Consumer Behaviour (MSc, online), Marketing management (MSc, F2F and online), Strategic Marketing Management (MSc, F2F and online), Marketing Communications (undergraduate, F2F), Marketing Campaign Development (undergraduate, F2F), UX Design (MSc, online), Digital Marketing (MSc, online), Immersive Technologies in Marketing (undergraduate, F2F).

Courses taught at NEOMA Business School 2017 - 2019

Marketing Strategy (MSc, F2F), Marketing Strategy (undergraduate, F2F and online), Marketing Trends (MSc, F2F), Brand Management (MSc, F2F), Brand Management (undergraduate, F2F), Strategic Communications Planning (Executive MBA, F2F), Fundamentals of marketing (MSc, F2F), Fundamentals of Communication (MSc, F2F).

Courses taught at New Mexico State University 2014 – 2017

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

EXAMPLES OF TEACHING AND ADMINISTRATION EVALUATIONS

2021 Consumer Behaviour (University of Glasgow)

“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)

“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.”

REFERENCES

Prof. Michael Hyman

Distinguished Achievement Professor of Marketing

New Mexico State University, USA

Email: mhyman@nmsu.edu

Dr. Laurence Dessart

Associate Professor of Marketing

HEC Liège, Belgium

Email: laurence.dessart@uliege.be

Dr. Kirk Kristofferson

Assistant Professor of Marketing

Ivey Business School, Canada

Email: kkristofferson@ivey.ca