

NATALIA VELIKOVA

Texas Tech University
Texas Wine Marketing Research Institute
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EDUCATION

- Ph.D., Hospitality Administration (Minor in Marketing), 2006**
Texas Tech University, Lubbock, Texas
- M.S., Hospitality Administration, 2002**
Texas Tech University, Lubbock, Texas
- B.A., Education (Teaching English/French as Foreign Languages), 1988**
Kyiv National Linguistics University, Kyiv, Ukraine

EMPLOYMENT

- Texas Tech University** (Lubbock, Texas)
Dept. of Hospitality & Retail Management (*joint appointment*)
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| Professor | 2020 – present |
| Associate Professor | 2013 – 2020 |
| Assistant Professor | 2007 – 2013 |
- Texas Wine Marketing Research Institute** (*joint appointment*)
Associate Director 2007 – present
- Texas Tech University** (Lubbock, Texas)
Research Assistant | Graduate Part-Time Instructor 2000 – 2006
- Antenna Ukraine N.V.** (Antwerp, Belgium) 1998 – 2000
Antenna Ukraine N.V. (Kyiv, Ukraine) 1993 – 1998
Marketing Manager
- Ukrainian National Agricultural University** (Kyiv, Ukraine) 1990 – 1993
Instructor (*English as a Foreign Language*)
- Foreign Languages Immersion School** (Lubny, Ukraine) 1988 – 1990
Instructor (*English as a Foreign Language*)

PROFESSIONAL CERTIFICATIONS

- Wine & Spirits Education Trust (WSET®) Level 3 Award in Wines (*with merit*) 2019
- Wine & Spirits Education Trust (WSET®) Level 2 Award in Wines and Spirits (*with distinction*) 2016
- Professional Certificate in Online Education (University of Wisconsin-Madison) 2015

TEACHING

- Texas Tech University** 2006 – present
- Undergraduate Courses**
- Wine Marketing
 - Wine Tourism
 - Wines of the World
 - Beverage Control Management
 - International Retailing
 - Introduction to Retailing
 - Hospitality Management

Graduate Courses

- Introduction to Research Methods
- Advanced Wine Marketing and Tourism
- Focus Group Research Methods

Study Abroad Faculty-Led Programs

- Wine Tourism in Italy 2014, 2015
- Wine Tourism in Greece 2022

Non-Credit Instruction (Industry and Community Education)

Wine Business Certificate Program

- The Fundamentals of Wine Business
- Wine Marketing
- Wine Tourism

Wine and Spirits Education Trust (WSET®)

- Level 1 Award in Wines
- Level 2 Award in Wines
- Diploma in Wines (D2: Wine Business)

INTERNATIONAL VISITING PROFESSOR EXPERIENCE

University of Food Technologies (Plovdiv, Bulgaria) Fulbright U.S. Scholar	2022 – 2023
EM Strasbourg Business School (Strasbourg, France) Visiting Professor	2021, scheduled 2023
Agricultural University of Georgia (Tbilisi, Republic of Georgia) Fulbright U.S. Scholar	2016
Burgundy School of Wine & Spirits Business (Dijon, France) Visiting Professor	2015
University of Otago (Dunedin, New Zealand) Visiting Professor	2012

HONORS & AWARDS

Wolfe International Scholars Award College of Human Sciences, Texas Tech University	2022
Faculty International Scholarship Global Vision Award Office of International Affairs Texas Tech University	2022
Fulbright U.S. Scholar to Bulgaria The U.S. Department of State Core Fulbright U.S. Scholar Program	2022
Best Paper Emerald Literati Award for Excellence International Journal of Wine Business Research	2020
Best Paper Runner-Up Academy of Wine Business Research Award The 11 th Academy of Wine Business Research Conference	2019

<i>Excellence in Research, Scholarship, and Creative Activity</i> Vice President for Research, Texas Tech University	2017
<i>Fulbright U.S. Scholar to the Republic of Georgia</i> The U.S. Department of State Core Fulbright U.S. Scholar Program	2016
<i>Spencer A. Wells Award for Creativity in Teaching</i> College of Human Sciences, Texas Tech University	2015
<i>Outstanding Contribution in Advancing Study Abroad Participation</i> Office of International Affairs, Texas Tech University	2014
<i>Raider-Ready First-Year Advocate Award</i> Undergraduate Education and Student Affairs, Texas Tech University	2013
<i>Distinguished Research Award</i> College of Human Sciences, University Chancellor’s Council	2012
<i>Best Paper Academy of Wine Business Research Award</i> The 5 th Academy of Wine Business Research Conference	2010
<i>Outstanding Reviewer Emerald Literati Award for Excellence</i> International Journal of Wine Business Research	2009
<i>Best Paper Emerald Literati Award for Excellence Award</i> International Journal of Wine Business Research	2009
<i>New Faculty Award</i> College of Human Sciences, Texas Tech University	2009

GRANTS AND SPONSORED PROJECTS

Funding Agency / Program	Project Title	Role	Amount	Dates
<i>External</i>				
<i>The U.S. Department of State</i> Core Fulbright U.S. Scholar	The Bulgarian wine industry: Celebrating the tradition, building the future	PI	-	2022–2023
<i>Texas Department of Agriculture</i>	Understanding consumer attitudes towards Texas wines	PI	\$12,493	2021
<i>The U.S. Department of State</i> Core Fulbright U.S. Scholar	The development of wine marketing and wine tourism strategies for Georgia – The cradle of wine	PI	-	2016–2017
<i>Wine Market Council</i> Graduate Student Research Program	Beyond the 750ml bottle: Millennials’ preferences for alternative wine packaging	PI Graduate Student Advisor	\$10,000	2015
<i>The U.S. Department of Agriculture</i> Agricultural Marketing Services Federal-State Marketing Improvement Program	Reaching the Hispanic market: Highlighting the opportunities and building marketing strategies”	PI	\$159,026	2013–2015

The U.S. Department of Agriculture Foreign Agricultural Service Emerging Markets Program	Market assessment & opportunity identification for export of U.S. wines to the Dominican Republic	Co-PI	\$94,246	2010–2012
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Internal

Office of International Affairs Texas Tech University	International Travel Fund Award	PI	\$1,000	2019
College of Human Sciences Texas Tech University	The emerging Hispanic wine market: Opportunities and challenges	PI	\$5,000	2009–2010
College of Human Sciences Texas Tech University	Branded cheese – Can an independent retailer create a point of differentiation?	PI	\$5,000	2008–2009

INDUSTRY SERVICE

Invited Industry Presentations

What Texans REALLY Want to Drink (2022, February 18). Texas Wine & Grape Growers Association Annual Conference, sponsored by Texas Wine & Grape Growers Association, Denton, TX

What matters to consumers when buying food and beverage products? (2021, June 16). Food Safety Tech, sponsored by Technology Solutions for the Global Food Safety & Quality Industry [virtual]

U.S. wine consumption trends: Pre, during and post COVID-19 (2021, March 2). Texas Wine & Grape Growers Association Annual Conference, sponsored by Texas Wine & Grape Growers Association [virtual]

Marketing and sales of wine in the age of COVID-19 (2021, January 22). VinCo, sponsored by Colorado Association for Viticulture & Enology [virtual]

Storytelling as a strategy for wine tourism development (2019, May 30). Development of Gastronomic Tourism in Ukraine: Status, Challenges and Prospects of European Experience Implementation [virtual]

Measuring the economic impact of individual wineries (2018, February 22-24). Texas Wine & Grape Growers Association Annual Conference, Irving, TX

Selling local wine to local restaurants (2018, February 22-24). Texas Wine & Grape Growers Association Annual Conference, Irving, TX

Wine tourism – Moving beyond tasting rooms (2017, June 7-9). MUST - Fermenting Ideas Wine Summit, Cascais, Portugal

“People to the bottle” or “Bottle to the people”: Marketing strategies for an emerging wine region (2017, February 23). Tbilisi Wine School, Republic of Georgia

Millennial wine consumers: Attitudes towards alternative wine packaging (2017, February 16-18, 2017). Texas Wine & Grape Growers Association Annual Conference, San Marcos, TX

Wine tourism in Georgia: A pilgrimage to the “Cradle of Wine” (2016, December 19). Georgian Wine and Food Tourism Association, Tbilisi, Republic of Georgia

Oenotourism. (2016, May 26-28). The 9th International Cool Climate Wine Symposium, Brighton, United Kingdom

First time versus repeat visitors: Different types of loyalty. (2015, April 8-9). The 7th International Wine Tourism Conference, Reims, Champagne, France

Toasting tomorrow: Who is the Hispanic wine consumer? (2015, February 19-21). Texas Wine & Grape Growers Association Annual Conference, San Marcos, TX

Raising a glass to Hispanic wine consumers. (2014, September 22-23). The 23rd Wine Industry Financial Symposium, Napa, CA

Reaching the Hispanic wine market: Highlighting the opportunities. (2011, March 3-5). Texas Wine & Grape Growers Association Annual Conference, San Marcos, TX

Creating effective winery websites: Is yours worthy? (2011, March 3-5). Texas Wine & Grape Growers Association Annual Conference, San Marcos, TX

Setting up the Texas wine events calendar. (2011, March 3-5). Texas Wine & Grape Growers Association Annual Conference, San Marcos, TX

The current state of the Texas wine industry. (2011, April 29). High Plains Media, sponsored by the Texas Department of Agriculture, Lubbock, TX

Wine and tourism: Perfect partnership. (2010, August 11). Texas Association of Convention & Visitor Bureaus Annual Conference, Lubbock, TX

Today's choices: U.S. wine consumption trends. (2009, June 1-2). Texas Viticulture & Enology Research Symposium sponsored by the Texas AgriLife Extension, Granbury, TX

Market segmentation analysis to target Texas wine consumers. (2009, June 1-2). Texas Viticulture and Enology Research Symposium sponsored by the Texas AgriLife Extension, Granbury, TX

Segmenting consumer market based on attitudes towards local wines. (2009, February 20-21). Texas Wine & Grape Growers Association Annual Conference, Austin, TX

Marketing strategies for small wineries. (2007, February 23-24). Texas Wine & Grape Growers Association Annual Conference, Houston, TX

Consumer attitudes to Texas wines. (2007, February 23-24). Texas Wine & Grape Growers Association Annual Conference, Houston, TX

Trade Publications

Velikova, N., Hanchukova, O., & Dodd, T. (2021, October 15). [Understanding consumer attitudes towards Texas wines: Building marketing strategies](#). *Research Report*.

Velikova, N., Hanchukova, O., Olevskiy, B., & D'Camp, H. (2021, May 14). [The effect of COVID-19 on U.S. wine consumption: Six months after the original lockdown](#). *Research Report*.

Thach, L., & Velikova, N. (2020, June 11). [New study explores motivations and behaviors of U.S. wine consumers before and during COVID-19 lockdown](#). *Wine Business Monthly*

Velikova, N., & Dodd, T. (2017, August). [Understanding the Hispanic wine consumer](#). *Wine Business Monthly*

Velikova, N., Charters, S., Bouzdine- Charmeeva, T., Fountain, J., Ritchie, C., & Dodd, T. (2016, July-August). [Drink pink: A cross-cultural examination of the perceived image of rosé wine](#). *Wine and Viticulture Journal*, 4, 66-69

PROFESSIONAL SERVICE

Associate Editor

- International Journal of Wine Business Research 2021 – present

Editorial Advisory Board Member

- International Journal of Wine Business Research 2015 – present
- Wine Business Journal 2015 – present
- Journal of Research in Interactive Marketing 2010 – present

Guest Co-Editor

- International Journal of Wine Business Research 2018
Special Issue: *Nexus of Wine and Hospitality*

Advisory Boards for Professional Organizations

- Academy of Wine Business Research
Officer (*Secretary*) 2019 – present
Board Member 2016 – present

Grant Proposals Reviewer

Federal

- The U.S. Department of State | Core Fulbright U.S. Scholar Program 2020
- The U.S. Department of Agriculture | Agricultural Marketing Service
Federal-State Marketing Improvement Program 2015, 2017
- The U.S. Department of Agriculture | Agricultural Marketing Service
Acer Access and Development Program 2017
- The U.S. Department of State | Fulbright Visiting Scholar Program 2016

State

- Oklahoma Agricultural Experiment Station 2016

Refereed Journals Reviewer

- International Journal of Wine Business Research
- Wine Economics and Policy
- British Food Journal
- Wine Business Journal
- Journal of Wine Research
- Journal of Hospitality and Tourism Research
- Journal of Travel and Tourism Marketing
- Journal of Hospitality and Tourism Technology

Refereed Conferences Reviewer

- Academy of Wine Business Research Conference
- Academy of Marketing Science Annual Conference
- International Council on Hotel, Restaurant, and Institutional Education Conference
- Graduate Student Research Conference in Hospitality and Tourism
- Asia Pacific Tourism Association Conference

PROFESSIONAL MEMBERSHIPS

- Academy of Wine Business Research (AWBR)
- American Association of Wine Economists (AAWE)
- International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Beverage Educators Special Interest Group (BevEdSIG)
- Texas Wine and Grape Growers Association (TWGGA)

SELECTED RESEARCH PUBLICATIONS

Refereed Journal Articles

- Clifton, T., Clifton, J., & Velikova, N. (2021). "That's not a man's drink". The construction of gendered identities through stories of wine consumption in Kenya, *International Journal of Wine Business Research*, 33(3), 377-393
- Choi, D., Velikova, N., & Lee, S. (2021). Influence of corporate governance on financial performance among alcohol beverage firms. *Journal of Quality Assurance in Hospitality & Tourism*, 22(4), 425-446.
- Carmer, A., Velikova, N., Hertzman, J., Bergman, C., Wray, M., & LaPrevotte Pippert, T., &. (2020). An inquiry into the pedagogy of the sensory perception tasting component of wine courses in the time of COVID-19, *Wine Business Journal*, 4(2), 94-113
- Bauman, M.J., Velikova, N., Dodd, T.H., & Blankenship, T. (2020). Generational differences in risk perception and situational uses of wine information sources. *International Journal of Wine Business Research*, 32(2), 247-265
- Ghvanidze, S., Velikova, N., Dodd, T.H. & Oldewage-Theron, W. (2019). Are sustainable consumers health conscious? A segmentation study of wine consumers. *Journal of Food Products Marketing*, 25(6), 690-711
- Velikova, N., Canziani, B., & Williams, H. (2019). Small winery–restaurant relationship building: Challenges and opportunities. *International Journal of Wine Business Research*, 31(1), 5-11
- Duhan, D.F., Rinaldo, S.B., Velikova, N., Dodd, T.H., & Trela, B.C. (2019). Hospitality situations, consumer expertise, and perceptions of wine attributes: Three empirical studies. *International Journal of Wine Business Research*, 31(1), 68-88 (**Best Paper Emerald Literati Award for Excellence 2020**)
- Johnston, N., Jai, T.M., Phelan, K., & Velikova, N. (2018). Branding state-level pride: Exploring values and attitudes of local food product consumption. *Journal of Foodservice Business Research*, 21(6), 659-681
- Long, J.P., Velikova, N., Dodd, T.H., & Scott-Halsell, S. (2018). Craft beer consumers' lifestyles and perceptions of locality. *International Journal of Hospitality Beverage Management*, 2(1), 1-28
- Alansari, M., Velikova, N., & Jai, T.M. (2018). Marketing effectiveness of hotel Twitter accounts: The case of Saudi Arabia. *Journal of Hospitality and Tourism Technology*, 9(1), 63-77
- Velikova, N., Slevitch, L., & Mathe-Soulek, K. (2017). Application of Kano model to identification of wine festival satisfaction drivers. *International Journal of Contemporary Hospitality Management*, 29(10), 2708-2726
- Ghvanidze, S., Velikova, N., Dodd, T.H. & Oldewage-Theron, W. (2017). A discrete choice experiment of the impact of consumers' environmental values, ethical concerns, and health consciousness on food choices – A cross-cultural analysis. *British Food Journal*, 119(4), 863-881
- Ghvanidze, S., Velikova, N., Dodd, T.H. & Oldewage-Theron, W. (2016). Consumers' environmental and ethical consciousness and the use of the related food products information: The role of perceived consumer effectiveness. *Appetite*, 107, 311-322

- Velikova, N., Charters, S., Fountain, J., Ritchie C., Fish, N., & Dodd T. H. (2016). Status or fun? A cross-cultural examination of younger consumers' responses to images of champagne and sparkling wine. *British Food Journal*, 118(8), 1960-1975
- Rieke, S.E., Fowler, D.C., Chang, H.J., & Velikova, N. (2016). Exploration of factors influencing body image satisfaction and purchase intent: Millennial females. *Journal of Fashion Marketing and Management*, 20(2), 208-229
- Velikova, N., & Dodd, T.H. (2016). Sustainability of the wine market through emerging consumer segments: The case of U.S. Hispanic consumers. *Agriculture and Agricultural Science Procedia*, 8, 81-87
- Velikova, N., Wilkinson, K., & Harp, S.S. (2016). Reaching the Hispanic wine market: Highlighting the opportunities. *Journal of Food Products Marketing*, 22(1), 43-64
- Velikova, N., Charters, S., Bouzdine-Chameeva, T., Fountain, J., Ritchie C., & Dodd T. H. (2015). Seriously pink: A cross-cultural examination of the perceived image of rosé wine. *International Journal of Wine Business Research*, 27(4), 281-298
- Velikova, N., Howell, R.D., & Dodd, T.H. (2015). The development of an objective wine knowledge scale: The Item Response Theory approach. *International Journal of Wine Business Research*, 27(2), 103-124
- Rinaldo, S.B., Duhan, D.F., Trela, B.C., Dodd, T.H., & Velikova, N. (2014). Evaluating tastes and aromas of wine: A peek inside of the "black box." *International Journal of Wine Business Research*, 26(3), 208 - 223
- Velikova, N., Murova, O., & Dodd, T.H. (2013). Emerging wine market in the Dominican Republic: Consumer market analysis. *Wine Economics and Policy*, 2, 76-84
- Hammond, R.K., Velikova, N., & Dodd, T.H. (2013). Information sources used by Millennial restaurant wine consumers. *Journal of Foodservice Business Research*, 16(5), 468-485
- Hammond, R.K., Velikova, N., & Dodd, T.H. (2013). Effects of processing styles on the preference of restaurant menu type: How do Millennials compare to other segments? *Journal of Foodservice Business Research*, 16(1), 20-39
- Murova, O., Velikova, N., & Dodd, T.H. (2012). The wine distribution system in the Dominican Republic: A qualitative approach. *International Journal of Managing Value and Supply Chains*, 3(3), 1-13
- Chen, Y. C., Reed, D.B., Velikova, N., & Wang, S. (2012). University student sample is unable to accurately assess their calorie needs: Implications for weight management and menu labeling, *Food & Nutrition Sciences*, 3, 505-510
- Charters, S., Velikova, N., Ritchie, C., Fountain, J., Thach, E.C., Dodd, T.H., Fish, N., Herbst, F., & Terblanche, N. (2011). Generation Y and sparkling wines: A cross-cultural perspective. *International Journal of Wine Business Research*, 23(2), 161-175

Book Chapters

- Velikova, N., & Bouzdine-Chameeva, T. (2019). Georgian wine museum is making a strategic decision. In M. Sigala & R. Robinson (Eds). *Wine Tourism Destination Management and Marketing* (pp. 275-277). London, UK: Palgrave Macmillan
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