

KATERINA BONCHEVA

Ph.D. in International Marketing Strategy
Teaching associate in marketing & strategy
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EDUCATION

Cardiff Business School, Cardiff University

Ph.D. in Business and Management (International Marketing Strategy) Cardiff, UK
Thesis: Revisiting Internationalization: Multi-Study Insights into Strategic May 2025
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 *on first defense without alteration*

AIB – CIBER Doctoral Academy

Certificate Program by the Academy of International Business USA (virtual)
Part of the inaugural international cohort (12 selected participants worldwide) 2023 - 2025

Leeds University Business School, University of Leeds

MA in Corporate Communications, Marketing and PR Leeds, UK
Chevening Award Recipient October 2018

Ss. Cyril and Methodius University

B.Sc. in E-business Skopje, N. Macedonia
Ministry of Education of the R. Macedonia Excellence Stipend Recipient October 2014

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>

Boncheva Katerina,* Griffith David A., Gajewska De-Mattos Hanna, Pirrone Giuseppe, Silenskyte Ausrine, and Tonn Alexander, (2025), “Examining the Context, Connection, and Complexity of Collaborative Doctoral Programs in International Business”, in *Critical Perspectives of International Business Journal*, (pre-print) (AJG 2)

MANUSCRIPTS UNDER REVIEW

Boncheva Katerina, Gadhia Mimisha, Mans Theuns, Morales Marengo Marleth, Shukran Khaled, and Tonn Alexander, “*Title withheld for blind review process*,” at AIB Insights (Under 2nd Review – minor changes)

Boncheva Katerina, Bıçakcıoğlu Peynirci Nilay, Robson Matthew J., Morgan Robert E., and Kouropalatis, Y., “*Title withheld for blind review process*” at *International Marketing Review* (Under 2nd Review) (AJG 3)

Shukran Khaled, **Boncheva Katerina**, Gadhia Mimisha, Morales Marengo Marleth, and Tonn Alexander, “*Title withheld for blind review process*,” at AIB Insights (under 2nd 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 JIBS (4*) SI on outcomes of de-internationalization - pending submission October 2025)

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 (AJG4) - research under development, writing-up)

Turning Green into Gold: The Unexpected Power of Extrinsic Motives in Green Hotel Marketing Katerina Boncheva (targeting Journal of Travel Research (AJG 4) - research under development, longitudinal study - 2nd period data collection)

CONFERENCE PRESENTATIONS

Turning Green into Gold: The Unexpected Power of Extrinsic Motives in Green Hotel Marketing, presented at the International Marketing/Sheth Consortium at *AIB Annual Meeting 2025*, Louisville, Kentucky, USA (June 28 - July 3, 2025)

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, presented 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, 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 presented 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, *panel chair*, with S. Tamer Cavusgil (Georgia State University, USA), Paul M. 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)

Inside the AIB-CIBER Doctoral Academy – why you belong in the next cohort!, *moderator*, along with Mimisha Gadhia (University of Leeds, UK), Marleth Marenco Morales (University of Alabama, USA), Pavan Kalkurni (IIT Bombay, India) & Alexander Tonn (University of St. Gallen, Switzerland); (12 June, 2025 AIB Webinar, *available at: aib.world*)

Enhancing Doctoral Education in International Business, *panellist*, along with David Griffith (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*)

TEACHING EXPERIENCE

City College Thessaloniki, University of York

Visiting lecturer

Module Development, Delivery and Assessment::

Public Relations (MSc)

Thessaloniki, GR

September 2025 -

ongoing

Imperial College London

Teaching Associate

Module Assessment and Moderation:

BUSI70281 Market Research (MSc.)

London. UK

August 2025 -ongoing

Cardiff Business School, Cardiff University

Teaching Associate/ Graduate Tutor (Level 5)

Associate-Fellow of the Higher Education Academy, UK

Module Development & Delivery:

BST 634/904 Creativity, Innovation and Enterprise (EMBA/MBA)- circa 30 students

BST711 Global Marketing (MBM) – circa 180 students

BST710 Understanding Organisations and Business Environment (MBM)-180 students

BS1532 Technology & Digital Age (BSc.) – circa 200 students

BS2354 Marketing and Strategy (BSc.) – circa 150 students

BS3748 Business Design (BSc.) – circa 150 students

BS1528 Marketing (BSc.) – circa 200 students

Cardiff, UK

2022 - 2025

OTHER EXPERIENCE

Connect2MK– Macedonia 2025

Expert (mentor) 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. Ongoing

mentorship of 2 companies.

Skopje, N. Macedonia

July 2024 – ongoing

Untapped Innovation, London, UK

Research Consultant

Project: “Innovation is hard” – Assessing the state of innovation in FMCG, Tech,

and Healthcare Industries in UK, innovation capabilities, and NPD success factors

Cardiff/London, UK

2022; 2025

GDSI Limited (EU TACSO 3 EU-Funded Project)

Events & Communications Expert

EU TACSO 3 For Western Balkans and Turkey: EU-funded Project for NGOs

capacity building and support, Consortium led by GDSI Limited, Galway, Ireland

Ireland/N. Macedonia

September 2020 –2021

“Lav Komerc” LTD. – Skopje, Macedonia
Marketing & Business Development Advisor

N. Macedonia
January 2020 –2021

EESTI Aabikeskused Estonian Advice Centre (EAC), Tallinn, Estonia

Project Research Associate (Remote position Skopje) in partnership with University of Information Science & Technology “St. Paul The Apostle”, N.Macedonia

N. Macedonia
October 2014- June 2017

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 per 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 - FCDO, UK (2017-18) (£33,600.00)

ACADEMIC SERVICE & LEADERSHIP

President - AIB-CIBER Doctoral Academy (ACDA) Alumni Network

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); CARBS M&S Research Camp 2025

PGR Student Representative (2021 – 2024) – Cardiff Business School, UK

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

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

AIB-CIBER Doctoral Academy Coursework: The History and Evolution of International Business Discipline (S. Tamer Cavusgil & Peter Buckley); International Business Theory and Future Perspectives in IB (Andrew Dellios); Research Methods in IB (Rebecca Piekkari & Sjoerd Beugelsdijk); International Strategy (Ram Mudambi); International Entrepreneurship (Antonella Zucchella & Manuel Serapio); Sustainability Research in IB (Noemi Sinkovics); Teaching in IB (Ausrine Sylenskite & P. Roberto Garcia)

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; Specialized course on Teaching IB.

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 (2021 - ongoing)

AIB Membership – Academy of International Business (2021 - ongoing)

AMA-Sheth Fellow 2024 (2024 - ongoing)

European Academy of International Business (2024 - ongoing)

Associate Fellow of the Higher Education Academy (2023 - ongoing)

Chevening Alumni Association (2018 - ongoing)

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

Professor Robert E. Morgan
 Sir Julian Hodge Chair;
 Professor of Marketing & Strategy
 Cardiff Business School,
 Cardiff University, UK
MorganRE@cardiff.ac.uk

Professor S. Tamer Cavusgil
 Regents' Professor and Fuller E.
 Callaway Professorial Chair of the
 Institute of IB Robinson College of
 Business, GSU, USA
 (AIB-CIBER Doctoral Academy)
stcavusgil@gsu.edu