

# MARINA COZAC

Doctoral Candidate, Rockwood School of Marketing, College of Business, Florida State University, Tallahassee, FL 32306, mcozac@fsu.edu

## EDUCATION

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*Ph.D. in Marketing* 2024 (expected)  
Successfully Defended Dissertation Proposal: 5/10/2023  
Florida State University, Rockwood School of Marketing, 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

## PUBLICATIONS

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Scott, Maura L., Sterling Bone, Glenn Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, and Marina Cozac (2023), "Revealing and Mitigating the Effects of Racial Bias in Financial Services," *Journal of Marketing Research*, <https://doi.org/10.1177/00222437231176470>.

Mende, Martin, Valentina Ubal, Marina Cozac, Beth Vallen, and Christopher Berry, "Fighting Infodemics: Labels as Antidotes to Mis- and Disinformation," forthcoming, *Journal of Public Policy & Marketing*, <https://doi.org/10.1177/07439156231184816>

- All authors contributed equally

Cozac, Marina, Martin Mende, and Maura L. Scott (2023), "Consumer Preferences for Fuel Snacks at the Intersection of Caregiving Stress and Gender," *Journal of Business Research*, 159.

Faber, Aida, Colleen Bee, Marina Girju, Naz Onel, AnneMarie Rossi, Marina Cozac, Richard Lutz, Gia Nardini, Camilla Song (2022), "The Paradoxes of Smartphone Use: Understanding the User Experience in Today's Connected World," *Journal of Consumer Affairs*, 56(3), 1260-1283.

## RESEARCH UNDER REVIEW

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Cozac, Marina, Gia Nardini, Camilla Song, Colleen Bee, Aida Faber, Marina Girju, Richard Lutz, Naz Onel, AnneMarie Rossi, "Smartphone Incorporated: The Unexpected Benefit of Scheduled Smartphone Breaks for Cognitive Performance"

- Under review at *Journal of Consumer Psychology*

## RESEARCH IN PROGRESS

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

- Four studies completed; data collection ongoing
- ACR Transformative Consumer Research Grant (2021)
- Marketing Science Institute & Journal of Public Policy & Marketing Research Competition Grant (2023)

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*

- One longitudinal field study completed
- Finalizing for submission

## RESEARCH PRESENTATIONS

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Mende, Martin, Valentina Ubal, Marina Cozac, Beth Vallen, and Christopher Berry, “Fighting Infodemics: Labels as Antidotes to Mis- and Disinformation” Presented at *Marketing and Public Policy*, Arlington, VA, 06/2023

Cozac, Marina, Martin Mende, and Maura L. Scott, “Consumer Preferences for Fuel Snacks at the Intersection of Caregiving Stress and Gender” Presented at *Marketing and Public Policy*, Arlington, VA, 06/2023

Scott, Maura L., Sterling Bone, Glenn Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, and Marina Cozac, “Mitigating the Effects of Racial Bias in Financial Services” *Southeastern Marketing Symposium*, Knoxville, TN, 04/2023

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 *Winter American Marketing Association*, Nashville, TN, 02/2023

Cozac, Marina, Gia Nardini, Camilla Song, Richard Lutz, Colleen Bee, Aida Faber, Naz Onel, Marina Girju, and AnneMarie Rossi, “Smartphone Incorporated: The Unexpected Benefit of Intentional Smartphone Breaks for Cognitive Performance” Presented at *Winter American Marketing Association*, Nashville, TN, 02/2023

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 *Association for Consumer Research*, Denver, CO, 10/2022 – Session Co-Chair

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, 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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- Transformative Consumer Research Conference Grant (competitive application process) (2023)
- Marketing Science Institute & Journal of Public Policy & Marketing Research Competition Grant (2023)
- Nominated for AMA-Sheth Foundation Doctoral Consortium Fellow (2023)
- Winter Academic Marketing Association Conference Travel Scholarship (competitive application process) (2023)
- Outstanding Teaching Assistant Award (University-wide), Nominee (2022-2023)
- FSU College of Business PhD Student Teaching Award, Nominee (2022-2023)
- Association for Consumer Research Travel Scholarship (competitive application process) (2022)
- Marketing and Public Policy Travel Scholarship (competitive application process) (2022)
- Association for Consumer Research 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
- Provided students with 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*

- Administered 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*

- Working Paper Reviewer, 2022, 2023
- Competitive Paper Reviewer, 2022, 2023
- Research Presentation Host and Tech Support (virtual due to COVID-19), 2021

### *Marketing and Public Policy Conference*

- Competitive Paper Reviewer, 2021 – 2023
- 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

### *Transformative Consumer Research Conference*

- Social Committee Member (over 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>
Marketing Research	Instructor	Fall 2022, Spring 2023; face-to-face	4.18/5
Consumer Behavior	Instructor	Summer 2021, Spring 2022, Summer 2022; face-to-face and online synchronous	4.43/5
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

## ACADEMIC AFFILIATIONS

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

## CONFERENCES

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- Transformative Consumer Research Conference – Track 2 Member, *Oslo, Norway 2023*
- AMA Sheth-Foundation Doctoral Consortium, *Oslo, Norway, 2023*
- Marketing and Public Policy Conference – Presenter and Session Chair, *Arlington, VA, 2023*
- Southeastern Marketing Symposium – Presenter, *Knoxville, TN, 2023*
- Winter American Marketing Association Conference – Presenter, *Nashville, TN, 2023*
- Association for Consumer Research Conference – Presenter and Session Co-Chair, *Denver, CO, 2022*
- Frontiers in Services Conference – Participant, *Boston, MA, 2022*
- Marketing and Public Policy Conference – Roundtable Discussant, *Austin, TX, 2022*
- Marketing and Public Policy Conference – Pre-Conference Doctoral Workshop (competitive application process), *Waco, TX, 2022*
- Southeast Marketing Symposium – Presenter, *Athens, GA, 03/2022*
- Society for Consumer Psychology Conference – Participant, *Virtual, 2022*
- Society for Consumer Psychology Boutique Conference – Participant, *Gainesville, FL, 2022*
- Association for Consumer Research Conference – Presenter, *2021*
- Transformative Consumer Research Conference – Track 1 Member, *2021*
- Southeast Marketing Symposium – Presenter, *2021*
- American Marketing Association Conference – Participant, Host, and Tech Support, *2021*
- Marketing and Public Policy Conference – Presenter and Session Chair, *2020*
- Winter American Marketing Association Conference – Participant, *San Diego, CA, 2020*
- Association for Consumer Research Conference – Participant, *Atlanta, GA, 2019*
- Transformative Consumer Research Conference – 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*