

CURRICULUM VITAE

Dr. Alexandra S. Rome

GENERAL OVERVIEW

- Assistant marketing professor with 8+ years of research and teaching experience
- Strong research track record of academic publications: 5 journal articles (12 ABS*), 3 book chapters, 3 case studies, 10+ refereed conference papers
- Active research projects exploring consumption, consumer culture, digital technologies, and mass-media communications; emphasis on critical marketing, interpretive research, sociological, and gender perspectives
- Lecturing and module design experience in undergraduate and postgraduate courses in Europe, the UK, the US, and China

RELEVANT WORK EXPERIENCE

- 09/17 – Present **Assistant Professor in Marketing** Nuremberg, Germany
ICN Business School
- Plan and deliver MSc. level and Undergraduate marketing and communication courses in Germany, France, and China; responsible for delivering 8+ modules a year
 - Coordinate and organize company visits with municipal and business partners across Germany
 - Supervise 10+ MSc. level students per year on their Master dissertations
 - Conduct ongoing research projects independently, in collaboration with colleagues and students
- 08/12 – 11/17 **Founder, CEO, and Head Editor** Edinburgh, UK
Ediproof: English Editing Services (www.ediproof.com)
- Founder and head editor of a business providing editing services
 - Employed five part-time editors on a regular basis
- 01/17 – 08/17 **Junior Spokesperson** Munich, Germany
Allianz SE, Group Communications and Corporate Responsibility
- Responsible for internal and external communications
 - Designed internal communication platforms on the Allianz intranet
- 01/14 – 05/14 **Adjunct Professor/ Visiting Researcher** Fayetteville, US
The University of Arkansas, Sam M. Walton College of Business
- Designed and taught Marketing Management: an undergraduate fourth-year capstone course
 - Conducted research with Prof. Dr. Jeff Murray towards the completion of my doctorate degree
- 09/13 – 11/15 **Marketing Research and Teaching Assistant** Edinburgh, UK
The University of Edinburgh, The University of Edinburgh Business School
- Held tutorials and workshops for post- and undergraduate students in Business Research Methods, Industrial Management, Principals of Marketing, and Advanced Marketing
 - Ran lab sessions focusing on SPSS and statistical analyses
- 07/10 – 07/11 **General Manager** Tucson, US
Contigo Cocina Latina Restaurant
- Researched, opened, and managed a new family-owned restaurant in Tucson
 - Oversaw and managed 12+ front-of-house employees; maintained supplier relationships

EDUCATION

- 01/13 – 10/17 **Doctorate of Philosophy (PhD)** Edinburgh, UK
The University of Edinburgh, The University of Edinburgh Business School
- Awarded a competitive scholarship to study full-time toward the degree of PhD £42,000.
 - Dissertation: A Critical Account of Ideology in Consumer Culture: The Commodification of a Social Movement (dissertation committee: Prof. John W. Schouten and Dr. Mary Brennan)
 - Approved tutor for postgraduate and undergraduate students; responsible for five different modules.
- 09/11 – 11/12 **Master of Science (MSc) in International Business and Emerging Markets** Edinburgh, UK
The University of Edinburgh, The University of Edinburgh Business School
 Graduated 2:1 (GPA 3.7/4.0)
- Dissertation: *A Cross-Cultural Comparison of Female Nudity Perception in Print Advertising among Female Consumers in the Netherlands and the United Kingdom*
- 08/06 – 05/10 **Bachelor of Science (BSc) in Business Administration and Marketing** Tucson, US
The University of Arizona, Eller College of Management
 Graduated Cum Laude (GPA 3.7/4.0)
- Awarded Arizona's Instrument to Measure Standards (AIMS) Scholarship to study full-time toward the degree of BSc \$20,000.

PROFESSIONAL SERVICE

- 02/21 – Present **Guest Lecturing**
University of Giessen
- 01/14 – Present **Voluntary Reviewer of Academic Manuscripts for:**
Journal of Macromarketing, International Journal of Consumer Research, Journal of Marketing Management, Consumer Culture Theory Conference, Macromarketing Conference, Academy of Marketing Science, and the Association of Consumer Research Gender Conference
- 06/16 – 01/17 **Volunteer with the Münchner Tafel** Munich, Germany
 Volunteered on a weekly basis to distribute food to those in need
- 01/14 – 07/15 **Conference Organization** Fayetteville, US
 Participated on the Consumer Culture Theory Research Program Committee for the 2015 conference
- 09/14 – 01/16 **Office Representative for the University of Edinburgh Doctoral Society** Edinburgh, UK
 In charge of overseeing 33 PhD students and organizing social events

CERTIFICATIONS AND SEMINARS

- 11/20 **Qualitative Techniques for Social Media Research Workshop** Online
Society for Marketing Advances
- Workshop focused on methods for capturing, managing, and analyzing qualitative social media data
 - Topics included: Text and image-based analysis, data downloading, digital fieldwork, ethical data management, troubleshooting API roadblocks
- 10/18 **IRB: Human Subject Research (basic course)** Online
Collaborative Institutional Training Initiative (CITI) Program, SUNY – University at Albany
- Training on research ethics and compliance for researchers involved with human subjects
 - Topics included: History and ethical principles, privacy and confidentiality, informed consent, internet-based research, research with prisoners, research with children, and assessing risk

- 06/15 **Qualitative Data Analysis Workshop** Fayetteville, US
The University of Arkansas
- Workshop presented an overview of qualitative analysis techniques and one-to-one mentoring
 - Topics included: Coding, videographic and visual analysis, ethnographic research, theorization, and abstraction techniques
- 08/14 **Politics of Consumption Workshop** London, UK
City University London
- Workshop addressed the politics in and of performing consumption studies
 - Topics included: sustainability, feminism, globalization, ideology, capitalism and meritocracy
- 08/14 **Canon of Classics Workshop** Odense, Denmark
The University of Southern Denmark
- Workshop covered selected canonical philosophers and discussed their relevance to consumption
 - Theorists included: Ricoeur, Foucault, Baudrillard, Bourdieu, Habermas and Goffman
- 09/13 – 10/13 **Academic Training** Edinburgh, UK
Institute for Academic Development Tutors & Demonstrator Courses
- Completed 15 hours of courses catered to instructing students
 - Courses covered online teaching, designing and delivering lectures, and troubleshooting

EXTRACURRICULAR SKILLS AND QUALIFICATIONS

- Languages:** English (native), German (B1/B2 level)
- Computers:** MS Office applications, Nvivo, nodeXL, SPSS, Quickbooks, Adobe Illustrator
- Memberships:** CEREFIGE Research Lab, American Marketing Association, Consumer Culture Theory, Academy of Marketing Science
- Hobbies:** Running, reading (active member of Girls Gone International book club), vegan and vegetarian cooking, cinema

SELECTED JOURNAL ARTICLES

- 03/21 **Journal Article**
- Vito Tassiello, Tillotson, Jack S., and Alexandra S. Rome (2020), “Alexa, order me a pizza!: The mediating role of psychological power in the consumer–voice assistant interaction,” *Psychology and Marketing*, <https://doi.org/10.1002/mar.21488>
- 09/20 **Journal Article**
- Rome, Alexandra S., Stephanie O’Donohoe, and Susan Dunnett (2020), “A postfeminist gaze: Shifting positions in young women’s readings of gendered power relations in advertising,” *Journal of Macromarketing*, 40 (4), 546-562, <https://doi.org/10.1177/0276146720950765>.
- 06/20 **Journal Article**
- Tillotson, Jack S., Vito Tassiello, Alexandra S. Rome, and Katariina Helaniemi (2020), “The Spirit of Sauna: Legitimizing the Finnish Place Brand,” *Journal of Place Management and Development*, <https://doi.org/10.1108/JPMD-12-2019-0109>.

- 02/20 **Journal Article**
 Rome, Alexandra S. and Aliette Lambert (2020), "Wo(men) On Top? Postfeminist Contradictions in Young Women's Sexual Narratives," *Marketing Theory*, 20 (4), 501-525, <https://doi.org/10.1177/1470593120926240>.
- 08/19 **Journal Article**
 Hawkins, Matthew A. and Alexandra S. Rome (2019), "Identity Relevant Possessions," *Journal of Strategic Marketing*, <https://doi.org/10.1080/0965254X.2019.1657170>.

CONFERENCE PAPERS AND PRESENTATIONS - REFEREED

- 11/19 **Conference Proceeding** Nancy, France
 Rome, Alexandra S. (2019), "Tempted by the fruit of another: Paradoxical insights from infidelity," *French-Austrian-German Workshop on Consumer Behavior*, November 21-22, Nancy, France.
- 07/18 **Conference Proceeding** Leipzig, Germany
 Rome, Alexandra S. and Aliette Lambert (2018), "Between the sheets: Gendered neoliberalism, intimacy, and women's sexual (consumption) practices," *Macromarketing Conference*, July 9-12, Leipzig, Germany.
- 07/16 **Round-Table Discussant** Lille, France
 Bettany, Shona, et al. (2016), "Vive la sexual revolution! Liberté, Égalité (and beyond) Fraternité in CCT sexuality research," *Consumer Culture Theory Conference*, July 6-9, Lille, France.
- 08/15 **Conference Proceeding** Chicago, Illinois
 Rome, Alexandra S., Stephanie O'Donohoe, and Susan Dunnett (2015), "Shifting positions: An exploration of young women's interpretations of sex appeal in advertising," *2015 Summer Marketing Educators' Conference (American Marketing Association)*, August 14 -16, Chicago, Illinois.
- 06/15 **Conference Proceeding** Fayetteville, Arkansas
 Hawkins, Matthew A. and Alexandra S. Rome (2015), "Practice makes perfect: Conceptualizing identity construction as a practice," *Consumer Culture Theory Conference*, June 18-21, Fayetteville, Arkansas.
- 04/15 **Conference Proceeding** Edinburgh, Scotland
 Rome, Alexandra S. and Matthew A. Hawkins (2015), "And... Action! Implementing self-directed interview research designs," *Interpretive Consumer Research Workshop*, April 16-17, Edinburgh, Scotland.
- 06/14 **Conference Proceeding** Helsinki, Finland
 Rome, Alexandra S. (2013), "The dialectics of female sexuality, advertising, and contemporary feminism," *Gendering Theory and Theorizing Gender*, June 24-26, 2014, Helsinki, Finland.
- 09/13 **Conference Proceeding** Edinburgh, Scotland
 Rome, Alexandra S. (2013), "A provocative glimpse: An exploration of how women consume sex and men in advertising," *Reflecting on the Past, Celebrating the Present and Shaping the Future in Marketing Research Conference Proceedings*, September 19-20, 2013, Edinburgh, Scotland.
- 05/13 **Conference Proceeding** Monterey Bay, California
 Ibrahim, Essam and Alexandra S. Rome (2012), "A cross-cultural comparison of female nudity perception in print advertising among female consumers in the UK and the Netherlands," *42nd Academy of Marketing Science Annual Conference Proceedings*, May 15-18, Monterey Bay, California.

PUBLISHED BOOK CHAPTERS

- 02/19 **Book Chapter**
Rome, Alexandra, Stephanie O'Donohoe and Susan Dunnett (2019), "Rethinking feminist waves," in *The Gender and Marketing Handbook*, ed. Susan Dobscha, London: Edward Elgar Publishing.
- 04/12 **Book Chapter**
Rome, Alexandra S. (2012). "Legal and communication aspects of the Russian State: Corruption in the Russian elections and voting processes," in *Россия на пересечении пространств и эпох: к 1150-летию российской государственности*. Moscow: URSS Москва.

CASE STUDIES

- 06/19 **Case Study**
Rome, Alexandra S. (2019), *Marketing Infidelity: Rebranding Ashley Madison* [Case study]. ECCH: European Case Clearing House.
- 09/15 **Case Study**
Marchant, Caroline and Alexandra S. Rome (2015), *Back to the Basics: The Black Medicine Coffee Company and (other) UK Coffee Shops* [Case study]. ECCH: European Case Clearing House.
- 09/14 **Case Study**
Marchant, Caroline, Alexandra S. Rome, and David Marshall (2014), *A 3D View of the UK Cinema Sector* [Case study]. ECCH: European Case Clearing House