

# Vladimir Melnyk, Dr., PhD

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## Personal details and contacts

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Born: October 2, 1980

## Research Interests

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Consumer decision making, Marketing communication and Advertisement, Social influence, Consumer adoption of innovative products, Social marketing, Service marketing.

## Work Experience

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01/ 2013 – Current **Assistant Professor of Marketing**, *Carlos III University of Madrid, Spain*  
Department of Business Administration

05/ 2010 – 12/ 2012 **Postdoctoral Researcher**, *Maastricht University, The Netherlands*  
Marketing and Supply Chain Management Department

11/ 2004 – 04/ 2010 **PhD Researcher**, *Wageningen University, The Netherlands*  
Marketing and Consumer Behavior Group

09/ 2003 – 12/ 2003 **Student Assistant**, *Tilburg University, The Netherlands*  
Marketing Department

07/ 2000 – 05/ 2002 **Analyst**, *State Administration of Sumy Region, Sumy, Ukraine* Department of Foreign  
Economic Relations

## Education

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10/ 2018 – 11/ 2018 **Teaching Strategies: An Experiential Workshop**, *Boston University & Instituto Internacional, Madrid, Spain*

11/ 2004 – 04/ 2010 **Ph.D. in Marketing and Consumer Behavior**, *Wageningen University, The Netherlands*

05/ 2007 – 06/ 2007 **Doctoral Colloquium**, *European Marketing Academy, Reykjavik, Iceland*

09/ 2006 – 10/ 2006 **Doctoral Colloquium**, *Association for Consumer Research, Orlando, USA*

09/ 2003 – 09/ 2004 **CentER's Research Masters in Marketing**, *Tilburg University, The Netherlands*

10/ 2002 – 07/ 2003 **Master in Economics**, *CORIFE Piemonte, Torino, Italy*

09/ 2001 – 07/ 2002 **Master in Business Economics**, *Sumy State University, Ukraine*  
(*Summa Cum Laude*)

07/ 2000 – 08/ 2000 **Summer School on the Free Society**, *Tertio Millennio Institute, Krakow, Poland*

09/ 1997 – 06/ 2001 **Bachelor in Economics of Enterprise**, *Sumy State University, Ukraine*  
(*Summa Cum Laude*)

## Teaching experience and evaluations

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- Carlos III University, Madrid, Spain:  
2016-today **Advanced Consumer Behavior** (MSc). Coordination, lectures, seminars  
Average teacher evaluation: 9.2/ 10.0

- 2016-today **How to write a project proposal and conduct an academic research** (MSc). *Lecturer*
- 2014-today **Consumer Behavior** (MBA). *Coordination, lectures, seminars*  
*Average teacher evaluation: 9.0/ 10.0*
- 2014-today **New Product Development** (MSc). *Coordination, lectures, seminars*  
*Average teacher evaluation: 8.0/ 10.0*
- 2013-today **Consumer Behavior** (BSc). *Coordination, lectures, seminars*  
*Average teacher evaluation: 9.4/ 10.0*
- 2014-2016 **Brand Management & Digital Marketing** (MBA). *Lectures, seminars*  
*Average teacher evaluation: 9.0/ 10.0*
- 2013-2014 **Marketing Management** (BSc). *Coordination, lectures, seminars*  
*Average teacher evaluation: 7.5/ 10.0*
- Baden-Württemberg State University Mannheim, Germany; Carlos III International School, Madrid, Spain:  
2019-today **International Organizational Behavior** (BSC). *Lecturer*
  - University of New South Wales, Sydney, Australia:  
2019-today **Advanced Consumer Behavior** (PhD). *Guest lecturer*
  - Condé Nast College, Madrid, Spain:  
2018-today **Consumer Behavior in Digital Era** (MSc). *Guest lecturer*
  - CIS Endicott College, Madrid, Spain:  
2018-today **Strategic Media Planning** (BSc). *Coordination, lectures, seminars*
  - ESCP Europe Business School, Madrid, Spain:  
2017-2018 **Buying Behavior & New Product Development** (MSc). *Coordination, lectures, seminars*
  - University Paris-Dauphine, France:  
2017-today **Introduction to Management** (BSc). *Coordination, lectures, seminars*  
*Average teacher evaluation: 8.8/ 10.0*
  - EAE Business School, Madrid, Spain:  
2016-today **Quantitative analysis in Marketing** (MSc). *Coordination, lectures, seminars*  
*Average teacher evaluation: 8.7/ 10.0*
  - 2016-today **Global markets: research and analysis** (MSc). *Lectures, seminars*  
*Average teacher evaluation: 8.3/ 10.0*
  - Massey University, Auckland, New Zealand:  
2015-today **Advanced Consumer Behavior** (PhD). *Guest lecturer*  
2015-2016 **Consumer Behavior** (BSc). *Lecturer*
  - Maastricht University, The Netherlands:  
2010-2012 **Consumer Behavior** (BSc). *Coordination, lectures, seminars*  
*Average teacher evaluation: 8.5/ 10.0*  
2010-2012 **Advanced Topics in Marketing and Supply Chain Management** (PhD). *Guest lecturer*  
2010-2012 Skills course for **“Strategic Marketing”** and **“International Business Strategic Marketing”**  
(MSc). *Lectures, seminars*

- Wageningen University, The Netherlands:  
2009-2010 Workshop course **Meta-analysis in Marketing** (PhD), Wageningen University. *Coordination, seminars*

Supervision of around 50 completed Master theses, around 20 MBA Business Plans, around 60 Bachelor theses on diverse topics in marketing and consumer behavior in the following universities: Carlos III University (Spain), EAE Business School (Spain), Maastricht University (The Netherlands), Maastricht University College (The Netherlands), Zuyd University of Applied Science (The Netherlands), Wageningen University (The Netherlands).

### Honors and awards

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- The finalist of European Global Teaching Weeks, Erasmus, Stockholm University (2018).
- Rector's Letter of Thanks for excellent teaching, Carlos III University of Madrid (2018, 2017, 2016, 2015, 2014).
- Certificate of Teaching Excellence and Appreciation of contribution to teaching methods, Massey University, New Zealand (2018, 2017, 2016).
- Best Paper Award in the Consumer Behavior Track at the 37th European Marketing Academy (2008)
- Tuition Fee Waiver and Scholarship for CentER's Research Master Program at Tilburg University (2003)
- Tuition Fee Waiver and Scholarship for CORIPE Program (2002)
- Master Diploma Sumy State University Summa Cum Laude (2002)
- Bachelor Diploma Sumy State University Summa Cum Laude (2001)

### Peer-reviewed publications

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- Melnyk, V., van Herpen, E., Jak, S., & van Trijp, H. (2019). The mechanism of the social norms' influence on consumer decision making: A meta-analysis. *Zeitschrift für Psychologie*, 227 (1), 4-17.
- Melnyk, V., Herpen, E., Fischer, A., & Trijp, H. (2013). Regulatory fit effects for injunctive versus descriptive social norms: Evidence from the promotion of sustainable products. *Marketing Letters*, 24 (2), 191-203
- Melnyk, V., Herpen, E., Fischer, A., & Trijp, H. (2012). The effect of regulatory focus on the influence of injunctive and descriptive social norms. *Advances in Consumer Research*, 39, 567-568.
- Melnyk, V., Herpen, E., Fischer, A., & Trijp, H. (2011). To think or not to think: The effect of cognitive deliberation level on social norm influence. *Psychology & Marketing*, 28(7), 709-729.
- Melnyk, V., Herpen, E., Fischer, A., & Trijp, H. (2011). The effect of cognitive deliberation on social norm influence. *Advances in Consumer Research*, 38, 319-320.
- Melnyk, V., Herpen, E., & Trijp, H. (2010). The influence of social norms in consumer decision making: A Meta-analysis. *Advances in Consumer Research*, 37, 463-464.

### Books

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- Melnyk, V. (*forthcoming*). The use of social norms in promoting sustainable consumer behavior, In F. Ubierna (Eds.), *Business and Society*.
- Melnyk, V., Herpen, E., Fischer, A, Trijp, H. (2017). Mood as a moderator of social norm's influence. In M. Stieler (Eds.), *Creating Marketing Magic and Innovative Future: Marketing Trends* (pp. 577-579). Boston: Springer, ISBN 978-3-319-45595-2.
- Melnyk, V. (2011). *What is normal to do? Social norms as determinants of consumer decision making*. Amsterdam: IPSKAM, ISBN 978-90-858-5876-8.

### Other publications

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- Melnyk V., & Kornelis M. (2008). Convincing consumers: More than imposing a norm. *Nutrition Today*, 10 (6), 25-27.
- Beekman V., Kornelis, M., van der Heijden, C., Aramyan, L., Vollebregt, M., Dagevos, H., Melnyk V., & van Herpen, E. (2007). In debate about food quality; ministry of agriculture, nature and food quality in the

midst of society. *Report of Dutch Ministry of Agriculture, Nature and Food Quality (LNV)*, 7.07.06. 80 p. (in Dutch).

### **Selected work in progress**

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Melnyk, V., de Vries, E. L. E., & Duque, L. Who is to blame? The influence of the service experience order on the service failure attribution and the overall customer satisfaction. (work in progress, target journal: *Journal of Consumer Research*)

Melnyk, V., & Carrillat, F. A. Social Norms and Consumer around the Globe: A Meta-Analysis. (submission in May: *Journal of Consumer Research*)

Melnyk, V., & Fischer, A. Tell me what to do when I am in a good mood, show me what to do when I am in a bad mood: Mood as a moderator of social norm's influence (work in progress, target journal: *Journal of Consumer Research*)

### **Conferences presentations**

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Finding the guilty though customer's service journey: The impact of service failures on customer's experience and service providers (2018). *Mediterranean Consumer Research Symposium*, Barcelona, Spain.

Who's to Blame? The Attribution of Service Failures and its Impact on Overall Customer Satisfaction (2018). *Hot Research in Marketing*, Auckland, New Zealand.

The Effect of Descriptive and Injunctive Social Norms in Decision Making: A Meta-Analysis. *Research Synthesis and Big Data in Psychology* (2018), Trier, Germany.

Mood as a Moderator of Social Norm's Influence (2016). *Academy of Marketing Science Conference*, Orlando, USA.

Understanding the role of affect in social influence (2016). *Marketing Research Symposium*, Auckland, New Zealand.

The role of mood in social norm influence (2015). *Mediterranean Consumer Research Symposium*, Madrid, Spain.

Sad makes you look around (2015). *International Conference for Consumer Psychology*, Vienna, Austria.

Social norms and regulatory focus (2013). *European Marketing Academy Conference*, Istanbul, Turkey.

Tell me what to do when I am in a good mood, show me what to do when I am in a bad mood: Mood as a moderator of social norm's influence (2012). *ACR Conference*, Vancouver, Canada.

The effect of regulatory focus on the influence of injunctive and descriptive social norms (2011). *ACR Conference*, St. Louis, USA.

Social norms and regulatory focus (2011). *La Londe Conference in Marketing Communications and Consumer Behavior*, La Londe Les Maures, France.

To think or not to think: The effect of cognitive deliberation on social norm influence (2010). *ACR Conference*, Jacksonville, USA.

The effect of cognitive deliberation on social norm influence (2010). *Marketing Science*, Cologne, Germany.

The influence of social norms in consumer decision making: A meta-analysis (2009). *ACR Conference*, Pittsburgh, USA.

Social norms as a driving force of attitudes, intentions and behavior: Meta-analytical research (2008). *European Marketing Academy Conference*, Brighton, UK.

Social norms as a driving force of attitude and behaviour: A Meta-analysis (2007). *European Marketing Academy Doctoral Colloquium and the Conference*, Reykjavik, Iceland.

Association for Consumer Research (ACR) Doctoral symposium and the conference. *Orlando*, USA, 2006.

### **Invited presentations and lectures**

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- Business School, University of New South Wales, Sydney, Australia (2019)
- Condé Nast College, Madrid, Spain (2018)
- Oxford University, Saïd Business School, UK (2018)
- ESCP Europe Business School, Spain (2017)

- EAE Business School, Madrid, Spain (2017, 2016)
- Hamburg University, Germany (2018, 2017, 2016)
- University Paris-Dauphine, France (2017, 2016)
- Massey University, New Zealand, School of Journalism, Marketing and Communication (2018, 2017, 2016, 2012)
- Vienna University of Economics and Business, Austria, Institute for Service Marketing and Tourism (2015, 2014)
- University of Tübingen, Germany, Department of Marketing (2015, 2013)
- University of Amsterdam, the Netherlands, Department of Business Economics (2013)
- Nyenrode Business University, Utrecht, the Netherlands, Department of Marketing and Supply Chain Management (2012)
- Carlos III University, Madrid, Spain, Marketing Department (2012)
- Eindhoven University, the Netherlands, Marketing Department (2012)
- BI Norwegian Business School, Oslo, Norway, Marketing Department (2012)
- Grenoble Ecole de Management, Marketing Department (2012)
- Nijmegen University, the Netherlands, Marketing Department (2012)
- Groningen University, the Netherlands, Social Psychology Department (2012)
- Massey University, Palmerson North, New Zealand, Marketing Department (2011)
- Parliament of Ukraine, Kiev, Ukraine (2010)
- Maastricht University, the Netherlands, Marketing Department (2009)
- Vrij University Amsterdam, the Netherlands, Marketing Department (2009)

### **International research stays**

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- 02/ 2019 – 03/ 2019 Department of Marketing, University of New South Wales, Sydney, Australia.
- 07/ 2018 – 07/ 2018 Department of Marketing & Customer Insight. Hamburg University, Germany.
- 02/ 2018 – 03/ 2018 School of Journalism, Marketing and Communication. Massey University, New Zealand.
- 07/ 2017 – 07/ 2017 Department of Marketing & Customer Insight. Hamburg University, Germany.
- 02/ 2017 – 03/ 2017 School of Journalism, Marketing and Communication. Massey University, New Zealand.
- 07/ 2016 – 07/ 2016 Department of Marketing & Customer Insight. Hamburg University, Germany.
- 02/ 2016 – 04/ 2016 School of Journalism, Marketing and Communication. Massey University, New Zealand.
- 07/ 2015 – 08/ 2015 Department of Marketing. University of Tübingen, Germany
- 07/ 2013 – 07/ 2013 Department of Marketing. University of Tübingen, Germany
- 01/ 2013 – 01/ 2013 Department of Marketing. University of Amsterdam, The Netherlands

### **Membership in scientific societies**

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- Mediterranean Consumer Research Association, co-chair
- ACR (Association of Consumer Research)
- EMAC (European Marketing Academy)
- SCP (Society for Consumer Psychology)
- ASPO (Dutch Association of Researchers in Social Psychology)
- METEOR (Maastricht Research School of Economics of Technology and Organizations)
- MSI (Marketing Science Institute)