

Veronika Ilyuk-Morace

Assistant Professor of Marketing and International Business at Hofstra University

Hempstead, NY, US

Veronika Ilyuk-Morace is a consumer researcher specializing in health and well-being.

Biography

Dr. Ilyuk is an Assistant Professor of Marketing and International Business at Hofstra University. She holds her Ph.D., M.B.A., M.Phil., and B.B.A. (graduating as Valedictorian) from Baruch College, City University of New York. She has taught Marketing courses at both the Undergraduate and Graduate levels. Dr. Ilyuk's research largely explores the effects of contextual-, marketing-, and consumer-related factors (e.g., lay theories) on product inferences and judgments in the health domain—pertaining to product efficacy and food consumption. Her work has appeared in top marketing journals.

Industry Expertise

Research, Education/Learning

Areas of Expertise

Consumer Judgments of Health Products, Consumer Behavior, Food Decision-making, Marketing Research and Analytics

Education

City University of New York

Ph.D. Business (Marketing)

City University of New York

M.B.A.

City University of New York

M.Phil. Business (Marketing Concentration)

City University of New York

B.B.A. International Marketing

[Please click here to view the full profile.](#)

This profile was created by [Expertfile](#).