



CURRICULUM VITAE

Dr. Alexandra S. Rome

GENERAL OVERVIEW

Teaching, Research, and Experience

- Active research projects exploring the processes and effects of commodification and digitalization in the context of intimate and social relationships, dating platforms, traditional institutions, and the sexual marketplace; emphasis on critical gender, feminist, and neoliberal theoretical perspectives
- Published seven refereed conference papers, two book chapters, two case studies, one round-table, and five posters
- Lecturing experience in undergraduate and postgraduate courses in Europe, the UK, the US, and China
- Collaborates regularly with municipals, companies, and professionals

Research Interests

- **Societal Marketing:** Approaching consumption patterns from a sociological/cultural lens to understand individuals and society from a holistic (macro-meso-micro) perspective
- **Consumer behavior:** The ways in which consumers respond to different forms of co-optation and marketization and how culture shapes market activity, consumption practices, and identity. Particularly interested in the marketization of intimate and social relationships and traditional institutions, e.g. marriage
- **Mass-Mediated Communications:** The proliferation of digital and mass media and its impact on consumption, politics, and society
- **Interpretive Consumer Research:** Trained in qualitative methods using interview, digital, visual, projective, videographic, and ethnographic techniques

EDUCATION

- 01/13 – 10/17 **Doctorate of Philosophy (PhD)** Edinburgh, Scotland
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 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.
 - 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, Scotland
The University of Edinburgh, The University of Edinburgh Business School
Graduated 2:1 (GPA 3.7/4.0)
 - Dissertation was a quantitative cross-cultural comparison of women's perceptions of sexualized advertisements in the United Kingdom and in the Netherlands.
- 08/06 – 05/10 **Bachelor of Science (BSc) in Business Administration and Marketing** Tucson, Arizona
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.

TEACHING EXPERIENCE AND TRAINING

- 09/17 – Present **Assistant Professor in Marketing** Nuremberg, Germany
ICN Business School

Mobile: +49 176 37167365

Website: www.alexandrarome.com

Email: rome.koenig@gmail.com

- 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 focusing on the marketization of social movements and the commodification and digitalization of aspects of social life, particularly in the context of romantic relationships and sex

01/17 – 08/17

Junior Communicator

Munich, Germany

Allianz SE, Group Communications and Corporate Responsibility

- Edited and published external articles, press releases, and reports
- Chaired Allianz Investment Management's (AIM) 10th 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

PROFESSIONAL SERVICE

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); employed five part-time editors on a regular basis; edited dissertations, manuscripts, websites, and professional documents

01/14 – Present

Voluntary Reviewer of Academic Manuscripts for:

The Journal of Consumer Research, the Journal of Macromarketing, Consumer Culture Theory Conference, and the Association of Consumer Research Gender Conference

06/16 – 01/17	Volunteered with the Münchner Tafel Volunteered on a weekly basis to distribute food to those in need	Munich, Germany
01/14 – 07/15	Conference Organization Participated on the Consumer Culture Theory Research Program Committee for the 2015 conference	Fayetteville, Arkansas
09/14 – 01/16	Office Representative for the University of Edinburgh Doctoral Society In charge of overseeing 33 PhD students and organizing social events	Edinburgh, Scotland
01/12 – 05/12	Team Leader of Johnson & Johnson Africa Business Project Led a five-person team in developing a market entry strategy for a new line of wound closure products in Kenya, Africa	Edinburgh, Scotland
11/09	Regional Winner of Altria Sales Competition Placed first among twelve groups competing in the Altria Sales Case Competition – designed, marketed, and sold a product based on a detailed case study	Santa Monica, California

EXTENDED WORKSHOPS AND SEMINARS

06/15	Qualitative Data Analysis Workshop <i>The University of Arkansas</i> <ul style="list-style-type: none"> 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 	Fayetteville, Arkansas
08/14	Politics of Consumption Workshop <i>City University London</i> <ul style="list-style-type: none"> Workshop addressed the politics in and of performing consumption studies Some topics included: sustainability, feminism, globalization, ideology, capitalism and meritocracy 	London, England
08/14	Canon of Classics Workshop <i>The University of Southern Denmark</i> <ul style="list-style-type: none"> Workshop covered selected canonical philosophers and discussed their relevance to consumption Some theorists included: Ricoeur, Foucault, Baudrillard, Bourdieu, Habermas and Goffman 	Odense, Denmark

EXTRACURRICULAR SKILLS AND QUALIFICATIONS

Languages:	English (native), German (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:	Jogging, audiobooks, cooking, cinema

SELECTED PUBLICATIONS AND CONFERENCE PAPERS – REFEREED

07/18	Conference Proceeding 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.	Leipzig, Germany
07/16	Round-Table Discussant	Lille, France

Mobile: +49 176 37167365

Website: www.alexandrarome.com

Email: Rome.Koenig@gmail.com 3

- 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.
- 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.
- 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, 2013, Monterey Bay.

PUBLISHED BOOK CHAPTERS

- 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, 2012. 88-92.

CASE STUDIES

- 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.