

YLLKA AZEMI

Indiana University Northwest
School of Business and Economics
3400 Broadway, Gary, IN 46408
(219) 980-6878; yazemi@iu.edu

EDUCATION

Ph.D. in Marketing (and Digital Marketing), 2017
Cardiff Metropolitan University, UK

Master of Science in Marketing, 2012
University of Wales, UK

Bachelor of Science in Business Management and Public Policy, 2011
Rochester Institute of Technology, USA

CERTIFICATIONS

Blueprint for Success/ 'Online Course Development' Course, CISTL, Indiana University Northwest, 2018

CITI Program course/ Human Research and Social Behavioral Research, 2018

Applying the QM Rubric (APPQMR), Quality Matters, Indiana University, 2017

Faculty Innovative Teaching Seminars, Center for Innovation and Scholarship in Teaching and Learning (CISTL), Indiana University Northwest, 2017

Teaching Thematically Workshop, Union County College, NJ, 2017

AWARDS

Nominee for the Founders Day Award, Indiana University Northwest (Teaching Award), 2019

Named in 'Please identify faculty or staff who had a positive impact on your personal and/or academic development' survey, Academic Affairs, Indiana University Northwest (Teaching Recognition), 2018

Nominee for the 2018 SERVSIG Best Dissertation Award (Research Award), 2018

ACADEMIC APPOINTMENTS

2018-present **Indiana University Northwest**

Assistant Professor of Marketing

2017-2018 Visiting Assistant Professor of Marketing

2016-2017 **Rinvest College, Kosovo**

Visiting Lecturer of Marketing

2012-2015 **College of International Management "Globus", Kosovo**

Assistant Professor of Management, Strategic Management, Leadership, Human Resources Management, and Organizational Behavior

SCHOLARLY AND PROFESSIONAL CONTRIBUTIONS 2014-2019

PUBLICATIONS AND PAPERS

Journal Articles

Azemi, Y., Ozuem, W., Howell, K. E. and Lancaster, G. (2019) An exploration into the practice of online service failure and recovery strategies in the Balkans. *Journal of Business Research*, 94, 420-431.

Azemi, Y., Ozuem, W. and Lancaster, G. (in press) Service failure and recovery strategies in the Balkans: An exploratory study. *Qualitative Market Research: An International Journal*, 22(3), 472-496.

Azemi, Y. Ozuem, W. and Howell, K. E. (under review in *Psychology & Marketing*). The effects of dissatisfied customers on online negative word-of-mouth: an aggression-frustration perspective.

Book

Ozuem, W., Patten, E. and Azemi, Y. (forthcoming) *Harnessing Omni-Channel Marketing Strategies for Fashion and Luxury brands*. Irvine, CA: BrownWalker Press.

Ozuem, W. and Azemi, Y. (2018). *Digital Marketing Strategies for Fashion and Luxury Brands*. Hershey, PA: IGI Global.

Book Chapters

Azemi, Y. and Ozuem, W. (2019). Online service failure: Understanding the building blocks of effective recovery strategy. In Ozuem, W. and Bowen, G. (Eds.) *Leveraging Computer Mediated Marketing Environments* (249-250). Hershey, PA: IGI Global.

Ozuem, W. and Azemi, Y. (2018). Online service failure and recovery strategies in luxury brands: A view from justice theory. In Ozuem, W. and Azemi, Y. (Eds.), *Digital Marketing Strategies for Fashion and Luxury Brands*. Hershey, PA: IGI Global.

Ozuem, W., Pinho, C. A. and Azemi, Y. (2016). User-generated content and perceived customer value. In Ozuem, W. and Bowen, G. (Eds.), *Competitive social media marketing strategies* (50-63). Hershey, PA: IGI Global.

Azemi, Y. and Ozuem, W. (2016). Online service failure and recovery strategy: The mediating role of social media. In Ozuem, W. and Bowen, G. (Eds.), *Competitive social media marketing strategies* (112-136). Hershey, PA: IGI Global.

PRESENTATIONS

Academic Conferences

Azemi, Y. and Ozuem, W. (Aug. 10, 2019). 'The Effects of Severity of Negative Word of Mouth (nWOM): An Aggression-Frustration Perspective', AMA, 2019 Summer American Marketing Association Conference, Illinois.

Azemi, Y. and Hobson, A. (Jan. 3, 2019). 'Marketing nonprofit volunteer opportunities to persons with disabilities: A conceptual model', The International Academy of Business and Public Administration Policies, Florida.

Azemi, Y., Griffin, A., Hobson, C. J., Madigan, R. and Lusk, D. (Jan. 3, 2019). 'An assessment of bias against people with disabilities in the volunteer process: A national study in the United States', The International Academy of Business and Public Administration Policies, Florida.

Azemi, Y. and Ozuem, W. (July, 2018). 'Exploring the relationship between social media and consumer engagement', Global Business and Technology Association, Thailand.

Azemi, Y. and Ozuem, W. (Oct. 13, 2017). 'Online service failure and recovery strategies: A justice theory perspective', Indiana Academy of Social Sciences 2017 Annual Meeting, Indiana.

Azemi, Y. and Ozuem, W. (2016). Service failure and recovery strategies: the mediating effects of social media, In N. J. Delener et al (eds.), *Exceeding the vision: Innovate, integrate and motivate*, GBATA, Dubai, pp. 35-39 (ISBN: 1-932917-12-8).

Azemi, Y. and Ozuem, W. (2015), Towards an intersectional understanding of online service failure and recovery strategies, in N. J. Delener et al (eds.), *Exploring the possibilities for sustainable future growth in business and technology management*, GBATA, Peniche/Lisbon, pp. 36-42.

Professional Workshops and Seminars

Small Business Academy, School of Business and Economics, Indiana University Northwest (trainer of marketing strategy), March 18 – April 10 2019

University of West London, London, UK (digital marketing & research methodology to postgraduate students), February 2017

London College of Contemporary Arts, London, UK (digital marketing and research methodology to postgraduate students), November 2015-June 2016

CAPA Education, London, UK (digital global marketing to postgraduate students), April 2016

Regent's University London, London, UK (digital marketing to undergraduate and postgraduate students), December 2015-February 2016

University of Lincoln, UK (digital marketing to undergraduate students), October 2015

Presentations

- Customer Perception of E-commerce Failure Recovery, School of Business and Economics, Indiana University Northwest (with Kini, R.), 2018

- Developing a New Construct for Online Service Failure and Recovery Strategies in the Kosovan Banking Sector, Rochester Institute of Technology Kosovo, Kosovo, 2018

Moderator

- Session 21, 14th Annual Student Research Conference, COAS, IU Northwest, 2018

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GRANTS

Summer Faculty Fellowship for Research (Indiana University Northwest), 2019

Blueprint for Success (CISTL), MBA Online Course development, (Indiana University Northwest) 2018

EDITORIAL RESPONSIBILITIES

2016-2017 Editorial reviewer

- Digital Marketing Strategies for Fashion and Luxury Brands (2018), IGI Global, USA

2016 Ad-hoc reviewer

- Key Challenges and Opportunities in Web Entrepreneurship (2017), IGI Global, USA

- Competitive Social Media Marketing Strategies (2016), IGI Global, USA

SERVICE AND COMMUNITY ENGAGEMENT

Fall 2018 – present MBA Task Force, School of Business and Economics, Indiana University Northwest

Fall 2018 – present Student Success Learning Committee, School of Business and Economics, Indiana University Northwest

Fall 2018 – 2019 Engagement Committee, School of Business and Economics, Indiana University Northwest

Fall 2018 – present Faculty Development Committee, Indiana University Northwest

Fall 2018 – 2019 Service Learning Committee, Indiana University Northwest

2016 PhD researcher representative to Quality Assurance Agency for Higher Education, London School of Commerce, England

2014-2015 Lead professor assistant representative, Academic Scientific Council of Globus College, Kosovo.

INDUSTRY EXPERIENCE

2012-2015 **Institute of Economic Research “Globus”, Kosovo**

Trainer of Marketing

2012 **Business Support Centre Kosovo, Kosovo**

Business Advisor of Business Plan and Marketing Plan

Trainer of Marketing

Research Assistant

2012 **Craft Communications Marketing Agency, Kosovo**

Operations Manager

MEDIA COVERAGE

February 28, 2019 IU Northwest business students help local business thrive, IU Northwest News.

Link: <https://www.iun.edu/news/2019/marketing-strategies-course.htm>

January 2019 *Student Startup!* Business Connections Magazine, School of Business and Economics, Indiana University Northwest

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August 29, 2018 *Truly Teas: Three IU Northwest graduates' tea business is the school's first exclusively online business launched directly from a class project*, Inside IU, <https://news.iu.edu/newsletters/inside-iu/2018/08-29.html>

August 24, 2018 *IUN students launch online tea company they came up with in class*, Northwest Indiana Times. Link: https://www.nwitimes.com/business/lake-newsletter/iun-students-launch-online-tea-company-they-came-up-with/article_1aaada3f-9b42-5f62-ae66-5297f16f8376.html

August 22, 2018 *Class project becomes online business for Indiana University Northwest graduates*, Northwest Indiana Business Magazine. Link: <http://nwindianabusiness.com/community/business-news-bits/class-project-becomes-online-business-for-indiana-university-northwest-graduates/>

August 20, 2018 *IU Northwest students turn class project into business venture*, Northwest Indiana Life. Link: <https://www.nwindianalife.com/community/education/70677-iu-northwest-students-turn-class-project-into-business-venture>

August 20, 2018 *IU Northwest students turn class project into business venture*, IU Northwest News. Link: <https://www.iun.edu/news/2018/truly-teas.htm>

August 16, 2018 *IU Northwest students turn class project into business venture*, Post- Tribune. Link: <https://www.chicagotribune.com/suburbs/post-tribune/opinion/ct-ptb-iun-column-st-0817-story.html>