

BARBARA DUFFEK
Assistant Professor of Marketing, Georgia State University

Georgia State University
J. Mack Robinson College of Business
35 Broad St NW, Atlanta, GA, 30303

bduffek@gsu.edu
www.barbaraduffek.com

APPOINTMENTS

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

Imperial College Business School PhD in Marketing	May 2024
Imperial College Business School Master of Research	September 2020
University of Law, London LLB	August 2018
Imperial College Business School MSc Strategic Marketing	August 2016
Queen Mary University of London BSc Business Management	July 2015

RESEARCH INTERESTS

Theoretical: Consumer-Based Strategy; Brand Strategy
Substantive: Influencer Marketing; Online Reviews; Vengeful Consumer Behavior
Methodological: Experiments; Randomized Controlled Trials; Text Analysis; Large Language Models

PUBLICATIONS

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](#)
- Featured in [Georgia State University News](#)
- Featured on [Futurity.org](#)
- Featured on [The Good Men Project](#)

- Featured by [Avi Gandhi as LinkedIn Short-form Video](#)

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, Omar Merlo, Wayne Hoyer and Andreas B. Eisingerich, “Unlocking Favorable Reviews: The Impact of Review Collection on Expressed Satisfaction ”

Status: **invited for 4th round review** at the *Journal of Marketing*

Liu, Yeyi, **Barbara Duffek** and Andreas B. Eisingerich, “How can business enhance customers’ resistance to brand switching? Examining the roles of customer self-esteem and self-betrayal”

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

Adnan Yusuf, Anish Nagpal, Omar Merlo and **Barbara Duffek**, “Marketing Capabilities for Successful Customer Participation in B2C”

Status: **reject & resubmit** at the *Journal of the Academy of Marketing Science*

Barbara Duffek, Davon Holmes and Naveen Donthu “I am a Virtual Influencer, and I Can be Authentic”

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

SELECTED RESEARCH IN PROGRESS

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

Status: data collection in progress; 1 field study and 4 lab studies conducted, field experiment in progress

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

Status: data analysis in progress (employing machine learning and artificial intelligence to analyze video commerce big data)

TEACHING EXPERIENCE

Assistant Professor, Georgia State University, J. Mack Robinson College of Business (on-campus, Atlanta)

MK8710 Customer Relationship Management, graduate (2024)

MK4750-E Gen-AI Applications in Marketing, undergraduate (2025)

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)

AWARDS AND HONORS

- 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)

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

- European Marketing Academy conference, Madrid, Spain (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?”

- 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”

- 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:
 - Georgia Research Symposium, Georgia State University (April 2025)
- Reviewer:
 - Editorial Review Board member, Journal of Business Research (2024 – current)
 - Ad-hoc reviewer, Journal of the Academy of Marketing Science (2025– current)
 - Ad-hoc reviewer, International Journal of Research in Marketing (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)
- 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:
 - Artificial Intelligence Shaping Consumer Behavior, Bambuser (2023)

- American Marketing Association Chapter Talk: Marketing and New Emerging Technologies: The Metaverse, Virtual Influencers, and AI (2025)

AFFILIATIONS

American Marketing Association (AMA)
Association of Consumer Research (ACR)
European Marketing Academy (EMAC)

EMPLOYMENT HISTORY

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