

# Curriculum vitae

## ANNA FENKO

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### EDUCATION

**PhD in Consumer Behaviour**, Delft University of Technology, Netherlands (2006-2010)

Thesis title: Sensory dominance in product experience

Supervisors: prof. dr. P.P.M. Hekkert (TU Delft) and dr. H.N.J.Schifferstein (TU Delft)

Defence date: 02.10.2010

**MSc in Economic Psychology** (*cum laude*), Moscow State University, Russia (1996-1998)

Dissertation title: "Changes in attitudes towards money during transitional period in Russia"

**BA in Psychology** (*cum laude*), Moscow State University, Russia (1991-1994)

Dissertation: "Gender differences in economic socialization"

### ADDITIONAL TRAINING AND CERTIFICATES

- Mobile eye-tracking, University of Twente, Netherlands (2015)
- BKO Certificate, University of Twente, Netherlands (2013)
- Nederlands voor anderstaligen (C1), TU Delft (2008)
- Structural Equation Modelling, Rice University, Houston, USA (2004)

### LANGUAGES

- *English:* C2
- *Dutch:* C1
- *Russian:* native speaker

### WORK EXPERIENCE

**Lecturer Marketing (0.6FTE)**, Vrije Universiteit (Amsterdam) 01.04.2021 - until now

- Teaching BA and Master courses in research methods, consumer behavior, marketing and persuasive communication
- Supervising BA and Master research projects
- Coordinating education
- Participating in educational and management committees

**Senior Researcher and Business Writer**; ScaleUpLab (Amsterdam) 09.02.2019 – 01.04.2021

- Conducted participatory research methods to analyse the strategies and success factors of scaling social impact
- Published 9 white papers and multiple blog posts on the research results
- Designed teaching materials for educational program for social businesses on scaling social impact
- Developed digital surveys and AI-powered research tools for evaluation of growth strategies of scaling companies

**Assistant professor** of Marketing Communication and Consumer Psychology, University of Twente, Netherlands (1.01.2012 – 1.12.2018)

- Conducted independent research into consumer experience and decision-making;
- Obtained the research grant for the project “Communicating health benefits of food products through labels and package design”;
- Published 12 peer-reviewed journal papers and two book chapters;
- Presented research results at 12 international conferences;
- Independently designed, delivered and assessed Master courses “Multisensory Marketing” and “Consumer Decision Making”;
- Involved in teaching and assessment of courses “Consumer Behaviour”, “Persuasive Communication” and “Social Psychology”;
- Coordinated undergraduate educational module “Marketing Communication & Consumer Behaviour”;
- Supervised 52 Master and 38 Bachelor research projects.

**Visiting scholar;** Ross School of Business, University of Michigan, Ann Arbor, USA (1.09.2013 – 1.01.2014)

- Conducted the research project “Communicating health benefits of food products through labels and package design”;
- Presented my research at a weekly seminar of Sensory Marketing Lab of Ross School of Business;
- Developed international professional network.

**Research director,** Market research agency “Brain Juicer”, Rotterdam, Netherlands (15.01.2011 – 15.12.2011)

- Designed and managed research projects;
- Developed methodology for online surveys;
- Presented research results and marketing recommendations;
- Supervised an account management team.

**PhD researcher,** Delft University of Technology, Netherlands (01.08.2006 – 01.01.2011)

- Conducted multidisciplinary research on multisensory consumer experience;
- Published and defended the PhD thesis “Sensory dominance in product experience”;
- Published 7 ISI journal papers based on my PhD research;
- Presented results of my research at 6 international conferences;
- Conducted research on the dynamics of food experience for the Nestle Research Centre;
- Involved in teaching and assessment of the courses “Multisensory Design”, “Product Understanding, Use, and Experience”, “Context and Conceptualization” and “Design Research”;
- Supervised Master and Bachelor research projects.

**Fulbright Visiting Scholar,** Jones School of Management, Rice University, Houston, USA (01.08.2003- 01.06.2004)

- Conducted the individual research project “Cross-cultural differences in attitudes to money and shopping behaviour”;
- Prepared two journal papers and a book on Attitudes towards money and economic behaviour (published in 2005 in Russian);
- Presented preliminary results at the annual conference at Jones School of Management and the University of Wisconsin-Madison;
- Developed professional network.

**Assistant professor,** Moscow State University of Psychology and Education, Russia (01.09.1998 – 01.08.2006)

- Obtained research grants for the project “Changes in Attitudes to Money during Transitional Period in Russia” (2000) and “Cross-cultural differences in attitudes to money” (2003);
- Conducted research into cross-cultural and gender differences in attitudes towards money and economic behaviour;
- Published four research papers, three book chapters and a monograph (in Russian);
- Presented the results of my research at three international conferences;
- Independently designed, delivered and assessed the courses “Economic Psychology”, “Consumer Behaviour”, “Introduction to Social Psychology” and “Cross-Cultural Psychology”;
- Supervised Bachelor and Master research projects.

## ACADEMIC TEACHING ASSIGNMENTS

Name of the course	Name of the Program	University, country	No. of students	Role in the course	No. of ECTS credits
Research paper	BSc Economie en Bedrijfseconomie	VU Amsterdam	30	Instructor	6 EC
BA Thesis supervision	BS in International Business Administration BS in Economics and Business Economics BSC BEDRIJFSKUNDE	VU Amsterdam	20	Supervisor	12 EC
Marketing Communication & Consumer Behavior	BS in Marketing	UTwente, Netherlands	60	Coordinator	15 EC
Social Psychology	BS in Psychology	UTwente, Netherlands	60	Co-teacher	5 EC
Multisensory Marketing	MS in Marketing	UTwente, Netherlands	40	Coordinator	5 EC
Research methods in Consumer behavior	MS in Marketing	UTwente, Netherlands	40	Coordinator	5 EC
Essentials in Marketing and Consumer Behavior	MS in Marketing	UTwente, Netherlands	40	Coordinator	10 EC
Persuasive communication and behavioral change	MS in Communication	UTwente, Netherlands	60	Co-teacher	5 EC
Multisensory Product Design	MS in Product design	TU Delft, Netherlands	25	Co-teacher	5 EC
Product Understanding, Use, and Experience	MS in Product Design	TU Delft, Netherlands	80	Guest lecturer	10 EC
Cross-Cultural Psychology	BS in Psychology	Moscow State University, Russia	40	Coordinator	5 EC
Consumer behavior	MS in Marketing	Rice University, USA	50	Guest lecturer	10
Economic Psychology	MS in Economic Psychology	Moscow State University, Russia	50	Coordinator	5 EC
Psychological counselling	MS in Economic Psychology	Moscow State University, Russia	50	Coordinator	5 EC

## GRANTS AND AWARDS

- 2020: EU Erasmus+, Strategic Partnerships project "Empowering migrant women through building entrepreneurship skills", (EUR 450,000, co-investigator)
- 2018: Goldschmeding Foundation, the project "Scaling impact in socially oriented companies: The main challenges and success factors" (EUR 800,000, co-investigator)
- 2016: University of Twente Foundation, the project "Communicating health benefits of food products through labels and package design" (EUR 20,000, individual grant)
- 2010: Nestle Research & Development, the project "Dynamic aspects of consumer food experience" (EUR 108,000, co-investigator)
- 2003: Fulbright grant for Visiting Scholars, the project "Cross-cultural differences in attitudes to money" (\$28,000, individual grant)
- 2000: Research Support Scheme (RSS) of Open Society Institute for individual researchers, the project "Changes in Attitudes to Money during Transitional Period in Russia" (\$10,000, individual grant)

## ACADEMIC SERVICES

- Chair of the Research Colloquium at the Department of Communication Science of the University of Twente (2013-2017)
- Member of the Research Committee at the Department of Communication Science of the University of Twente

(2015-2017)

- Member of the organizing committee of the International PhD conference at the Department of Industrial Design of TU Delft (2008)
- Reviewer for *Food Quality and Preference*, *Health Communication*, *Frontiers in Psychology*, *Preventive Medicine*, *Materials & Design*, *International Journal of Design*, *International Journal of Food Science & Gastronomy*
- Member of the *European Marketing Academy*, *Association for Consumer Research*, *International Association for Research in Economic Psychology*, *Design & Emotion Society*, *European Advertising Academy*

## PUBLICATIONS

1. Helen Burdett, H., **Fenko, A.**, Gawel, A., Havermans, L. van Dijk, M. (2021). Circular Trailblazers: Scale-Ups Leading the Way Towards a More Circular Economy. *World Economic Forum in collaboration with ScaleUpNation*, [http://www3.weforum.org/docs/WEF\\_Circular\\_Trailblazers\\_report\\_2020.pdf](http://www3.weforum.org/docs/WEF_Circular_Trailblazers_report_2020.pdf)
2. **Fenko, A.**, Havermans, L., Ji-ye Oh, J.Y., Terzi, A., & van Dijk, M. (2020). Scaling social impact: What does it take to be a trailblazer? *ScaleUpNation*, <https://scaleupnation.com/post/what-does-it-take-to-be-a-trailblazer/>
3. **Fenko, A.**, Havermans, L., Ji-ye Oh, J.Y., Sandig, J., & van Dijk, M. (2020). The scale-up way: Making your customers partners in crime. *ScaleUpNation*, <https://scaleupnation.com/delighting-customers/>
4. **Fenko, A.**, Havermans, L., Ji-ye Oh, J.Y., Terzi, A., Sandig, J., & van Dijk, M. (2020). Act as a scale-up: Take your beachhead seriously. *ScaleUpNation*, <https://scaleupnation.com/take-your-beachhead-seriously/>
5. Van Dijk, M., **Fenko, A.**, Oh, J.Y., Sandig, J., & Havermans, L. (2020). Learning velocity in scale-ups: Learning the smart way, not the hard way. *ScaleUpNation*, <https://scaleupnation.com/learning-velocity/>
6. Havermans, L., **Fenko, A.**, Oh, J.Y., Sandig, J., & van Dijk, M. (2020). Hiring to scale. *ScaleUpNation*, <https://scaleupnation.com/hiring-to-scale/>
7. **Fenko, A.** (2019). Communicating food health benefits through multisensory packaging design. In: C. Velasco & C. Spence (Eds). *Multisensory Packaging - Designing New Product Experiences*. Palgrave MacMillan, pp. 225-256.
8. **Fenko, A.**, & Kulnik, S.T. (2019). The fun technology. Integrated digital platform for healthy lifestyle. Paper presented at *Digital Health Idea Lab*, February 17-22, 2019, Vienna, Austria.
9. **Fenko, A.**, Nicolaas, I., & Galetzka, M. (2018). Does attention to health labels predict a healthy food choice? An eye-tracking study. *Food Quality and Preference*, 69, 57-65.
10. **Fenko, A.**, de Vries, R., & van Rompay, T. (2018). How strong is your coffee? The influence of visual metaphors and textual claims on consumers' flavour perception and product evaluation. *Frontiers in Psychology*, 9:53, 1-12.
11. **Fenko, A.** & van Rompay, T.J.L. (2018). Consumer driven product design. In: Ares, G. & Varela, P.A. (eds.). *Methods in Consumer Research*, Vol. 2. Elsevier, pp. 427-462.
12. Van Rompay, T.J.L., Finger, F., Saakes, D., & **Fenko, A.** (2017). "See me, feel me": Effects of 3D-printed surface patterns on beverage evaluation. *Food Quality and Preference*, 62, 332-339.
13. Hegner, S.M., **Fenko, A.**, & Ter Avest, A. (2017). Using the theory of planned behaviour to understand brand love. *Journal of Product & Brand Management*, Vol. 26 Issue: 1, 26-41.
14. **Fenko, A.**, Kroese, M., & Karreman, J. (2017). Communicating healthfulness and freshness of packaged and unpackaged food. Paper presented at *12<sup>th</sup> PANGBORN Sensory Science Symposium, August 20-24 2017, Providence, US*.
15. **Fenko, A.**, Keizer, T., Pruyn, A. (2017). Do social proof and scarcity work in the online context? Paper presented at *16th International Conference on Research in Advertising (ICORIA)*. Ghent, Belgium, June 29 - July 1, 2017.
16. **Fenko, A.**, Lotterman, H., & Galetzka, M. (2016). What's in a name? The effects of sound symbolism and package shape on consumer responses to food products. *Food Quality and Preference*, 51, 100-108.
17. Van Rompay, T.J.L., Deterink, F., & **Fenko, A.** (2016). Healthy package, Healthy product? Effects of Packaging Design as a Function of Purchase Setting. *Food Quality and Preference*, 53, 84-89.
18. **Fenko, A.**, Kersten, L. & Bialkova, S. (2016). Overcoming consumer scepticism toward food labels: The role of multisensory experience. *Food Quality and Preference*, 48, 81-92.
19. Bialkova, S., Sasse, L., & Fenko, A. (2016). The role of nutrition labels and advertising claims in altering consumers' evaluation and choice. *Appetite*, 96, 38-46.
20. **Fenko, A.**, Heiltjes, S., & van den Berg-Weitzel, L. (2016). Towards a sensory congruent beer bottle: Consumer

associations between beer brands, flavours, and bottle designs. *Proceedings of DRS 2016, Design Research Society 50th Anniversary Conference*. Brighton, UK, 27–30 June 2016.

21. **Fenko, A.** (2016). Health and taste benefits of food: The influence of context. Paper presented at *2nd Food and Culture in Translation Conference (FaCT)*, May 20-23, Catania, Italy.
22. **Fenko, A.**, Backhaus, B.W., & van Hoof, J.J. (2015). The influence of product- and person-related factors on consumer hedonic responses to soy products. *Food Quality and Preference*, 41, 30–40.
23. **Fenko, A.**, Leufkens, J.-M., & van Hoof, J.J. (2015). Effects of slogans on cognitive and affective responses to an unknown food product among food neophobics and neophilics. *Food Quality and Preference*, 39, 268–276.
24. Golan, A. & **Fenko, A.** (2015). Toward a Sustainable Faucet Design: Effects of Sound and Vision on Perception of Running Water. *Environment and Behavior*, Vol. 47(1), 85–101.
25. **Fenko, A.**, van Lith, R., & Galetzka, M. (2015). Communicating food healthiness through package color and material. Paper presented at *11th Pangborn Sensory Science Symposium, August 23-27*, Gothenburg, Sweden.
26. Gijsbertsen, D., Galetzka, M., & **Fenko, A.** (2015). Shaping saltiness: The cross-modal correspondence between taste and vision/audition. Paper presented at *11th Pangborn Sensory Science Symposium, August 23-27*, Gothenburg, Sweden.
27. **Fenko, A.**, Hogenkamp, A., & Galetzka, M. (2015). Do extraverts prefer extraverted ads? Consumer responses to visual and self-congruity in advertising. Paper presented at *14th International Conference on Research in Advertising (ICORIA)*, July 2-5, London.
28. **Fenko, A.** & Loock, C. (2014). The influence of ambient scent and music on patients' anxiety in a waiting room. *Health Environments Research & Design Journal (HERD)*, 7 (3), 38–59.
29. **Fenko, A.** & I.W.J. Faasen (2014). The influence of context and nutrition information on healthful food choices in a restaurant. Paper presented at the *6th European Conference on Sensory and Consumer Research*, 7-10 September 2014, Copenhagen, Denmark.
30. **Fenko, A.**, & Drost, W. (2014). A study in pink: What determines the success of gender-specific advertising? Paper presented at *13th International Conference on Research in Advertising (ICORIA)*, June 26th - 28th 2014, Amsterdam.
31. Bialkova, S., Sasse, L., & **Fenko, A.** (2014). Altering health-pleasure trade-off via advertising claims. Paper presented at *13th International Conference on Research in Advertising (ICORIA)*, June 26th - 28th 2014, Amsterdam.
32. **Fenko, A.**, Breulmann, S. & Bialkova, S. (2014). Increasing advertising power via written scent references. Paper presented at *43rd European Marketing Academy Conference (EMAC)*, June 3-6, 2014, Valencia, Spain.
33. Schifferstein, H.N.J., **Fenko, A.**, Desmet, P.M.A., Labbe, D., & Martin, N. (2013). Influence of package design on the dynamics of multisensory and emotional food experience. *Food Quality and Preference*, 27, 18–25.
34. **Fenko, A.**, Leufkens, J.-M., & van Hoof, J. (2013). Effects of slogans on acceptance of an unknown food product: The role of food neophobia. Paper presented at the *10th Pangborn Sensory Science Symposium*, Rio de Janeiro, Brazil, August, 10-15, 2013.
35. **Fenko, A.**, & Schifferstein, H.N.J. (2012). The influence of sensory product properties on affective and symbolic product experience. *Proceedings of the 8th Conference on Design & Emotion*, 11-14 September, London, UK.
36. **Fenko, A.**, Schifferstein, H.N.J., Hekkert, P. (2011). Noisy products: Does appearance matter? *International Journal of Design*, 5 (3), 77-87.
37. **Fenko, A.**, Otten, J.J., Schifferstein, H.N.J. (2010). Describing product experience in different languages: The role of sensory modalities. *Journal of Pragmatics*, 42, 3314-3327.
38. Bochaver, A., & **Fenko, A.** (2010). Metaphors in happy and unhappy life stories of Russian adults. *Metaphor and Symbol*, 25: 4, 243 — 262.
39. **Fenko, A.**, Schifferstein, H.N.J., Hekkert, P. (2010). Looking hot or feeling hot: What determines the product experience of warmth? *Materials & Design*, 31, 1325–1331.
40. **Fenko, A.**, Schifferstein, H.N.J., Hekkert, P. (2010). Shifts in sensory dominance between various stages of user-product interactions. *Journal of Applied Ergonomics*, 41, 34–40.
41. Schifferstein, H.N.J., & **Fenko, A.** (2010). Investigating sensory dominance in product experience. *Proceedings of the 7th Conference on Design & Emotion*, 4-7 October 2010, Chicago, IL, USA.
42. **Fenko, A.**, Schifferstein, H.N.J., & Hekkert, P. (2010). Can we design pleasurable products by combining

pleasurable sensory properties? Proceedings of the *International Conference on Kansei Engineering and Emotion Research*, 2-4 March 2010, Paris, France.

43. **Fenko, A.** (2010). *Sensory dominance in product experience*. PhD thesis. TU Delft, 224 pp.
44. **Fenko, A.**, Schifferstein, Huang, T.-C., & Hekkert, P. (2009). What makes products fresh: The smell or the colour? *Food Quality and Preference*, 20, 372–379.
45. **Fenko, A.**, Schifferstein, & Hekkert, P. (2009). Which senses dominate the product experiences of warmth and freshness? Paper presented at the *8th Pangborn Sensory Science Symposium*, 26-30 July 2009, Florence, Italy.
46. **Fenko, A.**, Levine, M. (2008). Economic models of addictive behavior. *Finance and Business*, 3, 3-14 (in Russian).
47. **Fenko, A.**, Schifferstein, H.N.J., & Hekkert, P. (2008) Factors contributing to product experience: The cases of 'warmth' and 'freshness'. Proceedings of the *6th Conference on Design & Emotion*, 6-9 October, 2008, Hong Kong.
48. **Fenko, A.**, Schifferstein, H.N.J., & Hekkert, P. (2008) Which senses dominate the different stages of product experience. Proceedings of the *4th Design Research Society Conference*, 16-19 July, 2008, Sheffield, UK.
49. **Fenko, A.** (2008). Sensory dominance in product experience: the paradox of theory and practice. Paper presented at the *7th Nordcode Seminar*, 28-30 May, 2008, Lund, Sweden.
50. **Fenko, A.** (2005). *People and Money: Essentials in Economic Psychology*. Moscow: KLASS, 420 pp. (In Russian).
51. **Fenko, A.** (2004). Cross-cultural differences in attitudes towards money. *Psychologicheskyy Zhurnal* (Psychological Journal), 2, 38-46. (in Russian)
52. **Fenko, A.** (2004). Gender differences in consumer behaviour. Paper presented at the *IV International Conference on Gender Studies*, 24-28 April, 2004, University of Wisconsin-Madison, Madison, Wisconsin, USA.
53. **Fenko, A.** (2003). Gender differences in attitudes towards money. *Psychologicheskyy Zhurnal* (Psychological Journal), 21, 50-62. (in Russian)
54. **Fenko, A.** (2003). Consumer culture in modern Russia: Changing values and discourses. In: *Civil Culture in Modern Russia*. Moscow Science Foundation, pp. 100-120. (In Russian).
55. **Fenko, A.** (2002). Traditional values and consumer culture in Russia. In: *Adaptation to New Social and Economic Situation in Russia*. Moscow Science Foundation, p.33-46. (In Russian).
56. **Fenko, A.** (2000). Economic socialization in post-Soviet Russia. Paper presented at *VII International Congress of Psychology*, October 4-9, 2000, Stockholm, Sweden.
57. **Fenko, A.** (2000). Children and money: the problem of socialization. *Voprosy Psihologii* (Psychological Issues), 2, 94-101. (in Russian)