

JULIA BELYAVSKY BAYUK

October 2024

308 Alfred Lerner Hall, Lerner College of Business and Economics
University of Delaware, Newark, DE 19716
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EDUCATION

UNIVERSITY OF FLORIDA <i>Warrington College of Business</i> Ph.D. in Marketing	Gainesville, FL December 2008
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UNIVERSITY OF PENNSYLVANIA <i>The Wharton School</i> BS. in Economics, Concentrations in Marketing and Communications	Philadelphia, PA December 2002
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ACADEMIC POSITIONS

UNIVERSITY OF DELAWARE <i>Alfred Lerner College of Business and Economics</i> Associate Dean for Undergraduate Programs, July 2024 – Present Associate Dean for Curriculum, August 2022 – June 2024 Professor, September 2023 – Present Associate Professor, September 2019 – Present Assistant Professor, September 2009 – August 2019	Newark, DE Sept 2009-Present
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GEORGIA INSTITUTE OF TECHNOLOGY (GEORGIA TECH) <i>College of Management</i> Visiting Instructor	Atlanta, GA Aug 2008 – May 2009
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TEACHING EXPERIENCE

UNIVERSITY OF DELAWARE Principles of Marketing (Regular and Honors; Undergraduate) Buyer Behavior (Undergraduate and MBA) International Marketing (Undergraduate) Basics of Business (Regular and Honors; Undergraduate business majors) Introduction to Business (Undergraduate non-business majors) First Year Experience (Undergraduate non-business majors)	Newark, DE Sept 2009 – Present
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GEORGIA INSTITUTE OF TECHNOLOGY (GEORGIA TECH) Consumer Behavior (Undergraduate) Sales Management (Undergraduate)	Atlanta, GA Aug 2008 – May 2009
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UNIVERSITY OF FLORIDA Consumer Behavior (Undergraduate) Personal Selling (Undergraduate)	Gainesville, FL Fall 2004 –Spring 2008
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UNIVERSITY OF FLORIDA, Teaching Assistant Introduction to Managerial Statistics (MBA level) Advanced Managerial Statistics (MBA level) Consumer Behavior (Undergraduate) Marketing Research for Managerial Decisions (Professional MBA)	Gainesville, FL 2005-2007
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RESEARCH PUBLICATIONS

Bayuk, Julia and Asli Basoglu (2024), “Took a tiny step back: The impact of planning on a bumpy goal pursuit,” *Journal of Consumer Behavior*, forthcoming.

Tsiotsou, Rodoula H., Sertan Kabadayi, Jennifer Leigh, **Julia Bayuk**, and Brent Horton ((2024). “To do or not to do? A typology of ethical dilemmas in services (TEDS),” *Journal of Service Management*, 35 (4), 570-603.

Bayuk, Julia, Hyunjung Lee, Jooyoung Park, Serkan Saka, Debabrata Talukdar, and Jayati Sinha (2022), “Mindfully Aware and Open: The Impact of Mindfulness Practices on Consumer Financial Vulnerability,” *Journal of Consumer Affairs*, 56 (3), 1284 – 1311.

Bayuk, Julia Belyavsky and Vanessa Patrick (2021), “Is the uphill road the one more taken? How task complexity prompts action on non-pressing, but important, tasks,” *Journal of Business Research*, Vol. 128 (C), 436 – 449.

Ozanne, Lucie, Jason Stornelli, Michael Luchs, David Mick, **Julia Bayuk**, Mia Birau, Sunaina Chugani-Marquez, Marieke Fransen, Atar Herziger, Yuliya Komarova, Elizabeth Minton, Farnoush Reshadi, Gillian Sullivan-Mort, Carlos Trujillo, Hyeyoon Bae, Tavleen Dhandra, Miguel Angel Zúñiga (2021), “Enabling and Cultivating Wiser Consumption: The Role of Marketing and Public Policy,” *Journal of Public Policy & Marketing*, 40 (2), 226 – 244.

Bayuk, Julia Belyavsky and Suzanne Aurora Altobello (2019), “Can Gamification Improve Financial Behavior? The Moderating Role of App Expertise,” *International Journal of Bank Marketing*, 37 (4), 951–975.

O’Connor, Genevieve E., Casey E. Newmeyer, Nancy Yee Ching Wong, **Julia Belyavsky Bayuk**, Laurel A. Cook, Yuliya Komarova, Cazilla Loibl, Ong L. Lin, Dee Warmath (2019), “Conceptualizing the Multiple Dimensions of Consumer Financial Vulnerability,” *Journal of Business Research*, Vol. 100 (C), 421–430.

Komarova Yuliya, **Julia Belyavsky Bayuk**, Stefanie Tignor, Gergana Nenkov, Sara Baskentli and David Webb (2016), “The Case for Moral Consumption: Examining and Expanding the Domain of Moral Behavior to Promote Individual and Collective Well-Being,” *Journal of Public Policy & Marketing*, 35 (2), 305–322.

Bayuk, Julia Belyavsky (2015), “Should I Plan? Planning Effects on Perceived Effort and Motivation in Goal Pursuit,” *Journal of Consumer Behaviour*, 13 (August), 344 – 352.

Bayuk, Julia Belyavsky, Chris Janiszewski, and Robyn LeBoeuf (2010), “Letting Good Opportunities Pass Us By: Examining the Role of Mindset during Goal Pursuit,” *Journal of Consumer Research*, 37 (December), 570 – 583.

LeBoeuf, Robyn, Eldar Shafir, and **Julia Belyavsky Bayuk** (2010), “The Conflicting Choices of Alternating Selves,” *Organizational Behavior and Human Decision Processes*, 111 (January), 48 – 61.

Janiszewski, Chris, Donald R. Lichtenstein, and **Julia Belyavsky** (2008), “Judgments about Judgments: The Dissociation of Consideration Price and Willingness to Purchase Judgments,” *Journal of Experimental Psychology: Applied*, 14(2), 151 – 164.

Cohen, Joel B., **Julia Belyavsky** and Timothy Silk (2008), “Using Visualization to Alter the Balance Between Desirability and Feasibility During Choice,” *Journal of Consumer Psychology*, 18 (October), 270 – 275.

RESEARCH INTERESTS

Implementation Intentions, Goal Pursuit and Motivation, Financial Decision Making, Moral Judgments, Self-Regulation, Consumer Mindsets, Consumer Wisdom, Identity Fluctuations, Public Policy, Well-being

SELECTED WORK IN PROGRESS

Komarova, Yuliya, Joan Ball, Verena Hutt-Maack, **Julia Bayuk**, Rebecca Rabino, Courtney Droms Hatch, Myla Bui, Darima Fotheringham, and Hilly Smith, “Choose Curiosity: The Promise of Curiosity for Transformative Consumer Journeys”, under 2nd round review at *AMS Review*

TEACHING & RESEARCH PRESENTATIONS, INVITED DIALOGICAL CONFERENCES

“The Rise and Promise of Human Curiosity for Consumer Well-Being: Developing the Research Agenda to Protect and Empower Consumers,” Transformative Consumer Research Conference at Royal Holloway University, London, June 2023.

“The Promise of UD Undergraduate Education: Unlocking Equity/Excellence” panel discussion, Summer Institute of Teaching at University of Delaware, June 2023.

“Ethical Implications and Challenges of Responsible Business Practices in Services,” Fordham University’s “Responsible Business Thought Leadership Conference”, May 2023.

“Lerner Canvas: Standardizing the Student Experience” presentation at Lerner Teaching & Research Showcase, November 2022.

“Experiential Learning and Community Engagement in the Classroom: How Can We Increase Both Ease and Quality?” Presentation and panel at Summer Institute of Teaching at University of Delaware, June 2022.

“Mindfulness in Financial Decision Making,” Transformative Consumer Research Conference at University of Virginia (held virtually), June 2021.

“Improving First-Year Students’ Transition for the Student and the Parent: From the Residence Halls, to the Classroom, to all Available Resources,” presentation and workshop at Summer Institute of Teaching at University of Delaware, June 2021.

“Increasing Student Engagement” presentation at Lerner Teaching & Research Showcase, April 2021.

Guest lecture “International Marketing: Exploring Entrepreneurial Strategies,” University of Delaware LEAD253 course, December 2020.

Expert participant in “Knowledge Forum” Roundtable at Association of Consumer Research Conference, Atlanta, GA, October 2019.

“Consistency in Courses with Many Sections,” poster presentation at the Summer Faculty Institute, University of Delaware, June 2019.

“Consumer Wisdom,” Transformative Consumer Research Conference at Florida State University, Tallahassee, FL, May 2019.

“Improving Consumer Well-Being One Decision at a Time,” research presentation at Lerner Teaching and Research Showcase, October 2018.

“Increasing Relevancy and Decreasing Costs in the World of Business,” poster presentation at the Summer Faculty Institute, University of Delaware, June 2018.

“Encouraging and Evaluating Classroom Participation in a Live-Classroom: Keepin’ it Fair,” Lerner Research and Teaching Showcase, Newark, DE, April 2018.

“Financial Vulnerability,” Transformative Consumer Research Conference at Cornell University, Ithaca, NY, June 2017.

“Helping Lerner Students Find their Path at UD and Beyond: A Revision of the BUAD110 Curriculum,” poster presentation at the Summer Faculty Institute, University of Delaware, 2017.

“Are More Plans Better? The Impact of Multiple Plans on Goal Pursuit,” American Psychological Association Conference, Denver, CO, August 2016.

“Moral Self-Regulation,” Transformative Consumer Research Conference at Villanova University, Villanova, PA, June 2015.

“It’s Just Too Easy: How Planning Affects Perceived Effort, Goal Value, and Motivation,” Association for Consumer Research, Baltimore, MD, October 2014.

“When It’s Just Too Easy: How Planning Affects Effort and Behavior,” Research seminar for Lerner College, University of Delaware, May 2012.

“It is Just Too Easy: Impact of Planning on Effort and Behavior,” with Juliano Laran, Association for Consumer Research, St. Louis, MO, October 2011.

“The Lingering Consequences of Fleeting Selves: The Influence of Identity Salience on Choice and Post-Choice Satisfaction,” with Robyn LeBoeuf, Society for Consumer Psychology Conference, St. Petersburg, FL, February 2010.

“Letting Good Opportunities Pass By: Examining the Role of Mindset During Goal Pursuit,” special session on Saving Money, Association for Consumer Research, Pittsburgh, PA, October 2009.

“When Do Accomplished Versus Unaccomplished Actions Increase Goal Adherence: A Matter of Goal Commitment,” Invited Discussant, Haring Symposium, Indiana University, Bloomington, April 2007.

“Letting Good Opportunities Pass By: Examining the Role of Mindset During Goal Pursuit,” with Chris Janiszewski and Robyn LeBoeuf, Society for Consumer Psychology Conference, Las Vegas, NV, February 2007.

“I Wasn’t Myself When I Chose That: Identity-Salience Fluctuations and Post-Choice (Dis)Satisfaction,” with Robyn LeBoeuf, Association for Consumer Research, Orlando, FL, September 2006.

“I Wasn’t Myself When I Chose That: Identity-Salience Fluctuations and Post-Choice (Dis)Satisfaction,” with Robyn LeBoeuf, Departmental Colloquium, University of Florida, Gainesville, FL, September 2006.

HONORS, AWARDS, AND GRANTS

- 2024 Excellence in Honors Mentorship Award (Honors College, University of Delaware)
- Lerner College Outstanding Outreach/ Service Award, 2020
- UD Career Center Faculty & Staff Career Innovation Grant (FSCIG): \$2500 for a Marketing Club Industry Networking Night, 2019
- Instructional Improvement Grant: “Creating Consistency in BUAD110: Basics of Business,” from the Center of Teaching and Assessment of Learning, 2018

- Grant titled “BUAD 100 – A course revision – Increasing relevancy to the world of business and addressing general education while decreasing student costs” from the Center for Teaching and Assessment of Learning, 2017
- Outstanding Faculty Award, Department of Business Administration, Lerner College, 2017
- Grant titled “Helping Lerner Students Find their Path at UD and Beyond: A revision of the BUAD110 Curriculum” from the Center for Teaching and Assessment of Learning, 2016
- YoUDEe Leadership Award Nominee for Best Advisor (Blue Hen Marketing Club), University of Delaware, May 2015
- YoUDEe Leadership Award for Best Co-Sponsored Event as the Advisor of the Blue Hen Marketing Club, University of Delaware, May 2012
- YoUDEe Leadership Award for Best Event for Meet the Marketers as the Advisor of the Blue Hen Marketing Club, University of Delaware, May 2011
- Society for Marketing Advances Consortium Fellow, San Antonio, TX, November 2007
- Haring Symposium Fellow, University of Indiana, April 2007
- SCP-Sheth Dissertation Proposal Award, “Letting Good Opportunities Pass By: Examining the Role of Mindset During Goal Pursuit,” Honorable Mention, 2006
- Presidential Fellowship Recipient, University of Florida, 2003 – 2007
- Research Assistantship, University of Florida, 2003 – 2007

DEPARTMENT, COLLEGE & UNIVERSITY SERVICE

- Member of University of Delaware Taskforce on Redefining Undergraduate Education (December 2022 – Present)
- Coordinator of Lerner major and program events (primarily for freshmen students) (Fall 2016 – Present)
- Basics of Business Course Coordinator (Spring 2017 – Present)
- Honors College – Professional Development and Networking Programs, Honors Liaison (Fall 2021 – Present)
- Chair for Lerner Undergraduate Curriculum Committee (August 2022 – Present) (member of committee Fall 2015 – Spring 2017; Fall 2018 – Summer 2022)
- Chair of Advertising Minor Review Curriculum Committee (Fall 2023 – Spring 2024)
- Chair for Lerner Graduate Curriculum Committee (August 2022 – June 2024)
- Chair for MBA Curriculum Committee (August 2022 – June 2024)
- Faculty Advisor, Blue Hen Marketing Club, an AMA Collegiate Chapter (Fall 2009 – Fall 2023)
- Supervisor for English Language Institute courses including BUAD110 and BUAD167 (Spring 2017 – Spring 2022)
- Faculty Senate Undergraduate Studies Committee (Spring 2019 – August 2022)
- Academic advisor for Juniors & Seniors in Marketing, Management, and Operations Management (Fall 2016 – Spring 2019; January 2021 – December 2022); Honors students and minors in the department of Business Administration, Fall 2019 – December 2022)
- Ad Hoc Committee on BUAD Department P&T Process (Spring – Fall 2020)
- Ad Hoc Committee on Dual Degree Programs (Spring 2020)
- Lerner Undergraduate College Scholarship Committee (2019, 2020, 2021, 2022)
- Lerner Technology Committee, Member, Spring 2017 – Spring 2019)
- Senior thesis advisor (Mary Grace Rapolla; Summer 2016 – Spring 2017)
- Subject Pool Manager (Fall 2014 – Summer 2017)
- Behavioral Lab Committee (Spring 2013 – Summer 2017)
- Faculty Advisor, Lerner College Peer Mentorship Program (Fall 2014 – May 2016)
- College Committee on Organization (Fall 2015 – Summer 2016)
- Department Appraisal Metric Committee (Fall 2013 – Spring 2014)

- Marketing Department Search Committee (2010, 2013, 2014, 2016)
- Business Administration AdHoc Undergrad Programs Committee (Fall 2012 – Spring 2013)
- McNair Scholar Advisor for Karoline Guerrero (Summer/ Fall 2012)
- Reviewer for Target Case Competition for Undergraduate students (2012, 2014)
- Member of the University Faculty Senate General Education Committee (Fall 2011 – Fall 2012)

PROFESSIONAL SERVICE

- Chair, “Because of You: The Impacts of Looking Past Our Own Noses,” Association for Consumer Research Conference, 2015.
- Chair, “Nonconscious Processing,” Association for Consumer Research Conference, 2012.
- Chair, “Achieving Our Goals: Some Tips and Tricks,” Association for Consumer Research Conference, 2011.
- Chair, “Saving Money in a Tough Economy: How to Succeed,” Association for Consumer Research Conference, 2009
- Chair, “Information Integration in Judgment and Decision Making: New Directions,” Association for Consumer Research Conference, 2009
- Chair, “Advertising and Persuasion Session,” AMA Summer Marketing Educators’ Conference, 2009
- Ad Hoc Reviewer for *Journal of Consumer Research*
- AdHoc Reviewer for *Journal of Consumer Psychology*
- AdHoc Reviewer for *Organizational Behavior and Human Decision Processes*
- Ad Hoc Reviewer for the *European Marketing Academy Conference*
- Ad Hoc Reviewer for the *Association for Consumer Research Conference*
- Ad Hoc Reviewer for the *Society for Consumer Psychology*
- Ad Hoc Reviewer for the *AMA Summer Marketing Educators’ Conference*

PROFESSIONAL AFFILIATIONS

- GBC Roundtable
- Association for Consumer Research
- Society for Consumer Psychology
- American Psychological Association
- Society for Marketing Advances
- American Marketing Association

PROFESSIONAL EXPERIENCE

PROFIT MARKETING, INC.

Marketing Consultant

Willow Grove, PA

Nov 2002 – Aug 2003

Advised the president of the company on ways to expand the existing business. Assessed market conditions in various industries and recommend industries that should be targeted. Conducted extensive market research on methods via which our target population can be reached most effectively at the lowest possible cost. Developed marketing materials such as postcards to attract customers, welcome kits, and materials for our clients to help them attain new customers.

CHASE CREDIT CARD SERVICES, (FORMERLY FIRST USA BANK)

Marketing Manager

Wilmington, DE

May 2002 – Aug 2002

Defined communication strategies for various sub-segments of rewards credit card population consisting of 1.1 million card members. Identified website improvements based on card member feedback for a portfolio of 350,000 card members. Managed revisions of credit card rewards program and marketing materials.

E-STAFF, INC.

Philadelphia, PA

Marketing Coordinator

May 2001 – May 2002

Coordinated the development and launch of new product with package design firm. Identified product enhancements necessary for the marketplace. Managed annual advertising budget of \$200,000. Developed numerous mailings, press releases, collateral material and newsletters to customers, sales representatives and media outlets. Analyzed competition and developed competitive analysis reports.