

**DR. ALISA MININA JEUNEMAITRE**  
**CV**



**PERSONAL DETAILS**

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**CURRENT POSITION**

2022-present Associate Professor of Marketing, emlyon business school, Ecully, France

**EDUCATION**

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

**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 (Stockholm university), Assistant Professor Natalia Tolstikova (Stockholm university), Professor Lisa Peñaloza (KEDGE Business School, France)

Disputation opponent: Professor Giana Eckhardt (King's College London)

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, equivalent to Master's Degree, corresponds to 5 years and 8731 hours of university education, including 4908 in-class hours), Lomonosov Moscow State University, Russia

**PEER-REVIEWED PUBLICATIONS**

Minina. A., Masè S., Smith J., 2022. Commodifying Love: Value Conflict in Online Dating. *Journal of Marketing Management* (ABS 2, CNRS/FNEGE 3), vol. 38, issue 1-2, pp. 98-126

Minina, A., Holmqvist J., 2021. Liquid, solid and in-between: service relationships in global mobility. *Consumption, Markets & Culture* (ABS 2, CNRS/FNEGE 3), vol. 24, issue 6, pp. 575-595

Minina. A., Masè S., Smith J., 2020. Navigating the Marketplace of Love: Value Conflict in Online Dating Community. *Advances in Consumer Research* (ABS 2), vol. 48, pp. 537-540

Minina, A., 2016. Consumption of Financial Services: Developing a Conceptual Framework. *The Marketing Review*, vol. 16, n. 3, pp. 264-283

Minina, A., 2015. Home is Where the Money is: Financial Consumption in Global Mobility. *Advances in Consumer Research* (ABS 2), vol. 43, pp.393–398

### **CONFERENCE PAPERS AND PRESENTATIONS**

Masè S., Minina A., Smith J. 2021. How Digital Services Are Reshaping the Dating Practice: An Institutional Work Perspective on the Digital Dating Service Ecosystem, presented at the 7<sup>th</sup> Naples Forum on Service, September 6-8.

Minina. A., Masè S., Smith J., 2020. Value Conflict in Online Dating Community, the paper presented at the 1st 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 3<sup>rd</sup> PhD conference in Stockholm University School of Business, Sweden, 22 January.

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

## **TEACHING ACTIVITIES**

*July 2022 – present emlyon business school, Ecully, France*

- Fundamentals of Operational Marketing (BBA2, Pedagogical responsibility for four courses in English and French), Marketing Strategy (PGE4, MSc in Management, Pedagogical Responsibility for two courses in English and French), Market Studies and Marketing Decisions (PGE4 MSc in Management), Consumer Lifestyles (MSc in Luxury Management and Marketing), Research methods (MSc in Luxury Management and Marketing)

*September 2018-July 2022. Ipag Business School, Paris, France*

- Marketing Fundamentals (American Track course leader), Marketing Mix and Communications (American Track course leader), Etudes de marché, Strategic Marketing Planning (course leader), Advertising & Promotion (course leader), Digital Communications, B2B B2C and Services Marketing (course leader), B2B Services and Luxury Marketing (course leader), Market Research, 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 Penalzo)

*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 8<sup>th</sup> 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.

### **POSITIONS HELD**

<b>Time period</b>	<b>Organisation</b>	<b>Working title</b>
July'22 - present	emlyon business school Ecully, France	Associate Professor of Marketing
Sept'18 – July'22	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