**Irina V. Kozlenkova**

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East Lansing, MI, 48824

**PROFESSIONAL EXPERIENCE**

*Assistant Professor of Marketing* 2014 – present

Michigan State University

**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 PROGRAM**

**Research Interests**

Marketing theory and strategy with a focus on relationship marketing and loyalty, channel issues, e-commerce, and healthcare.

**Citations:** 182 from Google Scholar (November 2016)

**Peer-Reviewed Research**

1. Irina V. Kozlenkova, Robert W. Palmatier, Eric Fang, Bangming Xiao, and Minxue Huang “Online Relationship Formation,” forthcoming at ***Journal of Marketing***.
2. Marinova, Detelina, Irina V. Kozlenkova, Leona Cuttler, and J. B. Silvers, “To Prescribe or Not to Prescribe? Consumer Access to Life-Enhancing Products,” forthcoming at ***Journal of Consumer Research****.*
	1. The first and second authors contributed equally to the development of this manuscript. Leona Cuttler passed away on November 13, 2013 after a long battle with cancer. Dr. Silvers participated in the grant application stage of the project from the *National Institutes of Health* ($1.3 million).
	2. Article was quoted on *Fox 47 News* and *Science Daily*.
3. Kozlenkova, Irina V., Tomas G. Hult, Donald J. Lund, Jeannette Mena, and Pinar Kekec, (2015), “The Role of Marketing Channels in Supply Chain Management,” ***Journal of Retailing***, 95 (4), 586-609.

1. Lee, Ju-Yeon, Irina V. Kozlenkova, and Robert W. Palmatier (2015), [“Structural Marketing: Using Organizational Structure to Achieve Marketing Objectives,” ***Journal of the Academy of Marketing Science****,* 43 (1), 73-99](http://link.springer.com/article/10.1007/s11747-014-0402-9).
	1. Featured in *Harvard Business Review* (July – August 2015), “Customer-Centric Org. Charts Aren’t Right for Every Company,” <https://hbr.org/2015/06/customer-centric-org-charts-arent-right-for-every-company>
	2. Featured in *Marketing Weekly News*
2. Kozlenkova, Irina, V., Stephen Samaha, and Robert W. Palmatier, (2014), “Resource-Based Theory in Marketing,” ***Journal of the Academy of Marketing Science***, 42 (1), 1-21.
	1. Highest-cited non-methodological article in the last 3 years in JAMS
	2. Lead article
	3. Accompanied by three commentaries: G. Day, J. Barney, and B. Wernerfelt
3. Lund, Donald J., Lisa K. Scheer, and Irina V. Kozlenkova, (2013), “Culture’s Impact on the Importance of Fairness in Interorganizational Relationships,” ***Journal of International Marketing*,** 21 (4), 21-43.
	1. Featured in AMA’s publication *Marketing Insights;* [www.ama.org/publications/MarketingInsights/Pages/The-Fairness-Factor.aspx](http://www.ama.org/publications/MarketingInsights/Pages/The-Fairness-Factor.aspx)
4. Celuch, Kevin, Irina V. Kozlenkova, and Gary Black, (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).

**Other Research**

1. Lee, Ju-Yeon, Mengzhou Zhuang, Irina V. Kozlenkova, and Eric Fang (2016), “The Dark Side of Mobile Channel Expansion Strategies,” ***Marketing Science Institute Working Paper Series***, (16-119).
2. Kozlenkova, Irina, V., Eric Fang, Bangming Xiao, and Robert W. Palmatier (2015), “Online Relationship Marketing,” ***Marketing Science Institute Working Paper Series****,* (15-126).
3. Lund, Donald J., Irina V. Kozlenkova, and Robert W. Palmatier, (2016), “Relationships: Good vs. Bad Relationship Framework,” in Nguyen, B., Simkin, L., and Canhoto, A. (Eds), ***The Dark Side of CRM: Customers, Relationships and Management***, Routledge.

**Research under Review or in Progress**

1. Lee, Ju-Yeon, Mengzhou Zhuang, Irina V. Kozlenkova, and Eric Fang, “The Dark Side of Mobile Channel Expansion Strategies,” revising for 2nd round at ***Journal of Marketing Research.***
2. Samaha, Stephen, Jordan Moffett, Irina V. Kozlenkova, and Robert W. Palmatier, “Omnichannel Communication Strategies,” drafting the manuscript for ***Journal of Marketing Research*** to be submitted in January 2017.
3. Kozlenkova, Irina V. and Detelina Marinova, “When to Stop or Augment? Physician Decisions for Approved and Off-Label Life-Enhancing Products,” drafting the manuscript for ***Marketing Science*** to be submitted in April 2017.
4. Kozlenkova, Irina V., “Relationship Marketing in Healthcare,” drafting the manuscript for ***Journal of the Academy of Marketing Science.***

**Invited Presentations, Conference Presentations and Proceedings**

Samaha, Stephen, Jordan Moffett, Irina V. Kozlenkova, and Robert W. Palmatier (2017), “Omnichannel Communication Strategies,” *AMA Winter Educators’ Conference Proceedings,* Orlando, FL.

Palmatier, Robert W., Lena Steinhoff, Irina V. Kozlenkova, and Jisu Kim, (2016), “Understanding and Designing Effective Loyalty Programs,” workshop for executives, *Center for Sales and Marketing Strategy,* University of Washington, Seattle, WA.

Kozlenkova, Irina V. and Robert W. Palmatier, (2015), “Custom Analysis and Training on Loyalty Programs,” workshop for executives, *Cox Automotive,* Atlanta, GA.

Lund, Donald J., Clara Cid, Robert A. Robicheaux, and Irina V. Kozlenkova, (2015), “Brick vs. Click: A Resource-Based View of Community Engagement,” *Society for Marketing Advances Conference,* San Antonio, TX.

1. Won award for best paper in the retailing track

Lund, Donald J., Christopher Hinsch, Elina Tang, and Irina V. Kozlenkova, (2015), “The Impact of Social Connection and Reciprocity in a Service Gifting Context,” *Frontiers in Service Conference,* San Jose, CA.

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

Marinova, Detelina, Irina V. Kozlenkova, Leona Cuttler, and J. B. Silvers, (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, Irina V., (2012), “Drifting Into Dysfunction: The Critical Role of Complacency,” *Institute for the Study of Business Markets (ISBM) Academic Conference*, Chicago, IL.

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

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

Kozlenkova, Irina V., Lisa K. Scheer, and Donald J. Lund, (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)

**Other Presentations**

Collecting Data Online (Michigan State University) 2015

MSI Roundtable Discussion with B2B Firms 2014

**HONORS AND AWARDS**

*Best Paper Award,* Retailing Track, Society for Marketing Advances Conference 2015

*Nominated by fulltime MBA students for the Favorite Professor in Elective Courses Award* 2015

*Mantrala Best Peer-Reviewed Research Paper Award,* University of Missouri 2014

*Outstanding Graduate Teacher Award,* University of Missouri 2013

*Various Scholarships, $7 000,* University of Missouri 2009 – 2013

*ISBM Doctoral Dissertation Award Competition – Finalist*  2013

*AMA Sheth Foundation Doctoral Consortium Fellow*  2012

*Special Departmental Funding,* University of Missouri 2011 – 2012

*Summer Research Award, $16 500,* University of Missouri 2010 – 2013

*The 41st Annual Haring Symposium,* Indiana University 2011

*Outstanding Graduate Research Assistant Award,* University of Missouri 2011

*Competitive conference paper scholarship,* University of Missouri 2010

*Allen Slusher Graduate Scholarship for International Studies,* University of Missouri 2010

*Phi Kappa Phi Honor Society Member* 2009

*Full Tuition Scholarship,* University of Southern Indiana 2007 – 2009

*Full Tuition Scholarship; Dean’s List,* Oakland City University 2002 – 2006

*Freedom Support Act Scholarship, $50 000,* U.S. Department of State 2001

**TEACHING**

**Teaching Interests**

Interested in teaching managerially-relevant courses at undergraduate and MBA levels

**Teaching Experience**

**Michigan State University**

MBA: Experiential Learning Global Marketing (2014 – present)

Global Marketing (2014 – present)

Undergraduate: Marketing Strategy (2016 – present)

International Marketing Management (2015)

**University of Missouri**

Undergraduate: Marketing Management (2013)

Services Marketing (2011 – 2013)

**PROFESSIONAL SERVICE**

**National Service**

Editorial Review Board

* *Journal of the Academy of Marketing Science* 2015 – present

Ad-hoc Reviewer

* *Journal of Retailing* 2014 – present
* *International Marketing Review* 2014 – present
* *AMA Educators’ Conferences* 2010 – present

ISBM Conference Session Chair 2014

Affiliated Faculty, Center for Sales and Marketing, *University of Washington* 2014 – present

**Department Service**

Department Chair Recruiting Committee, *Michigan State University* 2015 – 2016

Master’s Program Committee, *Michigan State University* 2015 – present

Strategy Review Committee, *Michigan State University* 2014 – 2015

Assisting with faculty recruiting, *Michigan State University* 2013 – present

Preparing PhD students for interviewing at the job market, *Michigan State University* 2015

**Service on Dissertation Committees**

Kent Hui, *Michigan State University* - committee member 2015 – 2016