

ADINA BARBULESCU

Department of Marketing and Logistics
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ACADEMIC POSITIONS

2009 - Present Assistant Professor of Marketing,
University of Tennessee, Knoxville, TN

EDUCATION

2004-2009 PhD in Marketing
Emory University, Atlanta, GA

2002-2003 MS in Information Age Marketing
Bentley College, Waltham, MA

2000-2001 MS in Intra-European Business
College of International Business and Economics, Bucharest, Romania

1996-2000 BS in International Business
College of International Business and Economics, Bucharest, Romania

PUBLICATIONS

Sheth, Jagdish N., Rajendra S. Sisodia, and Adina Barbulescu (2006): "The Image of Marketing," in Does Marketing Need Reform? Jagdish N. Sheth and Rajendra S. Sisodia, Eds.: M.E. Sharpe

Barbulescu, Adina and Xu, Jun (2005): "Marketing, Sales, and Customers. MSI Conference Summary," December 7 – 9, Cambridge, Massachusetts

RESEARCH IN PROGRESS

"Assessing the Impact of Brand Licensing Announcements on Abnormal Returns and Firm-Specific Risk" (with Kapil Tuli and Ajay K. Kohli)

"Brand Experience Sequences and Their Effect on Brand Attitude Change" (with Ajay K. Kohli)

"Changes in Brand Attitude in Response to Competitor Claims: The Role of Brand Knowledge Structure" (with Ajay K. Kohli)

"Brands as Situated Concepts: Understanding Symbolic, Functional, and Experiential Brand Concepts" (with Lawrence Barsalou)

“The Effect of Brand Equity on Stock Returns and Idiosyncratic Risk” (with Kapil Tuli)

“The Effect of Brand Portfolio on Brand Concept” (solo authored)

CONFERENCE PRESENTATIONS

Barbulescu, Adina and Ajay K. Kohli (2010), “Brand Experience Sequences and Their Effect on Brand Attitude Change,” INFORMS Marketing Science Conference, University of Cologne, Germany.

Barbulescu, Adina and Ajay K. Kohli (2010), “Asymmetry of Customer Expectations and Its Effect on Brand Purchase,” Winter American Marketing Conference, New Orleans

Barbulescu, Adina and Ajay K. Kohli (2007), “The Impact of Brand Licensing on Licensor Financial Performance: A Contingency Model,” INFORMS Marketing Science Conference, Singapore.

RESEARCH INTERESTS

Brand knowledge structures
Attitude change
Leveraging brand equity
Information processing under uncertainty

COMMITTEES

Member, Recruitment Committee for Marketing and Logistics Department, University of Tennessee, 2010

Co-Advisor, Global Leadership Scholars Master’s Thesis Committee for Brian Grant

REVIEW

Ad-hoc reviewer for *Journal of Marketing*, 2010-present

Ad-hoc reviewer *International Journal of Research in Marketing*, 2009-present

Ad-hoc reviewer *Psychology & Marketing*, 2009-present

Reviewer for *Winter Marketing Educator's Conference* organized by the American Marketing Association, 2009

HONORS

Goizueta Foundation Fellow, 2008

AMA-Sheth Foundation Doctorial Consortium Fellow, 2008

Sheth Fellow, Emory University, April 2007

INFORMS Marketing Science Doctorial Consortium Fellow, 2006 and 2007

Fulbright Scholar, 2002-2003

RESEARCH GRANTS

GSAS Dissertation Research Grant, Emory University, 2008
GSAS Research Training Grant, Emory University, 2008
GSAS Travel Research Grant, Emory University, 2008
GSAS Travel Research Grant, Emory University, 2007

TEACHING EXPERIENCE

Integrated Marketing Communications, Fall 2009, University of Tennessee
Consumer Behavior, 2010, University of Tennessee

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association of Consumer Research
Society for Consumer Psychology
INFORMS