

Krissa Nakos

Ph.D. Candidate, Marketing

Office Address

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Contact Information

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EDUCATION

University of Georgia, Terry College of Business Athens, GA Ph.D., Marketing	2026 (Expected)
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University of Georgia, Terry College of Business Athens, GA Master of Marketing Research	2019
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University of Georgia, Terry College of Business Athens, GA Bachelor of Business Administration, Marketing & International Business <i>Minor in German</i>	2018
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RESEARCH INTERESTS

Consumer Behavior, Sensory Marketing, Perception, Packaging, Influencer Marketing

MANUSCRIPTS UNDER REVIEW

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, “Inferences from Intensity: Color Saturation Signals Product Potency,” *invited for 2nd round review at the Journal of Marketing*.

SELECTED RESEARCH IN PROGRESS

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., “Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise,” preparing manuscript for submission, targeting the *Journal of Consumer Psychology*.

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., “Additive vs. Subtractive Change and Product Improvement Perceptions,” data collection in progress, targeting the *Journal of Marketing Research*.

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, “Abstract vs. Concrete Scent Names: The Conflicting Roles of Certainty and Uniqueness Motives,” data collection in progress, targeting the *Journal of Consumer Research*.

Dagogo-Jack, Sokiente W., **Krissa Nakos**, Jackie Silverman, “Asymmetric Extrapolation of Improving and Declining Trends,” data collection in progress, targeting *Management Science*.

Dagogo-Jack, Sokiente W., Alex Kaju, and **Krissa Nakos**, “False Selves and True Threats: Online Inauthenticity Increases Social Media Abandonment,” preparing manuscript for submission, targeting the *Journal of Marketing Research*.

CONFERENCE PRESENTATIONS (*Presenter)

Nakos, Krissa*, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., (September 2024), “Spheres of Influence: Exploring Popularity as a Source of Perceived Expertise,” *Association for Consumer Research Conference*, Competitive Paper, Paris, France.

Nakos, Krissa*, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr. (April 2024), “Beyond Knowledge: Exploring Popularity as a Source of Perceived Expertise,” *Southeast Marketing Symposium*, Baton Rouge, LA.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (March 2024), “The Vividness of Strength: Color Saturation Influences Product Potency Perceptions,” *Society for Consumer Psychology Conference*, Competitive Paper, Nashville, TN.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (February 2024), “Abstract vs. Concrete Scent Names: The Conflicting Roles of Certainty and Uniqueness Motives,” *Clemson Marketing Research Symposium*, Clemson, SC.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (October 2023), “Effects of Color Saturation on Perceived Product Performance,” *Association for Consumer Research Conference*, Competitive Paper, Seattle, WA.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (April 2023), “Effects of Color Saturation on Perceived Product Performance,” *Southeast Marketing Symposium*, Knoxville, TN.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (February 2023), “Effects of Color Saturation on Brand Prominence and Potency Perceptions,” *Clemson Marketing Research Symposium*, Clemson, SC.

Nakos, Krissa* (November 2016), “The Importance of Corruption, Cultural Similarities, and Geographic Distance in the Location of Foreign Direct Investment,” *Academy of International Business – Southeast Conference*, Tampa, FL.

HONORS & AWARDS

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| • AMA-Sheth Foundation Doctoral Consortium Fellow | 2024 |
| • Outstanding Teaching Assistant Award Winner | 2024 |
| • Georgia Impact Now (GAIN) Fellowship Recipient | 2018 - 2019 |
| • Best Undergraduate Student Research Paper Award, Academy of International Business – Southeast Conference | 2016 |

TEACHING EXPERIENCE

Instructor | University of Georgia

Integrated Marketing and Brand Communication

- Spring 2025

International Marketing

- Fall 2023 (52 students), **Rating: 4.9/5.0***
- Fall 2023 (43 students), **Rating: 4.8/5.0***
- Fall 2022 (52 students), **Rating: 4.8/5.0***

*Please click [here](#) for details of teaching evaluations.

Teaching Assistant | University of Georgia

Principles of Marketing (online course)

- Summer 2023 (102 students), Instructor: Dr. Kimberly Grantham

Consumer Buyer Behavior (online course)

- Summer 2023 (32 students), Instructor: Dr. Candice Hollenbeck

Digital Marketing Analytics

- Spring 2022 (43 students), Instructor: Dr. Elham Yazdani

SERVICE

Behavioral Lab Coordinator, Marketing Department, University of Georgia

2023 - 2024

PROFESSIONAL AFFILIATIONS

- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)

SELECTED DOCTORAL COURSEWORK

Seminar Courses

Advanced Seminar in Consumer Behavior (Marcus Cunha Jr.)
Seminar in Buyer Behavior (Julio Sevilla)
Seminar in Marketing Management (Sundar Bharadwaj)
Seminar in Marketing Strategy (Son Lam)
Job Attitudes (Jessica Rodell)
Advanced Topics in Psychology: Personality (Nathan Carter)

Methodology Courses

Multivariate Statistics (John Hulland)
Marketing Models (Anindita Chakravarty)
Advanced Experimental Psychology (Drew Abney)
Applied Regression Methods in Psychology (Drew Abney)

Applied Analysis of Variance Methods (Shiyu Wang)
Econometrics for Strategic Management (Timothy Quigley)
Analysis and Interpretation of Sociological Data II (Man Kit Lei)
Introduction to Political Methodology (Joseph Ornstein)
Intermediate Political Methodology (Mollie Cohen)

EMPLOYMENT

Kantar Insights | Atlanta, GA **2019**
Manager, Client Leadership Team

Merck & Co. | Athens, GA **2018 - 2019**
Graduate Student Researcher

Terry College of Business | University of Georgia | Athens, GA **2018 - 2019**
Graduate Research Assistant

SKILLS & CAPABILITIES

- SPSS, R, STATA, SAS
- Qualtrics, AYTm
- Adobe Photoshop
- Microsoft Office Suite
- Working knowledge of German & Greek
- Basic knowledge of Spanish