

CURRICULUM VITAE
EKATERINA SALNIKOVA, PHD

Department of Management
Aarhus University
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ACADEMIC EXPERIENCE

August 2019 - Present Postdoctoral researcher, Department of Management, Aarhus University (Denmark)
January - May 2018 Visiting Researcher, Department of Management and Organizational Studies, Western University (Canada)
May - July 2018 Visiting Researcher, School of Business - Camden, Rutgers University (USA)
May 2016 - July 2019 PhD Student, Department of Management, Aarhus University (Denmark)
March 2012 - September 2015 Research Associate and Adjunct Lecturer, St. Joseph's University (USA)

EDUCATION

PhD	Marketing	Aarhus University (Denmark)	2019
MSc	Food Marketing	St. Joseph's University (USA)	2014
MSc	Business Economics and Management	Mediterranean Agronomic Institute of Chania (Greece)	2011
BSc	International Economics	Kuban State University (Russia)	2009

RESEARCH INTERESTS

- Consumer behavior in a globalized and digitalized world
- Global cultural identity
- Consumer engagement with sustainability

TEACHING EXPERIENCE

April 2022 Co-examiner in Marketing Communications, course, Aarhus University (Denmark)
January 2020 - June 2021 MSc thesis supervisor, Aarhus University (Denmark)
August 2019 - December 2021 Lecturer in Marketing Research Methods (Denmark)
August - December 2017 Instructor and co-examiner in Qualitative Methods, Aarhus University (Denmark)
January - February 2017 Co-examiner in Food and Nutrition in Economy and Society, course, Aarhus University (Denmark)
February - May 2017 Instructor in Marketing Management, Aarhus University (Denmark)
January 2016 - Present BSc thesis supervisor, Aarhus University (Denmark)
August - December 2016 Instructor and co-examiner in Qualitative Methods, Aarhus University (Denmark)
January - May 2015 Adjunct Professor in Food Marketing, St. Joseph's University (USA)
March 2012 - December 2014 Teaching Assistant in Food Marketing and International Marketing Research, St. Joseph's University (USA)

PEER-REVIEWED PUBLICATIONS

GLOBAL MARKETING

- Salnikova, E., Strizhakova, Y., & Coulter, R. A. (2022). Engaging Consumers with Environmental Sustainability Initiatives: Consumer Global–Local Identity and Global Brand Messaging. *Journal of Marketing Research*, 59(5), 983-1001 – **Bright Idea Award by NJCBAA, Publication Award by the Department of Management, AU - ABS 4*, FT50**
- Salnikova, E., & Grunert, K. G. (2020). The Role of Consumption Orientation in Consumer Food Preferences in Emerging Markets. *Journal of Business Research*, 112, 147-59 - **ABS 3**

OTHER GRANT-DRIVEN WORK

- Salnikova, E., Baglione, S. L., & Stanton, J. L. (2021). New Product Introduction Success for Private Label Products Compared to Branded by Product Category. *Journal of International Food & Agribusiness Marketing*, 33(3), 290-304
- Salnikova, E., & Stanton, J. L. (2021). Remove the Negatives or Highlight the Positives? The Effect of Negativity Bias in Food Preferences. *British Food Journal*, 123(7), 2601-16 - ABS 1
- Salnikova, E., Baglione, S. L., & Stanton, J. L. (2019). To Launch or Not to Launch: An Empirical Estimate of New Food Product Success Rate. *Journal of Food Products Marketing*, 1-14
- Stanton, J. L., Baglione, S. L., & Salnikova, E. (2017). New Product Introduction for Private Label Products Compared to Branded by Product Category. *Advances in National Brand and Private Label Marketing* (43-54). Springer, Cham
- Stanton, J. L., & Salnikova, E. (2016). Consumer Perceptions of 100% Pure Olive Oil: Implications for Marketing. *International Journal of Food and Beverage Manufacturing and Business Models (IJFBMBM)*, 1(1), 40-7
- Stanton, J. L., Wiley, J., Hooker, N. H., & Salnikova, E. (2015). Relationship of Product Claims Between Private Label and National Brands: The Influence of Private Label Penetration. *International Journal of Retail & Distribution Management*, 43(9), 815-30
- Salnikova, E., L. Stanton, J., & Hooker, N. (2014). A Comparison of Front-Of-Pack Nutrition Claims between the U.S. and E.U. *British Food Journal*, 116(2), 337-52 - ABS 1
- Salnikova, E., Hooker, N., & Stanton, J. L. (2013). Brand Battles: Are Store Brands Acting More Like National Brands? *International Journal of Sales, Retailing, and Marketing*, 2(4), 3-13

SELECT RESEARCH IN PROGRESS

UNDER REVIEW

- Salnikova, E., Banovic, M., & Grunert, K.G. Unveiling the Role of Spatial Proximity and Consumer Technology Acceptance in Local Food Product Purchase Intention. Under review in the *Journal of Marketing Management* (ABS 2)
- Peschel A., Jacobsen L., Salnikova E., Banovic M., & Grunert, K.G. The Power of Diversity in Online Communities. Under review in the *Marketing Letters* (ABS 3)

IN PREPARATION FOR SUBMISSION (submitting by the end of 2024)

- Salnikova, E. & Strizhakova, Y. The Effect of Social Norms on Consumers' Response Toward Local Sustainable Businesses. In preparation for submission to the *Journal of the Academy of Marketing Science* (ABS 4*)
- Jacobsen L., Salnikova E., Peschel A., Banovic M., & Grunert, K.G. Consumer Engagement in the Transition to Local Sustainable Food Systems. In preparation for submission to *Business Strategy & the Environment* (ABS 3)

WORK IN PROGRESS (writing)

- Salnikova, E., Banovic, M., Peschel A., & Grunert, K.G. Understanding the Dynamic Role of Message Framing and Emotions in Sustainable Consumer Behavior. *Target – Journal of Consumer Psychology* (ABS 4*), *Estimated Submission Time – May 2025*
- DiPalma J., Frank D.A., Salnikova E., Pfeuffer K., & Steinmann S. Touching the Retail Metaverse: Consumer Insights from a Virtual Experience. *Target –Psychology & Marketing* (ABS 3), *Estimated Submission Time – May 2025*
- Grønhøj A., Thomsen K., & Salnikova E. Bringing Health and Sustainability to the Table? Priorities and Practices in Parents’ Food-Related Consumer Socialization. *Target - Journal of Public Policy and Marketing* (ABS 3), *Estimated Submission Time – June 2025*

WORK PLANNED (data collection completed)

- Salnikova E., Grønhøj A., &Thomsen K.. Navigating Health and Sustainability in Children's Diets: A Discrete Choice Analysis of Parental Decision-Making.
- Salnikova, E. & Strizhakova, Y. The Effect of Social Closeness on Global Consumer Response to the Environmental Messaging of Global Brands.
- Salnikova, E., Banovic, M., Grunert, K.G., & Peschel A. Mobile Consumer Engagement Unveiled: Investigating the Interplay Between Likes, Dislikes, and Engagement Marketing Strategies.

PEER-REVIEWED CONFERENCE PRESENTATIONS AND PROCEEDINGS PUBLICATIONS

- Grønhøj A., Thomsen K., & Salnikova E. (2024). Bringing Health and Sustainability to the Table? Priorities and Practices in Parents’ Food-Related Consumer Socialisation. *2024 Academy of Marketing Conference*, Cardiff, UK
- Peschel A., Salnikova E., Banovic M., & Grunert, K.G. (2024) Determining Online Community Engagement Based on Diversity Communication. *EMAC Annual Conference 2024*, Bucharest, Romania
- Salnikova, E., & Banovic, M. (2023). Framing Foods: Unpacking the Complexity of Attitudes towards the Novel Food Technologies. *International Food Marketing Research Symposium 2023*, Prague, Czech Republic
- Salnikova, E., & Banovic, M. (2022). The Role of Farmer’s Spatial Proximity and Consumer Technology Acceptance in Food Product Purchase Intention. *International Food Marketing Research Symposium 2022*, San Antonio, TX, USA
- Salnikova, E., & Strizhakova, Y. (2022). The Effect of Social Closeness on Global Consumer Response to the Environmental Messaging of Global Brands. *2022 AMA Global Marketing SIG Conference*, Chania, Crete, Greece
- Salnikova, E., & Strizhakova, Y. (2021). The impact of cultural identity and social norms on consumer response to sustainable practices of local firms. *2021 AMA Global Marketing SIG Conference*, Taormina, Italy
- Salnikova, E., & Stanton, J.L. (2019). The effect of negativity bias on intentions to buy milk with positive and negative label claims. *2019 AMA Summer Academic Conference*, Chicago, IL, USA
- Salnikova, E., Strizhakova, Y., Grunert, K.G. (2019). The role of global cultural identity in consumer engagement with sustainability initiatives. *2019 AMA Winter Academic Conference*, Vol. 30, 57-58. ISBN-13: 978-0-87757-003-5
- Salnikova, E., & Strizhakova, Y. (2018). Sustainable initiatives: Cultural identity, regulatory focus, and construal perspectives. *2018 ACR Annual Association for Consumer Research Conference*, Dallas, TX, USA
- Salnikova, E., & Grunert, K.G. (2017). The impact of consumption orientation on consumer preferences for country-of-origin and sustainability attributes. *The 3rd Norwegian Food Market Research Conference*, Trømso, Norway

- Salnikova E., Stanton, J.L., & Wiley, J. (2013). New product launch strategies: Comparing USA, EU, China, Japan, and Korea. Book of Abstracts of *20th Recent Advances in Retailing and Services Science Conference*. EIRASS ISBN 978-90-386-3405-0
- Salnikova E., Stanton, J.L., & Wiley, J. (2013). The influence of label messages on fluid milk: a conjoint analysis. Proceedings of the *International Food Marketing Research Symposium 2013*. Institute of Food Products Marketing. ISBN 978-0-9856080-1-9
- Salnikova, E., Hooker, N., & Stanton, J. L. (2012). A comparison of the front of pack claims: private labels versus national brands in U.S. Proceedings of the *International Food Marketing Research Symposium 2012*. Institute of Food Products Marketing. ISBN 978-0-9856080-0-2

OTHER KNOWLEDGE DISSEMINATION

- Grunert K.G., Rohenkohl do Canto N., Liu R., & Salnikova E. (2018). *Well-being as a global food trend: Health, sustainability, and authenticity* [Video webinar]. Food Innovation Talk for Danish Food Innovation Cluster

HONORS, AWARDS, AND GRANTS

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| 2023 | Dansk Marketingforsnings - Talentpris 2023 |
| 2022 | Junior Research Award of the year 2021-22, Department of Management, Aarhus University |
| 2022 | Bright Idea Award, NJCBAA (NJ; USA) |
| 2022 | Publication Bonus - Grant for Research Purposes, Department of Management, Aarhus University |
| 2018 | Torben & Alice Frimodts Fond (Research Stay Grant) |
| 2018 | Stay Abroad Grant, Department of Management, Aarhus University |
| 2013 - Present | Beta Gamma Sigma (Academic Honor Society) |
| 2012 - 2014 | USDA Mushroom Grant |
| 2009 - 2011 | CIHEAM Scholarship |
| 2007 - 2009 | Vladimir Potanin Foundation Fellowship |

SERVICE

A regular reviewer at the *Journal of Retailing*, *Journal of Business Research*, *International Marketing Review*, *Journal of Product & Brand Management*, *British Food Journal*, and *Journal of Global Marketing*

A frequent reviewer for the *Global SIG AMA conference*

Editorial Assistant for *Food Products Marketing Conference Proceedings 2012-2016*

AFFILIATIONS

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| 2016 - Present | MAPP Research Centre |
| 2017 - Present | Association for Consumer Research Member |
| 2018 - Present | American Marketing Association Member |
| 2012 - 2016 | Institute of Food Products Marketing |

LANGUAGES AND STATISTICAL PROGRAMS SKILLS

English, Russian

SPSS, PROCESS, AMOS, LatentGold (+Choice), LIWC