

POLINA LANDGRAF

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ACADEMIC APPOINTMENTS

08/2021—Present **UVA McIntire School of Commerce** **Charlottesville, VA**
Assistant Professor of Commerce

EDUCATION

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**

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

Psychology of technology

How to encourage the use of *sustainable data management* practices?

How do consumers perceive *ensorship of controversial content*?

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?

PUBLICATIONS & BOOK CHAPTERS

Landgraf, P., and Kim, T. (Forthcoming). Media Censorship and Consumer Identity. *Journal of the Association for Consumer Research*.

Landgraf, P., Stamatogiannakis, A., and Yang, H. (2024). [How Mortality Salience Hurts Brands with Different Personalities](#). *International Journal of Research in Marketing*, 41(2), 308-324.

Luffarelli, J., Delre, S. A., and Landgraf, P. (2023). [How Has the Effect of Brand Personality on Customer-Based Brand Equity Changed Over Time? Longitudinal Evidence from A Panel Data Set Spanning 18 Years](#), *Journal of the Academy of Marketing Science*, 51(3), 598-616.

Guha, S., and Landgraf, P. (2021). [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.

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WORKING PAPERS

Why Consumers See Media Censorship as Revising History—with T. Kim

In preparation for submission to *Journal of Consumer Research*

How Meaningless Brand Names Can Spark Consumer Curiosity and Improve Brand Evaluations: A Theory with Evidence from Technology Brands—with A. Stamatogiannakis and J. Luffarelli

1st round R&R at *Journal of Business Research*

Movement means life: Mortality salience influences preference for dynamic brand logos—with A. Jacobanecs, A. Stamatogiannakis and S. Fedorikhin

In preparation for submission to *International Journal of Research in Marketing*

WORKS IN PROGRESS

Consumer Reactions to Positive and Negative Events in the Metaverse—with T. Kim and R. Raveendhran

- 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)

PROCEEDINGS & OTHER PUBLICATIONS

Landgraf, P., and T. Kim (2022), [The Psychology of Consumer-Driven Media Censorship](#), in *NA - Advances in Consumer Research*, Volume 50, pp: 545-546.

Jakubanecs, A., A. Stamatogiannakis, P. Landgraf, and A. Fedorikhin (2022), [F-4: Movement Means Life: Mortality Salience Influences Preference for Dynamic Brand Logos](#), in *NA - Advances in Consumer Research*, Volume 50, pp: 789-789.

Landgraf, P., N. Lurie, A. Stamatogiannakis, and S. Calderon (2020), [Emotionality and Language Norms in Consumer Reviews: the Curious Case of Emojis](#), 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.

PROFESSIONAL PRESENTATIONS

The Psychology of Consumer-Driven Media Censorship—with T. Kim

2022 ACR (Denver, CO)

Movement means life: Mortality salience influences preference for dynamic brand logos—with A. Jacobanecs, A. Stamatogiannakis and S. Fedorikhin

2022 ACR (Denver, CO)

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

2021 EMAC (online)

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PROFESSIONAL PRESENTATIONS (CONTD.)

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

- 2023 Invited talk at CUNEF Universidad; Invited talk at University of Crete; EMAC Regional (Athens, Greece)
- 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 41st ISMS Marketing Science (Rome, Italy)
- 2018 ACR (Dallas, TX, USA); European ACR (Ghent, Belgium); 47th 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)

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); 47th EMAC (Glasgow, UK)

TEACHING INTERESTS

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

Electives—Behavioral Science for Business, Experiments for Business, Digital Sustainability (sample syllabi available on request)

TEACHING EXPERIENCE

McIntire School of Commerce**Charlottesville, VA. 2021—Present***Master in Business Analytics*

GCOM 7240: Advanced Quantitative Analysis

Master in Global Commerce

GCOM 7655: Global Market Research & Analytics, GCOM 7652: Analysis for Decision-Making in a Global Context

Undergraduate

COMM 3030: Quantitative Analysis, COMM 3050: Managerial Decision Making, COMM 3330: Marketing Research Techniques, CGBM 2310: Principles of Marketing, Independent study

UConn School of Business**Storrs, CT. 2019***Undergraduate – 3101 Intro to Marketing Management*

Guest instructor (delivered a case study on pricing)

IE Business School**Madrid, Spain. 2016 – 2017***Doctorate in Business Administration (DBA) – Quantitative Methods*

Teaching assistant

Master in Management – Marketing

Member of examination committee

GRANTS, AWARDS, & SERVICE

Grants

- UVA Batten Institute Research Grant - \$8,682
- Spanish Ministry of Education Grant - €43,125

Awards

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

Service

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

SKILLS, EXPERIENCE & INTERESTS

Skills

- *Experimental.* Lab (IRB CITI Certification for Social/Behavioral Research with Human Subjects); Online (Amazon Mechanical Turk / CloudResearch, 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)

Other interests

- Contemporary politics & propaganda, ethics of futurism