

**BARBARA DUFFEK**  
**Assistant Professor of Marketing, Georgia State University**

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Georgia State University  
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**APPOINTMENTS**

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| Georgia State University, J. Mack Robinson College of Business<br>Assistant Professor of Marketing | August 2024 – current |
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**EDUCATION**

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

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**RESEARCH INTERESTS**

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

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**PUBLICATIONS**

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**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](#)
- Featured on the 'Shorty Awards' '[It's No Fluke](#)' podcast
- Featured on [Medium](#)
- Featured in [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.

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## MANUSCRIPTS UNDER REVIEW

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

Status: **under 4<sup>th</sup> 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: **resubmitted for 3<sup>rd</sup> round review** at the *Journal of the Academy of Marketing Science*

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

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

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## SELECTED RESEARCH IN PROGRESS

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

Status: finalizing for submission

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

Status: finalizing for submission to the *Journal of Marketing*

**Barbara Duffek** and Dipayan Biswas, “Smells Like Engagement: The Power of Scent-Salient Digital Signage in Virtual Influencer Marketing”

Status: data collection in progress; 5 studies conducted (lab studies)

**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)

Ghazal Alaviani, **Barbara Duffek** and Sonia Monga, “Examining Brand Flagship Stores on Metaverse: The Impact of Brand Warmth and Sense of Presence”

Status: data collection in progress, 3 studies conducted

**Barbara Duffek** Omar Merlo, Andreas B. Eisingerich and Simon Bell, “How Can Digital Offerings Enhance Consumers’ Quality of Life”

Status: data collection in progress; 3 studies conducted (in-depth interviews with 91 consumers, lab experiment, survey with consumers of an online music streaming provider).

**Barbara Duffek** and Andreas B. Eisingerich, “Can Artificial Intelligence (AI)-Based Service Make People Less Selfish? Exploring Symbolic Benefits Offered by AI in Service and Customer Outcomes”

Status: data collection in progress (3 lab experiments conducted).

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## AWARDS AND GRANTS

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- AACSB Emerging Fellow and Grant Winner (\$2,500)
- 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)

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## CONFERENCE PRESENTATIONS (\* Presenter)

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

- 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)

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## PROFESSIONAL SERVICE

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- Conference organizer:
  - Georgia Research Symposium, Georgia State University (April 2025)
- Student mentorship
  - PhD workshop: Doing a PhD and Navigating the Job Market, 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:
  - Expert speaker on branding, Straight Arrow News, “[What’s in a name? HBO makes a comeback after 2 years of Max](#)”
  - 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)

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## AFFILIATIONS

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

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## TEACHING EXPERIENCE

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### **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)

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## EMPLOYMENT HISTORY

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