

IRYNA PENTINA

CURRICULUM VITAE

Department of Marketing & International Business

University of Toledo

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Iryna.Pentina@UToledo.edu

EDUCATION

Ph.D., Marketing (Minor: Sociology) - University of North Texas

Ph.D., Education - Kharkov State Pedagogical University, Ukraine

MBA - University of Louisiana, Lafayette

BA/MA (honors), English Linguistics - Kharkov State University, Ukraine

PROFESSIONAL EXPERIENCE

Professor (2019 – present)

Department of Marketing and International Business

University of Toledo

Visiting Research Scholar (Spring 2019)

University of La Rochelle, France

Associate Professor (2013 – 2019)

Department of Marketing and International Business

University of Toledo

Associate Professor and Interim Chair (2013 – 2014)

Department of Marketing and International Business

University of Toledo

Founder and faculty director, UT Interactive Marketing Initiative (2009 – 2013)

Developed and organized Annual UT Internet Marketing Conferences, Digital Marketing certificate programs and Web Design and Management seminars and workshops

Assistant Professor (2008-2013)

Department of Marketing and International Business

University of Toledo

Teaching Fellow and Research Assistant (2004-2008)

Department of Marketing and Logistics

University of North Texas

Grant Coordinator (2003-2004)

Moscow State University – Missouri School of Journalism Curriculum Collaboration Project funded by U.S. Department of State (\$1,000,000 grant), Columbia, MO.

Iryna Pentina Curriculum Vitae

Adjunct Professor (1999-2003)

Department of Marketing and Legal Studies and Department of Management
University of Louisiana at Lafayette

International Trade Specialist (1999-2003)

Le Centre International, Lafayette Consolidated Government, Lafayette, LA

International Business and Marketing Consultant (1997-present)

Phoenix Earth Food Co-op (Toledo, OH), Severstal Russia (Dearborn, MI), Communica USA (Toledo, OH), The Pursuit Group (Toledo, OH), International Economic Development Authority (Kharkov, Ukraine)

Assistant Professor (1993-1996)

English Philology Department
Kharkov State Pedagogical University, Ukraine

PEER-REVIEWED JOURNAL PUBLICATIONS

1. Tojib, Dewi, Yelena Tsarenko, Ivan Ho and Iryna Pentina (2022) "Service Robots or Human Staff? The Role of Performance Goal Orientation on Customers' Adoption of Service Robots," *Computers in Human Behavior*, accepted for publication
2. Pentina, Iryna, Mohammadali Zolfagharian and Aurélie Michaud-Trevinal (2021) "[Toward a Comprehensive Scale of Online Shopping Experiences: A Mixed-Method Approach](#)", *Internet Research*, accepted for publication.
3. Zhang, Lixuan, Iryna Pentina and Yuhong Fan (2021) "[Who Do You Choose? Comparing Perceptions of Human vs. Robo-advisor in the Context of Financial Services](#)", *Journal of Services Marketing*, 35 (5), pp. 634-646.
4. Zhang, Lixuan, Hongwei Yang and Iryna Pentina (2021) "[Understanding the Roles of Risk and Trust in the Context of Collaborative Consumption: A Test of Competing Models](#)", *Journal of Customer Behaviour*, Vol. 20, accepted for publication.
5. Bailey, Ainsworth, Iryna Pentina, Aditya Mishra and Ben Mimoun (2019) "[Exploring Factors Influencing US Millennial Consumers' Use of Tap-and-Go Payment Technology](#)", *International Review of Retail, Distribution and Consumer Research*, 30 (2), 143-163.
6. Pentina, Iryna, Veronique Guilloux and Anca Micu (2018) "[Exploring Social Media Engagement Behaviors in the Context of Luxury Brands](#)," *Journal of Advertising*, 47 (1), 55-69.
7. Bata, Hatem, Iryna Pentina, Monideepa Tarafdar and Ellen Pullins (2018) "[Mobile Social Networking and Salesperson Maladaptive Dependence Behaviors](#)" *Computers in Human Behavior*, 81, pp. 235-249.
8. Zhang, Lixuan, Iryna Pentina and Wendy Kirk (2017) "[Who Uses Mobile Apps to Meet Strangers: The Roles of Core Traits and Surface Characteristics](#)" *Journal of Information Privacy and Security*, 13 (4), 207-225.`
9. Taylor, David G. and Iryna Pentina (2017) Guest Editorial "[Special Issue: Branding in the Era of Web 2.0 \(And Beyond\)](#)" *Journal of Product and Brand Management*, 26 (4), p. 341.

10. Pentina, Iryna and Lixuan Zhang (2017) "[Effects of Social Support and Personality on Emotional Disclosure on Facebook and in Real Life](#)" *Behavior & Information Technology*, 36 (5), 484-492.
11. Pentina, Iryna, Oksana Basmanova and Qin Sun (2017), "[Message and Source Characteristics as Drivers of Mobile Digital Review Persuasiveness: Does Cultural Context Play a Role?](#)" *International Journal of Internet Marketing and Advertising*, 11 (1), 1-21.
12. Bailey, Ainsworth A., Iryna Pentina, Aditya Mishra and Mohammed Slim Ben Mimoun (2017) "[Mobile payments adoption by US Millennials: Application of an extended TAM](#)," *International Journal of Retail and Distribution Management*, 45 (6), 626-640.
13. Pentina, Iryna, Lixuan Zhang, Hatem Bata and Ying Chen (2016), "[Exploring Privacy Paradox in Information-Sensitive Mobile App Adoption: A Cross-Cultural Comparison](#)", *Computers in Human Behavior*, 65, pp. 409-419.
14. Amos, Clinton, Nancy Spears and Iryna Pentina (2016) "[Rhetorical Analysis of Resistance to Environmentalism as Enactment of Morality Play between Social and Ecological Well-being](#)," *Journal of Consumer Affairs*, 50 (1), pp. 224-259.
15. Pentina, Iryna, Oksana Basmanova and Lixuan Zhang (2016), "[A Cross-national Study of Twitter Users' Motivations and Continuance Intentions](#)," *Journal of Marketing Communications*, 22 (1), pp. 36-55.
16. Pentina, Iryna, Ainsworth Anthony Bailey, and Lixuan Zhang (2015)"[Exploring effects of source similarity, message valence, and receiver regulatory focus on yelp review persuasiveness and purchase intentions](#)," *Journal of Marketing Communications*, 24 (2): 125-145.
17. Micu Anca and Iryna Pentina (2015), "[Examining Search as Opposed to Experience Goods when Investigating Synergies of Internet News Articles and Banner Ads](#)," *Internet Research*, 25 (3), 378-398.
18. Pentina, Iryna, Oksana Basmanova, Lixuan Zhang and Yulia Ukis (2015), "[Exploring the Role of Culture in eWOM Adoption](#)," *MIS Review: An International Journal*, 20(2), 1 – 26.
19. Zhang, Lixuan, Clinton Amos and Iryna Pentina (2015) "[Information Disclosure on a Chinese Social Media Platform](#)," *Journal of Information Privacy and Security*, 11 (1), 3-18.
20. Pentina, Iryna and Monideepa Tarafdar (2014), "[From Information to Knowing: Exploring the Role of Social Media in Contemporary News Consumption](#)," *Computers in Human Behavior*, 35, 211-223.
21. Amos, Clinton, Natalie Davis, Iryna Pentina and Tim Hawkins (2014), "[Natural Labeling and Consumers' Sentimental Pastoral Notion](#)," *Journal of Product & Brand Management*, 23 (4/5), 268-281.
22. Pentina, Iryna, Ellen Pullins and John Wilkinson (2014), "[Comparing Drivers of Social Media Marketing Adoption by Salespeople in Australia and the US: A Pilot Study](#)," *International Journal of Information Systems and Management*, 1 (1/2), 146-165.
23. Micu, Anca Cristina and Iryna Pentina (2014) "[Integrating Advertising and News about the Brand in the Online Environment: Are all products the same?](#)" *Journal of Marketing*

- Communications*, 20 (3), 159-175.
24. Amos, Clinton, Lixuan Zhang, and Iryna Pentina (2014), "[Investigating Privacy Perception and Behavior on Weibo](#)" *Journal of Organizational and End User Computing*, 26 (4), 45-56.
 25. Pentina, Iryna and David G. Taylor (2013), "[Regulatory Focus and Daily-Deal Message Framing: Are We Saving or Gaining With Groupon?](#)" *Journal of Interactive Advertising*, 13 (2), 67-75.
 26. Pentina, Iryna, Lixuan Zhang and Oksana Basmanova (2013), "[Antecedents and Consequences of Trust in a Social Media Brand: A Cross-Cultural Study of Twitter](#)," *Computers in Human Behavior*, 29, 1546-1555.
 27. Ali, Mir, Aliaksandr Amialchuk and Iryna Pentina (2013), "[The Effects of Drinking and Sports on Popularity of Overweight Adolescents: Implications for Public Policy](#)," *Journal of Public Health*, 21, 221-230.
 28. Pentina, Iryna, Bashar Gammoh, Lixuan Zhang and Michael Mallin (2013), "[Drivers and Outcomes of Brand Relationship Quality in the Context of Online Social Networks](#)," *International Journal of Electronic Commerce*, 17 (3), 63-86.
 29. Pentina, Iryna and Anthony Koh (2012), "[Exploring Social Media Marketing Strategies in SMEs](#)" *International Journal of Internet Marketing and Advertising*, 7 (4), 292-310.
 30. Zhang, Lixuan and Iryna Pentina (2012), "[Motivations and Usage Patterns of Weibo](#)," *Cyberpsychology, Behavior and Social Networking*, 15 (6), 312-317.
 31. Pentina, Iryna, Anthony Koh and Thuong Le (2012) "[Adoption of Social Networks Marketing by SMEs: Exploring the Role of Social Influences and Experience in Technology Acceptance](#)," *International Journal of Internet Marketing and Advertising*, 7 (1), 65-82.
 32. Pullins, Ellen, David Strutton and Iryna Pentina (2012) "[The Role of Creativity in Sales: Current Research and Future Directions](#)," *Journal of Ethics and Entrepreneurship*, 2 (1), 73-87.
 33. Taylor, David G., Troy A. Voelker and Iryna Pentina (2011) "[Mobile Application Adoption by Young Adults: A Social Network Perspective](#)," *International Journal of Mobile Marketing*, 6 (2).
 34. Pentina, Iryna and Clinton Amos (2011) "[The Freegan Phenomenon: Anti-Consumption or Consumer Resistance?](#)" *European Journal of Marketing*, 45 (11/12), 1768-1778.
 35. Pentina, Iryna, Aliaksandr Amialchuk and David G. Taylor (2011) "[Exploring Effects of Online Shopping Experiences on Browser Satisfaction and E-Tail Performance](#)," *International Journal of Retail and Distribution Management*, 39 (10), 742-758.
 36. Pentina, Iryna (2011) "[Using Social Media to Address Curriculum Objectives in Integrated Marketing Communications Course](#)," *Journal for the Advancement of Marketing Education*, 18 (Summer), 24-31.
 37. Pentina, Iryna and Nancy Spears (2011) "[Reasons behind Body Art Adoption: What Motivates Young Adults to Acquire Tattoos?](#)" *Journal of Customer Behaviour*, 10(1), 73-94
 38. Zolfagharian, Mohammad and Iryna Pentina (2011) "[The Tripartite Model of Responsible Consumption](#)," *Journal of Social Business*, 1 (2), 149-172.
 39. Love, Leonard, Troy A. Voelker and Iryna Pentina (2011) "[Plagiarism: What Don't They Know?](#)" *Journal of Education for Business*, 87 (1), 36-41.

40. Voelker, Troy A. and Iryna Pentina (2011) "[Cosmetic Surgery Intent among Generation Y Consumers: A Social Network Perspective](#)," *Health Marketing Quarterly*, 28 (1), 38-56.
41. Pentina, Iryna and David Taylor (2010) "[Exploring Source Effects for Online Sales Outcomes: the Role of Avatar-Buyer Similarity](#)," *Journal of Customer Behaviour*, 9 (2), 135-150.
42. Strutton, David, Iryna Pentina, and Ellen Pullins (2010), "[Necessity is the Mother of Invention: Why Salesperson Creativity Is More Important Now than Ever and What We Can Do to Encourage It](#)," *Journal of Selling and Major Account Management*, 9 (3), 20-35.
43. Pentina, Iryna and Veronique Guilloux (2010), "[Incorporating Sustainability into a Cross-Cultural French-American Marketing Communications Project](#)," *Marketing Education Review*, 20 (1), 23-30.
44. Pentina, Iryna and Ronald W. Hasty (2009), "[Effects of Multichannel Coordination and E-Commerce Outsourcing on Online Retail Performance](#)," *Journal of Marketing Channels*, 16 (4), 359-374.
45. Pentina, Iryna, Lou E. Pelton, and Ronald W. Hasty (2009), "[Performance Implications of Online Entry Timing by Store-Based Retailers: a Longitudinal Investigation](#)," *Journal of Retailing*, 85 (2), 177-193.
46. Pentina, Iryna, David Taylor, and Troy A. Voelker (2009), "[The Roles of Self-Discrepancy and Social Support in Young Females' Decisions to Undergo Cosmetic Procedures](#)," *Journal of Consumer Behaviour*, 8 (3), 149-165.
47. Pentina, Iryna, Victor Prybutok and Xiaoni Zhang (2008), "[The Role of Virtual Communities as Shopping Reference Groups](#)," *Journal of Electronic Commerce Research*, 9 (2), 114-136.
48. Pentina, Iryna and David Strutton (2007), "[Information-Processing and New Product Success: a Meta-Analysis](#)," *European Journal of Innovation Management*, 10 (2), 149-175.
49. Pentina, Iryna and Concha Neeley (2007), "[Differences in Characteristics of Online vs. Traditional Students: Implications for Target Marketing](#)," *Journal of Marketing for Higher Education*, 17 (1), 49-65.

BOOK CHAPTERS

1. Taylor, David G., Iryna Pentina and Monideepa Tarafdar (2017), "Is More - Less, or Is Less - More? Social Media's Role in Increasing (And Reducing) Information Overload from News Sources", in *The Dark Side of Social Media*, Ed. Angeline Close, Taylor & Francis Group, 45-74.
2. Pentina, Iryna (2015), "Internet Marketing is Constantly Changing and There is a Need for People in this Field", in *Internet Marketing for the Curious*, Ed. Kishor Vaidya, The Curious Academic Publishing, 1st Edition, ISBN 978-1-925128-22-2.
3. Amos, Clinton, Lixuan Zhang and Iryna Pentina (2015) "Investigating Privacy Perception and Behavior on Weibo," in *Standards and Standardization: Concepts, Methodologies, Tools, and Applications*. IGI Global, 2015. 1355-1369.
4. Taylor, David G. and Iryna Pentina (2012), "Source Characteristics in Online Shopping: Do Avatar Expertise, Similarity and Attractiveness Affect Purchase Outcomes?" in *Online Consumer*

Behavior: Theory and Research in Social Media, Advertising, and E-Tail, Ed. Angeline Close, Taylor & Francis Group, 35-54.

5. Pentina, Iryna and Veronique Guilloux (2011), "Developing a Grassroots Cross-Cultural Partnership to Enhance Student Experiences," in *Cases on Innovations in Educational Marketing: Transnational and Technological Strategies*, Eds. Purnendu Tripathi and Siran Mukerji, IGI Global, 397-405.

PEER-REVIEWED PUBLISHED ABSTRACTS IN MARKETING

1. Xie, Tianling and Iryna Pentina (2022) "Attachment Theory as a Framework to Understand Relationships with Social Chatbots: A Case Study of Replika", Proceedings of the 55th **Hawaii International Conference on System Sciences**, Lahaina, HI
2. Xie, Tianling, Benjamin George and Iryna Pentina (2022). Emotional and Cognitive Trust in Social Conversational Agents. *Academy of Marketing Science Annual Conference*, Monterey, CA
3. Pentina, Iryna and Tianling Xie (2021) "Potential Risks of Developing Attachment to Social Chatbots: A Case Study of Replika", Proceedings of **Australian and New Zealand Marketing Academy (ANZMAC)** Conference, Melbourne, Australia
4. Tianling Xie, Benjamin George and Iryna Pentina (2021) "The Effect of Emotional and Cognitive Trust on Privacy Disclosure to Social-oriented Conversational Agents", Proceedings of the Decision Sciences Institute 52nd Annual Conference, Houston, TX, USA.
5. Aurélie Michaud-Trevinal, Iryna Pentina, Yves Roy and Thomas Stenger (2020) "The Online Shopping Experience (OSE) – Expanding an Existing Framework", Proceedings of the **Academy of Marketing Science** Conference, Coral Gables, FL
6. Pentina, Iryna, Aurélie Michaud-Trevinal and Thomas Stenger (2020) "Conceptualizing Multi-Dimensional Online Shopping Experience: A Grounded Theory Approach", Proceedings of **American Marketing Association** Winter Marketing Academics Conference, San Diego, CA
7. Zhang, Lixuan, Hongwei Yang and Iryna Pentina (2020) "Clarifying Inter-Relationship between Risk and Trust in Collaborative Consumption: A Test of Competing Models", Proceedings of **American Marketing Association** Winter Marketing Academics Conference, San Diego, CA
8. Pentina, Iryna, Veronique Guilloux, Ellen Pullins and Holly Baumgartner (2018) "Social Media Engagement with Luxury Brands: An Exploratory Study", Proceedings of the **Academy of Marketing Science** 21st World Marketing Congress, Porto, Portugal
9. Michaud-Trévinal, Aurelia, Iryna Pentina and Thomas Stenger (2018) "Online Shopping Experience (OSE): A New Conceptual Framework," Proceedings of the 34th International Congress of the **French Association of Marketing**, Strasbourg, France.
10. Michaud-Trevinal, Aurelia, Iryna Pentina and Thomas Stenger (2018) "Towards a Construct of Online Shopping Experience (OSE): An Exploratory Study" Proceedings of the **Academy of Marketing Science** Conference, New Orleans, LA
11. Zhang, Lixuan, Iryna Pentina and Wendy Kirk (2017) "Using Mobile Apps to Meet New People: What Drives Adoption of Social Discovery Features on WeChat," **American Marketing**

Association Summer Academics Conference, San Francisco, CA

12. Pentina, Iryna, Oksana Basmanova and David Taylor (2016), "Message and Source Characteristics as Drivers of Digital Review Persuasiveness: Does Cultural Context Play a Role?" **Academy of Marketing Science** 19th World Marketing Congress, Paris, France.
13. Pentina, Iryna, Lixuan Zhang and Clinton Amos (2016), "Antecedents and Consequences of Emotional Disclosure in Social Media: A Case of Facebook," Proceedings of **American Marketing Association** Winter Marketing Academics Conference, Las Vegas, NV
14. Cetin, Rubeena, Iryna Pentina, David Dobrzykowski and Anand Kunnathur (2016), "Digital transformation in marketing communications of SMEs in developing economies: a case study of Dubai," Proceedings of the **36th International Business Research Conference**, Toronto, Canada.
15. Pentina, Iryna (2015), "Exploring Antecedents and Consequences of Yelp Review Persuasiveness," Proceedings of the **Academy of Marketing Science** 18th World Marketing Congress, Bari, Italy.
16. Pentina, Iryna, Oksana Basmanova and Yuliya Ukis (2014), "Exploring the Role of Culture in Consumer Perceptions of Online Reviews," Proceedings of the **Academy of Marketing Science** 17th Biennial World Marketing Congress, Lima, Peru.
17. Amos, Clinton, Nancy Spears and Iryna Pentina (2014), "Applying Rhetorical Analysis to Investigating Counter-Ideological Resistance to Environmentalism," **2014 ICAR Symposium**, Kiel, Germany.
18. Zhang, Lixuan, Clinton Amos, Iryna Pentina, and BJ Blackwood (2014), "Information disclosure on a Chinese social media platform," Proceedings of **Association of Marketing Theory and Practice**, Hilton Head, SC.
19. Pentina, Iryna, Ellen Pullins and Piotr Kwiatek (2013), "Antecedents of Adopting Social Media Marketing for Sales: Comparing Emerging and Developed Economies," Proceedings of **Global Sales Science Institute**, Aalen, Germany.
20. Amos, Clinton, Iryna Pentina and Lixuan Zhang (2013), "Contextual Drivers of Privacy Perceptions and Behaviors on Chinese Weibo: Implications for Digital Marketing," Proceedings of **American Marketing Association** Summer Educators Conference, Boston, MA
21. Bailey, Ainsworth, Aditya Mishra, Iryna Pentina and Mohammed Mimoun (2013), "Application of an Extended TAM to the Assessment of Mobile Payments Adoption in the US," Proceedings of **American Marketing Association** Summer Educators Conference, Boston, MA
22. Pentina, Iryna, Adam Covault and Monideepa Tarafdar (2013), "Exploring the Role of Social Media in News Consumption," Proceedings of **Academy of Marketing Science** Conference, Monterrey Bay, CA
23. Pentina, Iryna and Oksana Basmanova (2013), "Microblogging Motivations and Continuance Intentions: Comparing Twitter Users in the US and Ukraine," Proceedings of **American Marketing Association** Winter Educators Conference, Las Vegas, NV
24. Pentina, Iryna and David G. Taylor (2012), "Regulatory Focus and Daily Deal Message Framing: Are We Saving or Gaining with Groupon?" Proceedings of **American Marketing Association**

- Summer Educators Conference, Chicago, IL
25. Pentina, Iryna, Ellen Pullins and John Wilkinson (2012), "Adoption of social media marketing by salespeople: A pilot study exploring roles of social influence and personal innovativeness in Australia and the United States," Proceedings of ***Australian and New Zealand Marketing Academy Conference***, Adelaide, Australia
 26. Pentina, Iryna and Anthony Koh (2012), "Exploring Social Media Marketing Strategies in SMEs," Proceedings of ***Academy of Marketing Science*** Conference, New Orleans, LA
 27. Micu, Anca Cristina and Iryna Pentina (2012) "A Look at Two Theoretical Approaches When Investigating Internet Brand Advertising and News Synergies" Proceedings of ***American Academy of Advertising Conference***, Myrtle Beach, SC
 28. Pentina, Iryna (2011) "Using Social Media to Address Curriculum Objectives in Integrated Marketing Communications Course" Proceedings of ***American Marketing Association*** Summer Educators Conference, San Francisco, CA
 29. Pentina, Iryna (2011) "Exploring Self-Brand Connection in the Social Media Context: The Case of Twitter" Proceedings of ***Academy of Marketing Science*** Conference, Coral Gables, FL
 30. Taylor, David G., Troy A. Voelker and Iryna Pentina (2011) "I Will If You Will: The Effect of Social Network Ties on the Adoption of Mobile Apps" Proceedings of ***Academy of Marketing Science*** Conference, Coral Gables, FL
 31. Voelker, Troy A., Leonard Love and Iryna Pentina (2011), "'A Recession of Integrity: What Don't They Know About Plagiarism?'" ***Southwest Academy of Management*** Conference proceedings, Houston, TX
 32. Micu, Anca Cristina and Iryna Pentina (2011), "The Role of Product Categorization in Selecting Optimal Marketing Communications Modalities Online," ***American Marketing Association*** Winter Educators Conference, Austin, TX
 33. Pentina, Iryna and Clinton Amos (2010), "The Freegan Phenomenon: Anti-Consumption or Consumer Resistance", Proceedings of ***Anti-consumption and Consumer Resistance Symposium***, Marseille, France
 34. Pullins, Ellen Bolman, David Strutton and Iryna Pentina (2010), "The Role of Creativity in Sales: Current Research and Future Directions," Proceedings of ***The Annual GSSI Conference***, Poznan, Poland
 35. Pentina, Iryna, David Taylor, Ainsworth Bailey, and Lilly Ye (2010), "Source Effects in Online Sales Situations: The Role of Avatar-Buyer (Dis)Similarity" Proceedings of ***Academy of Marketing Science*** Conference. Portland, OR
 36. Pentina, Iryna and Veronique Guilloux (2009), "A Blueprint for Cross-cultural Marketing Communications Project: Combining Globalization and Sustainability", ***American Marketing Association*** Winter Educators Conference. Tampa, FL.
 37. Troy A. Voelker and Iryna Pentina (2008), "Homophily and Social Capital Antecedents to Cosmetic Surgery Intent amongst Generation Y Consumers," Proceedings of the ***2008 Academy of Management Annual Meeting***, Anaheim, CA.
 38. Pentina, Iryna, Troy A. Voelker, and David Williamson (2007), "Cosmetic Surgery and

Iryna Pentina Curriculum Vitae

- Generation Y Consumers: The Role of Self-Discrepancy and Social Support,” Proceedings of **American Marketing Association** Summer Educators Conference. Washington, D.C.
39. Pentina, Iryna, David Strutton and Gary Holmes (2007), “The Role of Information Processing in New Product Success: An Empirical Investigation,” Proceedings of **Academy of Marketing Science** Conference. Coral Gables, FL.
 40. Pentina, Iryna, Nancy Spears and Jeff Sager (2007), “Reasons behind Body Art Adoption: What Motivates Young Adults to Acquire Tattoos,” Proceedings of **American Marketing Association** Winter Educators Conference. San Diego, CA.
 41. Zolfagharian, M. and Iryna Pentina (2006), “Responsible Consumption,” Proceedings of **American Marketing Association** Summer Conference. Atlanta, GA.
 42. Pentina, Iryna (2006), “Organizational Learning and New Product Outcomes: Integrating Research Approaches,” Proceedings of **Academy of Marketing Science** Conference. San Antonio, TX.
 43. Pentina, Iryna (2006), “The Role of Virtual Communities as Shopping Reference Groups,” Proceedings of **American Marketing Association** Winter Educators Conference. St. Petersburg, FL.
 44. Pentina, Iryna and Concha Neeley (2005), “Differences in Characteristics of Online vs. Traditional Students: Implications for Target Marketing,” Proceedings of **Society for Marketing Advances** Conference. San Antonio, TX.
 45. Pentina, Iryna and David Strutton (2005), “Antecedents and Consequences of the Entrepreneurial Orientation of a Firm,” Proceedings of the **INFORMS Marketing Science** Conference. Atlanta, GA.

PROFESSIONAL PRESENTATIONS AND OTHER CONTRIBUTIONS

1. Pentina, Iryna (2019), “State of Research in Marketing: Current Trends and Future Directions,” invited lecture for Le CeReGe Centre de Recherche en Gestion at University of La Rochelle, France.
2. Michaud-Trevinal, Aurelia, Sylvan Dejean and Iryna Pentina (2019) “Commerce et Tourisme Online: Effets du Numérique sur la Durabilité des Territoires,” Presentation delivered at Rencontres Littoral Urbain Durable Intelligent conference, La Rochelle, France.
3. Mir M. Ali, Aliaksandr Amialchuk, and Iryna Pentina (2012), “The Effects of Drinking and Sports on Popularity of Overweight Adolescents: Implications for Public Policy”, **82nd annual conference of the Southern Economic Association**, New Orleans, LA
4. Mir M. Ali, Aliaksandr Amialchuk, and Iryna Pentina (2012), “Drinking, Sports, and Popularity among Overweight and Non-Overweight Adolescents,” **4th Biennial ASHE Conference**, Minneapolis, MN
5. Mir M. Ali, Aliaksandr Amialchuk, and Iryna Pentina (2012), “The Relationship between Drinking, Sports, and Popularity Among Overweight and Non-Overweight Adolescents,” **Midwest Economic Association Conference**, Evanston, IL

6. Kunnathur, Anand S. and Iryna Pentina (2011), "Toledo-Kharkov MBA Collaboration," Proceedings of the ***International Conference "Ukraine-US Contacts in Higher Education: Experience and Development Prospects"*** Kharkov, Ukraine
7. Pentina, Iryna and Fritz Cropp (2004), "Curriculum Reform Collaboration: The Moscow-Missouri Experience," Proceedings of 43rd Annual ***Central Slavic Conference***. Liberty, MO.
8. Pentina, I. V. (1994), "Alternative Approaches to the Content of Pedagogical Education in Russia and the USA," in *Pedagogical Education in Ukraine: Proceedings of Scientific-Practical Pedagogical Conference*. Kharkov, pp. 195-7.
9. Pentina, I. V. (1993), "Economic Impact on the Educational Reform in the U.S. in the 80s," in *Issues in Creating and Functioning of Free Economic Zones in Ukraine: Proceedings of International Scientific-Practical Pedagogical Conference*. Kharkov, pp. 132-34
10. Pentina, I. V. (1993), "Choice of Teaching Profession by High School Graduates in the U.S." in *Youth in Post-Totalitarian Society: Ukrainian Version: Proceedings of Scientific-Practical Pedagogical Conference*. Kharkov, pp. 152-153
11. Pentina, I. V. (1993), "Participation of U.S. Businesses in the Education Reform of the 80s," in *Competing Ideas, Approaches, and Technologies of Teaching and Learning: Proceedings of International Scientific Pedagogical Conference*. Part II - Ternopil, pp. 30-33
12. Pentina, I. V. (1993), "Progressivism in American Pedagogical Education," in *Issues of Developing Counseling Services within the Educational System: Proceedings of Regional Scientific-Practical Pedagogical Conference*. - Slovyansk, pp. 125-127
13. Pentina, I.V. (1995), "Major Characteristics of the American Teacher training during the Education Reform of 1980-90ies." Kharkov, 35 pages

HONORS, GRANTS AND SCHOLARSHIPS

Fulbright Specialist (2019-2024)

Academy of Marketing Science and Association Française de Marketing Common Research Proposal Grant (2020; 2021)

University of Toledo Small Research Grant "Digital Shopping Experience" (2020)

UT Online Teaching Certificate (2020)

Visiting Research Scholar, University of La Rochelle, France (2019)

Fulbright Specialist, St. Petersburg ITMO University (Russia) (selected in 2019)

UT College of Business and Innovation Vonderembse Research Award (2018)

University of Toledo Kohler International Travel Grant (2018)

Academy of Marketing Science and Association Française de Marketing Common Research Proposal Grant (2017-2018)

UT College of Business and Innovation Brunner Service Award (2017)

Social Media Marketing NST Certificate Course (2017)

Elsevier Journal of Interactive Marketing Outstanding Reviewer (2015)

USAC (University Studies Abroad Consortium) Faculty International Development Award

Iryna Pentina Curriculum Vitae

(2015)

Fulbright Research Scholar (serial grant for 2013/2014 and 2014/2015 academic years)

University of Toledo Apple iPad Course Development Initiative Fellow (2014)

Listed in Top 22 Business Professors in Ohio (2013)

Nominated for College of Business and Innovation Brunner Service Award (2012; 2013)

University of Toledo Learning Ventures Online Course Development Fellowship (2011)

UT College of Business Administration Outstanding Junior Researcher Award (2010)

University of Toledo Learning Ventures Online Course Development Fellowship (2010)

University of Toledo College of Business Administration Summer Research Grant (2010)

University of Toledo Summer Faculty Teaching Fellowship (2009)

University of Toledo Summer Faculty Research Fellowship (URAF) (2009)

University of Toledo Kohler International Travel Grant (awarded 2009)

University of Toledo Center for Teaching and Learning Small Grant (2008)

UNT Department of Marketing and Logistics Dissertation Research Grant (2007)

UNT Department of Marketing and Logistics Jim and Carolyn Miller Scholarship (2007)

UNT College of Business Administration State Farm Scholarship (2006, 2007)

UNT Department of Marketing and Logistics Jack Starling Memorial Scholarship (2006)

UNT Department of Marketing and Logistics Ricco Family/CNA Scholarship (2005)

UNT Department of Marketing and Logistics Travel Grants (2004-2007)

UNT Toulouse Graduate School Travel Grants (2005, 2006)

UNT Raupe Scholarship (2005, 2006)

UNT College of Business Graduate Dean Travel Scholarships (2004-2007)

UNT Academic Achievement Scholarship (2004-2007)

UNT Department of Marketing and Logistics Academic Performance Scholarship (2004-2007)

University of Louisiana President's List (1998, 1999)

Beta Gamma Sigma Honors Society (1999-present)

US DOS Information Agency International Scholars Exchange Fellowship (1995)

US DOS International Research and Exchanges Board (IREX) Fellowship (1994)

COURSES TAUGHT

Qualitative Research Methods PhD Seminar

Internet Marketing

Integrated Marketing Communications

Marketing Research

Principles of Integrated Marketing Communications

Foundations of Marketing

Consumer Behavior

Marketing Strategy

New Product Development

Services Marketing

Free Enterprise in Global Environment

Organizational Behavior

Foundations of Management

Online courses – 100% Web based using Blackboard:

Internet Marketing

Integrated Marketing Communications

Marketing Research

Principles of Integrated Marketing Communications

Foundations of Marketing

Retailing

Electronic Retailing

“Flipped” iPad-enabled course: Consumer Behavior

STUDENT AND POST-DOC ENGAGEMENT

Dissertation Chair for UT COBI PhD student Tianling Xie (2021-present)

Dissertation Committee Member for UT COBI PhD student Issa Wehby (2020)

Faculty Supervisor for Executive MBA study abroad trip to Finland, Estonia and Russia (Fall 2017)

Dissertation Committee Member for Trident University PhD student Mahmoud Soliman (2015 – 2017)

Independent Research Project Advisor for PSG IM PhD candidate Sathyanarayanan R.S (2016-2017)

Faculty Supervisor for Executive MBA study abroad trip to Finland, Estonia and Russia (Fall 2016)

Dissertation Committee Co-chair for UT COBI PhD student Hatem Bata (2012- 2015)

Post-Doctoral Research Committee Member for UT COBI Bridge AQ program participant Dr. Rubeena Cetin (2013-2014)

Independent Research Project Advisor for MBA student Shirin Malekan (2013-2014)

Independent Research Project Advisor for MBA student Andrew Hyclak (2013-2014)

Independent Research Project Advisor for MBA student Mithun Krishnadevaraj (2013-2014)

Independent Research Project Advisor for PhD student Aber Elsalebby (2012-2013)

Independent Research Project Advisor for MBA student Adam Covault (2012-2013)

Faculty Supervisor for PhD student Issa Hussien Wehby (Summer 2012)

Faculty Supervisor for study abroad trip to London, UK (Spring 2012)

Honors Thesis Advisor for undergraduate student Pauline Bongratz “Cases of Social Media Use in Universities” (2011-2012)

Faculty Supervisor, Independent research by PhD student Yaser Alahmad (2010-2012)
Faculty Advisor for MBA student team in the Google Online Marketing Challenge (2011)
Faculty Advisor for MBA student team in The Shops of Fallen Timbers “What Brings You Today?” 2010 contest (1st place)
Independent Research Project Advisor for MBA student Purvi Shah (2011)
Independent Study Advisor for MBA student Naveen Balasubramaniam (2010-2011)
Faculty Supervisor for Executive MBA study abroad trip to Japan (Summer 2009)

SERVICE AND MEMBERSHIP

National/International

Guest Co-Editor: Psychology & Marketing Special Issue “Virtual Conversational Agents: Consumer-Machine Relationships in the Age of Artificial Intelligence” (2022)
Editorial Review Board: International Journal of Bank Marketing (2021 – present)
Editorial Review Board: Journal of Advertising (2020 – present)
Editorial Review Board: Journal of Interactive Advertising (2018 – present)
Specialist: Fulbright Specialist Program (2019-2024)
Reviewer: The Netherlands Organization for Scientific Research (NWO) (2019 – 2020)
Reviewer: Swiss National Science Foundation Humanities and Social Sciences Division (2018-2019)
Guest Co-Editor: Journal of Product and Brand Management Special Issue “Branding in the Era of Web 2.0 and Beyond” (2018)
Reviewer: Fulbright Scholars Program (2017 – present)
Track Chair and Program Committee Member: Consumers in the Age of the Internet Track, AMS Conference (2022); Luxury Management Track, AMS World Marketing Congress (2018), Branding and Brand Management Track, AMS World Marketing Congress (2016); Digital Marketing Track, AMS World Marketing Congress (2015), Interactive Marketing Track, AMS World Marketing Congress (2014), Marketing in Digital Age Track, Academy of International Business-NE (2012), Internet Marketing Track, Academy of Marketing Science (2012), Marketing Communication and Promotion Track, Academy of Marketing Science (2012), Services Marketing Track, AMS World Marketing Congress (2012)
Ad Hoc Journal Reviewer (2007-present): *Journal of Advertising, Journal of Business Research, Journal of Public Policy and Marketing, Journal of Services Marketing, Journal of Consumer Behaviour, Journal of Interactive Marketing; Journal of Research in Interactive Marketing; International Journal of Electronic Commerce; Journal of Research in Interactive Marketing; Industrial Marketing Management, Journal of Product and Brand Management; International Journal of Retail and Distribution Management; Journal of Consumer Marketing; Journal of Retailing and Consumer Services; Cyberpsychology, Behavior and Social Networking; Journal of Marketing Communications; International Journal of Internet*

Iryna Pentina Curriculum Vitae

Marketing and Advertising; International Journal of Electronic Marketing and Retailing; Journal of Electronic Commerce Research; Journal of Consumer Marketing; International Journal of Hospitality Management; Journal of Theoretical and Applied Electronic Commerce Research; MIS Review: An International Journal; Information Technology & People; European Journal of Innovation Management; R&D Management; International Journal of Internet and Enterprise Management; Computers in Human Behavior; International Journal of Fashion Design, Technology and Education; Encyclopedia of E-Business Development and Management in the Digital Economy; Telecommunications Policy; Technological Forecasting & Social Change; Behaviour & Information Technology; International Journal of Hospitality Management

Conference Reviewer, Discussant and Session Chair (2004-present): American Marketing Association, Society for Marketing Advances, Academy of Marketing Science, Association of Marketing Theory and Practice, AMS World Marketing Congress, Australian and New Zealand Marketing Academy (ANZMAC), National Conference in Sales Management, Global Sales Science Institute Conference.

Member (2004-present): American Marketing Association, Academy of Marketing Science, Society for Marketing Advances

University of Toledo:

Member, Faculty Senate Undergraduate Curriculum Committee (2017 – 2018)

Representative, UT American Association of University Professors (2017-present)

Member, UT Online Recruitment and Enrollment Manager Search Committee (2017)

Member, Fulbright U.S. Student Program Committee (2015-present)

Founder and faculty director, UT Interactive Marketing Initiative (2009-2014)

Executive coordinator, UT Annual Internet Marketing Conferences (2009- 2013)

Developer and instructor, UT Digital Marketing Certificate Program (2012)

Organizer, UT Web Design & Management Seminars and Workshops Series (2011)

Member, UT Electronic Medical Records Research Team (2010)

Member, UT Academic Engagement Director Search Committee (2009)

Member, VP External Affairs Social Networks Marketing Taskforce (2009)

College of Business and Innovation:

Chair: COBI Rules and Elections Committee (2019-present)

Member: COBI Personnel Committee (2020-present)

Member: Department of Finance Personnel Committee (2020)

Member: IOTM Department Faculty Search Committee (2019-present)

Chair: COBI Faculty Research Awards Committee (2019)

Member: IOTM Department Business Analytics Faculty Search Committee (2019)

Iryna Pentina Curriculum Vitae

Member: COBI Undergraduate Programs Committee (2018-2019)
Member: COBI Ethics Committee (2017 – present)
Member: COBI Personnel Committee (2017)
Member: COBI PhD Admissions Committee (2016 - present)
Member: COBI PhD Comprehensive Exam Committee (2015 - present)
Member: COBI Website Review Committee (2016 - 2017)
Member: IOTM Department Recruitment Committee for OSCM Faculty (2016- 2017)
Member: COBI PhD Comprehensive Exam Committee (2012- 2017)
Member: IOTM Department Search Committee for OM Faculty (2014-2015)
Coordinator: COBI website student satisfaction review panel (2015)
Chair: COBI cross-disciplinary taskforce on E-commerce curriculum revision (2014-2015)
Member: COBI Student Grievances Committee (2012 – 2013)
Faculty coordinator, joint MBA program with Ukraine (2011- 2013)
Member: COBI Honors Committee (2010 – 2013)
Member: COBI Rules and Elections Committee (2008-2012)
Member: COBI Work Group on Technology Utilization (2010-2012)
Member: COBI Dissertation Committee: Abdullah Aldakhil (2011)
Member: COBI Dissertation Committee: Woosang Hwang (2011)
Member: COBI PhD Director Search Committee (2010)
Department representative: COBI Recruitment Events (2008-present)
Faculty Leader: Study Abroad Trips to Great Britain (2012), Japan (2009), Finland and Estonia (2016), Russia (2016)

Department of Marketing and International Business:

Chair: Department of Marketing Personnel Committee (2019 – 2021)
Member: Department of Marketing Strategy Review Committee (2020-2021)
Member: Visiting Professor Search Committee (2019)
Member, Mentoring Committee for Dr. Stevens (2018 – 2020)
Department Representative: UT AAUP (2017 – present)
Chair: Department of Marketing Undergraduate Curriculum Committee (2015–2019)
Member: Department of Marketing Personnel Committee (2013–2018)
Member: Assistant Professor Search Committee (2017)
Member: Visiting Instructor Search Committee (2017)
Member: Department of Marketing Search Committee for Digital Marketing Faculty (2017)
Member (ex-officio): Marketing Advisory Board (2009 – 2016)
Member: Department of Marketing Search Committee for Sales Faculty (2014-2015)
Member: Department of Marketing Search Committee for Digital Marketing Faculty (2014-2015)
Member: MS in Digital Marketing Development Committee (2011 – 2015)
Member: Department of Marketing Graduate Curriculum Committee (2012-2013)

Iryna Pentina Curriculum Vitae

Member: Department of Marketing Merit Guidelines Sub-Committee (2012-2013)

Chair: Undergraduate Curriculum Committee (2011-2012)

Member: Department of Marketing Sales Assistant Professor Search Committee (2011)

Member: Undergraduate Curriculum Committee (2010-2011)

Member: Assistant Professor Search Committee (2010)

Member: Visiting Instructor Search Committee (2009; 2010)

City of Toledo

Member: Toledo Sister Cities International Community Partnership Committee (2016-2019)

Presenter for USAID Open World Program with Ukrainian delegation (Great Lakes Consortium for International Training and Development 2015)

Presenter for USAID Community Connections Program with Northern Caucasus delegation (Great Lakes Consortium for International Training and Development 2012)

Presenter for USAID Government Exchange Program with Western Ukrainian delegation (Great Lakes Consortium for International Training and Development 2012)

Community Outreach and Service Learning Projects:

Internship coordinator: placement of UT students of digital marketing with local businesses (2010-present)

Supervisor: Service learning class projects assisting local non-profits and businesses, such as Toledo Symphony, First Solar, Toledo Sister Cities International, Diocese of Toledo Schools, Owens Corning, UT Center for Family & Privately Held Business, UT Minority Business Incubator, 107.3 JUICE FM Toledo, Susan Komen Race for the Cure Toledo Chapter, Toledo Area Regional Transit Authority (TARTA), The Shops at Fallen Timbers, Toledo Organic Bliss Deli, Matryoshka European Deli, Perrysburg Supper Suppers, Josh Project, Thetford Corporation, and others (2008-present).