

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

- **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

- **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

- Associate Editor Europe of *Psychology & Marketing* (CABS 3) – January 2021 – ongoing
- ERB member – *Annals of Tourism Research* (CABS 4) – July 2022 – ongoing
- Programme Director of MSc Consumer Analytics and Marketing Strategy – August 2021 – June 2025
- Organizing committee – Northern Europe Consumer Research (NECR) Symposium – September 2021 – June 2025
- 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

Aulona Ulqinaku

- 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
- Bocconi Experimental Lab for Social Sciences (BELSS) Associate – May 2014 – January 2019

COLLABORATIONS WITH THE INDUSTRY

- 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

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

JOURNAL PUBLICATIONS

1. **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)*
2. **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.
3. Gerrath, M., Bhounik, 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)*
4. 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*)
5. **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)*

6. 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)
7. 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)
8. 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)
9. 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)
10. 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)
11. 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)
12. 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)
13. 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)
14. 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)
15. 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)
16. Bruine de Bruin, Wändi, **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)
17. 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)
18. 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)
19. **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)
20. **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)

21. **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)
22. 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)

BOOK CHAPTERS AND OTHER

- **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

- 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

- Lloyds Banking Group, (UK), February 2025

Aulona Ulqinaku

- 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
- *Experimental Design in Marketing*, University of Tirana, Tirana (Albania), April 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

- **June 2025** – KATAJA PhD course in Experimental Design, Aalto Business School, 5 days, (evaluation: 4.9/5)
- **June 2024** – KATAJA PhD course in Experimental Design, Aalto Business School, 5 days, (evaluation: 4.9/5)
- **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

- 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

PROFESSIONAL SERVICE

Guest Editor – Special Issue in *Journal of Business Research* (CABS 3) on Pricing in Marketing – February 2021

Managing Editor – Special Issue in *Industrial Marketing Management* (CABS 3) on Experiments in Industrial Marketing – September 2021

Recognized reviewer (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

MEDIA APPEARANCE

- 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

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 September 2025

Dr Aulona Ulqinaku

