

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike, September 14, 15 and 22, 20017:

## Welcome to the Midterm Evaluations of Iryna Shekhovtsova

September 14, Campus Ringerike, room E215

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Program Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Program Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

### Program Midterm Evaluation of Iryna Shekhovtsova

Time	Program/Presentation
14:00	Welcome and short introduction <b>Marit Engeset</b> , Associate professor and Program Board member
14:10	<i>The effect of firm innovativeness and marketing communications on firm risk and firm value.</i> <b>Iryna Shekhovtsova</b> , PhD candidate
14:45	Discussant <b>Sundar Bharadwaj</b> , Professor at the Terry College of Business, University of Georgia
15:15	Break
15:30	Discussant <b>Kåre Sandvik</b> , Professor at USN
16:00	Q&A from the audience, chaired by <b>Marit Engeset</b>
16:15	Break and the audience leaves
16:25	The evaluation group discuss with candidate, supervisors and director of the program.

### About the PhD-Candidates and the Evaluation Groups:



**Iryna Shekhovtsova** is a PhD-student in the Marketing Management program at USN. Her research focuses on marketing accountability, marketing finance, and linking marketing activities with the financial performance of a firm. Her supervisor is professor Håvard Ness at USN and her co-supervisors are associate professors' Mayukh Dass, Texas tech and Sefan Worm, BI.

About her research:

“The effect of firm innovativeness and marketing communications on firm risk and firm value.” Shekhovtsova examines the effects of innovativeness inputs on firm risk and, consequently, on firm value. Following prior research on firm performance in stock market and the calls for the

development of marketing accountability, she proposes that the traditional financial measurements of firm success should be applied to the effects of research and development investments combined with marketing communications on the firm risk. Shekhovtsova investigates how these effects differ between systematic and idiosyncratic firm risks.



**Sundar Bharadwaj** is the *Coca Cola Chair Professor of Marketing* at the Terry College of Business, University of Georgia and Senior Research Scholar at the Indian School of Business. His research focuses on business problems relating to current and long-term returns and risks to marketing investments in brands, customers, innovation, and marketing strategy.

Professor Bharadwaj was listed among the 50 most productive researchers worldwide in the AMA journals for the decade 2007-2016 and in the top 4 marketing journals for the period 2008-2013 by the AMA DocSig. In 2017, his research on customer solutions received the Sheth Long-term impact award. He has received an Early Career Award from the Marketing Strategy Special

Interest Group of the American Marketing Association. Bharadwaj's work on cross-functional processes and manufacturing performance published in the *Information Systems Research* received the Runner-up award for Best Paper published in the journal. His research that introduces a relational process-oriented approach to customer solutions published in the *Journal of Marketing* was a finalist for the Maynard Award for theoretical contributions in 2007, and his research on the process of marketing strategy making published in the *Journal of Marketing* was awarded the Marketing Science Institute/Paul Root Award for contribution to the Practice of Marketing in 1999 by the American Marketing Association.



**Kåre Sandvik** is professor in marketing at USN. His research includes areas of market orientation, product innovations, interorganizational and relationships management, distribution and digital channels, scenarios, and marketing finance.

Sandvik has published in numerous journals, including the *International Journal of Research in Marketing*, *Journal of Business Research*, *Journal of Service Research*, *Journal of Tourism Futures*, *Journal of Travel Research*, *Cornell Hospitality Quarterly*, *International Journal of Advertising*, *Journal of Supply and Purchasing Management*, and more. He has won several best overall paper awards, including the 2003 Winter AMA. Sandvik was recently the director of a 24 MNOK grant research project, entitled "Developing Sources of Competitive Advantage in the Norwegian Travel Industry", a unique business performance research project that includes all of the largest companies in the industry. Sandvik has an extensive record of strategy and marketing consulting with leading Northern European companies, many of them within the travel sector.