

ALLEGATO A

UNIVERSITÀ DEGLI STUDI DI MILANO

Procedura di selezione per la chiamata a professore di II fascia da ricoprire ai sensi dell'art. 18, commi 1 e 4, della Legge n. 240/2010 per il settore concorsuale 13/B2 - Business Economics and Management, (settore scientifico-disciplinare SECS-P/08 - Business Economics and Management) presso il Dipartimento di Economics, Management and Quantitative Methods, Codice concorso 5641.

Aulona Ulqinaku CURRICULUM VITAE

INFORMAZIONI PERSONALI (NON INSERIRE INDIRIZZO PRIVATO E TELEFONO FISSO O CELLULARE)

COGNOME	ULQINAKU
NOME	AULONA
DATA DI NASCITA	09, 04, 1989

TITOLI

TITOLO DI STUDIO

- **Associate Professor of Marketing** - Leeds University Business School, University of Leeds, UK - July 2021 - ongoing
- **Senior Lecturer** - Leeds University Business School, University of Leeds, UK - March 2020 - July 2021
- **Lecturer (Assistant Professor) in Marketing** - Leeds University Business School, University of Leeds, UK - Sept 2018 - Oct 2021

TITOLO DI DOTTORE DI RICERCA O EQUIVALENTI, OVVERO, PER I SETTORI INTERESSATI, DEL DIPLOMA DI SPECIALIZZAZIONE MEDICA O EQUIVALENTE, CONSEGUITO IN ITALIA O ALL'ESTERO

- **Ph.D. in Business Administration and Management, Marketing Curriculum** - Bocconi University, Milan, Italy, Sept 2014 - Jan 2019

ALTRI TITOLI CONSEGUITI

- **Research and Teaching Assistant** - Bocconi University, Milan, Italy, Sept 2013 - Sept 2014
- **Master of Science in Marketing Management (2-years program)** - Bocconi University, Milan, Italy, Sept 2010 - July 2012
- **Bachelor's in International Economics and Management (3-years program)** - Bocconi University, Milan, Italy, Sept 2007 - Sept 2010

ATTIVITÀ DIDATTICA

INSEGNAMENTI E MODULI

- **Autumn 2023** - Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, 450 students (evaluation not yet available), 10 weeks module, 15 CFU

- **Spring 2023** - International Marketing, MBA East China Normal University, Postgraduate Level, 200 students (evaluation: outstanding), 2 weeks module
- **Spring 2022** - International Marketing, MBA East China Normal University, Postgraduate Level, 200 students (evaluation: outstanding), 2 weeks module
- **Autumn 2023** - Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, Postgraduate Level, 133 students, 10 weeks module, 15 CFU
- **Autumn 2022** - Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, Postgraduate Level, 133 students, evaluation 4.3/5, 10 weeks module, 15 CFU
- **Autumn 2022** - Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 330 students (evaluation not available) , 10 weeks module, 15 CFU
- **Autumn 2021** - Consumer Behaviour, MSc Consumer Analytics & Marketing Strategy, Module leader, Postgraduate Level, 130 students (evaluation not available) , 10 weeks module, 15 CFU
- **Spring 2021** - Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 259 students, evaluation 4.4/5, 10 weeks module, 15 CFU
- **Spring 2021** - Experimental Research Methods - Leeds University Business School, PhD Level, 15 students (evaluation not available), 1 week module
- **Autumn 2019** - Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 301 students, evaluation 4.5/5, 10 weeks module, 15 CFU
- **Autumn 2018** - Consumer Behaviour Across Cultures, MSc International Marketing Management, Postgraduate Level, 288 students, evaluation 4.7/5, 10 weeks module, 15 CFU

ATTIVITÀ DI DIDATTICA INTEGRATIVA E DI SERVIZIO AGLI STUDENTI

ATTIVITÀ DI RELATORE DI ELABORATI DI LAUREA, DI TESI DI LAUREA MAGISTRALE, DI TESI DI DOTTORATO E DI TESI DI SPECIALIZZAZIONE

Doctorate Supervisor

- Candidate's Name: Zhuliang Liu
Title of Thesis: "What about a larger one?" The effect of differential quality framing on the choice share premium options
Institution: Leeds University Business School
Period: 2021 - 2025
- Candidate's Name: Jasmine Ahmed
Title of Thesis: Effects of spending reduction on consumer behaviour
Institution: Leeds University Business School
Period: 2021 - 2025
- Candidate's Name: Thamolwan Jindarak
Title of Thesis: Individual response to product's promotions
Institution: Leeds University Business School
Period: 2021 - 2022 (withdrawn)
- Candidate's Name: Agim Fjolla
Title of Thesis: The role of scarcity on consumer psychological wellbeing and marketing interventions to mitigate the negative effects of scarcity on consumers
Institution: University of Tirana
Period: 2021 - 2025

Doctorate Internal Examiner

- Candidate's Name: Ying Jin

Title of Thesis: What happens if people fail in competitive promotions?

Institution: Leeds University Business School

Date: September 2023

- Candidate's Name: Jung-Sik Son

Title of Thesis: Consumer responses on artificial intelligence-created product

Institution: Leeds University Business School

Date: September 2020

- Candidate's Name: Honghan Qi

Title of Thesis: How narrative communications mitigate skeptical consumers' negativity bias during information search?

Institution: Leeds University Business School

Date: September 2020

- Candidate's Name: Abbie Iveson

Title of Thesis: Make or break?: The microfoundations of consumer - brand relationship development in crisis

Institution: Leeds University Business School

Date: September 2019

Doctorate External Examiner

- Candidate's Name: Abdulwali AL-AJI

Title of Thesis: Exploring Drivers of Consumer Purchase Behaviours in Social Commerce: Barriers and Opportunities

Institution: University of Portsmouth

- Date 2: January 2024

- Date 1: Date: July 2022

Master Thesis Supervisor

- Period September 2018 - December 2019: 10 students
- Period September 2019 - December 2020: 24 students
- Period September 2020 - December 2021: 19 students
- Period September 2021 - December 2022: 22 students
- Period September 2022 - December 2023: 21 students

Undergraduate Thesis Supervisor

- Period September 2018 - December 2019: 10 students
- Period September 2019 - December 2020: 2 students
- Period September 2020 - December 2021: 2 students
- Period September 2021 - December 2022: 2 students

SEMINARI

- *WORKSHOP: Predicting Consumer Behavior Through Experimental Testing of Marketing Offerings and Communications*, BALFIN Group, Tirana (Albania), August 2023
- *Meet the Editor*, Academy of Marketing Science, Kent (UK), July 2023
- *Experimental Design in Marketing*, University of Tirana, Tirana (Albania), April 2023
- *Digital brand communications: fresh air for distressed consumers*, Leeds Digital Festival, September 2022
- *Early Career Researcher, Tips and Tricks*, American Marketing Association Special Interest Group Global Marketing Conference, Doctoral Consortium, Taormina (Sicily), October 2021

- *PGR Career Development*, American Marketing Association, February 2021
- *Purchase Intentions of Counterfeits*. In the Brand Management graduate course, Bocconi University, March 2014

ATTIVITÀ DI RICERCA SCIENTIFICA

PUBBLICAZIONI SCIENTIFICHE

JOURNAL PUBLICATIONS

- Ulqinaku, Aulona, Selma Kadić-Maglajlić, and Gülen Sarial-Abi, (2023), Social Media as a Living Lab for Researchers: The Relationship Between Linguistics and Online User Responses, *Internet Research*, (CABS 3)
- Liu, Yeyi, Kshitij Bhounik, Aulona Ulqinaku, and Laura Grazzini, (2023), Social Exclusion: A Bibliometric Analysis and Future Research Directions in Advertising, *Journal of Advertising*, (CABS 3, ANVUR A), doi: [10.1080/00913367.2023.2255250](https://doi.org/10.1080/00913367.2023.2255250)
- Bruine de Bruin, W., Ulqinaku, A., Llopis, J., & Rava, M. (2023). Beyond high-income countries: Low numeracy is associated with older adult age around the world. *Medical Decision Making*, doi: [10.1177/23814683231174241](https://doi.org/10.1177/23814683231174241)
- Gerrath Maximilian, Alexander Mafael, Aulona Ulqinaku, Alessandro Biraglia, (2022), Service Failures in Times of Crisis: An Analysis of eWOM Emotionality, *Journal of Business Research* (CABS 3, ANVUR A), doi: [10.1016/j.jbusres.2022.113349](https://doi.org/10.1016/j.jbusres.2022.113349)
- Sarial-Abi, Gülen, Aulona Ulqinaku, Giampaolo Viglia, Gopal Das, (2021), The effect of financial scarcity on discretionary spending, borrowing, and investing, *Journal of the Academy of Marketing Science* (CABS 4*, ANVUR A) doi: [10.1007/s11747-021-00811-0](https://doi.org/10.1007/s11747-021-00811-0)
- Viglia, Giampaolo, Ghasem Zaefarian, Aulona Ulqinaku, (2021), How to design good experiments in marketing: types, examples, and methods, *Industrial Marketing Management* (CABS 3, ANVUR A), doi: [10.1016/j.indmarman.2021.08.007](https://doi.org/10.1016/j.indmarman.2021.08.007)
- Sarial-Abi, Gülen, Aulona Ulqinaku, Sadaf Mokarram-Dorri, (2021), Living with Restrictions: The Duration of Restrictions Influences Construal Levels, *Psychology & Marketing* (CABS 3, ANVUR A), doi: [10.1002/mar.21562](https://doi.org/10.1002/mar.21562)
- Davvetas, Vasileios (Bill), Aulona Ulqinaku, Gülen Sarial-Abi, (2021), Local Impact of Global Crises, Institutional Trust, and Consumer Well-being: Evidence from the COVID-19 Pandemic, *Journal of International Marketing*, (CABS 3, ANVUR A), doi: [10.1177/1069031X211022688](https://doi.org/10.1177/1069031X211022688)
- Bruine de Bruin, Wändi, Aulona Ulqinaku, Dana Goldman, (2021), Effect of COVID-19 vaccine allocation strategies on vaccination refusal: A national survey, *Journal of Risk Research*, (CABS 2, ANVUR A) doi: [10.1080/13669877.2021.1936613](https://doi.org/10.1080/13669877.2021.1936613)
- Biraglia, Alessandro, Bryan Usrey, Aulona Ulqinaku, (2021), The Downside of Scarcity: Scarcity Appeals Can Trigger Consumer Anger and Brand Switching, *Psychology & Marketing*, (CABS 3, ANVUR A) doi: [10.1002/mar.21489](https://doi.org/10.1002/mar.21489)
- Mauri, Chiara, Laura Grazzini, Aulona Ulqinaku, & Erika Poletti, (2021), The effect of front-of-package nutrition labels on the choice of low sugar products, *Psychology & Marketing*, (CABS 3, ANVUR A) doi: [10.1002/mar.21473](https://doi.org/10.1002/mar.21473)
- Bruine de Bruin, Wändi, Aulona Ulqinaku, (2020), Effect of mortality salience on charitable donations: Evidence from a national sample, *Psychology and Aging*, doi: [10.1037/pag0000478](https://doi.org/10.1037/pag0000478)
- Sarial-Abi, Gülen, Aulona Ulqinaku (2020), Financial Constraints Influence How Consumers Evaluate Approach versus Avoidance Framed Messages. *Journal of Advertising*, (CABS 3, ANVUR A) doi: [10.1080/00913367.2020.1768970](https://doi.org/10.1080/00913367.2020.1768970)
- Nanni Anastasia, Aulona Ulqinaku (2020), Mortality threats and technology effects on tourism. *Annals of Tourism Research*, (CABS 4, ANVUR A) doi: [10.1016/j.annals.2020.102942](https://doi.org/10.1016/j.annals.2020.102942)

- Ulqinaku, Aulona, Gülen Sarial-Abi, & Elaine L. Kinsella (2020), Benefits of Heroes to Coping with Mortality Threats by Providing Perceptions of Personal Power and Reducing Unhealthy Compensatory Consumption. *Psychology & Marketing*, (CABS 3, ANVUR A) doi: [10.1002/mar.21391](https://doi.org/10.1002/mar.21391)
- Ulqinaku, Aulona, Gülen Sarial-Abi (2020), Tourism implications of online response to terrorism. *Annals of Tourism Research*, (CABS 4, ANVUR A) doi: [10.1016/j.annals.2020.102914](https://doi.org/10.1016/j.annals.2020.102914)
- Ulqinaku, Aulona, Sarial-Abi, G., Kinsella, E.L. and Igou, E.R. (2020), The breaking bad effect: Priming with an antihero increases sensation seeking. *British Journal of Social Psychology*, (CABS 3) doi: [10.1111/bjso.12374](https://doi.org/10.1111/bjso.12374)
- Sarial-Abi, Gülen, Kathleen D. Vohs, Ryan Hamilton, and Aulona Ulqinaku (2017), “Stitching Time: Vintage Consumption Connects the Past, Present, and Future”, *Journal of Consumer Psychology*, 27(2), 182-194, (CABS 4*, ANVUR A) doi: [10.1016/j.jcps.2016.06.004](https://doi.org/10.1016/j.jcps.2016.06.004)

BOOK CHAPTERS - ENCYCLOPEDIA

- Ulqinaku A. (2023), Sensation seeking. In: Allison ST (eds.) *Encyclopedia of Heroism Studies*. Springer

ORGANIZZAZIONE, DIREZIONE E COORDINAMENTO DI CENTRI O GRUPPI DI RICERCA NAZIONALI E INTERNAZIONALI O PARTECIPAZIONE AGLI STESSI

- **Visiting Academic Professor** - Copenhagen Business School, Denmark - June 2023 - ongoing
- **Visiting Academic Professor** - University of Tirana, Albania - April 2023 - ongoing
- **Organizing committee** - Northern Europe Consumer Research (NECR) Symposium - September 2021 - ongoing
- **Academic organizing committee of Joint Doctoral Seminar Series (Leeds University Business School, Faculty of Business and Economics, University of Antwerp, and School of Management, Xiamen University)** - 2020 - ongoing
- **Special session at EMAC, co-chair** - Text Mining Applications in eWOM, Social Listening, and Literature Review - Odense, Denmark, May 2023
- **Special session at EMAC, co-chair** - Consumer Behaviour - Looking Back and Looking Forward: Motivational Effects of the Past and the Future - Glasgow, UK, May 2018

ATTIVITÀ QUALI LA DIREZIONE O LA PARTECIPAZIONE A COMITATI EDITORIALI DI RIVISTE SCIENTIFICHE

- **Associate Editor Europe of *Psychology & Marketing* (CABS 3)** - January 2021 - ongoing
- **ERB member** - *Annals of Tourism Research* (CABS 4) - July 2022 - ongoing
- **Guest Editor** - Special Issue in *Journal of Business Research* (CABS 3) on Pricing in Marketing - February 2021
- **Managing Editor** - Special Issue in *Industrial Marketing Management* (CABS 3) on Experiments in Industrial Marketing - September 2021

Recognized reviewer (journals & conferences)

- Journal of Consumer Research
- Journal of the Academy of Marketing Science
- Psychology & Marketing (also Editorial Role and ERB member)
- European Journal of Marketing
- Personality and Individual Differences
- Journal of Business Research
- Annals of Tourism Research (also ERB member)
- American Marketing Association

- American Marketing Association Global Marketing SIG
- American Marketing Association Consumer Behavior SIG
- European Marketing Academy Conference
- Society of Consumer Psychology

Memberships in Academic and Professional Bodies

- European Marketing Academy
- American Marketing Association
- Society for Consumer Psychology
- Mediterranean Consumer Behavior Symposium
- Società Italiana di Marketing
- Chartered Institute of Marketing

PREMI E RICONOSCIMENTI NAZIONALI E INTERNAZIONALI PER ATTIVITÀ DI RICERCA

AWARDS

- Winner of *Early Career Researcher* at Leeds University Business School, June 2022
- Recipient of the *Journal of Consumer Psychology* Park Best Paper Award (i.e., best paper published in JCP three years prior), March 2020
- Recipient of the *Psychology & Marketing* Best Paper Award presented at XVII Annual Conference of the Italian Marketing Society, October 2020
- Recipient of the *Consumer Behavior Track Best Paper Award* presented at XVII Annual Conference of the Italian Marketing Society, October 2020

FUNDING

- Co-Investigator in the Consumer Data Research Centre - endorsed by UKRI until Sept 2024, **£1.3 mln**
- National Agency of Scientific Research, Technology, and Innovation (Agjencia Kombëtare e Kërkimit Shkencor, Teknologjisë dhe Inovacionit) - September 2023, **Leke 2,400,000**
- CDRC and LIDA Data Scientist Development Programme 2022-23 - October 2023, **£19,500**
- International Research Collaboration Award for Northern European Consumer Research (NECR) Symposium 2023 - June 2023, **£12,893**
- CDRC and LIDA Data Scientist Development Programme 2022-23 - April 2023, **£19,500**
- International Research Collaboration Award, LUBS - June 2023, **£1,265.19**
- Carlsberg Grant in collaboration with Copenhagen Business School - Dec 2022, **£95,000**
- International Research Collaboration Award, LUBS - June 2022, **£515.91**
- LUBS Challenge Fund - **£6,000** for application preparation of Young Scholar ESRC, “*When less is more: Exploring the interplay between variety-seeking consumption, emotions, and sustainability*”
- The Living Lab - **£2,000**, “*The Unanticipated Effects of Goal Monitoring on Perceived Progress and Performance*”
- North American Association for Consumer Research PhD Student Travel Grant - **\$1,300**

MEDIA ATTENTION

- Ulqinaku, A. February 2023. *How to Market in a Down Economy: The Latest Research and Expert Advice*, [White Label Loyalty](#)
- Ulqinaku, A. Further Together, July 2020. <https://spotlight.leeds.ac.uk/everybody-needs-a-hero/>

- Ulqinaku A. *Eating in the face of death*. [Leeds University Business School - Research & Innovation Blog](#)
- Ulqinaku A, Ang D. 2020. *Ban on gender stereotypes - blessing or bane?*. [Leeds University Business School - Research & Innovation Blog](#)
- Ulqinaku A. 2020. *Podcast: How museums can use interactive virtual tours to engage with the public and increase donations*. [Leeds University Business School - Research & Innovation Blog](#)
- January 2022, RIMtailing, <https://rimtailing.blogspot.com/2022/01/construe-differences-in-disability.html>
- April 2021, *Psychology Today*, <https://www.psychologytoday.com/us/blog/fulfillment-any-age/202104/why-everyone-needs-hero>
- Ulqinaku A. 2020. *Governments can learn from consumer psychology when it comes to public health messaging*. [The Conversation](#)
- Remember You Must Die... and Dress in a Proper Way. Bocconi Knowledge (<https://www.knowledge.unibocconi.eu/notizia.php?idArt=13967>)
- FizzShow Radio (<https://www.fizzshow.com/aulona-ulqinaku/>)

PARTECIPAZIONE IN QUALITÀ DI RELATORE A CONGRESSI E CONVEGNI DI INTERESSE INTERNAZIONALE

SELECTED CONFERENCE PRESENTATIONS

- *Domestic Brand Transgressions: How, When, and Why Home Country Bias Backfires*. AMA Winter, Nashville, February 2023
- *An Analysis of eWOM emotionality throughout the COVID-19 Crisis*, American Marketing Association Special Interest Group Global Marketing Conference (AMA SIG), June 2023
- *Domestic Brand Transgressions: How, When, and Why Home Country Bias Backfires*. EMAC, May 2021
- *Psychological Threats and Their Effects on Consumers and Businesses: A Critical Review and Future Research Directions*, Società Italiana di Marketing, September 2020
- *Cultural Influence on Brand Personality Preferences: Individualists Prefer Sophisticated and Competent Brands while Collectivists Prefer Sincere Brands*, American Marketing Association Special Interest Group Global Marketing Conference (AMA SIG), May 2019
- *Fighter and Caregiver: Effects of Heroes in Mitigating Mortality Threats*. EMAC, Glasgow (UK), May 2018
- *Heroes and Their Effects on Consumer Behavior*. 2nd Mediterranean Consumer Research Conference. Lisbon (Portugal), December 2016.
- *Duration of Restrictions Influences Information Processing: The Role of Perception of Control*. Association for Consumer Research, Berlin (Germany), October 2016.
- *Holding on for a Hero: The Effect of Heroes in Mitigating Psychological Threats*. EMAC Doctoral Colloquium. Oslo (Norway), May 2016.
- *Effects of Priming People with Animals on Prosocial Behavior*. 1st Mediterranean Consumer Research Conference. Madrid (Spain), November 2015.
- *New Wine in Old Bottles: Vintage Consumption, Death Awareness, and the Desire to Connect the Past, Present, and Future*. Association for Consumer Research, New Orleans, October 2015.

ATTIVITÀ GESTIONALI, ORGANIZZATIVE E DI SERVIZIO

INCARICHI DI GESTIONE E AD IMPEGNI ASSUNTI IN ORGANI COLLEGIALI E COMMISSIONI, PRESSO RILEVANTI ENTI PUBBLICI E PRIVATI E ORGANIZZAZIONI SCIENTIFICHE E CULTURALI, OVVERO PRESSO L'ATENEO O ALTRI ATENEI

- **Programme Director of MSc Consumer Analytics and Marketing Strategy** - August 2021 - ongoing
- **Part of the hiring committee Marketing Department** - 2021 - 2022
- **Part of the hiring committee International Business Department** - 2022
- **Represented the Marketing Department in the Faculty Research and Innovation Committee** - June 2022, July 2022, January 2023
- **Member of Consumer Data Research Centre** - 2021 - ongoing
- **Member of Leeds Institute for Data Analytics** - 2021 - ongoing
- **Member of LIDA Education and Training Committee** - 2022 - ongoing
- **Academic organizing committee of Joint Doctoral Seminar Series (Leeds University Business School, Faculty of Business and Economics, University of Antwerp, and School of Management, Xiamen University)** - 2020 - ongoing
- **Member of Global and Strategic Marketing Research Centre (GLOSMARC)** - 2018 - ongoing
- **Bocconi Experimental Lab for Social Sciences (BELSS) Associate** - May 2014 - January 2019

ATTIVITÀ CLINICO ASSISTENZIALI

- **Pirelli, Polo Industriale Pirelli Di Settimo Torinese** - June 2014 - September 2014; in collaboration with CRIOS Bocconi, Prof. Camuffo and Prof. Estes, Dr Cossu, Dr Trombini (Bocconi University) - *An Application of the Eye Tracking Technology in Detecting the Relationship Between Emotions And Performance Quality*
- **Morrisons Group, Yorkshire, Regno Unito** - 2022 - ongoing; in collaboration with Dr Guo, Dr Biraglia (Leeds University Business School) - *Observing Consumer Online Word of Mouth On Social Media Under Resource Scarcity*
- **BALFIN Group, Tirana, Albania** - August 2023 - ongoing; in collaboration with Dr Biraglia (Leeds University Business School), Dr Axhami (University of Tirana) - *Application of Experimental Methods in Understanding Consumer Behavior and Providing Adequate Promotional Activities*

Data

09/01/2024

Luogo

Leeds, Regno Unito