

CURRICULUM VITAE

Dr Radu Dimitriu

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CURRENT APPOINTMENT

Academic

2013 – ongoing – Deputy Director of MSc in Strategic Marketing, Cranfield School of Management

2010 – ongoing – Lecturer in Strategic Marketing, Cranfield School of Management

2011 – ongoing – Module Leader – MSc module in Managing Brands and Customers, Cranfield School of Management

Industry

2012 – ongoing - Consumer Research Expert with YourEncore Inc., consulting on an occasional basis for large corporate clients

EDUCATION AND QUALIFICATIONS

2010 – PhD in Marketing, BI Norwegian Business School, Oslo, Norway

Dissertation Title: “Extending Where? How Consumer’s Perception of the Extension Category Affects Brand Extension Evaluation”

2005 – MSc in Business and Economics, Marketing Major, Finance Minor

BI Norwegian Business School, Sandvika, Norway

2003 – BSc in International Business, Faculty of International Business and Economics

Academy of Economic Studies, Bucharest, Romania

PREVIOUS APPOINTMENTS

Academic

2005 – 2009 – Doctoral Candidate in Marketing, BI Norwegian Business School, Oslo, Norway (full-time staff)

2012 – MSc Lecturer in “Theories and Methods of Marketing Communication”, University of Management and Economics (ISM), Kaunas, Lithuania

Industry

2009 – 2010 - Senior Market and Statistical Analyst, CPM Scandinavia, Oslo, Norway

2005 – Marketing and PR Intern, Opera Software ASA, Oslo, Norway

2001 – 2003 – Marketing Analyst, Lafarge Romcim SA, Bucharest, Romania

My research lies at the intersection of branding and consumer psychology. As specific areas, I research the factors that determine brand extension success, how brand extensions affect the markets they enter, the challenges of brands positioned on a CSR platform, the composition of consumption and brand communities, the effects of consumer knowledge on perceived consumer value and new product adoption, the effects of group membership on consumer prosocial behaviour and the impact of online reviews on consumer product evaluation. My research involvement also consists of a considerable involvement at the level of the PhD and DBA programs at Cranfield University School of Management (as supervisor, examiner and doctoral committee member).

RESEARCH PAPERS

Work currently under review

- “The Effect of Overconfidence and Underconfidence on Consumer Value”, with Kamran Razmdoost and Emma K. Macdonald.
- “Consumption Communities: Segmenting Members Based on Membership Interests”, with Simon Knox and Letitia Hristodorescu
- “The Power of Many: Using Brand-Convened Groups to Motivate Prosocial Consumer Behaviour”, with Guy Champniss, Hugh Wilson and Emma K. Macdonald.

Work in progress

- “Variability Matters: How Variability Perceptions Impact Brand Extension Evaluation”, with Fred Selnes.
- “Brand Extension Similarity Can Backfire When You Look for Something Specific”, with Luk Warlop and Bendik Samuelsen.
- “The Broader Boundaries: The Importance of Service-Specific Associations in Service Brand Extensions”, with Luk Warlop.
- “Pride Comes Before a Fall: The Role of Brand Positioning in Consumer Responses to News on Corporate Conduct”, with Paolo Antonetti, Costas Leonidou and Ioannis Assiouras.
- “The Day the Market Changed: How Brand Extension Entry Can Change the Perception of the Extension Category”, with Fred Selnes and Luk Warlop,

CONFERENCE PAPERS PUBLISHED IN PROCEEDINGS

- Dimitriu, Radu and Luk Warlop (2014), “The Broader Boundaries: The Importance of Service-Specific Associations in Service Brand Extensions”, Presented at the *European Marketing Association Conference (EMAC)*, Valencia, Spain, 4-6 June 2014
- Razmdoost, Kamran and Radu Dimitriu (2014), “The Effect of Objective, Subjective and Calibration of Supplementary Knowledge on Really-New Product Adoption

- Behaviour”, Presented at the *European Marketing Association Conference (EMAC)*, Valencia, Spain, 4-6 June 2014
- Champniss, Guy, Hugh Wilson, Radu Dimitriu and Emma K. Macdonald (2014), “All For One and One For All: How Quickly-Formed Consumer Groups Can Encourage Prosocial Behaviour”, Presented at the *European Marketing Association Conference (EMAC)*, Valencia, Spain, 4-6 June 2014
 - Champniss, Guy, Hugh Wilson, Emma K. Macdonald and Radu Dimitriu (2013) , “Together We Can Do It: Using Group Influence to Motivate Prosocial Consumer Behavior”, Presented at the *American Marketing Association’s (AMA) Summer Marketing Educators’ Conference*, Boston, USA, 9-11 August 2013
 - Razmdoost, Kamran and Radu Dimitriu (2013), “The Effect of Overconfidence and Underconfidence on Consumer Value”, Presented at the *European Association of Consumer Research (EACR) Conference*, Barcelona, Spain, 4-7 July 2013
 - Dimitriu, Radu and Fred Selnes (2013), “How Variability Perceptions affect Brand Extension Evaluations”, Presented at the *Theory + Practice in Marketing (TPM) Conference*, London Business School, London, UK, 31 May – 1 June 2013
 - Razmdoost, Kamran and Radu Dimitriu (2013), “Overconfidence and Underconfidence in the Usage Experience”, Presented at the *Academy of Marketing Science (AMS) Conference*, Monterey, USA, 15-18 May 2013
 - Dimitriu, Radu and Tamira King (2012), “Does the Retail Outlet Impact Brand Extension Evaluation? An Experimental Study”, Presented at the *Academy of Marketing (AM) Conference*, Southampton, 2-5 July 2012
 - Dimitriu, Radu, Simon Knox and Letitia Hristodorescu (2012), “Identifying Consumption Community Members for Brand Building Activities”, Presented at the *Academy of Marketing (AM) Conference*, Southampton, 2-5 July 2012
 - Dimitriu, Radu, Costas Leonidou and Ioannis Assiouras (2012), “Brand Positioning and Consumer Reactions to Corporate Social Responsibility-related News”, Presented at the *European Marketing Association Conference (EMAC)*, Lisbon, Portugal, 22-25 May 2012
 - Dimitriu, Radu and Tamira King (2012), “The Influence of the Retail Outlet on Brand Extension Evaluation”, Presented at the *European Marketing Association Conference (EMAC)*, Lisbon, Portugal, 22-25 May 2012
 - Knox, Simon, Radu Dimitriu and Letitia Hristodorescu (2012), “Marketing to Communities: A Framework for Identifying Community Structure and Member Roles”, Presented at the *European Marketing Association Conference (EMAC)*, Lisbon, Portugal, 22-25 May 2012
 - Dimitriu, Radu, Luk Warlop and Bendik Samuelsen (2010), “The Dark Side of Brand Extension Similarity”, Presented at the *European Marketing Association Conference (EMAC)*, Copenhagen, Denmark, 1-4 June 2010
 - Faraji Rad, Ali and Radu Dimitriu (2010), “The Impact of Online Reviews: When Does Reviewer Similarity Make a Difference?”, Presented at the *European Marketing Association Conference (EMAC)*, Copenhagen, Denmark, 1-4 June 2010

CONFERENCE PAPERS NOT PUBLISHED IN PROCEEDINGS

- Dimitriu, Radu (2014), “Does it Pay-Off to Be a Good Guy? The Role of Brand Positioning in Consumer Responses to News on Corporate Conduct”, Presented at the *Customers and Sustainability Workshop*, Cranfield School of Management, Cranfield, UK, 11 February 2014
- Dimitriu, Radu and Fred Selnes (2011), “Investigating Multipurpose Customers”, Presented at the *Marketing Science (MS) INFORMS Conference*, Houston, USA, 9-11 June 2011

DOCTORAL COMMITTEES

Doctoral Supervision

- PhD Supervisor – Kamran Razmdoost (2010-to date, thesis to be defended September 2014), thesis title “*The Effect of Overconfidence and Underconfidence on Consumer Value: Cross-sectional and Experimental Evidence*”, Cranfield University School of Management
- DBA Supervisor – Leslie Pidcock (2012 – to date), thesis title “*The Effects of Corporate Heritage Brands on Employee Outcomes*”, Cranfield University School of Management

Doctoral Examiner

- Internal PhD Examiner – Ian de Tullio (10.04.2014), thesis title “*Improving the Direct Marketing Practices of FMCG Retailers through Better Customer Selection*”, Cranfield University School of Management

Doctoral Committee Member

- Guy Champniss, PhD, (completed 2013), “*Together We Can Do It: Using Group Influence to Motivate Prosocial Consumer Behaviour*”, Cranfield University School of Management
- Helen Bruce, PhD, (completed 2013), “*Investigating Customer Value as it Arises from Customer Experience*”, Cranfield University School of Management
- Shelly Chapman, PhD Candidate, (2010 – to date), “*The Effects of Advergaming on Children’s Attitudes and Food Preferences*”, Cranfield University School of Management
- Karen Boehnke Peesker, DBA Candidate (2012 – to date), “*Sales Leadership Styles and Sales Performance*”, Cranfield University School of Management

BOOK CHAPTERS

- Dimitriu, Radu and Simon Knox (2012), “Delivering and Communicating the Value of the Sustainable Brand”, book chapter in *Cranfield on Sustainability*, Editors David Grayson and Nadine Exter, Greenleaf Publishing.

ARTICLES IN PRACTITIONER OUTLETS

- Dimitriu, Radu, Letitia Hristodorescu and Simon Knox (2013), “Marketing to Communities”, *AdMap* best practice article, April.
- Dimitriu, Radu (2012), “An Olympic Brand”, *Management Focus* (The Magazine of Cranfield University School of Management), Spring 2012.
- Dimitriu, Radu and Lynette Ryals (2011), “Launching a Brand”, *AdMap*, best practice article, November.

AWARDS AND RECOGNITION

- Nominated 3 years in a row (2012-2014) by students for the *Student-Led Teaching Awards*’ (SLTA) Best Lecturer at Cranfield University School of Management
- Participant in the 2009 *AMA-Sheth Foundation Doctoral Consortium* as representative of BI Norwegian School of Business, host institution Georgia State University, Atlanta, Georgia, 11-14 June 2009
- PhD stipend for doctoral studies at BI Norwegian School of Business, Sep 2005 – Aug 2009

TEACHING EXPERIENCE

My teaching focuses on the areas of brand management, consumer behaviour and psychology, marketing strategy and marketing communications. For illustrative purposes, see the online recording of a seminar I gave at Cranfield School of Management on “The Power of Brands”: <http://youtu.be/IEP6TLLzeps>

- 2010 – ongoing - MSc module in Managing Brands and Customers, Cranfield University School of Management (Module leader)
- 2013 – ongoing - MSc thesis in Marketing module, Cranfield University School of Management (Module leader)
- 2010 – ongoing – MSc in Strategic Marketing thesis supervisor, Cranfield University School of Management (6 students per academic year)
- 2011 – ongoing - MSc module in Marketing Strategy and Planning, Cranfield University School of Management (Co-lecturer)
- 2012 – ongoing - MSc module in Integrated Marketing Communications, Cranfield University School of Management (Co-lecturer)
- 2011 – ongoing - Introduction to Marketing, lecture given to Engineering and Applied Sciences MSc students, Cranfield University School of Management
- 2014 – executive education module in Customer Value taught to Lexis Nexis, Cranfield University School of Management

- 2012 – ongoing - Experimental Methods session for MSc in Strategic Marketing, Cranfield University School of Management
- 2012 – MSc course in Theories and Methods of Marketing Communication, University of Management and Economics (ISM), Kaunas, Lithuania (Module leader)
- 2006 – 2008 – Advanced MSc Course in Strategic Marketing Issues, BI Norwegian Business School, Oslo, Norway (Co-lecturer)

OTHER ACADEMIC SERVICE

Internal Service

- 2012 - ongoing – Co-author of annual report based on Marketing Leaders Survey run at Cranfield University School of Management (with Dr Stan Maklan)
 - o 2014 report available at: <http://www.som.cranfield.ac.uk/som/dinamic-content/news/documents/14934.pdf>
 - o 2013 report available at: http://www.som.cranfield.ac.uk/som/dinamic-content/media/MDSurvey2013_FinalReport.pdf
 - o 2012 report available at: <http://www.som.cranfield.ac.uk/som/dinamic-content/media/Katiusca%20Rincon/Marketing%20Directors%20Programme%20Report1.pdf>
- 2011 – ongoing – Interviewer of PhD, DBA and MSc candidates at Cranfield University School of Management
- 2012 - ongoing - Member of Cranfield University School of Management's Ethics Committee
- March 2013 – member of internal school panel looking at the future business model to be adopted by Cranfield University School of Management (data analysis and strategic recommendations)

External Service

- Competitive paper reviewer for the EMAC (European Marketing Academy Conference), ACR (Association for Consumer Research), SCP (Society for Consumer Psychology) and AMS (Academy of Marketing Service)
- Member of professional bodies:
 - o Member of EMAC (European Marketing Academy)
 - o Member of ACR (Association for Consumer Research)
- Member of the scientific committee of Brand Memo (<http://www.brandmemo.com/>)

INVITED TAKS

- University of Exeter, Exeter, UK – “*Extending Brand Extension Research – Ideas for Compelling and Managerially-Relevant New Research*”, November 2012.

- BI Norwegian School of Business, Oslo, Norway — “*The Psychology of Brands*”, presentation given to BI Alumni and Faculty, June 2012
- BI Norwegian School of Business, Oslo, Norway – “*Insights from Own Research*”, presentation given to the Department of Marketing, June 2012.
- Copenhagen Business School (CBS), Copenhagen, Denmark – “*My Research on Brand Extensions*”, presentation given to the Department of Marketing, December 2009.
- MarkUp Consulting, Oslo, Norway – “*Brand Extensions*”, presentation given to company’s body of consultants, November 2009.

MEDIA EXPOSURE

TV

- Interview for *BBC Look East* on the branding implications of Vauxhall’s sponsorship of the English football squad at the Football World Cup Brazil 2014 (12.05.2014)

Written and on-line press

- “UK marketers focused on outcomes but not the means to get there”, coverage of Cranfield Marketing Leaders’ Survey 2014 (co-authored with Stan Maklan) published in *Marketing Week*, Feb 2014. Available online at: <http://bit.ly/1cruKhv>
- “The Marketing Leadership Gap”, coverage of Cranfield Marketing Leaders’ Survey 2013 (co-authored with Stan Maklan) published in *Market Leader*, Quarter 3, 2013; further coverage in *Market Leader* editorial.
- “Marketers' priorities: customer experience up, influencing board down”, coverage of Cranfield Marketing Leaders’ Survey 2013 (co-authored with Stan Maklan) published in *Marketing Week*, Feb 2013. Available online at: <http://bit.ly/WhiVHX>
- “Media focus still dominates strategy”, coverage of Cranfield Marketing Leaders’ Survey 2012 (co-authored with Stan Maklan) published in *Market Leader*, Quarter 4, 2012.

LANGUAGES

- Romanian (mother tongue), English, Spanish, French, Norwegian, Portuguese