

## CURRICULUM VITAE

### **Boryana V. Dimitrova, Ph.D.**

**Department of Marketing, Drexel University**  
3141 Chestnut Street, LeBow College of Business, Philadelphia, PA 19104-2875  
Phone: (201) 238-9237  
Email: [b.boryana@gmail.com](mailto:b.boryana@gmail.com)

#### **ACADEMIC POSITIONS**

---

*Visiting Professor*, Lehigh University (Since August 2013)

*Adjunct Professor*, LeBow College of Business, Drexel University (Since June 2013)

#### **AREAS OF FOCUS**

---

Retailing  
Marketing channels  
International marketing  
Business-to-business marketing

#### **EDUCATION**

---

*Ph.D., Marketing, Drexel University, June 2013*

*B.S., Suma Cum Laude, Marketing Management, International Business and Trade, May 2008*

Saint Peter's University, Jersey City, NJ

#### **SCHOLARSHIPS AND AWARDS**

---

- Nominated for the Outstanding PhD Promise Award, 2013
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Washington, Seattle, WA, 2012
- *Outstanding Behavioral Stream Research Paper*, LeBow College of Business, Drexel University, 2012
- *Outstanding PhD Teaching Award*, LeBow College of Business, Drexel University, 2012
- *Excellence in Teaching Award*, Marketing Department, Lebow College of Business, 2012

- *Outstanding Behavioral Stream Research Paper*, LeBow College of Business, Drexel University, 2011
- *Excellence in Research Award*, Marketing Department, LeBow College of Business, Drexel University, 2011
- *Highly Commended Teaching Award*, Drexel University, 2011
- *Excellence in Research Award*, Marketing Department, LeBow College of Business, Drexel University, 2010
- International travel award, Drexel University, 2012
- LeBow College of Business, Drexel University, Center of Teaching Excellence Certificate of Completion the PhD Teaching Seminar, 2010
- Dean's List, Saint Peter's College, 2004-2008
- The Wall Street Journal Student Achievement Award, Saint Peter's College, 2008
- Top 10 in the Class, Saint Peter's College

## ACADEMIC EXPERIENCE

### RESEARCH

#### Refereed Academic Journal Articles

---

Rosenbloom, Bert and Boryana Dimitrova (2011), "The Marketing Mix Paradigm and the Dixonian Systems Perspective of Marketing," *Journal of Historical Research in Marketing*, 3 (1), 53-66.\*

Dimitrova, Boryana and Bert Rosenbloom. (2010). "Standardization versus Adaptation in Global Markets: Is Channel Strategy Different?" *Journal of Marketing Channels*, 17 (2), 157-176.

Dimitrova, Boryana V., Bert Rosenbloom, and Trina Larsen Andras (2013). "Globalization and Consumer Store Choice in Central and Eastern European Transition Economies," *Journal of Euromarketing*, forthcoming.

\*The article was the most downloaded article in the Journal for 2011.

#### Refereed Conference Proceedings

---

\* Denotes presenter

Yoto V. Yotov, Daniel Korschun\*, and Boryana V. Dimitrova (2013). "Country Reputation and International Trade: A Structural Gravity Approach." *Proceedings of the 2013 AMA Global Marketing SIG*, forthcoming.

Dimitrova, Boryana V.\* and Bert Rosenbloom. (2012). "The Impact of Foreign Direct Investment on Retail Structure," *Proceedings of the Summer Marketing Educators' Conference*, forthcoming.

Dimitrova, Boryana V.\*, Bert Rosenbloom, and Trina Larsen Andras. (2012). "Does the Degree of Global Retail Involvement Affect Retail Performance?," *Proceedings of the 2012 AMA Global Marketing SIG*, 7.

Dimitrova, Boryana V.\*, Bert Rosenbloom, and Trinal Larsen Andras. (2011). "Core Capabilities and Institutions: How Do Traditional and Modern Grocery Stores Coexist in Transition Economies?" *International Management Development Association's Proceedings of the Annual World Business Congress*, Vol. 20, 226-232.

Dimitrova, Boryana V.\* and Bert Rosenbloom. (2010). "Factors Inhibiting the Standardization of Global Channel Strategy," *Proceedings of the Annual Conference of the Academy of Marketing Science*, Vol. XXXIII, 51.

Yoto V. Yotov\*, Daniel Korschun, and Boryana V. Dimitrova (2012). "Country Reputation and International Trade: A Structural Gravity Approach." *Proceedings of the International Reputation Management Conference*, forthcoming.

## Cases

---

Dimitrova, Boryana V. "Carrefour. Managing Channels in a Global Environment." Published in *MARKETING CHANNELS: A MANAGEMENT VIEW*, 8<sup>TH</sup> Ed. Mason, Ohio: Thomson/Southwestern, Nov 2011, 635.

Dimitrova, Boryana V. "Microsoft Retail Stores. Recognizing the Need for New Channel Strategy." Published in *MARKETING CHANNELS: A MANAGEMENT VIEW*, 8<sup>TH</sup> Ed. Mason, Ohio: Thomson/Southwestern, Nov 2011, 532.

Dimitrova, Boryana V. "TESCO. Channel Design for a New Market." *MARKETING CHANNELS: A MANAGEMENT VIEW*, 8<sup>TH</sup> Ed. International Edition, Mason, Ohio: Thomson/Southwestern, 2012.

## Presentations

---

"Does the Degree of Global Retail Involvement Affect Retail Performance?," Research Seminar, Drexel University, April 2012, Philadelphia, PA.

"Does Country Reputation Promote International Trade?," Research Day, Drexel University, April 2012, Philadelphia, PA.

"Globalization and Store Choice: Evidence from Grocery Retailing in Transition Economies," Research Seminar, Drexel University, May 2011, Philadelphia, PA.

“Retail Structure and The Potential Impact of Time-Invariant Factors: The Case of Central and Eastern Europe.” Research Day, Drexel University, April 2011, Philadelphia, PA.

“Retail Structure and Retail Productivity in Central and Eastern Europe between 1991 and 2006: An Empirical Examination.” Research Seminar, Drexel University, April 2010, Philadelphia, PA.

“Retail Structure and Retail Productivity in Slovenia between 1991 and 2006: An Empirical Examination.” Research Day, Drexel University, April 2010, Philadelphia, PA.

“Is Standardization of Distribution Channels Feasible in Central and Eastern Europe?,” Research Seminar, Drexel University, April 2009, Philadelphia, PA.

“Standardization vs. Adaptation in Central and Eastern Europe: Opportunities and Pitfalls after European Union Accession.” Research Day, Drexel University, April 2009, Philadelphia, PA.

## **Dissertation**

---

### **“The Impact of National Cultural Values, Retail Sector Regulations, and Physical Infrastructure Factors on Retail Structure.”**

Chair: Bert Rosenbloom (Drexel University)

Committee Members: Trina Larsen Andras (Drexel University), Yoto V. Yotov (Drexel University), Daniel Korschun (Drexel University), Svetla Marinova (Aalborg University, Denmark)

Dissertation Defended on April 12, 2013

In my dissertation I examine the impact of national cultural values, foreign direct investment (FDI) restrictions in the retail sector, property regulations, store opening hours regulations as well as road infrastructure, railway infrastructure, and electricity supply improvements on retail structure. My dissertation deals with retail structure cross-sectionally on a global level by including data from nearly 100 countries and longitudinally over a 20-year period. My dissertation contributes to the existing retail structure literature by delineating the relationship between national cultural values, retail sector regulations, and infrastructure and retail structure. The findings of my dissertation should provide insights for policy makers and senior retail management interested in enhancing retail performance in their respective countries and regions.

## Manuscripts under review at Refereed Academic Journal Articles

\*Denotes invited manuscripts

Dimitrova, Boryana V., Bert Rosenbloom, and Trina Larsen Andras (2013). “Does the Degree of Retailer International Involvement Affect Retail Performance?” Under first revision at *The International Review of Retail, Distribution, and Consumer Research*.

Dimitrova, Boryana V. and Bert Rosenbloom (2013). “Retailer Brand Image Building: Evidence From Two European Retailers.” Under review at *Journal of Euromarketing*.\*

## Working papers

“National Cultural Values and Consumer Store Choice.” with Bert Rosenbloom and Trina Andras.

“Environmental Determinants of Retail Structure: Beyond Demographic and Competitive Factors.” with Bert Rosenbloom and Trina Andras.

“The Impact of National Cultural Values, Property Regulations, and Railway Infrastructure Development on Retail Structure.” with Bert Rosenbloom and Trina Andras.

“Country Reputation and International Trade: A Structural Gravity Approach.” with Daniel Korschun and Yoto V. Yotov. The project is funded by the Center for Corporate Reputation Management at Drexel University and the Oxford Reputation Centre.

## TEACHING EXPERIENCE (at Drexel University)

- MKTG 353 (Undergraduate), Business-to-Business Marketing, 2012, Teaching Evaluations: 3.89/4.00 (the higher the better)
- MKTG 301 (Undergraduate), Introduction to Marketing Management, Teaching Assistant, 2009, 2010, 2011, Teaching Evaluations: 3.70/4.00
- MKTG 324 (Undergraduate), Marketing Channels and Distribution Systems, **Teaching Assistant** for Bert Rosenbloom, 2010, 2011, 2012
- MKTG 922 (PhD), Seminar in the Development of Marketing Thought and Theory, **Teaching Assistant** for Bert Rosenbloom, 2011, 2013
- MKTG 932 (PhD), Seminar in the Development of Marketing Channel Systems, **Teaching Assistant** for Bert Rosenbloom, 2011, 2013
- MKTG 650 (MBA), Marketing Management: Cases and Problems, **Teaching Assistant** for Bert Rosenbloom, 2011, 2012
- MKTG 624 (MBA), Channels of Distribution Management, **Teaching Assistant** for Bert Rosenbloom, 2010

- MKTG 601 (MBA), Marketing Strategy and Planning, **Teaching Assistant** for Bert Rosenbloom, 2010
- MKTG 362 (Undergraduate), Brand and Corporate Reputation Management, hybrid class (online and face-to-face), Spring'13
- MKTG 301 (Undergraduate) Introduction to Marketing, online class, Summer'13, Drexel University
- Scheduled to teach MKTG 630 (MBA) Global Marketing, online class and MKTG 301 (undergraduate) Introduction to Marketing, online class in Fall'13, Drexel University
- Scheduled to teach undergraduate Consumer Behavior class (two sections) in Fall'13, Lehigh University
- Scheduled to teach MKTG 630 (MBA) Global Marketing, online class in Spring'13, Drexel University

## Guest Lectures

---

MKTG 324 (Undergraduate), Marketing Channels and Distribution Systems, 2011  
 MKTG 324 (Undergraduate), Marketing Channels and Distribution Systems, 2010

## SERVICE

---

- Ad hoc reviewer, Journal of International Marketing
- Ad hoc reviewer, Journal of Global Marketing
- Ad hoc reviewer, International Marketing Review
- Ad hoc reviewer, Psychology and Marketing
- Ad hoc reviewer, Industrial Marketing Management
- Ad hoc reviewer, Journal of International Consumer Marketing
- Ad hoc reviewer, International Review of Retail, Distribution and Consumer Research
- Oversaw research by a Drexel STAR (Students Tackling Advanced Research) Scholars Program student, Drexel University, Summer 2012
- Reviewer, International Management Development Association's Annual World Business Congress, July 2012
- Assisted with LeBow College of Business PhD student orientation, Drexel University, September 2011
- Assisted with Drexel University teaching assistant orientation, Drexel University, September 2011
- Reviewer, International Management Development Association's Annual World Business Congress, July 2011
- Reviewer, Global Marketing Conference, September 2010
- Assisted with LeBow College of Business PhD student orientation, Drexel University, September 2010
- Reviewer, International Management Development Association's Annual World Business Congress, July 2010
- Reviewer, Annual Conference of the Academy of Marketing Science, May 2010
- Reviewer, Annual Conference of the Academy of Marketing Science, May 2009

## RELEVANT COURSEWORK

---

### Marketing Courses

Seminar in Development of Marketing Theory and Thought  
Development of Marketing Channel Systems  
Seminar in Strategic Marketing Planning  
Conceptual Foundations of Buyer Behavior  
Multivariate Marketing

### Instructor

Bert Rosenbloom  
Bert Rosenbloom  
Rolph Anderson  
Daniel Korschun  
Rolph Anderson

### Statistics/Econometrics and Research Methodology Courses

Quantitative Methods I  
Quantitative Methods II  
Multivariate Analysis  
Econometrics I  
Econometrics II  
Research Analysis for the Behavioral Sciences

Merrill Liechty  
Merrill Liechty  
Merrill Liechty  
Bang Nam Jeon  
Teresa Harrison  
David Gefen

### Economics Courses

Foundations of Economics Analysis  
Open Economy Macroeconomics  
Game Theory  
International Economics

Chris Laincz, Paul Jensen  
Marco Airaud  
Konstantinos Serfes  
Vibhas Madan

### Management Courses

Readings in Strategic Management  
Cognitive Perspectives on Strategy

Donna DeCarolis  
V.K. Narayanan

## REFERENCES

---

Dr. Bert Rosenbloom  
Rauth Chair Professor of Marketing Management  
3141 Chestnut Street  
LeBow College of Business, Drexel University  
Philadelphia, PA 19104-2875  
(215) 895-6992  
rosenblb@drexel.edu

Dr. Trina Larsen Andras  
Professor and Department Head of Marketing  
Academic Director, Center for Corporate Reputation Management  
3141 Chestnut Street  
LeBow College of Business, Drexel University  
Philadelphia, PA 19104-2875  
(215) 895-4995  
larsent@drexel.edu

Dr. Daniel Korschun  
Assistant Professor, Marketing  
3141 Chestnut Street  
LeBow College of Business, Drexel University  
Philadelphia, PA 19104-2875  
(215) 895-1998  
dek46@drexel.edu

Dr. Svetla Marinova  
Associate Professor  
Department of Business and Management  
Aalborg University  
9220 Aalborg Ø, DK  
(+45) 9940-8227  
svetla@business.aau.dk

Dr. Yoto V. Yotov  
Assistant Professor, Economics  
3141 Chestnut Street  
LeBow College of Business, Drexel University  
Philadelphia, PA 19104-2875  
(215) 895-2572  
yotov@drexel.edu