

Vladimir Melnyk, Dr., PhD

Associate Professor of Marketing, ESCP Business School
Scientific Director of the MSc in Marketing & Digital Media program

July, 2025

Personal details and contacts

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Born: October 2, 1980

Research Interests

Consumer decision-making, Brand Management, Marketing communication and Advertisement, Social influence, Consumer adoption of innovative products, Social marketing, and Service marketing.

Work Experience

- 01/ 2022 – Current **Associate Professor of Marketing, ESCP Business School, Madrid, Spain**
Department of Marketing
- 05/ 2021 – 01/ 2022 **Associate Professor of Marketing (tenured), Carlos III University of Madrid, Spain**
Department of Business Administration
- 01/ 2013 – 04/ 2021 **Assistant Professor of Marketing, Carlos III University of Madrid, Spain**
Department of Business Administration
- 05/ 2010 – 12/ 2012 **Postdoctoral Researcher, Maastricht University, The Netherlands**
Marketing and Supply Chain Management Department
- 11/ 2004 – 04/ 2010 **PhD Researcher, Wageningen University, The Netherlands**
Marketing and Consumer Behavior Group
- 09/ 2003 – 12/ 2003 **Student Research Assistant, Tilburg University, The Netherlands**
Marketing Department
- 07/ 2000 – 05/ 2002 **Analyst, State Administration of Sumy Region, Sumy, Ukraine** Department of Foreign
Economic Relations

Education

- 10/ 2018 – 11/ 2018 **Teaching Strategies: An Experiential Workshop, Boston University & Instituto**
International, Madrid, Spain
- 11/ 2004 – 04/ 2010 **Ph.D. in Marketing and Consumer Behavior, Wageningen University, The**
Netherlands
- 05/ 2007 – 06/ 2007 **Doctoral Colloquium, European Marketing Academy, Reykjavik, Iceland**
- 09/ 2006 – 10/ 2006 **Doctoral Colloquium, Association for Consumer Research, Orlando, USA**
- 09/ 2003 – 09/ 2004 **CentER's Research Masters in Marketing, Tilburg University, The Netherlands**
- 10/ 2002 – 07/ 2003 **Master in Economics, CORIPE Piemonte, Torino, Italy**
- 09/ 2001 – 07/ 2002 **Master in Business Economics, Sumy State University, Ukraine**
(Summa Cum Laude)
- 07/ 2000 – 08/ 2000 **Summer School on the Free Society, Tertio Millennio Institute, Krakow, Poland**

Teaching experience and evaluations

- ESCP Business School, Madrid, Spain:
 - 2023-today **Marketing** (EMBA). *Coordinator, lectures, seminars*
 - 2021-today **Marketing** (BSc). *Lectures, seminars*
 - 2022-today **Data Analytics & Decision making** (MSc). *Coordinator, lectures, seminars*
 - 2022-today **Marketing & Customer Analytics** (MSc). *Coordinator, lectures, seminars*
 - 2022-today **Quantitative Methods of Research** (MSc). *Lectures, seminars*
 - 2021-today **European Marketing** (BSc). *Lectures, seminars*
 - 2020-today **Brand Management** (MSc). *Coordinator, lectures, seminars*
 - 2020-today **Brand Building** (MSc). *Coordinator, lectures, seminars*
 - 2020-today **Data-Driven Marketing** (MSc). *Coordinator, lectures, seminars*
 - 2019-2020 **Consumer Behavior** (MSc). *Coordination, lectures, seminars*
 - 2017-2018 **Buying Behavior & New Product Development** (MSc). *Coordination, lectures, seminars*
- UC3M (University Carlos III), Madrid, Spain:
 - 2021-today **Commercial & Production Management** (MSc). *Coordinator, lectures, seminars*
Average teacher evaluation: 9.0/ 10.0
 - 2016-today **Advanced Consumer Behavior** (MSc). *Coordinator, lectures, seminars*
Average teacher evaluation: 9.1/ 10.0
 - 2014-today **New Product Development** (MSc). *Coordinator, lectures, seminars*
Average teacher evaluation: 8.0/ 10.0
 - 2023-2025 **Market Analysis & Experimental Research** (MSc). *Coordinator, lectures, seminars*
Average teacher evaluation: 8.6/ 10.0
 - 2014-2024 **Consumer Behavior** (MBA). *Coordinator, lectures, seminars*
Average teacher evaluation: 9.2/ 10.0
 - 2020-2022 **Marketing** (BSc). *Lectures, seminars*
 - 2020-2022 **Marketing Communication and Social Media** (BSc). *Coordinator, lectures, seminars*
 - 2020-2021 **Product & Brand Management** (MSc). *Coordinator, lectures, seminars*
 - 2016-2000 **How to write a project proposal and conduct academic research** (MSc). *Lecturer*
 - 2014-2016 **Brand Management & Digital Marketing** (MBA). *Lectures, seminars*
Average teacher evaluation: 9.0/ 10.0
 - 2013-2022 **Consumer Behavior** (BSc). *Coordinator, lectures, seminars*
Average teacher evaluation: 9.1/ 10.0
 - 2013-2014 **Marketing Management** (BSc). *Coordinator, lectures, seminars*
Average teacher evaluation: 7.5/ 10.0
- EAE Business School, Madrid, Spain:
 - 2018-2022 **Strategic Leadership & Skills** (MSc). *Coordination, lectures*
Average teacher evaluation: 9.0/ 10.0
 - 2018-2022 **Marketing Professional Development in a Global Environment** (MSc). *Coordination, lectures*
Average teacher evaluation: 9.0/ 10.0
 - 2016-2022 **Quantitative analysis in Marketing** (MSc). *Coordination, lectures, seminars*
Average teacher evaluation: 8.7/ 10.0
 - 2016-2022 **Global markets: research and analysis** (MSc). *Lectures, seminars*
Average teacher evaluation: 8.3/ 10.0
- CUNEF University, Madrid, Spain:
 - 2021-2022 **Marketing** (BSc). *Lectures, seminars*
Average teacher evaluation: 9.5/ 10.0
 - 2021-2022 **Consumer Behavior** (BSc). *Coordination, lectures, seminars*
Average teacher evaluation: 9.3/ 10.0

- ESIC University, Madrid, Spain:
 - 2020-2024 **Marketing Research** (BSc). *Coordination, lectures, seminars*
Average teacher evaluation: 9.1/ 10.0
 - 2020-2024 **Data Analysis** (BSc). *Coordination, lectures*
Average teacher evaluation: 9.3/ 10.0
- Lviv Business School of Ukraine Catholic University, Lviv, Ukraine:
 - 2019-today **Consumer Behavior** (MSc). *Coordinator, lectures, seminars*
 - 2019-today **Applied Consumer Behavior** (MBA). *Coordinator, lectures, seminars*
- Baden-Württemberg State University Mannheim, Germany; Carlos III International School, Madrid, Spain:
 - 2019-2020 **International Organizational Behavior** (BSc). *Lecturer*
- GBSB Global Business School, Madrid, Spain:
 - 2019 **Statistical Analysis for Management** (MBA). *Coordination, lectures, seminars*
- University of New South Wales, Sydney, Australia:
 - 2019-2020 **Advanced Consumer Behavior** (PhD). *Guest lecturer*
- Condé Nast College, Madrid, Spain:
 - 2018-2020 **Consumer Behavior for Luxurious Products in Digital Era** (MSc). *Guest lecturer*
- CIS Endicott College, Madrid, Spain:
 - 2018-2020 **Strategic Media Planning** (BSc). *Coordination, lectures, seminars*
- University Paris-Dauphine, France:
 - 2017-today **Introduction to Management** (BSc). *Coordination, lectures, seminars*
Average teacher evaluation: 8.8/ 10.0
- Massey University, Auckland, New Zealand:
 - 2015-2019 **Advanced Consumer Behavior** (PhD). *Guest lecturer*
 - 2015-2016 **Consumer Behavior** (BSc). *Lecturer*
- Maastricht University, The Netherlands:
 - 2010-2012 **Consumer Behavior** (BSc). *Coordination, lectures, seminars*
Average teacher evaluation: 8.5/ 10.0
 - 2010-2012 **Advanced Topics in Marketing and Supply Chain Management** (PhD). *Guest lecturer*
 - 2010-2012 Skills course “**International Business Strategic Marketing**” (MSc). *Lectures, seminars*
- Wageningen University, The Netherlands:
 - 2009-2010 **Meta-analysis in Marketing** (PhD), Wageningen University. *Coordination, seminars*

Theses supervision and evaluation committee

Supervision and evaluation on bachelor, master and PhD theses, opponent for PhD theses on diverse topics in marketing, consumer behavior and new product development in the following universities: Carlos III University (Spain), EAE Business School (Spain), Maastricht University (The Netherlands), Maastricht University College (The Netherlands), Zuyd University of Applied Science (The Netherlands), Wageningen University (The Netherlands), Melbourne University (Australia). In particular:

- 200 Bachelor theses (TFG) supervised
- 300 Master theses (TFM) supervised
- 40 MBA Business plans
- 2 PhD theses evaluated

Honors and awards

- **MSc in Marketing & Digital Media program is #1 in marketing in Spain, El Mundo (2024, 2025)**
- **Ten most important JM Scholarly Insights of 2021, Journal of Marketing (2022)**
- Award for the Highest Teaching Quality “EXCELENTE” by The National Agency for Quality Assessment and Accreditation of Spain (ANECA) (2023).
- Rector’s Letter of Thanks for excellence in teaching at the *executive* program, Carlos III University of Madrid (2019-2024).

- Rector's Letter of Thanks for excellence in teaching, Carlos III University of Madrid (2014-2024)
- The finalist of European Global Teaching Weeks, Erasmus, Stockholm University (2018).
- Certificate of Teaching Excellence and Appreciation of contribution to teaching methods, Massey University, New Zealand (2016, 2017, 2018).
- Best Paper Award in the Consumer Behavior Track at the 37th European Marketing Academy (2008)
- Tuition Fee Waiver and Scholarship for CentER's Research Master Program at Tilburg University (2003)
- Tuition Fee Waiver and Scholarship for CORIPE Program (2002)
- Master Diploma Summa Cum Laude, Sumy State University (2002)
- Bachelor Diploma Summa Cum Laude, Sumy State University (2001)

Researching funding and grants

2018	Competitive research grant from Spanish Ministry of Economy, Industry and Competition (ECO2017-87369-P) on the topic of sustainable labels, 40,000 Euros
2007	Competitive research grant from EU (TransForum: 10.1051/agro:2008022), 12,000 Euros
2005	Competitive research grant "In Debate About Food Quality" (KB5-20939), funded by Dutch Ministry of Agriculture, Nature and Food Quality, 20,000 Euros
2004-2009	Competitive research grant for my Ph.D. program (Stichting Duurteelt: LNV27251372), 80,000 Euros

Peer-reviewed publications

- Melnyk, V.**, Carrillat, F. A. and Melnyk V. (2022). The influence of social norms on consumer behavior across cultures, time and communication strategies: A meta-Analysis. *Journal of Marketing*, 86(3), 98-120.
IF: 9.43; H-index: 218; CNRS: 1G; SCI: Q1 (Marketing; Business and International Management; Economics)
- Yevdokimov, Y., Melnyk, L., **Melnyk, V.** and Dehtyarova, I. (2022). Socio-economic innovations in the systems analysis: environmental and economic aspects. *International Journal of Environmental Technology and Management*, 25(1/2), 134-153.
IF: 0.75; H-index: 21; SCI: Q3 (Management, Monitoring, Policy and Law)
- Karintseva, O., Kharchenko, M., Boon, E., Derykolenko, O., **Melnyk, V.**, and Kobzar, O. (2021). Environmental Determinants of Energy-efficient Transformation of National Economies for Sustainable Development. *International Journal of Global Energy Issues*, 43(2/3), 262-274.
IF: 0.38; H-index: 23; CNRS: 4; SCI: Q2 (Energy Engineering)
- Derev'yanko, Y., Lukash, O., Shkarupa O., **Melnyk, V.**, and Simonova, M. (2020). Greening Economy vs. Greening Business: Performance Indicators, Driving Factors and Trends. *International Journal of Global Environmental Issues*, 19 (1/3).
IF: 0.23; H-index: 19; CNRS: 4; SCI: Q3 (Management, Monitoring, Policy and Law)
- Melnyk, V.**, van Herpen, E., Jak, S., and van Trijp, H. (2019). The mechanism of the social norms' influence on consumer decision making: A meta-analysis. *Zeitschrift für Psychologie/ Journal of Psychology*, 227 (1), 4-17.
IF: 1.37; H-index: 36; CNRS: 3; SCI: Q1 (Psychology)
- Melnyk, V.**, Herpen, E., Fischer, A., and Trijp, H. (2013). Regulatory fit effects for injunctive versus descriptive social norms: Evidence from the promotion of sustainable products. *Marketing Letters*, 24 (2), 191-203.
IF: 2.27; H-index: 70; CNRS: 2
- Melnyk, V.**, Herpen, E., Fischer, A., and Trijp, H. (2012). The effect of regulatory focus on the influence of injunctive and descriptive social norms. *Advances in Consumer Research*, 39, 567-568.
IF: 0.11; H-index: 21
- Melnyk, V.**, Herpen, E., Fischer, A., and Trijp, H. (2011). To think or not to think: The effect of cognitive deliberation level on social norm influence. *Psychology & Marketing*, 28(7), 709-729.
IF: 2.03; H-index: 97; CNRS: 3
- Melnyk, V.**, Herpen, E., Fischer, A., and Trijp, H. (2011). The effect of cognitive deliberation on social norm influence. *Advances in Consumer Research*, 38, 319-320.

IF: 0.11; H-index: 21

Kilgour, M. and Melnyk V. (2011). The dual paths to innovation & economic revival. *Mechanism of Economic Regulation*, 3, 38-46.

Melnyk, V., Herpen, E., and Trijp, H. (2010). The influence of social norms in consumer decision making: A Meta-analysis. *Advances in Consumer Research*, 37, 463-464.

IF: 0.11; H-index: 21

Books

Melnyk, V. (2021). Appearance of current marketing strategies during pandemics of coronavirus. In L. Melnyk, O. Karintseva (Eds.), *Current Industrial Revolutions and Improvement of mechanisms for sustainable socio-economic development* (pp. 329-338). Sumy: University Book, ISBN: 978-966-680-996-7 (in Ukrainian).

Melnyk, V. (2021). Market and product in the structure of business environment. In L. Melnyk, O. Karintseva (Eds.), *Economics and Business* (pp. 38-49). Sumy: University Book, ISBN: 978-966-680-987-5 (in Ukrainian).

Melnyk, V. (2020). The influence of social norms though thinking, In F. Ubierna (Eds.), *New Explorations in Education, Art and Business for a Diverse Society* (pp. 209-223). Madrid: Fragua, ISBN: 978-84-7074-866-0.

Melnyk, V. (2019). The use of social norms in promoting sustainable consumer behavior, In F. Ubierna (Eds.), *New Vision in Education and Business for a New Society* (pp. 247-358). Madrid: Fragua, ISBN: 978-84-7074-562-1.

Melnyk, V. (2018). Market and product in the structure of business environment. In L. Melnyk, O. Karintseva (Eds.), *Economics and Business* (pp. 40-52). Sumy: University Book, ISBN: 978-966-680-787-1 (in Russian).

Melnyk, V., Herpen, E., Fischer, A, Trijp, H. (2017). Mood as a moderator of social norm's influence. In M. Stieler (Eds.), *Creating Marketing Magic and Innovative Future: Marketing Trends* (pp. 577-579). Boston: Springer, ISBN: 978-3-319-45595-2.

Melnyk, V. (2017). Ethical component as the factor of development of socio-economic systems. In L. Melnyk, O. Kubatko (Eds.), *Economic of Development* (pp. 239-243). Sumy: University Book, ISBN: 978-966-680-819-9 (in Russian).

Melnyk, V. (2011). *What is normal to do? Social norms as determinants of consumer decision making*. Amsterdam: IPSKAM, ISBN: 978-90-858-5876-8.

Melnyk, V. (2009). Social norms as the marketing instrument for sustainable development. In L. Melnyk (Ed.), *Sustainable Development: Theory. Methodology. Practice* (pp. 587-597). Sumy: University Book, ISBN: 978-966-680-461-0. (in Russian)

Melnyk, V. (2009). Ethical problems related to sustainable development. In L. Melnyk, L. Hens (Eds.), *Social and Economic Potential of Sustainable Development* (pp. 990-993). Sumy: University Book, ISBN: 978-966-680-311-8. (in Russian).

Melnyk, V. (2008). Ethics and sustainable development. In L. Hens (Ed.), *Social and Economic Potential of Sustainable Development* (pp. 995-999). Sumy: University Book, ISBN: 978-966-680-380-4.

Melnyk, V. (2005). Strategy and tactics of influence on objects and subjects of ecologisation. In L. Melnyk (Ed.), *Basics of Sustainable Development* (pp. 576-584). Sumy: University Book, ISBN: 978-966-680-168-X. (in Russian)

Other publications

Melnyk V. (2020, June 12). The communication in crisis: Marketing strategies has the coronavirus pandemic started. *Novoe Vremia*. Retrieved from <https://nv.ua/ukr/biz/experts/komunikaciya-v-krizu-pomilki-marketologiv-i-vigrashni-strategiji-ostanni-novini-50093704.html>

Melnyk V. (2020, June 15). Marketing strategies and communication in pandemics time. *Lviv Business School: Business Blog*. Retrieved from https://lvbs.com.ua/news/yaki-marketyngovi-strategiyi-zapustyla-pandemiya-koronavirusu/?utm_source=sendpulse&utm_medium=email&utm_campaign=lvbs-yak-marketingov-strateg-z

- Melnyk V., & Kornelis M. (2008). Convincing consumers: More than imposing a norm. *Nutrition Today*, 10 (6), 25-27. (in Dutch).
- Beekman V., Kornelis, M., van der Heijden, C., Aramyan, L., Vollebregt, M., Dagevos, H., Melnyk V., & van Herpen, E. (2007). In debate about food quality; ministry of agriculture, nature and food quality in the midst of society. *Report of Dutch Ministry of Agriculture, Nature and Food Quality (LNV)*, 7.07.06. 80 p. (in Dutch).

Selected work in progress

- Melnyk, V., de Vries, E. L. E., & Duque, L. Who is to blame? The influence of the service experience order on the service failure attribution and overall customer satisfaction. (work in progress, target journal: *Journal of Consumer Psychology*)
- Melnyk, V., & Fischer, A. Tell me what to do when I am in a good mood, show me what to do when I am in a bad mood: Mood as a moderator of social norm's influence (work in progress, target journal: *Marketing Letters*)
- Melnyk, V., Duque, L. & de Vries, E. L. E. I think I know what these labels mean! Understanding consumers' awareness about sustainable labels (work in progress, target journal: *Journal of Academy of Marketing Science*)

Conferences participation and presentations

- *ACR Latin America Conference*, INSPER, São Paulo, Brazil; 25-28 June, 2025.
Presentation: "The effect of Injunctive and Descriptive Social norms under different moods".
- *10th Mediterranean Symposium for Consumer Behavior Research*, University of Crete; 24-26 April, 2025.
- *24th International Marketing Trends Conference*, Venice, Italy; 22-25 January 2025.
Presentation: "The effect of Social Norms under different moods".
- CERALE – UdeSA 2024 International Conference "Risk Management, Crisis, and Resilience Challenges for Public and Private Management in a Changing World", Buenos Aires, 21-24 February 2024.
Presentation: "The Crisis and Order: The Attribution of Service Failure and its Influence on the Customer Satisfaction"
- *23rd International Marketing Trends Conference*, Venice, Italy; 18-20 January 2024.
Presentation: "The role of social norms in promoting sustainable consumption".
- *9th Mediterranean Symposium for Consumer Behavior Research*, Bocconi University, Milan, Italy; 11 December 2023.
- *8th Mediterranean Symposium for Consumer Behavior Research*, IE University, Madrid; 20 December 2022.
- *21st International Marketing Trends Conference*, Lumsa University, Rome, Italy; 20-22 January 2022.
Presentation: "Who's to Blame? The Attribution of Service Failures and its Impact on Overall Customer Satisfaction".
- *49th European Marketing Academy Conference*, ESIC University, Madrid, Spain; 25-28 June 2021.
Presentation: "Who's to Blame? The Attribution of Service Failures and its Impact on Overall Customer Satisfaction".
- *6th Mediterranean Consumer Research Symposium*, NOVA School of Business and Economics, Lisbon, Portugal; 4 December 2020.
Presentation: "Finding the guilty though customer's service journey: The impact of service failures on customer's experience and service providers".
- *2nd International Conference on Education, Business and Society*, CIS The College for International Studies, Madrid, Spain; 12 June 2020.
Presentation: "The influence of social norms though thinking"
- *5th Mediterranean Consumer Research Symposium*, University Carlos III Madrid, Spain; 2 December 2019.
- *1st International Conference on Education, Business and Society*, CIS The College for International Studies, Madrid, Spain; 7 June 2019.
Presentation: "The use of social norms in promoting sustainable consumer behavior".
- *4th Mediterranean Consumer Research Symposium*, Pompeu Fabra University, Barcelona, Spain; 5 December 2018.

Presentation: "Finding the guilty though customer's service journey: The impact of service failures on customer's experience and service providers".

- *Hot Research in Marketing, Massey University, Auckland, New Zealand; 12 March, 2018.*
Presentation: "Who's to Blame? The Attribution of Service Failures and its Impact on Overall Customer Satisfaction".
- *Research Synthesis and Big Data in Psychology, Trier, Germany; 10-12 June 2018.*
Presentation: "The Effect of Descriptive and Injunctive Social Norms in Decision Making: A Meta-Analysis".
- *3rd Mediterranean Consumer Research Symposium, Bocconi University, Milan, Italy; 4 December 2017.*
- *2nd Mediterranean Consumer Research Symposium, Católica-Lisbon and NOVA, Lisbon, Portugal; 9 December 2016.*
- *Marketing Dynamics and Communication, University Carlos III Madrid, Spain; 27 June 2016.*
- *Academy of Marketing Science Conference, Orlando, USA; 17-21 May 2016.*
Presentation: "Mood as a Moderator of Social Norm's Influence".
- *Marketing Research Symposium, Auckland, New Zealand; 7 March 2016.*
Presentation: "Understanding the role of affect in social influence"
- *1st Mediterranean Consumer Research Symposium, IE Business School, Madrid, Spain; 27 November 2015.*
Presentation: "The role of mood in social norm influence".
- *International Conference for Consumer Psychology, WU Vienna, Austria; 25-27 June 2015.*
Presentation: "Sad makes you look around".
- *42nd European Marketing Academy Conference, Istanbul Technical University, Istanbul, Turkey; 4-7 June 2013.*
Presentation: "Social norms and regulatory focus".
- *43th Association for Consumer Research Conference, Vancouver, Canada; 4-7 October 2012.*
Presentation: Tell me what to do when I am in a good mood, show me what to do when I am in a bad mood: Mood as a moderator of social norm's influence.
- *41st European Marketing Academy Conference, ISCTE Business School, Lisbon, Portugal; 22-25 May 2012.*
Presentation: Mood as a moderator of social norm's influence.
- *Society For Consumer Psychology Conference, Las Vegas, USA; 16-18 February 2012.*
- *39th Association for Consumer Research Conference, St. Louis, USA; 13-16 October 2011.*
Presentation: The effect of regulatory focus on the influence of injunctive and descriptive social norms (2011).
- *38th The La Londe Conference in Marketing Communications and Consumer Behavior, La Londe Les Maures, France; 31 May – 3 June 2011.*
Presentation: "Social norms and regulatory focus".
- *38th Association for Consumer Research Conference, Jacksonville, USA; 6-9 October 2010.*
Presentation: "To think or not to think: The effect of cognitive deliberation on social norm influence"
- *Marketing Science, University of Cologne, Germany; 17-19 June 2010.*
Presentation: "The effect of cognitive deliberation on social norm influence"
- *Mansholt Graduate School PhD Conferences, Wageningen, The Netherlands, 5 June 2009.*
Presentation: "The influence of social norms in consumer decision making: A meta-analysis".
- *40th Association for Consumer Research Conference, Pittsburgh, USA; 22-25 October 2009.*
Presentation: "The influence of social norms in consumer decision making: A meta-analysis".
- *37th European Marketing Academy Conference, University of Brighton, Brighton, UK; 27-30 May 2008.*
Presentation: "Social norms as a driving force of attitudes, intentions and behavior: Meta-analytical research".
- *ASPO Congress 2007, Wageningen University, The Netherlands, 2007, 13-14 December 2007.*
- *6th Tilburg Symposium on Psychology and Economic: Games and Decisions. Tilburg, The Netherlands, 31 August 2007.*
- *36th European Marketing Academy Conference, Reykjavik University, Reykjavik, Iceland; 22-25 May 2007.*
Presentation: "Social norms as a driving force of attitude and behaviour: A Meta-analysis".
- *European Marketing Academy Doctoral Colloquium, Reykjavik University, Reykjavik, Iceland; 20-21 May 2007.*
Presentation: "Social norms as a driving force of attitude and behavior: A Meta-analysis".
- *34th Association for Consumer Research Conference. Orlando, USA, 28-30 September 2006.*
- *34th Association for Consumer Research Doctoral Colloquium. Orlando, USA, 27 September 2006.*

Invited presentations and lectures

- Business School, University of New South Wales, Sydney, Australia (2019, 2020)
- Lviv Business School, Ukraine Catholic University, Ukraine (2019, 2020, 2021, 2022)
- Business School, Vienna University, Austria (2019)
- Condé Nast College, Madrid, Spain (2018, 2019)
- Oxford University, Saïd Business School, UK (2018)
- ESCP Europe Business School, Spain (2017)
- EAE Business School, Madrid, Spain (2016, 2017)
- Hamburg University, Germany (2016, 2017, 2018)
- University Paris-Dauphine, France (2016, 2017)
- Massey University, New Zealand, School of Journalism, Marketing and Communication (2012, 2016, 2017, 2018)
- Vienna University of Economics and Business, Austria, Institute for Service Marketing and Tourism (2014, 2015)
- University of Tübingen, Germany, Department of Marketing (2013, 2015)
- University of Amsterdam, the Netherlands, Department of Business Economics (2013)
- Nyenrode Business University, Utrecht, the Netherlands, Department of Marketing and Supply Chain Management (2012)
- Carlos III University, Madrid, Spain, Marketing Department (2012)
- Eindhoven University, the Netherlands, Marketing Department (2012)
- BI Norwegian Business School, Oslo, Norway, Marketing Department (2012)
- Grenoble Ecole de Management, Marketing Department (2012)
- Nijmegen University, the Netherlands, Marketing Department (2012)
- Groningen University, the Netherlands, Social Psychology Department (2012)
- Massey University, Palmerson North, New Zealand, Marketing Department (2011)
- Parliament of Ukraine, Kiev, Ukraine (2010)
- Maastricht University, the Netherlands, Marketing Department (2009)
- Vrij University Amsterdam, the Netherlands, Marketing Department (2009)

International research stays

- 02/ 2020 – 06/ 2020 Department of Marketing, University of New South Wales, Sydney, Australia.
- 02/ 2019 – 03/ 2019 Department of Marketing, University of New South Wales, Sydney, Australia.
- 07/ 2018 – 07/ 2018 Department of Marketing & Customer Insight. Hamburg University, Germany.
- 02/ 2018 – 03/ 2018 School of Journalism, Marketing and Communication. Massey University, New Zealand.
- 07/ 2017 – 07/ 2017 Department of Marketing & Customer Insight. Hamburg University, Germany.
- 02/ 2017 – 03/ 2017 School of Journalism, Marketing and Communication. Massey University, New Zealand.
- 07/ 2016 – 07/ 2016 Department of Marketing & Customer Insight. Hamburg University, Germany.
- 02/ 2016 – 04/ 2016 School of Journalism, Marketing and Communication. Massey University, New Zealand.
- 07/ 2015 – 08/ 2015 Department of Marketing. University of Tübingen, Germany
- 07/ 2013 – 07/ 2013 Department of Marketing. University of Tübingen, Germany
- 01/ 2013 – 01/ 2013 Department of Marketing. University of Amsterdam, The Netherlands

Membership in scientific societies

- Mediterranean Consumer Research Association (*co-chair*)
Academic Council of Lviv Business School, Ukraine
ACR (Association of Consumer Research, USA)

EMAC (European Marketing Academy, EU)

SCP (Society for Consumer Psychology, USA)

MSI (Marketing Science Institute, USA)

INDEM (Institute for the Development of Enterprises and Markets, Spain)

ASPO (Dutch Association of Researchers in Social Psychology, The Netherlands)

METEOR (Maastricht Research School of Economics of Technology and Organizations, The Netherlands)

Journal Editorial & Reviewer board

Journal of Business Research (*editorial board*)

International Journal of Research in Marketing

Journal of Consumer Behavior

European Management Journal

Social Psychological and Personality Science

European Marketing Academy