

# IVAN FEDORENKO

## RESEARCH INTERESTS

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

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### ***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](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 A**

## **PRESENTATIONS AND INVITED LECTURES**

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