BARBARA DUFFEK
Assistant Professor of Marketing, Georgia State University

Georgia State University
J. Mack Robinson College of Business
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APPOINTMENTS

Georgia State University, J. Mack Robinson College of Business — August 2024 – current
Assistant Professor of Marketing

EDUCATION

Imperial Business School — May 2024
PhD in Marketing

Imperial Business School — September 2020
Master of Research

University of Law, London — August 2018
LLB

Imperial Business School — August 2016
MSc Strategic Marketing

Queen Mary University of London — July 2015
BSc Business Management

RESEARCH INTERESTS

Theoretical: Consumer-Based Strategy; Brand Strategy; Consumer Behavior
Substantive: Influencer Marketing; Artificial Intelligence; Online Reviews
Methodological: Experiments; Randomized Controlled Trials; Text Analysis

PUBLICATIONS

Yu-Ting Lin, Congcong Hou, **Barbara Duffek,** Her-Sen Doong, Thomas Foscht, Winze Tam and Andreas B. Eisingerich, "How should companies use empathetic robots to drive consumer engagement, and under what conditions?", *International Journal of Research in Marketing,* https://doi.org/10.1016/j.ijresmar.2026.09.008

Andreas B. Eisingerich, Deborah J. MacInnis, **Barbara Duffek**, and Winze Tam (2026), "Taking the role of marketing in consumer well-being seriously: It is about time – the PACT framework" *Journal of the Academy of Marketing Science*, https://doi.org/10.1007/s11747-026-01179-9

Barbara Duffek and Dipayan Biswas, "AI and human designers: How consumers see the genuine care in product design as more sustainable", *Journal of the Academy of Marketing Science; Special Issue on Sustainable Marketing and Innovation,* https://doi.org/10.1007/s11747-026-01170-4

Liu, Yeyi, **Barbara Duffek**, and Andreas B. Eisingerich (2025), "How can businesses enhance customer resistance to brand switching?" *Journal of the Academy of Marketing Science*, https://doi.org/10.1007/s11747-025-01115-3

Barbara Duffek, Andreas B. Eisingerich, Omar Merlo and Guan Aik Lee (2025), "Authenticity in Influencer Marketing: How Can Influencers and Brands Work Together to Build and Maintain Influencer Authenticity?", *Journal of Marketing,* https://doi.org/10.1177/00222429251319786

- Featured in Bloomberg; Georgia State University News; Futurity.org; The Good Men Project; Avi Gandhi as LinkedIn Short-form Video; 'It's No Fluke' podcast; Medium; The Business Times

Barbara Duffek, Andreas B. Eisingerich, and Omar Merlo (2023), "Why so Toxic? A Framework for Exploring Customer Toxicity", *AMS Review,* 13, 122 –143.

Astvansh, Vivek*, **Barbara Duffek*** and Andreas B. Eisingerich* (2022), "How Can Companies Recover from Liability-Invoking Failures? Exploring the Role of Uncertainty Avoidance in Facilitating Consumer Compliance Across National Cultures," *Journal of International Marketing*, 31 (3), 1–18.

*equal authorship. Authors listed in alphabetical order.

MANUSCRIPTS UNDER REVIEW

Barbara Duffek, Andreas B. Eisingerich, Omar Merlo and Wayne Hoyer, "Unlocking Favorable Reviews"

Status: **under review** at the *Production and Operations Management*
Awarded the **2025 AMA Winter Academic Conference Best in Track Paper Award**

Barbara Duffek and Dipayan Biswas, "Scent Salient Digital Signage"

Status: **under review** at the *Journal of Consumer Psychology*
Awarded the **AACSRE Emerging Fellow Grant**

Barbara Duffek, Mansur Khamitov, Andreas B. Eisingerich and Rosemary Jose, "Pay Now, Get Later?"

Status: **under review** at *Management Science*

Yinghao Zhang and **Barbara Duffek**, "Deepfake Avatars"

Status: **under review** at the *Journal of Marketing*

Adnan Yusuf, Omar Merlo, Anish Nagpal, **Barbara Duffek**, and Ujwal Kayande, "When Customer Participation Works"

Status: **revising for 3rd round review** at the *Journal of the Academy of Marketing Science*

Christina Okoutsidou, Christian Arroyo Mera, **Barbara Duffek**, Mikyoung Lim, Kristin Manthey and Dipayan Biswas, "Multimodal Social Media Data"

Status: **revising for 2nd round review** at the *Journal of the Academy of Marketing Science*

Barbara Duffek, Davon Holmes and Naveen Donthu, "Virtual Influencer Authenticity"

Status: **resubmitted** at the *Journal of Business Research*

OTHER PUBLICATIONS AND INVITED CONTRIBUTIONS

Barbara Duffek, Omar Merlo, and Andreas B. Eisingerich, "How to Do Influencer Marketing That Customers Actually Trust ", *Harvard Business Review*, [available at] https://hbr.org/2025/12/how-to-do-influencer-marketing-that-customers-actually-trust

Barbara Duffek, Omar Merlo, and Andreas B. Eisingerich, "The Authenticity Playbook", Management and Business Review, 6 (2-3), 60–64, https://doi.org/10.1177/2694104X261479065

Arigayota, Annisa, **Barbara Duffek**, Congcong Hou and Andreas B. Eisingerich (2025), "Effects of The Legend of Zelda: Breath of the Wild and Studio Ghibli Films on Young People's Sense of Exploration, Calm, Mastery and Skill, Purpose and Meaning, and Overall Happiness in Life: Exploratory Randomized Controlled Study," *JMIR Serious Games* 2025;13:e76522

- Featured in **Digital Trends**, Onlymyhealth

Hou, Congcong, Thomas Foscht, **Barbara Duffek**, Annisa Arigayota, and Andreas B. Eisingerich (2025), "Mitigating the Negative Effects of Internet Browsing on Young People's Resilience and Outlook on Life Through Classic Grimms' Fairy Tales: Exploratory Randomized Controlled Study," *JMIR Formative Research*, 9:e76770

Barbara Duffek, "Influencer Marketing as Assemblage: A Multi-Stakeholder Perspective on Influencer Authenticity," *The Routledge Companion to Influencer Marketing*

Status: **invited contribution** at *The Routledge Companion to Influencer Marketing*

SELECTED RESEARCH IN PROGRESS

Barbara Duffek, Aman Soni, Vanitha Swaminathan, and Christian Hughes, "Branded Content Authenticity"

Dipayan Biswas, **Barbara Duffek,** Dominic Mahr, and Clemens Kohler "Communicating Digital Consent"

Barbara Duffek, Nasim Mousavi and Sonia Monga, "Determinants of Success in Video Commerce"

Kevin Giang Barrera, **Barbara Duffek** and Denish Shah, "Agentic CRM"

Elham Yazdani and **Barbara Duffek**, "Ties with virtual AI agents"

AWARDS AND GRANTS

- *Journal of the Academy of Marketing Science* Best Reviewer Award (May 2026)
- AACSRE Emerging Fellow and Grant Recipient; $2,500 (June 2025)
- AMA Winter Academic Conference Best in Track paper for the Service Research and Customer Experience track (2025)
- AP-ACR 2024 PhD Student Travel Grant winner (2024)
- AMA DocSIG Financial Support Grant winner (2023)
- AMA Sheth Foundation Doctoral Consortium Fellow (2023)
- Travel Stipend for AMA Global Marketing SIG Doctoral Consortium (May 2022)
- Teaching Excellence Award Nomination (Teaching Assistant), Imperial College Business School (2022, 2023, 2024)
- INSENDI/FOME E-learning Award Nomination, Imperial College Business School (2021)
- EMAC Doctoral Colloquium Fellow (2021 – 2023)
- GTA scholarship, Imperial College Business School (2019 – 2024)
- Dean's Award for Academic Achievement, Imperial College London (July 2016)
- Imperial Business Scholarship, winner of £10.000 stipend (June 2015)
- Leverhulme Prize for best dissertation, Queen Mary University of London (July 2015)
- Mentor of the Year Award, Queen Mary University of London (March 2015)
- College Prize Award for finishing top of the class, Queen Mary University of London (June 2014; June 2015)
- Alvaro Angeriz Memorial Prize for outstanding academic achievements, Queen Mary University of London (June 2013)

CONFERENCE PRESENTATIONS (* Presenter)

Yinghao Zhang* and **Barbara Duffek**, "Who is behind the fake? An Identity-Based Typology and Conceptual Framework of Deepfakes in Marketing"

- 2026 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Fox School of Business, Temple University (December 2026)
- Conference on Generative AI in Sustainable Marketing and Consumer Well-being, Hong Kong (August 2026)

Elham Yazdani* and **Barbara Duffek**, "Strength of Tie with Virtual Friends: The Role of Emotional and Cognitive Intelligence"

- 2026 AMA Marketing Strategy Consortium, Atlanta, Georgia (May 2026)

Barbara Duffek and Dipayan Biswas*, "AI and Human Designers"

- EMAC conference, Bath, United Kingdom (May 2026)

Barbara Duffek*, Mansur Khamitov, and Andreas B. Eisingerich, "Pay Now, Get Later? How to encourage sustainable shopping behavior in online e- commerce"

- ACR Conference, Washington DC (October 2025)
- ETH Zurich Invited Talk, Zurich, Switzerland (May 2025)
- Georgia Research Symposium, Atlanta (April 2025)
- AMA Winter Academic conference, Phoenix (February 2025)

Barbara Duffek*, Andreas B. Eisingerich, Omar Merlo and Guan Aik Lee, "Authenticity in Influencer Marketing: How Can Influencers and Brands Work Together to Build and Maintain Influencer Authenticity?"

- Cardiff University Invited Talk, Cardiff, United Kingdom (May 2025)
- SCP Boutique Conference, Leeds (June 2024)
- AMA Summer Academic Conference, San Francisco (August 2023)
- European ACR, Amsterdam (July 2023)
- EMAC, Odense (May 2023)
- PhD camp, London (February 2023)

Barbara Duffek*, Omar Merlo, Wayne Hoyer and Andreas B. Eisingerich, "The Deflation Effect: How to Reduce the Vengefulness of Negative Reviews"

- European Marketing Academy conference, Madrid, Spain (May 2025)
- AMA Winter Academic conference, Phoenix (February 2025)
- ACR Conference, Paris (September 2024)
- AP-ACR Conference, Bali (July 2024)
- PhD camp, London (March 2024)
- AMA-Sheth Doctoral Consortium, Oslo (June 2023)
- Job Market Simulation, EMAC (May 2023)
- EMAC Doctoral Colloquium, Odense (May 2023)

Vivek Astvansh, **Barbara Duffek*** and Andreas B. Eisingerich, "How Can Companies Recover from Liability-Invoking Failures? Exploring the Role of Uncertainty Avoidance in Facilitating Consumer Compliance Across National Cultures"

- AMA Summer Academic Conference, virtual (August 2022)
- Society for Consumer Psychology, Singapore (July 2022)
- AMA Global SIG Conference, Crete (June 2022)

Barbara Duffek*, Omar Merlo and Andreas B. Eisingerich, "Rumination: a process mechanism behind hostile and instrumental aggression"

- EMAC Doctoral Colloquium, Budapest (May 2022)
- PhD camp, London (May 2022)

Abhishek Borah, Marton Varga, **Barbara Duffek*** and Vivek Astvansh, "Effect of Product Recalls on the Price of the Recalled Product—A Contingency View"

- EMAC Doctoral Colloquium, virtual (May 2021)
- PhD camp, virtual (May 2021)

Barbara Duffek*, Omar Merlo and Andreas B. Eisingerich, "Consumer Toxicity - A Process Model"

- AMA Winter Academic Conference, San Diego (February 2020)

PROFESSIONAL SERVICE

- Conference organizer:
  - 2026 AMA Marketing Strategy Consortium, Georgia State University (May 2026)
  - Georgia Research Symposium, Georgia State University (April 2025)
- Committee Member:
  - Clinical Assistant Professor recruitment committee member, Georgia State University (November 2025)
- Student mentorship:
  - PhD workshop: Doing a PhD and Navigating the Job Market, Georgia State University (April 2025)
  - PhD advisor to Yinghao Zhang (2025 - current) (Georgia State University)
- Reviewer:
  - Editorial Review Board member, Journal of Retailing (2026 – current)
  - Editorial Review Board member, Journal of the Academy of Marketing Science (2025 – current)
  - Editorial Review Board member, Journal of Business Research (2024 – current)
  - Ad-hoc reviewer, Journal of Marketing Research (2025– current)
  - Ad-hoc reviewer, International Journal of Research in Marketing (2025– current)
  - Ad-hoc reviewer, Journal of Interactive Marketing (2025– current)
  - Trainee reviewer, Journal of Consumer Research (2025– current)
  - Ad-hoc reviewer, Production and Operations Management (2023 – current)
  - AMA Summer and Winter Academic Conferences (2021 – current)
  - Academy of Consumer Research Conference (2023 – current)
  - MIT Press (2023)
- Leadership Roles and Professional Associations:
  - American Marketing Association TechSIG, VP of Engagement (2026– current)
  - American Marketing Association (AMA)
  - Association of Consumer Research (ACR)
  - European Marketing Academy (EMAC)
- Conference session chair:
  - AMA Winter Academic Conference, Service Research and Consumer Experience (2025)
  - AMA Summer Academic Conference, International and Cross-Cultural Marketing track (2022)
  - EMAC Odense, Digital Media and Social Media track (2023)
- Panelist:
  - Panelist, AMA Winter Academic Conference, "DocSIG Presents: Navigating the Job Market in the 2025-26 Academic Hiring Cycle" (2025)
- Expert speaker:
  - Expert speaker on virtual influencers, Fox5 Atlanta and 11AliveNews

- Expert speaker on branding, Straight Arrow News, "What's in a name? HBO makes a comeback after 2 years of Max" (June 2025)
- AI for Educators workshop leader and expert speaker, Erasmus Europe (June 2025)
- Authenticity in Influencer Marketing, Podcast conversation at "It's No Fluke- An Original podcast by Shorty Awards" (April 2025)
- American Marketing Association Chapter Talk: Marketing and New Emerging Technologies: The Metaverse, Virtual Influencers, and AI (April 2025)
- Artificial Intelligence Shaping Consumer Behavior, Bambuser (December 2023)

TEACHING EXPERIENCE

Assistant Professor, Georgia State University, J. Mack Robinson College of Business (on-campus, Atlanta)
MK8750 AI applications in Marketing, graduate (2026)
MK8710 Customer Relationship Management, graduate (2024– 2025), 4.81/5.00
MK4750-E Gen-AI Applications in Marketing, undergraduate (2025– 2026), 4.92/5.00
Doctoral Seminar in Consumer Research Methods (2026)

Lecturer, Boston University Questrom School of Business (on-campus, London)
CM335 Seminar in Advertising Strategy, undergraduate (2024)
CM334 Advertising in the UK, undergraduate (2024)
CM521 British & European Marketing Strategy, undergraduate (2021 – 2024)
MK467 Global Marketing Management, undergraduate (2021 – 2024)
CM744 British Media in the Digital Age, graduate (2022 – 2024)
CM334 Advertising in the UK, undergraduate (2024 – 2024)
LM Advertising and Marketing Seminars, undergraduate (2020 – 2024)

Lecturer, ESCP (on-campus, London)
MSc Management
Data-Driven Marketing (2022)

Teaching Assistant, Imperial College Business School (London)
Global MBA, Executive MBA (online and on-campus)
Marketing Management (2019 – 2024)
Brand Management (2019 – 2021)

MSc Strategic Marketing (online)
Consumer Behavior (2022)
Strategic Market Management (2020 – 2022)
Strategic Brand Management (2022)
Digital Marketing (2020)
Services and Customer Relationship Management (2021 – 2023)
Applied Strategic Marketing (2021 – 2024)
Machine Learning Applications in Marketing (2022 – 2024)
Effective Crisis Management (2021 – 2024)
Strategic Marketing Innovation (2023 – 2024)

MSc Strategic Marketing (on-campus)
Markstrat Simulation Coaching (2022)

MSc Business Analytics (online and on-campus)
Retail and Marketing Analytics (2022)

EMPLOYMENT HISTORY

Research Assistant, Imperial College London (2019 – 2024)
Research Assistant to Abhishek Borah, INSEAD (2018 – 2019)
Marketing Consultant (2017 – 2019)