

NATALINA ZLATEVSKA

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ACADEMIC EXPERIENCE

Associate Professor (2018 – Present), *University of Technology Sydney*
Senior Lecturer of Marketing (2016 – 2018), *University of Technology Sydney*
Assistant Professor of Marketing A (2011 – 2016), *Bond University*
Assistant Professor of Marketing B (2008 - 2011), *Bond University*

EDUCATION

Ph.D in Marketing (2008), *The University of Sydney*
B.Com(Hons) (2004), *The University of Sydney*

PUBLICATIONS

- Chan, E. Y., & Zlatevska, N. (In press), "Is Meat Sexy? Meat Preference as a Function of the Sexual Motivation System" *Food Quality and Preference*
- Chan, E. Y., & Zlatevska, N. (2019), "Jerkins, tacos and burgers: Subjective socioeconomic status and meat preference," *Appetite*, 132(January), 257-266
- Werle, C., Dubelaar, C., Zlatevska, N. & Holden, S. (2019), "Might bigger portions of healthier snack food help?" *Food Quality and Preference*, 71(January), 181-184
- Zlatevska, N., Neumann, N. and Dubelaar, C. (2018), "Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers", *Journal of Retailing*, 94(1), 89-101
- Askegaard, S., Dubelaar, C., Zlatevska, N., Holden S. (2017), "Food portions and marketing: Editorial," *Journal of Business Research*, 75(June), 172-175
- Holden, S., Zlatevska, N., and Dubelaar, C. (2016), "Whether Smaller Plates Reduce Consumption Depends on Who's Serving and Who's Looking: A Meta-analysis," *Journal of the Association for Consumer Research*, 1 (1), 134-146
- Zlatevska, N. and Spence, M (2016) "Parsing Out the Effects of Personal Consumption Norms and Industry Influences on Food Consumption Volume," *European Journal of Marketing*, 50(3-4), 377-396
- Holden S. and Zlatevska N. (2015) "The Partitioning Paradox: The Big Bite Around Small Packages," *International Journal of Research in Marketing*, 32(3), 230-233

Zlatevska N., Dubelaar C. and Holden S., (2014) "Sizing up the Effect of Portion Size on Consumption: A Meta-Analytic Review," *Journal of Marketing*, 78(3), 140-154

Moore, S., Thomas, A., Kale', S., Spence, M., Zlatevska, N., Staiger, P., Graffam, J., Kyrios, M. (2013), "Problem Gambling Among International and Domestic University Students in Australia: Who is at Risk?" *Journal of Gambling Studies*, 29, 217-230

Zlatevska, N. and Spence, M. T. (2012), "Do Violent Social Cause Advertisements Promote Social Change? An Examination of Implicit Associations," *Psychology & Marketing*, 29(5), 322-333

Areni, C. S., Burger, M., and Zlatevska, N. (2011), "Factors Affecting the Memory and Experience of Monday Blues: Evidence from a Meta-Analysis and Large-Scale Internet Survey," *Psychological Reports*, 109 (3), 723-733

Zlatevska, N. (2011), "Luxury World: The Past, Present and Future of Luxury Brands," *Journal of Product and Brand Management*, 20(5), 429-430

Zlatevska, N. and Jones M. (2010), "Sizing Up Package Size Effects", in *Advances in Consumer Research*, Volume 37, eds. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN: Association for Consumer Research, 649-650.

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Zlatevska, N. and Holden S. "Are All Portions Created Equal? The Independent Effects of Portion Amount and Energy Density" *Society for Consumer Psychology* (Summer) Conference, August, 2017

Tan, M, Dubelaar, C, and Zlatevska, N. "Portion Sizes in Shared Spaces: What Drives Us Not To Consume" *Society for Consumer Psychology* (Summer) Conference, August, 2017

Jolien V, Van Kerckhove, A, Zlatevska N, Holden, S "On Consuming Too Many or To Too Much Food(S): The Numerosity Heuristic Explains Food Partitioning Effects, LaLonde Conference, May 2017

Jolien V, Van Kerckhove, A, Zlatevska N, Holden, S "On Consuming Too Many or To Too Much Food(S): The Numerosity Heuristic Explains Food Partitioning Effects" European Marketing Academy Conference (EMAC), May 2017

Werle, C., Dubelaar C., Zlatevska N., Holden, S. "Might bigger portions of healthier snack food help?," Society for Consumer Psychology Conference, (SCP), San Francisco, California, February, 2017

Burke, P., Zlatevska, N. Wei, E., "How Health Claims in Food Choices Are Evaluated: What Consumers Nominate as Essential versus Intended Behaviour" Australian New Zealand Marketing Academy Conference, University of Canterbury, New Zealand, December, 2017.

Zlatevska, N. and Holden S. "Nudging the Weight off. Small Portions Big Effects," Theory and Practice in Marketing Conference, Texas A&M, Mays School of Business, May 2016.

Zlatevska, N. "Is Failing to Plan Always Planning to Fail? When Planning Facilitates Failure," Association for Consumer Research, Asian Pacific Conference (ACR Asia Pacific), Hong Kong, June, 2015.

Tan, M., Dubelaar, C., and Zlatevska, N. "The Effects of Social Setting and Portion Size on Food Consumption Amount," Association for Consumer Research, Asian Pacific Conference (ACR Asia Pacific), Hong Kong, June, 2015.

Holden S., and Zlatevska, N. "Can container size help reduce obesity? A meta-analysis of the effect of container size on consumption," European Marketing Academy Conference (EMAC), Leuven, Belgium, May, 2015

Zlatevska N., and Cowley, E. "Failing to Not Think About Failing: Why Thought Suppression Depletes Regulatory Resources," *Society for Personality and Social Psychology (SPSP)* Austin, Texas, February 2014.

Zlatevska, N. and Holden, S. "Small Size, Big Bite: Reassessing the Partitioning Paradox" *Australian New Zealand Marketing Academy Conference*, Brisbane QLD, December 2014.

Zlatevska, N. "Is Failing to Plan Always Planning to Fail? When Planning Facilitates Failure" *Australian New Zealand Marketing Academy Conference*, Brisbane QLD, December 2014.

Zlatevska N., Dubelaar, C. and Holden S. "The Ambiguity of 'Size' and its Effect on Consumption," *Society for Consumer Psychology (SCP Summer Conference – APA Division 13)*, Hawaii, United States, July 2013.

Zlatevska N. and E. Cowley. "To Think or Not To Think: The Pros and Cons of Thought Suppression," *Association for Consumer Research (ACR)* Vancouver, BC. October 2012.

Zlatevska, N., Dubelaar, C., and Holden, S. "Sizing up the size effect: A meta-analysis of unit size and its influence on consumption volume," *Association for Consumer Research (ACR)* Vancouver, BC. October 2012.

Zlatevska N. and E. Cowley. "Failing to Not Think About Failing: The Effects of Thought Suppression on Consumption," *Society for Consumer Psychology (SCP European Conference)* 2012. Florence, Italy. July 2012.

Kale S and N Zlatevska, "Understanding Teenage Poker Gambling: Policy and Consumer Behavior Implications," *American Marketing Association (AMA)*, Chicago, United States, August 2012.

Zlatevska N and Cowley E, "Failing to Not Think About Failing: The Effects of Thought Suppression on Consumption," *European Marketing Academy Conference (EMAC)*. Lisbon, Portugal. May 2012.

Spence, M., Som, A. and Zlatevska, N. "How Shades of Failure and Mental Simulation Affect the Likelihood of Subsequent Actions," *Association for Consumer Research (ACR Asia Pacific Conference)*. Queenstown, New Zealand. July 2012.

Zlatevska, N., Dubelaar, C., and Holden, S. "Sizing up the size effect: A meta analysis of unit size and its influence on consumption volume," *AMA Marketing & Public Policy Conference (MPPC)*, Atlanta, Georgia, United States, June 2012.

Zlatevska, N., and Spence, M. (2012). "Personal consumption norms and their influence on consumption volume," *AMA Marketing & Public Policy Conference (MPPC)*, Atlanta, Georgia, United States, June 2012.

Zlatevska, N., and Holden, S. (2012). "Small size, big bite: A reassessment and reversal of the dieter's paradox," *AMA Marketing & Public Policy Conference (MPPC)*, Atlanta, Georgia, United States, June 2012.

Kale, S. H. and Zlatevska, N. "Teenage Poker Players: An Analysis Of Impulsivity, Gambling-Related Cognitions, and Comorbidity," *Association for Consumer Research (ACR Asia Pacific Conference)*, Renmin University, China, June 2011.

Zlatevska, N., "The Ambiguous Effects of Advertisements Promoting Social Change," *Association for Consumer Research (ACR European Conference)*, Royal Holloway University, London, UK, June 2010.

Zlatevska, N., "Questioning the Effectiveness of the Implicit Association Test," paper presented at the *MAPP Workshop on Consumer Behaviour and Food Marketing: Innovative Methods in Consumer Research*, Aarhus University, Denmark, May 2010.

Zlatevska, N. and Jones, M. "Shedding Common Misperceptions about Successful Dieting: Communicating the Right Messages about Food," *Society of Consumer Psychology (SCP Summer Conference)*, University of Michigan, May 2009.

Zlatevska, N. and Jones, M. "Sizing Up Package Size Effects," *Association for Consumer Research, (ACR)* Pittsburgh, United States, October 2009.

Zlatevska, N. and Cowley, E. "Regenerating Self Regulatory Resources: Identifying Individual Differences," *European Marketing Academy Conference (EMAC)*, Reykjavik, Iceland, 2007.

Ioannou, C., Yip, J., and Zlatevska, N. "The Art of Breaking Up," *Association for Consumer Research (ACR European Conference)*, Göteborg, Sweden, June, 2005.

Zlatevska, N. and Cowley, E. (2006), "Identifying Individual Differences in the Rate of Resource Depletion," *Australia and New Zealand Marketing Academy Conference, (ANZMAC)* University of Western Australia, Perth, Australia, 2006.

BOOK SECTION

Zlatevska, N. (2014) "Supermarket Milk Pricing" in *Marketing* 3rd Edition. By Elliott, Rundle-Thiele, Waller, p. 301-302

RESEARCH FUNDING

2018, Tam and Zlatevska, Insurance Industry Literature Review Project, Edge Agency, \$10,900

2017, Zlatevska, N, Environment Nudges for Reducing Obesity: Portions, Social Influence and Healthy Food \$6,394, UTS Business Research Grant

2017 Zlatevska, N. Still Thinking About it: Liking Clarified or a Cognitive Side Effect, \$5,000, UTS Marketing DG Seed Funding

2017 Saluja, G. and Zlatevska, N. Falling in Debt: How Feelings of Social Indebtedness Can Lead to Irrational Social Choices \$2,000, UTS Business School Behavioural Lab Grant

2010 – 2012, Kale, S., Spence, M. T., and Zlatevska, N., International Student Gambling: the Role of Acculturation, Gambling Cognitions and Social Circumstances, \$50,000, Victorian Department of Justice, Office of Gaming and Racing, Co-Funded with Swinburne and Deakin Universities

2010 - 2011, Natalina Zlatevska, Assessing the factors which encourage dieters to overeat, \$10,397, Bond University Vice Chancellor, Early Career Researcher Award

AWARDS

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| 2017 | UTS Business School Research Award – Excellence in Quality and Impact |
| 2015 | Dean's Citation for Outstanding Research Contributions (Bond University) |
| 2015 | Bond Student Association Award for Teaching Excellence |
| 2010 | Bond University Vice Chancellor Early Career Researcher Award |

SERVICE

Service Related Appointments or Activities (Discipline of Marketing Level)

2017-2018: Deputy Head (External Engagement)

2016-2018: Marketing Discipline Group Academic Hiring Committee

2016-2018: Research Committee Member, Marketing

2017-2018: Higher Degree Research Committee Member, Marketing

Service Related Appointments or Activities (Faculty Level)

2016-2018: Deputy Director of the UTS Business School Behavioral Lab

2017-2018: Committee Member Faculty of Business External Engagement Committee

2017-2018: Committee Member, Faculty Board in Business

Service Related Appointments or Activities (University Level)

2017-2018 Graduate Research Student Appeals Committee

2018 UTS HELPS Buddy Program Volunteer

2014-2016 Bond University Human Research Ethics Committee Member (BHUREC)

Service Related Appointments or Activities (National Level)

2018-present Invited assessor for the Australian Research Council

2017-2018 Healthy Food Partnership Community of Interest Member

2016 RMIT Wicked Problems of Obesity Working Party

2017-2018 DELMAR Associate Member

2018 SDCA Mentor

2016 Judge, AMI Industry Awards

Service Related Appointments or Activities (International Level)

2017 Track Chair Transformative Consumer Research Conference, Cornell University

2016-2017 Special Issue Editor Journal of Business Research

2017 Research Foundation – Flanders, Belgium Invited Grant Reviewer

2016 Social Science and Humanities Research Council, Canada Invited Grant Reviewer

PUBLISHED REPORTS

Victorian Government - Department of Justice (2011) *International Student Gambling: A Mixed-methods Investigation of International Student Gambling: the Role of Acculturation, Gambling Cognitions and Social Circumstances*, Anna Thomas, Susan Moore, Sudhir Kale, Natalina Zlatevska, Mark Spence, Petra Staiger, Joseph Graffam

PhD SUPERVISION

Belinda Barton – University of Technology Sydney

Alex Belli – University of Technology Sydney, Submitted 2018

Marcus Tan - Bond University, Graduated 2017

INVITED PRESENTATIONS

Invited Presentations (National)

Diabetes NSW

Community and Patient Preference Research Event

University of Melbourne

Deakin University

Macquarie University

Western Sydney University

Invited Presentations (International)

Norwich Business School, University of East Anglia (UK)

Aarhus University (Denmark)

Grenoble Ecole De Management (France)

Nestle Research Centre (Switzerland)

VISITING POSITIONS

Norwich Business School, University of East Anglia (2015)

University of Texas Austin (2017)

MEMBERSHIP OF PROFESSIONAL ORGANISATIONS

Association for Consumer Research

European Marketing Association

Society for Consumer Psychology

Australian Marketing Institute

DELMAR

Australian Business Case Network

SECRG member

EDITORSHIPS

Special Issue Co-Editor for Journal of Business Research

REVIEWER FOR JOURNAL OR CONFERENCE PAPERS (& SJR ranking)

JAMA Pediatrics	IF = 10.769, Q1
American Journal of Clinical Nutrition	IF = 6.770, Q1
Appetite	IF = 3.403, Q1
Journal of Business Research	IF = 3.354, Q1
Food Policy	IF = 3.086, Q1
Physiology and Behavior	IF = 3.03, Q2
Food Quality and Preference	IF = 3.199, Q1

European Journal of Marketing	IF = 1.33, Q1
Journal of Consumer Behavior	IF = 1.48, Q2
Journal of Food Products Marketing	IF = 0.32, Q3
Journal of Global Marketing	
Association for Consumer Research Conference	
Society for Consumer Psychology Conference	
European Marketing Academy Conference	
The La Londe Conference	
Transformative Consumer Research Conference	
Australian New Zealand Marketing Academy Conference	

MEDIA MENTIONS

Date	Outlet	Country
2018	SBS	Australia
2018	Cosmos Magazine	Australia
2018	PsysOrg	USA
2018	kumparanNEWS	Indonesia
2018	Big Think	USA
2018	El Espanol	Spain
2018	Cyprus Times	Cyprus
2018	Tele13radio	Spain
2018	Jura Forum News	Germany
2018	Pacific Standard Magazine	USA
2018	2SER radio: UTS Think Business School Podcast	Australia
2018	Gulf Today	UAE
2018	Yahoo News	USA
2018	2SER radio	Australia
2018	The Independent	UK
2017	Herald Sun	Australia
2017	Daily Telegraph	Australia
2017	Adelaide Advertiser	Australia
2017	SMH and Age Good Food Lift	Australia

2017	SMH	Australia
2017	#Think magazine	Australia
2017	Courier Mail	Australia
2017	ForeignAffairs.co.nz	NZ
2017	Scottish Daily Mail	Scotland
2017	Dailymail	UK
2017	U.S. News	USA
2017	Women's Health	Australia
2017	Men's Health	Australia
2016	Today	USA
2015	The Telegraph	UK
2015	CTV News	Canada
2016	The Sun	UK
2016	The Jerusalem Post	Israel
2016	Dailymail	UK
2016	Dailymail	UK