



Mariia KOVAL

Ph.D., Business Administration, Marketing

Associate Professor, Marketing

m.koval@ieseg.fr

EDUCATION

2018 Ph.D., Business Administration, Marketing, BI Norwegian Business School, Norway

2013 Master, Economy, Economics, Ca' Foscari University of Venice, Italy

RESEARCH INTERESTS

B2B Marketing, International Marketing, Marketing Strategy, Marketing-Finance Interface

PROFESSIONAL EXPERIENCE

ACADEMIC:

2024 - Present Associate Professor of Marketing, IESEG School of Management, France

2018 - 2024 Assistant Professor of Marketing, Grenoble Ecole of Management (GEM), Grenoble, France

COURSES TAUGHT

- Global brand management, Grande ecole (bachelor cycle)
- International marketing fundamentals, Grande ecole (master cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Guenther P., Guenther M., Rahman M., Koval M., Iurkov V., (2025), Advertising in business markets – The obscured bottom-line effect and need for appropriate analytics, *Industrial Marketing Management*, 126(2025), pp. 185-196

Iurkov V., Koval M., Misra S., Pedada K., Sinha A., (2024), Impact of ESG distinctiveness in alliances on shareholder value, *Journal of Business Research*, 171(2024), pp. 114395

Koval M., Iurkov V., Benito G., (2024), The interplay of international alliance and subsidiary portfolios: Implications for firms' innovation and financial performance, *Journal of World Business*, 59(1), pp. 101500

Koval M., Zaefarian G., Iurkov V., (2024), How do strategic alliance formations create shareholder value? An application of the event study methodology in the B2B context, *Industrial Marketing Management*, 117(2024), pp. 79-91

Iurkov V., Koval M., Zaefarian G., (2023), How Much Does Domestic Location Matter for B2B Firms' Export Intensity? A Variance Decomposition Study, *Journal of International Marketing*, 31(4), pp. 36-52

Iurkov V., Koval M., Zakaryan A., (2023), The role of network community characteristics for firms' rapid business scaling, *Technological Forecasting and Social Change*, 196(N/A), pp. 122838

Zaefarian G., Iurkov V., Koval M., (2022), Variance decomposition analysis: What is it and how to perform it – A complete guide for B2B researchers, *Industrial Marketing Management*, 107(2022), pp. 315-322

Zaefarian G., Misra S., Koval M., Iurkov V., (2022), Social network analysis in marketing: A step-by-step guide for researchers, *Industrial Marketing Management*, 107(N/A), pp. A11-A24

Koval M., (2021), Whether and when do alliance terminations pay off?, *Industrial Marketing Management*, 98(N/A), pp. 149-160

Communications in refereed conferences

International

Koval M., Iurkov V., Guenther P., Guenther M., Rahman M., (2025), *Shareholder value creation following terminations of technological alliance by innovative firms* EMAC Spring Conference 2025, Madrid, Spain