

**AULONA ULQINAKU**  
Associate Professor of Marketing  
Marketing Department, LIUC Carlo Cattaneo University  
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## **EMPLOYMENT**

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- **Associate Professor of Marketing** – LIUC Business School, LIUC Carlo Cattaneo, Italy – 1 July 2025 – ongoing
- **Associate Professor of Marketing** – Leeds University Business School, University of Leeds, UK – 1 August 2021 – June 2025
- **Lecturer (Assistant Professor) in Marketing** – Leeds University Business School, University of Leeds, UK – Sept 2018 – Oct 2021
- **Visiting Academic Professor** – Leeds University Business School, University of Leeds, UK – July 2025 – ongoing
- **Visiting Academic Professor** – Copenhagen Business School, Denmark – June 2023 – ongoing
- **Visiting Academic Professor** – University of Tirana, Albania – April 2023 – ongoing

## **EDUCATION**

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- **Ph.D. in Business Administration and Management, Marketing Curriculum** - Bocconi University, Milan, Italy, Sept 2014 – Jan 2019
- **Research and Teaching Assistant** - Bocconi University, Milan, Italy, Sept 2013 – Sept 2014
- **Master of Science in Marketing Management (2-years program)** - Bocconi University, Milan, Italy, Sept 2010 – July 2012
- **Bachelor's in International Economics and Management (3-years program)** - Bocconi University, Milan, Italy, Sept 2007 – Sept 2010

## **PROFESSIONAL SERVICE**

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- **Associate Editor** Europe of *Psychology & Marketing* (CABS 3) – January 2021 – ongoing
- **ERB member** – *Annals of Tourism Research* (CABS 4) – July 2022 – ongoing
- **ERB member** – *Italian Journal of Marketing* – January 2025 – ongoing
- **Programme Director** of MSc Consumer Analytics and Marketing Strategy – August 2021 – June 2025
- **Italian Referee** for the European Marketing Academy – May 2025 – ongoing
- **Member** of the Internationalization Team at Italian Marketing Association (Società Italiana di Marketing) – 2024 - ongoing
- **Organizing committee** – Northern Europe Consumer Research (NECR) Symposium – September 2021 – June 2025
- **Member** of Leeds University Business School Research Excellence Framework 2029 Advisory Board – June 2024 – June 2025
- **Member** of the hiring committee Marketing Department – 2021 – 2022
- **Member** of the hiring committee International Business Department – 2022
- **Represented** the Marketing Department in the Faculty Research and Innovation Committee – June 2022, July 2022, January 2023

- **Member** of Consumer Data Research Centre – 2021 – June 2025
- **Member** of Leeds Institute for Data Analytics – 2021 – June 2025
- **Member** of LIDA Education and Training Committee – 2022 – June 2025
- **Academic organizing committee** of Joint Doctoral Seminar Series (Leeds University Business School, Faculty of Business and Economics, University of Antwerp, and School of Management, Xiamen University) – 2020 – June 2025
- **Member** of Global and Strategic Marketing Research Centre (GLOSMARC) – 2018 – June 2025
- **Associate** of the Bocconi Experimental Lab for Social Sciences (BELSS) Associate – May 2014 – January 2019
- **Guest Editor** – Special Issue in *Journal of Business Research* (CABS 3) on Dynamic and /Personalized Pricing – February 2021
- **Managing Editor** – Special Issue in *Industrial Marketing Management* (CABS 3) on Experiments in Industrial Marketing – September 2021
- **Recognized reviewer (selected journals & conferences):** Journal of Consumer Research, Journal of the Academy of Marketing Science, Psychology & Marketing (also Editorial Role and ERB member), European Journal of Marketing, Personality and Individual Differences, Journal of Business Research, Journal of International Marketing, Annals of Tourism Research (also ERB member)
- **Memberships in Academic and Professional Bodies:** European Marketing Academy, American Marketing Association, Society for Consumer Psychology, Società Italiana di Marketing

#### **COLLABORATIONS WITH THE INDUSTRY**

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- Pirelli, Polo Industriale Pirelli Di Settimo Torinese – June 2014 – September 2014; in collaboration with CRIOS Bocconi, Prof. Camuffo and Prof. Estes, Dr Cossu, Dr Trombini (Bocconi University) – An Application of the Eye Tracking Technology in Detecting the Relationship Between Emotions And Performance Quality
- Morrisons Group, Yorkshire, Regno Unito – 2022 – ongoing; in collaboration with Dr Guo, Dr Biraglia (Leeds University Business School) - Observing Consumer Online Word of Mouth On Social Media Under Resource Scarcity
- BALFIN Group, Tirana, Albania – August 2023 – ongoing; in collaboration with Dr Biraglia (Leeds University Business School), Dr Axhami (University of Tirana) – Application of Experimental Methods in Understanding Consumer Behavior and Providing Adequate Promotional Activities

#### **RESEARCH INTERESTS AND EXPERTISE**

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- Digital marketing communications, Branding misconduct
- Consumer wellbeing
- Experiments, Longitudinal (secondary) data

#### **JOURNAL PUBLICATIONS**

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1. Sarial-Abi, Gülen, **Aulona Ulqinaku** (2025). Marketplace Sovereignty Under Threat: A Research Curation on Marketplace Actors in Turbulent Times, *Journal of International Marketing* (CABS 3, ANVUR A)

2. **Ulqinaku, A.**, Cakanlar, A. & Sarial-Abi, G. (2025). Algorithm Aversion in Joint Decision-Making: The Role of Preference for Neutrality, *Psychology & Marketing* (CABS 3, ANVUR A)
3. **Ulqinaku, A.**, & Sarial-Abi, G. (2025). When sales promotions make consumers experiencing financial restrictions purchase more or less: the role of decisional conflict. *Italian Journal of Marketing*, 2025(2), 155-179.
4. Gerrath, M., Bhoumik, K., **Ulqinaku, A.**, Biraglia, A., Viglia, G. (2025). The impact of pioneering and activism depth on consumers' perceptions of inclusivity and brand performance. *Journal of Advertising Research*, (CABS 3)
5. Davvetas, V., **Ulqinaku, A.**, & Katsikeas, C. S. (2024). Brand transgressions: How, when, and why home country bias backfires. *Journal of the Academy of Marketing Science*, 1-22, (CABS 4\*)
6. **Ulqinaku, Aulona**, Selma Kadić-Maglajlić, and Gülen Sarial-Abi, (2023), Social Media as a Living Lab for Researchers: The Relationship Between Linguistics and Online User Responses, *Internet Research*, (CABS 3)
7. Liu, Yeyi, Kshitij Bhoumik, **Aulona Ulqinaku**, and Laura Grazzini, (2023), Social Exclusion: A Bibliometric Analysis and Future Research Directions in Advertising, *Journal of Advertising*, (CABS 3, ANVUR A), doi: [10.1080/00913367.2023.2255250](https://doi.org/10.1080/00913367.2023.2255250)
8. Bruine de Bruin, W., **Ulqinaku, A.**, Llopis, J., & Rava, M. (2023). Beyond high-income countries: Low numeracy is associated with older adult age around the world. *Medical Decision Making*, doi: [10.1177/23814683231174241](https://doi.org/10.1177/23814683231174241)
9. Gerrath Maximilian, Alexander Mafael, **Aulona Ulqinaku**, Alessandro Biraglia, (2022), Service Failures in Times of Crisis: An Analysis of eWOM Emotionality, *Journal of Business Research* (CABS 3, ANVUR A), doi: [10.1016/j.jbusres.2022.113349](https://doi.org/10.1016/j.jbusres.2022.113349)
10. Sarial-Abi, Gülen, **Aulona Ulqinaku**, Giampaolo Viglia, Gopal Das, (2021), The effect of financial scarcity on discretionary spending, borrowing, and investing, *Journal of the Academy of Marketing Science* (CABS 4\*, ANVUR A) doi: [10.1007/s11747-021-00811-0](https://doi.org/10.1007/s11747-021-00811-0)
11. Viglia, Giampaolo, Ghasem Zaefarian, **Aulona Ulqinaku**, (2021), How to design good experiments in marketing: types, examples, and methods, *Industrial Marketing Management* (CABS 3, ANVUR A), doi: [10.1016/j.indmarman.2021.08.007](https://doi.org/10.1016/j.indmarman.2021.08.007)
12. Sarial-Abi, Gülen, **Aulona Ulqinaku**, Sadaf Mokarram-Dorri, (2021), Living with Restrictions: The Duration of Restrictions Influences Construal Levels, *Psychology & Marketing* (CABS 3, ANVUR A), doi: [10.1002/mar.21562](https://doi.org/10.1002/mar.21562)
13. Davvetas, Vasileios (Bill), **Aulona Ulqinaku**, Gülen Sarial-Abi, (2021), Local Impact of Global Crises, Institutional Trust, and Consumer Well-being: Evidence from the COVID-19 Pandemic, *Journal of International Marketing*, (CABS 3, ANVUR A), doi: [10.1177/1069031X211022688](https://doi.org/10.1177/1069031X211022688)
14. Bruine de Bruin, Wändi, **Aulona Ulqinaku**, Dana Goldman, (2021), Effect of COVID-19 vaccine allocation strategies on vaccination refusal: A national survey, *Journal of Risk Research*, (CABS 2, ANVUR A) doi: [10.1080/13669877.2021.1936613](https://doi.org/10.1080/13669877.2021.1936613)
15. Biraglia, Alessandro, Bryan Usrey, **Aulona Ulqinaku**, (2021), The Downside of Scarcity: Scarcity Appeals Can Trigger Consumer Anger and Brand Switching, *Psychology & Marketing*, (CABS 3, ANVUR A) doi: [10.1002/mar.21489](https://doi.org/10.1002/mar.21489)
16. Mauri, Chiara, Laura Grazzini, **Aulona Ulqinaku**, & Erika Poletti, (2021), The effect of front-of-package nutrition labels on the choice of low sugar products, *Psychology & Marketing*, (CABS 3, ANVUR A) doi: [10.1002/mar.21473](https://doi.org/10.1002/mar.21473)

17. Bruine de Bruin, Wandl, **Aulona Ulqinaku**, (2020), Effect of mortality salience on charitable donations: Evidence from a national sample, *Psychology and Aging*, doi: [10.1037/pag0000478](https://doi.org/10.1037/pag0000478)
18. Sarial-Abi, Gülen, **Aulona Ulqinaku** (2020), Financial Constraints Influence How Consumers Evaluate Approach versus Avoidance Framed Messages. *Journal of Advertising*, (CABS 3, ANVUR A) doi: [10.1080/00913367.2020.1768970](https://doi.org/10.1080/00913367.2020.1768970)
19. Nanni Anastasia, **Aulona Ulqinaku** (2020), Mortality threats and technology effects on tourism. *Annals of Tourism Research*, (CABS 4, ANVUR A) doi: [10.1016/j.annals.2020.102942](https://doi.org/10.1016/j.annals.2020.102942)
20. **Ulqinaku, Aulona**, Gülen Sarial-Abi, & Elaine L. Kinsella (2020), Benefits of Heroes to Coping with Mortality Threats by Providing Perceptions of Personal Power and Reducing Unhealthy Compensatory Consumption. *Psychology & Marketing*, (CABS 3, ANVUR A) doi: [10.1002/mar.21391](https://doi.org/10.1002/mar.21391)
21. **Ulqinaku, Aulona**, Gülen Sarial-Abi (2020), Tourism implications of online response to terrorism. *Annals of Tourism Research*, (CABS 4, ANVUR A) doi: [10.1016/j.annals.2020.102914](https://doi.org/10.1016/j.annals.2020.102914)
22. **Ulqinaku, Aulona**, Sarial-Abi, G., Kinsella, E.L. and Igou, E.R. (2020), The breaking bad effect: Priming with an antihero increases sensation seeking. *British Journal of Social Psychology*, (CABS 3) doi:[10.1111/bjso.12374](https://doi.org/10.1111/bjso.12374)
23. Sarial-Abi, Gülen, Kathleen D. Vohs, Ryan Hamilton, and **Aulona Ulqinaku** (2017), “Stitching Time: Vintage Consumption Connects the Past, Present, and Future”, *Journal of Consumer Psychology*, 27(2), 182-194, (CABS 4\*, ANVUR A) doi: [10.1016/j.jcps.2016.06.004](https://doi.org/10.1016/j.jcps.2016.06.004)

## **BOOKS, CHAPTERS, AND OTHER**

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- **Ulqinaku, A., Grazzini, L., Sarial-Abi, G.** (2025), Quando La Scarsità Incide Sul Benessere Dei Consumatori: Strategie Di Marketing Per Reagire, *Aracne*, ISBN 979-12-218-2287-6
- **Ulqinaku, A.** (2025), Brands in Times of Threat: How Consumers Cope and How Companies Can Respond, *Editoriale Scientifica*, ISBN 979-12-235-0413-0
- **Ulqinaku A.** (2023), Sensation seeking. In: Allison ST (eds.) *Encyclopedia of Heroism Studies*. Springer
- **Ulqinaku A.** (2020). *Governments can learn from consumer psychology when it comes to public health messaging*. [The Conversation](#)

## **FUNDING**

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- Co-Investigator in the Consumer Data Research Centre – endorsed by UKRI until Sept 2024, **£1.3 mln**
- Elite Journal Revision funding – Co- Investigator with Biraglia, Alessandro, Aulona Ulqinaku, Aulona, Verdiana Giannetti, Josko Brakus, January 2025, **£7,500**
- ESRC Impact Acceleration Fund co-Investigator with School of Design – October 2024, **£15,000**
- PGR International Mobility Fund – February 2024, **£2,500**
- International Research Collaboration Award – February 2024, **£ 1,797.9**

- National Agency of Scientific Research, Technology, and Innovation (Agjencia Kombëtare e Kërkimit Shkencor, Teknologjisë dhe Inovacionit) – September 2023, **Leke 2,400,000 (approximately £20,000)**
- CDRC and LIDA Data Scientist Development Programme 2022-23 – October 2023, **£19,500**
- International Research Collaboration Award for Northern European Consumer Research (NECR) Symposium 2023 – June 2023, **£12,893**
- CDRC and LIDA Data Scientist Development Programme 2022-23 – April 2023, **£19,500**
- International Research Collaboration Award, LUBS – June 2023, **£1,265.19**
- Carlsberg Grant in collaboration with Copenhagen Business School – Dec 2022, **£95,000**
- International Research Collaboration Award, LUBS – June 2022, **£515.91**
- LUBS Challenge Fund - **£6,000** for application preparation of Young Scholar ESRC, “*When less is more: Exploring the interplay between variety-seeking consumption, emotions, and sustainability*”
- The Living Lab - **£2,000**, “*The Unanticipated Effects of Goal Monitoring on Perceived Progress and Performance*”
- North American Association for Consumer Research PhD Student Travel Grant – **\$1,300**

#### **SELECTED INVITED TALKS AND PRESENTATIONS**

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- Lloyds Banking Group, (UK), February 2025
- Aalto Business School, University of Aalto, (Finland), June 2024
- University of Bath, School of Management, (UK), February 2024
- *Meet the Editor*, Academy of Marketing Science, Kent (UK), July 2023
- *Digital brand communications: fresh air for distressed consumers*, Leeds Digital Festival, September 2022
- *Early Career Researcher, Tips and Tricks*, American Marketing Association Special Interest Group Global Marketing Conference, Doctoral Consortium, Taormina (Sicily), October 2021
- *PGR Career Development*, American Marketing Association, February 2021
- *Purchase Intentions of Counterfeits*. In the Brand Management graduate course, Bocconi University, March 2014

#### **TEACHING EXPERIENCE AND WORKSHOPS**

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- **June 2025** – KATAJA PhD course in Experimental Design, Aalto Business School, 5 days, (evaluation: 4.9/5)
- **July 2024** – NARTI Advances in Experimental Methods Design, Leeds University Business School, Leeds, <https://narti.org.uk/event/>
- **June 2024** – KATAJA PhD course in Experimental Design, Aalto Business School, 5 days, (evaluation: 4.9/5)
- **April 2024** – Experimental design and analysis, University of Florence, DISEI/BEELab+ research seminar, (<https://www.beelab.unifi.it/art-241-disei-beelab-research-seminar-april-4th.html>)
- **April 2023** – Experimental Design in Marketing, University of Tirana, Tirana (Albania)

- **Autumn 2024** – Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, 200 students (evaluation: 4.6/5), 10 weeks module, 15 CFU
- **Autumn 2023** – Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, 450 students (evaluation: 4.3/5), 10 weeks module, 15 CFU
- **Spring 2023** – International Marketing, MBA East China Normal University, Postgraduate Level, 200 students (evaluation: outstanding), 2 weeks module
- **Spring 2022** – International Marketing, MBA East China Normal University, Postgraduate Level, 200 students (evaluation: outstanding), 2 weeks module
- **Autumn 2023** – Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, Postgraduate Level, 133 students, 10 weeks module, 15 CFU
- **Autumn 2022** – Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, Postgraduate Level, 133 students, evaluation 4.3/5, 10 weeks module, 15 CFU
- **Autumn 2022** – Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 330 students (evaluation not available) , 10 weeks module, 15 CFU
- **Autumn 2021** – Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, Postgraduate Level, 130 students (evaluation not available) , 10 weeks module, 15 CFU
- **Spring 2021** – Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 259 students, evaluation 4.4/5, 10 weeks module, 15 CFU
- **Spring 2021** – Experimental Research Methods – Leeds University Business School, PhD Level, 15 students (evaluation not available), 1 week module
- **Autumn 2019** – Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 301 students, evaluation 4.5/5, 10 weeks module, 15 CFU
- **Autumn 2018** – Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 288 students, evaluation 4.7/5, 10 weeks module, 15 CFU

## ACADEMIC HONORS

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- Top-cited *Journal of International Marketing* articles from 2021–2022, October 2024
- Winner of *Early Career Researcher* at Leeds University Business School, June 2022
- Recipient of the *Journal of Consumer Psychology Park Best Paper Award* (i.e., best paper published in JCP three years prior), March 2020
- Recipient of the *Psychology & Marketing Best Paper Award* presented at XVII Annual Conference of the Italian Marketing Society, October 2020
- Recipient of the *Consumer Behavior Track Best Paper Award* presented at XVII Annual Conference of the Italian Marketing Society, October 2020

## MEDIA APPEARANCE

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- Ulqinaku, A. February 2023. *How to Market in a Down Economy: The Latest Research and Expert Advice*, [White Label Loyalty](#)
- Ulqinaku, A. Further Together, July 2020. <https://spotlight.leeds.ac.uk/everybody-needs-a-hero/>

- Ulqinaku A. *Eating in the face of death*. [Leeds University Business School - Research & Innovation Blog](#)
- Ulqinaku A, Ang D. 2020. *Ban on gender stereotypes - blessing or bane?*. [Leeds University Business School - Research & Innovation Blog](#)
- Ulqinaku A. 2020. *Podcast: How museums can use interactive virtual tours to engage with the public and increase donations*. [Leeds University Business School - Research & Innovation Blog](#)
- January 2022, *RIMtailing*, <https://rimtailing.blogspot.com/2022/01/construe-differences-in-disability.html>
- April 2021, *Psychology Today*, <https://www.psychologytoday.com/us/blog/fulfillment-any-age/202104/why-everyone-needs-hero>
- Remember You Must Die... and Dress in a Proper Way. Bocconi Knowledge (<https://www.knowledge.unibocconi.eu/notizia.php?idArt=13967>)
- FizzShow Radio (<https://www.fizzshow.com/aulona-ulqinaku/>)

## STUDENT SUPERVISIONS

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### *Doctorate Supervisor*

- Candidate's Name: Zhuliang Liu  
Title of Thesis: "What about a larger one?" The effect of differential quality framing on the choice share premium options  
Institution: Leeds University Business School  
Period: 2021 – 2025 – preparing to defend the viva in 2025
- Candidate's Name: Jasmine Ahmed  
Title of Thesis: Effects of spending reduction on consumer behaviour  
Institution: Leeds University Business School  
Period: 2021 – 2025 – defended the viva in December 2024
- Candidate's Name: Thamolwan Jindarak  
Title of Thesis: Individual response to product's promotions  
Institution: Leeds University Business School  
Period: 2021 – 2022 (withdrawn)
- Candidate's Name: Agim Fjolla  
Title of Thesis: The role of scarcity on consumer psychological wellbeing and marketing interventions to mitigate the negative effects of scarcity on consumers  
Institution: University of Tirana  
Period: 2021 – 2025 – preparing to defend the viva in 2025

### *Doctorate Internal Examiner*

- Candidate's Name: Yunlu Zhu  
Institution: Leeds University Business School  
Date: January 2025
- Candidate's Name: Ying Jin  
Institution: Leeds University Business School  
Date: September 2023
- Candidate's Name: Jung-Sik Son

Institution: Leeds University Business School  
Date: September 2020

- Candidate's Name: Honghan Qi  
Institution: Leeds University Business School  
Date: September 2020
- Candidate's Name: Abbie Iveson  
Institution: Leeds University Business School  
Date: September 2019

***Doctorate External Examiner***

- Candidate's Name: Sumir Mathur  
Institution: University of Portsmouth  
Second attempt: January 2024  
First attempt: Date: July 2022
- Candidate's Name: Abdulwali AL-AJI  
Institution: Royal Holloway, University of London  
Date: November 2024

***Master Thesis Supervisor***

- Period September 2018 – December 2019: 10 students
- Period September 2019 – December 2020: 24 students
- Period September 2020 – December 2021: 19 students
- Period September 2021 – December 2022: 22 students
- Period September 2022 – December 2023: 21 students
- Period September 2023 – December 2024: 19 students
- Period September 2024 – December 2024: 21 students

Milano, Italia, 01 December 2025

Dr Aulona Ulqinaku