

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
(2016 - 2021)

M.P.A., University of Arkansas, Fayetteville AR (2011 - 2013)

M.P.A (Honors), Odessa Regional Institute of Public Administration of the National Academy of Public Administration under the President of Ukraine, Odessa, Ukraine (2005 - 2008)

M.S. Management (Honors), the Crimean Institute of Environmental and Health Resort Construction, Simferopol, Ukraine (1998-1999)

B.S. Management (Honors), the Crimean Institute of Environmental and Health Resort Construction, Simferopol, Ukraine (1993-1998)

RESEARCH INTERESTS

- Consumer behavior
- Public policy
- Destination marketing and branding

PUBLICATIONS

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.

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.

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RESEARCH IN PROGRESS

Cook, Laurel Aynne, and **Elvira Kizilova**, “Direct and Indirect Processing Effects of Front-of-Package Labels,” target: *Journal of Public Policy and Marketing* (manuscript in preparation for submission).

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* (manuscript in preparation to submission).

Emily C. Tanner and Elvira Kizilova, "Effects of Abortion Laws on Perceived Access to Health Care and Vulnerability," target *Journal of Public Policy and Marketing* (conceptual development).

NATIONAL CONFERENCE PROCEEDINGS

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.

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.

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.

CONFERENCE PRESENTATIONS

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.

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.

Emily C. Tanner, 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.

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.

TEACHING EXPERIENCE

Marketing, 2021 - present (Undergraduate level, face-to-face), rating: 3.3/4.0¹, university average rating 3.5/4.0

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

The International Business Environment, 2022 (Undergraduate level, 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 level, online), rating 3.5/4

Consumer Behavior, 2018 – 2021 (Undergraduate level, face-to-face and hybrid), rating: 4.4/5.0², 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 level)

Decision Making Methods, 2009-2010 (Undergraduate level)

Tourism Management, 2009-2010 (Graduate level)

Entrepreneurship in Ukraine, 2009-2010 (Undergraduate level)

Invited Lectures

Spring 2021: Anthropomorphism in Marketing

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

Spring 2018: Sustainability Labeling in Travel Destinations Branding

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)

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

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

SERVICE

2022 Reviewer, Society for Marketing Advances 2022 Conference, multiple tracks
 2019 Reviewer, AMA Marketing and Public Policy 2019 Conference
 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

2022, Brennan School of Business Exelon Research Grant
 2022, Faculty Development Summer Research Grant
 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 – Present, 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
 2018 – present, American Marketing Association
 2020-2021 - the Association for Consumer Research

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PROFESSIONAL LEARNING

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

2018, SmartPLS Structural Equation Modeling Workshop (8 hours, West Palm Beach, FL) 2019, "Crafting Your Teaching Statement" 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)

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

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

2020, "Design, Don't Dump" Workshop (1 hour, West Virginia University)

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)

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

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

2022 – 2023, Academy of the NEH Culturally Relevant Voices (Dominican University)

INDUSTRY EXPERIENCE

EU Project "Crimean Tourism Diversification and Support"

Expert on Hospitality & Tourism (2013 –2014), Crimea, Ukraine

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

Intern (January – May 2013), Fayetteville, AR

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

U.S. – Ukraine Foundation

Intern (May – August 2012), Washington, DC

Created content for a microsite "Crimea" on the web portal www.traveltoukraine.org.

USAID LINK (Local Investment and National Competitiveness) Project

Local Expert (2010-2011), Crimea, Ukraine

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

Local Expert (2005-2007), Crimea, Ukraine

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

Ministry of Health Resorts and Tourism of the Crimea

Head of Department for International Cooperation and Image Policy (1999-2011), Crimea, Ukraine

- 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 liaisons 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 (primary language)
- Ukrainian (fluent)
- English (fluent).

SKILLS:

- AMOS 25 Graphics
- IBM SPSS Statistics 25
- Adobe Creative Cloud
- SmartPLS
- Tableau