

DR GEORGIANA-FLORENTINA GRIGORE

Associate Professor of Marketing
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Teaching & Research, Senior Fellow of HEA
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SHORT BIOGRAPHY

I joined the University of Leicester School of Business in June 2020 as Associate Professor of Marketing. At UoL, I am the Deputy Head of the School of Marketing and Strategy (August 2024-present), and previously I was Director of the PhD programme for the MISO department (December 2021-August 2024), led the Consumption, Markets and Society research group (June 2020-February 2023), and was Deputy Director for the MBA programme (September 2020 – January 2022). I previously held positions at Henley Business School where I was Director of Studies and Ethics Representative, and at Bournemouth University where I was Programme Leader for a large Marketing Communications UG degree. I have published in journals such as *Journal of Business Ethics*, *Journal of Business Research*, *Organization*, *Journal of Marketing Management*, *Marketing Theory*, *Journal of Strategic Marketing*, or *Internet Research* amongst others. In 2012, I co-founded an annual international conference in Social Responsibility, Ethics and Sustainable Business, and I am now preparing for the 11th conference in the series (September 2024, Kuala Lumpur, Malaysia). My research received external funding, including from the Innovate UK (2022-2023), the British Academy/Leverhulme (2017-2019) and the Arthur W. Page Center (2014-2015 and 2015-2016). I completed a doctorate in Marketing at the Bucharest University of Economic Studies where I used relationship marketing theory to examine the impact of corporate responsibility on stakeholders. During this time, I was also a visiting researcher at De Montfort University, UK. Prior to my doctorate, I received a master's degree in Strategic Marketing and a bachelor's degree in Marketing from the same university. Before my PhD, I was a marketing specialist and consultant in the retail industry and a trainer for a series of workshops and short marketing and corporate responsibility courses. My research focuses on marketing and corporate responsibility, including changes that result from digital media. I am Senior Fellow of HEA. I was external examiner for Middlesex University (2018-2022), the Arab Open University (2021-2022), and I am now external examiner at the University of Bath (2023-present) and Stirling University (August 2024-present).

APPOINTMENTS

Associate Professor of Marketing
University of Leicester, School of Business
Brookfield Campus, 266 London Road, Leicester, LE2 1RQ, UK

June 2020 to present

Teaching & Learning: As Associate Professor of Marketing, I convene and deliver modules such as: Managing value creation processes from idea to market (MBA), Business in the digital economy (UG), Conflict and Management, Artificial Intelligence at work: Making data work for you, Sustainability Challenge, Business Simulation (all MBA residential workshops), or Developing a Marketing Strategy (Help to Grow Apprenticeship). I have designed and delivered new blended-learning materials and assessment for these modules. I have recruited and I currently supervise several PhD students (FT and PT), and I am personal tutor for MBA students.

Research: I produce academic research outputs, including papers, books, book chapters or conference papers. I have recently published papers in the *Journal of Business Ethics*, *Organization*, *Journal of Marketing Management*, *Journal of Strategic Marketing*, or *Marketing Theory*. In the last few years, I successfully edited several books titled 'Corporate Responsibility and Sustainability during the Coronavirus' and 'Corporate Responsibility, Sustainability and Markets: How Ethical Organisations and Consumers Shape Markets' for a book series that I am co-leading (<https://link.springer.com/series/15192>).

Leadership: As **Director of the PhD programme** for the MISO department (December 2021-August 2024), I was responsible for managing the departmental PhD programme, recruiting new students, chairing pre-probation, probation reviews, progress reviews and vivas, and ensuring good progression and completion rates. The MISO PhD programme included 55+ students (full time, part-time, or distance-learning). In this role, I led the recruitment of Graduate Teaching Assistants (4 GTAs in 2022, 7 GTAs in 2023), fee waivers, Centenary scholarships, F50 scholarships, and well as the recruitment of self-funded PGRs (either full-time or distance-learning). I also had responsibility for the day-to-day internal management of the programme and for ensuring the effective organisation of PhD student support activities. As **Director of the Consumption, Markets and Society Research Group** (June 2020 – February 2023), I worked to develop the internal identity for the research group by encouraging interdisciplinary and multidisciplinary projects, research/grant workshops and by organising research seminars with external and internal guest speakers. My aim was to create an inclusive and positive research environment with a strong sense of social purpose, and to ensure that members feel supported and stimulated to pursue high quality research outputs that meet REF requirements. Specifically, I supported early career researchers in developing high quality outputs including through mentorship, paper review sessions, guest talks by journal editors, and methodology workshops. I organised guest talks and workshops with researchers, journal editors, or funders to create networking and staff development opportunities. As **Deputy Director for the MBA programme** (September 2020 – January 2022), I worked with the Programme Director to oversee the operations and development of the portfolio of the UoL Global MBA

programme. This included leading and/or advising colleagues and students on MBA related matters, working with the director in reviewing existing provision and identifying new curriculum areas for programme development, recruiting students (including Taster Days).

Associate Professor of Marketing

September 2017 to April 2020

Henley Business School, University of Reading, UK
Greenlands, Henley-on-Thames, Oxfordshire, RG9 3AU

Teaching & Learning: As Associate Professor of Marketing, I convened and delivered modules on the FT MBA (Marketing Management 2017/18, 2018/19), Executive MBA (Strategic Marketing, Brand Strategy - online elective, Relationship Marketing - online elective), MA Programmes (Consumer Behaviour), or BA (Marketing Management, second year). I have designed and delivered new modules and assessment for the new BA Applied Management, Levy Apprenticeship (Organisations and Environment, Products and Services). I have recruited and supervised 6 PhD students (3 self-funded, 3 scholarships). As Senior Fellow of HEA and FLAIR Champion for CPD Scheme (an internal peer-review process), I was an assessor for the Recognition Panels that enabled experienced colleagues to gain HEA recognition for Teaching and Learning.

Research: I produced academic research outputs, including papers published in *Marketing Theory* and *Journal of Business Research*, books, and conference papers. I successfully completed a BA/Leverhulme grant titled '*New responsibilities in the digital age*'.

Leadership: As Director of Studies (November 2018-May 2019), I took oversight of the design, delivery and evaluation of portfolio modules in Marketing & Reputation at Henley, including quality management and enhancement. In my role of Ethics Representative (November 2017-September 2019), I ensured that researchers follow the UoR's Ethics Guidance for research and encouraged reflection on the ethics implications of research.

Senior Lecturer in Corporate and Marketing Communications

July 2012 to September 2017

Faculty of Media and Communication, Bournemouth University,
Weymouth House W422 Talbot Campus BH12 5BB

Teaching & Learning: As a Senior Lecturer, I delivered teaching for undergraduate and postgraduate degrees through lectures, tutorials and seminars. Modules taught included reputation in a global context, corporate reputation and responsibility public relations strategies and tactics, consumer culture and behaviour, and marketing and communications. I undertook module leadership, curriculum and assessment strategy development, and supervision of undergraduate and postgraduate students. I was also the Programme Leader for the Marketing Communications UG degree (over 250 students), which was awarded an NSS score of 95%. I was also an academic tutor and level tutor, providing academic advice on learning, writing and developing skills.

Research: As a member of the Promotional Cultures & Communication Centre, I produced academic research outputs in line with a personal research plan using a range of research methodologies and theoretical approaches. I disseminated research and consultancy findings through leading publications, and international conferences, including the organisation of a series of conferences. I have also developed research proposals and funding bids. My practice-based outputs included professional articles, commercial reports, and the generation of research and knowledge exchange income.

Consultancy: I practiced marketing consultancy through the Creative Enterprise Bureau at BU that included public and professional engagement with industry, government bodies, universities and the public. This activity included working with students as part of a commitment to enhancing the student experience through activity that provides practical employability skills.

PhD Student in Marketing & Visiting Research De Montfort University

October 2009 to June 2012

Marketing Department, *Bucharest University of Economic Studies
Piata Romana 6 Bucharest 010374 Romania

In this role I developed research that contributed to knowledge in the field of corporate responsibility and relationship marketing, using quantitative research methods (experiments and surveys) to identify the impact of corporate (social) responsibility on various stakeholder groups. I also developed a marketing-management model to improve company-stakeholder relationships. I published academic articles in ISI Thompson Indexed journals and disseminated results at national and international conferences. I also taught undergraduate and masters' programmes in English. During this time, I was also a visiting research at De Montfort University, UK, under the supervision of Professor of Corporate Social Responsibility, David Crowther.

**Bucharest University of Economic Studies is an established leader in the field of business studies in Romania.*

Marketing specialist

March 2009 to November 2010

Purchasing Department, Cora Hypermarche
Bucharest Romania

At Cora I coordinated the implementation of new assortment structures in the non-food department using SAP. This work raised sales in both volume and value by more than 20%. I was also responsible for the analysis of sales, returns to correct specific stock anomalies, and for the analysis of competition in Romanian retail.

ACADEMIC & PROFESSIONAL QUALIFICATIONS

DOCTORATE IN MARKETING from Faculty of Marketing, Bucharest University of Economic Studies, Awarded 06/2012
MA IN STRATEGIC MARKETING from Faculty of Marketing, Bucharest University of Economic Studies, Awarded 06/2009
BA IN MARKETING from Faculty of Marketing, Bucharest University of Economic Studies, Awarded with Distinction 05/2008
PG CERT IN HIGHER EDUCATION from Bournemouth University, Awarded 10/2014
SENIOR FELLOW OF HIGHER EDUCATION ACADEMY since August 2017
MEMBER OF CHARTERED INSTITUTE OF MANAGEMENT

RESEARCH – LIST OF PUBLICATIONS

JOURNAL ARTICLES – Published

1. Molesworth, M., **Grigore, G.**, Patsiouras, G, Moufahim, M. (2024). Bullshit consumption: What lockdowns tell us about work-and-spend lives and care-full alternatives. *Marketing Theory*, <https://doi.org/10.1177/14705931241230047>, (3CABS)
2. Denegri-Knott, J., Jenkins, R., Molesworth, M. and **Grigore, G.** (2023). Platformised possessions and relational labour. *Marketing Theory*, 14705931231201783. (3 CABS)
3. **Grigore, G.**, Chapleo, C., Homberg, F., Alniacik, U. and Stancu, A. (2023). Employer branding dimensions: An adapted scale for Eastern Europe. *Journal of Strategic Marketing*, 1-20.
4. Hussain, S., Molesworth, M., **Grigore, G.** (2023). Expanding knowledge of institutional complexity through the hyphen-spaces opened up by participant videography. *Journal of Marketing Management*, 1-22.
5. **Grigore, G.**, Molesworth, M., Vontea, A., Basnawi, A., Celep, O., Jesudoss, S.P (2021). Corporate Social Responsibility in Liquid Times: The Case of Romania. *Journal of Business Ethics* (3 CABS), 174(4), 763-782.
6. **Grigore, G.**, Molesworth, M., Miles, C. and Glozer, S. (2021). (Un) Resolving the dark side of digital technologies through the rhetoric of balance. *Organization*, 28(1), 186-207 (3 CABS, ranked 4* at UoR).
7. **Grigore, G.**, Molesworth, M., Vontea, A., Basnawi, A., Celep, O. and Jesudoss, S.P (2020). Drama and Discounting in the Relational Dynamics of Corporate Social Responsibility. *Journal of Business Ethics*, 174, 65-88 (3 CABS, ranked 4* at UoL).
8. Imran, A., Ali, M., **Grigore, G.**, Molesworth, M. and Zhonghi, J. (2019). The moderating role of corporate reputation and employee-company identification on work-related outcomes of job insecurity resulting from workforce localization policies. *Journal of Business Research*, 117, 825-838 (3 CABS, ranked 4* at UoR).
9. Husain, S., Molesworth, M. and **Grigore, G.** (2019). "I once wore an Angry Bird T-shirt and went to read Qur'an": Asymmetrical institutional complexity and emerging consumption practices in Pakistan. *Marketing Theory*, 19 (3), 1-22 (3 CABS, ranked 4* at UoR).
10. Molesworth, M. and **Grigore, G.** (2019). Scripts people live in the marketplace: An application of Script Analysis to Confessions of a Shopaholic. *Marketing Theory*, 19 (4), 467-488 (3 CABS).
11. Mardon, R., Molesworth, M. and **Grigore, G.** (2018). YouTube Beauty Gurus and the emotional labour of tribal entrepreneurship. *Journal of Business Research*, 92, 443-454 (3 CABS, ranked 4* at UoR and UoL).
12. Molesworth, M., **Grigore, G.**, and Jenkins, R. (2017). Games people play with brands: An application of Transactional Analysis to marketplace relationships. *Marketing Theory*, 18(1), 121-146 (3 CABS).
13. Hobbs, J., **Grigore, G.**, and Molesworth, M. (2016). Success in the Management of Crowdfunding Projects in the Creative Industries. *Internet Research*, 26(1), 146-166 (3 CABS, ranked 4 at UoR)
14. **Grigore, G.F.**, Theofilou, A., Watson, T. and Sthapitanonda, P. (2016). Ethical Stakeholder Engagement: Exploring the relationship between corporations and NGOs in Thailand, Romania and UK. *Prism Journal*, 12(2), 1-12.
15. **Grigore, G.F.**, Meng-Lewis, Y., and Abdaless, S. (2013). The impact of corporate social responsibility on organisational commitment: A study from Romania. *Transformations in Business and Economics*, 12(1A), 332-342 (Thomson Reuters ISI Indexed journal, based on my PhD work)
16. Ahmad, J., Ali, I., Grigore, G. F., and Stancu, A. (2012). Studying Consumers' Ecological Consciousness—A Comparative Analysis of Romania, Malaysia and Pakistan. *Amfiteatru Economic Journal*, 14(31), 84-98 (Thomson Reuters ISI Indexed journal)
17. Ali, I., **Grigore, G.F.**, and Ahmad, J. (2012). University teachers' perceptions towards teaching business ethics. *Social and Behavioral Sciences*, 46, 3637-3641 (Thomson Reuters ISI Indexed journal)
18. **Grigore, G.F.**, and Stancu, A. (2011). The role of corporate social responsibility in building employer's brand. *Transformations in Business and Economics*, 10(23B), 741-753 (Thomson Reuters ISI Indexed journal)
19. Stancu, A., **Grigore, G.F.**, and Rosca, M. (2011). Consumers' perceptions towards corporate social responsibility initiatives – A qualitative approach. *Transformations in Business and Economics*, 10(23B), 754-765 (Thomson Reuters ISI Indexed journal)
20. Anghel, D.L., **Grigore, G.F.**, and Rosca, M. (2011). Cause-related Marketing, Part of Corporate Social Responsibility, and its Impact on Consumers Attitude. *Amfiteatru Economic Journal*, 13(29), 73-86. (Thomson Reuters ISI Indexed journal, based on my MA dissertation)

BOOKS

21. Sörensson, A., Bogren, M., Grigore, G., Stancu, S., Lundstrom, A. (2024). *Creating new roles for a sustainable economy: Digitalization, Green Enterprises and Organizational Challenges*, Palgrave McMillan.
22. Simões, C., Stancu, A. and Grigore, G. (eds.) (2022). *Corporate Responsibility, Sustainability and Markets: How Ethical Organisations and Consumers Shape Markets*, Palgrave McMillan.
23. Sörensson, A., Tesfaye, B., Lundström, A., Grigore, G., and Stancu, A. (eds.) (2021). *Corporate Responsibility and Sustainability during the Coronavirus Crisis: International Case Studies*, Palgrave McMillan.
24. Farache, F., Grigore, G., Stancu, A., and McQueen, D. (eds.) (2020). *Value(s) and Corporate Social Responsibility*, Palgrave McMillan.
25. Farache, F., Grigore, G., Stancu, A., and McQueen, D. (eds.) (2019). *Responsible People: The Role of the individual in CSR, entrepreneurship and management education*, Palgrave McMillan.
26. Grigore, G., Stancu, A., and McQueen, D. (eds.) (2018). *Corporate Responsibility and Digital Communities: An international perspective towards sustainability*, Palgrave McMillan.
27. Theofilou, A., Grigore, G., and Stancu, A. (eds.) (2017). *Corporate Social Responsibility Post Financial Crisis*, Palgrave McMillan.
28. Saponari, G., Grigore, G., and Borgonovi, E. (eds.) (2016) *L'Impresa di domani. Innovativa Sostenibile Inclusiva. Parte seconda. Il futuro della CSR: La voce degli esperti internazionali*. Bocconi University, Milan: Egea
29. Adi, A., Grigore, G., and Crowther, D. (eds.) (2015). *Corporate Social Responsibility in the Digital Age*. Bingley: Emerald Group Publishing Limited.
30. Grigore, G. and Stancu, A. (eds.) (2015). *Social Responsibility, Ethics and Sustainable Business: Theory and Practice*. Bucharest: ASE Hall Publishing.
31. Grigore, G., Ordeix, E., Rom, J., and Stancu, A. (2015). New Corporate Social Responsibility Challenges: Sustainability, Social Commitment and Innovation, *Tripodos Journal*, No 37, ISSN: 1138-3305.

BOOK SERIES EDITOR

32. Robinson, S. (Ed), Sun, W. (Ed), **Grigore, G.** (Ed), Stancu, A. (Ed). ***Palgrave Studies in Governance, Leadership and Responsibility*** <https://www.palgrave.com/gp/series/15192>

BOOK CHAPTERS

33. Molesworth, M., Truong, I., Grigore, G. (2024). *Imagining responsible marketing in the digital economy: Why it is easier to think about AI overloads than digital marketing as a source of freedom*. In Saren, M. et al. (eds) *Responsible Marketing for Wellbeing and Society*, Routledge.
34. Sörensson, A., Bogren, M., Grigore, G., Stancu, S., Lundstrom, A. (2024). New roles for a sustainable economy. In: Sörensson, A., et al. (eds) *Creating new roles for a sustainable economy: Digitalization, Green Enterprises and Organizational Challenges*, Palgrave McMillan.
35. Simões, C., Stancu, A. and Grigore, G. (2023). *Perspectives on Corporate Responsibility, Sustainability and Markets*. In Simões, C., Stancu, A. and Grigore, G. (eds.) *Corporate Responsibility, Sustainability and Markets: How Ethical Organisations and Consumers Shape Markets*, Palgrave McMillan.
36. Sörensson, A., Tesfaye, B., Lundström, A., Grigore, G., and Stancu, A. (2021). *What happens to corporate responsibility in a world-wide health emergency?* In Sörensson, A., Tesfaye, B., Lundström, A., Grigore, G., and Stancu, A. (eds.) (2021). *Corporate Responsibility and Sustainability during the Coronavirus Crisis: International Case Studies*, Palgrave McMillan
37. Grigore, G., Stancu, A., Farache, F., & McQueen, D. (2020). *Corporate responsibility and the value of value(s)*. In: Farache, F., Grigore, G., Stancu, A., McQueen, D. (Eds.) (2020). *Values and Corporate Responsibility: CSR and Sustainable Development*. Springer
38. McQueen, D., Farache, F., & Grigore, G. (2020). *A revaluation of all values: Nietzschean populism and Covid-19*. In: Farache, F., Grigore, G., Stancu, A., McQueen, D. (Eds.) (2020). *Values and Corporate Responsibility: CSR and Sustainable Development*. Springer
39. Farache, F., Grigore, G., McQueen, D., and Stancu, A. (2019). *'The role of the individual in promoting social change'*. In Farache et al. (2019) *Responsible People: The Role of the individual in CSR, entrepreneurship and management education*, Palgrave McMillan.
40. Grigore, G. and Molesworth, M. (2018). *'Pouring politics down our throats': Political CSR communication and consumer catharsis*. In: Crowther, D. (ed.) *Redefining Corporate Social Responsibility* (pp. 71-86), Emerald Publishing Limited.
41. Stancu, A., Grigore, G., and McQueen, D. (2017). *Corporate Responsibility and Digital Communities: An Introduction*. In: *Corporate Responsibility and Digital Communities* (pp. 1-7), Palgrave Macmillan.

42. Grigore, G., Molesworth, M. and Farache, F. (2017). *When Corporate Responsibility Meets Digital Technology: A Reflection on New Discourses*. In: Grigore, G., Stancu, A. & McQueen, D. (eds.) *Corporate Responsibility and Digital Communities: An International Perspective towards Sustainability*, (pp. 11-28), Palgrave Macmillan.
43. McQueen, D., Stancu, A., and Grigore, G. (2017). *Corporate Responsibility, Digital Communities and Sustainability: Concluding Thoughts*. *Corporate Responsibility and Digital Communities: An International Perspective towards Sustainability*, 271, Palgrave Macmillan.
44. Grigore, G., Molesworth, M., and Watkins, R. (2017). *New Corporate Responsibility in the Digital Economy*. In: Theofilou, A., Grigore, G. and Stancu, A. (eds.) (2017). *Corporate Social Responsibility Post Financial Crisis* (pp. 41-62) Palgrave Macmillan.
45. Grigore, G. and Molesworth, M. (2016). *Does Corporate Social Responsibility Mask Business Practices that are Adiaphoric*. In: *Change Cohesion Competitiveness*.
46. Grigore, G., Adi, A., and Theofilou, A. (2015). *Digital reflections of pharmaceutical companies and their CSR communication strategies*. In: Adi, A., Crowther, D., and Grigore, G. (eds.), *Corporate Social Responsibility in the Digital Age*. Bingley: Emerald Group Publishing Limited, 221-240.
47. Adi, A. and Grigore, G. (2015). *Communicating CSR on social media – the case of Pfizer’s social media communications in Europe*. In: Adi, A., Crowther, D., and Grigore, G. (eds.), *Corporate Social Responsibility in the Digital Age*. Bingley: Emerald Group Publishing Limited, 143-164.
48. Adi, A., Grigore G., and Crowther, C. (2015). *Introduction to Corporate Social Responsibility in the Digital Age*. In: Adi, A., Crowther, D., and Grigore, G. (eds.), *Corporate Social Responsibility in the Digital Age* (pp. ix-xvi), Emerald.
49. Grigore, G., Ali, I., and Vontea, A. (2015). *Dear employee, are you happy? Investigating the relationship between social responsibility and employees’ life satisfaction*. In: Grigore, G., and Stancu, A., (eds.) *Social Responsibility, Ethics and Sustainable Business: Theory and Practice*. Bucharest: ASE Hall Publishing.
50. Abdalless, S., Adelopo, I., and Grigore, G. (2015). *Financial Crises and Corporate Governance: Understanding the Impacts on Risk Management and Accountability in the UK Local Councils*. In: Crowther, D., Oubrich, M., Barzi, R. and Abdalless, S., eds. *Governance, Accountability and Sustainable Development*. Cambridge Scholars Publishing.
51. Grigore, G., Stancu, A., and Zaharia, R.M. (2013). *Challenges of Integrating CSR into Curricula: An Analysis of the Romanian Educational System*. In: Ahmad, J. and Crowther, D., eds. *Education and Corporate Social Responsibility*. Bingley: Emerald Group Publishing, 223-242.
52. Grigore, G. (2011). *Corporate social responsibility and marketing*. In: Crowther, D., and Aras, G., eds., *Governance in the Business Environment – Developments in Corporate Governance and Responsibility*. Bingley: Emerald Group Publishing Limited, 41-58.

INTERNATIONAL CONFERENCE PROCEEDINGS, EDITOR

53. Grigore, G., Stancu, A., Sorensson, A 2023 Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 10, ASE Printing Hall, ISSN: 2602-1056.
54. Grigore, G., Stancu, A., Sorensson, A 2022 Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 9, ASE Printing Hall, ISSN: 2602-1056.
55. Grigore, G., Stancu, A., Simoes, C. 2019. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 8, ASE Printing Hall, ISSN: 2602-1056.
56. Grigore, G., Stancu, A., and Ditlev-Simonsen C. 2018. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 7, ASE Printing Hall, ISSN: 2602-1056.
57. Grigore, G. and Stancu, A. 2017. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 6, ASE Printing Hall, ISSN: 2285-7222.
58. Grigore, G., Stancu, A. and Boronovi, E., 2016. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 5. ASE Publishing.
59. Grigore, G., Stancu, A., Theofilou, A. and Acatrinei, C., 2015. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 4, ASE Publishing.
60. Grigore, G., Ordeix, E., Stancu, A., Acatrinei, G., Iamandi, I.E. and Rom, J., 2014. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 3, ASE Publishing.
61. Grigore, G., Theofilou, A., Breitbarth, T., Jackson, D., Stancu, D., Ducu, C. and Iamandi, I.E., 2013. Working Papers Series on Social Responsibility, Ethics & Sustainable Business, Volume 2, ASE Publishing.
62. Grigore, G., Stancu, A., Ducu, C. and Iamandi, I.E., 2012. Working Papers Series on Social Responsibility, Ethics, & Sustainable Business, Volume 1. ASE Publishing.
63. Grigore, G. and Crowther, D., 2011. *Corporate Governance Crises: Causes, Effects and Solutions*, Papers of the 1st Organisational Governance Conference. *Corporate Governance Crises: Causes, Effects and Solutions*, De Montfort University.

CONFERENCE PAPERS

64. **Grigore, G.**, Molesworth, M., Ali, I., Baines, P. (2024) Advancing empirical understanding on zoo visitors' moral emotions, satisfaction experience and their adoption of proconservation behaviour, in the 53rd Annual Conference of the European Marketing Academy, Bucharest University of Economic Studies, 28-31 May 2024.
65. **Grigore, G.**, Patsiouras, G., Molesworth, M., Moufahim, M. (2024). Marketplace Release, Rehabilitation, Recapture, in 12th EAISM Interpretive Consumer Research Workshop, ESSCA, Malaga, 18-19 April 2024.
66. **Grigore, G.**, Molesworth, M., Baines, P. (2024). Marketplace Emotions and the Environment: The Case of Conservation Centres, in 12th EAISM Interpretive Consumer Research Workshop, ESSCA, Malaga, 18-19 April 2024.
67. Husain, S., Molesworth, M., **Grigore, G.** (2023). The Muslim Body and Consumption, in ANZMAC 2023, University of Otago Business School, New Zealand, 4-6 December 2023.
68. **Grigore, G.** (2023) 'Corporate responsibility and Sustainability: Past Present Future', in *10th International Conference on Social Responsibility, Ethics and Sustainable Business*, 15-16 September 2023, Bucharest University of Economic Studies (**invited guest speaker**)
69. **Grigore, G.**, Baines, P., Molesworth, M. (2023) Reengineering the Value Proposition of Zoo: From Entertainment to Conservation Goals. in *10th International Conference on Social Responsibility, Ethics and Sustainable Business*, 15-16 September 2023, Bucharest University of Economic Studies (**invited guest speaker**)
70. Hobbs, J., **Grigore, G.**, Molesworth, M. (2023) 'Success in the management of subscription businesses', In: *The Academy of Marketing Conference*, 3-6 July, University of Birmingham, UK.
71. Ali, I., Ali, M., **Grigore, G.**, Molesworth, M. (2023) 'How corporate hypocrisy shapes stakeholders' intentions towards a company: the moderating role of stakeholders' ethical orientation', In *18th Academy of Innovation, Entrepreneurship, and Knowledge (ACIEK)*, 21-23 June 2023, Madrid, Spain.
72. Molesworth, M., **Grigore, G.**, Mardon, R. (2023) 'The Psychosocial Relational Dynamics of Rescuer Platforms', In: *Consumer Culture Theory Conference*, 27-30 June 2023, Lund University, Sweden.
73. **Grigore, G.** (2023) 'CSR managers' modes of organising digital technology: Boundaries, splitting and bubbles', In: *2nd International Conference in Sustainability: Global and Local Challenges*, Institute of Business Administration, Karachi, Pakistan, 26-27 May 2023 (**invited guest speaker**).
74. **Grigore, G.** (2023) 'What Lockdowns Tell Us about Work-and-Spend Lives', In: *WLV Marketing Research Conference*, University of Wolverhampton Business School, 4 May 2023 (**invited guest speaker**).
75. **Grigore, G.** (2023) 'CSR managers' modes of organizing digital technologies', In: *the 9th Pat Murphy International Symposium on Marketing Ethics and Corporate Social Responsibility*, University of Bristol, 16-18 April 2023 (**invited guest speaker**).
76. **Grigore, G.** (2022). (Un)Resolving the dark side of digital technologies through the rhetoric of balance. In: *the 9th International conference on Social Responsibility, Ethics and Sustainability*, Mid-Sweden University, 15-16 September 2022 (**invited guest speaker**).
77. **Grigore, G.**, Molesworth, M., Borghei-Razavi, N (2022) CSR managers' modes of organising digital technology: Boundaries, splitting, and the difficulty in reaching a responsible position. In: *PRME UK and Ireland Business and Society Research Development Workshop*, University of Glasgow, Adam Smith Business School, 17 May 2022.
78. Molesworth, M., **Grigore, G.**, Patsiouras, G., Moufahim, M. (2022) Worksumption. In: *11TH EIASM Interpretive Consumer Research Workshop*, University of Liverpool, UK, 9-10 June 2022
79. **Grigore, G.**, Molesworth, M., Miles, C., Glozer, S. (2019). The dark side of digital technology: What CSR managers say about digital technology. In: *8th International conference on Social Responsibility, Ethics and Sustainability*, University of Minho, Braga, Portugal, 25-26 October 2019.
80. **Grigore, G.**, Molesworth, M. (2019). Corporate social responsibility in Liquid Times: The Case of Romania. *Workshop on 'Business Ethics in Post-Communist Societies' organized by the Journal of Business Ethics for a special issue*, University of Regensburg, Germany, 11-12 July 2019. (**invited guest speaker**).
81. **Grigore, G.** and Molesworth, M. (2018). New corporate responsibilities in the digital economy. In: *7th International conference on Social Responsibility, Ethics and Sustainability*, Norwegian Business School, Oslo, 12-13 October 2018. (**invited guest speaker**).
82. Perez-Vega, R. and **Grigore, G.** (2018). AI: implications for sales, new jobs and new responsibilities. In: *The World of Work Conference: Enlightening the Dark Side*, Henley Business School, 13 September 2018. (**invited guest speaker**).
83. **Grigore, G.** (2017). People and corporate responsibility in a globalized world. In: *the 6th International conference on Social Responsibility, Ethics and Sustainable Business*, HTW University, Berlin, 28-29 September 2017. (**invited guest speaker**).
84. Imran, A., Murad, A., **Grigore, G.**, Zhonghi, Z. (2017). The moderating role of corporate reputation and employee-company identification on work-related outcomes of job insecurity resulting from workforce localization policies. In: *3rd International Colloquium on Corporate Branding, Identity, Image and Reputation*, Middlesex University, 7-8 September 2017.
85. Watkins, R., Molesworth, M., **Grigore, G.** (2017). Selling without selling out: Youtube beauty gurus and the emotional labour of tribal entrepreneurship. In: *9th Workshop on Interpretive Consumer Research* 27-28 April, Stockholm, Sweden.
86. Alniacik, U., Ahmad, J., **Grigore, G.** and Stancu, A. (2016). Employees and Corporate Social Responsibility: Investigating the Effect of CSR on Word-of-Mouth and Relationship Commitment. In: *5th International Conference on Social Responsibility, Ethics and Sustainable Business* 6-7 October 2016 Bocconi University, Milan.
87. **Grigore, G.**, Molesworth, M. and Baden, D. (2016). Business-NGO Relationships in Romania: Individualism, Projectization and Adiaphora in Social Responsibility. In: *14 Biennial ISMD Conference* 9-11 August 2016 Lima, Peru.
88. **Grigore, G.**, Molesworth, M. and Watkins, R. (2015). Conceptualising digital corporate social responsibility. In: *4th International Conference on Social Responsibility, Ethics and Sustainable Business* 8-9 October 2015 Athens. (**invited guest speaker**).

89. Theofilou, A. and Grigore, G., 2015. Businesses and NGOs: Their role in shaping CSR theory and practice. In: *The 3rd International CSR Communication Conference* 17-19 September 2015 University of Ljubljana, Slovenia.
90. **Grigore, G.** and Molesworth, M. (2015). The Manufacture of Emotional Drama in Corporate Social Responsibility. In: *40th Annual Macromarketing Conference - Marketing as Provisioning Technology: Integrating Perspectives on Solutions for Sustainability, Prosperity, and Social Justice* 25-28 June 2015 Quinlan School of Business, Loyola University Chicago. Chicago: Macromarketing Society, 616-637.
91. Chang, S., Molesworth, M. and **Grigore, G.** (2015). Youtube Beauty Brands and the Dynamic Processes of Prosumption. In: *40th Annual Macromarketing Conference - Marketing as Provisioning Technology: Integrating Perspectives on Solutions for Sustainability, Prosperity, and Social Justice* 25-28 June 2015 Quinlan School of Business, Loyola University Chicago. Chicago: The Macromarketing Society, 488-507.
92. Ranscombe, E., Theofilou, A., and **Grigore, G.** (2014). Investigating consumer scepticism towards CSR in the pharmaceutical industry. In: *3rd International Conference on Social Responsibility, Ethics and Sustainable Business* 9-10 October 2014 Blanquerna Universitat Ramon Llull, Barcelona.
93. **Grigore, G.**, and Molesworth, M. (2014). The heroes, villains and damsels in distress of social responsibility. In: *3rd International Conference on Social Responsibility, Ethics and Sustainable Business*, 9-10 October 2014, Blanquerna Universitat Ramon Llull, Barcelona.
94. Molesworth, M., Jenkins, J., and **Grigore, G.** (2014). Games People Play with Brands: Transactional Analysis and the Market. In: *39th Annual Macromarketing Conference* 2014, 2-5 July 2014, Royal Holloway University, London, 317-331.
95. **Grigore, G.**, Molesworth, M., and Anastasios, T. (2014). 'Instead of spreading information we'll be spreading hope!' Socially responsible projects in Romania as episodic, moralistic crusades. In: *13th International Conference on Social Responsibility*, 30 June-2 July 2014, Bradford, West Yorkshire, UK.
96. **Grigore, G.**, Theofilou, A., and Watson, T. (2014). Employees as CSR advocates: The role of scepticism. In: *17th International Public Relations Research Conference* 5-9 March 2014 Miami, FL, USA.
97. Watson, T., Theofilou, A., and **Grigore, G.** (2013). Employees as CSR ambassadors: Harnessing scepticism in times of financial uncertainty. In: *Eupre Annual Congress* 2013 3-5 October 2013 Barcelona, Spain.
98. Adi, A., and **Grigore, G.F.** (2013). Digital reflections of pharmaceutical companies and their CSR communication strategies. In: *2nd International Conference on Social Responsibility, Ethics, and Sustainable Business* 2013. 5-6 September 2013 Bournemouth, UK.
99. Adi, A., and **Grigore, G.** (2012). Pfizer's social media uses in Europe. In: *MediAsia 2012* 8-10 November 2012 Osaka, Japan.
100. **Grigore, G.**, and Adi, A. (2012). Digital reflections of pharmaceutical companies and their CSR communication strategies. In: *2nd International Conference on Social Responsibility, Ethics, and Sustainable Business* 5-6 September 2013 Bournemouth, UK.
101. Ali, I., and **Grigore, G.F.** (2012). *Employees' perceptions of corporate social responsibility activities and their satisfaction with life*. Paper presented at the first International Conference on Social Responsibility, Ethics & Sustainable Business, Bucharest Academy of Economic Studies, Bucharest, Romania, October 22-23, 2012.
102. **Grigore, G.F.**, Abdaless, S., and Stancu, A. (2012). *Corporate social responsibility and organisational commitment – A study from Romania*. Paper presented at the 11th International Conference on Corporate Social Responsibility, Lahti University of Applied Sciences and SRRNet, Lahti, Finland, May 8-10, 2012.
103. Stancu, A., **Grigore, G.F.**, and Cepoi, I. (2011). *Corporate foundations and CSR communication: Evidence from Romania*. Paper presented at the CSR Communication Conference, University of Amsterdam & Emerald Publishing, Amsterdam, Holland, October 26-28, 2011.
104. Ahmad, J., Ali, I., and **Grigore, G.F.** (2011). *Determinants of consumer ecological consciousness behavior: A cross country study*. Paper presented at the 1st Organisational Governance Conference, Centre for Research into Organisational Governance, De Montfort University, Leicester, UK, September 15-16, 2011.
105. Ciuchete, G., **Grigore, G.F.**, and Padureyu, E. (2011). *Corporate social responsibility in the context of globalisation – Evidence from Romanian tour-operators*. Paper presented at the 1st Organisational Governance Conference, Centre for Research into Organisational Governance, De Montfort University, Leicester, UK, September 15-16, 2011.
106. Stancu, A., **Grigore, G.F.**, and Rosca, M. (2011). The impact of corporate social responsibility on employees. *International Proceedings of Economics Development and Research*, 21, 11-17. (ISI Thomson Reuters)
107. **Grigore, G.F.**, and Stancu, A. (2010). *Students' attitudes towards cause-related marketing - A study from Romania*. Paper presented at the 9th International Conference on Corporate Social Responsibility, Zagreb School of Economics and Management & SRRNet, Zagreb, Croatia, June 16-18, 2010.

CONSULTANCY WORK

- **Using Stakeholder Engagement to Reengineer the Value Proposition at Twycross: From Zoo to Conservation Centre, 2022-2023.** I led this partnership between UoL and Twycross zoo, funded by *Innovate UK*, where primary research (depth interviews and a large survey) with key stakeholders was conducted to feed into a marketing communications plan to re-position the National Science and Conservation Centre (NSCC). The insight led to a proposed communications plan for the positioning of the NSCC.
- **Whitepaper on New Responsibilities in the Digital Economy, 2019.** The purpose of this whitepaper is to support organizations in the process of understanding their new responsibilities as they engage with the digital economy. It was a collaborative project between academics at Henley and a Director of Stakeholder Engagement and Reporting at Asesoria Group
<https://assets.henley.ac.uk/defaultUploads/New-Responsibilities-in-the-Digital-Economy.pdf?mtime=20191009102831>

- **How commuters engage with advertising on the Tube, with Exterion Media Ltd and Cog Research, 2016.** This research has been short-listed for 'Best Research Initiative' in the imminent Media Research Group awards <http://www.wired.co.uk/article/exterion-eye-tracking-london-underground>. I was one of four academics at BU who collected data, analyzed data, and contributed to the report.
- **Millennial Rules: What do Millennials Mean to the Media, 2016.** Collaborative project with students from the Marketing Society at BU, Neil Sharman, Mail Online, the Metro Newspaper and CrowdDNA. I lead the team involved at BU. Won an award for **Excellence in Research Presentation** at the **Media Research Awards** hosted by Mediatel on 23 February 2017 <http://www.millennialrules.co.uk>
- **Member of the Steering Committee Corporate Responsibility Network, CIPR (2014-present)**
- **Independent Coffee Shops** in Dorset and their Importance for Local Culture, single author, **summer 2015**
- **Grapevine Telecom:** Corporate Social Responsibility Audit and Communication Strategy, single author, **February 2015**
- **Microbrewery** market analysis: Lyme Regis, single author, **June 2014 (£2,000)**
- **Short courses** on corporate social responsibility and ethical stakeholder engagement with practitioners from small and medium size companies in Dorset, I designed content and delivered session in **May 2014**
- Audit of **MDL Marina's Ocean Village** site in Southampton on behalf of the McKenna Townsend agency, co-author with Rebecca Jenkins, **April 2014 (£4,000)**
- **Channel 4 Paralympics promotional campaign and broadcast coverage.** Qualitative research team member for Waves 2 & 3 – Changes in everyday experiences of disability and disabled sport, **2012-2013:** <https://microsites.bournemouth.ac.uk/cmcf/files/2014/10/BU-2012-London-Paralympics.pdf>
- Ducu, C., Grigore, G., Horia, C. and Stancu, A., **2012. Good Practices in Social Responsibility Partnerships. A National Analysis of 550 Projects of Social Responsibility Projects Implemented through Partnership**, co-author of report, Bucharest, Romania: JCI

Chair of Social Responsibility, Ethics and Sustainable Business

I have co-led an annual international conference on 'Social Responsibility, Ethics, and Sustainable Business' since 2012, when I co-founded it. This series of conferences fosters an academic and professional network worldwide. It has been hosted in different cities around Europe, attracting participants from over 42 countries. As chair of this two-day conference, I am responsible for liaising with hosting universities, promoting the event to academic and industry networks, writing the call for papers and communicating it to audiences, selecting papers, communicating with participants, designing the conference programme, chairing parallel session, giving the opening and closing speech. Previous conferences were at:

- 2025, Alicante University, Spain
- 2024, University Sains Malaysia, Malaysia
- 2023, Bucharest University of Economic Studies, Romania
- 2022, Mid Sweden University, Sweden
- 2019, University of Minho, Braga, Portugal
- 2018, BI Norwegian Business School, Oslo, Norway
- 2017, HTW University Berlin, Germany
- 2016, Bocconi University Milan, Italy
- 2015, American College of Greece Athens, Greece
- 2014, Universitate Ramon Llull Barcelona, Spain
- 2013, Bournemouth University, UK
- 2012, Bucharest University of Economic Studies, Romania

I am an editor for a book series titled **Palgrave Studies in Governance, Leadership and Responsibility** where I review book proposals, offer feedback in line with Palgrave's guidelines, and manage editing processes. In this series, I have edited several books with best papers from previous conferences.

Conference website: <http://www.csrconferences.org/>

Previous conferences: http://www.csrconferences.org/?page_id=64

Publication: http://www.csrconferences.org/?page_id=727

Book series: <https://www.palgrave.com/gp/series/15192>

Professor Thomas Duncanson of the Department of Communication at Millikin University in Illinois says:

"Thank you for putting on a wonderful conference. I learned a great deal from the conference; I certainly took many things I will be able to use in my communication ethics and environmental communication courses. And I was grateful to have these good corporate social responsibility scholars as a first opportunity to speak publicly about coal. I have hosted four conferences, three of them with significant international involvement. I appreciate the hard work you did to make this go smoothly and for your warm hospitality".

I can't tell you how much I enjoyed the ICSR conference over the weekend. So a really big thank you for including me [...] The intimate nature of smaller conferences is so conducive to speaking to and sharing ideas with other delegates. And on this occasion everyone, almost without exception, was not only interesting but also open and extremely friendly. There were some great discussions and many thought provoking presentations and plenary sessions. The whole event was well organised and so generous spirited. So all in all, you and your team should feel very proud of what you have achieved.

I would like to share my gratitude for the opportunity to present some of my work, meet so interesting people and get acquainted with their research. I learnt a lot on CSR theme and I will return to work with a refreshed and broadened mind. Thank you really for your initiative, efforts, dynamism and excellent organization. Thanks also for your warmth and friendly support. Wish you keep on going with great success, you deserve it!

PhD Supervision

Students supervised to completion:

- **Jorge Borquez Jorquera** (Full-time, self-funded). Thesis title 'The relationship between place marketing and sustainable destinations: The case of Puerto Aysén, Coyhaique and Puerto Río Tranquilo' (University of Leicester). Viva took place in January 2024 and was passed with major corrections.
- **Margarita Avgerinopoulou** (Full-time, self-funded). Thesis title 'Desiring Harry Potter: Consumption practices in hyperreality' (University of Leicester). Viva passed with major corrections. Rita is now a lecturer at University of Leicester.

- **Abdullah Basnawi** (Full-time, self-funded, complete). Thesis title 'Using social network sites as strategic tools for non-profit organisations: A comparison between the UK and Saudi Arabia' (University of Reading). Viva took place in February 2024 and was passed with major corrections.
- **Ogeday Celep** (Full-time, self-funded, complete). Thesis title 'Asymmetric Categorization and Identification Problem in Digital Virtual Consumption' (University of Reading). Viva passed with major revisions.
- **Sylvian Patrick Jesudoss** (Full-time, UoR fully funded scholarship, complete). Thesis title 'Homo Mensor: Self-Quantification as an act of habitual resistance against neoliberal numbers' (University of Reading). Thesis submitted in October 2022. Viva passed with minor revisions. Sylvian is now a lecturer at UoL.
- **Fajer Al-Husaini** (Full-time, self-funded, complete). Thesis title 'Enhancing Science Communication in Research Proposals to Influence Decision-Making' (University of Reading). Viva took place in October 2022 and was passed with minor revisions. Fajer is now a communications manager at the Kuwaiti Oil Company.
- **Christos Michael** (Full-time, UoR fully funded scholarship, complete). Thesis title 'Exploring the consumer-company relationship after negative publicity' (University of Reading). Viva took place in March 2022 and was passed with minor revisions. Christos manages a car rental company in Cyprus.
- **Mary Longhurst** (Part-time, self-funded, complete). Thesis title 'CSR and its Communication in Multinational Companies: Dimensions and Relationship. A comparative study of Tata Steel and Royal Dutch Shell in India and the UK' (Bournemouth University). Viva took place in June 2017 and was passed with minor revisions. Mary is managing director at Epoch Strategic Communications and also lectures part-time at the Open University.

Current PhD students at ULSB:

- **Yan Ting Leung** (Part-time, self-funded). Thesis title 'Content marketing as consumer e-learning' (1st supervisor, supervised since October 2020, has passed the probation review)
- **Jannel Chan** (Part-time, self-funded). Thesis title 'Cross-cultural gamification in social media advertising' (1st supervisor, supervised since August 2020, has passed the probation review)
- **Samar El-Nakla** (Part-time, self-funded). Thesis title 'Women's consumption of luxury goods and services in Dubai and the motives behind their consumption' (2nd supervisor, supervised since October 2020, has passed the probation review)
- **Kora Fergusson** (Part-time, self-funded). Thesis title: 'Dressing Infants to Impress: Consumption Motivators of Infant Apparel Luxury Designer Brands by Canadian Mothers' (1st supervisor, supervised since October 2021, Kora passed her probation review)
- **Alaa Alsaffar** (Full-time, Centenary scholarship). Thesis title 'How to lead digital change in a national context? Strategy and skills for tomorrow's cultural and creative organisations' (1st supervisor since January 2022)
- **Rimsha Bilal** (Part-time, self-funded). Thesis title 'Online consumption practices and behaviors of Pakistani Gen-Z in a post-pandemic world' (1st supervisor since May 2022)
- **Rutuja Kulkarni** (Full-time, FT50 Scholarship). Thesis title 'Artificial intelligence in marketing: An exploration of changing consumer identities' (1st supervisor since January 2024)
- **Cuong Le** (Full-time, GTA Scholarship). Thesis title "Degrowth" Practices in the Everyday Life: An Ethnography of the Mold Slow Living Community (1st supervisor)

PhD Examinations & Chair Experience

PhD Vivas

- Alejandro Ramirez, thesis titled "Crafting Culinary Identities: The Artistry and Creativity of Technology Design and Implementation in Fine Dining - An Actor-Network Theory Perspective", **Final viva, Chair**, University of Leicester, April 2024.
- Salih Mallookee, thesis titled "Adopting Electronic Payment Systems in Post-Conflict Countries: Influencing Factors and Existing Challenges in Iraq", **Final viva, internal examiner**, University of Leicester, September 2023.
- Mahmoud Shihadeh, thesis titled "Investigating the role of polycentric governance in a Blockchain Environment: an Information Systems approach", **Final viva, internal examiner**, University of Leicester, July 2023.
- Jonathan Rogers, thesis titled "Persuasion and decision making: An investigation into the methods of persuasion used by sell-side broker dealers to influence buy-side asset manager investment decisions pre- and post-MiFID II regulation change in the investment industry", **Final viva, internal examiner**, University of Leicester, November 2022.
- Bosun Tijani, thesis titled "Networks and Innovation Capacity: Assessing the role of social relations and structure in technology adoption and adaptation for teaching in Nigeria, Kenya and the Republic of Benin". **Final viva, Chair**, University of Leicester, 22 August 2022.
- Lubica Mueller, thesis titled "Agencing farmers in the Phillipine coffee actor-networks". **Final viva, Chair**, University of Leicester, 23 January 2022.
- Thomas Leicht, thesis titled "Managing human-environment relationships - Development and validation of a resident-place evaluation model based on brand equity theory". **Final viva, Chair**, University of Leicester, June 2022.
- Fatos Ozkan Erciyas, thesis titled "Rhythmanalysis of Street Food Vending: Spatiality, Temporality and Embodiment", **Final viva, Chair**, University of Leicester, May 2022

- Maha Baz Radwan, thesis titled 'To own or to access: Exploring the sharing and access practices of Arab Millennials', **Final viva, internal examiner** at University of Leicester, UK, 21 June 2021.
- Binti Abang Ahmad, thesis titled '*Corporate social responsibility in the context of Sarawak Digital Economy: An organisational sensemaking analysis*', **Final viva, external examiner** at University Sains Malaysia, Malaysia, March 2021.
- Christina Reich, DBA thesis titled '*The importance of integrations and its influence factors on the creation of customer value*', **Final viva, external examiner** at University of South Wales, UK, April 2020.
- Nadia Lonsdale, PhD thesis titled '*Corporate Environmental Responsibility in Russia: Paradoxes in the Oil Industry*', **Final viva, external examiner** at Brighton University, UK, March 2020.
- Jiratdet (Tang) Pumarin, PhD thesis titled '*Rebranding public security forces as corporate brands: The case study of the Royal Thai police*', **Transfer viva, internal examiner** at Henley Business School, UK, March 2019.
- Ndasi Wilson, PhD thesis titled '*Online cause-related marketing: the impact of donation amount and congruence on consumers' response*', **Final viva, internal examiner** at Bournemouth University, UK, June 2017.

PhD Upgrades/Probation Reviews and Progress Reviews

- In my role of PhD Director for the MISO department in the School of Business (December 2021 – present), I have chaired all the upgrades (or probation reviews) and acted as assessor in all progress reviews for a cohort of 55+ PhD students (we have a large PhD programme, including Part-time, DL or Full-time, Campus-based students).

RESEARCH GRANTS

GRANTS/FUNDING:

New Roles for a Sustainable Economy. Mobility grant, UEFiscdi (**£1,316**). August-September 2023. Principal Investigator. Awarded and Completed.

Using Stakeholder Engagement to Reengineer the Value Proposition at Twycross: From Zoo to Conservation Centre. Accelerated Knowledge Transfer Partnership funded by the **Innovate UK (£37,765)**. With Professor Paul Baines. December 2022-March 2023. **Principal Investigator**. Awarded and completed.

How to lead digital change in a national context? Strategy and skills for tomorrow's cultural and creative organisations. **UoL Centenary PhD Scholarship** awarded internally for the recruitment of a FT campus-based student. Funding for 3.5 years to include: tuition fees at UK rate, stipend at UKRI rates, access to a Research Training Support Grant of up to £1,500 pa for 3 years. Awarded through an internal competitive process.

Mapping Identities for Data Explainability. Funded by the **Leicester Institute for Advanced Studies (£3,000)** at University of Leicester in 2020/21, UK. With Professor Ashig Anjum, Professor Umesh Kadam, Associate Professor Pheobe Moore and Genovefa Kefalidou. Awarded and completed. **Co-investigator**.

A Comprehensive Examination of Corporate Social Responsibility Strategies of MNEs and Domestic Firms in Saudi Arabia and the Perceptions of Stakeholders. Funded by the **Deanship of Scientific Research (£14,000)** at King Abdulaziz University Jeddah in 2019/20, Saudi Arabia. With Associate Professor Imran Ali (PI, Northumbria University) and Vice-Dean for Graduate Studies Dr Saeed Badghish (King Abdulaziz University Jeddah). Awarded and completed. **Co-investigator**.

New areas of responsibility in the digital economy, **British Academy/Leverhulme (£6,651)**, November 2017 to October 2019. Awarded and completed. **Principal Investigator**.

Ethical stakeholder engagement: Exploring the Relationship between Corporations and NGOs, **Arthur Page Center for Integrity in Public Communications at Penn State University (\$4,879)** with Professor Tom Watson (Principal Investigator) and Dr Anastasios Theofilou, January-December 2014. Awarded and completed. **Co-investigator**.

Microbrewery market analysis, **Lyme Regis Brewery (£2,000)**. Completed in June 2014. **PI**, sole author.

Audit of MDL Marina's Ocean Village site in Southampton, **McKenna Townsend Agency (£4,000)**. Completed in April 2014. Co-authored with Rebecca Jenkins.

Employees as CSR Ambassadors: The role of scepticism, **Arthur Page Center for Integrity in Public Communications at Penn State University (£4,000 grant)** with Professor Tom Watson (Principal Investigator) and Dr Anastasios Theofilou, January-December 2013. Awarded and completed. **Co-investigator**.

Corporate Social Responsibility and its Impact on Stakeholders: A Relationship Marketing Perspective (European Social Fund, DOESec, POSDRU/88/1.5./S/55287, £19,200, Oct 2009-June 2012). Awarded and completed. **Principal Investigator**.

Correlation of stakeholders' bi-univocal influences with the impact of corporate social responsibility instruments to develop a conceptual model that creates synergy in a company, project type IDEI, financed by **CNCSIS, National Council for Scientific Research in Higher Education, 2008-2011**, Bucharest. Awarded and completed.

GRANTS SUBMITTED:

The University of Leicester and I Holland Ltd: International Market Expansion for Sustained Innovation-led Growth. Accelerated Knowledge Transfer Partnership, Innovate UK (£31,591). With Professor Mat Hughes. February 2024-May 2024. **Co-investigator**. Grant submitted on 13 December 2023. Rejected, co-investigator.

'Consumer and algorithms: Towards Socially Responsible Online Peer-to-Peer Marketplaces', **Knowledge Frontiers 2021 British Academy** (£192,038), submitted October 2020. Rejected, co-investigator.

'Black and White Hat' Social Media Approaches: Developing Guidance for Ethical Public Relations Practice', **Arthur Page Center for Integrity in Public Communications at Penn State University** (\$12,917), submitted March 2016. Rejected, co-investigator.

Twinning on digital marketing for a leading research center in Central and Eastern Europe, **Horizon 2020** (1 million euro), submitted May 7, 2015. Rejected, co-investigator.

New methods for learning about technology and sustainability: Comparisons between Western European techno-cultures and Eastern European sustainable lifestyles, **EPSRC pilot study grant on Sustainable Society** (£50,000) submitted May 2014. Rejected, co-investigator.

TEACHING & LEARNING

MODULES CONVENED OR CO-TAUGHT

At University of Leicester, since June 2020:

- **Consumers, Brand and Digital Marketing (UG, Y1), 2024 Semester 2. Module convenor** for an option module of three of ULSB's 1st year UG programmes. This is the most popular option module offered in Y1. Approx. 220 students, around 60 students are on the Marketing BA, around 140 students are on the Business Management BA programme, and the rest are from the HRM BA programme. I was assigned to this module to re-design the assessment strategy, re-focus the teaching programme, and offer extensive mentorship to 3 colleagues who are all ECRs and are part of the teaching team.
One of my ECR colleagues says in an email: "I really enjoy working with you! I can feel you put a lot of effort into making this module to be interesting and engaging! Lucky to take this module especially led by you!" (HQ)
- **Business in the digital economy (UG, Y4), since 2020 to present**, approx. 116 students, 2 hours lecture x 5 weeks, 1 hour seminar x 6 (**Module convenor**). The module received an overall satisfaction score of 4.67 in 2021, 4.2 in 2022 (5 is highly satisfied).
Comments from students include:
Creative, interesting area of research, inventive.
Good and interesting content, interesting assignments.
Supporting and driven teaching staff.
Excellent lecturer with knowledge, lovely seminars, interesting topics and assignment.
- **Managing value creation processes from idea to market, Global MBA, core module, since 2020 to present**. 2 cohorts per year (one starting in October 2020, and another one in April) of approx. 30 students each cohort; 2 hours lectures x 4 weeks, 1 hour seminar x 4 weeks, Blackboard discussion moderation. **Module convenor** for the marketing part.
Recorded lectures were very useful & specific and I were able to understand the content of each study unit through those lectures before reading the materials too. online seminars also were very useful and all contributions during the seminars helped me a lot to understand many ideas about the module subjects.
- **Developing a Marketing Strategy, Help to Grow Apprenticeship**. 2 hours lectures x every two months x with approx. 12 industry practitioners from SMEs. Online delivery, throughout the year.
Really positive feedback from my cohort on the Module 5 webinar. Everyone liked Georgiana's delivery and found the content useful. A few people said it was the most useful, valuable, thought provoking yet!
- **Business Analytics: From Hindsight to Foresight, Global MBA, residential module**, 1 group of 16 students, delivered in Dubai, 5 and 6 August 2022. Comments from MBA delegates include:
I like the way the tutor explained the workshop objectives and participation, the competition between groups, building friendships with colleagues from different countries were great.
The presentation was valuable and the tutor was perfect.
I like the interactive learning and seeing different ideas from tutors, teammates and the entire group.
I like the interactive part and Dr Georgiana Grigore is supportive and kind.

- **Business Simulation, Global MBA, residential module**, 1 group of 16 students, delivered in February 2022, three consecutive Saturdays (3 days), online delivery.
I had an outstanding experience, I have developed my collaborating and decision-making skills. This MBA workshop gave me the opportunity to learn this simulation which was a completely new experience for me. Tutor was encouraging and interactive. The MBA workshop provided a very good unique opportunity to work on a complex business simulation, which was fascinating as this was something that I'd never had the opportunity to do before. It was brilliant to gain an understanding of how impactful decisions could be at effecting various connected areas of the business.
- **Sustainability Challenge, Global MBA, residential module**, 1 group of 16 students, delivered in August 2021, four consecutive days, online delivery.
I recognized my footprint, and how can I reduce it. Also it increased my understanding and commitment towards the sustainability and better life. I manage sustainability at my organisation. We have been in recent times participating in the carbon disclosure project. So, knowing about the SC was timely, and I was very interested in attending and participating.
- **Conflict and Negotiation, Global MBA, residential module**, 1 group of 16 students, delivered in February 2021, three consecutive Saturdays (3 days), online delivery.
Really, it was the most amazing workshop I ever attended. Georgiana Grigore was very professional and so well organized. I like the tutor's style of driving the workshop. Handling a large group on an online platform can get complicated. I also get to know other members of the course. Chance to network and share ideas. I liked the role-playing exercises, as I enjoyed listening to others' opinions.
- **Artificial Intelligence at work: Making data work for you, Global MBA, residential module**, 1 group of 16 students, delivered in July-August 2021, three consecutive Saturdays (3 days), online delivery.
- **Supervision:** I recruited and supervise several PhD students (some self-funded, some on fully funded scholarship, I successfully secured two fully funded Centenary Scholarships through a competitive process at UoL).

At Henley Business School, between September 2017 and April 2020, I taught:

- **Consumer Behaviour, MSc Business Management**, 25 students, 2 hours lecture for 11 weeks, 1 hour tutorials x 3 weeks, January – March 2020 (**Module convenor**)
- **Marketing Management, BA Business and Management**, approx. 250 students, 2 streams x 2 hours lectures for 11 weeks October-December 2019 (**Module convenor**). Module satisfaction was 4.2 out of 5 (where 5 is strongly agree). Comments from students include:
"I believe this module was very interesting and it put us in a place where we had to actually engage to solve a problem, or successfully produce work and show initiative in our supposed firm. It was a great learning experience, as it barely felt like learning to me. It felt very natural and developed my skills organically. I don't know how Georgiana did it!"
"I valued Georgiana's help in the tutorials and her support with the group assignment, I feel like she really supported and guided myself and my group"
"I valued most the knowledge I gained from a marketing perspective. The key concepts of marketing were well explained and clear to understand. Also, I enjoyed the groupwork element of this module as the task was very interesting and allowed us to work collaboratively. From this, I gained many skills such as teamwork, organisation and effective communication skills."
"I enjoyed the lecture when a guest speaker came in to discuss his marketing career and found this very insightful. This helped to bring a practical element to my learning. I also really liked the last lectures on digital marketing. These were really concrete and interesting."
- **Marketing Management, FT MBA**, 32 students, 5 full days in November and December 2018 (**Module convenor**). Group assessment included a pitch to industry experts. **Dare Ilori, Group Head Sustainability at Merlin Entertainments**, awarded **Madame Tussauds tickets** for the best presentation.
- **Products and Services, BA Applied Management, new module, Levy Apprenticeship, Royal Berkshire Hospital, cohort 2**, 42 students. I designed the marketing content, the assessment, and delivered 2 full days of workshop and 5 weeks of online content, including moderation of online discussions on Canvas and workplace portfolios (blended-learning). September – October 2018; October 2019.
- **Strategic Marketing, Flexi MBA**, approx. 16 students, 2 full days at Greenlands, June 2018.
- **Organisations and Environment, BA Applied Management, new module, Levy Apprenticeship, Royal Berkshire Hospital, cohort 1**, 42 students. I designed new marketing content and delivered 2 full days of workshop and 5 weeks of online content, including moderation of online discussions on Canvas and workplace portfolios (blended-learning). May – June 2018.
- **Marketing Management, new assessment, FT MBA**, approx. 32 students, 5 full days in November - December 2017 (**Module convenor**)
- **Brand strategy (online course, module convenor)** throughout the year.
- **Relationship marketing (online course, module convenor)** throughout the year.

Before September 2017, at Bournemouth University I taught:

- **Corporate social responsibility, BA Marketing Communications, BA Public Relations, BA Advertising, final year optional module**, 12 students, 12 x 2 hours lectures and 12 x 2 hours seminars October 2016 – January 2017 (**Module convenor, new optional module**). Group presentations were pitched to **Caroline McCarthy Stout, Sustainability Director at Lloyds Group**, and **Gudrun Cartwright, Environment Director at Business in the Community**.

- **Consumer Culture and Behaviour, BSc Marketing, Level C**, 6 groups of approximately 16-18 students per group, 12 weeks lectures and seminars in 2014/15 & 2015/16 (**Module convenor**)
- **Reputation in a Global Context, BAPR, Level C**, 3 groups of 16-18 students per group, 9 x 2-hour lectures & 9 x 2-hour seminars. Team-taught 50/50 with Dr David McQueen in 2015/16 & 2016/17 (**Module convenor, new module**)
- **PR Campaigns: Tactics, Level I**, 3 groups of 16-18 students, 12 weeks lectures and seminars in 2014/15 and 2015/16. Live pitch with **Dorset Historic Church** (2014/15) and with **Sunseeker** (2015/16) which awarded a factory tour and certificates for best presentation delivered.
- **CIM Multi Award Pathway Introductory Certificate Unit 1 and Unit 2, Level C and Level I**, in 2013/14 and 2014/15. First semester: 1x2-hour lecture, 1x2-hour seminar, Invigilation (7 groups). Second semester: 1x1-hour lecture, 1x2-hour lecture, 1x1-hour seminar, 1x2-hour seminar (7 groups). A total of **114 students** across all degrees and both levels signed up for the programme. Team-taught with Graham Goode who led the programme.
- **Communication and Marketing, BACOM, Level C**, 4 groups of 16-18 students, 12 x 2-hour lectures & 12 seminars in 2012/13 and 2013/14. Module convenor for a large undergraduate cohort, where I developed this unit using several curriculum innovations to provide a significant experience for enhancing student engagement – particularly the integration of my experience of research and consultancy into teaching (**Module convenor, new assessment**)
- **Supervision**. I supervised both UG and PG dissertations and projects (from 3 to 10 dissertations per year between 2012 to 2017, BU) within the Corporate and Marketing Communications Academic Group Framework (Marketing, Marketing Communications, Public Relations and Advertising programmes, or MA). Some of the undergraduate students have taken the Conference Paper option, which as part of their assessment involves presenting their work to an academic and industry-based audience (at BU CMC's annual Promotional Communication Student Conference). In 2015, I put forward a strong dissertation to BU's in-house journal, the Journal of Promotional Communications. I revised the paper to produce a co-created article with the student that is published: 'Slaughter, S. and Grigore, G. 2015. Exploring the Post-Recession Experiences of 'Cocooning' Consumer: The Importance of Core Values and Rituals, *Journal of Promotional Communications*, 1 (1), 242-257'.

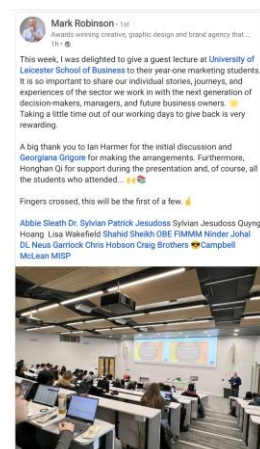
CURRICULUM DEVELOPMENT AND INNOVATIONS

At University of Leicester, since June 2020:

- **New assessment strategy and new teaching programme for MN1030 Consumers Brands & Digital Marketing (UG, Y1)**. I designed the assignment briefs including: a Group Ted Talk where students are asked to pick one topic discussed in the lectures and then prepare a group presentation, and an individual essay where students are asked to review academic articles and to respond a given task. In this way, the develop a variety of academic skills including group work, independent thinking, analytical, presentation, etc. Several guest talks with marketing directors have been integrated into the module in order to bring marketing theory and practice together, and to allow students to better understand what a marketing role might entail. For example, **Mark Robinson, Director of the Creative62 design agency, and Shamshad Walker, marketing Director and Consultant**, delivered guest talks on the different marketing roles, and how marketing practice changes especially as a result of digital media.
- **New module development including new assessment: Business in the digital economy (UG)**. I wrote the assignment briefs including: an individual digital media project where students are asked to reflect on areas of (ir)responsibility in the digital economy, and the second one is a group project based on a live brief provided by **Founder and Director Jeremy Snape, Sporting Edge** on 'The future of digital learning'. I also developed blended-learning materials for the first 5 weeks of the module: The Emergence of Digital in Business (Week 1); Digital Platforms and Tools (Week 2); Content and Engagement in the Digital Economy (Week 3); Emerging Ideas and Technologies in the Digital Economy (Week 4); and Legislation, Ethics and Responsibility in the Digital Economy (Week 5). The designed teaching materials include weekly handbooks (of around 6000-8000 words each week), student activities, tasks for Blackboard discussion, and 5 x recorded lectures.
- **Ethical foundations of international marketing (MSc)**. As part of this module, I developed three weeks of blended-learning materials: (1) Technology, Social Media and Ethics (8200 words and recorded lecture); (2) Brands and Ethics (3000 words and recorded lecture); (3) Promotions and Ethics (4100 words and recorded lecture). I have also designed student activities for related seminars and independent study.

At Henley Business School, between September 2017 and April 2020:

- **New assessment design for Marketing Management, FT MBA** in 2017/18. As a module convenor, I wrote new assignment briefs such that the first task is to write a 3000-words essay that critically analyses the relevance of marketing management theory to marketing practice (70%). The second assessed element asks students to work in group and to propose a marketing plan for a product, service, or societal/environmental cause of their choice (30%), as is delivered as a **live pitch to a panel of industry experts**. **Dare Ilori, Group Head Sustainability at Merlin Entertainments**, awarded **Madame Tussauds tickets** for the best presentation.
- **New module development including new assessment: Products and services, BA Applied Management, Levy Apprenticeship** in October – November 2018. I wrote the assignment brief and designed the online content for Sessions 4, 5, 6, 8 and the marketing content for session 9 including write-up of different sub-sections, developing tasks for students, areas for them to reflect on, reading material, and planning how many hours each activity takes to ensure consistency with module hours. For workshops 6 and 9, I have prepared the slides for the marketing part and identified and liaised with industry experts for guest talks. The guest talks were delivered



by: **Liam Toms, Marketing Manager at Grapevine** and **Mike Molesworth, Associate Professor at HBS**; I have also prepared facilitator's guide. I delivered all sessions designed for the first cohort.

- **New module design including new assessment: Organisations and Environment BA Applied Management, Levy Apprenticeship** in May-June 2018. I have designed the online content for Sessions 4, 5, 6, and the marketing part for Sessions 7, 8, 9 including write-up of different sub-sections, developing tasks for students, areas for them to reflect on, reading material, and planning how many hours each activity takes to ensure consistency with module hours. For workshops 6 and 9, I have prepared the slides for the marketing part (40 slides in total) and identified and liaised with industry experts for guest talks. The guest talks were delivered by: **Iain Morgan, Head of Franchise Marketing at Roche**; and, **Dare Illori, Sustainability Head at Merlin Entertainments**. I have also prepared facilitator's guide. I delivered all sessions designed for the RBH cohort.

At Bournemouth University, before September 2017:

- **New module: Corporate social responsibility final year optional unit 2016/17**. As module convenor, I wrote the module guide, programme, assignment briefs and marking criteria, content for all lectures and seminars, assessed coursework, organised a workshop with industry experts in CSR. The unit brought together contemporary research in CSR and best practices in the industry. This module received very good feedback from students and comments from external examiners.
- **New module, innovative assignment design: Reputation in a Global Context, BAPR, Level C** in 2015/16. As module convenor, I wrote the module guide, programme, assignment briefs, content for all lectures and seminars, assessed coursework and exam papers, set marking criteria and organised Guest Lecturers. The new assignment included a **video podcast as an innovative way** that asks students to identify sources of reputational damage for an organisation from different stakeholder perspectives. The feedback indicates that overall students enjoyed the module, the different perspectives from the Guest Speakers and felt well prepared and more confident about the exam (i.e. the question that asks them to give examples from the video podcast, and the Mock Exam helped them).
- **Innovative assessment design: Consumer Culture and Behaviour BSc Marketing, Level C**, in 2014/15 and 2015/16. I organised Guest Lecturers and **Live Brief from Strategic Insights Agency Hope + Anchor**. As part of this unit, Neil Sharman delivered a Guest Talk on 'Millennial Rules: What do Millennials Mean to the Media', which led to collaborative project with students from the Marketing Society, Mail Online, and the Metro which won a **Mediaweek Award**. In this module, students conducted group research projects that are closely supervised in seminars, similar in scale to a research project.
- **Research-led sessions and integration of industry experience, live pitch as innovative assessment in PR Campaigns: Tactics** in 2014/15 and 2015/16. Designed and assessed new coursework. I was responsible for updating the module, including; redesigning some of the lecture and seminar schedule and content; writing the coursework brief - redesigned aspects of the assignment and setting new marking criteria as required. I organised a one-day **CSR workshop with practitioners - Alex Ross, Senior Communications Manager at Accenture; Caroline McCarthy-Stout, Sustainable Development Director at Lloyds Group; Giulia Ferrati, Corporate Social Responsibility Manager at Walgreens Boots Alliance**. The other **Guest Lecturer was Nial Couper, Head of the Media Team at Amnesty International**. I was responsible for organising the Live Brief and assessed **live pitches with Dorset Historic Church (2014/15) and Sunseeker (2015/16)**.

Online Assessment and Turnitin: I have adopted online assessment and marking, and have supported colleagues in using Turnitin.

I am familiar with **Canvas, RISIS, Blackboard**. Indeed, I designed content for two new modules on Canvas: Products and Services, and Organisations and Environment (BA Applied Management) and moderated all online discussions.

ACADEMIC CITIZENSHIP & LEADERSHIP

ACADEMIC CITIZENSHIP

At Leicester School of Business, I am **Assessor for PEERS**, an internal peer-review process that enable staff members to gain HEA recognition for teaching and learning (June 2020 – present)

At Henley Business School I was **FLAIR Champion for CPD Scheme** which is an internal peer-review process to enable experienced staff members to gain recognition for T&L. By being a local point of contact for colleagues in HBS applying for Fellowship and by helping as a source of expertise of the UKPSF, I contribute to the **UoR's T&L Strategy** to recruit, develop and value well-qualified, professional academic staff. I am an **internal assessor** for the **Recognition Panels**.

Dr Eileen Hyder, manager of Flair CPD scheme says: *"You're incredibly generous with your time and support, Georgiana. We are so lucky to have you here at Reading. Thank you so much - it's brilliant to have you as a FLAIR Champion in HBS"*. (September 2017 – March 2020)

External examiner

- **Stirling University** (August 2024 – present)
- **Bath University** (June 2023 – present), Marketing modules for the Executive MBA
- **Arab Open University** (December 2021 - December 2022), Marketing modules for the BA in Marketing
- **Middlesex University** (January 2018 - August 2022), Marketing modules, MSc

Personal tutor duties. At Leicester, I am academic tutor for at least 12 MBA delegates each year. At Henley, I supported MBA executives (2017/19) and UG students (2019/20) to reflect on their learning and development, provide advice and guidance, and/or offer information relating

to further assistance and referral to relevant services. At BU, I was an **Academic Tutor** (BSc Marketing degree, 2014-2015) and **Level Tutor** (BA Marketing Communications, 2012-2014).

Contributions to Open Days at Henley Business School in my role of Director of Studies, and at Bournemouth University in my role of Programme Leader. Organised '**Taster workshops**' on new responsibility in the digital economy to recruit MBA students at University of Leicester.

I took part in the **AMBA accreditation** (2022) at Leicester, **EQUIS Review** (2018) at Henley, and in the **Corporate Marketing Communications revalidation** (2015/16) at Bournemouth University where I contributed to curriculum with two new modules (Reputation in a Global Context and Corporate Social Responsibility).

I participated in the **recruitment of new staff members** at Henley as follows: 9 July 2018 for an Associate Professor post; 16 July 2018 for a Lecturer post. At BU, I was involved in the recruitment of at least 9 new staff. I attended **departmental meetings, writing retreats, research seminars, PhD monthly meetings, PAC committees, QA committees, Marking and Moderation Working Groups**.

CONTRIBUTION TO SUPPORT PROFESSIONAL DEVELOPMENT OF OTHER STAFF OR STUDENTS

As **PhD Director for the MISO department** (2021-2024), I supported ECRs, staff and PhD students with various PhD related activities, including with guidance on the successful completion of pre-probation, probation, or progress reviews that ensured smooth progression through the doctoral programme. I was also responsible for PhD recruitment, including the recruitment of fully funded Graduate Teaching Assistants (4 GTAs in 2022, 7 GTAs in 2023), Centenary scholarships, FT50 scholarships, fee waivers, Chinese scholarships, and self-funded students (both FT campus-based and PT distance-learning). As part of this role, I ensured that ECR have opportunities to develop PhD supervisory capacity vital for career progression.

As **Director of the Consumption, Markets and Society Research Group** (2020 - 2023), I **supported early career researchers** in developing high quality outputs including through mentorship, paper review sessions, guest talks by journal editors, methodology workshops and reading groups. I organise guest talks and workshops with researchers, journal editors, or funders to create networking and staff development opportunities. I am mentor for an early career researcher.

I offered continuous training and supervision **research assistants** recruited as part of the various grants I led. For example, I recruited **Imogen Machin** as research assistant (December 2022-April 2023, UoL) for the AKPT grant with Twycross zoo, and met with her regularly to discuss development of interview guide and survey, participant recruitment, data collection and analysis, and write-up of final report for the client. I also worked with **Niloofar Borghei Razavi** who I recruited as research assistant (December 2017-May 2018, UoR). I met with Niloofar at the beginning of the project, briefed her on the methodology, and offered guidance on how to recruit participants for the study and then how conduct depth interviews, take notes after the interviews, etc.

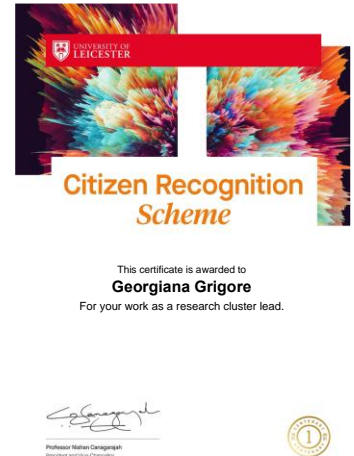
As member of the Creative Enterprise Bureau (BU), I worked with several students on **collaborative projects** such as: **Corporate Social Responsibility Audit and Communication Strategy for Grapevine Telecom** (February 2015); **Audit of MDL Marina's Ocean Village site in Southampton on behalf of the McKenna Townsend agency** (April 2014); **Microbrewery market analysis: Lyme Regis** (June 2014), or **Independent Coffee Shops in Dorset and their Importance for Local Culture** (2015). This model of work revolves around collaborative projects between students and staff for industry clients, offering students commercial experience and knowledge thereby enhancing their student experience and increasing employability.

As a member of the Promotional Cultures & Communication Centre, I was part of a team that offers students the opportunity to engage in paid work as **research assistants**. For example, in 2016 I have been working with two final year students, who were involved in collecting data for a research project on the 'The emotions people experience when using mobile phones'.

ACADEMIC LEADERSHIP AND/OR MANAGEMENT

As Director for the PhD programme in the MISO department (January 2022-present), I am responsible for managing the departmental PhD programme, recruiting new students, chairing Pre-Probation or Probation reviews and vivas, and ensuring good progression and completion rates. I also have responsibility for day-to-day internal management of the programme and for ensuring the effective organisation of PhD student support activities.

Director of Consumption, Markets and Society Research Group (June 2020 – February 2023). I worked to develop the internal identity for the research group by encouraging interdisciplinary and multidisciplinary projects and research/grant workshops. My aim was to create an inclusive and positive research environment with a strong sense of social purpose, and to ensure that members feel supported and stimulated to pursue high quality research outputs that meet REF requirements. Specifically, I supported early career researchers in developing high quality outputs including through mentorship, paper review sessions, guest talks by journal editors, methodology workshops, and reading groups. I organised guest talks and workshops with experienced researchers, journal editors, funders to create networking and staff development opportunities. I also worked to integrate research group activity with curriculum design and delivery, for example, by working with head of enterprise to maximise opportunities for consultancy opportunities related to research (including involvement of UG, Masters and PhD students with research). <https://le.ac.uk/school-of-business/research/consumption-markets-and-society>. Research seminars I organised are included below.



I have received a Vice-Chancellor Citizen Award for my performance as research director.

- **Social marketing, bodies and practice disintegration: Understanding social marketing through a practice lens theory**, with Dr Fiona Sportswood, University of Bristol Business School, December 2023.
- **The Political Potential Sound in Consumer Research**, with Professor Gretchen Larsen, Durham University Business School, November 2022.
- **The segregating spaces of urban food provision: UK food ais providers as spaces of transition**, with Professor Morven McEachern, Chester Business School, and Professor Caroline Moraes, University of Bristol Business School, November 2022.
- **A New Role for Sustainable Businesses: Combatants in the Culture War**, with Professor Ken Peattie, Cardiff Business School, October 2022
- **Stepping into the domain of self-quantification - a new lens to everyday life**, with Amalina Zakariah, Lecturer in Marketing and Consumer Research, June 2022
- **Using neo-animism to revisit actors for Sustainable Development Goals**, with Professor Eric Arnould, Aalto University School of Business, May 2022
- **Machines Driving Machines: Deleuze and Guattari's Asignifying Unconscious**, with Dr Jack Coffin, University of Manchester, May 2022
- **Conceptualizing consumer-brand sustainability**, with Professor Sara Rosengren, Stockholm School of Economics, May 2022
- **Paying twice to have it your way? The backfiring effect of mass customization on a product's resale value**, with Professor Martin Screier (WU Vienna), March 2022.
- **Being a consumer in an Experience Society: rethinking the value of the 'inauthentic'**, with Professor Steve Miles (Manchester Metropolitan University), February 2022
- **EXPRESS: How Consumer Orchestration Work Creates Value in the Sharing Economy**, with Daiane Scaraboto (University of Melbourne) and Bernardo Figueiredo (MIT University), December 2021.
- **The Relationship Between Individuals and Their Digital Possessions: Qualitative Interviewing Techniques**, with Professor Janice Denegri-Knott and Dr Rebecca Jenkins (BU), November 2021
- **Creating Responsible Subjects: The Role of Mediated Affective Encounters**, with With Professor Domen Badje (University of Southern Denmark) and Dr Pilar Rojas-Gaviria (Birmingham University), November 2021.
- **Trials, Tribulations and Triumphs: Publishing a systematic literature review**, with Navdeep Athwal and Marylyn Carrigan (Herriot Watt University), October 2021.
- **Accumulation by symbolic dispossession: Tourism development in advanced capitalism**, with Professor James Fitchett (UoL), June 2021
- **Programmatic Marketing: The challenges of publishing work in nascent fields**, with Anthony Samuel (Cardiff University Business School), Professor Gareth White (University of South Wales Business School) and Robert Thomas (Aston University Business School), April 2021
- **Theorizing brand longevity**, with Dr Chloe Preece (Royal Holloway) and Professor Finola Kerrigan (London College of Fashion), March 2021
- **Research support for early career researchers**, February 2021
- **A Fairly Short, Vaguely Humorous Wade Through the Impact Agenda (for Social Science Academics)** with Professor Paul Baines (University of Leicester), January 2021

- **Customer Experience Journeys: Loyalty Loops versus Involvement Spirals**, with Anton Siebert (Henley Business School), Ahir Gopaldas (Gabelli School of Business at Fordham University, NY), Andrew Lindridge (Newcastle University), Professor Cláudia Simões (University of Minho), December 2020
- **Publishing in Journal of Business Ethics** with Ben Neville, Associate Professor at University of Melbourne and editor of JBE, November 2020
- **Grant workshop: BA/Leverhulme Small Grants 2020** with Alan Ashton-Smith (University of Leicester), October 2020
- **A happy experience of a dark place: Consuming and performing the Jallianwala Bagh** with Mandi Jamalian, Mihalís Kavaratzis and Professor Mike Saren (University of Leicester), September 2020

As Deputy Director for the MBA programme (September 2020 – January 2022), I worked with the Programme Director to oversee the operations and development of the portfolio of the UoL Global MBA programme. This includes leading and/or advising colleagues and students on MBA related matters, working with the director in reviewing existing provision and identifying new curriculum areas for programme development, recruiting students (including Taster Days). I also have responsibility for day-to-day internal management of the programme and for ensuring the effective organisation of student support activities.

Acting Director of Studies (November 2018-May 2019). I took oversight of the design, delivery and evaluation of portfolio modules in Marketing and Reputation (Henley Business School), including quality management and enhancement. I ensured that systems and procedures and policies are followed by staff, including: the examination process of writing and scrutiny of papers, marking and moderation in the department; the process for assessment on coursework; students evaluation of modules; and, monitoring the implementation of feedback to students in relations to various modules. In liaison with the school director of T&L my responsibility was to administer matters relating to Academic Misconduct, Academic Appeals against Module Marks and Student Complaints.

Programme Leader for a BA Marketing Communications degree (over 250 students), Bournemouth University between June 2016 and September 2017. At the time, this UG degree was awarded an NSS score of 95%. In this role, I attended QA committees (Faculty Academic Standards Committee; appointed Quality Assurance and Enhancement Group member) to ensure quality teaching and encourage other staff to follow QA principles, and chaired programme team meetings.

Ethics Representative for M&R (November 2017-September 2019). I ensured that researchers follow the **UoR's Ethics Guidance** for research undertaken and encourage reflection on the ethics implications of research.

I was part of a HBS **Marking and Moderation Working Group**, a dedicated team working towards improvements in the areas of marking, moderation, and assessment/feedback. I offered recommendations on **best practices in assessment** as per HEA pedagogic training.

Quality Assurance and Enhancement Group (QAEG) member at BU (June 2016-September 2017).