

IVAN FEDORENKO

RESEARCH INTERESTS

My research interests include managerially-relevant topics in Marketing Strategy and Innovation with a focus on new product development and new product launch:

- Technology marketing, new product pre-announcements
- Open Innovation, open business models, crowdsourcing
- Branding on social media, online WOM, pre-launch consumer buzz

EDUCATION

PhD	Bentley University PhD in Business (Marketing)	May 2019 (expected)
MA	Saint-Petersburg State University, Russia Postgraduate program in Sociology, Candidate of Science degree	May 2008
BA	Saint-Petersburg State University, Russia Economics & Labor Sociology, Specialist degree (BA/MA), honors	May 2002

PUBLICATIONS

Book chapters

- Berthon P., Fedorenko I., Pitt L., Ferguson S. (2018). Can Brand Custodians Cope with Fake News? Marketing Assets in the Age of Truthiness and Post-Fact”. in Atul Parvatiyar and Raj Sisodia (eds), *Handbook of Marketing Advances in an Era of Disruptions: Essays in Honor of Professor Jagdish Sheth*, New Delhi, India: Sage

Journal Publications

- Fedorenko, I. & Berthon, P. (2017). Beyond the expected benefits: unpacking value co-creation in crowdsourcing business models. *AMS Review*. December 2017. Vol. 7, Issue 3-4, pp.183-194.
- Fedorenko, I., Berthon, P., & Rabinovich, T. (2017). Crowded identity: Managing crowdsourcing initiatives to maximize value for participants through identity creation. *Business Horizons*. March 2017. Vol.60, Issue 2, pp.155–165.
- Rabinovich, T., Berthon, P., & Fedorenko, I. (2017). Reducing the distance: financial services education in web-extended learning environments. *Journal of Financial Services Marketing*, September 2017. Volume 22, Issue 3. pp 126–131.

Conference Papers

Fedorenko I. (2019). "Ride-sharing services and the demand for public transportation: a quasi-experimental study". AMA Winter conference. Austin TX, February 22, 2019

Fedorenko I. (2018) Marketing Secrets: A Conceptual Model and Quasi-Experimental Study: An Abstract. In: Krey N., Rossi P. (eds) Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces. AMSAC 2018. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. Pages 189-190. https://doi.org/10.1007/978-3-319-99181-8_59

Fedorenko, I.; Berthon, P. (2018). What in the world are you watching: parents' reflections of their (dis)approval of (in)appropriate media content. Marketing Management Association Spring 2018 Conference. Proceedings, pp.77–78. Chicago, IL. April 18-20, 2018.

Fedorenko, I.; Berthon, P. (2017). A social identification model of stakeholder value creation. 2017 Summer American Marketing Association conference (poster presentation). August 05, 2017. San-Francisco CA.

Fedorenko, I. (2017). A dual-process model of identity-based motivation for ethical consumer behavior. 4th AMS Review Theory Forum, Coronado CA, May 25-27, 2017. DOI:10.13140/RG.2.2.17256.26881

Fedorenko, I.; Berthon, P. (2017). Dividing the Crowd: Market Segmentation for Crowdsourcing Ventures. Marketing Management Association Spring 2017 Conference. Proceedings, pp.58–60. Chicago, IL. March 22-24, 2017.

Fedorenko, I.; Berthon, P. (2017). Value co-creation in crowdsourcing ventures. CYRUS Institute of Knowledge, 5th International Conference. Abstracts, p.11. MIT, Cambridge MA, April 16-17, 2017.

Working Papers

Fedorenko I., Levesque N., Berthon P. "A dual-process model of identity-based motivation for ethical consumer behavior". Stage: Accepted for presentation at the AMS annual conference 2019 in Vancouver, Canada. Targeting European Journal of Marketing

Fedorenko I., Berthon P., "Laughing together: rethinking parenting styles in the age of Youtube". Stage: Data analysis & write-up. Targeting the Journal of Consumer Culture, Journal of Consumer Marketing

Fedorenko I. "Where disruptors die in poverty: how institutional requirements shape technology start-ups' organizational identity and pre-determine future predatory pricing, second product underperformance". Stage: Data collection and analysis.

HONORS AND AWARDS

Society for Marketing Advances Doctoral Consortium Fellow	2018
AMA Marketing and Public Policy workshop fellow	2018
AMS Review & Sheth Foundation Doctoral Competition for Conceptual Articles winner	2017
Marketing Management Association Doctoral Teaching Consortium fellow	2016

TEACHING EXPERIENCE

Bentley University, Waltham MA 2017 to Present

Adjunct Lecturer in Marketing

Taught GB214, an undergraduate course averaging 35 students per semester, covering the Principles of Marketing and Marketing Strategy
Highlighted recent industry trends and Marketing technology developments
Received excellent teaching evaluations along with positive comments

Interregional Institute of Economics and Law Studies, Russia 2008 to 2010

Adjunct Lecturer in Sociology

Taught graduate-level electives such as “Sociology of Social Movements”, “Public Opinion”
Organized practical training and internships program with local communications agencies
Supervised field research, consulting projects (focus-groups, polls, visual surveys)

Saint Petersburg State University, Russia 2006 to 2008

Adjunct Lecturer in Sociology

Instructed undergraduate course “Empirical research technics and methodology”
Developed quizzes, exams, and homework assignments

WORK EXPERIENCE

Delovie Linii Ltd (Transportation and Logistics) May 2012 — Aug. 2015

Head of Marketing Research and Analytics

Research end-to-end: project design, supervision, and reporting;
Customer satisfaction and loyalty measurements (NPS, CSI);
Competitiveness analysis, competitors track record;
Customer Insights and support for New Product Development;
BI reports and dashboards design (QlikView).

Dipaul Ltd. (Industrial Electronics) Sep.2010 — May 2012

Marketing Manager

Analyzed distribution channels & regional markets profitability;
Supported channel marketing through research & reporting;
Created and maintained profiles on key competitors and their products,
Conducted SWOT-analysis and developed sales briefs.

PRESENTATIONS AND INVITED LECTURES

Fedorenko, I.; Berthon, P. Marketing secrets: a conceptual model and research program (poster presentation). Bentley University Research Showcase. August 23, 2017

Fedorenko, I. (2017). "Crowdsourcing: Blurring the Boundary between a Firm's Customer and Employee." Presented at the Bentley University's Bentley Research Colloquium "The Future of Work", November 2, 2017, Waltham MA.

PROFESSIONAL SERVICE

Reviewer for AMA, ACR and AMS conferences

Per diem reviewer for Technovation, Business Horizons, Journal of Product & Brand Management, International Journal of Entrepreneurship and Small Business

OTHER

Public activity: Member of Russian political party PARNAS, a liberal opposition activist. Organized rallies and campaigns in defense of civil rights and political freedoms. Head of the regional headquarter for liberal candidate M. Prokhorov during 2012 presidential elections. 2012-2015: vice-president of PARNAS party regional board in Saint-Petersburg
2009-2014: elected member of the 72th municipal district council in Saint-Petersburg

Married, father of two girls, 5 and 8 years old

REFERENCES

Pierre Berthon

Youse Chair of Marketing & Strategy
Bentley University
175 Forest St. Waltham MA 02452
Morison Hall 250
Tel: 781-891-3189, e-mail:
pberthon@bentley.edu

Linda Edelman

Professor of Strategic Management
Bentley University
175 Forest St. Waltham MA 02452
Adamian Academic Center 319
Tel. 781-891-2530, e-mail:
ledelman@bentley.edu

Leyland F. Pitt

Dennis F. Culver EMBA Alumni Chair of
Business and Professor of Marketing
Segal Graduate School of Business
Simon Fraser University
500 Granville Street
Vancouver BC Canada, V6C 1W6
Tel: 778-782-7712, e-mail: lpitt@sfu.ca

Andy Aylesworth

Associate Professor and Chair,
Department of Marketing
Bentley University
175 Forest St. Waltham MA 02452
Morison Hall 216
Tel: 781-891-3149, e-mail:
aaylesworth@bentley.edu