

MARINA COZAC

The Lisa D'Alessandro '87 Assistant Professor of Marketing and Business Law
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EDUCATION

<i>Ph.D. in Marketing</i>	May 2024
Florida State University, Rockwood School of Marketing, College of Business	
Advisors: Martin Mende and Maura L. Scott	
3.98 GPA	
<i>Bachelor of Science in Mathematics and Statistics</i>	May 2019
University of Nebraska-Lincoln	
4.0 GPA	

PUBLICATIONS

Journal Articles

Scott, Maura L., Sterling Bone, Glenn Christensen, Annelise Lederer, Martin Mende, Brandon G. Christensen, and Marina Cozac (2024), "Revealing and Mitigating the Effects of Racial Bias in Financial Services," *Journal of Marketing Research*, 61(4).

- 2025, Financial Times, Responsible Business Education Award, Highly Commended
- Article
- 2024 Bradford-Osborne Research Award, First Place Winner

Cozac, Marina, Martin Mende and Maura L. Scott, (2024) "Away from Maladaptive Food Consumption and Toward Food Well-Being: A Sustainable Future of Food," in *Maladaptive Consumer Behavior: Theory, Research, and Intervention*. Ed. Ingrid M. Martin and David W. Stewart, Springer Nature. 978-3-031-60198-9.

Mende, Martin, Valentina Ubal, Marina Cozac, Beth Vallen, and Christopher Berry (2023), "Fighting Infodemics: Labels as Antidotes to Mis- and Disinformation?!", *Journal of Public Policy & Marketing*, 43(1), 31-52.

- 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.

Published MSI Working Papers

Cozac, Marina Martin Mende, Maura L. Scott, Christopher Berry, and Beth Vallen (2025), "Stop the Spread: A Bi-Partisan Approach to Aligning Warning Content with Consumer Segments to Mitigate the Spread of Misinformation," *Marketing Science Institute Working Paper Series*, Report 25-131.

RESEARCH UNDER REVIEW

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

RESEARCH IN PROGRESS

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

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

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

Cozac, Marina, Martin Martin, Valentina Ubal, Beth Vallen, Christopher Berry, and Maura Scott, "Counteracting Infodemics through Warning Labels: A Marketing and Public Policy Perspective" Presented at *Marketing and Public Policy*, Washington, DC, 06/2025

Cozac, Marina, Gia Nardini, Camilla Song, Colleen Bee, Aïda Faber, Marina Girju, Richard Lutz, Naz Onel, AnneMarie Rossi, "Smartphone Incorporated: The Unexpected Benefit of Intentional Smartphone Breaks for Cognitive Performance" Presented at *Marketing and Public Policy*, Washington, DC, 06/2025

Cozac, Marina, Martin Martin, Valentina Ubal, Beth Vallen, Christopher Berry, and Maura Scott, "The Effects of Warning Labels in the Context of Disinformation?!" Presented at *Winter American Marketing Association*, Phoenix, AZ, 02/2025

Cozac, Marina, Martin Mende and Maura L. Scott, "Away from Maladaptive Food Consumption and Toward Food Well-Being: A Sustainable Future of Food," Presented at *Marketing and Public Policy*, Washington, DC, 06/2024

Cozac, Marina, Martin Martin, Valentina Ubal, Beth Vallen, Christopher Berry, and Maura Scott, "The Effects of Warning Labels in the Context of Disinformation?!" Presented at *Marketing and Public Policy*, Washington, DC, 06/2024

Cozac, Marina, Gia Nardini, Camilla Song, Colleen Bee, Aïda Faber, Marina Girju, Richard Lutz, Naz Onel, AnneMarie Rossi, "Smartphone Incorporated: The Unexpected Benefit of Intentional Smartphone Breaks for Cognitive Performance" Presented at *Association for Consumer Research*, Seattle, WA, 10/2023

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

- Financial Times, Responsible Business Education Award, Highly Commended Article (2025)
- Bradford-Osborne Research Award, First Place Winner (2024)
- Marketing Science Institute & Journal of Public Policy & Marketing Research Competition Grant (2023)
- Transformative Consumer Research Conference Grant (competitive application process) (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

Lab Manager (2021-2023) 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

Reviewing

- Reviewer, *Journal of Public Policy and Marketing*, 2024, 2025
- Reviewer, *European Journal of Marketing*, 2024, 2025
- 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

Academy of Marketing Science Conference

- Working Paper Reviewer, 2023

Macromarketing Conference

- Working Paper Reviewer, 2024

Marketing and Society Special Interest Group

- Doctoral scholarship grant reviewer, 2025

TEACHING EXPERIENCE

Villanova University (Fall 2024 – Spring 2025)

Courses	Dates	Average Rating*	Student Achievements – <i>International Digital Marketing Competition</i>
Digital Marketing	Fall 2024, Spring 2025	4.55/5	Fall 2024: Placed #22 Spring 2025: Placed #21 and #25 Fall 2025: Placed #14

*Average across instructor rating and course value 1 = poor, 5 = excellent

Florida State University (Fall 2019 – Summer 2024)

Courses	Position	Dates	Average Rating*
Consumer Behavior	Instructor	Summer 2024, Summer 2022, Spring 2022, Summer 2021; face-to-face and online synchronous	4.54/5

Marketing Research	Instructor	Spring 2024, Summer 2023, Spring 2023, Fall 2022; face-to-face	4.31/5
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)

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

ACADEMIC AFFILIATIONS

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

CONFERENCES

- Marketing and Public Policy Conference – Presenter and Session Chair, *Washington, DC, 2025*
- Transformative Consumer Research Conference – Track 2 Co-Chair, *Washington, DC, 2025*
- Marketing and Public Policy Conference – Presenter and Session Chair, *Washington, DC, 2024*
- Winter American Marketing Association Conference – Participant, *St. Pete Beach, FL, 2024*
- Association for Consumer Research Conference – Presenter and Roundtable Discussant, *Seattle, WA, 2023*
- Transformative Consumer Research Conference – Track 2 Member, *London, United Kingdom, 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

- 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

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

PROFESSIONAL TRAINING

- 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

<i>Professional Pickleball Player</i>	2023 – Current
<i>University of Nebraska – Lincoln Women's Tennis Team</i>	June 2017 – May 2019
<ul style="list-style-type: none">• All-American (2019)• Academic All-Big Ten (2019)• Nebraska Outstanding Scholar (2019)	
<i>DePaul University Women's Tennis Team</i>	September 2015 – June 2017
<ul style="list-style-type: none">• Big East Women's Tennis Athlete of the Week (Feb. 3, 2016)	
<i>Women's Tennis Association – Professional Tennis Player</i>	2013 – 2015
<ul style="list-style-type: none">• Played as a professional tennis player, competing in 11 international competitions	
<i>US Junior Tennis Association – Junior Tennis Player</i>	2012 – 2014