
Alexandra Aguirre-Rodriguez, Ph. D.

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ACADEMIC EXPERIENCE

2008-present	Assistant Professor, Marketing Department, College of Business, Florida International University
2006-2008	Assistant Professor, Marketing Department, College of Business, Bryant University

EDUCATION

2006	Ph.D. in Business Administration (Marketing), University of Illinois at Urbana-Champaign
2001	B.S.B.A. , University of Miami, Marketing Major

RESEARCH INTERESTS

Cultural identity: The role of immigrants' and multicultural consumers' cultural identities in attitudes toward crossover brand extensions, cultural advertising appeals, and purchase of culturally-embedded products.

Self-concept: The role of self-image congruity in consumers' brand relationships, brand attitudes, and purchase behavior.

Consumer motives: The impact of consumers' motives and desires on their marketplace behaviors, such as pursuit of scarce products, and self-regulation toward goal fulfillment.

REFEREED PUBLICATIONS

- Aguirre-Rodriguez, Alexandra. (Forthcoming) "The Role of Persuasion Knowledge in Scarcity Appeal Effectiveness." *Journal of Advertising*.
- Aguirre-Rodriguez, Alexandra, Adriana Boveda-Lambie, and Detra Montoya. (Forthcoming) "Exploring ethnic consumer response to crossover brand extensions." *Journal of Business Research*.
- Aguirre-Rodriguez, Alexandra, Michael Bosnjak, and M. Joseph Sirgy (2012). "Moderators of the self-congruity effect on consumer decision-making: A meta-analysis." *Journal of Business Research*, 65 (8), 1179-1188.
- Miyazaki, Anthony D., Alexandra Aguirre-Rodriguez, and Jeff Langenderfer (2009). "Price, Scarcity, and Consumer Willingness to Purchase Pirated Media Products" *Journal of Public Policy & Marketing*, 28 (1), 71-84.

WORKING PAPERS

1. Aguirre-Rodriguez, Alexandra, Paul Miniard, and Adriana Boveda-Lambie. "The mediating role of private self-awareness in the self-congruity effect. Status: Manuscript being prepared for submission. Targeted journal: *Marketing Letters*. (Submission expected February 2013).
2. Aguirre-Rodriguez, Alexandra, Leona Tam, and Richard Bagozzi. "The interplay of affect and cognition in consumer desire and self-regulation". Status: Manuscript being prepared for submission. Targeted journal: *European Journal of Marketing*. (Submission expected February 2013)
3. Aguirre-Rodriguez, Alexandra. "The role of perceived cultural status in ethnic consumer response to crossover brand extensions". Targeted journal: *Journal of International Marketing*. (Submission expected March 2013).
4. Aguirre-Rodriguez, Alexandra. "The moderating role of perceived cultural fit and cultural self-congruity on crossover brand extension acceptance in emerging markets. Targeted journal: *Journal of International Marketing*. (Submission expected March 2013).

REFEREED PROCEEDINGS

- Aguirre-Rodriguez, Alexandra. Not All Desires Are Created Equal: Toward A Typology of Desire In Consumer Research. *Academy of Marketing Science Annual Conference*, San Antonio, TX, May 2006.
- Aguirre-Rodriguez, Alexandra. Situational Influences on Consumption Urges And Impulsive Consumption. *Winter Society for Consumer Psychology Conference*. Miami, FL, February 2006.
- Aguirre-Rodriguez, Alexandra. Not All Desires Are Created Equal: The Motivational Role Of Appetitive Drives In Consumption Behavior. *Winter Society for Consumer Psychology Conference*. Miami, FL, February 2006.
- Aguirre-Rodriguez, Alexandra. Toward A Typology Of Desire In Consumer Research. *Winter AMA Conference*. St. Petersburg, FL, February 2006.
- Aguirre-Rodriguez, Alexandra. Self-Image-Product-Image Congruence: Meta-Analysis and Future Research Directions. *Academy of Marketing Science Annual Conference*. Tampa, FL, May 2005.

PRESENTATIONS

- "Two Minds Are Better Than One: Bicultural Consumer Response To Culturally Symbolic Marketing Cues" with Adriana Boveda-Lambie. *2nd National Diversity in Business Research Conference*, Seattle, University of Washington, June 2008.
- "Investigating the motivational processes underlying bicultural consumer response to cultural product cues" with Adriana Boveda-Lambie. *ACR North American Conference*, Memphis, TN, October 2007.
- "Factors that influence consumers' post impulse purchase regret and corrective reaction," *Society for Consumer Psychology Conference*, St. Petersburg, FL, February 2005.
- "A Grounded Typology of Consumer Conceptualizations of Failure," with Cele Otnes, Eileen Fisher, and Linda Tuncay. *Association for Consumer Research Conference*, Portland, OR, November 2004 (published as abstract).

TEACHING EXPERIENCE

Spring 2011, Fall 2012 (face-to-face and online sections)	Consumer Analysis in Emerging Markets (MAR 6508) Florida International University (Developed new course curriculum)
Spring 2011, Fall 2010, Spring 2010, Fall 2009, Spring 2009	Consumer Behavior (MAR4503) Florida International University
Fall 2010, Spring 2010, Fall 2009, Spring 2009, Fall 2008	Marketing Management (MAR3023) Florida International University
Spring 2008, Fall & Summer 2007, Spring 2007, & Fall 2006	Consumer Behavior (MKT311B, MKT311E) College of Business, Bryant University
Fall 2007, Spring 2007, & Fall 2006	Advertising Management (MKT371B, MKT371E) College of Business, Bryant University
Summer 2006	Marketing Research (MKT311 SE) College of Business, Bryant University
Spring 2006	Consumer behavior (BADM 325) College of Business, University of Illinois at Urbana-Champaign
Summer 2005 & Summer 2004	Principles of Marketing (BADM 202) College of Business, University of Illinois at Urbana-Champaign

UNIVERSITY SERVICE

- Assisted with FIU Marketing Department Undergraduate Assurance of Learning Committee reform of undergraduate Marketing curriculum, Spring 2011
- FIU CBA Behavioral Research Lab Administration Committee, Fall 2009-present
- FIU CBA Behavioral Research Lab Development Committee, Fall 2008-Spring 2009
- FIU Marketing Department Undergraduate Learning Objectives Committee, Fall 2008- Spring 2009

PROFESSIONAL DEVELOPMENT

- Art & Craft of Discussion Leadership (Part 1)—Harvard Business School seminar on participant-centered learning (November 2010)
- Master Teaching Workshop (Part 1)—Professor Harvey Brightman seminar at Florida International University on teaching master-level students (May 25, 2010)
- Master Teaching Workshop (Part 2)—Professor Harvey Brightman seminar at Florida International University on teaching master-level students (March 9, 2011)
- FIU Online conference—Seminar on teaching online courses (March 25, 2011)

Updated: February 15, 2013