

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 Assistant Professor of Marketing	August 2024 – current
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EDUCATION

Imperial Business School PhD in Marketing	May 2024
Imperial Business School Master of Research	September 2020
University of Law, London LLB	August 2018
Imperial 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; Consumer Behavior
Substantive: Influencer Marketing; Artificial Intelligence; Online Reviews
Methodological: Experiments; Randomized Controlled Trials; Text Analysis

PUBLICATIONS

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 and Dipayan Biswas, “Human Versus AI Design and Sustainability”

Status: **conditional acceptance** at the *Journal of the Academy of Marketing Science Special Issue on Sustainable Marketing and Innovation*

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

Status: **under review** at the *Journal of Marketing*
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 the Academy of Marketing Science*
Awarded the **AACSRE Emerging Fellow Grant**

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

Status: under review at the *Journal of Consumer Research*

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

Status: under review at the *Journal of Consumer Research*

Yu-Ting Lin, **Barbara Duffek**, Congcong Hou, Her-Sen Doong, Thomas Foscht, and Andreas B. Eisingerich, “Use of Empathetic Robots”

Status: **revising for 3rd round review** at the *International Journal of Research in Marketing*

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

Status: **revising for 2nd 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: **reject & resubmit** 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>

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, Omar Merlo, and Andreas B. Eisingerich, “The Authenticity Playbook: How to Build Authenticity in Influencer Marketing”

Status: **accepted** at *Special Issue of Management and Business Review on Influencer Marketing*, edited by PK Kannan and Andreas Lanz

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

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”

Yinghao Zhang and **Barbara Duffek**, “Deepfake Avatars”

AWARDS AND GRANTS

- *Journal of the Academy of Marketing Science* Best Reviewer Award (May 2026)
- AACSB 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)
- INSEAD/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)

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 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)
- 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)

AFFILIATIONS

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

TEACHING EXPERIENCE

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

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)