

Veronika Ponomarenko, Ph.D.

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Bryan School of Business and Economics
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EDUCATION

Ph.D., Business Administration (Marketing), University of South Florida
M.S., Marketing, University of Cincinnati
B.S., International Business, Taras Shevchenko National University of Kyiv, Ukraine

RESEARCH INTERESTS

Consumer behavior and visual perception, advertising, artificial intelligence

JOURNAL PUBLICATIONS

3. Chen, Siyun, **Veronika Ponomarenko**, Linxiang Lv, and David Ahlstrom (article in press), "Visual Complexity, Brand Gender, and Ad Effectiveness," *International Journal of Research in Marketing*. (CABS: 4, ABDC: A*)
2. Chen, Siyun, **Veronika Ponomarenko**, Tingwen Xiao, and Linxiang Lv (2024), "Stop and Smell the Roses: How and When Busyness Impacts Consumers' Preference for Minimalist Advertisements," *Psychology & Marketing*, 41, 899–915. (CABS: 3, ABDC: A)
1. Yu, Zhihao, **Veronika Ponomarenko**, and Luke Liska (2023), "How to Allocate White Space in Ad Design? The Impact of Product Layouts on Perceived Entitativity and Advertising Performance," *Journal of Advertising*, 53(2), 215–229. (CABS: 3, ABDC: A)

PAPERS UNDER REVIEW

1. Chen, Siyun, Zhihao Yu, Jiwei Xiong, **Veronika Ponomarenko**, "Title Withdrawn," under review at *Journal of Business Ethics*. (FT 50, CABS: 3, ABDC: A)

CONFERENCE PRESENTATIONS

4. Yu, Zhihao, **Veronika Ponomarenko**, and Luke Liska, "How to Allocate White Space in Ad Design? The Impact of Product Layouts on Perceived Entitativity and Advertising Performance," *AMA Winter Academic Conference*, Nashville, TN, USA, 2023.
3. Mena, Jeannette and **Veronika Ponomarenko**, "A Critical Review of Institutional Theory in Marketing," *Academy of Marketing Science Annual Conference*, Vancouver, BC, Canada, 2019.

2. Jenkins, Khalia, **Veronika Ponomarenko**, Hao Wang, Mark Bender, and Donna Davis, “A Longitudinal Review of Models in Marketing Research,” *Academy of Marketing Science Annual Conference*, Vancouver, BC, Canada, 2019.
1. **Ponomarenko, Veronika**, Hao Wang, Donna Davis, Mark Bender, and Khalia Jenkins, “On the Evolution of Modeling in Academic Marketing Research,” *AMA Summer Academic Conference*, Boston, MA, USA, 2018.

PROFESSIONAL EXPERIENCE

University of North Carolina at Greensboro	2024 - present	Assistant Professor of Marketing <ul style="list-style-type: none"> • Fundamentals of Marketing Research • Consumer Behavior
University of South Florida	2023 - 2024	Graduate Teaching Assistant <ul style="list-style-type: none"> • Basic Marketing
	2022 - 2023	Senior Lab Manager at Customer Experience Lab Tampa
	2021 - 2022	Instructor <ul style="list-style-type: none"> • Marketing Research
	2017 - 2019	Graduate Research Assistant
University of Cincinnati	2016 - 2017	Lab Assistant at Consumer and Market Insights Lab
	2016 - 2017	Graduate Teaching Assistant <ul style="list-style-type: none"> • Consumer Behavior • Introduction to Marketing
American Councils, Ukraine	2014, 2015	Program Assistant

CONSULTANT RESEARCH PROJECTS

- 2017 • Student Consultant to Behr Process Corporation, OH, USA
- 2015 • Student Consultant to LLC Econia, Ukraine

HONORS, GRANTS, AND AWARDS

- USF Diversity Scholarship, 2022
- AMS Annual Conference Doctoral Consortium Fellow, 2021
- Graduate Incentive Award, University of Cincinnati, 2016 – 2017
- University Undergraduate Fellowship, Taras Shevchenko National University of Kyiv, 2012 – 2016

PROFESSIONAL SERVICE

- Reviewer, AMS World 2025
- Reviewer, Winter AMA 2023
- School of Marketing and Innovation Brown Bag Series Student Coordinator, 2022-2023
- Customer Experience Lab Tampa Junior Manager, 2021-2022
- Reviewer, AMS 2019