

TATIANA L. LEVIT

Curriculum Vitae

Faculty of Business Administration, University of Regina
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ACADEMIC POSITIONS HELD

July 2009 – Present	University of Regina <i>Faculty of Business Administration</i> Assistant Professor (tenure track)	Regina, SK, Canada
August 2004 to June 2009	University of Kentucky <i>Department of Marketing</i> Graduate Research and Teaching Assistant	Lexington, KY, USA
September 2003 to May 2004	Murray State University <i>Department of Management, Marketing, & Business Administration</i> Graduate Research Assistant	Murray, KY, USA
January 2000 to December 2001	Murray State University <i>Computer Science and Information Systems Department</i> Teaching Assistant	Murray, KY, USA

EDUCATION

Ph.D.	August 2004 to July 2009	University of Kentucky Marketing	Lexington, KY
M.S.	January 2003 to May 2004	Murray State University Telecommunications Systems Management	Murray, KY
MBA	January 2000 to December 2001	Murray State University Business Administration	
B.S.	August 1996 to May 2000	Murray State University Computer Information Systems & Accounting	
	September 1992 to May 1996	Russian State Pedagogical University Elementary Education and English Degree: Left for study in U.S.; did not complete	St. Petersburg, Russia

DISSERTATION

Title: “Consumer Emotional Intelligence and the Impact of Affective Misforecasting on Product Evaluations for Restrained versus Unrestrained Eaters.”

Committee:

Dr. Terry Childers (Co-Chair)	Gatton Endowed Chair in Electronic Marketing
Dr. David M. Hardesty (Co-Chair)	Associate Professor of Marketing
Dr. Blair Kidwell	Assistant Professor of Marketing
Dr. Richard H. Smith	Associate Professor of Psychology

CONSUMER RESEARCH INTERESTS

Affective Forecasting and Misforecasting
Emotions in Marketing
Health Behaviors
Transformative Consumer Research
Positive Psychology
Social Influence and Persuasion

RESEARCH PAPERS AND PRESENTATIONS

- Levit, Tatiana, David M. Hardesty, Blair Kidwell, and Terry Childers (2010), "Affective Misforecasting and Consumption Behavior: The Influence of Restrained Eating and Emotional Intelligence," European ACR (Advances in Consumer Research), London, UK.
- Levit, Tatiana, David M. Hardesty, Blair Kidwell, and Terry Childers (2010), "Affective Misforecasting and Consumption Behaviour," Rupert's Land Consumer Behaviour Symposium, Saskatoon, Canada.
- Levit, Tatiana, David M. Hardesty, Blair Kidwell, and Terry Childers, "Affective Misforecasting and its Impact on Product Evaluations for Restrained versus Unrestrained Eaters." Working paper.
- Levit, Tatiana, David M. Hardesty, and Blair Kidwell, "The Similarity Tactic and Purchase Intentions: The Moderating Influence of Persuasion Knowledge." Working paper.
- Holmes, Terence L., Tatiana Levit, Fred L. Miller, and W. Glynn Mangold, "Enhancing Marketing Curricula with Geodemographic Software Applications." Working paper.
- Holmes, Terence L. and Tatiana Levit, Editors (2004), *Advances in TSM, Proceedings of the Third Annual Academic Conference on Telecommunications and Information Technology*, April 1-3, 2004, Louisville, Kentucky. Published by Murray State University Center for Telecommunications Systems Management.
- Levit, Tatiana and Blair Kidwell, "The Similarity Tactic and Purchase Intentions: The Moderating Influence of Persuasion Knowledge." Presented at the Society for Marketing Advances Conference, November 2007, San Antonio, Texas.

SERVICE TO THE DISCIPLINE

- Ad-hoc reviewing for the *Journal of Retailing*
- Reviewing for the Society of Marketing Advances Conference (2007)
- Conducted two studies for the marketing department at University of Kentucky Hospital and Clinic

FACULTY COMMITTEES

Member of Teaching Committee, Faculty of Business Administration, U of R, 2009-2010

TEACHING ACTIVITIES

Courses Taught at the University of Regina (Fall 2009 – Present)

BUS 415 International Marketing
BUS 312 Consumer Behaviour

Courses Taught at the University of Kentucky (2005-2009)

Marketing Management
Human Resources Management
Retailing Management (Independent Study)
Consumer Behavior (Independent Study)
Marketing Management (Independent Study)

Course Taught at Murray State University (2001)

Computer Literacy (Lab)

Other Teaching-Related Activities

- Faculty Coach, U of R JDC West Team. Marketing team 2nd place finish 2010. International business team 2nd place finish 2010.
- 2010. Guest participant in several Management courses. University of Regina.
- 2010. Guest participant in a Kinesiology course. University of Regina.
- Summer 2006. Session leader for TA orientation workshop for first-time TAs at the University of Kentucky

OTHER WORK EXPERIENCE

March 2002 to September 2003	Visual Cyber Recruiting, Inc. Program Director	Paducah, KY
May 2001 to August 2001	Convergys Corporation <i>Information Management Group</i> Intern	Cincinnati, OH
Summers 1998, 1999, and 2000	Omega Environmental Services, Inc. Manager of Environmental Projects, Information Technology Expert	Hackensack, NJ
Summer 1997	Emteque, Inc. Manager of Environmental Projects	New York, NY

ACTIVITIES

- Session Chair, Society for Marketing Advances Conference, November 2007, San Antonio, Texas.
- “Synergy”, US-Russian Educational Project, Summer 2004-Winter 2005, Smolensk, Russia. Participated in grant writing (awarded).
- Session Chair, Wireless Applications, at TSM 04, The Third Annual Academic Conference on Telecommunications and Information Technology, April 1-3, 2004, Louisville, Kentucky.
- AITP National Collegiate COBOL Programming Competition and Conference (April 2000, Tampa)
- Treasurer of MSU Chapter of AITP (Computer and Information Systems Society)
- Beta Alpha Psi (Accounting Society), MSU
- VITA (Volunteer Income Tax Assistance Organization), MSU
- Finance and Economics Club, MSU
- “Global World” Conference – Presentation “Russia-America: Cultural Differences,” MSU
- Annual Participant of International Bazaar, International Buffet, other projects held by Center for International Programs for the Community to Promote Understanding of the World Diversity

HONORS

- One-Year Full Fellowship for Women in Under-represented Areas, University of Kentucky
- Steckler Fellowship Award (\$3,000), University of Kentucky
- Dean's List, Murray State University (3 semesters)
- One-Year Full Scholarship from USIA for Academic Achievements
- Robert P. McCann Future Business Leaders of America Scholarship
- Accounting Department Scholarship for Academic Achievements
- Alpha Sigma Lambda Membership (Academic Honor Society for Adult Students)
- International Institute Tutoring Scholarship