

ALISA MININA
CV



PERSONAL DETAILS

Name: Alisa Minina

Telephone: +33 6 20 85 98 14

E-mail: alisaminina@gmail.com

Correspondence: 9B Boulevard Jourdan, 75014, Paris, France

Nationalities: Russian, Swedish

Languages: Russian (native), English (fluent), French (advanced), Swedish (intermediate), Italian (Basic)

Doctoral dissertation

Minina, A., 2017. Consumption of financial services in global mobility: A Cephalopodic consumption mode? Stockholm: Stockholm Business School, Stockholm University.

Dissertation committee: Professor Emeritus Per-Olof Berg, Assistant Professor Natalia Tolstikova, Professor Lisa Peñaloza

Disputation opponent: Professor Giana Eckhardt

POSITIONS HELD

Time period	Organisation	Working title
Sept'18 – present	IPAG Business School Paris, France	Assistant Professor of Marketing
Sept'16 – Aug'2018	ProSales Consulting Stockholm, Sweden	B2B sales strategy management consultant
Sept'11 – Aug'2016	Stockholm Business School Stockholm, Sweden	PhD Candidate
May'11 – July'11	UniCredit Private Banking Milan, Italy	Executive Development and Talent Management
Feb'10 – July'10	Lingueo Paris, France	Language manager
Aug'06 – Aug'09	Uniastrum Bank Moscow, Russia	Private Banking specialist, Office manager, Client manager (front office)

EDUCATION

2017. Ph.D. in Business Administration, Stockholm Business School, Stockholm University, Sweden

2011. New Europe Master in Banking and Entrepreneurship, UniCredit Group and Fondazione Cassamarca, Italy

2010. European Master of Business Administration, specialisation Marketing Management, Paris School of Business (former ESG Management School), France

2009. Psychologist, teacher of psychology (specialist degree, corresponds to 5 years and 8731 hours of university education (4908 in-class hours), Lomonosov Moscow State University, Russia

PEER-REVIEWED PUBLICATIONS

Minina, A., 2016. Consumption of Financial Services: Developing a Conceptual Framework. *The Marketing Review*, vol. 16, n. 3

Minina, A., 2015. Home is Where the Money is: Financial Consumption in Global Mobility. *Advances in Consumer Research*, 43, pp.393–398

ARTICLES UNDER REVIEW

Minina, A., Holmqvist J., 2021. Liquid, solid and in-between: service relationships in global mobility (conditional acceptance, *Consumption, Markets & Culture*)

Minina, A., Penaloza L., Eckhardt G., 2021. Cephalopodic Consumption (under review, *Journal of Consumer Research*)

Minina, A., Masè S., Smith J., 2021. Commodifying Love: Value Conflict in Online Dating Community (under review, *Journal of Marketing Management*)

WORK IN PROGRESS

Laurell C., Minina A., 2020. Assessing cultural attitudes through social media analytics (preparing for submission, *Consumption, Markets & Culture*, winter 2021)

Minina A., Masé S., Smith J., 2020. Decadent transformations: The dark side of dating apps and the well-being of consumers from a Transformative Service Research perspective (working title, preparing for submission, *Journal of Business Ethics*, winter 2021)

ONGOING PROJECTS ON THE STAGE OF DATA COLLECTION

Diaz Ruiz, C., Minina A. Market shaping and legitimization of consumer practices – a case of Pole Dancing industry (ethnographic participant observation since July 2020, ongoing interviews since September 2020)

Schultz-Nybacka, P., Minina A. The Tolkien phenomenon and experience in post-Soviet Russia – the emergence of subculture of consumption (contact initiated with the community gatekeepers; research is currently on the stage of participant recruitment)

CONFERENCE PAPERS AND PRESENTATIONS

Minina. A., Masè S., Smith J., 2020. Value Conflict in Online Dating Community, the paper presented at the 1st-Ever Virtual Association for Consumer Research Conference, October 1-3.

Minina A., 2019. Learning to function in multiple cultural environments: a study of globally mobile consumers and their banks, presented at the Consumer Culture Theory conference in Montreal, Canada, 17-19 July.

Minina A., Masé S., Smith J., 2019. Navigating the marketplace of love: the dark side of dating apps and the well-being of consumers from a Transformative Service Research perspective, presented at the 10th International Research Meeting in Business and Management in Nice, France, 8-10 July.

Minina A., 2018. Polygamous service relationships: a study of consumers and their banks, presented at the 9th International Research Meeting in Business and Management in Nice, France, 5-7 July.

Minina, A., 2015. Home is Where the Money is: Financial Consumption in Global Mobility, presented at the 2015 North American Conference of the Association for Consumer Research in New Orleans, USA, 1-4 October.

Minina, A., Penaloza L., 2015. Service acculturation in the financial context, presented at the 2015 North American Conference of the Association for Consumer Research in New Orleans, USA, 1-4 October.

Minina, A., 2015. Service acculturation, presented at the CCT Nordic Junior workshop in Lund university, Sweden, 22-23 August.

Minina, A., 2014. Service relationships in global mobility, presented at the first Nordic CCT PHD workshop in Stockholm University School of Business, Sweden, 24-25 April.

Minina, A., 2014. Polygamous service relationships: a consumer perspective, presented at the 3rd PhD conference in Stockholm University School of Business, Sweden, 22 January.

Minina, A. 2012. Financial consumption and cosmopolitan lifestyle, presented at the 7th Consumer Culture Theory conference at Said Business School, Oxford university in Oxford, UK, 16-19 August.

TEACHING ACTIVITIES

September 2018-present. Ipag Business School, Paris, France

- Marketing Fundamentals, Marketing Mix and Communications, Strategic Marketing Planning (course leader), Advertising & Promotion (course leader), Digital Communications, B2B B2C and Services Marketing (course leader, teaching the B2B part), B2B Services and Luxury Marketing (course leader, teaching the B2B part), Master

Thesis supervision (10-12 students per year, *mémoire de fin d'études*)

April 2019. School of Economics and Business – University of Alicante, Alicante, Spain

- Consumer behavior in a globalized world

March 2018. Kedge Business School, Bordeaux, France

- Qualitative Research Methods (in collaboration with Lisa Penaloza)

September 2011-September 2016. Stockholm Business School – Stockholm university, Stockholm, Sweden

- Principles of Marketing, Marketing I, Marketing II, Global Consumer Society, International Marketing, Advanced Consumer Behaviour, Qualitative Research Methods for CBM, Consumer Behaviour, Advanced Marketing Communication, Consumer Culture Theory, Brands: A Cultural Perspective

OTHER PROFESSIONAL ACTIVITIES AND SERVICE

2014. Volunteering at the 8th Consumer Culture Theory conference in Helsinki, 27-29 June.

2012-2014. Organizing weekly research seminars in the Marketing section at Stockholm Business School.

2014-2016. Co-organizer of Nordic junior CCT workshop series: A workshop series organized by PhD students for PhD students. Launching the series with the organization of the first workshop at Stockholm Business School in April 2014, participation in and support of the following workshops in Odense, Lund and Helsinki.

2012. Co-organizer of the 1st Nordic Association for Cultural Consumption Research (NACCR) at Stockholm University School of Business, 20 September, participation and assistance in organization of the subsequent meeting in Odense, 18 March 2013.

2011. Co-Organization and Co-Designing of the Talent Event for 65 participants from Austria, Germany, Italy, Luxembourg and Poland in UniCredit Private Banking, Turin, Italy, 23-35 June.

Ad-hoc Reviewer

Journals: International Marketing Review, Journal of Management, Spirituality and Religion.

Conferences: PhD conferences at Stockholm university, 2011-2015; Consumer Culture Theory conferences 2012 and 2014, Association of Consumer Research conferences 2014 and 2015, Academy of Marketing Science World Congress in Peru 2014, Nordic junior CCT workshops 2014-2016, Research seminars and peer presentations at Stockholm Business School 2011-2016, IRMBAM Conference in Nice 2018 and 2019.

AWARDS AND SCHOLARSHIPS

2010. Awarded the UniCredit Group and Fondazione Cassamarca scholarship for post-graduate studies “New Europe Master in Banking and Entrepreneurship”, € 22 000

Pedagogical certification

2013. University Pedagogy 1, 3 ECTS credits, Stockholm University.