



ALEJANDRA MARIN MELO

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ACADEMIC BACKGROUND

- 2008 - 2013 **Ph.D.**, Management, specialty areas: Organizational Theory and Entrepreneurship
Rawls College of Business, Texas Tech University (TTU). Lubbock, Texas.
- 2006 - 2008 **MPhil**, Business Research
Universiteit Maastricht, the Netherlands.
- 1997 - 2002 **BA**, Management. Minor: Industrial Production Management
Universidad de Los Andes. Bogotá, Colombia.

EMPLOYMENT EXPERIENCE

- 2021 – present **Assistant Professor of Practice**
Area of Marketing and Supply Chain Management, Rawls College of Business
TTU, Lubbock, Texas.
- 2018 - 2021 **Instructor**
Area of Marketing and Supply Chain Management, Rawls College of Business
TTU, Lubbock, Texas.
- 2013 - 2018 **Assistant Professor**
Solbridge International School of Business
Woosong University, Daejeon, South Korea.
- Fall 2017 **Visiting Professor**
International Business School
Beijing Foreign Studies University (BFSU), Beijing, China.
- 2003 - 2006 **Teaching Assistant**
School of Management
Universidad de los Andes. Bogotá, 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.

PUBLICATIONS

Journals on the RAWLS List

- Villegas, D., **Marin, A.**, 2021. Bilingual brand communities? Strategies for targeting Hispanics on social media. *Journal of Product and Brand Management*. (Rawls Journal Rank = 4).
- Marin, A.**, Dass, M., Boal, K. B. 2019. An investigation of the critic-buyer effects on valuation of ambiguously appraised products. *Journal of Business Research*, 103, pp: 45-55. (Rawls Journal Rank = 5)
- 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), pp: 271-289. (Rawls Journal Rank = 5)
- 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), pp: 34-54. (Rawls Journal Rank = 5*)

Other Publications

- Nobin, T., Randolph, A., **Marin, A.** 2019. A network view of entrepreneurial cognition in corporate entrepreneurship contexts: A socially situated approach. *Management Decision*, 58(7), pp: 1331-1354.
- Cordier, J., **Marin, A.**, Cader, H. 2017. The role of client knowledge in consulting projects: Explorative, exploitative and ambidextrous approaches. In G. Manville, O. Matthias, J. Campbell (Eds.), *Management Consultancy Insights and Real Consultancy Projects*. London: Routledge. (Book chapter).
- 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), pp: 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), pp: 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), pp: 24-49.

RESEARCH IN PROGRESS

- Wang, X., **Marin, A.**, Li, Y., Dass, M., The signaling effects of founder CEO on early-stage venture financing.
- Li, Y., Wang, X., **Marin, A.**, Dass, M., An examination of the effects of venture branding efforts on ventures' first round financing performance.
- Hinojosa, A. S., **Marin, A.**, Randolph, A., Randolph-Seng, B., When expertise can be a curse: Implications of Action Identification theory for team performance. (Status: Preparing for submission to *Organizational Psychology Review*, Rawls Journal Rank = 4).
- Marin, A.**, Dass, M., Li, Y., Wang, X., The role of board composition on new ventures' success. (Status: data collection, targeted to *Journal of Business Venturing*, Rawls Journal Rank = 5*)
- Dass, M., Li, Y., **Marin, A.**, Wang, X., Reversed acquisitions and its effects on marketing strategies of high-tech startups: The case of Artificial Intelligence sector. (Status: data collection, targeted to *Journal of International Business Studies*, Rawls Journal Rank = 5*)
- Dass, M., **Marin, A.**, Li, Y., Wang, X., An Investigation of the drivers of institutional investors exits from marketing ventures. (Status: data collection, targeted to *Journal of Marketing Research*, Rawls Journal Rank = 5*)

Marin, A., Mesay, S., The effects of different network positions on international supplier diversification: The case of specialty coffee. (Status: data collection, targeted to Journal of International Business Studies, Rawls Journal Rank = 5*)

CONFERENCE PRESENTATIONS AND INVITED PRESENTATIONS

Marin, A., 2020. The importance of soft skills when launching a new business. Webinar series, Texas Tech Costa Rica. Online presentation in Spanish. (Invited, YouTube link [here](#)).

Marin, A., Hinojosa, A. S., Randolph, A., Randolph-Seng, B., 2018. Why do good teams fail? Toward a theory of team action identification. Academy of Management, Chicago.

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.

CURRENT TEACHING INTERESTS

Introduction to Marketing, International Marketing, Marketing Research, New Product Development, Marketing Strategy, Qualitative Research in Marketing.

TEACHING EXPERIENCE

2018 - Present **Rawls College of Business** (Average evaluations between 2018-2020)

<u>Undergraduate</u>	<u>Sections</u>	<u>Average</u>
Marketing Strategy	6	4.4 / 5.0
Introduction to Marketing	11	4.4 / 5.0
Marketing Basics	3	4.6 / 5.0
Fundamentals of Marketing (online)	3	4.6 / 5.0
Business Strategy Basics	3	4.5 / 5.0
<u>Graduate</u>	<u>Sections</u>	<u>Average</u>
Marketing Concepts and Strategies	3	4.2 / 5.0
Qualitative Research in Marketing (online)	1	4.6 / 5.0

2013 - 2018 **Solbridge International School of Business and BFSU** (Korea and China)

Strategic Management, People and Organizations, Industry and Competitive Analysis, e-Business Management, Simulation in Management, Introduction to Business and Entrepreneurship, People and Organizations (graduate), Managerial Skills (graduate).

TEACHING GRANTS

- Spring 2021 **TeMPO Program**, TLPDC, TTU. \$500 Stipend.
Program to facilitate interdisciplinary relationships among faculty at TTU.
- Fall 2020 **Faculty C-Startup**, Innovation Hub. TTU. \$2,500 Stipend.
Program to encourage the adoption of entrepreneurship educational tools in the classroom.

SERVICE

SERVICE TO THE AREA/COLLEGE

- 2020 - Present Faculty advisor, Rawls Graduate Association (RGA). Rawls College of Business.
- 2020 - Present Moderator, Women in Sales Leadership Webinar Series. Center for Sales and CR Excellence.
- 2019 – Spring 2021 Faculty supervisor, Scovell Business Leadership Program Service-Learning Projects.
- 2018 - 2020 Faculty advisor, Delta Sigma Pi (DSP). Rawls College of Business.

SERVICE TO THE FIELD

- 2021 - Present Director of Mentors, Recruitment and Retention at the Innovation Hub. TTU.
- 2020 - Present Associate Editor, Management Decision Journal.
- 2018 - Present Mentor, TTU Innovation Hub. Participate in the Accelerator program and in different Innovation Hub programs as a judge and mentor. TTU.
- 2016 Ad Hoc Reviewer: *Journal of Business Ethics*, *Journal of Organizational Change Management*.
- 2011 - 2018 Ad Hoc Reviewer: Entrepreneurship and OMT divisions, AOM and SMA conferences.
- 2011 Intern, Small Business Development Center, TTU and Small Business Administration (SBA). Participate in consulting meetings with entrepreneurs and small business owners. Lubbock.

GRANTS AND AWARDS

- 2020 Venture Well, US. STEM-MBA Integrative Project. Michael Ryan (Lead principal investigator), **Alejandra Marin** (principal investigator). Awarded 30,000 USD.
- 2017 Hana Bank - Solbridge International Business School. Grant awarded to research social networking. **Alejandra Marin** and Brock Stout (principal investigators). Awarded 3,000,000 KRW (~2,800 USD).

- 2016 National Research Foundation, South Korea. Competitive grant awarded to research entrepreneurship in Korea. **Alejandra Marin** (Lead principal investigator). Awarded 11,300,000 KRW (~10,500 USD).
- 2013 Jerry S. Rawls College of Business Annual Doctoral Student Research Award, TTU.