

**NATALINA ZLATEVSKA**  
**Associate Professor**

University of Technology Sydney Business School • Level 10, Building 8, 14-28  
Ultimo Rd, Ultimo NSW 2007 • Sydney, Australia  
(M) +61 403 154412 • (E) natalina.zlatevska@uts.edu.au

**ACADEMIC EXPERIENCE**

---

Associate Professor of Marketing (2019–Present), *University of Technology Sydney*

Senior Lecturer of Marketing (2016 – 2019), *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**

---

Belli, A., Carrillat F., Zlatevska N., Cowley E., (forthcoming). “The Wellbeing Implications of Maximizing: A Conceptual Framework and Meta-Analysis,” *Journal of Consumer Psychology*

Holden SS, Zlatevska N, Parkinson J, et al. (2021). Unpalatable Food for Thought: Let Marketing Research Guide Effective Public Obesity Interventions. *Obesity Reviews*. 22(2) e13141

Zlatevska, N., Chowdhury, R., Tam, W., & Holden, S. (2019). Facts-up-front: should food companies follow the FDA or industry label format? The effects of combining virtue and vice information on consumer evaluations. *Marketing Letters*, 30 (3), 321 - 334

Chan, E. Y., & Zlatevska, N. (2019). Is Meat Sexy? Meat Preference as a Function of the Sexual Motivation System. *Food Quality and Preference*, 74, 78 - 87

Chan, E., & Zlatevska, N. (2019). Jerkies, tacos, and burgers: Subjective socioeconomic status and meat preference. *Appetite*, 132, 257-266

Vandenbroele, J., Van Kerckhove, A., Zlatevska, N. (2019). Portion size effects vary: The size of food units is a bigger problem than the number, *Appetite*, 140, 27-40

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

## **AWARDS**

---

- 2019 Journal of Retailing, Davidson Award, Best Paper Runner Up
- 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

## **AWARDED RESEARCH FUNDING**

---

- 2022, Zlatevska., UTS Research Equity Initiative \$15,000
- 2021, Zlatevska., The experiential advantage: A review \$2500, UTS Behavioural Lab Grant
- 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 \$6394, UTS Business Research Grant  
2017 Zlatevska, N. Still Thinking About it: Liking Clarified or a Cognitive Side Effect, \$5000, 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 \$2000, 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

### **PhD SUPERVISION**

---

Aimee Smith – University of Technology Sydney (Chair, Started 2021)  
Belinda Barton – University of Technology Sydney (Chair, Graduated 2020)  
Alex Belli – University of Technology Sydney (Committee, Graduated 2019)  
Marcus Tan - Bond University (Committee, Graduated 2017)

### **TEACHING EXPERIENCE (overall SFS av. 4.32/5)**

---

PhD Seminar, Readings in Marketing (UTS)  
PhD Seminar, Consumer Behaviour Theory (UTS)  
EMBA, Delivering Customer Value (UTS)  
EMBA, Strategic Marketing (UTS)  
Postgraduate, Marketing Capstone (UTS)  
Postgraduate, Consumer Behaviour (UTS)  
Postgraduate, Marketing Foundations (Bond University)  
Undergraduate, Marketing Fundamentals (Bond University)  
Undergraduate, Brand Management (Bond University)

### **SERVICE**

---

#### **Service Related Appointments or Activities (Discipline of Marketing Level)**

2021: Deputy Head (Research)  
2017-2018: Deputy Head (External Engagement)  
2016-2018: Marketing Discipline Group Academic Hiring Committee  
2016-present: Research Committee Member, Marketing  
2017-present: Higher Degree Research Committee Member, Marketing

#### **Service Related Appointments or Activities (Faculty Level)**

2020: Business School Research Centers, Working Party member  
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)**

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

### **INVITED PRESENTATIONS**

---

#### **Invited Presentations (National)**

Evidence Synthesis in Eating Behaviour Symposium  
Community and Patient Preference Research Event  
University of Sydney  
University of Melbourne  
Macquarie University  
Western Sydney University

#### **Invited Presentations (International)**

Norwegian School of Economics (Norway)  
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)  
Norwegian School of Economics (2019)

### **EDITORSHIPS**

---

Special Issue Co-Editor for Journal of Business Research

### **MEDIA MENTIONS**

---

2020 Reader's Digest (USA)  
2019 New York Post (USA) ; Aftenposten (Norway); Stavanger Aftenblad (Norway); Medical Express (USA); Onmed (Greece); IDW (Germany); SuaraIndo (Indonesia), Vice (USA); The Age (Australia), Sydney Morning Herald (Australia); Times (UK); Kurier (Austria); Die Welt (Germany)  
2018 2SER radio: UTS Think Business School Podcast (Australia); Gulf Today (UAE); Yahoo News (USA); 2SER radio (Australia); The Independent (UK); SBS (Australia); Timlo (Indonesia); Treehugger (USA); Her (Ireland); El Espanol (Spain); Cyprus Times (Cyprus); Tele13Radio (Spain); Big Think (USA); Jura Forum News (Germany); IDW(Germany); Kumparan News (Indonesia); Scienze

(Italy); Food and Drink Business News (Australia); Cosmos (Australia) ; Physiorg (USA)

2017 Herald Sun (Australia); Daily Telegraph (Australia); Adelaide Advertiser (Australia); SMH and Age Good Food Lift (Australia); SMH (Australia); #Think magazine (Australia); Courier Mail (Australia); ForeignAffairs.co.nz (NZ); Scottish Daily Mail (Scotland); Dailymail (UK); U.S. News (USA); Women's Health (Australia); Men's Health (Australia)

### **POLICY RELEVANT COMMENTARY**

---

- A nominated stakeholder in the Healthy Food Partnership Community of Interest, and asked by the Portion Size Working Group (Australian Department of Health) to provide input into their proposed definitions of the terms 'serving size', 'serve' and 'portion size'.
- Invited by QLD health to provide insight into the effect of the U.S. Congress passing of the Common-Sense Nutrition Disclosure Act in early 2018. Specifically, I provided commentary on the implications of the act for similar nutrition labelling strategies in Australia and insights into the current Australian menu labelling schemes. The results of such consultation were used as part of the menu labelling review in 2018 by the Australia and New Zealand Ministerial Forum on Food Regulation.
- Invited by Dr Kerry Chant (Deputy Secretary Population and Public Health and Chief Health Office, NSW Ministry of Health) to attend a forum to discuss the development of policy relevant research for healthy eating and active living in NSW.
- Invited to speak at large industry targeted events (e.g. Community and the Patient Preference Research showcase – presentation to approx. 50 industry members from government, not for profit and private sectors)
- Invited participant to the RMIT working party on the Wicked Problems of Obesity. Here an inter-disciplinary group of 10 academics focused on developing a research agenda that considered the complexity of the obesity problem comprising of individual social, environmental factors as well as the difficulty in communicating health risks to consumers.
- Invited to present at the Deakin University, Evidence Synthesis in Eating Behaviour Symposium.
- Invited panel participant for the "What's the Beef with Fake Meat" podcast, 2SER radio. Provided commentary on the Senate Inquiry into the Definitions of Meat and Other Animal Products (Parliament of Australia)