

## KATERINA BONCHEVA

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### EDUCATION

<b>Cardiff Business School, Cardiff University</b> Ph.D. in Business and Management (International Marketing Strategy) <i>Thesis:</i> Revisiting Internationalization: Multi-Study Insights into Strategic Considerations and Organizational Determinants of Market Entry, Exit, and Re-entry as Punctuating Points Examined by Professor John Cadogan (Leicester University) & Professor Luigi De Luca (Cardiff University), confirmed <i>on first defense without alteration</i> .	Cardiff, UK May 2025
<b>AIB – CIBER Doctoral Academy</b> Certificate Programme by the Academy of International Business Part of inaugural international cohort (13 participants selected only worldwide)	USA (virtual) 2023-2025
<b>Leeds University Business School, University of Leeds</b> MA in Corporate Communications, Marketing and PR Chevening Award Recipient	Leeds, UK October 2018
<b>Ss. Cyril and Methodius University</b> BA in E-business	Skopje, N. Macedonia October 2014

### TEACHING EXPERIENCE

<b>Cardiff Business School, Cardiff University</b> Teaching Assistant (Level 5) <i>Associate-Fellow of the Higher Education Academy, UK</i> Module Development & Delivery: BST 634/904 Creativity, Innovation and Enterprise (EMBA/MBA) BST711 Global Marketing (MBM) BST710 Understanding Organisations and the Business Environment (MBM) BS1532 Technology & Digital Age (BSc.) BS2354 Marketing and Strategy (BSc.) BS3748 Business Design (BSc.) BS1528 Marketing (BSc.)	Cardiff, UK 2022-2025
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### OTHER EXPERIENCE

<b>Connect2MK– Macedonia 2025</b> <i>Expert (mentor) on internationalization and marketing strategy</i> at Connect2MK platform. Connect2MK brings together Macedonian businesses and professional expatriates worldwide, helping them grow and prosper in an international environment. Currently mentoring 2 companies.	Skopje, N. Macedonia July 2024 – ongoing
<b>Untapped Innovation, London, UK</b> <i>Research Consultant</i> Project: “Innovation is hard” – Assessing the state of innovation in FMCG, Tech, and Healthcare Industries in the UK, innovation capabilities, and NPD success factors	Cardiff/London, UK 2022; 2025
<b>GDSI Limited (EU TACSO 3 EU-Funded Project)</b> <i>Events &amp; Communications Expert</i> EU TACSO 3 For Western Balkans and Turkey: EU-funded Project for NGOs capacity building and support, delivered by Consortium led by GDSI Limited, Galway, Ireland	Ireland/N. Macedonia September 2020 –2021
<b>“Lav Komerc” LTD. – Skopje, Macedonia</b> <i>Marketing &amp; Business Development Advisor</i>	N. Macedonia January 2020 –2021
<b>EESTI Aabikeskused Estonian Advice Centre (EAC), Tallinn, Estonia</b> <i>Project Research Associate</i> (Remote position Skopje) in partnership with University of Information Science & Technology “St. Paul The Apostle”, N. Macedonia	N. Macedonia October 2014- June 2017

## PUBLICATIONS

Tonn Alexander and **Boncheva Katerina**, (2025), "Decoding a Wicked Problem: Modern Slavery in the Elite Quality Index", in Casas, Tomas and Cozzi, Guido, *Elite Quality Report 2025: The Sustainable Value Creation of Nations*; available at: <http://dx.doi.org/10.2139/ssrn.5241721>

## MANUSCRIPTS UNDER REVIEW

**Boncheva Katerina**, Griffith David A., Gajewska De-Mattos Hanna, Pirrone Giuseppe, Silenskyte Ausrine, and Tonn Alexander, "Title withheld for the blind review process," at the *Critical Perspectives of International Business Journal* (Under 2<sup>nd</sup> Review)

**Boncheva Katerina**, Gadhia Mimisha, Mans Theuns, Morales Marenco Marleth, Shukran Khaled, and Tonn Alexander, "Title withheld for blind review process," at AIB Insights (Under 2<sup>nd</sup> Review)

**Boncheva Katerina**, Bıçakcıoğlu Peynirci Nilay, Robson Matthew J., Morgan Robert E., and Kouropalatis, Y., "Title withheld for blind review process," at *International Marketing Review* (R&R)

Shukran Khaled, **Boncheva Katerina**, Gadhia Mimisha, Morales Marenco Marleth, and Tonn Alexander, "Title withheld for blind review process," at AIB Insights (under review)

## WORK-IN-PROGRESS

Postpone or Redeploy? Moderation Effects of Firm Capabilities on the Relationship Between Performance and International Market Exit Decision - **Katerina Boncheva**, Nilay Bıçakcıoğlu Peynirci, Robert E. Morgan, and Matthew J. Robson (targeting *Global Strategy Journal* - pending submission)

The 'Time-Out Period' in International Markets: Strategic Phenomenon or Empirical Fallacy- **Katerina Boncheva**, Nilay Bıçakcıoğlu Peynirci, Robert E. Morgan, Matthew J. Robson (targeting *Journal of World Business* - research under development)

Turning Green into Gold: The Unexpected Power of Extrinsic Motives in Green Hotel Marketing" **Katerina Boncheva** (targeting *Journal of Business Research* - research under development)

## CONFERENCE PRESENTATIONS

Staying Or Leaving? Resource Redeployment and Real Options Effects in Accelerating or Mitigating Firms' International Market Exit Decisions", presented at *Global Marketing Conference 2025*, Hong Kong (July 24-27, 2025)

Understanding International Market Entry and Exit: A Scientometric Study on The Symbiotic Pattern of Knowledge Diffusion, accepted at *AIB Annual Meeting 2025*, Louisville, Kentucky, USA (June 28- July 3, 2025)

Redeploy or Postpone?! The Role of Home-Host Country Distance and Organizational Capabilities in International Market Exit Decisions, presented at *AIB Annual Meeting Doctoral Consortium*, Seoul, South Korea (July 2-6, 2024)

Exploring the What, Why, and How Behind Firm's International Market Exit and Re-entry Behavior, paper presented at *AMA Global Marketing Conference - Doctoral Colloquium*, Verona, Italy (May 24-26, 2024)

Explaining Firm's International Market Exit Behavior: The Differential Effects of Firm Capabilities on International Market Exit Decision- presented at *AMA Global Marketing Conference Competitive Session* - Verona, Italy (May 24-26, 2024)

Exit or postpone? International Market Exit Behavior: The Roles of Organizational Capabilities in Explaining International Market Exit Decision, presented at the *Welsh Postgraduate Research Conference*, Cardiff, UK (June 15, 2023)

The Phenomenon of Reverse Internationalization: Towards Conceptualization, poster presentation at *Welsh Postgraduate Research Conference*, Cardiff, UK (June 15, 2022)

Reverse Internationalization: Antecedents, Conceptualization, and Outcomes, presented at *the AMA Global Marketing SIG Conference - Doctoral Colloquium*, Chania, Greece (May 31 – June 3, 2022)

## INVITED TALKS & PANELS

Leveraging Diverse Academic Backgrounds for Success as an IB Scholar, *chair* of panel, Tamer S. Cavusgil (Georgia State University, USA), Paul Vaaler (University of Minnesota), Jonathan Doh (Villanova School of Business, USA) & Alexander Tonn (University of St. Gallen, Switzerland); (28 June-03 July, AIB Annual Meeting 2025, USA)

Enhancing Doctoral Education in International Business, *panellist*, along with David Griffith (Mays Business School, Texas A&M University, USA), Hanna Gajewska De- Mattos (University of Leeds, UK), Aušrinė Silenskytė (University of Vaasa, Finland); Alexander Tonn (University of St. Gallen, Switzerland), Giuseppe Pirrone (University of Pavia, Italy); (December 12-14, 2024, EIBA 2024 Conference, Finland)

Succeeding In International Business Doctoral Studies - *panellist*, along with Gary Knight (Willamette University, USA), Antonella Zucchella (University of Pavia, Italy), Aušrinė Silenskytė (University of Vaasa, Finland), Alexander Tonn (University of St. Gallen, Switzerland), Theuns Mans (Gordon Institute of Business Science, South Africa), Giuseppe Pirrone (University of Pavia, Italy), Cazembe Monds (Georgia State University, USA); (June 18, 2024 AIB Webinar, *available at: [aib.world](https://aib.world)*)

#### **INTERNATIONAL RESEARCH PROJECTS**

Project: The Impact of Incubators and Accelerators on the Internationalization Capabilities of High-Technology Start-Ups, with Prof. Robert E. Morgan (Cardiff Business School, Wales, UK) and Prof. Sophie Veilleux (Faculty of Business Administration, Université Laval, Québec, Canada)

Funding body: Quebec – Wales Collaboration Programme 2021 (Welsh Government & Government of Québec)

Project Duration: November 2021 – March 2022 (completed)

Abstract: This project examined how incubator and accelerator services foster rapid internationalization skills in high-growth tech companies. Interviews with 16 entrepreneurs—four each from life sciences and AI in Québec and Wales—explored their needs and how these services help them become international leaders.

#### **FUNDING & AWARDS**

Cardiff University Doctoral Academy Developmental Grant, May 2025 (£750)

AIB Annual Meeting Travel Stipend - Academy of International Business (July 2024;2025) (\$1500 each year)

2024 AMA - Sheth Doctoral Consortium Fellow - AMA & The Sheth Foundation (June 2024)

AMA Global Marketing SIG Travel Stipend - American Marketing Association (May 2022; 2024) (\$1000.00)

Jean Boddewyn Research Award (AIB CIBER Doctoral Academy)-Jean Boddewyn Endowment (2023) (\$3,000.00)

Cardiff Business School (CARBS) Scholarship - Cardiff Business School, Cardiff University, UK (2021-2024) (£37,560.00 in total per year with adjusted annual raise accordingly)

Dominique Wright Memorial Award - Leeds University Business School (December 2018)

Chevening Scholarship- Foreign, Commonwealth and Development Office (FCDO), UK (2017-18) (£33,600.00)

#### **ACADEMIC SERVICE & LEADERSHIP**

Cohort representative at the Governing Board – AIB-CIBER Doctoral Academy

Member of the Governing Board – Institute for Mass Media & Electronic Communications, N. Macedonia

Business mentor (volunteer) – Connect2MK, Macedonia 2025 Initiative (2024 - ongoing)

Conference Co-chair (Programme curation & development)- Welsh Postgraduate Research Conference – Cardiff Business School, UK (2024)

PGR Student Representative (2021 – 2024); Chair of Student-Staff Panel (2022 - 2024)– Cardiff Business School, UK

Ad-hoc Reviewer: International Marketing Review, Journal of International Marketing; Journal of General Management; Academy of International Business (AIB) Annual Meeting 2022/24/25; AMA Global Marketing SIG Conference 2024; EIBA 2024; GMC 2025;

Volunteer - AMA Global Marketing SIG Conference (2022 Chania, Crete; 2024 Verona, Italy; 2024) AIB Annual Meeting (2024 Seoul, Korea; 2025 Louisville, Kentucky)

#### **PROFESSIONAL DEVELOPMENT (*selected list*)**

2024 AMA-Sheth Foundation Doctoral Consortium Fellow - University of Manchester, UK (June 2024, invitation-only)

Virtual Environments in Teaching – Cardiff University (2021-2023)

Marketing Research Camp – Leeds University Business School, University of Leeds, UK (June 2023, invitation-only)

Cardiff University Education Associate Fellow Programme (AFHEA) – Learning and Teaching Academy, Cardiff University (2023); *Qualification gained: Associate Fellow of the Higher Education Academy*

Cardiff University Doctoral Academy Training Programme (2021 – 2024)

#### **SKILLS**

Research skills: econometric modelling; bibliometric techniques; qualitative interviewing; working knowledge in text analysis.

Technical skills: proficient in STATA, SPSS, PROCESS Macro, VOSviewer, R, Bibliometrix, and NVivo

Teaching skills: AFHEA-qualified

Database use: Compustat, Bloomberg, Boardex, Hoberg, and Moon; Web of Science, Scopus

Languages: English (proficient); French (conversation level); Balkan Esperanto (proficient); Spanish (basic knowledge).

#### **PROFESIONAL MEMBERSHIPS**

AMA Membership- American Marketing Association

AIB Membership – Academy of International Business

European Academy of International Business

Associate Fellow of the Higher Education Academy

BAM Membership- British Academy of Management

Chevening Alumni Association

IABC Membership – International Association of Business Communication

#### **REFEREES**

##### **Professor Matthew Robson**

Professor of Marketing and  
International Management; Head of  
Marketing & Strategy Section  
Cardiff Business School,  
Cardiff University, UK  
[RobsonM@cardiff.ac.uk](mailto:RobsonM@cardiff.ac.uk)

##### **Professor Robert E. Morgan**

Sir Julian Hodge Chair;  
Professor of Marketing & Strategy  
Cardiff Business School,  
Cardiff University, UK  
[MorganRE@cardiff.ac.uk](mailto:MorganRE@cardiff.ac.uk)

##### **Professor S. Tamer Cavusgil**

Regents' Professor and Fuller E.  
Callaway Professorial Chair of the  
Institute of International Business  
Robinson College of Business,  
Georgia State University, USA  
(AIB-CIBER Doctoral Academy)  
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