

TEODÓRA SZABÓ-DOUAT

Luxembourg School of Business
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ACADEMIC EXPERIENCE

Luxembourg School of Business <i>Associate Professor</i>	September 2022 – present
NOVA Information Management School, Lisbon, Portugal <i>Assistant Professor</i>	September 2020 – August 2022

EDUCATION

Ph.D. in Business Zicklin School of Business, Baruch College The City University of New York, USA	2020
Master of Business Administration Zicklin School of Business, Baruch College The City University of New York, USA	2018
Master of Philosophy in Business The Graduate Center The City University of New York, USA	2018
Master's Degree in Economics Corvinus University of Budapest, Hungary	2011

RESEARCH INTEREST

Consumer ownership and sharing, social dilemmas, culture's effect on consumer behavior, consumer well-being, sustainable consumption, technology and AI.

PUBLICATIONS

- Wongkitrungrueng, Apiradee, Krittinee Nuttavuthisit, Teodóra Szabó-Douat, and Sankar Sen (2019), "Customer Deference to Service Providers in Ordinary Service Encounters," *Journal of Service Theory and Practice*, 29 (2), 189-212.
- Valenzuela, Ana, Andrea Bonezzi, and Teodóra Szabó-Douat (2018), "What Goes Around, Comes Around: How Beliefs in Karma Influence the Use of Word-of-Mouth for Self-Enhancement," *Journal of the Association for Consumer Research*, 3 (4), 490-502.
- Stone, Tim, Stephen J. Gould, and Teodóra Szabó-Douat (2017) "'Am I as Extended as You Say I Am?' Consumers' Emic Perspectives on the Extended Self," *Marketing Theory*, 17 (4), 559-577.

MANUSCRIPTS UNDER REVIEW

- De Oliveira Santini, Fernando, Wagner Junior Ladeira, Diego Costa Pinto, and Teodóra Szabó-Douat, "Consumers' Need for Uniqueness: A Framework and Meta-Analysis". Under review at the *European Journal of Marketing*, 2nd round.
- Shuqair, Saleh, Goncalo Costa, Diego Costa Pinto, Anna S. Mattila, Yasmina El Fassi, and Teodóra Szabó-Douat, "When Does Brand Ownership Matter? How Naïve Theories of Exclusivity and

Popularity Shape Perceived Quality of Premium Tech Products”. Under review at the *Journal of Consumer Behavior*, 2nd round.

SELECTED RESEARCH IN PROGRESS

Szabó-Douat, Teodóra, Sankar Sen, and Diogo Hildebrand, “Caring Is Sharing: The Effect of Childhood Memories on Consumers’ Lending Behavior”

Status: Manuscript in preparation for submission

Szabó-Douat, Teodóra and Stephen J. Gould, “The Role of Power and Responsibility in COVID-19 Vaccination Interest”

Status: Manuscript in preparation for submission

Raquel dos Santos, Paulo Rita, and Teodóra Szabó-Douat, “The Impact of Emojis In Online Customer Support Services”

Status: Manuscript in preparation for submission to Telematics and Informatics

Szabó-Douat, Teodóra and Stephen J. Gould, ““With Great Power Comes Great Responsibility”: The Effect of Power and Responsibility on Consumers’ Health-Related Decisions”

Status: Data collection ongoing

Hildebrand, Diogo, Teodóra Szabó-Douat, Kritika Kongsompong, Thomas Brunner, and Sankar Sen, “The Effects of Culture on Counterfeit Consumption”

Status: Data collection ongoing

Gupta, Reetika, Sankar Sen, and Teodóra Szabó-Douat, “Learning and Liking through Comparison: The Effects of Analogy Pairs on Product Interpretations and Evaluations”

Status: Data collection ongoing

TEACHING EXPERIENCE

LSB:

Foundation of Marketing (Master’s course)	Fall 2022
Marketing Management and Innovation (Master’s course)	Fall 2022
Digital Skills (Master’s course)	Fall 2022

NOVA IMS:

Market Research (Master’s course)	Spring 2021, Spring 2022
Marketing (Undergraduate course)	Spring 2021, Spring 2022
Web Analytics (Undergraduate course)	Spring 2021, Spring 2022
Brand Management (Master’s course)	Fall 2020, Fall 2021
Research Methodologies (Master’s course)	Fall 2020, Fall 2021

Baruch College:

Marketing Foundations (Undergraduate course, hybrid)	Fall 2018, Spring 2020
Business Fundamentals Recitation (Undergraduate course)	2016 – 2018

UNIVERSITY SERVICE AND OTHER ROLES

Academic Director of Master’s in Management	Since Fall 2022
Advisor of 70+ Master’s Theses	Since Fall 2020
Coordinator of the Business Fundamentals Recitations	2018 – 2020
Coordinator of hiring process	2017

PROFESSIONAL EXPERIENCE

Fundação Getulio Vargas, Rio de Janeiro, Brazil <i>Admissions and Program Manager of the Corporate International Master's triple-degree international executive Master's program in collaboration with Georgetown University and ESADE</i>	2012 – 2015
Fundação Getulio Vargas, Rio de Janeiro, Brazil <i>Research Assistant</i>	2011 – 2014
Cord Blood Center, Budapest, Hungary <i>Administrative Assistant</i>	2011
Corvinus University of Budapest, Hungary <i>International Office, Assistant Coordinator</i>	2009 – 2010

AWARDS AND GRANTS

Mills Tannenbaum Research Excellence Award <i>Baruch College, CUNY</i>	2020
AMA-Sheth Doctoral Consortium Fellow	2019
ACR-Sheth Foundation Dissertation Award Honorable Mention <i>Public Purpose Track</i>	2018
Doctoral Student Research Grant <i>The Graduate Center, CUNY</i>	2018
John Elliott Teaching Award <i>Zicklin School of Business, Baruch College, CUNY</i>	2018
Five-Year Tuition Fellowship and Research/Teaching Stipend <i>Zicklin School of Business, Baruch College, CUNY</i>	2015 – 2020
Erasmus Program Scholarship <i>Bocconi University</i>	2010

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology
Foundation for Science and Technology in Portugal (FCT)

LANGUAGE SKILLS

Hungarian	Native speaker
English	Fluent level
Portuguese	Fluent level
German	Basic level