ALEJANDRA MARIN MELO

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**EDUCATION**

2008- 2013 PhD in Management, specialty areas: Organizational Theory and Entrepreneurship. Texas Tech University (TTU), Lubbock, TX, USA.

 Dissertation title: The effects of commensurability and expertise on the creation of economic value: The case of platform organizations.

 Committee: Kimberly Boal (chair), Ronald Mitchell, Mayukh Dass, Timothy Huerta, Christine Quinn-Trank (Vanderbilt University).

2006 – 2008 Mphil in Business Research. Universiteit Maastricht, the Netherlands.

 Master’s thesis title: Strategy making and learning processes in entrepreneurship: How entrepreneurs cope with uncertainty.

 Chair: Martin Carree, Anita van Gils.

1997 – 2002 BA in Management. Universidad de Los Andes. Bogotá, Colombia.

######  Minor: Industrial Production Management

**PROFESSIONAL EXPERIENCE**

2018-Present Instructor, Area of Marketing and Supply Chain MGT, TTU.

2013- 2017Assistant Professor, Solbridge International SchoolofBusiness, South Korea.

Fall 2017 Visiting Professor, Beijing Foreign Studies University-International Business School (BFSU), China.

2008-2013 Graduate Assistant, part time Instructor, Area of Management, TTU.

2005-2006 Instructor, School of Management, Universidad de Los Andes, Colombia.

2002-2005 Research Assistant, School of Management, Universidad de Los Andes, Colombia.

**RESEARCH INTERESTS**

I study social and economic interactions that impact entrepreneurship related phenomena. In my research, I apply institutional, network, and cognitive approaches to understand both marketing and management strategies of new organizational efforts.

**TEACHING INTERESTS**

Introduction to Marketing, Digital Marketing, International Marketing, Marketing Research, New Product Development, Marketing Strategy. Research Design.

**TEACHING EXPERIENCE**

Rawls College of Business **Undergraduate**: Marketing Strategy

2018-Present

(US)

Solbridge 2013 – 2017 **Undergraduate**: Strategic Management, People and Organizations,

(Korea) Industry and Competitive Analysis, e- Business Management, Simulation in Management, Introduction to Business and Entrepreneurship.

 **Graduate**: People and Organizations, Managerial Skills.

BFSU Fall 2017 **Undergraduate**: Innovation and Entrepreneurship

 (China)

Rawls College of Business **Undergraduate**: Change and Innovation Processes, Strategic 2009-2013 Management, International Management, Organizational Behavior.

(US)

School of Management **Undergraduate**: Marketing Research.

Universidad de Los Andes

2003-2006 **Graduate**: Strategic Marketing capstone (Teaching assistant).

(Colombia)

Workshops with entrepreneurs and managers from diverse sectors in the subjects of export potential prediction, market research, market intelligence, agile management, and innovation management. Universidad de Los Andes, and Solbridge.

**PUBLICATIONS AND WORK UNDER REVIEW**

Marin, A., Dass, M., Boal, K. B. An investigation of the critic-buyer effects on valuation of ambiguously appraised products. *Journal of Business Research*. Second round, revise and resubmit. Spring 2018.

Marin, A., Cordier, J., Hameed, T. 2016. Reconciling ambiguity with interaction: Implementing formal knowledge strategies in a knowledge intensive organization. *Journal of Knowledge Management*, 20(5), 959-979.

Hansen, H., Randolph, A., Chen, S., Robinson, R.E., Marin, A., Lee, J.H. 2015. Institutional judo: How entrepreneurs use institutional forces to create change. *Journal of Organizational Change Management,* 28(6), 1076-1093.

Randolph-Seng, B., Mitchell, R. K., Marin, A., Lee, J.H. 2015. Job security and entrepreneurship: Enemies and allies. *Journal of Applied Management and Entrepreneurship*, 20(1), 24-49.

Marin, A., Mitchell, R. K., Lee, J.H. 2015. The vulnerability and strength duality in ethnic businesses:

A model of stakeholder salience and social capital. *Journal of Business Ethics*, 130(2), 271-289.

Schultz, P. L., Marin, A. & Boal, K. B. 2014. The Impact of media on the legitimacy of new market categories: the case of broadband internet. *Journal of Business Venturing*, 29(1): 34-54.

Gardner, W. L., Schneider, A., Hinojosa, A. S., Marin, A., 2014. Emotional responses of leaders to passive versus active members. *Leadership Journal*, 10(4): 412-436.

Mitchell, R. K., Robinson, R. E., Marin, A., Lee, J. H., & Randolph, A. 2013. Spiritual identity, stakeholder attributes, and family business workplace spirituality stakeholder salience. *Journal of Management, Spirituality, and Religion,* January, 1-38.

Forero-Pineda, C., Laureiro-Martinez, D., Marin, A. 2011. Innovation Patterns and Intellectual Property in SMEs of a Developing Country, *Innovar*, 21(42): 113-128.

**CONFERENCE PRESENTATIONS (2013-2016)**

Marin, A. 2016. Power structures through field configuring events in the digital era: A study based on YouTube online video sharing community. EGOS, Collective Power for Renewal in Creative Industries, Naples. Italy.

Marin, A., Dass, M., Boal, K. B. 2015. Platforms in contested markets: The fluid role of critics and their implicit social networks. AOM, Vancouver. Canada.

Cordier, J., Marin, A., Hameed, T. 2015. Into action: The role of identity and structure when navigating standardization in a knowledge intensive organization. EGOS, Institutions and Identity Track. Athens. Greece.

Cordier, J., Hameed, T., Marin, A., Stablein, R. 2014. Practitioners’ identity and praxis: Variations in strategy implementation. Australian and New Zealand Academy of Management Conference.

Hameed, T., Marin, A., Cordier, J. 2014. A preliminary study of IT systems deployment in an organization adopting process standards: An institutional approach. The 25th Australasian Conference on Information Systems.

Marin, A., Dass, M., Boal, K. B. 2014. Analysis of critics’ knowledge networks in platform organizations. EGOS, Social Networks Track. Rotterdam. The Netherlands.

Marin, A., 2013. Social-category network salience and social capital. WAM in Santa Fe. US. Nominated for Best Student Paper.

**WORKING PAPERS AND CURRENT PROJECTS**

Marin, A. Brock, M.S. 2017. Social Self, networking, and entrepreneurial changes: A study of Korean entrepreneurs.

Marin, A. 2016. Power structures through field configuring events in the digital era: A study based on YouTube online video sharing community. EGOS, Collective Power for Renewal in Creative Industries, Naples. Italy.

Marin, A. Brock, M.S. 2016. Social Evaluations, Networking Styles, and their Effects on Creative Problem Solving. Working Paper.

**RELATED WORK EXPERIENCE**

2011 Internship Small Business Development Center, Texas Tech University and Small Business Administration (SBA), participating in consulting meetings with entrepreneurs and small business owners. Lubbock, TX. US.

2002-2006 Research assistant and consultant in projects related to SME, international business, social entrepreneurship, and innovation. School of Management, Universidad de Los Andes.

2002-2005 Administrative assistant, Executive MBA. School of Management, Universidad de Los Andes.

**SERVICE TO THE ORGANIZATION**

2017 Chairperson Curriculum Committee, Solbridge

2016-2017 Taskforce participant, Entrepreneurship specialization, Solbridge

**SERVICE TO THE FIELD**

2016 Ad Hoc Reviewer, Journal of Business Ethics.

2016 Ad Hoc Reviewer, Journal of Organizational Change Management.

2010-2015 Ad Hoc Reviewer, Entrepreneurship and OMT divisions, AOM and SMA conferences.

2011-2012 Session chair and discussant in different conferences: SMA, and Babson conference.

**GRANTS AND AWARDS / SPECIAL RECOGNITION**

2017 Hana Bank – Solbridge International Business School. Competitive grant awarded to do research on social networking.

2016 National Research Foundation, South Korea. Competitive grant awarded to do research on entrepreneurship in Korea.

2013 Jerry S. Rawls College of Business Annual Doctoral Student Research Award, Texas Tech University.

2013 Nominated for Best Student Paper. WAM, Western Academy of Management, Santa Fe, NM.

2008-2013Jerry S. Rawls College of Business Scholarship, Texas Tech University.