

# ELVIRA KIZILOVA, PH.D.

## ASSISTANT PROFESSOR OF MARKETING

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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.

### 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 Tanner, Emily C., "Impact of Reproductive Health Legislation on Women's Perceived Access to Health Services", poster presentation, 2025 Marketing & Public Policy Conference, Washington D.C.
- 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.

### **RESEARCH IN PROGRESS**

- Kizilova, Elvira, and Tanner, Emily C., "Impact of Reproductive Health Legislation on Women's Perceived Access to Health Services" (Study 1 data analysis 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, "The Impact of Gender Perceptions on Consumer Attitudes Toward ChatGPT: Exploring Reliability, Comprehensiveness, and Creativity" (conceptual development).

## TEACHING EXPERIENCE

### Course Evaluations\*

Course Title	Course Number	Semester Taught	Modality	My Rating	University Average
Marketing	MKTG 301	Fall 2021	In-person	3.30/4.00	3.50/4.00
Marketing	MKTG 301	Fall 2022	In-person	3.45/4.00	3.50/4.00
Marketing	MKTG 301	Fall 2023	In-person	3.65/4.00	3.50/4.00
Marketing	MKTG 301	Fall 2024	In-person	3.15/4.00	3.50/4.00
International Marketing	MKTG 370	Spring 2022	In-person	3.85/4.00	3.60/4.00
International Marketing	MKTG 370	Spring 2023	In-person	3.65/4.00	3.50/4.00
International Marketing	MKTG 370	Spring 2024	In-person	3.80/4.00	3.50/4.00
International Marketing	MKTG 370	Spring 2024	Online	3.90/4.00	3.50/4.00
International Marketing	MKTG 370	Spring 2025	Online	3.50/4.00	3.50/4.00
International Marketing	MKTG 370	Spring 2025	In-person	3.90/4.00	3.50/4.00
Buyer Behavior	MKTG 372	Fall 2024	In-person	3.90/4.00	3.50/4.00
International Business	INTB 280	Spring 2022	In-person	3.80/4.00	3.60/4.00
International Business	INTB 280	Spring 2023	In-person	3.30/4.00	3.50/4.00
International Business	INTB 280	Spring 2024	In-person	3.80/4.00	3.50/4.00
International Business	INTB 280	Spring 2025	In-person	3.80/4.00	3.50/4.00
Doing Business Around the World: Latin America	INTB 380	Fall 2021	Online	3.50/4.00	3.50/4.00
Doing Business Around the World: Latin America	INTB 380	Fall 2024	Online	3.50/4.00	3.50/4.00
Doing Business Around the World: Asia	INTB 380	Fall 2022	Online	3.50/4.00	3.50/4.00
Doing Business Around the World: Europe	INTB 380	Fall 2023	Online	3.60/4.00	3.50/4.00

### Invited Lecturer

- Spring 2021: Anthropomorphism in Marketing  
Consumer Behavior, Dr. Farnoush Reshadi (MKTG-3650 class, Worcester Polytechnic Institute)
- 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)

\*Response to the question "I consider this instructor to be (1=not effective, 4=highly effective)"

## *SERVICE*

### **Dominican University:**

2025, Career & Vocation Governance Council member, Dominican University

2024, Search Committee member, Fashion Design and Merchandising, RCAS

2022 – present, Diversity Committee, Dominican University

### **Brennan School of Business:**

2024, Search Committee member, Sports Management, Brennan School of Business

2024 – present, Student mentor, Berwyn Development Corporation Project

2023 – present, facilitator, Faculty Research and Teaching Roundtable Discussions, Brennan School of Business,

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

### **Professional Service:**

2024, Reviewer, Journal of Marketing Theory and Practice

2024, Reviewer, Journal of Consumer Affairs

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 AND AWARDS*

- 2025, Brennan School of Business Exelon Research Grant (Dominican University)
- 2025, Brennan School of Business Exelon Teaching Grant (Dominican University)
- 2024, Research and Creative Projects Support Grant (Dominican University)
- 2024, Brennan School of Business Exelon Research Grant (Dominican University)
- 2024, Brennan School of Business Exelon Teaching Grant (Dominican University)
- 2022, Brennan School of Business Exelon Research Grant (Dominican University)
- 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, USAIDIBIZPRO - 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 2025 - present, Adobe Character Animation (Dominican University)
- February 2024 – May 2024, Entry Level Python Certification Program (Dominican University)
- February 2024 – May 2024, 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 translinguaging 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 DataVisualization 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 VirginiaUniversity)
- 2018, SmartPLS Structural Equation ModelingWorkshop (8 hours,West Palm Beach,FL)
- 2019, “Crafting Your Teaching Statement” Workshop (1 hour, West Virginia University)
- 2017, MarketingManagement Association Fall Educators’ Conference (attendee, Pittsburgh, PA)

## INDUSTRY EXPERIENCE

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

*Expert on Hospitality & Tourism (7 months)*

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 (5 months)*

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 (4 months)*

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 (2 years)*

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 (2 years)*

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

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

*Head of Department for International Cooperation and Image Policy (5 years)*

*Deputy Head of the Department of Information and Analytics (2 years)*

*Expert of the Department of Information and Analytics (4 years)*

*Chief Inspector of the Moscow Office (1 year)*

- 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
- CloudResearch
- Canva