

# POLINA LANDGRAF

polina.landgraf@gmail.com  
(+1) 404 944 7252

## EDUCATION

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- 10/2014 – 07/2021      **IE Business School**      **Madrid, Spain**  
*PhD in Marketing (with honors)*  
*Dissertation:* Macro-Level Perspectives on Consumer Brand Preference.  
*Committee:* Prof. Antonios Stamatogiannakis (Advisor), Prof. Nicholas Lurie, Prof. Haiyang Yang, Prof. Dilney Goncalves, Prof. Kriti Jain.  
IE Business School is AACSB, EFMD, and AMBA accredited.
- 01/2019 – 05/2019      **UConn School of Business**      **Storrs, CT, USA**  
*Visiting research scholar* – Under supervision of Prof. Nicholas Lurie.
- 09/2011 – 09/2014      **Graduate School of Management,  
St. Petersburg State University**      **St. Petersburg,  
Russia**  
*PhD in Economic Sciences (Russia: Kandidat Naouk)*  
*Dissertation:* Measurement of Corporate Rebranding Performance.  
GSOM SPbSU is EQUIS, AMBA, ACCA accredited.
- 12/2012 – 07/2013      **ESADE School of Business**      **Barcelona, Spain**  
*Visiting research scholar* – Under supervision of Prof. Oriol Iglesias.

## RESEARCH INTERESTS

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- Macro-level influences on consumer brand preference  
How do *terrorist attacks* such as 9/11 and *viral pandemics* such as COVID-19 affect brand preference?  
Can the outcomes of *political elections* influence brand preference?
- Psychology of technology  
How to encourage the use of *sustainable data management* practices?  
What emotions do consumers experience in response to *algorithm-generated recommendations*?

## PUBLICATIONS & BOOK CHAPTERS

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- Guha, S., and **Landgraf, P.** (Forthcoming). Sustainable Data Management, in: *Handbook of Sustainability-driven Business Strategies in Practice*. Edward Elgar.
- Iglesias, O., **Landgraf, P.**, Ind, N., Markovic, S., and Koporcic, N. (2020), [Corporate Brand Identity Co-Creation in Business-to-Business Contexts](#), *Industrial Marketing Management*, 85(2), 32-43.

## WORKING PAPERS

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- Brand Personality and Customer-Based Brand Equity: Evidence From 18-Year Panel Data—with J. Luffarelli and S. Delre  
2<sup>nd</sup> round revision at *Journal of the Academy of Marketing Science*
- How New Product Names Can Influence Funding Outcomes on Crowdfunding Platforms—with A. Stamatogiannakis and J. Luffarelli  
Under review at *Journal of Product Innovation Management*
- The Impact of Mortality Salience on Brand Preference—with A. Stamatogiannakis and H. Yang  
Under review at *International Journal of Research in Marketing*
- How Political Elections Impact Brand Evaluations—with A. Stamatogiannakis and H. Yang  
In preparation for submission to *Journal of Marketing Research*

Polina Landgraf

## WORKS IN PROGRESS

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Consumer Emotions in Response to Algorithm-Generated Recommendations—with T. Kim

- Recipient of UVA Batten Institute Research Grant 2020 (\$8,682)

Approaching Data Sustainability: How to Nudge Consumers (and Firms) to Adopt Sustainable Data Management Practices

- Award winner in the 2021 EMAC-Sheth Foundation Sustainability Research Competition (€5,000)

How Political Polarization Affects Persuasiveness of Consumer Reviews—with N. Lurie, A. Stamatogiannakis, and S. Calderon

The Impact of Digital Avatars on Persuasion – with A. Stamatogiannakis

## PROCEEDINGS & OTHER PUBLICATIONS

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Landgraf, P., N. Lurie, A. Stamatogiannakis, and S. Calderon (2020), [Emotionality and Language Norms in Consumer Reviews: the Curious Case of Emoji](#), in *NA - Advances in Consumer Research*, Volume 48, pp: 1226-1226.

Landgraf, P., A. Stamatogiannakis, and H. Yang (2019), [How Political Elections Impact Brand Equity](#), in *NA - Advances in Consumer Research*, Volume 47, pp: 980-980.

Landgraf, P., A. Stamatogiannakis, and H. Yang (2018), [How Mortality Salience Shapes Consumers' Responses to Brands](#), in *NA - Advances in Consumer Research*, Volume 46, pp: 668-669.

Landgraf, P., A. Stamatogiannakis, and H. Yang (2018), [How Mortality Salience Shapes Consumer Evaluations of Brands](#), in *E – European Advances in Consumer Research*, Volume 11, pp: 174-175.

Landgraf, P., and A. Stamatogiannakis (2018), [Don't Trust the Humans: The Impact of Avatars on Persuasion](#), in *E – European Advances in Consumer Research*, Volume 11, pp: 92-93.

Landgraf, P., A. Stamatogiannakis, and H. Yang (2017), [2-P: How Mortality Salience Impacts Consumers' Preference for Brands](#), in *NA - Advances in Consumer Research Volume*, 45, pp: 1042-1042.

Landgraf, P. (2016). Corporate Rebranding Performance Measurement, *The Challenges of Management Theory and Practice*, 3, 84-92. ([Full text](#) available in Russian only.)

Landgraf, P. and S. Kiryukov (2014). Corporate Rebranding for Market-Oriented Companies: Theoretical Foundations and Avenues for Future Research, *Vestnik (Herald) of St. Petersburg University, Management Series*, 2, 35-59. ([Full text](#) available in Russian only.)

Starov, S. and P. Landgraf (2013). The Conceptualization of Corporate Branding in a Marketing Domain, *Vestnik (Herald) of St. Petersburg University, Management Series*, 4, 70-99. ([Full text](#) available in Russian only.)

Landgraf, P. (2013). The Organic Brand Architecture Model, *The Challenges of Management Theory and Practice*, 10, 108-116. ([Full text](#) available in Russian only.)

## PROFESSIONAL PRESENTATIONS

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Approaching Data Sustainability: How to Nudge Consumers (and Firms) to Adopt Sustainable Data Management Practices

2021 EMAC (online)

The Impact of Mortality Salience on Brand Preference—with A. Stamatogiannakis and H. Yang

2021 Invited talk at McIntire School of Commerce, UVA (online); Invited talk at ESCP Business School (online)

2020 Invited talk at ALBA Graduate School of Business (online)

2019 41<sup>st</sup> ISMS Marketing Science (Rome, Italy)

2018 ACR (Dallas, TX, USA); European ACR (Ghent, Belgium); 47<sup>th</sup> EMAC (Glasgow, UK)

2017 ACR (San Diego, CA, USA)

Emotionality and Language Norms in Consumer Reviews: The Curious Case of Emoji—with N. Lurie, A. Stamatogiannakis, and S. Calderon

2020 ACR (online)

Polina Landgraf

## PROFESSIONAL PRESENTATIONS (CONTD.)

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How Political Elections Impact Brand Equity – with A. Stamatogiannakis and H. Yang

2019 ACR (Atlanta, GA, USA)

The Impact of Digital Avatars on Persuasion – with A. Stamatogiannakis

2018 European ACR (Ghent, Belgium); 47<sup>th</sup> EMAC (Glasgow, UK)

## TEACHING INTERESTS

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Core Courses – Quantitative Methods & Data Analytics, Marketing Research, Brand Management, Principles of Marketing, Consumer Behavior

Electives – Experiments for Business, Digital Sustainability (sample syllabi available on request)

## TEACHING EXPERIENCE

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### McIntire School of Commerce

Charlottesville, VA, USA. 2021

*Master in Global Commerce – Global Market Research & Analytics*

*Undergraduate – COMM3330: Marketing Research Techniques*

Adjunct professor for the forthcoming fall semester.

### UConn School of Business

Storrs, CT, USA. 2019

*Undergraduate – 3101 Intro to Marketing Management*

Guest instructor (delivered a case study on pricing). Auditor report available.

### IE Business School

Madrid, Spain. 2016 – 2017

*Doctorate in Business Administration (DBA) – Quantitative Methods*

Teaching assistant. Evaluations: 4.75 / 5 (2017); 4.39 / 5 (2016).

*Master in Management – Marketing*

Member of examination committee. Evaluations: N/A.

### Graduate School of Management, St. Petersburg State University

St. Petersburg, Russia. 2013 – 2014

*Master in International Business / International Technology and Innovation Management – Consulting projects*

Scientific adviser. Evaluations: N/A.

*Bachelor in Management – Service Marketing*

Guest lecturer. Evaluations: N/A.

*Bachelor in Management – Marketing Management*

Teaching assistant (including lecturing). Evaluations: 7.91 / 10.

*Bachelor in Management – Brand Management*

Teaching assistant (including lecturing). Evaluations: N/A.

## GRANTS, AWARDS, & SERVICE

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### Grants

- UVA Batten Institute Research Grant - \$8,682.

### Awards

- Award winner in the 2021 EMAC-Sheth Foundation Sustainability Research Competition (€5,000).

### Service

- 2021 Ad hoc Reviewer: Psychology & Marketing, European Journal of Management and Business Economics.
- 2017 – 2020 EMAC Conference: Reviewer.
- 2017 – 2018 European ACR: Reviewer.
- 2016 Academy of Marketing Science Conference: Reviewer.
- 2016 IE Business School Doctoral Consortium: Co-organizer.

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## SKILLS, EXPERIENCE & INTERESTS

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### Skills

- *Experimental*. Lab (IRB CITI Certification for Social/Behavioral Research with Human Subjects, exp. 01/23/2022); Online (Amazon Mechanical Turk, Prolific, Qualtrics); Natural (Difference-in-Differences on Secondary data).
- *Econometric analysis*. SPSS, Stata, R.
- *Qualitative & Text analysis*. Atlas.ti (Collection and analysis of narrative interviews); Fuzzy-set Qualitative Comparative Analysis (COMPASSS); LIWC (Linguistic Inquiry and Word Count), The Evaluative Lexicon 2.0.

### Industry experience

- 2012 – 2014 *Manager at the Center for Strategic Marketing and Innovations*; Research Center, Graduate School of Management, St. Petersburg State University. Support of ongoing research projects; organization of seminars, guest lectures, and visits; collaboration with data providers (e.g., national patent data Rospatent).
- 2011 *Administrative Assistant to Head of Production*; Philip Morris International.

### Case competitions

- *Organized by industry*. L'Oréal Brandstorm (*National finalist*, 2011); HENKEL Innovation Challenge (*National finalist*, 2011); DANONE Trust Competition (*National finalist*, 2011); KPMG International Case Competition (*Local finalist*, 2011); Viva Portugal Marketing Competition (*National finalist*, 2011).
- *Organized by academic institutions*. Times by ESTIEM (European Students of Industrial Engineering and Management Organization; *Semifinalist*, Norway, 2011); Times by ESTIEM (European Students of Industrial Engineering and Management Organization; *Semifinalist*, Sweden, 2010); Annual University Case Competition (St. Petersburg State University for Engineering and Economics; *Winner*, St. Petersburg, Russia, 2010); Annual Inter-University Case Competition "Case-SPb" (*Winner*, St. Petersburg, Russia, 2010).

### Languages

- Russian (native), English (fluent), Spanish (basic).

### Other interests

- Contemporary politics & propaganda, ethics of futurism, cooking (Greek & Russian dishes).

## REFERENCES

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Prof. Antonios Stamatogiannakis (Advisor)  
 Assistant Professor of Marketing  
 IE Business School – IE University  
 +34 (915) 689-631  
[Antonios.Stamatogiannakis@ie.edu](mailto:Antonios.Stamatogiannakis@ie.edu)

Prof. Nicholas Lurie  
 Voya Financial Professor of Marketing  
 University of Connecticut School of Business  
 +1 (860) 486-9349  
[Nicholas.Lurie@uconn.edu](mailto:Nicholas.Lurie@uconn.edu)

Prof. Haiyang Yang  
 Associate Professor of Marketing  
 Johns Hopkins Carey Business School  
 +1 (410) 234-9249  
[hy@jhu.edu](mailto:hy@jhu.edu)