



## CURRICULUM VITAE

### Dr. Alexandra S. Rome

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## GENERAL OVERVIEW

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### Teaching, Research, and Experience

- Active research projects exploring consumption, tourism, and media; emphasis on critical marketing, sociological, and gender perspectives.
- Two published journal articles (two additional under review); eight refereed conference papers (three additional under review); two book chapters (one forthcoming); three case studies; and one round-table presentation.
- Lecturing experience in undergraduate and postgraduate courses in Europe, the UK, the US, and China.
- Collaborates regularly with municipals, companies, professionals, and academics.

### Research Interests

- **Critical Marketing:** Approaching consumption patterns from a critical sociological/cultural lens to understand individuals and society from a holistic (macro-meso-micro) perspective.
- **Consumer behavior:** The ways in which consumers shape/ are shaped by the market; how culture shapes market activity, consumption practices, and identity.
- **Mass-Mediated Communications:** The proliferation of digital and mass media and its impact on consumption, markets, consumers, and society.
- **Interpretive Consumer Research:** Trained in qualitative methods using interview, digital, visual, projective, videographic, ethno- and netnographic techniques.

## EDUCATION

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01/13 – 10/17	<b>Doctorate of Philosophy (PhD)</b>	Edinburgh, Scotland
	<i>The University of Edinburgh, The University of Edinburgh Business School</i>	
	<ul style="list-style-type: none"><li>• Awarded a competitive scholarship to study full-time toward the degree of PhD £42,000.</li><li>• Dissertation constituted a qualitative study examining the marketization (co-optation) of the feminist social movement and how young women draw on different gendered and feminist discourses in the context of their sexual biographies and engagements with media culture.</li><li>• Approved tutor for postgraduate and undergraduate students; responsible for five different modules.</li></ul>	
09/11 – 11/12	<b>Master of Science (MSc) in International Business and Emerging Markets</b>	Edinburgh, Scotland
	<i>The University of Edinburgh, The University of Edinburgh Business School</i>	
	Graduated 2:1 (GPA 3.7/4.0)	
	<ul style="list-style-type: none"><li>• Dissertation was a quantitative cross-cultural comparison of women's perceptions of sexualized advertisements in the United Kingdom and in the Netherlands.</li></ul>	
08/06 – 05/10	<b>Bachelor of Science (BSc) in Business Administration and Marketing</b>	Tucson, Arizona
	<i>The University of Arizona, Eller College of Management</i>	
	Graduated Cum Laude (GPA 3.7/4.0)	
	<ul style="list-style-type: none"><li>• Awarded Arizona's Instrument to Measure Standards (AIMS) Scholarship to study full-time toward the degree of BSc \$20,000.</li></ul>	

## TEACHING EXPERIENCE AND TRAINING

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- 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 10+ modules a year
  - Coordinate and organize company visits with municipal and business partners in southern Germany
  - Supervise 10+ MSc. level students on their Master dissertations
  - Conduct ongoing research projects independently, in collaboration with colleagues, and with students
- 08/12 – 11/17      **Founder, CEO, and Head Editor**  
*Ediproof: English Editing Services*
- Founder and head editor of a successful business providing editing services to (primarily) non-native English speaking academics and business professionals ([www.ediproof.com](http://www.ediproof.com)); employed five part-time editors on a regular basis; edited dissertations, manuscripts, websites, and professional documents
- 01/17 – 08/17      **Junior Spokesperson**      Munich, Germany  
*Allianz SE, Group Communications and Corporate Responsibility*
- Edited and published external articles, press releases, and reports
  - Chaired Allianz Investment Management's (AIM) 10<sup>th</sup> anniversary campaign (internal communications)
  - Designed internal communication platforms on the Allianz intranet
  - Organized and planned internal events, workshops, and communication
- 01/14 – 05/14      **Adjunct Professor/ Visiting Researcher**      Fayetteville, Arkansas  
*The University of Arkansas, Sam M. Walton College of Business*
- Designed and taught Marketing Management: an undergraduate fourth-year capstone course
  - Prepared all course materials including the course syllabus, lectures, presentations, class assignments, exams, and grading rubrics
  - Located local businesses and guest speakers in Arkansas for the students to work with
  - Conducted research (data generation) in collaboration with Prof. Dr. Jeff Murray towards the completion of my doctorate degree
- 09/13 – 11/15      **Marketing Research and Teaching Assistant**      Edinburgh, Scotland  
*The University of Edinburgh, The University of Edinburgh Business School*
- Held interactive marketing tutorials and workshops for undergraduate and MSc. students in Business Research Methods, Industrial Management, Principals of Marketing, and Advanced Marketing; graded projects, reports, presentations, and final exams
  - Ran lab sessions where students learned how to perform a variety of statistical analyses (descriptive statistics, regression analysis, and ANOVAs) using SPSS
  - Assisted on research projects in the Marketing Department: coding and conducting literature reviews
  - Co-authored two (published) case studies and supplied teaching notes based on projects with a local coffee house and independent cinema in Edinburgh, Scotland
- 09/13 – 10/13      **Academic Training**      Edinburgh, Scotland  
*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
- 07/10 – 07/11      **Contigo Cocina Latina Restaurant**      Tucson, Arizona  
*General Manager*
- Helped research, open, and run a new family-owned restaurant in Tucson
  - Oversaw and scheduled up to twelve front-of-house employees

- Managed accounting and financial affairs using Quickbooks accounting software
- Responsible for wine list and stock replenishment (i.e. purchasing items for the bar, maintaining supplier relationships)

## PROFESSIONAL SERVICE

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- 01/14 – Present      **Voluntary Reviewer of Academic Manuscripts for:**  
*The Journal of Consumer Research, Journal of Macromarketing, Journal of Marketing Management, Consumer Culture Theory Conference, Academy of Marketing Science, and the Association of Consumer Research Gender Conference*
- 06/16 – 01/17      **Volunteered 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, Arkansas  
 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, Scotland  
 In charge of overseeing 33 PhD students and organizing social events
- 01/12 – 05/12      **Team Leader of Johnson & Johnson Africa Business Project**      Edinburgh, Scotland  
 Led a five-person team in developing a market entry strategy for a new line of wound closure products in Kenya, Africa
- 11/09      **Regional Winner of Altria Sales Competition**      Santa Monica, California  
 Placed first among twelve groups competing in the Altria Sales Case Competition – designed, marketed, and sold a product based on a detailed case study

## EXTENDED WORKSHOPS AND SEMINARS

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- 06/15      **Qualitative Data Analysis Workshop**      Fayetteville, Arkansas  
*The University of Arkansas*
  - Workshop presented an overview of qualitative analysis techniques and one-to-one mentoring
  - Some topics included: Coding, videographic and visual analysis, ethnographic research, theorization, and abstraction techniques
- 08/14      **Politics of Consumption Workshop**      London, England  
*City University London*
  - Workshop addressed the politics in and of performing consumption studies
  - Some 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
  - Some theorists included: Ricoeur, Foucault, Baudrillard, Bourdieu, Habermas and Goffman

## EXTRACURRICULAR SKILLS AND QUALIFICATIONS

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- Languages:**      English (native), German (B1/B2 level)
- Computers:**      MS Office applications, Nvivo, nodeXL, SPSS, Qualtrics, Quickbooks, Adobe Illustrator
- Memberships:**      CEREFIGE Research Lab, American Marketing Association, Consumer Culture Theory, Academy of Marketing Science

**Certifications:** Collaborative Institutional Training Initiative (CITI) Program Course: Human Research

**Hobbies:** Running, reading (historical fiction), cooking, cinema

## SELECTED JOURNAL ARTICLES

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- Forthcoming **Journal Article**  
Rome, Alexandra S., Stephanie O'Donohoe, and Susan Dunnett (forthcoming), "Problematizing the Postfeminist Gaze: A Critical Exploration of Young Women's Readings of Gendered Power Relations in Advertising," *Journal of Macromarketing*.
- 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>.
- 06/20 **Journal Article**  
Rome, Alexandra S. and Alette Lambert (2020), "Wo(men) On Top? Postfeminist Contradictions in Young Women's Sexual Narratives," *Marketing Theory*, <https://doi.org/10.1108/JPMD-12-2019-0109>.
- 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>.

## BOOKS AND BOOK CHAPTERS

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- 02/19 **Book Chapter** London, United Kingdom  
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** Moscow, Russia  
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.

## NEWSWORTHY MENTIONS

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- 07/20 **Featured Article**  
Rome, Alexandra S. and Alette Lambert (2020), "(Wo)men on Top? The Perils of the 'Pornification' of Popular Culture," *The Conversation*, 20 July, available from: <https://theconversation.com/wo-men-on-top-the-perils-of-the-pornification-of-popular-culture-141617>. [Also available in French from: <https://theconversation.com/vibromasseur-bondage-sado-masochisme-de-la-liberation-a-la-pornification-de-la-sexualite-142079>].

## CONFERENCE PAPERS AND PRESENTATIONS - REFEREED

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- 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.

## CASE STUDIES

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06/19 **Case Study** Nancy, France

Rome, Alexandra S. (2019), *Marketing Infidelity: Rebranding Ashley Madison* [Case study]. ECCH: European Case Clearing House.

09/15 **Case Study** Edinburgh, Scotland

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** Edinburgh, Scotland

Marchant, Caroline, Alexandra S. Rome, and David Marshall (2014), *A 3D View of the UK Cinema Sector* [Case study]. ECCH: European Case Clearing House.