



**Ekaterina NEMKOVA**

**Ph.D. Marketing**

**Associate Professor, Marketing**

[e.nemkova@ieseg.fr](mailto:e.nemkova@ieseg.fr)

---

## **EDUCATION**

---

**2014** Ph.D. Marketing, Loughborough University, United Kingdom

**2009** Master, Marketing and Management, Loughborough University, United Kingdom

## **PROFESSIONAL CERTIFICATION**

---

**2014** Postgraduate Certificate in Higher Education (PGCHE), Nottingham University, United Kingdom

## **EMPLOYMENT EXPERIENCE**

---

### **ACADEMIC:**

**2020 - Present** Assistant Professor, IÉSEG School of Management, France

**2012 - 2019** Assistant Professor, Nottingham University Business School, United Kingdom

**2010 - 2011** Researcher, Loughborough University, United Kingdom

**2006 - 2008** Researcher, National Research University - Higher School of Economics

## **COURSES TAUGHT**

---

- Introduction to marketing
- Marketing management
- Marketing management
- International marketing and globalization
- Understanding international markets in the digital age
- International marketing
- Essentials of international marketing
- Introduction to marketing

## INTELLECTUAL CONTRIBUTIONS

---

### Papers in refereed journals

---

#### Published

- Demirel P., Nemkova E., Taylor R., (2021), Reproducing Global Inequalities in the Online Labour Market: Valuing Capital in the Design Field, *Work, Employment and Society*, 35(5), pp. 914-930
- Hughes P., Souchon A., Nemkova E., Hodgkinson I., Oliverira J., Boso N., Hultman M., Yeboah-Banin A., Sy-Changco J., (2019), Quadratic effects of dynamic decision-making capability on innovation orientation and performance: Evidence from Chinese exporters, *Industrial Marketing Management*, 83(November), pp. 59-69
- Nemkova E., Demirel P., Baines L., (2019), In search for meaningful work on digital freelancing platforms: The case of design professionals, *New Technology, Work & Employment*, 34(3), pp. 226-243
- Efrat K., Hughes P., Nemkova E., Souchon A., Sy-Changco J., (2018), Leveraging of dynamic export capabilities for competitive advantage and performance consequences: Evidence from China, *Journal of Business Research*, 84(March), pp. 114-124
- Kadic-Maglajlic S., Arslanagic-Kalajdzic M., Michaelidou N., Micevski M., Nemkova E., (2017), Controversial advert perceptions in SNS advertising: the role of ethical judgement and religious commitment, *Journal of Business Ethics*, 141(March), pp. 249-265
- Nemkova E., (2017), The impact of agility on the market performance of born-global firms: an exploratory study to the 'Tech City' innovation cluster', *Journal of Business Research*, 80(November), pp. 257-265
- Souchon A., Hughes P., Farell A., Nemkova E., Oliveira J., (2016), Spontaneity and international marketing performance, *International Marketing Review*, 33(5), pp. 671-690
- Yeboah-Banin A., Boso N., Hultman M., Souchon A., Hughes P., Nemkova E., (2016), Salesperson improvisation: antecedents, performance outcomes and boundary conditions, *Industrial Marketing Management*, 59(November), pp. 120-130
- Nemkova E., Souchon A., Hughes P., Micevski M., (2015), Decision theory applied to the export decision-making process: combining planning and improvisation for export success, *Journal of International Marketing*, 23(3), pp. 41-65
- Nemkova E., Souchon A., Hughes P., (2012), Export decision-making orientation: an exploratory study, *International Marketing Review*, 29(4), pp. 349-378

#### Forthcoming

- Efrat K., Souchon A., Dickenson P., Nemkova E., (2021), Chutzpadik advertising and its effectiveness: Four studies of agencies and audiences, *Journal of Business Research*, NA(NA), pp. 1-30

### Communications in refereed conferences

---

#### International

- , Nemkova E., Toth Z., Naude P., Hizsak G., (2021), *The 'dark side' of reputation systems: How is social capital created on digital economy platforms for creative professional?* Society for the Advancement of Socio-Economics (SASE), Amsterdam, Netherlands
- Nemkova E., Demirel P., Taylor R., (2020), *Employment Strategies in the Online Labour Market: A Bourdieusian Perspective* SASE, the Society for Advancement in Socio-Economics Conference, Amsterdam, Netherlands
- Nemkova E., Demirel P., Baines L., (2019), *In search for meaningful work on digital freelancing platforms* SASE, the Society for Advancement in Socio-Economics Conference, New York, USA
- Nemkova E., Demirel P., (2018), *Understanding sources of competitive advantage on global freelancing platforms: the case of design professionals* AMA Global Marketing SIG Conference, Thira, Greece
- Nemkova E., Demirel P., Baines L., (2018), *Who undertakes meaningful work on digital freelancing platforms?* European Academy of Management Conference, Reykjavik, Iceland
- Nemkova E., (2016), *Marketing unpredictability in born-global firms* European Marketing Academy Conference Regional, Sarajevo, Bosnia and Herzegovina

Hughes P., Souchon A., Nemkova E., Boso N., Hulman M., Yeboah-Banin A., Sy-Changco J., (2015), *Quadratic effects of export decision-making on innovation orientation: evidence from Chinese exporting firms* Australian and New Zealand Marketing Academy Conference, Sydney, Australia

Nemkova E., Souchon A., Boso N., Hughes P., Hultman M., Sy-Changco J., Yeboah-Banin A., (2014), *Enhancing marketing unpredictability and performance through planning and improvisation* Management AMA Summer Educators' Conference, San Francisco, USA

Nemkova E., Souchon A., Hughes P., (2014), *Export decision-making: combining planning and improvisation to enhance performance* World Marketing Congress (AMS), Lima, Peru

Nemkova E., Souchon A., Hughes P., (2011), *Balancing planning and improvisation for export success: from 'Accepted norm' to 'Guilty secret'?* European Marketing Academy Conference, Ljubljana, Slovenia

## **Other conference and seminar presentations**

---

### **International**

Nemkova E., Demirel P., Taylor R., (2020), *Employment Strategies in the Online Labour Market* National Research Institute -- Higher School of Economics, Moscow, Russia

Nemkova E., Demirel P., (2018), *Understanding Sources of Competitive Advantage on Digital Freelancing platforms* University of Chile, Faculty of Economics and Business, Santiago, Chile

Nemkova E., Demirel P., (2017), *Understanding online labour markets: The case of freelancing design professional* European Academy of Management Conference, Glasgow, United Kingdom

Nemkova E., Demirel P., (2016), *Understanding the Digital Work Marketplace* University of Southampton, Southampton, United Kingdom

### **Case studies**

---

Nemkova E., Lempp F., (2021), *Sticks & Stones: A family business conflict*, *The Case Centre*, case study 421-0067-1 , teaching note 421-0067-8

### **Grants**

---

2018      Managrial decision-making styles, innovation and economic performance: a cross-country examination, British Academy (United Kingdom)

2014      Marketing agility in born global firms: drivers and outcomes, Nottingham University Business School (United Kingdom)

## **SCIENTIFIC PRIZES AND AWARDS**

---

### **Award**

2018      Teaching excellence, Nottingham University Business School, United Kingdom

2018      Teaching excellence, Nottingham University Business School, United Kingdom

2014      Teaching excellence, Nottingham University Business School, United Kingdom

## **PROFESSIONAL MEMBERSHIPS**

---

Consortium for Improvisation in Marketing

Centre for Research on Self-Employment

Society for Advancement in Socio-Economics

**Reviewer in an academic journal**

Journal of International Business Studies

European Marketing Journal

International Marketing Review

Academia Revista Latinoamericana de Administracion

Journal of Business Research