

# MARINA COZAC

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## EDUCATION

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*Ph.D. in Marketing* 2024 (expected)  
Florida State University College of Business  
Advisors: Martin Mende and Maura L. Scott  
3.98 GPA

*Bachelor of Science in Mathematics and Statistics* May 2019  
University of Nebraska-Lincoln  
4.0 GPA

## RESEARCH UNDER REVIEW

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Faber, Aida, Colleen Bee, Marina Girju, Naz Onel, AnneMarie Rossi, Marina Cozac, Richard Lutz, Gia Nardini, Camilla Song, "The Paradoxes of Smartphone Use: Understanding the User Experience in Today's Connected World," (conditional accept), *Journal of Consumer Affairs*

Cozac, Marina, Martin Mende, and Maura L. Scott, "Fueling against Stress," under second review (revision invited), *Journal of Business Research*

Mende, Martin, Valentina Ubal, Marina Cozac, Beth Vallen, and Christopher Berry, "Leveraging Marketing and Public Policy to Fight Infodemics: A Systematic Literature Review and Exploration of Warning Labels as Antidotes to Mis- and Disinformation," under second review (revision invited), *Journal of Public Policy & Marketing*

## RESEARCH IN PROGRESS

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Cozac, Marina, Richard Lutz, Gia Nardini, and Camilla Song, "The Attentional Divide: Lay Theories of Smartphone Distraction and Distraction Interventions," targeting *Journal of Marketing Research*

- 3 studies completed; 2 studies underway

Berry, Chris, Marina Cozac, Martin Mende, Valentina Ubal, Beth Vallen, "Warning Labels as Interventions Against Misinformation," targeting *Journal of Marketing*

- 2 studies completed; 1 underway
- ACR Transformative Consumer Research Grant

Mende, Martin, Scott Thompson, and Marina Cozac, "Customer Engagement in Firm Created Online Communities: Unintended Consequences of Relationship Formation," targeting *Journal of the Academy of Marketing Science*

- 1 longitudinal field study completed
- Finalizing for submission – Targeting *Journal of the Academy of Marketing Science*

## **RESEARCH PRESENTATIONS** (\*denotes presenting author)

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Cozac, Marina, Richard Lutz, \*Gia Nardini, and Camilla Song, "Smartphone Incorporated: Intentional smartphone breaks improve consumers' smartphone experiences" Presented at *Marketing and Public Policy*, Austin, TX, 2022, 06/2022

\*Cozac, Marina, Martin Mende, and Maura L. Scott, "Fueling Against Stress: How Fuel Snacks Affect Consumers at the Intersection of Stress and Gender" Presented at *Southeast Marketing Symposium*, Athens, GA, 03/2022

Cozac, Marina, Richard Lutz, \*Gia Nardini, and Camilla Song, "Smartphone Incorporated: Intentional smartphone breaks improve consumers' smartphone experiences" Presented at *Society for Consumer Psychology Boutique Conference*, Gainesville, FL, 2022, 01/2022

\*Cozac, Marina, Martin Mende, and Maura L. Scott, "Snacking Behavior in Different Stages of the Family Life Cycle" Presented at *Association for Consumer Research*, 10/2021

\*Cozac, Marina, Martin Mende, and Maura L. Scott, "Snacking Behavior in Different Stages of the Family Life Cycle" Presented at *Southeast Marketing Symposium*, Oxford, MS, 04/2021

\*Cozac, Marina, Martin Mende, and Maura L. Scott, "Snacking Behavior in Different Stages of the Family Life Cycle" Presented at *Marketing and Public Policy*, Marina Del Ray, CA, 05/2020 – *Session Co-Chair*

## **RESEARCH GRANTS/SCHOLARSHIPS/ACADEMIC HONORS AND AWARDS**

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- ACR Transformative Consumer Research Grant (2020, 2021)
- Harold and Muriel Berkman Marketing Scholarship (2021)

## **RESEARCH EXPERIENCE**

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*Lab Manager (2021-Present) for Florida State University, College of Business, Subject Pool and Behavioral Lab*

- Administered studies to participants (approximately 1,300 participants per semester)
- Managed the SONA system
- Programed studies in Qualtrics
- Make sure students receive credit for study participation
- Promoted the studies
- Troubleshooted technical issues

*Lab Assistant (2019-2020) for Florida State University, College of Business, Subject Pool and Behavioral Lab*

- Administer studies to participants in the lab (approximately 350 participants per semester)

## SERVICE TO THE DISCIPLINE

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### *Reviewing*

- Reviewer, *Journal of Consumer Affairs*, 2022

### *Association for Consumer Research Conference*

- Research Presentation Host and Tech Support (virtual due to COVID-19), 2021

### *Marketing and Public Policy Conference*

- Session Co-Chair, "Understanding the Drivers of Healthful Consumption Experiences," Marina del Ray, CA, 2020
- Session Chair, "Consumer Cognitive Processes," Marina del Ray, CA, 2020
- Competitive Paper Reviewer, 2021 – 2022

### *Transformative Consumer Research Conference*

- Social Committee Member (more than 220 attendees), Tallahassee, FL, 2019

## TEACHING EXPERIENCE

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### **Florida State University (Fall 2019 – Present)**

<i>Courses</i>	<i>Position</i>	<i>Dates</i>	<i>Average Rating*</i>
Consumer Behavior	Instructor	Summer 2021, Spring 2022, Summer 2022; face-to-face and online synchronous	4.46/5
Basic Marketing Concepts	Teaching Assistant	Fall 2019 – Spring 2020 (2 sections/semester; face-to-face and online)	N/A
Basic Marketing Concepts	Teaching Assistant	Summer 2020 – Spring 2022 (2 sections/semester; online)	N/A

*\*Overall instructor rating 1 = poor, 5 = excellent*

### **University of Nebraska-Lincoln (Spring 2019)**

<i>Courses</i>	<i>Position</i>	<i>Dates</i>	<i>Average Rating*</i>
STAT463: Introduction to Mathematical Statistics II: Statistical Inference	Recitation (lab) Instructor	Spring 2019 (3 sections; face-to-face)	N/A

*\*Overall instructor rating 1 = poor, 5 = excellent*

## ACADEMIC AFFILIATIONS

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- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology

## CONFERENCES

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- Frontiers in Services – Participant, *Boston, MA, 2022*
- Marketing and Public Policy – Roundtable Discussant, *Austin, TX, 2022*
- Marketing and Public Policy – Pre-Conference Doctoral Workshop (competitive application process), *Waco, TX, 2022*
- Southeast Marketing Symposium – Presenter, *Athens, GA, 03/2022*
- Society for Consumer Psychology – Participant, *Virtual, 2022*
- Society for Consumer Psychology Boutique Conference – Participant, *Gainesville, FL, 2022*
- Association for Consumer Research Conference – Presenter, *2021*
- Transformative Consumer Research (Track 1 Member) – *2021*
- Southeast Marketing Symposium – Presenter, *2021*
- American Marketing Association Conference – Participant, Host, and Tech Support, *2021*
- Marketing and Public Policy – Presenter and Session Chair, *2020*
- American Marketing Association Conference – Participant, *San Diego, CA, 2020*
- Association for Consumer Research Conference – Participant, *Atlanta, GA, 2019*
- Transformative Consumer Research – Social Committee Member, *Tallahassee, FL, 2019*

## COURSEWORK

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- Doctoral Seminar in Consumer Behavior Theory, *Dr. Martin Mende*
- Doctoral Seminar in Consumer Behavior Methods, *Dr. Maura Scott*
- Doctoral Seminar in Quantitative Methods, *Drs. Willy Bolander and Colleen Harmeling*
- Doctoral Seminar in Services Marketing, *Dr. J. Joseph Cronin, Jr.*
- Doctoral Seminar in Marketing Strategy, *Dr. Ruby Lee*
- Doctoral Seminar in Marketing Models, *Dr. Daekwan Kim*
- Doctoral Seminar in Research Design, *Dr. Chad Van Iddekinge*

## DIRECTED INDEPENDENT STUDIES

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- Introduction to Mediation, Moderation, and Conditional Process Analysis, Doctoral DIS (2020)
  - Advisors: Martin Mende and Maura L. Scott

## PROFESSIONAL TRAINING

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- Participant, Hayes PROCESS Course, “Moderation, Mediation and Conditional Process Analysis,” 2021
- Participant, Hayes PROCESS Course, “Moderation, Mediation and Conditional Process Analysis: A Second Course,” 2021
- Human Subjects Training, 2019
- Doctoral Student Behavioral Research Training, *Florida State University, 2019*

## **ACTIVITIES, LEADERSHIP, AND AWARDS**

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University of Nebraska – Lincoln Women’s Tennis Team

*June 2017 – May 2019*

- All-American (2019)
- Academic All-Big Ten (2019)
- Nebraska Outstanding Scholar (2019)

DePaul University Women’s Tennis Team

*September 2015 – June 2017*

- Big East Women’s Tennis Athlete of the Week (Feb. 3, 2016)

Women’s Tennis Association – Professional Tennis Player

*2013 – 2015*

- Played as a professional tennis player, competing in 11 international competitions

US Junior Tennis Association – Junior Tennis Player

*2012 – 2014*