

MOLDIR MOLDAGALIYEVA

CURRICULUM VITAE

404 Wilson Rd., College of Communication Arts & Sciences, #542
 Michigan State University, East Lansing, MI 48824
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RESEARCH INTERESTS

Consumer behavior, Cross-cultural strategic communication, and Digital technology use

TEACHING INTERESTS

Digital analytics, Digital Marketing & Strategy, Media Planning, and Research Methods

EDUCATION

- 2022-2026 **Ph.D. in Information and Media** | GPA 3.95
 (expected) Michigan State University, East Lansing, MI
Committee members: Dr. Anastasia Kononova (Chair),
 Dr. Saleem Alhabash, Dr. Patricia Huddleston, and Dr. Wei Peng
- 2020-2022 **MA in Advertising and Public Relations** | GPA 3.90
 Michigan State University, East Lansing, MI
Committee members: Dr. Kjerstin Thorson (Chair),
 Dr. Chuqing Dong, and Dr. Marisa Smith
Thesis: COVID-19 Information Sharing on Social Media: Channels and
 Motives from the Kazakhstani People's Perspective
- 2012-2014 **MA in Translation Studies**
 Al-Farabi Kazakh National University, Almaty, Kazakhstan
- 2008-2012 **BA in Translation Studies** | Diploma with Honors
 Al-Farabi Kazakh National University, Almaty, Kazakhstan

REFEREED JOURNAL ARTICLES

- [A.8] Kononova, A., Issaka, B., **Moldagaliyeva, M.**, Li, L., Sun, F., Bender, A.
 (Accepted). A Photovoice Exploration of Experiences with Media and
 Information and Communication Technologies Among Mid-Aged and Older
 Adults with and Without Mild Cognitive Impairment: The Structuration Theory
 Perspective. *Mass Communication and Society*
 [JCR 2024: Impact: 2.7; Rank: Q1 36/227 Communication]
- [A.7] **Moldagaliyeva, M.**, Kononova, A., Lee, H., Alhabash, S., Huddleston, P. (Revise
 & Resubmit). Predicting Global Consumer Counterfeit Purchasing: a 17-country
 study. *Journal of International Marketing*
 [JCR 2024: Impact: 4.2; Rank: Q2 105/316 Business]

- [A.6] **Moldagaliyeva, M.**, Huddleston, P. (under review). The Role of Consumer Ethnocentrism in Choosing Between Local Counterfeit and Foreign Authentic Products, *Journal of Consumer Behaviour*
[JCR 2024: Impact: 5.2; Rank: Q1 71/316 Business]
- [A.5] Alhabash, S., **Moldagaliyeva, M.**, Lee, H., Kononova, A., Huddleston, P.T., & Mundel, J. (under review). What Motivates Consumers to Buy Counterfeits Online? *International Journal of Consumer Studies*
[JCR 2024: Impact: 7.6; Rank: Q1 28/316 Business]
- [A.4] Lee, H., **Moldagaliyeva, M.**, Alhabash, S., Huddleston, P., & Kononova, A. (under review). Deliberate or Duped? Understanding Global Consumer Counterfeit Purchase Behavior Through the Lens of Protection Motivation Theory, *Crisis and Risk Communication*.
- [A.3] **Moldagaliyeva, M.**, Kononova, A. G., & Anafina, D. (2025). Exploring Digital Divide from the Cultural Dimensions Perspective: Smartphone Use Among Central Asian Older Adults. *International Journal of Human-Computer Interaction*, 1-13. DOI: [10.1080/10447318.2025.2526583](https://doi.org/10.1080/10447318.2025.2526583)
[JCR 2024: Impact: 4.9; Rank: Q1 6/31 Computer Science, Cybernetics]
- [A.2] Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, Lee, H., & Alhabash, S. (2024). Influence of Cultural Values and Hierarchical Social Norms on Buying Counterfeits Online: A 17-Country Study. *Frontiers in Psychology*, 15. DOI: [10.3389/fpsyg.2024.1394660](https://doi.org/10.3389/fpsyg.2024.1394660)
[JCR 2024: Impact: 2.9; Rank: Q1 45/221 Psychology, Multidisciplinary]
- [A.1] Battocchio, A. F., Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Ederly, S., Cotter, K., Choung, H., Dong, C., **Moldagaliyeva, M.**, and Etheridge, C. (2023). Who will tell the stories of public health inequities? Platform challenges (and opportunities) in local civic information infrastructure. *ANNALS of the American Academy of Political and Social Sciences*. DOI: [10.1177/00027162231214398](https://doi.org/10.1177/00027162231214398)
[JCR 2024: Impact: 2.6; Rank: Q1 39/271 Social Sciences, Interdisciplinary]

MANUSCRIPTS IN PROGRESS

- [M1] Issaka, B., Kononova, N., & **Moldagaliyeva, M.** “Alexa helps me out during the day”: How older adults with cognitive deficits navigate ICT use in the (post)pandemic world.

WHITE PAPERS

- [WP.2] Kononova, A., Alhabash, S., Huddleston, P. **Moldagaliyeva, M.**, Lee, H., Bezbaruah, S., & Anafina, D. (2026). *When Organizations Talk to Consumers about Counterfeiting: Analysis of 2005-2024 Communication and Consumer Education Campaigns to Build Theory-Informed Brand Protection Strategies*. East Lansing, MI: Center for Anti-Counterfeiting and Product Protection, Michigan State University. <https://a-capp.msu.edu/article/when-organizations-talk-to-consumers/>

- [WP.1] Alhabash, S., Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, & Lee, H. (2023). *Global Anti-Counterfeiting Consumer Survey 2022: A 17 Country Study*. East Lansing, MI: Center for Anti-Counterfeiting and Product Protection, Michigan State University. <https://a-capp-center.mybigcommerce.com/global-anti-counterfeiting-consumer-survey/>

PEER-REVIEWED CONFERENCE PAPERS & PRESENTATIONS

- [C.26] **Moldagaliyeva, M.** Bezbaruah, S., Lee, H., Almanov, Y., Liu, Z., Idrissu, N., Kononova, A., Huddleston, P., Mundel, J., Alhabash, A. (2026). Reactance and Resistance: How Message Tone Shapes Psychological Reactance to Anti-Counterfeiting Communication Messages. Extended abstract to be presented at 76th *International Communication Association (ICA) annual conference*, Cape Town, South Africa, June 4-8, 2026.
- [C.25] Mundel, J., Bezbaruah, S., **Moldagaliyeva, M.**, Liu, Z., Huddleston, P., Behe, B., Kononova, A., Alhabash, S., & Yang, J. (2026). Visual attention to AI-generated images vs. images of real people. Extended abstract to be presented at the 32nd Recent Advances in Retailing and Consumer Science Conference, Berlin, Germany, July 13-16, 2026.
- [C.24] Lee, H., **Moldagaliyeva, M.**, Anafina, D., Bezbaruah, S., Huddleston, P., Alhabash, S., Kononova, A. (2025). Fighting Fakes: How Protection Motivation Shape Anti-Counterfeit Campaign Messages. Paper presented at *AMA Summer Academic Conference*, Chicago, Illinois, August 22-24, 2025.
- [C.23] **Moldagaliyeva, M.***, Huddleston, P. (2025). The Role of Consumer Ethnocentrism in Choosing Between Local Counterfeit and Foreign Authentic Products. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA, August 7-10, 2025.
- [C.22] Bezbaruah, S., Anafina, D., **Moldagaliyeva, M.**, Lee, H., Iddrisu, N., Kononova, A., Huddleston, P., Alhabash, S. (2025). Ad Exposure and Purchase of Substandard, Falsified, and Counterfeit Prescription Medications: An Eight-Country Study. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA, August 7-10, 2025.
- [C.21] Lee, H., Alhabash, S., **Moldagaliyeva, M.***, Huddleston, P., Kononova, A. (2025). Deliberate or Duped? Understanding Global Consumer Counterfeit Purchase Behavior Through the Lens of Protection Motivation Theory. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA, August 7-10, 2025.
- [C.20] Huddleston, P., Kononova, A., Alhabash, S., **Moldagaliyeva, M.**, Lee, H., Liu, Z. (2024). Counterfeit threat by retail channel: a global study. Paper presented

- at the *31th Recent Advances in Retailing and Consumer Services conference (RARCS)*, Zagreb, Croatia, July 7-10, 2025.
- [C.19] **Moldagaliyeva, M.***(2025). From Rules to Scales: Evaluating Netiquette in Social Media Messenger Contexts. Paper presented at *75th International Communication Association (ICA) annual conference*, Denver, Colorado, June 12-16, 2025.
- [C.18] Bezbaruah, S., Lee, H., **Moldagaliyeva, M.**, Iddrisu, N., Anafina, D., Liu, Z., Almanov, Y., Mundel, J., Huddleston, P., Alhabash, S., Kononova, A., (2025). The Role of Health Literacy in Risk Perceptions and Protective Behaviors related to Buying Medications Online: An Eight-Country Study. Paper presented at *75th International Communication Association (ICA) annual conference*, Denver, Colorado, June 12-16, 2025.
- [C.17] Kononova, A., Mundel, J., Lee, H., **Moldagaliyeva, M.**, Liu, Z., Almanov, Y., Iddrisu, N., Huddleston, P., & Alhabash, S. (2025). Anti-counterfeiting efforts leading to psychological reactance: Effectiveness of anti-counterfeiting awareness-raising messages. Paper presented at the *DC Health Communication Conference*, Washington DC, May 1-3, 2025.
- [C.16] Kononova, A., **Moldagaliyeva, M.***, Huddleston, P. Alhabash, S., Lee, H., Bezbaruah, S., & Anafina, D. (2025). (You Should) Say No to Fakes! Analysis of Public Service Anti-Counterfeiting Campaigns to Build Theory-Informed Consumer Protection Strategies. Presented at *the Annual Brand Protection Strategy Summit*, East Lansing, MI, March 25-27, 2025.
- [C.15] **Moldagaliyeva, M.***, Huddleston, P. (2025). Consumers' Ethnocentrism and Their Dilemma on Counterfeit Local vs. Authentic Foreign Products. Poster presented at the Information & Media PhD Students' *Summer Research Poster Session*, East Lansing, MI, February 21, 2025.
- [C.14] Kononova, A., **Moldagaliyeva, M.**, Anafina, D., Lee, H., Alhabash, S., Huddleston, P., Tran, P., Baker, L. (2024). (You Should) Say No to Fakes! Analysis of Public Service Anti-Counterfeit Campaigns to Build Theory-Informed Consumer Protection Strategies. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 107th annual conference*, Philadelphia, PA, August 8–11, 2024.
- [C.13] Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, Lee, H., Alhabash, S. (2024). Buying fakes: Country's cultural orientation shapes the relationship between consumers' perceived social norms and counterfeit purchase behavior. Paper presented at *the 22nd International Conference on Research in Advertising (ICORIA)*, Thessaloniki, Greece, June 27– 29, 2024.
- [C.12] **Moldagaliyeva, M.***, Kononova, A., Anafina, D.* (2024). A cultural dimensions perspective to studying digital divide: A qualitative study of smartphone use among Central Asian older adults. Paper presented to the Intercultural Communication (ICC) division of *the 74th annual International Communication Association (ICA) conference*, Gold Coast, Australia, June 21–24, 2024.

- [C.11] **Moldagaliyeva, M.***, Alhabash, S., Huddleston, P., Kononova, A., Lee, H. (2024). Applying the Theory of Planned Behavior to Study Counterfeit Consumers in the Digital Age: A 17-Country Study. Paper presented in the *Academy of Marketing Science (AMS) annual conference*, Coral Gables, FL, May 22–24, 2024.
- [C.10] Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, Lee, H., Alhabash, S. (2024). Profiling consumers of substandard and falsified medications purchased on social media and e-retail platforms: a 17-country survey. Extended abstract presented at *the Kentucky Conference on Health Communication (KCHC)*, Lexington, KY, April 3–6, 2024.
- [C.9] **Moldagaliyeva, M.**, Kononova, A., Lee, H., Huddleston, P.T., & Alhabash, S. (2024). What Motivates Consumers to Buy Counterfeits Online? Paper presented in *American Academy of Advertising (AAA) annual conference 2024*, Portland, OR, March 14–17, 2024.
- [C.8] **Moldagaliyeva, M.***, Kononova, A., Anafina, D. (2024). A cultural perspective to studying digital divide: A qualitative study of smartphone use among Central Asian older adults. Poster presented at the Information & Media PhD Students' *Summer Research Poster Session*, East Lansing, MI, February 16, 2024.
- [C.7] Kononova, A., Alhabash, S., Huddleston, P. **Moldagaliyeva, M.**, & Lee, H. (2023). What consumers think and feel: Who are consumers who buy counterfeit medications online. Annual meeting of *the Association of Safe Online Pharmacies*, October 2-3, Washington, D.C.
- [C.6] Alhabash, S., Huddleston, P., Kononova, A., **Moldagaliyeva, M.**, & Lee, H. (2023). 2023 Global Anti-Counterfeiting Consumer Survey. *The Counterfeit Conundrum: Analyzing Global Consumer Realities in Online Marketplaces conference*. September 19-20, IPR Center, Arlington, VA.
- [C.5] Kononova, A., Issaka, B., **Moldagaliyeva, M.***, Li, L., Sukhanovskaya, V., Sun, F., Cotten, S., Bender, A. (2023). I, Structure, and Dasein: Qualitative Exploration of Adults' Experiences with Digital Information and Communication Technologies in the Context of Aging. Poster presented in the Mass Communication and Society Division of *the Association for Education in Journalism and Mass Communication (AEJMC) annual conference*, Washington, D.C., August 7–10, 2023.
- [C.4] **Moldagaliyeva, M.**, Issaka, B., Kononova, A., Li, L., Sukhanovskaya, V. (2023). "Alexa helps me out during the day": How older adults with Cognitive Deficits Navigate ICT use in the (Post)Pandemic World. Poster presented at *Health Communication Conference (DCHC)*, Washington, D.C., April 28–29, 2023
- [C.3] Alhabash, S., Huddleston, P., Kononova, A., **Moldagaliyeva, M.***, Lee, H.*, Kammel, K. (2023). Using Psychological Factors to Identify Global Counterfeit Supranational Segments. Paper presented at *the 95th Annual Midwestern Psychological Association Conference*, Chicago, IL, April 21–23, 2023.

- [C.2] Battocchio, A. F., Cotter, K., Dong, C., Edgerly, S., Etheridge, C., Hiaeshutter-Rice, D., Kohlmeier, S., **Moldagaliyeva, M.**, Smith, M., Thorson, K., Werth, L., Chen, Y. (2021). Local information infrastructure and the distribution of COVID-19 information on Facebook in six Great Lakes communities. Panel titled “Media Deserts, Platforms, and Community Civic Infrastructure: Tales from the Great Lakes States During COVID-19” (organized by Usher, N., Russel, A., Holcomb, J.). Presented at *the National Communication Association’s annual meeting*, Seattle, WA, November 18–21, 2021.
- [C.1] Battocchio, A. F., Etheridge, C., Thorson, K., **Moldagaliyeva, M.**, Hiaeshutter-Rice, D., Dong, C., Cotter, K., Chen, Y., Kohlmeier, S., Denzin, K., Draeger, M. and Edgerly, S. (2021). A systematic method of cataloging civic information infrastructure. Paper presented to the Communication Theory and Method Division of *the Association for Education in Journalism and Mass Communication (AEJMC) annual conference*, August 5, 2021. [virtual]

* *Presenting author*

RESEARCH FUNDING & RELATED EXPERIENCE

- 2022-present **Research Assistant**
Advertising & Public Relations Dept., Michigan State University
 [2023-2024] The research project “When Brands Talk to Consumers about Counterfeiting: Analysis of Existing Communication and Consumer Education Campaigns to Build Theory-Informed Brand Protection Strategies”, funded by MSU’s Center for Anti-Counterfeit and Product Protection (30,000 USD).
 PI: Anastasia Kononova
- [2023-2024] The research project “The Global Anti-Counterfeiting Pharmaceutical Consumer Survey”, funded by Johnson & Johnson, MSU’s Center for Anti-Counterfeit and Product Protection (80,000 USD).
 PI: Saleem Alhabash
- [2022-2023] The research project “A qualitative exploration of media and information/communication technology use of older adults with and without cognitive impairment and dementia”, funded by S3 Collaborative Grant Award at Michigan State University (10,000 USD).
 PI: Anastasia Kononova.
- 2025-2026 **Co-Investigator**
 The interdisciplinary project “Savvy leisure: Developing a practical guide for older adults (65+) to enjoy media and technology-based activities and protect against cognitive decline”, funded by Trifecta Initiative Facilitating Funds Award (8,000 USD).
 PI: Anastasia Kononova
- 2024-2025 **Co-Investigator**

The international project “Research and Educational Strategies for Reducing Risks of Counterfeit Household Construction Materials: A Kazakhstan-U.S. collaboration”, funded by Institute of International Education, Kazakhstan – United States Universities Consortium (30,000 USD).

PI: Anastasia Kononova

2022-2023

Research Assistant

Center for Anti-Counterfeiting and Product Protection (A-CAPP Center), Michigan State University

The research project “Global Consumer Survey: Consumer Perceptions & Beliefs Associated with Counterfeit Goods”, funded by Underwriter's Laboratories Inc. (130,000 USD).

PI: Saleem Alhabash.

2021-2022

Research Assistant

Civic Infrastructure Lab, Michigan State University

TEACHING EXPERIENCE

2025,
2024

Instructor of record

Advertising & Public Relations Dept., Michigan State University

ADV 442 Digital Analytics

- undergraduate, required, 40 students, solo-designed and instructed online course
- Summer 2025 | Summer 2024

ADV 342 Account Planning and Research

- undergraduate, required, 30 students, solo-designed and instructed course with weekly 80-min lecture and recitation sessions
- Spring 2025

2022-present

Teaching Assistant

Advertising & Public Relations Dept., Michigan State University

ADV 350 Advertising Media Planning and Strategy

- undergraduate, required, 70 students, solo-taught 80-min recitation sessions on a weekly basis
- Fall 2025 | Spring 2026

ADV 442 Digital Analytics

- undergraduate, required, 60-70 students, solo-taught 80-min recitation sessions on a weekly basis
- Fall 2022 | Spring 2023 | Fall 2023 | Spring 2024 | Fall 2024

CAS 841 Social Media Storytelling

- graduate, elective, 16 students, online course
- Summer 2023

PROFESSIONAL EXPERIENCE IN INDUSTRY

- 08/2012-08/2020 **Promotion and Marketing Specialist → Promotion and Marketing Senior Specialist → Public Relations and Marketing Specialist**
National Information Technologies (NITEC) JSC
- Developed multimedia content resources to assist e-government users with getting public services online.
 - Led internet and contextual advertising projects to promote brand awareness among the public.
 - Led digital communication strategies to enhance brand visibility and public engagement.
 - Promoted from Specialist to Chief Specialist within one year and received a letter of recognition from the CEO for outstanding commitment.

OTHER PROFESSIONAL EXPERIENCE

- 07/2024-08/2024 **Graduate Program Assistant**
 Academic Culture and English Skills (ACES) Program for International Graduate Teaching Assistants, College of Arts and Letters, Michigan State University
- 05/2023-08/2023 **International Graduate Student Orientation Assistant**
 Office for International Students and Scholars (OISS), Michigan State University

SCHOLARSHIPS, AWARDS, & HONORS

- 2025-2026 **P.E.O. International Peace Scholarship**
12,500 USD
- 2025 **Michael Haley Travel Grant**
 International Communication Association (ICA) conference
1,000 USD
- 2025 **Outstanding Advertising Doctoral Student Award**
 Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2025 **Mary Louise Gephart Donnell Fellowship**
 Graduate School, Michigan State University
3,750 USD
- 2025 **Janet L. Loria Scholarship**
 Department of Advertising & Public Relations, Michigan State University
500 USD
- 2024-2025 **P.E.O. International Peace Scholarship**
10,000 USD

- 2024-2025 **The Leadership Program Fellowship**
Graduate School Office of Well-Being, Michigan State University
2,000 USD
- 2024 **IDEA & Michael Haley Travel Grant**
International Communication Association (ICA) conference
1,250 USD
- 2024 **Travel Grant**
Intercultural Communication Division of the International
Communication Association (ICA) conference
200 USD
- 2024 **Summer 2024 Research Award**
Department of Advertising & Public Relations, Michigan State University
2,400 USD
- 2024 **Graduate Office Fellowship Travel Award**
Communication Arts & Sciences Dean's Office
3,212 USD
- 2024 **Travel Award Fellowship**
Graduate School, Michigan State University
600 USD
- 2024 **Janet L. Loria Scholarship**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2023-2024 **The Leadership Program Fellowship**
Graduate School Office of Well-Being, Michigan State University
2,000 USD
- 2023 **Doctoral Fellowship**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2023 **Summer 2023 Research Award**
Department of Advertising & Public Relations, Michigan State University
2,450 USD
- 2023 **Research Award**
Department of Advertising & Public Relations, Michigan State University
1,500 USD
- 2022 **Outstanding Master's Student Award**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2021 **Janet L. Loria Scholarship**
Department of Advertising & Public Relations, Michigan State University
1,000 USD

- 2021 **International Student Essay Contest (1st place)**
Office for International Students and Scholars (OISS), Michigan State University
1,000 USD
- 2020-2022 **Bolashaq International Scholarship**
Funded by the Government of the Republic of Kazakhstan
80,000 USD
- 2013 **A letter of recognition**
National Information Technologies (NITEC) JSC

UNIVERSITY SERVICE

- University** [2023 – 2025] **Leadership Fellow**
Initiated “MomSpartans” project (the resources guide, peer mentorship program for student-mothers)
Graduate School Office of Well-Being (GROW), Michigan State University
- [2022, 2025] **Student organization leaders’ representative in a search committee**
Office of International Students and Scholars (OISS), Michigan State University
- [2022 – 2023] **Dept. of Advertising & Public Relations representative**
Graduate Employees Union, Michigan State University
- [2021 – 2023] **Co-Founder and Communications/Outreach E-Board member**
Eurasian Students Association, Michigan State University
- [2021] **Speaker** at Student Parents panel at International graduate students’ orientation
Office of International Students and Scholars (OISS), Michigan State University
- [2021] **Volunteer** for ‘Buddy Program’ for International graduate students
Office of International Students and Scholars (OISS), Michigan State University
- [2021 – 2022] **Volunteer** as an English-Kazakh, English-Russian interpreter
Red Cedar Elementary School, East Lansing, MI
- [2021] **Speaker** of The International Speakers (I speak) Program,
Michigan State University
International Studies & Programs, Michigan State University
- Department** [2025] **Capstone project Judge**
Advertising and Public Relations MA Program capstone poster

presentations

[2023 – 2024] **Graduate Students Representative**
Association for Doctoral Students in Information & Media (ADSIM)

ACADEMIC FIELD & OTHER EXTERNAL SERVICE

Fellow [2023 – 2024] Russian language Translator Fellow
Publications Committee, Association for Education in Journalism and
Mass Communication (AEJMC)

Conference [2024] Academy of Marketing Science (AMS)

Reviewer [2024, 2025] International Communication Association (ICA)

Journal [2025] Journal of Marketing Communications

Reviewer [2025] Journal of Consumer Behaviour
[2025] Humanities and Social Sciences Communications

Professional American Academy of Advertising (AAA)

Membership International Communication Association (ICA)
Association for Education in Journalism and Mass Communication
(AEJMC)
Academy of Marketing Science (AMS)
Kazakh Association of PhDs in North America (KAPNA)
Qazaq International Science & Technology Association (QIST)

Volunteer [2021 – 2022] English-Kazakh-Russian interpreter at Red Cedar
Elementary School, East Lansing, MI

INVITED PANELS, TALKS

2025 **Speaker**
“Why some people pick local fakes over original imports”
Kazakh Association of PhDs in North America (KAPNA)

2025 **Speaker**
“Why some people pick local fakes over original imports”
Ignite Talks #5, Michigan State University

2025 **Panelist**
Leadership Fellowship Retreat for 2025-25 Leadership fellows
Graduate School Office of Well-Being (GROW), Michigan State University

2025 **Panelist**
Q&A Panel for newcoming doctoral students
Information & Media PhD Program

2025 **Panelist**
Online webinar for incoming international graduate students
*Office for International Students and Scholars (OISS), Michigan State
University*

- 2024 **Invited talk**
 “Global Anti-Counterfeiting Consumer Survey – 2023”
 Information & Media Speakers’ Series
Information & Media Ph.D. Program, College of Communication Arts and Sciences, Michigan State University
- 2023 **Panelist**
 “Meet the AEJMC Publications’ Editors and Translation Fellows”
Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Washington, D.C.
- 2023 **Speaker**
 A-CAPP 2023 Anti-Counterfeiting Global Consumer Survey: Insights to Effective Consumer Education (online webinar)
A-CAPP, Michigan State University
- 2021 **Panelist**
 Virtual panel discussion for new student parents
Office for International Students and Scholars (OISS), Student Parents Resource Center, Michigan State University

PROFESSIONAL TRAINING

- 2025 **Supporting Students in Crisis**
 Webinar by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2025 **Fostering belonging with AI: Practical Strategies for Inclusive Classrooms**
 Webinar by Macmillan Learning
- 2024 **Teaching Gen Z - a Tech Smith Learning Opportunity**
 Webinar by MSU TechSmith
- 2024 **Designing and Assessing Student Projects that Integrate Generative AI**
 Adobe Digital Literacy Café Webinar Series
- 2024 **Exploring In-class Exercises and Lesson Plans that Integrate Generative AI**
 Adobe Digital Literacy Café Webinar Series
- 2023 **Managing Your Roles and Responsibilities**
 Pedagogy workshop by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2023 **Developing a Plan for Effective Grading: Technology, Communication, and Time-Management**
 Pedagogy workshop by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2023 **Accessible Teaching: Resources and Demonstration of Tools and**

Practices

Pedagogy workshop by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University

- 2023 **Montreal Cognitive Assessment, MoCA**
Certificate of completion to administer and score the test
- 2021 **Social Media Advertising**
Certificate of completion by University of Colorado
- 2021 **Conflict Resolution Practice. Me – family – society – work – community**
Certificate of completion by Tomsk State University
- 2021 **Write Professional Emails in English**
Certificate of completion by Georgia Institute of Technology

SKILLS**Languages**

Kazakh (native)
Russian (fluent)
English (proficient)

Research**Data collection tools**

Qualtrics; Amazon Web Services; online surveys

Data analysis tools

SPSS, Dedoose (qualitative), R (basics)

Methods

Mixed methods: survey, interview, content analysis, experiment, systematic literature review, eye-tracking

Advertising & Marketing tools, databases

eMarketer; Google Analytics; Symmons Catalyst; IBIS World; Mintel; Statista; Social Searcher; Winmo; World Advertising Research Center (WARC).

Teaching

Camtasia; Desire2Learn (D2L); Media Space – Kaltura; Snagit; Zoom

MEDIA COVERAGE

- Ignite Talks MSU #5 on October 29, 2025: [Moldir Moldagaliyeva](#) (starting 26:46)
- MSU Graduate School: [Educator of the Month, February 2025: Moldir Moldagaliyeva](#)
- MSU Graduate School: [Leadership Fellow Feature: Moldir Moldagaliyeva](#)
- MSU Office for International Students and Scholars: [Global Perspectives features Moldir Moldagaliyeva](#)
- MSU Today: [MSU survey: 7 in 10 consumers deceived into buying counterfeit products online](#)
- IMPACT x Nightline: [Super-Fakes: The Shadow World of Counterfeit Purses on Hulu!](#)
- Center for Anti-Counterfeit and Product Protection, MSU: [Global anti-counterfeiting consumer survey 2023, A 17-country study](#)

- WILX 10: One of these things is not like the other: MSU Center for Anti-Counterfeiting fights back against fake item sales online
- WLNS 6: MSU: 7 out of 10 consumers have been tricked into buying counterfeit goods online
- Local 4, Click on Detroit: MSU study suggests more people falling victim to counterfeit product scams

REFERENCES

Dr. Anastasia G. Kononova

Associate Professor, Department of Advertising and Public Relations
Michigan State University
Email: kononova@msu.edu
Relationship: Academic Advisor & Dissertation Committee Chair

Dr. Patricia Huddleston

Professor, Department of Advertising and Public Relations
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