



## CURRICULUM VITAE

### Dr. Alexandra S. Rome

#### GENERAL OVERVIEW

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- Assistant marketing professor with 8+ years of research and teaching experience
- Strong research track record of academic publications: 6 journal articles (14 ABS\*), 4 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
- Collaborates regularly with municipals, companies, professionals, and academics

#### RELEVANT WORK EXPERIENCE

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| 11/21 – Present | <b>Maternity Leave</b> <ul style="list-style-type: none"><li>• Extended maternity leave to care for twin daughters</li></ul>   | Munich, Germany    |
| 09/17 – 11/21   | <b>Assistant Professor in Marketing</b><br><i>ICN Business School</i> <ul style="list-style-type: none"><li>• Planned and delivered MSc. level and Undergraduate marketing and communication courses in Germany, France, and China; responsible for delivering 8+ modules a year</li><li>• Coordinated and organized company visits with municipal and business partners across Germany</li><li>• Supervised 10+ MSc. level students per year on their Master dissertations</li><li>• Conducted ongoing research projects independently, in collaboration with colleagues and students</li></ul> | Nuremberg, Germany |
| 08/12 – 11/17   | <b>Founder, CEO, and Head Editor</b><br><i>Ediproof: English Editing Services (www.ediproof.com)</i> <ul style="list-style-type: none"><li>• Founder and head editor of a business providing editing services</li><li>• Employed five part-time editors on a regular basis</li></ul>   | Edinburgh, UK      |
| 01/17 – 08/17   | <b>Junior Spokesperson</b><br><i>Allianz SE, Group Communications and Corporate Responsibility</i> <ul style="list-style-type: none"><li>• Responsible for internal and external communications</li><li>• Designed internal communication platforms on the Allianz intranet</li></ul>  | Munich, Germany    |
| 01/14 – 05/14   | <b>Adjunct Professor/ Visiting Researcher</b><br><i>The University of Arkansas, Sam M. Walton College of Business</i> <ul style="list-style-type: none"><li>• Designed and taught Marketing Management: an undergraduate fourth-year capstone course</li><li>• Conducted research with Prof. Dr. Jeff Murray towards the completion of my doctorate degree</li></ul>   | Fayetteville, US   |
| 09/13 – 11/15   | <b>Marketing Research and Teaching Assistant</b><br><i>The University of Edinburgh, The University of Edinburgh Business School</i> <ul style="list-style-type: none"><li>• Held tutorials and workshops for post- and undergraduate students in Business Research Methods, Industrial Management, Principals of Marketing, and Advanced Marketing</li></ul>   | Edinburgh, UK      |

- 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

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01/13 – 10/17

**Doctorate of Philosophy (PhD) in Marketing**

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

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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

**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, 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

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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

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- 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, vegan and vegetarian cooking, cinema

## LIST OF PUBLICATIONS

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### SELECTED JOURNAL ARTICLES

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- 06/21            **Journal Article**  
Rome, Alexandra S., Florian Maurice, and Jack S. Tillotson (2021), “Cultural Camouflage: How Consumers Perform Concealment Practices and Blending Techniques to Insulate Cultural Membership,” *Journal of Marketing Management*, <https://doi.org/10.1080/0267257X.2021.1974077>
- 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>.

### PUBLISHED BOOK CHAPTERS

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- Forthcoming    **Book Chapter**  
Rome, Alexandra S. and Aliette Lambert (*forthcoming*), “Digital Intimacies: The Technological Mediation of Intimate and Sexual Relationships,” in *Routledge Studies in Critical Marketing Series: Sexuality in Marketing and Consumption*, ed. Athanasia Daskalopoulou, Daniela Pirani, and Jacob Östberg, Routledge Publishing.
- 02/22            **Book Chapter**  
Rome, Alexandra S. (2022), “Taking Off the Blindfold: The Perils of Pornification and Sexual Abjection,” in *The Routledge Companion to Marketing and Feminism*, ed. Pauline Maclaran, Lorna Stevens, and Olga Kravets, Routledge Publishing.
- 02/19            **Book Chapter**  
Rome, Alexandra S., 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.

## CONFERENCE PAPERS AND PRESENTATIONS - REFEREED

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- 06/23 **Conference Proceeding** Stellenbosch, South Africa  
Lambert, Alette and Alexandra S. Rome (2023), "The Invisible Academic: A Reflection on Silent Sexism in Motherhood," Gender, Work, and Organization Conference, June 28-30, Stellenbosch, South Africa.
- 08/22 **Conference Proceeding** Chicago, USA  
Hawkins, Matthew A., Anastasia Thyroff, and Alexandra S. Rome (2022), "Constructing Who We Are Through What We Do: Identifying Antecedents and Outcomes to Consumer-Activity Identification," American Marketing Association, August 12-14, Chicago, USA.
- 07/22 **Conference Proceeding** Corvallis, USA  
Rome, Alexandra S. and Alette Lambert (2022), "The (Maternal) Abject Consumer Subject," Consumer Culture Theory Conference, July 7-9, Corvallis, Oregon, USA.
- 07/22 **Conference Proceeding** Corvallis, USA  
Rome, Alexandra S. and Jack Tillotson (2022), "For Better or Worse? Navigating Social and Moral Expectations of Marriage through Infidelity," Consumer Culture Theory Conference, July 7-9, Corvallis, Oregon, USA.
- 07/22 **Working Paper Presentation** Corvallis, USA  
Rome, Alexandra S. and Jack S. Tillotson (2022), "In the Zone: (Re)productions of Space Through Digital Self-Representation," Consumer Culture Theory Conference, July 7-9, Corvallis, Oregon, USA.
- 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 Alette 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, USA  
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, USA  
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, USA

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**

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.

## PRESS PIECES

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06/21 **The Conversation Article**

Rome, Alexandra S. and Jack Sheldon Tillotson (2021), Comment les Touristes LGBT+ se Cachent Pour Mieux Voyager, *The Conversation*, 23 June, available from: <https://theconversation.com/comment-les-touristes-lgbt-se-cachent-pour-mieux-voyager-163097>.

07/20 **The Conversation Article**

Rome, Alexandra S. and Aliette 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>.

07/20 **The Conversation Article**

Rome, Alexandra S. and Aliette Lambert (2020), (Vibromasseur, Bondage, Sado-Masochisme... de la Libération à la « Pornification » de la Sexualité, *The Conversation*, 8 July, available from: <https://theconversation.com/vibromasseur-bondage-sado-masochisme-de-la-liberation-a-la-pornification-de-la-sexualite-142079>.