



Ekaterina NEMKOVA

Ph.D. Marketing

Associate Professor, Marketing

e.nemkova@ieseg.fr

EDUCATION

2014 Ph.D. Marketing, Loughborough University, United Kingdom

2009 Master, Marketing and Management, Loughborough University, United Kingdom

PROFESSIONAL CERTIFICATION

2014 Postgraduate Certificate in Higher Education (PGCHE), Nottingham University, United Kingdom

PROFESSIONAL EXPERIENCE

ACADEMIC:

2020 - Present Assistant Professor, IÉSEG School of Management, France

2012 - 2019 Assistant Professor, Nottingham University Business School, United Kingdom

2010 - 2011 Researcher, Loughborough University, United Kingdom

2006 - 2008 Researcher, National Research University - Higher School of Economics

COURSES TAUGHT

- Introduction to marketing
- Marketing management
- Marketing management
- International marketing and globalization
- Understanding international markets in the digital age
- International marketing
- Essentials of international marketing

- Introduction to marketing

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Hughes P., Oliveira J., Hultman M., Boso N., Hodgkinson I., Nemkova E., Souchon A. L., (2023), Decision-making in international marketing: past, present, and future, *International Marketing Review*, 40(3), pp. 413-428

Hultman M., Boso N., Yeboah-Banin A. A., Hodgkinson I., Souchon A. L., Nemkova E., Oliveira J., Hughes P., (2022), How agency and self-efficacy moderate the effects of strategic improvisational behaviors on sales performance: Evidence from an emerging market, *European Management Review*, 19(3), pp. 417-435

Toth Z., Nemkova E., Hizsak G., Nauded P., (2022), Social capital creation on professional sharing economy platforms: The problems of rating dependency and the non-transferability of social capital, *Journal of Business Research*, 144(May 2022), pp. 450-460

Demirel P., Nemkova E., Taylor R., (2021), Reproducing Global Inequalities in the Online Labour Market: Valuing Capital in the Design Field, *Work, Employment and Society*, 35(5), pp. 914-930

Efrat K., Souchon A., Dickenson P., Nemkova E., (2021), Chutzpadik advertising and its effectiveness: Four studies of agencies and audiences, *Journal of Business Research*, 137(December 2021), pp. 601-613

Hughes P., Souchon A., Nemkova E., Hodgkinson I., Oliverira J., Boso N., Hultman M., Yeboah-Banin A., Sy-Changco J., (2019), Quadratic effects of dynamic decision-making capability on innovation orientation and performance: Evidence from Chinese exporters, *Industrial Marketing Management*, 83(November), pp. 59-69

Nemkova E., Demirel P., Baines L., (2019), In search for meaningful work on digital freelancing platforms: The case of design professionals, *New Technology, Work & Employment*, 34(3), pp. 226-243

Efrat K., Hughes P., Nemkova E., Souchon A., Sy-Changco J., (2018), Leveraging of dynamic export capabilities for competitive advantage and performance consequences: Evidence from China, *Journal of Business Research*, 84(March), pp. 114-124

Kadic-Maglajlic S., Arslanagic-Kalajdzic M., Michaelidou N., Micevski M., Nemkova E., (2017), Controversial advert perceptions in SNS advertising: the role of ethical judgement and religious commitment, *Journal of Business Ethics*, 141(March), pp. 249-265

Nemkova E., (2017), The impact of agility on the market performance of born-global firms: an exploratory study to the 'Tech City' innovation cluster', *Journal of Business Research*, 80(November), pp. 257-265

Souchon A., Hughes P., Farrell A., Nemkova E., Oliveira J., (2016), Spontaneity and international marketing performance, *International Marketing Review*, 33(5), pp. 671-690

Yeboah-Banin A., Boso N., Hultman M., Souchon A., Hughes P., Nemkova E., (2016), Salesperson improvisation: antecedents, performance outcomes and boundary conditions, *Industrial Marketing Management*, 59(November), pp. 120-130

Nemkova E., Souchon A., Hughes P., Micevski M., (2015), Decision theory applied to the export decision-making process: combining planning and improvisation for export success, *Journal of International Marketing*, 23(3), pp. 41-65

Nemkova E., Souchon A., Hughes P., (2012), Export decision-making orientation: an exploratory study, *International Marketing Review*, 29(4), pp. 349-378

Forthcoming

Winklhofer H., Sanchez-Campos P., Nixon E. R., Nemkova E., (2024), More than just consumers? Alternative representations of students when higher education becomes 'free', *Studies in Higher Education*, N/A(N/A), pp. 1-14

Communications in refereed conferences

International

Nemkova E., Hughes P., Anne Souchon A., Oliveira J., Hodgkinson I., Boso N., Joseph Sy-Changco J., Hultman M., (2024), *Competitive Unpredictability In Export Markets* Academy of Marketing Science World Marketing Congress, bel Ombre, Mauritius

Nemkova E., Micevski M., Herz M., Angeli A., (2022), *No shackles story: the case of Sustainable Born Global firms* EMAC Annual Conference 2022, Budapest, Hungary

, Nemkova E., Toth Z., Naude P., Hizsak G., (2021), *The 'dark side' of reputation systems: How is social capital created on digital economy platforms for creative professional?* Society for the Advancement of Socio-Economics (SASE), Amsterdam, Netherlands

Nemkova E., Demirel P., Taylor R., (2020), *Employment Strategies in the Online Labour Market: A Bourdieusian Perspective* SASE, the Society for Advancement in Socio-Economics Conference, Amsterdam, Netherlands

Nemkova E., Demirel P., Baines L., (2019), *In search for meaningful work on digital freelancing platforms* SASE, the Society for Advancement in Socio-Economics Conference, New York, USA

Nemkova E., Demirel P., (2018), *Understanding sources of competitive advantage on global freelancing platforms: the case of design professionals* AMA Global Marketing SIG Conference, Thira, Greece

Nemkova E., Demirel P., Baines L., (2018), *Who undertakes meaningful work on digital freelancing platforms?* European Academy of Management Conference, Reykjavik, Iceland

Nemkova E., (2016), *Marketing unpredictability in born-global firms* European Marketing Academy Conference Regional, Sarajevo, Bosnia and Herzegovina

Hughes P., Souchon A., Nemkova E., Boso N., Hulman M., Yeboah-Banin A., Sy-Changco J., (2015), *Quadratic effects of export decision-making on innovation orientation: evidence from Chinese exporting firms* Australian and New Zealand Marketing Academy Conference, Sydney, Australia

Nemkova E., Souchon A., Boso N., Hughes P., Hultman M., Sy-Changco J., Yeboah-Banin A., (2014), *Enhancing marketing unpredictability and performance through planning and improvisation* Management AMA Summer Educators' Conference, San Francisco, USA

Nemkova E., Souchon A., Hughes P., (2014), *Export decision-making: combining planning and improvisation to enhance performance* World Marketing Congress (AMS), Lima, Peru

Nemkova E., Souchon A., Hughes P., (2011), *Balancing planning and improvisation for export success: from 'Accepted norm' to 'Guilty secret?* European Marketing Academy Conference, Ljubljana, Slovenia

Other conference and seminar presentations

International

Nemkova E., Toth Z., Bartsch F., (2023), *Shaping Creativity: Qualitative Insights into Paradoxical Tensions on Digital Platforms* AMA Global Marketing SIG Conference, Santiago, Chile

Nemkova E., Micevski M., Herz M., Angeli A., (2022), *No shackles story: The case of Sustainable Born Global firms* The European Marketing Academy Conference (EMAC), Budapest, Hungary

Nemkova E., Demirel P., Taylor R., (2020), *Employment Strategies in the Online Labour Market* National Research Institute -- Higher School of Economics, Moscow, Russia

Nemkova E., Demirel P., (2018), *Understanding Sources of Competitive Advantage on Digital Freelancing platforms* University of Chile, Faculty of Economics and Business, Santiago, Chile

Nemkova E., Demirel P., (2017), *Understanding online labour markets: The case of freelancing design professional* European Academy of Management Conference, Glasgow, United Kingdom

Nemkova E., Demirel P., (2016), *Understanding the Digital Work Marketplace* University of Southampton, Southampton, United Kingdom

Case studies

Nemkova E., Lempp F., (2021), *Sticks & Stones: A family business conflict*, *The Case Centre*, case study 421-0067-1 , teaching note 421-0067-8

Grants

- 2018** Managrial decision-making styles, innovation and economic performance: a cross-country examination, British Academy (United Kingdom)
- 2014** Marketing agility in born global firms: drivers and outcomes, Nottingham University Business School (United Kingdom)

GRANTS AND HONORS

Award

- 2018 Teaching excellence, Nottingham University Business School, United Kingdom
- 2018 Teaching excellence, Nottingham University Business School, United Kingdom
- 2014 Teaching excellence, Nottingham University Business School, United Kingdom

PROFESSIONAL MEMBERSHIPS

- Consortium for Improvisation in Marketing
- Centre for Research on Self-Employment
- Society for Advancement in Socio-Economics

EDITORIAL ACTIVITY

Reviewer in an academic journal

- Journal of International Business Studies
- European Marketing Journal
- International Marketing Review
- Academia Revista Latinoamericana de Administracion
- Journal of Business Research

RESEARCH ACTIVITIES

Supervision of Ph.D. Thesis:

- 2023** Co-director, Dismantling a culture of marketization? Alternative students' orientations in a context of tuition fees removal in a marketized society, Nottingham University Business School