**Irina V. Kozlenkova**

Updated: July 2014

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Broad College of Business Mobile: (812) 454 2351

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East Lansing, MI, 48824

**EDUCATION**

**Doctor of Philosophy in Marketing** 2013

University of Missouri, Columbia

**Master of Business Administration** 2009

University of Southern Indiana

**Master of Science in Management,** *Magna Cum Laude* 2006

Oakland City University

**Bachelor of Science in Management,** *Magna Cum Laude* 2005

Oakland City University

**RESEARCH**

***Research Interests***

Marketing theory and strategy in business-to-business, retail, sales, and service contexts

***Research (published or forthcoming)***

1. Lee, J. –Y., Kozlenkova, I. V., and Palmatier R. W., “Structural Marketing: Using Organizational Structure to Achieve Marketing Objectives,”(forthcoming), ***Journal of the Academy of Marketing Science.***
2. Lund, D. J., Kozlenkova, I. V., and Palmatier R. W., “Relationships: Good vs. Bad Relationship Framework,” (forthcoming), book chapter in ***The Dark Side of CRM*** textbook, edited by Bang Nguyen, Lyndon Simkin, and Ana Canhoto, Routledge Taylor & Francis Group.
3. Kozlenkova, I. V., Samaha S., and Palmatier R. W., “Resource-Based Theory in Marketing,” (2014), ***Journal of the Academy of Marketing Science,*** 42 (1), 1-21.

* Lead article
* Followed by commentaries by G. Day, J. Barney, and B. Wernerfelt

1. Lund, D. J., Scheer, L. K., and Kozlenkova I. V., (2013), “Culture’s Impact on the Importance of Fairness in Interorganizational Relationships,” ***Journal of International Marketing***, 21 (4), 21-43.

* Featured in AMA’s publication *Marketing Insights;* www.ama.org/publications/MarketingInsights/Pages/The-Fairness-Factor.aspx

1. Celuch, K., Kozlenkova, I., and Black G., (2010), “An Exploration of Self-Efficacy as a Mediator of Skill Beliefs and Student Self Identity as a Critical Thinker,” ***Marketing Education Review***, 20, 257-266, (completed while in the MBA program).

***Research in Progress***

1. “The Role of Agency in New Product Adoption: The Case of Life Enhancing Treatments,” (with Detelina Marinova, and medical doctors Leona Cuttler and JB Silvers), finalizing the manuscript for submission to ***Journal of Consumer Research***in August 2014.
2. “Integrating Supply Chain Thought and Marketing Channels,” (with Tomas G. Hult, Donald J. Lund, Jeannette Mena, and Pinar Kekec), finalizing the manuscript for submission to the ***Journal of Retailing*** in August 2014.
3. “The Insidious Role of Complacency in Business-to-Business Relationships” (dissertation, ISBM Doctoral Dissertation Award Competition finalist; with Lisa K. Scheer), targeted to ***Journal of Marketing.***
4. “The Role of Communication in Relationship Recovery,” (with Robert W. Palmatier and Rajiv Dant), longitudinal data matched with objective performance data collected, conducting analysis, targeted to ***Journal of Marketing.***
5. “Trust in Business-to-Business Relationships: A Meta-Analysis,” (with Lisa K. Scheer, Inge Geyskens, and Sandy Zhu), articles collected, coding completed, analyzing data, targeted to ***Journal of Marketing.***
6. “Communication as a Dynamic Capability in Business Relationships,” three-year longitudinal data collected for Study 1 (with Robert W. Palmatier), targeted to ***Journal of Marketing.***

***Conference Presentations and Proceedings***

Kozlenkova, I. V., Palmatier R. W., and Dant R. (2014). “The Role of Communication in Business-to-Business Relationships,” *Institute for the Study of Business Markets Conference*, San Francisco, CA.

Marinova, D., Kozlenkova I. V., Cuttler, L., and Silvers, J. (2013). “The Role of Agency in New Product Adoption: The Case of Life Enhancing Treatments,” *AMA Winter Educators’ Conference Proceedings*, 24, 106. Las Vegas, NV.

Kozlenkova, I. V. (2012). “Drifting Into Dysfunction: The Critical Role of Complacency,” *Institute for the Study of Business Markets (ISBM) Academic Conference*, Chicago, IL.

Kozlenkova, I. V., Scheer, L.K., and Lund, D. J. (2011). “Exploration of Fairness Perceptions in a Cross-Cultural Setting,” *European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia.

Kozlenkova, I. V., Lund, D. J., and Scheer, L. K. (2011). “The Central Role of Process, Task, and Relationship Conflict in Marketing Relationships,” *European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia.

Kozlenkova, I. V., Scheer, L.K., and Lund, D. J. (2010). “The Role of Fairness and Interdependence in International Business-to-Business Marketing Relationships,” *International Scientific Conference Agrarian Perspectives XIX*, Prague, Czech Republic.

41st Annual Haring Symposium, Indiana University Kelley School of Business (2011)

19th Annual Robert W. Mittelstaedt Doctoral Symposium, University of Nebraska (2010)

**HONORS AND AWARDS**

**Shastri Mantrala Best Peer-Reviewed Research Paper Award** 2014

**Outstanding Graduate Teacher Award** 2013

University of Missouri

**Ponder, Trulaske, and Strategic Priority Scholarships - $7000** 2009 – 2013

University of Missouri

**ISBM Doctoral Dissertation Award Competition – Finalist** 2013

**AMA Sheth Foundation Doctoral Consortium Fellow** 2012

University of Washington

**Special Departmental Funding - $ 1,700** 2011 - 2012

University of Missouri

**Summer Research Award, Trulaske College of Business - $16,500**  2010 - 2013

University of Missouri

**The 41st Annual Haring Symposium** 2011

Indiana University

**Outstanding Graduate Research Assistant Award**  2011

University of Missouri

**Internationalization Scholarship for a competitive conference paper - $1,500** 2010

University of Missouri; Czech University of Life Sciences

**E. Allen Slusher Graduate Scholarship for International Studies - $2,000** 2010

University of Missouri

**Chen Scholarship for International Students - $500** 2010

University of Missouri

**Phi Kappa Phi Honor Society Member** 2009

**Full Tuition Scholarship** 2007 – 2009

University of Southern Indiana

**Full Tuition Scholarship; Dean’s List** 2002 – 2006

Oakland City University

**Beta Gamma Sigma Member** 2004

**Freedom Support Act Scholarship - $40,000** 2001

U.S. Department of State

**TEACHING**

***Teaching Interests***

Interested in teaching managerially-relevant courses at undergraduate and MBA levels: Marketing strategy, Business-to-Business marketing, Sales management, International marketing, Principles of marketing, Marketing research.

***Teaching Experience***

Michigan State University, Eli Broad College of Business

Global Marketing: Experiential Learning (MBA) - most recent student evaluations: 4.4/5

Global Marketing (MBA)

International Marketing Management (undergraduate)

University of Missouri, Robert J. Trulaske College of Business

Marketing Management (undergraduate)

Services Marketing (undergraduate)

Services Marketing (MBA), guest lecturer

**PROFESSIONAL SERVICE**

***National Service***

Ad-hoc Reviewer for *Journal of Retailing* 2014 - present

Ad-hoc Reviewer for *International Marketing Review* 2014 - present

ISBM Conference Session Chair 2014

Affiliated Faculty at the Center for Sales and Marketing (University of Washington) 2014

Reviewer for AMA Educators’ Conferences 2010 – 2012

***Department Service***

Strategy Review Committee (Michigan State University) 2013 - present

**REFERENCES**

**Robert W. Palmatier**

Professor of Marketing

John C. Narver Endowed Professor in Business Administration

Foster School of Business, University of Washington

palmatrw@uw.edu

(206) 543 4348

**Lisa K. Scheer**

Professor of Marketing

Emma S. Hibbs Distinguished Professor

Robert W. J. Trulaske, Sr. College of Business

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**Detelina Marinova**

Associate Professor of Marketing

Charles Jones Russell Research Professor

Robert W. J. Trulaske, Sr. College of Business

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