

# Elvira Kizilova

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## ACADEMIC POSITIONS

Assistant Professor of Marketing, Brennan School of Business, Dominican University (August 2021 – present)

## EDUCATION

**Ph.D.**, West Virginia University, John Chambers College of Business and Economics, Morgantown WV

**M.P.A.**, University of Arkansas, Fayetteville AR

**M.P.A** (Honors), Odessa Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Odessa, Ukraine

**M.S.** Management (Honors), the Crimean Institute of Environmental and Health Resort Construction, Simferopol, Ukraine

**B.S.** Management (Honors), the Crimean Institute of Environmental and Health Resort Construction, Simferopol, Ukraine

## RESEARCH INTERESTS

- Consumer behavior
- Public policy
- Sustainable marketing

## PUBLICATIONS

Vann, Richard, Emily C. Tanner, and **Elvira Kizilova** (2022), “Perceived Access, Fear, and Preventative Behavior: Key Relationships for Positive Outcomes during the COVID-19 Health Crisis,” *Journal of Consumer Affairs*, 1– 17.

Emily C. Tanner, Richard Vann, and **Elvira Kizilova** (2020), “Consumer-Level Perceived Access to Health Services and its Effects on Vulnerability and Health Outcomes,” *Journal of Public Policy and Marketing*, 39(2), 240-255.

## RESEARCH IN PROGRESS

**Kizilova, Elvira**, and Michael F. Walsh, “Critters and Creatures: Exploring the Role of Anthropomorphic Cues in Sustainable Tourism Messaging,” target: *Journal of Public Policy and Marketing* ((Study 2 analysis in progress).

**Kizilova, Elvira**, and Tanner, Emily C., "Impact of Reproductive Health Legislation on Women’s Perceived Access to Health Services" (data collection in progress).

**Kizilova, Elvira**, “Effects of Carbon Disclosure on Consumer Choices of Electric Vehicles” (conceptual development).

## NATIONAL CONFERENCE PROCEEDINGS

**Kizilova, Elvira**, and Michael F. Walsh (2022), “Getting Connected: Exploring the Role of Sustainability Labels in Tourism Marketing Communications,” in *Reconceptualizing Marketing in Today’s Global Environment*, Dana E. Harrison & Alisha B. Horky, Editors, *Society for Marketing Advances*, 2022, pp. 38-40.

Vann, Richard, Emily C. Tanner, and **Elvira Kizilova** (2020), “Perceived Access, Fear, and Preventative Behavior: Keys to Encouraging Positive Outcomes during the COVID-19 Health Crisis,” in *Analysis for a Brave New Marketing World*, Dana E. Harrison, Editor. *Society for Marketing Advances*, 2020, 35-36.

**Kizilova, Elvira**, Emily C. Tanner, and Richard Vann (2018) “Developing a Scale to Measure Patient Health Care Access,” in *Back to the Future: Revisiting the Foundations of Marketing*, Jie G. Fowler and Jeri Weiser, eds. West Palm Beach, FL: *Society of Marketing Advances*, 2018, 38-39.

Cook, Laurel Aynne and **Elvira Kizilova** (2017), “Direct and Indirect Processing Effects of Front-of Package Labels,” *Proceedings of the 2017 Marketing & Public Policy Conference*, Washington D.C., Volume 27, 45-46.

**Kizilova, Elvira**, and Michael F. Walsh (2017), “Sustainability Labeling in Travel Destinations Branding,” in Fowler, Jie G., and Jeri Weiser, *Ethical Decisions in Lifestyle Choices*, *Proceedings of the 2017 Society for Marketing Advances Conference*, Louisville, KY, 412-413.

## CONFERENCE PRESENTATIONS

**Kizilova, Elvira**, and Souha Balti (2024), “The Effects of Carbon Disclosure on Consumer Transportation Choices,” PRME Chapter North America Biannual Meeting, Canada, forthcoming.

**Kizilova, Elvira**, and Michael F. Walsh (2022), “Getting Connected: Exploring the Role of Sustainability Labels in Tourism Marketing Communications,” *Society for Marketing Advances Conference*, Charlotte, NC.

Vann, Richard, Emily C. Tanner, and **Elvira Kizilova** (2020), “Perceived Access, Fear, and Preventative Behavior: Keys to Encouraging Positive Outcomes during the COVID-19 Health Crisis,” *Proceedings of the 2020 Society for Marketing Advances Conference*, virtual.

Tanner, Emily C., Richard Vann, and **Elvira Kizilova** (2020), “Consumer-Level Perceived Access to Health Services and its Effects on Vulnerability and Health Outcomes,” *Special Session on Consumer Power and Access*, SAGE Publishing, 2020 AMA Winter Academic Conference, San Diego, CA.

**Elvira Kizilova**, Emily C. Tanner, and Richard Vann (2018), “Developing a Scale to Measure Patient Health Care Access,” Proceedings of the 2018 Society for Marketing Advances Conference, West Palm Beach, FL.

Cook, Laurel Aynne and **Elvira Kizilova** (2017), “Direct and Indirect Processing Effects of Front-of Package Labels,” *Proceedings of the 2017 Marketing & Public Policy Conference, Washington D.C.*, Volume 27, pages 45-46.

**Kizilova, Elvira**, and Michael F. Walsh (2017), “Sustainability Labeling in Travel Destinations Branding,” in Fowler, Jie G., and Jeri Weiser, *Ethical Decisions in Lifestyle Choices*, Proceedings of the 2017 Society for Marketing Advances Conference, Louisville, KY, 412-413.

## **TEACHING EXPERIENCE**

Marketing, 2021 - present (undergraduate, face-to-face), rating: 3.67/4.0<sup>1</sup>, university average rating 3.5/4.0

International Marketing, 2022 - present (undergraduate, face-to-face), rating: 3.85/4, university average rating: 3.6/4.0

The International Business Environment, 2022 (undergraduate, face-to-face), rating: 3.8/4.0, university average rating: 3.6/4.0

Doing Business Around the World: Latin America, 2021 – present (undergraduate, online), rating 3.5/4.0, university average rating: 3.5/4.0

Doing Business Around the World: Asia, 2022 – present (undergraduate, online), rating 3.5/4.0, university average rating: 3.5/4.0

Doing Business Around the World: Europe, 2023 – present (undergraduate, online), rating 3.7/4.0, university average rating: 3.5/4.0

Consumer Behavior, 2018 – 2021 (undergraduate, face-to-face and hybrid), rating: 4.4/5.0<sup>2</sup>, university average rating: 4.4/5.0

Global Marketing, 2019 – 2021 (undergraduate level, face-to-face and online), rating: 4.7/5.0, university average rating: 4.4/5.0

Theoretical Foundations of Management, 2009-2010 (graduate)

Decision Making Methods, 2009-2010 (undergraduate)

Tourism Management, 2009-2010 (graduate level)

Entrepreneurship in Ukraine, 2009-2010 (undergraduate)

## **Invited Lecturer**

### ***Spring 2021: Anthropomorphism in Marketing***

*Consumer Behavior*, Dr. Farnoush Reshadi (MKTG-3650 class, Worcester Polytechnic Institute)

<sup>1</sup> The reported rating is the student response to "I consider the instructor to be..." (1=Not effective; 4= Highly Effective).

<sup>2</sup> The reported rating is the average student response to "The instructor's overall teaching effectiveness was" (1=Poor; 5= Excellent).

***Spring 2018: Experimental Research in Consumer Behavior***

*Marketing Research, Farnoush Reshadi (MKTG-325 class, West Virginia University)*

***Fall 2017: Sustainable Tourism***

*Tourism Management, Dr. Ajay Kumar Aluri (HTOR-470 class, West Virginia University)*

***Fall 2016: Will You Win if You Get It (In XXI Century)?*** (Presentation on the impact of political decisions on global markets).

*Global Marketing, Pui Ying Tong (MKTG-485 class, West Virginia University)*

***Fall 2013: Recent trends in e-Governance***

*Dr. Andrey Vershitsky (MPA class, Tavrida National University, Simferopol, Ukraine)*

**SERVICE**

2024, Reviewer, Journal of Marketing Theory and Practice

2022 – present, Brennan School of Business Committee for Strategic Plan Implementation

2022 – present, Diversity Committee, Dominican University

2022, Reviewer, Society for Marketing Advances 2022 Conference, multiple tracks

2018, Session Chair, Society for Marketing Advances 2018 Conference

2018, Reviewer, Society for Marketing Advances 2018 Conference, Public Policy & Non-Profit Track

2017, Reviewer, Society for Marketing Advances 2017 Conference, Public Policy & Non-Profit Track

**HONORS & AWARDS**

2024, Research and Creative Projects Support Grant (Dominican University)

2024, Brennan School of Business Exelon Research Grant (Dominican University)

2024, Brennan School of Business Teaching Grant (Dominican University)

2022, Brennan School of Business Exelon Research Grant

2022, Faculty Development Summer Research Grant (Dominican University)

2022, Marketing and Public Policy Conference Doctoral Workshop – fellow (competitive application), American Marketing Association

2021, American Marketing Association DocSIG - May 2021 DocSIG Student Spotlight

2020, Academy of Marketing Science (AMS) Doctoral Consortium – fellow (competitive application), Academy of Marketing Science

2020, Marketing and Public Policy Conference Doctoral Workshop – fellow (competitive application), American Marketing Association (***canceled due to COVID-19***)

2019, Marketing and Public Policy Conference Doctoral Workshop – fellow (competitive application), American Marketing Association

2017, “Best Doctoral Student Research Competition - Runner Up,” Society for Marketing Advances

2016 – 2021, Graduate Assistantship, West Virginia University

2011-2013, Edmund S. Muskie Graduate Fellowship, US State Department

2008, JICA Training Course “Tourism Promotion for Southeast European Countries” Scholarship Recipient, Sapporo, Japan

2006, USAID|BIZPRO - award for the active participation in BIZPRO projects and initiatives, significant contribution to development of travel industry of the Autonomous Republic of Crimea, and promotion of national tourism product of Ukraine to the local and international markets.

2006, Council of Ministers of the Autonomous Republic of Crimea - award for many years of conscientious work, high professionalism, and significant contribution to development of health resort and tourism industry of Crimea.

### **PROFESSIONAL AFFILIATIONS**

2017 – present, Society for Marketing Advances

2017 – present, American Marketing Association

### **PROFESSIONAL LEARNING**

February 2024 – present, Entry Level Python Certification Program (Dominican University)

February 2024 – present, Adobe Illustrator Certification Program (Dominican University)

2023 – 2024, ESCALA Certificate in College Teaching and Learning in Hispanic Serving Institutions

September 2023 – April 2024, Google Digital Marketing & E-commerce Professional Certificate (Coursera)

2023, SEO Foundations (LinkedIn Learning)

2022, SEM Workshop (4 hours, Charlotte, NC)

2022 – 2023, Academy of the National Endowment for Humanity “Culturally Relevant Voices” (Dominican University). Focus on culturally responsive teaching and translanguaging pedagogy.

2022, Effective College Teaching Workshop (4 hours, Dominican University)

2022, Summer 2022 RCAS Equity and Inclusion Workshop (Dominican University)

2021, Online Winter Teaching Mini-Institute: Student Engagement (1 week, West Virginia University)

2020, “Intro to Python, Unix, Git” Workshop (8 hours, The Carpentries)

2020, “Intro to R, Unix, Git” Workshop (8 hours, The Carpentries)

2020, Fall Hybrid Teaching Institute (West Virginia University)

2020, The Association for Consumer Research 2020 Virtual Conference, attendee.

2020, "A Primer in Data Visualization with Tableau" Workshop (1 hour, West Virginia University)

2019, "Liberating Structures: From the Classroom to the Boardroom" Workshop (1 hour, West Virginia University)

2019, "Teaching Across Cultures" Workshop (1 hour, West Virginia University)

2018, SmartPLS Structural Equation Modeling Workshop (8 hours, West Palm Beach, FL)

2019, "Crafting Your Teaching Statement" Workshop (1 hour, West Virginia University)

2017, Marketing Management Association Fall Educators' Conference (attendee, Pittsburgh, PA)

## **INDUSTRY EXPERIENCE**

### **EU Project "Crimean Tourism Diversification and Support" (Ukraine)**

*Expert on Hospitality & Tourism (2013 –2014)*

Marketing responsibilities included design of certification system for small hotels and re-design of the Crimean travel web-portal.

### **Office of Sustainability, University of Arkansas (Fayetteville, AR)**

*Intern (January – May 2013)*

Catalogued and categorized information related to sustainability for the University of Arkansas Sustainability Tracking and Rating System (STARS). Was responsible for connections with international student organizations on campus.

### **U.S. – Ukraine Foundation (Washington, DC)**

*Intern (May – August 2012)*

Created content for a microsite "Crimea" on the web portal [www.traveltoukraine.org](http://www.traveltoukraine.org).

### **USAID LINK (Local Investment and National Competitiveness) Project (Ukraine)**

*Local Expert (2010-2011)*

Provided consulting services in the field of tourism, regional economic development, and investment activities.

### **USAID BIZPRO Project for Small and Medium Business Support in Crimea (Ukraine)**

*Local Expert (2005-2007)*

Provided consulting services in the field of tourism and regional economic development.

### **Ministry of Health Resorts and Tourism of the Crimea (Ukraine)**

*Head of Department for International Cooperation and Image Policy (2006-2011)*

*Deputy Head of the Department of Information and Analytics (April 2006 - December 2006)*

*Expert of the Department of Information and Analytics (2000-2004)*

*Chief Inspector of the Moscow Office (1999-2000)*

- conducted analytical research of tourism industry;
- was responsible for marketing and branding of Crimea as a destination;
- organized PR and communications activities;
- was responsible for connections with international and foreign organizations (UNWTO, USAID, FIJET, etc.), foreign embassies in Ukraine and Ukrainian embassies abroad;
- coordinated and monitored implementation of technical assistance projects;
- analyzed investment conditions and developed investment proposals in tourism sector;
- translated official documentation and served as an interpreter for high-ranked officials

#### **LANGUAGES:**

- Russian (native/bilingual proficiency)
- Ukrainian (native/bilingual proficiency)
- English (full professional proficiency).

#### **SKILLS:**

- AMOS Graphics
- IBM SPSS Statistics
- Adobe Creative Cloud
- SmartPLS
- Tableau
- Google Analytics
- Shopify