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## Ralitza Nikolaeva Nikolaeva

### Integrated Researcher

BRU-Iscte - Business Research Unit (IBS)  
[Marketing Group]

### Contacts

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### Academic Qualifications

University/Institution	Type	Degree	Period
Purdue University	PhD	Gestão	2002
American University - Bulgaria	Bachelor of Science	Gestão	1996

### External Professional Activities

Period	Employer	Country	Description
Since 2014	Womenwinwin	--	Training session - Marketing Mistakes of Nascent Entrepreneurs

### Supervisions

- **Ph.D. Thesis**  
- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Marta Bicho	--	English	Developing	ISCTE-IUL
2	João P Paixão	--	English	Developing	ISCTE-IUL
3	João Azambuja	--	English	Developing	ISCTE-IUL
4	Helena Rodrigues	--	English	Developing	ISCTE-IUL

**- Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	João António Pereira Paixão	Experiential Marketing - Bridging the Gap Between Value Creation to Customers and Value Capture By Firms	English	ISCTE-IUL	2020
2	João Carlos Barbeiro Azambuja	Innovation trough Technology Adoption in E-commerce Retailing	--	ISCTE-IUL	2018

**• M.Sc. Dissertations**

**- Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Marta Liliana Nunes Bicho	Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category	--	ISCTE-IUL	2016

**• M.Sc. Final Projects**

**- Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Catarina Pinto da Silva	The Importance of Language Standardization/Adaptation Strategies on European Web Retail	English	ISCTE-IUL	2016
2	Marta Liliana Nunes Bicho	Marketing and Institutional Factors in the Voluntary of Corporate Social Responsibility Reporting - The case of global reporting initiative.	English	ISCTE-IUL	2010

## Total Citations

Web of Science®	471
Scopus	452

## Publications

### • Scientific Journals

#### - Scientific journal paper

1	Nikolaeva, R., Field, S. & Tskhay, A. (2024). Decarbonizing an energy-hungry world: the dilemma of investing in fossil fuels. <i>Management Decision</i> . 62 (3), 1105-1113
2	Bicho, M., Nikolaeva, R. & Lages, C. (2023). Complementary and alternative medicine legitimation efforts in a hostile environment: The case of Portugal. <i>Sociology of Health and Illness</i> . 45 (4), 890-913 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
3	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2022). Perceived success of hybrid microorganisations in a contested category. <i>Journal of Small Business Management</i> . 60 (4), 859-891 - Times Cited Web of Science®: 5 - Times Cited Scopus: 6 - Times Cited Google Scholar: 7
4	Bhatnagar, A., Nikolaeva, R. & Ghose, S. (2016). Online market entry: the motivations for imitation across retailer types. <i>Managerial and Decision Economics</i> . 37 (3), 151-166 - Times Cited Web of Science®: 9 - Times Cited Scopus: 5
5	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2015). Exploring curvilinearity through fractional polynomials in management research. <i>Organizational Research Methods</i> . 18 (4), 738-760 - Times Cited Web of Science®: 8 - Times Cited Scopus: 8
6	Nikolaeva, R. (2014). Interorganizational imitation heuristics arising from cognitive frames. <i>Journal of Business Research</i> . 67 (8), 1758-1765 - Times Cited Web of Science®: 25 - Times Cited Scopus: 24
7	Nikolaeva, Ralitza & Bicho, Marta (2011). The role of institutional and reputational factors in the voluntary adoption of corporate social responsibility reporting standards. <i>Journal of the Academy of Marketing Science</i> . 39 (1), 136-157 - Times Cited Web of Science®: 303 - Times Cited Scopus: 300 - Times Cited Google Scholar: 648
8	Owens, J., Nikolaeva, R., Younkin, N. & Carter, E. (2010). Scratch-off Summer Games at Lettuce Entertain You in Chicago. <i>International Journal of Integrated Marketing Communications</i> . 2 (2), 35-43
9	Nikolaeva, R., Yoon, E. & Carter, E. (2009). Art Institute of Chicago. <i>International Journal of Integrated Marketing Communications</i> . 1 (2), 72-84
10	Nikolaeva, R., Kalwani, M. U., Robinson, W. T. & Sriram, S. (2009). Survival determinants for online retailers. <i>Review of Marketing Science</i> . 7 (1) - Times Cited Scopus: 5

11	Nikolaeva, R. (2007). The dynamic nature of survival determinants in e-commerce. <i>Journal of the Academy of Marketing Science</i> . 35 (4), 560-571 - Times Cited Web of Science®: 24 - Times Cited Scopus: 22
12	Nikolaeva, R. (2006). E-commerce adoption in the retail sector: empirical insights. <i>International Journal of Retail &amp; Distribution Management</i> . 34 (4-5), 369 -387 - Times Cited Web of Science®: 23 - Times Cited Scopus: 19
13	Nikolaeva, R. & Sriram, S. (2006). The moderating role of consumer and product characteristics on the value of customized on-line recommendations. <i>International Journal of Electronic Business</i> . 11 (2), 101-123 - Times Cited Web of Science®: 50 - Times Cited Scopus: 28
14	Nikolaeva, R. (2005). Strategic determinants of Web site traffic in on-line retailing. <i>International Journal of Electronic Commerce</i> . 9 (4), 113-132 - Times Cited Web of Science®: 23 - Times Cited Scopus: 31

#### - Scientific journal editor

1	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2016). <i>Global Economics and Management Review (GEMREV)</i> . Elsevier.
2	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2015). <i>Global Economics and Management Review (GEMREV)</i> . Elsevier.
3	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2014). <i>Global Economics and Management Review (GEMREV)</i> . Elsevier.

#### • Books and Book Chapters

##### - Book chapter

1	Nikolaeva, R. & Dello Russo, S. (2016). Office Design and Dignity at Work in the Knowledge Economy. In Michael Pirson & Monika Kostera (Ed.), <i>Dignity and Organizations</i> . London: Palgrave Milliman. - Times Cited Google Scholar: 13
2	Jan Owens, Ralitza Nikolaeva, Neil Younkin & Ella Carter (2011). Scratch-off Summer Games at Lettuce Entertain You in Chicago. In J. Steven Kelly and Susan K. Jones (Ed.), <i>The IMC Handbook: Readings and Cases in Integrated Marketing Communications</i> . (pp. 369-380). Chicago, USA: Racom Communications.
3	Ralitza Nikolaeva, Eunsang Yoon & Ella Carter (2011). Direct Mail Marketing at the Art Institute of Chicago. In J. Steven Kelly and Susan K. Jones (Ed.), <i>The IMC Handbook: Readings and Cases in Integrated Marketing Communications</i> . (pp. 251-264). Chicago, USA: Racom Communications.

#### • Conferences/Workshops and Talks

##### - Publication in conference proceedings

1	Bicho, M., Nikolaeva, R. & Lages, C. (2019). Social Enterprise Legitimacy in a Hostile Market. In P. Rossi, N. Krey (Ed.), <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> . (pp. 153-165):.
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	<p>Springer.</p> <ul style="list-style-type: none"> <li>- Times Cited Scopus: 3</li> <li>- Times Cited Google Scholar: 12</li> </ul>
2	<p>Bicho, M., Nikolaeva, R., Lages, C. &amp; Ferreira, F. A. F. (2017). Exploring the success factors of hybrid micro-enterprises. In Rossi, P. and Krey, N. (Ed.), Marketing transformation: Marketing practice in an ever changing world: Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC). (pp. 177-188). Christchurch, New Zealand: Springer, Cham.</p> <ul style="list-style-type: none"> <li>- Times Cited Google Scholar: 1</li> </ul>
3	<p>Nikolaeva, R., Dudik, A. &amp; Lages, C. (2017). Implementing an inaugural sustainability reporting process: An abstract. In P. Rossi, N. Krey (Ed.), Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC). (pp. 49-50). Christchurch: Springer.</p>
4	<p>Bicho, M., Nikolaeva, R. &amp; Lages, C. (2016). Social enterprise legitimacy spiral in a hostile context. In EURAM 2016 - Manageable cooperation?. Paris: European Academy of Management.</p>
5	<p>Bicho, M., Nikolaeva, R. &amp; Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM). In Proceedings of the 17th World Marketing Congress, Academy of Marketing Science. Lima</p>
6	<p>Nikolaeva, R. (2014). "Demand-Side Perspective of Technology Substitution: Disadopting Landlines for Mobile Phones,". In European Marketing Academy Conference (EMAC) Proceedings. Valencia</p>
7	<p>Nikolaeva, R., Bhatnagar, A. &amp; Ghose, S. (2014). "Introducing Non-Linearity to Imitation Theories: An Empirical Test,". In European Academy of Management (EURAM) Proceedings. Valencia</p>
8	<p>Nikolaeva, R. (2013). The Transition from Complement to Substitute: Determinants of Consumer Disadoption of Old Technologies",. In Proceedings of the 16th Biennial World Marketing Congress, Academy of Marketing Science.</p>
9	<p>Nikolaeva, R. (2013). "When Theory Is Not Enough: Imprinting, Inertia, and Non-linear Dynamic Effects". In Leslie Toombs (Ed.), Academy of Management Proceedings. (pp. 14523).: Academy of Management.</p>
10	<p>Bhatnagar, A., Nikolaeva, R. &amp; Ghose, S. (2012). Online Market Entry: The Motivations for Imitation Across Heterogeneous Retailers . In European Marketing Academy Conference. (pp. 0-0). Lisbon</p>
11	<p>Nikolaeva, R. &amp; Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. In Academy of Management Annual Meeting.: Academy of Management.</p>
12	<p>Nikolaeva, R. (2009). (Non)Proportional Hazards Regression Modeling: An Application to E-commerce. In European Marketing Academy Conference. (pp. 0-0). Nantes: EMAC.</p>
13	<p>Nikolaeva, R., Amit Bhatnagar &amp; Sanjoy Ghose (2008). Imitative versus Economic Factors in Traditional Retailers' Internet Market Entry . In European Marketing Academy Conference. (pp. 0-0). Brighton, England: EMAC.</p>

**- Talk**

1	<p>Bicho, M., Nikolaeva, R. &amp; Lages, C. (2019). The Search for Strategic Balance by a Marginalized Market Category: Similarity or Distinctiveness?. Leadership &amp; Society Forum.</p>
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2	Bicho, M., Nikolaeva, R. & Lages, C. (2018). Social Enterprise Legitimacy in a Hostile Market. AMS 21st World Marketing Congress.
3	Bicho, M., Nikolaeva, R. & Lages, C. (2018). Hybrid Organizations' Legitimacy Quest in a Hostile Environment. 34th EGOS Colloquium.
4	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. (2017). Hybrid Micro-Enterprises – Founding Motives and the Meaning of Success. European Academy of Management Conference.
5	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. (2017). Hybrid Micro-Enterprises – Founding Motives and the Meaning of Success. 1st IESE-LUISS Conference on Responsibility, Sustainability and Social Entrepreneurship.
6	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2017). Exploring the Success Factors of Hybrid Micro-Enterprises. 2017 AMS World Marketing Congress.
7	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social Enterprise Legitimacy Spiral in a Hostile Context. European Academy of Management Conference (EURAM).
8	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Value Creation Challenges of a Marginalized Category in Social Entrepreneurship. European Academy of Management Conference (EURAM) .
9	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Inter-category Positioning as Strategic Balance in a Marginalized Market Category. European Academy of Management Conference (EURAM).
10	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2015). Managing Strategic Paradoxes in Social Enterprises Decision Making. Audencia Nantes Doctoral Summer School 2015.
11	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Social Entrepreneurs' Motivations and Value Creation Dimensions. European Marketing Academy (EMAC) Conference.
12	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2014). "Shaping Imitation Theories: An Empirical Test for Curvilinearity," . INOVA Seminar Series.
13	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2014). "Introducing Non-Linearity to Imitation Theories: An Empirical Test," . European Academy of Management (EURAM) Annual Conference.
14	Nikolaeva, R. (2014). "Demand-Side Perspective of Technology Substitution: Disadopting Landlines for Mobile Phones," . European Marketing Academy Conference (EMAC).
15	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM),. 17th World Marketing Congress, Academy of Marketing Science.
16	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance when Lacking Legitimacy: The Case of Complementary and Alternative Medicine (CAM). ESG Next Generation Workshop for PhD Students.
17	Nikolaeva, R. (2013). "When Theory Is Not Enough: Imprinting, Inertia, and Non-linear Dynamic Effects," . Academy of Management Annual Meeting.
18	Nikolaeva, R. (2013). "The True Nature of Non-Linear Dynamic Effects: A Methodology to the Rescue of Imprecise Theory," . 16th Biennial World Marketing Congress, Academy of Marketing Science.

19	Nikolaeva, R. (2013). "The Transition from Complement to Substitute: Determinants of Consumer Disadoption of Old Technologies," . 16th Biennial World Marketing Congress, Academy of Marketing Science.
20	Nikolaeva, R. (2013). "Consumer Disadoption of Old Technologies: The Case of Fixed to Mobile Substitution," . INFORMS Marketing Science Conference .
21	Bicho, M., Nikolaeva, R. & Lages, C. (2013). Market legitimacy of a Marginalized Category: The Case of Complementary and Alternative Medicine (CAM). European Group for Organizational Studies (EGOS) Conference.
22	Bicho, M., Nikolaeva, R. & Lages, C. (2012). Market Legitimacy in the Diffusion of a Construed Category: The Case of Complementary and Alternative Medicine. EDAMBA Summer Academy.
23	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2012). Shaping Imitation: A Test of Competing Theories in the Context of Retailers' Adoption of E-commerce. 28th European Group of Organization Studies Colloquium.
24	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2012). Shaping Imitation: A Test of Competing Theories in the Context of Retailers' Adoption of E-commerce. 34th ISMS Marketing Science Conference.
25	Ralitz Nikolaeva, Amit Bhatnagar & Sanjoy Ghose (2011). Imitation Motives in Retailers' Adoption of the Internet Channel. Amit Bhatnagar and Sanjoy Ghose ? Academy of Marketing Science Biennial World Marketing Congress.
26	Ralitz Nikolaeva (2011). The Framing of Interorganizational Imitation. Academy of Marketing Science Biennial World Marketing Congress. 0-0
27	Nikolaeva, R. (2011). Interorganizational Imitation through the Lens of Cognitive Frames". 27th European Group of Organizational Studies Colloquium.
28	Nikolaeva, R. & Bicho, M. (2010). Reputation and Legitimacy Drivers of Voluntary Sustainability Reporting. Global Marketing Conference.
29	Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. Academy of Management Annual Meeting.
30	Nikolaeva, R. (2010). Institutional Theory and the Role of Marketing in the Adoption of Voluntary Sustainability Reporting. INFORMS Marketing Science Conference.
31	Nikolaeva, R. (2009). (Non)Proportional Hazards Regression Modeling: An Application to E-commerce. Marketing Dynamics Conference.
32	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2009). The Role of Imitation in Retailers' Adoption of the Internet Channel. Management Research Center Seminar Series, ISCTE.
33	Nikolaeva, R., Eunsang Yoon & Ella Carter (2008). Direct Mail Marketing at the Art Institute of Chicago . DMEF Interactive Marketing Research Summit.
34	Nikolaeva, R. (2008). Writing a Case and Student Learning. Chicago Association of Direct Marketing Educational Foundation Academic Update.

## • Other Publications

### - Working Papers

1	Nikolaeva, R. (2014). "Post-shakeout Performance, Survivor Bias and the Meaning of Success". Business Research Unit – ISCTE working paper series.
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**- Other publications**

1	Nikolaeva, R., Lages, C., Bicho, M. & marta_liliana_bicho@iscte.pt (2016). Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category. - Times Cited Google Scholar: 1
2	Nikolaeva, R., Lages, C., Bicho, M. & martanbicho@gmail.com (2010). Marketing and institutional factors in the voluntary adoption of corporate social responsibility reporting: the case of global reporting initiative. - Times Cited Google Scholar: 2

Scientific Editing/Reviewing Activities				
Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	Sustainability	2071-1050 / Q2	Since 2020	English
Member of scientific journal editing staff	Journal of the Academy of Marketing Science	0092-0703 / Q1 (T5)	Since 2020	English
Member of scientific journal editing staff	Management Decision	0025-1747 / Q1	--	English