

NEVENA T. KOUKOVA

Assistant Professor of Marketing
College of Business & Economics
Lehigh University
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Education

Ph.D. in Business, University of Maryland, College Park, May 2005 College Park, MD
Major: Marketing, Minor: Management of Information Systems
Dissertation: Marketing of digital products
Dissertation Committee: Brian T. Ratchford (Co-Chair), P. K. Kannan (Co-Chair),
Rebecca W. Hamilton, Joydeep Srivastava and Roger Betancourt

MBA, Case Western Reserve University, May 2000 Cleveland, OH
Concentrations: Marketing and Finance

BSc, National and World Economy University, June 1994 Sofia, Bulgaria
Major: Marketing Management

Employment

School of Business and Economics, Lehigh University Bethlehem, PA
Assistant Professor of Marketing, 2005 – present

DHL International Bulgaria Ltd. Sofia, Bulgaria
Marketing Executive, 1996 – 1998
Marketing Coordinator, 1995 – 1996
Marketing Assistant, 1994 - 1995

Publications

Koukova, Nevena T., P. K. Kannan, and Brian T. Ratchford (2006), “Bundling and Unbundling of Electronic Content,” in *Electronic Commerce and the Digital Economy*, Advances in Management Information Systems Series, Michael J. Shaw, Ed., M. E. Sharp.

Conference Presentations

Hamilton, Rebecca, and Nevena Koukova, “Choosing Options for Products: The Effect of Mixed Bundling on Consumers’ Inferences and Choices,” *Association for Consumer Research Conference*, September 2005, San Antonio, TX.

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, “Marketing of Digital Products: Product Form Bundling,” *INFORMS Marketing Science Conference*, June 2004, Rotterdam, The Netherlands.

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, “Marketing of Digital Products: Bundling and Unbundling,” *INFORMS Marketing Science Conference*, June 2003, Washington, DC.

Kannan, P. K. and Nevena Koukova, “Marketing of Digital Products in the E-Channel: The Effect of Substitutability and Complementarity of Product Forms,” *Academy of Marketing Science Conference*, May 2003, Washington, DC.

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, "Product Form Bundling," *Haring Symposium*, April 2003, Indiana University, Bloomington, IN.

Koukova, Nevena, "Product Form Bundling," *Association for Consumer Research Conference*, October 2002, Atlanta, GA.

Koukova, Nevena and P. K. Kannan, "Marketing of Digital Products: A Study of Substitutability and Complementarity of Product Forms," *INFORMS Marketing Science Conference*, June 2002, Edmonton, Canada.

Koukova, Nevena and Brian Ratchford, "Something Old, Something New: A Comparison of Users and Non-users of Internet as an Information Source," *AMA Marketing Educators Summer Conference*, August 2001, Washington DC.

Articles Under Review and Work in Progress

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, "Marketing of Digital Products: Product Form Bundling."

Hamilton, Rebecca and Nevena Koukova, "Choosing Options for Products: The Effect of Mixed Bundling on Consumers' Inferences and Choices."

Koukova, Nevena, Kannan, P. K., and Brian Ratchford, "Marketing of Digital Products: Bundling and Unbundling of Electronic Content."

Kannan, P.K. and Nevena Koukova, "Digital Products: Substitutability and Complementarity of Product Forms."

Koukova, Nevena and Joydeep Srivastava, "The Effect of Message Framing on Perceptions of Risk."

Honors and Awards

R.H. Smith School of Business, University of Maryland

Nash Outstanding Doctoral Student Award, May 2005

Krowe Award for Teaching Excellence, April 2005

Top 15% Teaching Award, March 2005

Marvin Jolson Outstanding Marketing Doctoral Student Award, May 2004

Dean's Fellowship, 2000-2005

AMA-Sheth Doctoral Consortium Fellow, Emory University, Atlanta, June 2002

Doctoral Internationalisation Consortium, University of Texas at Austin, April 2002

INFORMS Marketing Science Doctoral Consortium Fellow, 2002, 2003, 2004

Academic Achievement Award, Case Western Reserve University, May 2000

Soros Scholarship, Case Western Reserve University, 1998-2000

Courses Taught

School of Business and Economics, Lehigh University
Marketing Strategy (undergraduate elective) 2005 - present

R. H. Smith School of Business, University of Maryland 2002 - 2004
Marketing Principles and Organization (undergraduate core)
Marketing Research (undergraduate elective)
Consumer Analysis (undergraduate elective)

Service

School of Business and Economics, Lehigh University

Member of Marketing Recruiting Committee (2005)

R. H. Smith School of Business, University of Maryland

Association of Doctoral Students, President (2004-2005), Vice-President (2003-2004),

Social Chair (2002-2003)

Member of Graduate Appeals Committee (2003 – 2005)

Professional Affiliations

Association for Consumer Research

American Marketing Association

Institute for Operations Research and Management Science (INFORMS)