

KATERINA BONCHEVA

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EDUCATIONAL BACKGROUND

Ph.D. BUSIENSS & MANAGEMENT | October 2021- ongoing (*planned submission: October 2024*)
Cardiff Business School, Marketing & Strategy Department, Cardiff University, United Kingdom
Supervisors: Prof. Matthew Robson; Prof. Robert E. Morgan; Dr. Mark Toon; Dr. Nilay Bıçakcıoğlu Peynirci (external)

Supported by the Cardiff Business School Doctoral Scholarship

AIB CIBER Doctoral Academy | Certification Programme (October 2023 – October 2025)
Part of the *selected inaugural international cohort (13 participants worldwide)*, fully sponsored by the Jean Boddewyn Endowment

MASTER'S DEGREE (MA) | 2017- 2018

Leeds University Business School, Marketing Department, University of Leeds, United Kingdom (*Degree awarded with High Merit; Thesis awarded with Distinction*)

Programme: Corporate Communications, Marketing, and PR

Supported by FCDO Chevening Scholarships

BACHELOR'S DEGREE (BSc) | 2010-2014

Faculty of Economics, E-business Department, University "Ss. Cyril and Methodius", Skopje, North Macedonia (*GPA: 9.54/10.00*).

WORK IN DEVELOPMENT

"Postpone or Redeploy? Moderation Effects of Firm Capabilities on The Relationship Between Performance and International Market Exit Decision" with Prof. Robert E. Morgan; Prof. Matthew Robson; Dr. Nilay Bıçakcıoğlu Peynirci (*Targeted journal: Journal of International Business Studies*)

"The Knowledge Structure and Diffusion of International Market Entry and Exit Literature: A Bibliometric Model and Forecasting Future Research Opportunities" with Prof. Robert E. Morgan; Prof. Matthew Robson; Dr. Nilay Bıçakcıoğlu Peynirci; Dr. Yiannis Kouropalatis (*Targeted journal: Journal of International Marketing/Journal of World Business*)

"The 'Time-Out Period' in International Markets: Strategic Phenomenon or Empirical Fallacy" with Prof. Robert E. Morgan; Prof. Matthew Robson; Dr. Nilay Bıçakcıoğlu Peynirci (*Targeted journal: International Business Review*)

"Future-Proof PhDs: Are Doctoral Programs Adapting to Propel International Business Forward" with Alexander Ton; Marleth Morales, Mimisha Gadia, Theuns Mans and Khaled Shukran (*Targeted journal: AIB Insights*)

CONFERENCE PRESENTATIONS & PARTICIPATION

"Enhancing Doctoral Education in International Business", panellist, *EIBA 2024 Conference*, Finland, (forthcoming – December 12-14, 2024)

"Redeploy or postpone?! The role of home-host country distance and organizational capabilities in international market exit decisions", paper accepted for presentation at the *AIB Annual Meeting Doctoral Consortium*, Seoul, South Korea (July 2-6, 2024)

2024 AMA-Sheth Foundation Doctoral Consortium – Nominated student participant from Cardiff Business School - Alliance Manchester Business School, University of Manchester (11-14 June 2024, invitation-only event)

"Exploring the What, Why and How Behind Firm's International Market Exit and Re-entry Behavior", paper accepted to be 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”, paper accepted to be 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”, paper presented at a competitive session at the *Welsh Postgraduate Research Conference*, Cardiff, UK (June 15, 2023)

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

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

INVITED TALKS

“Succeeding in International Business Doctoral Studies” - AIB Webinar, along with Prof. Gary Knight, Prof. Antonella Zucchella, Alexander Tonn, Theuns Mans, Giuseppe Pirrone, Cazembe Monds, moderated by Dr. Aušrinė Silenskytė – June 18, 2024 (*available at: [YouTube](#)*)

WORK EXPERIENCE

POSTGRADUATE TEACHING TUTOR | October 2022- ongoing

Cardiff Business School, Cardiff University, UK

Associate-Fellow of the Higher Education Academy (AFHEA), UK

Postgraduate level modules:

- BST711 Global Marketing (2023/24; 2024/25) – Tutorials & Teaching assistance.
- BST710 Understanding Organisations & Environment (2023/24; 2024/25) – Tutorials

Undergraduate level modules:

- BS1532 Technology & Digital Age (2022/23; 2023/24) – Tutorials & Assessment
- BS2539 Marketing Research (2022/23; 2023/24)- Tutorials
- BS3748 Business Design (2022/23; 2023/24) – Tutorials & Mentorship
- BS1528 Marketing (2022/23) – Tutorials

INTERNATIONALIZATION CONSULTANT / MENTOR | July 2024 - ongoing

Connect2MK– Macedonia 2025, Skopje, N. Macedonia

Expert on internationalization and marketing strategy 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

INDEPENDENT RESEARCH CONSULTANT | March 2022- July 2022

Untapped Innovation, London, UK

Project: “Innovation is hard” – Assessing the state of innovation in FMCG, Tech, and Healthcare Industries in the UK, innovation capabilities, and NPD success factors

EVENTS & COMMUNICATIONS SPECIALIST | September 2020 – September 2021

EU TACSO 3 For Western Balkans and Turkey: EU-funded Project for NGOs capacity building and support, delivered by the Consortium led by GDSI Limited, Galway, Ireland

MARKETING SPECIALIST | January 2020 – January 2021

“Lav Komerc” LTD. – Skopje, Macedonia

PROJECT RESEARCH ASSOCIATE | June 2016- June 2017

EESTI Aabikeskused Estonian Advice Centre (EAC), Tallinn, Estonia (remote position in Skopje) in partnership with the University of Information Science and Technology “St. Paul The Apostle”, Ohrid, N. Macedonia

RESEARCH ASSISTANT | September 2014 - May 2016

EU-Funded Project: “Support to Access to Right on Protection of Personal Data”, Agency for Personal Data Protection of N. Macedonia, Skopje, N. Macedonia

INTERNATIONAL PROJECTS

Project Name: The Impact of Incubators and Accelerators on the Internationalization Capabilities of High-Technology Start-Ups

Participants: Prof. Robert E. Morgan (Cardiff Business School, Wales, UK), Prof. Sophie Veilleux (Faculty of Business Administration, Université Laval, Québec, Canada), Katerina Boncheva (Cardiff Business School, Wales, UK)

Supporting Institution: Quebec – Wales Collaboration Programme 2021 (Welsh Government & Government of Québec)

Project Duration: November 2021 – March 2022 (completed)

SKILLS & RESEARCH INTERESTS

- **Research skills:** proficient in STATA, SPSS, VOSviewer, working knowledge in R, Biblioshiny, 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); Italian (basic knowledge) and Spanish (basic knowledge)

SCHOLARSHIPS/ AWARDS / RESEARCH FUNDING

- **AIB Annual Meeting Travel Stipend** - Academy of International Business (\$1500.00; Date: July 2024)
- **2024 AMA - Sheth Doctoral Consortium Nomination** - AMA & The Sheth Found (June 2024)
- **AMA Global Marketing SIG Travel Stipend** - American Marketing Association (\$1000.00; May 2024)
- **Jean Boddewyn Research Award** - AIB CIBER Doctoral Academy - ACDA(\$3,000.00; September 2023)
- **Cardiff Business School (CARBS) Scholarship** - Cardiff Business School (circa £37,560.00 in total per year; 2021-2024)
- **AMA Global Marketing SIG Travel Stipend** - American Marketing Association (\$750.00; May 2022)
- **Dominique Wright Memorial Award** for enhancing the Program in most impactful way -Leeds University Business School (December 2018)
- **Chevening Scholarship** - Foreign, Commonwealth and Development Office (FCDO), UK (£33,600.00; 2017-18)

ADMINISTRATIVE RESPONSIBILITIES AND SERVICE

- Business mentor (volunteer) – Connect2MK, Macedonia 2025 Initiative (2024 - ongoing)
- Conference Co-chair (Programme) (2024) – Cardiff Business School, UK
4th Welsh Postgraduate Research Conference – 13 June 2024
- PGR Student Representative (2021 – ongoing) – Cardiff Business School, UK
Vice-chair of Student-Staff PGR Panel (2022 - ongoing)
PGR Representative at PGR- Staff Panel (2022-ongoing)
- AIB Annual Meeting Conference Volunteer (2024 Seoul, S. Korea)
- AMA Global Marketing SIG Conference Volunteer (2022 Chania, Crete; 2024 Verona, Italy)
- Ad-hoc Reviewer - Academy of International Business (AIB) Annual Meeting (4 reviews) (2022;2024);
AMA Global Marketing SIG Conference 2024 (2 reviews)

PROFESIONAL MEMBERSHIPS

- AIB Membership – Academy of International Business (since 2023)
- AMA Membership- American Marketing Association (since 2021)
- BAM Membership- British Academy of Management (2022-2023)
- Chevening Alumni Association (2018 - ongoing)