

Last updated May 2026

Name: Professor Natalina Zlatevska

Current position and date appointed: Head of Marketing Discipline Group, Marketing Discipline Group 2024

Previous positions (in reverse chronological order):

Position	Level	Date from – to	Employer	FTE
Professor	E	2025-present	UTS	1.0
Associate Professor	D	2019 – 2025	UTS	1.0
Senior Lecturer	C	2016-2019	UTS	1.0
Assistant Professor	A	2011-2016	Bond University	1.0
Assistant Professor	B	2008-2011	Bond University	1.0

Education and qualifications:

Qualification	Institution / Organisation	Date of Award
Ph.D. in Marketing	The University of Sydney	2008
B.Com.(Hons)	The University of Sydney	2004

Awards and prizes (external then internal, in reverse chronological order):

Award	Institution / Organisation	Date of Award
External to UTS		
Davidson Award, Best Paper Published in the Journal of Retailing, Runner Up	The Journal of Retailing	2019
Bond Student Association Award for Teaching Excellence	Bond University	2015
Bond University Vice Chancellor Early Career Researcher Award	Bond University	2010
Internal to UTS		
UTS Teaching and Learning Citation	University of Technology Sydney	2026
UTS Business School Top Teacher Award	University of Technology Sydney	2023
UTS Business School Top Teacher Award	University of Technology Sydney	2022
UTS Business School Research Award Excellence in Quality and Impact	University of Technology Sydney	2017

Editorial Roles		
Special Issue Editor in Appetite	2023-2025	ABDC A ranked journal
Special Issue Editor in Journal of Business Research	2014-2016	ABDC A ranked journal
Associate Editor in Australian Journal of Management	2021-2024	ABDC A ranked journal

TEACHING AND LEARNING EXPERIENCE (UTS)

	Subject	Dates	Roles	<i>Overall, I am satisfied with how this staff member facilitated my learning /5</i>	<i>Overall, I am satisfied with the quality of this subject /5</i>
PhD	Met-Analysis Methods Readings in Marketing	2025	Subject Co-Ordinator, Lecturer, Curriculum Development	-	-
EMBA	Delivering Customer Value (UTS)	2022	Subject Co-Ordinator, Lecturer, Curriculum Development	4.63	4.38
EMBA	Strategic Marketing (UTS)	2020	Subject Co-Ordinator, Lecturer, Curriculum Development	4.83	4.67
Postgraduate	Digital Marketing Capstone (UTS)	2023; 2022	Subject Co-Ordinator, Lecturer, Curriculum Development	4.86; 4.75	4.71; 4.00
Postgraduate	Marketing Capstone, Business Project (UTS)	2022; 2021; 2020; 2018; 2017; 2016	Subject Co-Ordinator, Lecturer, Curriculum Development	4.71; 4.82; 4.50; 4.55; 4.63; 4.45; 4.25; 4.25; 4.22; 4.47; 4.57; 4.50; 4.00; 4.67; 4.20; 4.00; 3.75	4.20; 4.91; 4.29; 4.15; 4.63; 4.33; 4.36; 4.22; 4.25; 4.40; 4.67; 4.25; 4.08; 3.73; 4.33; 4.00; 3.85
Postgraduate	Buyer Behaviour (UTS)	2018; 2017; 2016	Lecturer	4.82; 4.50; 4.00; 4.27	4.20; 4.40; 3.87; 4.00
Postgraduate	Brand Management (UTS)	2024	Subject Co-Ordinator	4.67	4.45

TEACHING INDUSTRY COLLABORATIONS

Vodafone; Penguin Random House; MountainView Creative; Sanofi Pasteur Pharmaceuticals; Twitch; Sandhurst; Nestle; Healthy Kids Australia; OFX; Mood Tea


RESEARCH AND INNOVATION EXPERIENCE






H-index 16




Total citations 1458

FWCI (Field Weighted Citation Impact) 1.95 (output is cited 95% more times than the expected field average)

3 publications in the top 10% of most cited publications worldwide

Publications and Impact	Journal Ranking							
Journal articles	Altmetric Attention Score > 20	Scimago Journal and Country Rank	Financial Times top 50 journals	Australian Business Deans Council	Premier Journal in Field	Journal Impact Factor	Gov. Policy Document Citations	Field Citation Ratio Very High >5
Near, Far, Wherever You Are: Understanding Distance Effects in Prosocial Cause Appeals. AE Smith, N Zlatevska, <i>Journal of Public Policy & Marketing</i> 45 (2)	34	Q1		A		5.10		
Payment and Pleasure: Monetary and Social Ties in Shared Consumption Experiences AE Smith, B Barton, N Zlatevska, <i>Psychology & Marketing</i> 42 (11), 2807-2819	84	Q1		A		5.50		
The effects of climate change on food intake, appetite and dietary choices: From current challenges to future practices, I Cheah, AS Shimul, M Rahman, N Zlatevska <i>Appetite</i> , 108328		Q1		A		4.60		
Belli, A., Carrillat, F., Zlatevska, N., & Cowley, E. (2024). How Does Time Pressure Influence Risk Preferences? Answers from a Meta-Analysis. <i>Journal of Consumer Research</i> . doi: 10.1093/jcr/ucad053		Q1	Yes	A*	Yes	8.61		
Zlatevska, N., Barton, B., Dubelaar, C., & Hohberger, J. (2024). Navigating through nutrition labeling effects: A second order meta-analysis. <i>Journal of Public Policy and Marketing</i> , 43(1), 76-94. doi: 10.1177/07439156231158115		Q1		A		5.10		
Smith, A., Zlatevska, N., Chowdhury, R., & Belli, A. (2023). A Meta-Analytical Assessment of the Effect of Deontological Evaluations and Teleological Evaluations on Ethical Judgments/Intentions. <i>Journal of Business Ethics</i> , 188, 553-588. doi: 10.1007/s10551-022-05311-x		Q1	Yes	A		5.90		
Barton, B., Zlatevska, N., & Oppewal, H. (2022). Scarcity Tactics in Marketing: A Meta-Analysis of Product Scarcity Effects on Consumer Purchase Intentions. <i>Journal of Retailing</i> , 98(4), 741-758. doi: 10.1016/j.jretai.2022.06.003		Q1		A*		8.00		28

Publications and Impact	Journal Ranking							
	Journal articles	Altmetric Attention Score > 20	Scimago Journal and Country Rank	Financial Times top 50 journals	Australian Business Deans Council	Premier Journal in Field	Journal Impact Factor	Gov. Policy Document Citations
Belli, A., Carrillat, F., Zlatevska, N., & Cowley, E. (2022). The Wellbeing Implications of Maximizing: A Conceptual Framework and Meta-Analysis. <i>Journal of Consumer Psychology</i> , 32(4), 573-596. doi: 10.1002/jcpy.1283		Q1	Yes	A*	Yes	4.00		7.21
Holden, S. S., Zlatevska, N., Parkinson, J., Cadario, R., Dubelaar, C., Lei, J., . . . Werle, C. (2021). Unpalatable food for thought: let marketing research guide effective public obesity interventions. <i>Obesity Reviews</i> , 22(2). doi: 10.1111/obr.13141		Q1				8.00		
Zlatevska, N., Chowdhury, R. M. M. I., Tam, W., & Holden, S. (2019). Facts-up-front: should food companies follow the FDA or industry label format? The effects of combining virtue and vice information on consumer evaluations. <i>Marketing Letters</i> , 30(3), 321-334. doi: 10.1007/s11002-019-09504-9		Q1		A		2.50	2	
Vandenbroele, J., Van Kerckhove, A., & Zlatevska, N. (2021). Portion size effects vary: The size of food units is a bigger problem than the number. <i>Appetite</i> , 140, 27-40. doi: 10.1016/j.appet.2019.04.025		Q1		A		4.60		
Chan, E. Y., & Zlatevska, N. (2019). Is Meat Sexy? Meat Preference as a Function of the Sexual Motivation System. <i>Food Quality and Preference</i> , 74, 78-87. doi: 10.1016/j.foodqual.2019.01.008		Q1		A		6.35		6.68
Werle, C., Dubelaar, C., Zlatevska, N., & Holden, S. (2019). Might bigger portions of healthier snack food help?. <i>Food Quality and Preference</i> , 71(January), 181-184. doi: 10.1016/j.foodqual.2018.06.014		Q1		A		6.35		
Chan, E., & Zlatevska, N. (2019). Jerkies, tacos, and burgers: Subjective socioeconomic status and meat preference. <i>Appetite</i> , 132, 257-266. doi: 10.1016/j.appet.2018.08.027		Q1		A		4.60	3	9.12
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i> , 94(1), 89-101. doi: 10.1016/j.jretai.2017.09.007		Q1		A*		8.00	10	14

Publications and Impact	Journal Ranking							
Journal articles	Altmetric Attention Score > 20	Scimago Journal and Country Rank	Financial Times top 50 journals	Australian Business Deans Council	Premier Journal in Field	Journal Impact Factor	Gov. Policy Document Citations	Field Citation Ratio Very High >5
<i>Davidson Award, Best Paper Published in the Journal of Retailing, Runner Up</i>								
Askegaard, S., Dubelaar, C., Zlatevska, N., & Holden, S. S. (2017). Food portions and marketing: Editorial. <i>Journal of Business Research</i> , 75, 172-175. doi: 10.1016/j.jbusres.2016.11.014		Q1		A		10.50		
Zlatevska, N., & Spence. (2016). Parsing Out the Effects of Personal Consumption Norms and Industry Influences on Food Consumption Volume. <i>European Journal of Marketing</i> , 50(3-4), 377-396. doi: 10.1108/EJM-09-2014-0574		Q1		A*		3.70		
Holden, S., Zlatevska, N., & Dubelaar, C. (2016). Whether Smaller Plates Reduce Consumption Depends on Who's Serving and Who's Looking: A Meta-Analysis. <i>The Journal of the Association of Consumer Research</i> , 1(1), 134-146. Retrieved from http://www.journals.uchicago.edu/journals/jacr/about		Q1		B		2.12		14
Holden, S. S., & Zlatevska, N. (2015). The partitioning paradox: The big bite around small packages. <i>International Journal of Research in Marketing</i> , 32(2). doi: 10.1016/j.ijresmar.2015.03.002		Q1		A*		5.90		6.19
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303		Q1	Yes	A*	Yes	11.50	8	80
Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N., Staiger, P. K., . . . Kyrios, M. (2013). Problem gambling among international and domestic university students in Australia: who is at risk?. <i>Journal of gambling studies</i> , 29(2), 217-230. doi: 10.1007/s10899-012-9309-x		Q1		A		2.40	5	

Publications and Impact	Journal Ranking							
Journal articles	Altmetric Attention Score > 20	Scimago Journal and Country Rank	Financial Times top 50 journals	Australian Business Deans Council	Premier Journal in Field	Journal Impact Factor	Gov. Policy Document Citations	Field Citation Ratio Very High >5
Zlatevska, N., & Spence, M. T. (2012). Do Violent Social Cause Advertisements Promote Social Change? An Examination of Implicit Associations. <i>Psychology and Marketing</i> , 29(5), 322-333. doi: 10.1002/mar.20524		Q1		A		5.50		
Areni, C. S., Burger, M., & Zlatevska, N. (2011). Factors affecting the extent of Monday blues: evidence from a meta-analysis.. <i>Psychological reports</i> , 109(3), 723-733. doi: 10.2466/13.20.pr0.109.6.723-733		Q2				1.70		
Zlatevska, N. (2011). The Past Present and Future of Luxury Brands. <i>Journal of Product and Brand Management</i> , 20(5), 429-430.		Q1		A		5.24		

Further Publications

Chapters

Zlatevska, N. (2014). Supermarket Milk Pricing. In G. Elliott, S. Rundle-Thiele, & D. Waller (Eds.), *Marketing* (3 ed., pp. 301-302).

Conference Proceedings

Zainuddin, N. et al (2026). Disruption and Consumer Resilience in a Complex Adaptive Market System. In *AMA Marketing Conference*. Madrid, Spain: American Marketing Association.

Smith, A., & Zlatevska, N. (2023). Understanding the Effectiveness of Distant Appeals: A Meta-Analysis. In *AMA Marketing and Public Policy Conference*. Arlington, VA, USA: American Marketing Association.

Zlatevska, N., Vandenbroele, J., Van Kerckhove, A., & Holden, S. (2017). On Consuming Too Many or Too Much Food(s): The Numerosity Heuristic Explains Food Partitioning Effects. In *The La Londe Conference* (pp. 22).

Zlatevska, N., Vandenbroele, J., Van Kerckhove, A., & Holden, S. (2017). On Consuming Too Many or Too Much Food: The Numerosity Heuristic Explains Food Partitioning Effects. In *European Marketing Academy Conference*.

Zlatevska, N. (2017). The Impact of Own and Other's Food Choices: Understanding the Effects of Portion Size and Food Type. Society for Consumer Psychology: APA Annual Convention.

Burke, P. F., Zlatevska, N., & Wei, X. (2016). How Health Claims in Food Choices Are Evaluated: What Consumers Nominate as Essential versus Intended Behaviour. In *Australian and New Zealand Marketing Academy Conference Proceedings* (pp. 839). Christchurch, New Zealand.

Zlatevska, N., & Holden, S. (2016). Nudging the Weight off. Small Portions Big Effects. In *Theory and Practice in Marketing Conference*,. Texas.

Zlatevska, N. (2015). Is Failing to Plan Always Planning to Fail? When Planning Facilitates Failure. In E. Wen Wan, & M. Zhang (Eds.), *Asia-Pacific Advances in Consumer Research* Vol. 11 (pp. 308-312). Duluth, MN: Association for Consumer Research. Retrieved from http://www.acrwebsite.org/volumes/ap11/apacr_vol11_1018709.pdf

Tan, M., Dubelaar, C., & Zlatevska, N. (2015). The Effects of Social Setting and Portion Size on Food Consumption Amount. In E. Wen Wan, & W. Zhang (Eds.), *Asia-Pacific Advances in Consumer Research* Vol. 11 (pp. 264-265). Duluth, MN: Association for Consumer Research.

Holden, S., & Zlatevska, N. (2015). Can container size help reduce obesity? A meta analysis of the effect of container size on consumption. In *European Marketing Academy Conference*.

Holden, S., & Zlatevska, N. (2014). Small Size, Big Bite: Reassessing the Partitioning Paradox. In *Australian New Zealand Marketing Academy Conference Proceedings* (pp. 1455).

Zlatevska, N., & Cowley, E. (2014). Failing to Not Think About Failing: Why Thought Suppression Depletes Regulatory Resources. In *Society for Personality and Social Psychology*.

Zlatevska, N. (2014). Is failing to plan always planning to fail? When planning facilitates failure?. In *Australian New Zealand Marketing Academy Conference Proceedings* (pp. 1469).

Zlatevska, N., Tan, M., & Dubelaar, C. (2014). The Effects of Social Setting and Portion Size on Food Consumption Amount. In *Australian New Zealand Marketing Academy Conference Proceedings* (pp. 1469).

Zlatevska, N., Dubelaar, C., & Holden, S. (2013). The Ambiguity of 'Size' and its Effect on Consumption. In *Society for Consumer Psychology Conference*. Honolulu, Hawaii. Retrieved from <https://www.myscp.org/pdf/SCP%20Summer%202013%20Conference%20Program%20FINAL.pdf>

Zlatevska, N., & Cowley, E. (2012). To Think or Not To Think: The Pros and Cons of Thought Suppression. In *Proceedings of the Annual Conference of Association for Consumer Research*. Vol. 40. Retrieved from <http://www.acrwebsite.org/web/conferences/proceedings.aspx>

- Zlatevska, N., Dubelaar, C., & Holden, S. (2012). Sizing up the size effect: A meta-analysis of unit size and its influence on consumption volume. In Z. Gurhan-Canli, C. Otnes, & J. Rui (Eds.), *Advances in Consumer Research* Vol. 40. Duluth: MN: Association for Consumer Research.
- Kale, S., & Zlatevska, N. (2012). Understanding Teenage Poker Gambling: Policy and Consumer Behavior Implications. In *American Marketing Association*.
- Zlatevska, N., & Cowley, E. (2012). Failing to Not Think About Failing: The Effects of Thought Suppression on Consumption. In *Society for Consumer Psychology (Summer)*.
- Spence, M., Som, A., & Zlatevska, N. (2012). How Shades of Failure and Mental Simulation Affect the Likelihood of Subsequent Actions. In *AP - Asia-Pacific Advances in Consumer Research* Vol. 10 (pp. 228-236). Duluth MN: Association for Consumer Research. Retrieved from http://www.acrwebsite.org/volumes/ap10/apacr_vol10_1011168.pdf
- Zlatevska, N., Dubelaar, C., & Holden, S. (2012). Sizing up the size effect: A meta analysis of unit size and its influence on consumption volume. In *AMA Marketing & Public Policy Conference*.
- Zlatevska, N., & Spence, M. (2012). Personal consumption norms and their influence on consumption volume. In *AMA Marketing & Public Policy Conference*.
- Zlatevska, N., & Holden, S. (2012). Small size, big bite: A reassessment and reversal of the dieter's paradox. In *AMA Marketing & Public Policy Conference*.
- Zlatevska, N. (2011). Teenage Poker Players: An Analysis Of Impulsivity, Gambling-Related Cognitions, and Comorbidity. In Z. Yi, J. Xiao, J. Cotte, & L. Price (Eds.), *AP - Asia-Pacific Advances in Consumer Research* Vol. 9 (pp. 278-279). Duluth: MN: Association for Consumer Research.
- Zlatevska, N., & Jones, M. Y. (2010). Sizing Up Package Size Effects. In *Advances in Consumer Research, Vol 37* Vol. 37 (pp. 649-650). Retrieved from <http://gateway.webofknowledge.com/>
- Zlatevska, N., & Jones, M. (2009). Shedding Common Misperceptions about Successful Dieting: Communicating the Right Messages about Food. In *Society of Consumer Psychology (Summer)*.
- Zlatevska, N., & Cowley, E. (2007). Regenerating Self Regulatory Resources: Identifying Individual Differences. In *European Marketing Academy Conference*.
- Ioannou, C., Yip, J., & Zlatevska, N. (2005). The Art of Breaking Up. In M. Campbell, J. Inman, & R. Pieters (Eds.), *European Advances in Consumer Research* Vol. 37 (pp. 416-417). Duluth, MN: Association for Consumer Research.

Reports or Government Submission

- Thomas, A., Moore, S., Kale, S., Zlatevska, N., Spence, M., Staiger, P., & Graffam, J. (2011). *International Student Gambling: A Mixed-methods Investigation of International Student Gambling: the Role of Acculturation, Gambling Cognitions and Social Circumstances*. Victorian Government - Department of Justice.

AWARDED RESEARCH FUNDING

Fund Year	CI, Collaborators	Project Title	Funding Source	Amount
2024	Watson, Bradfield, Rehn, Kendig, Camilleri, Zlatevska	Dietary effects on explicit brand preference, cognition and behavioural control	Graduate School of Health Seed Funding	\$10,000.00
2024	Smith, Belli, Zlatevska	The Effectiveness of Quantity Requests for Distant Causes	UTS Business School Behavioural Lab Grant	\$2,500.00

2024	Smith, Barton, Zlatevska	Payment Dynamics and Pleasure: Monetary and Social Interactions in Shared Consumption Experiences	UTS Business School Behavioural Lab Grant	\$2,500.00
2023	Smith, Zlatevska, Melnyk	Punchlines and Principles: Investigating the Laughter-Led Ethical Consumer Behavior	UTS Business School Behavioural Lab Grant	\$2,500.00
2023	Zlatevska, Baddeley, Tulsiani	Nudging kids towards healthier food choices: the use of a primary school based nutritional intervention program	Social Impact Grant	\$5,000.00
2023	Noguti, Zlatevska, Smith	General vs. Specific Technology Claims for Consumer-Packaged Goods	UTS Marketing DG Seed Fund Grant	\$5,000.00
2022	Noguti, Smith, Zlatevska	General vs. Specific Technology Claims for Consumer-Packaged Goods	UTS Business School Behavioural Lab Grant	\$2,500.00
2022	Smith, Zlatevska, Chowdhury	Proximity Dimensions for Workplace Transgressions	UTS Business School Behavioural Lab Grant	\$1,075.00
2022	Zlatevska	UTS Research Equity Initiative	Social Justice and Inclusion Grant	\$15,000.00
2021	Zlatevska	The experiential advantage: A review	UTS Business School Behavioural Lab Grant	\$2,500.00
2018	Tam, Zlatevska	Insurance Industry Literature Review Project	Edge Agency	\$10,000.00
2017	Zlatevska	Environment Nudges for Reducing Obesity: Portions, Social Influence and Healthy Food	UTS Business Research Grant	\$6,394.00
2017	Zlatevska	Still Thinking About it: Liking Clarified or a Cognitive Side Effect	Behavioural Lab Grant	\$5,000.00
2017	Saluja, Zlatevska	Falling in Debt: How Feelings of Social Indebtedness Can Lead to Irrational Social Choices	UTS Business School Behavioural Lab Grant	\$2,000.00
2010-12	Kale, Spence, Zlatevska	International Student Gambling: the Role of Acculturation, Gambling Cognitions and Social Circumstances	Victorian Department of Justice, Office of Gaming	\$50,000.00
2010	Zlatevska	Zlatevska, Assessing the factors which encourage dieters to overeat	Bond University Vice Chancellor, Early Career Researcher Award	\$10,397.00

PhD SUPERVISION

Student	University of Technology Sydney	Role	Dates	Placement post PhD	Thesis Publication Outcome
Guanxu Zhuang	University of Technology Sydney	Co-Chair	2024-now		
Nathan Moore	University of Technology Sydney	Co-Chair	2024-now		
Aimee Smith	University of Technology Sydney	Chair	2021-2024	University of Queensland	2 ABDC A, FT50 published
Belinda Barton	University of Technology Sydney	Chair	2017-2020	Bond University	1 ABDC A* published

Alex Belli	University of Technology Sydney	Co-Chair	2015-2019	University of Melbourne	2 ABDC A* FT50 published
Marcus Tan	Bond University	Committee	2013-2017	Senior Business Analyst	

ADOPTION OF RESEARCH OUTCOMES TO INFLUENCE POLICY AND/OR PRACTICE

Research Cited	Title	Source title	Source country	Source type	Date	Policy authors
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	10 Practical Areas for BeSci to Improve Productivity in Health	GOV.IE	Ireland	government	8/7/2024	Department of Health
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	Calculation of impact of National Prevention Agreement: partial agreement on obesity Will the ambitions for 2040 be achieved?	Staten-Generaal	Netherlands	government	11/1/2024	
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	Childhood overweight and obesity—the impact of the home environment	Australian Institute of Health and Welfare	Australia	government	25/2/2021	
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	Childhood overweight and obesity: the impact of the home environment	Analysis & Policy Observatory	Australia	other	25/2/2021	Australian Institute of Health and Welfare

140-154. doi: 10.1509/jm.12.0303						
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	Portion size of processed foods: evolution and impacts on food intake and body weight	Institut national de santé publique du Québec	Canada	government	4/12/2019	
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	The Heavy Burden of Obesity	OECD	IGO	igo	10/10/2019	
Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N., Staiger, P. K., . . . Kyrios, M. (2013). Problem gambling among international and domestic university students in Australia: who is at risk?. <i>Journal of gambling studies</i> , 29(2), 217-230. doi: 10.1007/s10899-012-9309-x	Weighing up the odds: young men, sports and betting	Analyses & Policy Observatory	Australia	other	27/7/2018	Victorian Responsible Gambling Foundation
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic	Bite size - Inner-city childhood obesity	Impact on Urban Health	UK	think tank	26/2/2018	

review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303						
Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N., Staiger, P. K., . . . Kyrios, M. (2013). Problem gambling among international and domestic university students in Australia: who is at risk?. <i>Journal of gambling studies</i> , 29(2), 217-230. doi: 10.1007/s10899-012-9309-x	Centre for Rural Health, University of Tasmania	State of Tasmania	Australia	government	8/1/2018	Department of the Premier and Cabinet
Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N., Staiger, P. K., . . . Kyrios, M. (2013). Problem gambling among international and domestic university students in Australia: who is at risk?. <i>Journal of gambling studies</i> , 29(2), 217-230. doi: 10.1007/s10899-012-9309-x	Gambling in culturally and linguistically diverse communities in Australia	Analysis & Policy Observatory	Australia	other	14/10/2016	Australian Gambling Research Centre
Zlatevska, N., Dubelaar, C., & Holden, S. S. (2014). Sizing up the effect of portion size on consumption: A meta-analytic review. <i>Journal of Marketing</i> , 78(3), 140-154. doi: 10.1509/jm.12.0303	Portion, package or tableware size for changing selection and consumption of food, alcohol and tobacco	Guidelines in PubMed Central	USA	other	14/9/2015	The Cochrane Database of Systematic Reviews
Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N.,	Strategy to Prevent and Minimise Gambling Harm 2016/17 to 2018/19:	New Zealand Ministry	New Zealand	government	29/7/2015	

Staiger, P. K., . . . Kyrios, M. (2013). Problem gambling among international and domestic university students in Australia: who is at risk?. <i>Journal of gambling studies</i> , 29(2), 217-230. doi: 10.1007/s10899-012-9309-x	Consultation document	of Health				
Moore, S. M., Thomas, A. C., Kalé, S., Spence, M., Zlatevska, N., Staiger, P. K., . . . Kyrios, M. (2013). Problem gambling among international and domestic university students in Australia: who is at risk?. <i>Journal of gambling studies</i> , 29(2), 217-230. doi: 10.1007/s10899-012-9309-x	Sports betting research	State of Tasmani a	Australi a	govern ment	29/7/20 14	Departm ent of the Premier and Cabinet
Chan, E., & Zlatevska, N. (2019). Jerkies, tacos, and burgers: Subjective socioeconomic status and meat preference. <i>Appetite</i> , 132, 257- 266. doi: 10.1016/j.appet.2018.08.027	Development of political approaches to support more plant- based diets	Umwelt Bundesa mt	German y	govern ment	9/10/20 23	
Chan, E., & Zlatevska, N. (2019). Jerkies, tacos, and burgers: Subjective socioeconomic status and meat preference. <i>Appetite</i> , 132, 257- 266. doi: 10.1016/j.appet.2018.08.027	Development of political approaches to support more plant- based diets	Ecologi c Institute	German y	think tank	31/8/20 23	
Zlatevska, N., Neumann, N., &	Is the effect of menu energy labelling on	ESRI	Ireland	think tank	5/1/202 3	

Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i> , 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	consumer behaviour equitable? A pooled analysis of twelve randomized control experiments					
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i> , 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Literature review on means of food information provision other than packaging labels.	Publications Office of the European Union	EU	government	9/9/2022	Joint Research Centre (European Commission)
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i> , 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Front-of-pack nutrition labelling schemes : an update of the evidence : addendum to the JRC Science for Policy report “Front-of-pack nutrition labelling schemes: a comprehensive review”, published in 2020.	Publications Office of the European Union	EU	government	9/9/2022	Joint Research Centre (European Commission)
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i> , 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Literature review on means of food information provision other than packaging labels	Joint Research Centre	EU	government	8/9/2022	European Commission
Zlatevska, N., Chowdhury, R. M. M. I., Tam, W., & Holden, S. (2019).	Front-of-pack nutrition labelling schemes: an update of the evidence	Joint Research Centre	EU	government	26/7/2022	European Commission

<p>Facts-up-front: should food companies follow the FDA or industry label format? The effects of combining virtue and vice information on consumer evaluations. <i>Marketing Letters</i>, 30(3), 321-334. doi:10.1007/s11002-019-09504-9</p>						
<p>Chan, E., & Zlatevska, N. (2019). Jerkies, tacos, and burgers: Subjective socioeconomic status and meat preference. <i>Appetite</i>, 132, 257-266. doi:10.1016/j.appet.2018.08.027</p>	<p>Promotion of plant-based diets</p>	<p>Ecologic Institute</p>	<p>Germany</p>	<p>think tank</p>	<p>26/4/2022</p>	
<p>Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i>, 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007</p>	<p>Energy (calorie) labelling for healthier selection and consumption of food or alcohol</p>	<p>Guidelines in PubMed Central</p>	<p>USA</p>	<p>other</p>	<p>11/6/2021</p>	<p>The Cochrane Database of Systematic Reviews</p>
<p>Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. <i>Journal of Retailing</i>, 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007</p>	<p>Population-level strategies to support healthy weight</p>	<p>Sax Institute</p>	<p>Australia</p>	<p>think tank</p>	<p>1/11/2019</p>	

Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. Journal of Retailing, 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Population-level strategies to support healthy weight	Sax Institute	Australia	think tank	1/11/2019	
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. Journal of Retailing, 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Valto: Food Components and Means of Control	Government of Finland	Finland	government	21/8/2019	Government Office
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. Journal of Retailing, 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Assessing cost-effectiveness of obesity prevention policies in Australia	Analysis & Policy Observatory	Australia	other	13/12/2018	Deakin University
Zlatevska, N., Neumann, N., & Dubelaar, C. (2018). Mandatory calorie disclosure: a comprehensive analysis of its effect on consumers and retailers. Journal of Retailing, 94(1), 89-101 doi:10.1016/j.jretai.2017.09.007	Calorie labelling for food and drink served outside of the home	The UK Government	UK	government	25/10/2018	Department of Health and Social Care

SERVICE

Service Related Appointments or Activities (Discipline of Marketing Level)

2025-2026: Head of Department
2023-2024: Deputy Head of Department
2022 - present: PhD Co-Ordinator
2022 – present: Honors Program Co-Ordinator
2021 - present: Deputy Head (Research)
2017-2018: Deputy Head (External Engagement)
2016-2018: Marketing Discipline Group Academic Hiring Committee
2016-present: Research Committee Member, Marketing
2017-present: Higher Degree Research Committee Member, Marketing

Service Related Appointments or Activities (Faculty Level)

2026-present: Research Integrity Office (Faculty of Business)
2023-2025: Deputy Director of the Research Centre for Livelihoods and Wellbeing (CLAW)
2022- present: Research Ethics Committee Member
2022-present: HDR Committee member
2020: Business School Research Centers, Working Party member
2016-2018: Deputy Director of the UTS Business School Behavioral Lab
2017-2018: Committee Member Faculty of Business External Engagement Committee

2017-2018: Committee Member, Faculty Board in Business

Service Related Appointments or Activities (University Level)

2017-2018 Graduate Research Student Appeals Committee
2018 UTS HELPS Buddy Program Volunteer
2014-2016 Bond University Human Research Ethics Committee Member (BHUREC)

Service Related Appointments or Activities (National Level)

2017-2018 Healthy Food Partnership Community of Interest Member
2016 RMIT Wicked Problems of Obesity Working Party
2017-2018 DELMAR Associate Member
2018 SDCA Mentor
2016 Judge, AMI Industry Awards

Service Related Appointments or Activities (International Level)

2017 Track Chair Transformative Consumer Research Conference, Cornell University

2016-2017 Special Issue Editor Journal of Business Research
2017 Research Foundation – Flanders, Belgium Invited Grant Reviewer
2016 Social Science and Humanities Research Council, Canada Invited Grant Reviewer

INVITED PRESENTATIONS

Invited Presentations (National)

Evidence Synthesis in Eating Behavior Symposium
Community and Patient Preference Research Event
Centre for Advanced Food Engineering
University of Sydney
University of Melbourne
University of Queensland

Macquarie University
Western Sydney University

Invited Presentations (International)

Norwegian School of Economics (Norway)
Norwich Business School, University of East Anglia (UK)
Aarhus University (Denmark)
Grenoble Ecole De Management (France)
Nestle Research Centre (Switzerland)

VISITING POSITIONS

Norwich Business School, University of East Anglia (2015)
University of Texas Austin (2017)
Norwegian School of Economics (2019)
IESEG School of Management, France (2023)

MEDIA MENTIONS

2026 The Conversation (Australia); Independent online; The Guardian (Australia); Foreign Affairs.co (New Zealand)
2025 Marketing weekly (Australia); The Conversation (Australia); Administration Review (Brazil);
2023 Washington Post (USA); Today Show (Australia), ABC News (Australia), Channels 9, 7 and 10 news (Australia), 2GB radio (Australia), The Age (Australia), Sydney Morning Herald (Australia); Marketing News Weekly (Australia)
2020 Reader's Digest (USA)
2019 New York Post (USA); Aftenposten (Norway); Stavanger Aftenblad (Norway); Medical Express (USA); Onmed (Greece); IDW (Germany); SuaraIndo (Indonesia), Vice (USA); The Age (Australia), Sydney Morning Herald (Australia); Times (UK); Kurier (Austria); Die Welt (Germany)
2018 2SER radio: UTS Think Business School Podcast (Australia); Gulf Today (UAE); Yahoo News (USA); 2SER radio (Australia); The Independent (UK); SBS (Australia); Timlo (Indonesia); Treehugger (USA); Her (Ireland); El Espanol (Spain); Cyprus Times (Cyprus); Tele13Radio (Spain); Big Think (USA); Jura Forum News (Germany); IDW(Germany); Kumparan News (Indonesia); Scienze (Italy); Food and Drink Business News (Australia); Cosmos (Australia) ; Physiorg (USA)
2017 Herald Sun (Australia); Daily Telegraph (Australia); Adelaide Advertiser (Australia); SMH and Age Good Food Lift (Australia); SMH (Australia); #Think magazine (Australia); Courier Mail (Australia); ForeignAffairs.co.nz (NZ); Scottish Daily Mail (Scotland); Dailymail (UK); U.S. News (USA); Women's Health (Australia); Men's Health (Australia)