

# Yuliya A. Komarova

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## EDUCATION

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**Ph.D., Marketing**, Expected May 2010  
University of South Carolina, Columbia, South Carolina

**MBA**, August 2003  
Columbus State University, Columbus, Georgia

**BBA**, August 2001  
Columbus State University, Columbus, Georgia: Business Administration with emphasis in marketing. Part of the coursework was completed at the Novosibirsk State Academy of Telecommunication and Information Sciences, Novosibirsk, Russia.

## RESEARCH INTERESTS

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Affect-related biases in consumer judgment, behavioral pricing, consumer morality, deceptive communication (Neuroeconomics).

## AWARDS/HONORS

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- AMA Doctoral Consortium Fellow, 2008
- Darla Moore Fellowship, 2005-2008
- CIBER grant co-participant, 2006-2007, 2007-2008
- Phi Kappa Phi Honor Society, inducted in 2004
- Phi Beta Delta (International Honor Society), Vice-President, 2000 – 2001

## SELECTED RESEARCH IN PROGRESS

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Craig, Adam, Yuliya Komarova, Stacy Wood, and Jennifer Vendemia, "Neural Correlates of Deception Detection: A BOLD Imaging Study." *Poster to be presented at 2008 Cognitive Neuroscience Society annual conference.*

Craig, Adam, Heather Johnson, Yuliya Komarova, Stacy Wood, and Jennifer Vendemia, "The Sensation of Luxury: An fMRI Study."

Haws, Kelly, Yuliya Komarova, and William Bearden, "The Role of Price in the Control of Consumer Spending." *Two studies completed.*

Komarova, Yuliya, "Consumer Moral Malleability: The Moral Disengagement Perspective." *Dissertation Proposal*.

Komarova, Yuliya and Rebecca Naylor, "Gender Categorization of Brands: the Issue of Congruency and Incongruence." *Paper to be submitted to the 2008 Association for Consumer Research annual conference*.

Komarova, Yuliya, and Cait Poynor, "Robin Hoods of the Information Age: the Differential Effects of Financial, Time, and Moral Costs on Sharing." *Two studies completed. Paper to be submitted to the 2008 Association for Consumer Research annual conference*.

Komarova, Yuliya, William Bearden, and Subhash Sharma, "Methodological Issues of Affect Manipulation and Measurement." *Paper submitted to the 2008 American Marketing Association annual conference*.

Komarova, Yuliya, William Bearden, and Subhash Sharma, "The Influence of Response Biases on Persuasion Relationships." *One study completed*.

## **CONFERENCE PRESENTATIONS/PROCEEDINGS**

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Craig, A., L. Jelsone, Y. Komarova, S. Meek, V. Nair, M. Phillips, C. Sanchez, D. Vijayakumar, J. Vendemia (2007), "Anterior Cingulate Activation During Task Switching: Dipole Source Modeling of the N2b/P3a Complex with fMRI Activations," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY*.

Craig, A., Y. Komarova, S. Wood, and J. Vendemia. "Neural Correlates of Deception Detection: A BOLD Imaging Study." *Poster to be presented at 2008 Cognitive Neuroscience Society annual conference*.

Komarova, Yuliya, and Cait Poynor (2007), "The Robin Hoods of the Information Age: The Differential Effects of Financial and Time Expenditures on Sharing," *Poster presented at the Fall 2007 Association for Consumer Research annual conference in Memphis, TN*.

Komarova, Yuliya, Kelly Haws, and William Bearden (2007), "Incidental Mood and Consumer Evaluations of Price," in Jakki J. Mohr and Robert J. Fisher, eds., *Enhancing Knowledge Development in Marketing*, Vol. 18, Chicago, IL: American Marketing Association, 2007 (abstract). *Presented at the Summer 2007 American Marketing Association annual conference in Washington D.C.*

Komarova, Yuliya, and Kelly Haws (2007), "Incidental Mood and Consumer Evaluations of Price." *Presented at the 2007 Society for Consumer Research annual conference in Las Vegas, NV*.

Phillips, M., S. Meek, V. Nair, C. Sanchez, A. Craig, Y. Komarova, L. Smarandescu, D. Vijayakumar, and J. Vendemia (2007), "Event-Related Potential Correlates of Switching Between Truthful and Deceptive Responses," *Poster presented at the annual meeting of the 2007 Cognitive Neuroscience Society, New York, NY*.

## TEACHING AND ACADEMIC EXPERIENCE

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**Graduate Assistant**, August 2005 – present  
University of South Carolina, Columbia, South Carolina

- Instructor, Marketing Research, 2006; rating: 4.7 / 5.0
- Instructor, Marketing Communications, 2007; rating 4.7 / 5.0

## TEACHING INTERESTS

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Consumer Behavior, Marketing Research, Marketing Communications.

## COURSE WORK

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<b>Marketing</b>	<b>Cognate (Psychology/Economics)</b>
Consumer Behavior I (Stacy Wood)	Cognitive Psychology - Psycholinguistics (Amit Almor)
Consumer Behavior II (Randall Rose)	Cognitive Neuroscience (Jennifer Vendemia)
Marketing Strategy I (William O. Bearden)	Economics Game Theory (Melayne McInnes)
Marketing Strategy II (Satish Jayachandran)	Social Psychology (Tom Cafferty)
Philosophy of Science (Terence Shimp)	

## PROFESSIONAL AFFILIATIONS

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Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association  
Center for Neuroeconomic Research, USC

## PROFESSIONAL EXPERIENCE

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**March 2002 – May 2005**

**Columbus State University**  
Columbus, Georgia

*International Student Recruiter and Admission Counselor*

Planned and implement all activities to attract and recruit international students to CSU, maintained F-1 students' records, and ensured their conformance with the current US immigration law.

- Advised and assisted 1000 potential international students in the application process over the 2003-2004 application year
- Conducted interviews and surveys of current international students to determine their satisfaction level and to reveal opportunities to improve
- Increased marketing reach by 400% and international student enrollment by 90%
- Processed international applications, advised students on immigration policies and regulations

- Developed and maintain international admission literature and the international website: <http://international.colstate.edu/>
- Represented CSU at the multicultural community events, as well as regional, national and international conferences (e.g. NAFSA)
- Formulated international recruitment short and long-term goals and strategy, compile annual budget, and oversee the international recruitment activities.

**August 2001 – March 2002**

**First Union National Bank**  
Columbus, Georgia

*Assistant Teller Manager*

- Carried out management duties in the absence of supervisor
- Performed vault balancing - \$1-3 million, 0% errors
- Shipped out and received money to and from businesses, the money center, and individuals up to \$2 million, 0% errors
- Assisted customers in choosing new bank products to better meet their financial needs – #1 in sales within Columbus branches

## REFERENCES

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William O. Bearden  
Bank of America Professor of Marketing  
The Moore School of Business  
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Terence A. Shimp  
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