

Krissa Nakos

Ph.D. Candidate, Consumer Behavior

Office Address

B329 Amos Hall
620 S. Lumpkin Street
Athens, GA 30602

Contact Information

Email: krissanakos@uga.edu

EDUCATION

University of Georgia, Terry College of Business Athens, GA Ph.D., Marketing	2025 (Expected)
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University of Georgia, Terry College of Business Athens, GA Master of Marketing Research	2019
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University of Georgia, Terry College of Business Athens, GA Bachelor of Business Administration, Marketing & International Business <i>Minor in German</i>	2018
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RESEARCH INTERESTS

Aesthetics, Sensory Marketing, Packaging, Perception

RESEARCH IN PROGRESS

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, "Inferences from Intensity: Color Saturation Signals Product Potency," Preparing manuscript for submission to the *Journal of Marketing*.

Nakos, Krissa, Sokiente W. Dagogo-Jack, and Marcus Cunha Jr., "Popularity as a Source of Perceived Expertise," Preparing manuscript for submission to the *Journal of Consumer Psychology*.

Nakos, Krissa, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack, "Effects of Scent Naming on Product Preferences," Data collection in progress, targeting the *Journal of Consumer Research*.

Dagogo-Jack, Sokiente W., Krissa Nakos, and Marcus Cunha Jr., "Additive vs. Subtractive Change and Product Improvement Perceptions," Data collection in progress, targeting the *Journal of Consumer Psychology*.

CONFERENCE PRESENTATIONS (*Presenter)

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (upcoming in March 2024), "The Vividness of Strength: Color Saturation Influences Product Potency Perceptions," *Society for Consumer Psychology Conference*, Nashville, TN.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (October 2023), “Effects of Color Saturation on Perceived Product Performance,” *Association for Consumer Research Conference*, Seattle, WA.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (April 2023), “Effects of Color Saturation on Perceived Product Performance,” *Southeast Marketing Symposium*, Knoxville, TN.

Nakos, Krissa*, Marcus Cunha Jr., and Sokiente W. Dagogo-Jack (February 2023), “Effects of Color Saturation on Brand Prominence and Potency Perceptions,” *Clemson Marketing Research Symposium*, Clemson, SC.

Nakos, Krissa* (November 2016), “The Importance of Corruption, Cultural Similarities, and Geographic Distance in the Location of Foreign Direct Investment,” *Academy of International Business – Southeast Conference*, Tampa, FL.

HONORS & AWARDS

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|---|--------------------|
| • Outstanding Teaching Assistant Award Nominee | 2023 |
| • Georgia Impact Now (GAIN) Fellowship Recipient | 2018 – 2019 |
| • Best Undergraduate Student Research Paper Award, Academy of International Business – Southeast Conference | 2016 |

TEACHING EXPERIENCE

Instructor | University of Georgia

International Marketing

- Fall 2023 (52 students), **Rating: 4.9/5.0***
- Fall 2023 (43 students), **Rating: 4.8/5.0***
- Fall 2022 (52 students), **Rating: 4.8/5.0***

*Please click [here](#) for details of teaching evaluations.

Teaching Assistant | University of Georgia

Principles of Marketing (online course)

- Summer 2023 (102 students), Instructor: Dr. Kimberly Grantham

Consumer Buyer Behavior (online course)

- Summer 2023 (32 students), Instructor: Dr. Candice Hollenbeck

Digital Marketing Analytics

- Spring 2022 (43 students), Instructor: Dr. Elham Yazdani

UNIVERSITY SERVICE

Behavioral Lab Coordinator, Terry College of Business, University of Georgia

2023

PROFESSIONAL EXPERIENCE

Kantar Insights | Atlanta, GA

2019

Manager, Client Leadership Team

- Communicated with clients to determine business questions and propose appropriate market research solutions
- Analyzed quantitative data to provide actionable insights and recommendations to clients

Merck & Co. | Athens, GA

2018 – 2019

Graduate Student Researcher

- Analyzed competitive landscape for the introduction of a novel drug
- Examined secondary data to discover gaps in treatment of a specific therapeutic area

University of Georgia – Marketing Department | Athens, GA

2018 – 2019

Graduate Research Assistant

- Assisted with research on choice deferral, inaction inertia, and regret

SELECTED DOCTORAL COURSEWORK

Seminar Courses

Advanced Seminar in Consumer Behavior (Marcus Cunha Jr.)
Seminar in Buyer Behavior (Julio Sevilla)
Seminar in Marketing Management (Sundar Bharadwaj)
Seminar in Marketing Strategy (Son Lam)
Job Attitudes (Jessica Rodell)
Advanced Topics in Psychology: Personality (Nathan Carter)

Methodology Courses

Multivariate Statistics (John Hulland)
Marketing Models (Anindita Chakravarty)
Advanced Experimental Psychology (Drew Abney)
Applied Regression Methods in Psychology (Drew Abney)
Applied Analysis of Variance Methods (Shiyu Wang)
Econometrics for Strategic Management (Timothy Quigley)
Analysis and Interpretation of Sociological Data II (Man Kit Lei)
Introduction to Political Methodology (Joseph Ornstein)
Intermediate Political Methodology (Mollie Cohen)

SKILLS & CAPABILITIES

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| • SPSS, R, STATA, SAS | • Microsoft Office Suite |
| • Qualtrics, AYTm | • Working knowledge of German & Greek |
| • Adobe Photoshop | • Basic knowledge of Spanish |