

-The Impact Symposium-

PRIVACY & SECURITY IN THE ERA OF BIG DATA

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Professor Koukova's research interests include pricing, digital products and consumer decision making. She has published or has forthcoming articles in leading marketing journals including Journal of Marketing Research, Organizational Behavior and Human Decision Processes, Journal of the Academy of Marketing Science, and Journal of Retailing. Her current research projects focus on design and marketing of digital products such as books, newspapers and movies, and on various aspects of framing on consumer inferences and choice. She is currently teaching marketing strategy at undergraduate and graduate levels.

Professor Koukova received the American Marketing Association's Innovation, Technology and Interactivity SIG Article of the Year Award for 2012. Professor Koukova is the recipient of the 2010 Lehigh University Junior Award for Distinguished Teaching (given annually to a pre-tenured member of the faculty for excellence in teaching). She was selected as AMA Sheth Doctoral Consortium Fellow in 2002; a recipient of the Krowe Award for Teaching Excellence (2005); the Nash Outstanding Doctoral Student Award (2005); and the Marvin A. Jolson Outstanding Marketing Doctoral Student Award (2004) at the R. H. Smith School of Business, University of Maryland, College Park.



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