

## Veronika Ponomarenko

Office: BSN 3219, Muma College of Business, University of South Florida, Tampa, FL  
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### Education

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- 2022 (expected) **Ph.D.** Marketing, University of South Florida, Muma College of Business, FL, USA. GPA: 3.89/4
- 2017 **MS** in Marketing, Graduate Certificate in Marketing Research, University of Cincinnati, Carl H. Lindner College of Business, OH, USA. GPA: 3.88/4
- 2016 **Bachelor** in International Business, Minor – Business Administration, Taras Shevchenko National University of Kyiv, Institute of International Relations, Ukraine. GPA: 4.96/5 (top 3% of class)

### Research Interests

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Electronic word-of-mouth, User-generated data, Quantitative marketing research

### Professional Experience

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- August 2017 – present Graduate Research Assistant, University of South Florida
- August 2016 – May 2017 Graduate Assistant/Consumer and Market Insights Lab Research Assistant, University of Cincinnati
- August – September 2015 Marketing Intern, Motorcomplex, Ukraine
- May – August 2015 Program Assistant/Gateway Logistics Assistant, American Councils for International Education, Ukraine
- June – August 2014 Program Assistant/Gateway Logistics Assistant, American Councils for International Education, Ukraine

### Consultant Research Projects

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- January – April 2017 Student Consultant to Behr Process Corporation, OH, USA
- September – December 2015 Student Consultant to LLC Econia, Ukraine

### Conference Presentations

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**Ponomarenko, Veronika**, Hao Wang, Donna Davis, Mark Bender, and Khalia Jenkins, “On the Evolution of Modeling in Academic Marketing Research,” Summer American Marketing Association Conference, Boston, August 2018

### Conference Proceedings

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**Ponomarenko, Veronika**, Hao Wang, Donna Davis, Mark Bender, and Khalia Jenkins, “On the Evolution of Modeling in Academic Marketing Research,” Proceedings of 2018 Summer AMA Conference, Boston, MA, USA.

### Select Research in Progress

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**Ponomarenko, Veronika**, Hao Wang, Donna Davis, Mark Bender, and Khalia Jenkins, “On the Evolution of Modeling in Academic Marketing Research.”

*Status:* data analysis in progress

Mena, Jeanette and **Veronika Ponomarenko**, “Bringing Institutional Theory to Marketing.”

*Status:* To be submitted to the Academy of Marketing Science Annual Conference, Vancouver, May 2019

**Ponomarenko, Veronika**, “The Effect of Geospatial Competition on Firm Evaluation in Consumer Reviews.”

*Status:* data collection in progress

### **Technical Skills**

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MS Word, MS Excel – Proficient

SAS, SQL, Tableau, Qualtrics – Intermediate

WordPress, R – Pre-Intermediate

### **Honors, Grants, and Awards**

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Graduate Incentive Award, University of Cincinnati, 2016 – 2017

University Undergraduate Fellowship, Taras Shevchenko National University of Kyiv, Institute of International Relations, 2012 – 2016

### **Additional Education**

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March 2017            Google Analytics Certificate, Google

June 2015            K-Foundation Online Certificate, KPMG

December 2014     Inspiring Leadership through Emotional Intelligence, MOOCology Learning Hub

### **Additional Information**

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**Languages:** Ukrainian - Native, Russian – Proficient, English – Advanced, Spanish – Beginner

**Leadership:** Future Leaders Exchange Program alumna (2010-2011), captain of the women basketball team of the Institute of International Relations for 1 year and student curator of the International Business department for 3 years

**Hobbies:** Hand-made accessories (designed a line of hairbands), Tennis, Photography