

Ana Babić Rosario

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ACADEMIC APPOINTMENTS

<i>Associate Professor</i> Department of Marketing Daniels College of Business, University of Denver, Denver, CO, USA	2023 – present
<i>Assistant Professor</i> Department of Marketing Daniels College of Business, University of Denver, Denver, CO, USA	2016 – 2023
<i>Instructor</i> Department of Marketing HEC Paris, Jouy-en-Josas, France	2015
<i>Lecturer</i> Department of Marketing Zagreb School of Economics and Management (ZSEM), Zagreb, Croatia	2007 – 2014

EDUCATION

<i>PhD in Marketing</i> HEC Paris, Jouy-en-Josas, France Dissertation title: “Essays on Electronic Word of Mouth: A Multidisciplinary Review of Dimensions, Scholarly Communication, and Market Implications”	2016
<i>MBA in Marketing</i> Zagreb School of Economics and Management, Zagreb, Croatia Thesis title: “New Media in Marketing: The Benefits of Internet in the Promotion of Higher Education Institutions”	2010
<i>BA in Economics and Management</i> Zagreb School of Economics and Management, Zagreb, Croatia Thesis title: “Customer Relationship Management: The Case of Financial Institutions”	2007

ACADEMIC VISITS

Visiting Scholar in the Marketing Department Fall 2023
Saïd Business School, University of Oxford, Oxford, The United Kingdom

Visiting Scholar in the Marketing Department Fall 2014
Schulich School of Business, York University, Toronto, ON, Canada

HONORS AND AWARDS

2023	12 th Triennial Invitational Choice Symposium, invited participant
2023	Internationalization Grant, University of Denver (\$3,360)
2022	Emerging Scholar Award, Daniels College of Business
2022	Faculty Research Fund Grant, University of Denver (\$3,000)
2021	Marketing Science Institute Research Grant, “Transformed Rituals” (\$10,500)
2021	Finalist, Weitz-Winer-O’Dell Award, <i>Journal of Marketing Research</i>
2020	Internationalization Grant, University of Denver (\$1,000)
2019	Internationalization Grant, University of Denver (\$2,000)
2019	11 th Triennial Invitational Choice Symposium, invited participant
2019	Brierley Institute, Southern Methodist University, “Incentivizing Online Reviews” (\$5,000)
2018	Highly Cited Paper, Web of Science (“The Effect of Electronic Word of Mouth,” JMR)
2018	Best Conference Paper, International Society of Service Innovation Professionals (\$1,000)
2018	Faculty Research Fund Grant, University of Denver (\$2,025)
2018	Internationalization Grant, University of Denver (\$2,982)
2018	Certificate of Outstanding Contribution in Reviewing, <i>International Journal of Res. in Mkt.</i>
2018	Certificate of Reviewing, <i>Journal of Interactive Marketing</i>
2018-2023	Research Summer Support, University of Denver
2017	Certificate of Outstanding Contribution in Reviewing, <i>Journal of Retailing</i>
2017	Certificate of Outstanding Contribution in Reviewing, <i>Journal of Business Research</i>
2017	Highly Commended Award Winner, Emerald/EFMD Outstanding Doctoral Research Award
2017	University Libraries Grant, University of Denver (\$4,000)
2017	Faculty Career Champion Recognition, University of Denver (Student Nomination)
2017	Joseph I. Moreland Information Literacy Grant, University of Denver (\$2,500)
2017	Course Design Institute Grant awarded for Marketing Research course redesign (\$1,000)
2017	Internationalization Grant, University of Denver (\$1,000)
2017	“One New Thing” Grant awarded for novelty in teaching, University of Denver (\$250)
2017	“Designing a Career in the Marketing Academy: A Gathering of Future Leaders,” New York
2015	Labex ECODEC research grant (5,000 EUR)
2014	Labex ECODEC research grant (5,000 EUR)
2014	HEC Foundation travel grant for visit to Schulich School of Business (2,000 EUR)
2014	AMA-Sheth Doctoral Consortium Fellow, Northwestern University
2014	INFORMS Doctoral Consortium Fellow, Emory University
2013-2015	GREGHEC conference travel grants (5,000 EUR)
2011-2015	HEC Foundation PhD scholarship (53,000 EUR)
2006-2007	Dean’s Lists for the 3rd and 4th years of undergraduate study (GPA higher than 4.5/5)
2004	National Award for Gifted Students (Croatian Ministry of Science, Education, and Sports)

RESEARCH INTERESTS

Technology-enabled communication and consumption, word of mouth, online reviews, social media, consumer timework and nostalgia, heritage consumption

JOURNAL PUBLICATIONS

1. Schweidel, David A., Yakov Bart, J. Jeffrey Inman, Andrew T. Stephen, Barak Libai, Michelle Andrews, **Ana Babić Rosario**, Inyoung Chae, Zoey Chen, Daniella Kupor, Chiara Longoni, and Felipe Thomaz (2022), “How Consumer Digital Signals Are Reshaping the Customer Journey,” *Journal of the Academy of Marketing Science*. <https://doi.org/10.1007/s11747-022-00839-w>.

Highlights: 11th Triennial Invitational Choice Symposium

Select media coverage: [University of Denver](#)

2. **Babić Rosario, Ana***, Cristel Antonia Russell*, and Doreen Ellen Shanahan* (2022) “Paradoxes of Social Support in Virtual Support Communities: A Mixed-Method Inquiry of the Social Dynamics in Health and Wellness Facebook Groups,” *Journal of Interactive Marketing*, 57 (1), 54–89. <https://doi.org/10.1177/10949968221075819>.

* denotes equal authorship

Highlights: [Marketing Science Institute \(MSI\) Working Paper](#)

Select media coverage: [KDVR Denver](#), [Forbes](#), [SAGE Perspectives Blog](#), [University of Denver](#), [Crest Web Media](#), [Newsfounded](#), [NIV Media](#), [The Anand Market](#), [Swift Headline](#), [Noti Ulti](#), [Memesabout](#)

3. Robinson, Thomas Derek, Ela Veresiu, and **Ana Babić Rosario** (2022) “Consumer Timework,” *Journal of Consumer Research*, 49 (1), 96–111. <https://doi.org/10.1093/jcr/ucab046>.

Select media coverage: [University of Denver](#), [York University](#), [Education News Canada](#)

4. **Babić Rosario, Ana**, Kristine de Valck, and Francesca Sotgiu (2020) “Conceptualizing the Electronic Word-of-Mouth Process: What We Know and Need to Know About eWOM Creation, Exposure, and Evaluation,” *Journal of the Academy of Marketing Science*, 48, 422–448. <https://doi.org/10.1007/s11747-019-00706-1>.

Select media coverage: [Knowledge @ HEC](#)

5. **Babić Rosario, Ana**, Francesca Sotgiu, Kristine de Valck, and Tammo H.A. Bijmolt (2016), “The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors,” *Journal of Marketing Research*, 53 (3), 297–318. <https://doi.org/10.1509/jmr.14.0380>.

Honors and awards: 2021 Weitz-Winer-O’Dell Award (Finalist), 2017 Emerald/EFMD Outstanding Doctoral Research Award (Highly Commended Award Winner)

Impact: “Highly Cited Paper” by Web of Science; 960 citations (Google Scholar)

Select media coverage: [Keller Center for Research Report](#), [Quirk’s Marketing Research Review](#), [The Conversation](#), [Business Standard](#), [The National Law Review](#), [University of Denver](#), [Knowledge @ HEC](#), [American Marketing Association](#), [Harvard Business Review](#), Marketing Science Institute (recommended read by Dr. Wendy Moe)

REFEREED BOOK CHAPTERS

1. Veresiu, Ela, Thomas Derek Robinson, and **Ana Babić Rosario** (2021), “Marketing and Nostalgia: Unpacking the Past and Future of Marketing and Consumer Research on Nostalgia,” in *Intimations of Nostalgia: Multidisciplinary Explorations of an Enduring Emotion* (ed. M. Hviid Jacobsen), Bristol University Press, Bristol, UK.
2. **Babić Rosario, Ana** (2019), “Food Shopping Experience on the Periphery of the Supermarket: A Social-Media Afforded Quest for Whole30-Compliant Foods and Wellbeing,” in *Food and Experiential Marketing: Pleasure, Wellbeing, and Consumption* (ed. W. Batat), Interpretive Marketing Research series, Routledge, London, UK.

MANUSCRIPTS UNDER REVIEW

1. **Babić Rosario, Ana**, Ela Veresiu, and Thomas Derek Robinson, “Integrating Six Decades of Research on Consumer Nostalgia: Manifestations and Implications” – revising for resubmission to the *Journal of the Academy of Marketing Science*
2. **Babić Rosario, Ana**, Maja Golf-Papez, Josephine Go Jefferies, Anjala Krishen, Valéry Bezençon, Raika Sadeghein, and Ekant Veer, “Digital Consumer Vulnerability” – revising for resubmission to the *Journal of Consumer Affairs*

SELECT RESEARCH IN PROGRESS

1. Paper on transformed, technology-mediated rituals (with Kristine de Valck and Isabella Ciampa)
 - received a Marketing Science Institute (MSI) Research Grant (\$10,500)
 - presented at AMA, ACR, and CCT conferences 2020-2022
 - working paper; target: *Journal of the Academy of Marketing Science*
2. Paper on marketer-appropriated electronic word of mouth (with Ali Besharat and Francesca Sotgiu)
 - received a FRF grant in 2022 (\$3,000)
 - presented at the INFORMS Marketing Science conference (June 2023)
 - data analysis in progress; target: *Journal of Marketing*
3. Paper on memescapes (with Felipe Thomaz)
 - received funding from the Saïd Business School at Oxford University
 - presented at AMA conference 2021
 - data collection in progress
4. Paper on consumer followership (with Meyrav Shoham and Edith Shalev)
 - conceptualization in progress; target: *Journal of Consumer Research*

5. Paper on the marketing ethics framework for the use of endorsements, reviews, and testimonials (with Bruce Klaw and Francesca Sotgiu)
 - conceptualization in progress
6. Paper on transformative heritage consumption (with Cele Otnes, Pauline Maclaran, et al.)
 - Transformative Consumer Research conference (June 2023)
 - conceptualization in progress
7. Paper on influencers (with Andreas Lanz, Barak Libai, P. K. Kannan, Jacob Goldenberg, et al.)
 - Choice Symposium (August 2023)
 - conceptualization in progress

CITATIONS AND SCHOLARLY IMPACT

- 1,532 Google Scholar citations (h-index 5) and 28,888 reads on ResearchGate
- 2016 *Journal of Marketing Research* paper “The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors” classified as “Highly Cited Paper” by Web of Science and placed in the top 5% of all research outputs, with a 60 Altmetric score.
- Extensive media coverage of my scholarship includes *KDVR Denver* and publications such as the *Harvard Business Review*, *Forbes*, *The Conversation*, *Global Advisors*, *Business Standard*, *The National Law Review*, *Quirk’s Marketing Research Review*, *Knowledge@HEC*, and *Education News Canada*—demonstrating that my research projects have resonated with practitioners across different industries, ranging from real estate to litigation.
- Articles are also regularly used as course material (e.g., Tilburg University, VU Amsterdam, University of Groningen) and read by students from the bachelor to the PhD level as well as by scholars around the world and from different fields (e.g., management, engineering, medicine, psychology; according to Altmetric).

CONFERENCE PRESENTATIONS AND REFEREED PROCEEDINGS

- Lanz, Andreas, Barak Libai, Jacob Goldenberg, P. K. Kannan, **Ana Babić Rosario**, Bas Donkers, Michael Haenlein, Reto Hofstetter, Ralf van der Lans, Alice Li, Dina Mayzlin, Eitan Muller, Daniel Shapira, Jeremy Yang, Lingling Zhang, “Influencers on UGC platforms: A toxic or healthy ecosystem, and what is the role of marketers in this evolution?,” *12th Triennial Invitational Choice Symposium, INSEAD, Fontainebleau, France, August 2023*.
- **Babić Rosario, Ana**, Ela Veresiu, and Thomas Derek Robinson, “Utopianism through Consumer Nostalgia: Enduring Principles and Market Manifestations,” *Consumer Culture Theory Conference, Lund, Sweden, June 2023*
- Cele Otnes, Pauline Maclaran, Omar Abdelrahman, **Ana Babić Rosario**, Zafeirenia Brokalaki, Maria Lichrou, Mona Moufahim, Lisa O’Malley, Julie Tinson, Belinda Zakrzewska, Tom O’Leary, “Understanding the Transformative Nature of Heritage Consumption,” *Transformative Consumer Research Conference, London, UK, June 2023*.

- **Ana Babić Rosario**, Francesca Sotgiu, and Ali Besharat, “Review Placement: Theoretical Framework and Multimethod Investigation of Online Reviews Displayed in Firm-generated Messages,” *INFORMS Marketing Science*, Miami, FL, June 2023
- **Ana Babić Rosario**, Francesca Sotgiu, and Bruce Klaw, “Marketing Ethics Framework for the use of Endorsements, Testimonials, and Reviews in Marketing: Public Policy and Legal Case Analysis,” *INFORMS Marketing Science*, Miami, FL, June 2023
- Kristine de Valck, **Ana Babić Rosario**, and Isabella Ciampa, “Transforming, Extending, and Reducing Rituals,” *Consumer Culture Theory (CCT) Conference*, Corvallis, OR, July 2022
- Thomas Derek Robinson, **Ana Babić Rosario**, and Caroline Wiertz, “Cultured Robots: Social Imaginaries and Market Speeds,” *Artificial Intelligence & Robotics in Service Interactions (AIRSI): Trends, Benefits, and Challenges*, Zaragoza, Spain, July 2022 [held virtually]
- Kristine de Valck, **Ana Babić Rosario**, and Isabella Ciampa, “Rites of Passage During the COVID-19 Pandemic: Transforming, Extending, and Reducing Rituals,” *Winter AMA Educators’ Conference*, Las Vegas, NV, February 2022 [held virtually]
- Kristine de Valck, **Ana Babić Rosario**, and Isabella Ciampa, “Rites of Passage During the COVID-19 Pandemic: Transforming, Extending, and Reducing Rituals,” *Association for Consumer Research (ACR) Conference*, October 2021 [held virtually]
- **Ana Babić Rosario**, Doreen E. Shanahan, and Cristel Antonia Russell, “Ambivalent Social Processes in Virtual Support Communities: A Mixed-Method Inquiry of Facebook Groups” *Association for Consumer Research (ACR) Conference*, October 2021 [held virtually]
- **Ana Babić Rosario**, Doreen E. Shanahan, and Cristel Antonia Russell, “The Good, the Bad and the Ugly: Social Dynamics in Virtual Support Communities,” *INFORMS Marketing Science*, Rochester, NY, June 2021 [held virtually]
- **Ana Babić Rosario** and Felipe Thomaz, “The Impact of Internet Memes on Information Processing, Culture Development, and Behavioral Change,” *Winter AMA Educators’ Conference*, February 2021 [held virtually]
- **Ana Babić Rosario**, Cristel Antonia Russell, and Doreen Shanahan, “Unanticipated Consequences of Virtual Support Communities: A Multi-method Study of Social Diagnoses and Social Anxieties,” *Interactive Marketing Research Conference on Examining the Unanticipated Consequences of Interactive Marketing*, London, UK, October 2020 [held virtually]
- Appel, Gil, **Ana Babić Rosario**, Shiri Melumad, Ryann Reynolds-McIlroy, and Evan Weingarten, “Early Career Panel on Future Trends in Consumer and Technology Research,” *Society for Consumer Psychology Boutique Conference on Consumers and Technology*, Montreal, Canada, June 2019
- Stephen, Andrew, Yakov Bart, Jeff Inman, Barak Libai, David Schweidel, Michelle Andrews, **Ana Babić Rosario**, Inyoung Chae, Zoey Chen, Daniella Kupor, Chiara Longoni, Felipe Thomaz, “Technology-Enabled Persuasion Throughout Customer Journey,” *11th Triennial Invitational Choice Symposium*, McDonough School of Business, Georgetown University, Cambridge, MD, May 2019.
- Thomas Derek Robinson, **Ana Babić Rosario**, and Caroline Wiertz, “Trust and Risk in Robot-Services: A Comparative Study of Denmark and Britain,” *48th European Marketing Academy Conference (EMAC)*, Hamburg, Germany, May 2019.
- Thomas Derek Robinson, **Ana Babić Rosario**, and Caroline Wiertz, “Technology Acceptance and Virtual Material Configurations: The Case of Consumer Robots,” *10th EIASM Interpretive Consumer Research (ICR) Workshop*, Lyon, France, May 2019.
- **Babić Rosario, Ana**, “Application and Efficacy of Digital Technologies in Transformative Consumer Research,” *Transformative Consumer Research Conference*, Tallahassee, FL, May 2019.

- Thomas Derek Robinson, **Ana Babić Rosario**, and Caroline Wiertz, “Cultured Robots: Temporality and Technology Acceptance Across Multiple Contexts,” *GW University Inaugural Conference on the Intelligence of Things, George Washington University Center for the Connected Consumer, Washington D.C., April 2019*.
- **Babić Rosario, Ana**, Ela Veresiu, and Thomas Derek Robinson, “Revisiting Retro Branding and Nostalgia Marketing,” *Winter AMA Educators’ Conference, Austin, TX, February 2019*.
- **Babić Rosario, Ana**, Kristine de Valck, and Francesca Sotgiu, “The Dimensions of Electronic Word of Mouth: An Organizing Framework and Agenda for Future Research,” *Winter AMA Educators’ Conference, Austin, TX, February 2019*.
- Akaka, Melissa, **Ana Babić Rosario**, Gia Nardini, “In Experiences We Trust: From Brand-centric Experiences to Experience-centric Brands,” *Association for Consumer Research (ACR) Conference, Dallas, TX, October 2018*.
- Veresiu, Ela, **Ana Babić Rosario**, and Thomas Derek Robinson, “Nostalgicising: A Performative Theory of Nostalgic Consumption,” *Association for Consumer Research (ACR) Conference, Dallas, TX, October 2018*.
- Veresiu, Ela, **Ana Babić Rosario**, and Thomas Derek Robinson, “Reflective Nostalgia in Post-Socialist Cartoon Consumption: Rethinking the Temporal Dynamics of a Consumable Past,” *Consumer Culture Theory (CCT) Conference, June 2018*
- **Babić Rosario, Ana** and Rosanna Garcia, “Trust in the (Sharing) Economy: A Review of Trends and Future Research Directions,” *Competitive Advantage in the Digital Economy (CADE) Conference: Smart Service Systems, Personal Data and Digital Transformation, Venice, Italy, June 2018*
— *Best Conference Paper Award*
- **Babić Rosario, Ana** and Rosanna Garcia, “Trust in the (Sharing) Economy: A Review of Trends and Future Research Directions,” *BI-JAMS Thought Leaders’ Conference, Oslo, Norway, June 2018*
- **Babić Rosario, Ana**, Francesca Sotgiu, and Kristine de Valck, “Academic Word of Mouth,” *BI-JAMS Thought Leaders’ Conference, Oslo, Norway, June 2018*
- Akaka, Melissa, **Ana Babić Rosario**, and Gia Nardini “From Consumer to Brand Constituent: Transformative Assemblages in Consumption Journeys,” *Consumer Culture Theory (CCT) Conference, Odense, Denmark, July 2018*
- Arnould, Eric, Daiane Scaraboto, and Toni Eagar, “Digital Methods: Roundtable,” (invited as the roundtable participant), *Consumer Culture Theory (CCT) Conference, Odense, Denmark, July 2018*
- Ela Veresiu, Thomas Derek Robinson, and **Ana Babić Rosario**, “Reflective Nostalgia in Post-Socialist Cartoon Consumption: Rethinking the Temporal Dynamics of a Consumable Past,” *Consumer Culture Theory (CCT) Conference, Odense, Denmark, July 2018*
- **Babić Rosario, Ana**, “Moral Legitimation of Hybrid Practices: A Study of Gluten-Free Lifestyles,” *North American Association for Consumer Research (ACR) Conference, San Diego, CA, October 2017*
- **Babić Rosario, Ana**, “Moral Legitimation of Hybrid Practices: A Study of Gluten-Free Lifestyles,” Special Session (co-chair) “The Hybridization of Cultural Forms: A Bottom-Up Systems Perspective of Cultural Change,” *Consumer Culture Theory (CCT) Conference, Anaheim, CA, July 2017*
- **Babić Rosario, Ana**, Kristine de Valck, and Francesca Sotgiu, “Advancing the Knowledge on Electronic Word of Mouth: The Role of eWOM Aliases, Theories, and Scholarly Communication” *Special Session “Marketing in a Digital World”, 39th INFORMS Marketing Science Conference, University of Southern California, Los Angeles, CA, June 2017*
- **Babić Rosario, Ana**, Francesca Sotgiu, Kristine de Valck, and Tammo H.A. Bijmolt, “The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors,”

10th Annual Meta-Analysis of Economics Research-Network (MAER-Net) Colloquium, Hendrix College, Conway, AR, September 15-17, 2016

- **Babić, Ana**, Kristine de Valck, and Tina M. Lowrey, “Against the Grain: A Study of Social Identity Reconstruction in Online ‘Gluten-Free Living’ Communities,” *North American Association for Consumer Research (ACR) Conference, Baltimore, MD, October 2014* (poster presentation)
- **Babić, Ana**, Francesca Sotgiu, Kristine de Valck, and Tammo H.A. Bijmolt, “Factors Influencing the Effectiveness of Electronic Word of Mouth (eWOM) on Sales: A Meta-Analytic Review,” Special Track “Internet and Interactive Marketing”, *INFORMS Marketing Science Conference, Emory University, Atlanta, GA, June 2014*
- **Babić, Ana**, Francesca Sotgiu, Kristine de Valck, and Tammo H.A. Bijmolt, “Factors Influencing the Effectiveness of Electronic Word of Mouth (eWOM) on Sales: A Meta-Analytic Review,” *Thought Leaders in Marketing Channels Conference, Paris, June 2014*
- **Babić, Ana** and Kristine de Valck, “Tell Me Again How I Need ‘Healthy’ Whole Grains?! Collective Assessment of Online Credibility and Negotiation of Truth in Online Communities of Consumption,” Special session “Who, What, How, and Why to Believe? Secrets, Revelations, and Truth Negotiations in Consumer Behavior,” *European Conference of the Association for Consumer Research (EACR), IESE Business School, Barcelona, July 2013*
- **Babić, Ana**, Kristine de Valck, and Francesca Sotgiu, The Business Value of Electronic Word of Mouth: A Meta-Analytic Review, Special Interest Group session “User Generated Content in E-Commerce: Taking the Next Step,” *42nd European Marketing Academy Conference (EMAC), Istanbul Technical University, Istanbul, June 2013*

INVITED TALKS

- **Ana Babić Rosario**, “Panel on Design Research vs. Academic Research,” *Desklight Learning Inspiration Hour, July 2022*
- **Babić Rosario, Ana**, “The Impact of Technology on Consumer Behavior and Marketing: Latest Insights on Consumer Digital Signals,” *Marketing Faculty Advisory Board Meeting, University of Denver, October 2021*
- **Ana Babić Rosario**, Thomas Derek Robinson, and Ela Veresiu, “Consumer Timework,” *Vrije Universiteit Amsterdam, June 2020* [held via Zoom]
- Robinson, Thomas Derek, Ela Veresiu, and **Ana Babić Rosario**, “Consumer Timework,” *City University Business School, London, May 2020* [held via Zoom]
- Veresiu, Ela, Thomas Derek Robinson, and **Ana Babić Rosario**, “Consumer Timework,” *Schulich School of Business, York University, April 2020* [held via Zoom]
- **Babić Rosario, Ana**, “Impact of Technology on Consumption Practices,” *Osher Lifelong Learning Institute (OLLI) West, Golden CO, October 2019*
- **Babić Rosario, Ana**, “Nostalgic Consumer Temporality,” *University of Florida, June 2019*
- Rosanna Garcia and **Ana Babić Rosario**, “Trust in the (Sharing) Economy: A Review of Trends and Future Research Directions,” *University of Muenster, June 2018*
- **Babić Rosario, Ana**, “Word of Mouth Marketing,” *Marketing Faculty Advisory Board Meeting, University of Denver, November 2016*
- **Babić, Ana**, “The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors,” *IESE Business School, Barcelona, September 2015*

- **Babić, Ana**, “The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors,” *University of Denver, Denver CO*, August 2015
- **Babić, Ana**, Kristine de Valck, and Tina M. Lowrey, “Negotiation of Less-Legitimate Consumption Choices: A Study of Gluten-Free Lifestyles,” *Cass Business School, London*, March 2015
- **Babić, Ana**, Kristine de Valck, and Tina M. Lowrey, “Negotiation of Choice in Service Encounters,” *4th Schulich Idea Camp, Schulich School of Business, Toronto*, November 2014
- **Babić, Ana**, Francesca Sotgiu, Kristine de Valck, and Tammo H.A. Bijmolt, “The Business Value of Electronic Word of Mouth: A Meta-Analytic Review,” *35th Annual INSEAD-ESSEC-HEC Research Seminar, INSEAD, Fontainebleau*, March 2014
- **Babić, Ana**, “Marketing bez rukavica” (“Marketing With the Gloves Off”), *Business Plan Contest workshop, Faculty of Economics, University of Zagreb, Zagreb*, February 2013
- **Babić, Ana**, “I Trust You, I Trust You Not: Cues to Credibility in Cyberspace,” *Business PhD in Paris (BPP) Camp, ESSEC Business School, Paris*, February 2012

OTHER MEDIA COVERAGE

- **Babić Rosario, Ana** and Ela Veresiu, [“The Anatomy of Nostalgic Package Design,”](#) interview, *American Marketing Association*, April 2020
- **Babić Rosario, Ana**, [“What’s a ClusterTruck? It’s King Soopers’ new hot-food delivery partner in Denver,”](#) interview, *Denver Post*, December 2019
- **Babić Rosario, Ana**, [“Finding Purpose in the Candy Aisle,”](#) interview, *University of Denver*, November 2019
- **Babić Rosario, Ana**, [“Sixth City Marketing Interviews: Dr. Ana Babić Rosario from the University of Denver,”](#) interview, *Sixth City Marketing*, October 2019
- **Babić Rosario, Ana**, [“Denver home delivery services include urgent medical care, gym on wheels, late-night munchies,”](#) interview, *Denver Post*, December 2018
- Giesler, Markus, Tatiana Astray, **Ana Babić**, Anton Siebert, and Ela Veresiu, [“Zombie Brands: The Science Behind Undead Market Icons,”](#) *Huffington Post*, October 31, 2014
- **Babić, Ana**, [“Što možemo naučiti od Europljana” \(“What Can We Learn from Europeans”\),](#) *Poslovni dnevnik*, March 28, 2013 (in Croatian)

TEACHING MATERIALS

Textbooks:

Co-author of two high-school textbooks (approved by the Croatian Ministry of Science, Education, and Sports):

- Maja Martinović, Olivera Jurković Majić, **Ana Babić**, Ana Kuštrak, and Martina Čaić, “Marketing 4”, MATE, Zagreb, 2013
- Predrag Haramija, Katarina Miličević, **Ana Babić**, Ana Kuštrak, and Martina Čaić, “Marketing usluga” (“Services Marketing”), MATE, Zagreb, 2013

Case studies:

Co-author of twelve case studies in “Marketing u Hrvatskoj - 55 poslovnih slučajeva” (“Marketing in Croatia - 55 case studies”), ed. Maja Martinović, MATE, Zagreb, 2012

- **Ana Babić**, “Izravni marketing Velike knjižare” (“Direct Marketing of the Big Bookstore”), pp. 325-329.
- **Ana Babić**, “Korištenje Twittera u izgradnji marke” (“Using Twitter for Brand Building”), pp. 404-411.
- **Ana Babić** and Mario Fraculj, “Korištenje Facebooka za promociju konditorskih proizvoda - slučaj Životinjskog carstva” (“Using Facebook to Promote Confectionery – the Case of Animal Kingdom”), pp. 393-403.
- **Ana Babić** and Maja Martinović, “Marketing odnosa i suradnje u Hrvatskoj” (Customer Relationship Management in Croatia), pp. 417-423.
- **Ana Babić** and Maja Martinović, “Segmentacija tržišta na primjeru PBZ Carda” (“Market Segmentation of PBZ Card”), pp. 75-80.
- **Ana Babić** and Maja Martinović, “Upravljanje odnosima s klijentima na primjeru PBZ Carda” (“Customer Relationship Management in PBZ Card”), pp. 424-432.
- **Ana Babić**, Maja Martinović, Dina Vasić, and Marija Perić, “Internetske aktivnosti kao dio promocijskog spleta ZSEM-a” (“Internet Activities as a Part of ZSEM's Promotional Mix”), pp. 380-384.
- **Ana Babić** and Dunja Ivana Togonal, “Upotreba newslettera u promotivne svrhe - slučaj Best Marketinga” (“Using Newsletters in Promotion – the Case of Best Marketing”), pp. 315-320.
- **Ana Babić**, Barbara Tursan, Sanja Bračun, and Kristina Horbec, “Mystery shopping u T-Comu” (“Mystery Shopping in T-Com”), pp. 52-63.
- Maja Martinović and **Ana Babić**, “Segmentacija prema traženju koristi na primjeru ponude mobilnih uređaja” (“Benefit Segmentation in the Mobile Phone Industry”), pp. 101-105.
- Maja Martinović, **Ana Babić**, and Dora Preložnjak, “Nesretni slučaj ili propust zbog GMO-a u Mini Poliju Perutnine Ptuj?” (“Accident or Oversight – the GMO Affair in Perutnina Ptuj”) pp. 19-28.
- Maja Martinović, Kristijan Krkač, and **Ana Babić**, “Virusni marketing u političkoj kampanji” (“Viral Marketing in Political Campaigns”), pp. 293-303.

TEACHING EXPERIENCE

At the University of Denver

- MKTG 3480/4805 – Foundations of Digital Marketing (2023 – present)
- MKTG 2800 - Introduction to Marketing (2017-2023, BS, 22 sections, 659 students, average evaluation 5.48/6)
- MKTG 4530 - Marketing Research (2017-present, MSc, 4 sections, 106 students, average evaluation 5.20/6)

Other

- Marketing through Social Media (2015; MSc, 21 hours, 59 students, average evaluation 3.62/5)
- New Media Marketing (2011, 2012, 2013; BA, 45 hours, 15 students, average evaluation 4.75/5)
- Marketing Management (2008, 2009, 2010, 2013; BA, 30 hours, 190 students, average evaluation 4.50/5)
- Principles of Marketing (2007, 2008, 2009; BA, 30 hours, 100 students, average evaluation 4.80/5)
- Consumer Behavior (2009, 2010; BA, 30 hours, 50 students, average evaluation 4.90/5)

ACADEMIC SERVICE

- Editorial Review Board Member
 - Journal of the Academy of Marketing Science, 2020 – present
 - Journal of Business Research, 2023 – present
 - Selection Board for the Responsible Research in Business and Management (RRBM) Honor Roll, 2022 – present
 - Journal of Consumer Research, 2021 – 2023
 - International Journal of Research in Marketing, 2019 – 2022
- Ad-hoc reviewer
 - Journals
 - Journal of Marketing, 2016 – present
 - Journal of Marketing Research, 2023 – present
 - Journal of Consumer Research, 2023 – present
 - International Journal of Research in Marketing, 2022 – present
 - Journal of Retailing, 2016 – present
 - Management Science, 2021 – present
 - Journal of Business Research, 2016 – present
 - Journal of Interactive Marketing, 2018 – present
 - Academy of Marketing Science Review, 2020 – present
 - Journal of Marketing Management, 2020 – present
 - California Management Review, 2020 – present
 - International Marketing Review, 2016 – present
 - International Journal of the Economics of Business, 2018 – present
 - Conferences
 - Association for Consumer Research (ACR) Conference, 2014 – present
 - European Association for Consumer Research (EACR) Conference, 2014 – present
 - American Marketing Association (AMA)
 - Summer Marketing Educators' Conference, 2015 – present
 - Winter Marketing Educators' Conference, 2017 – present
 - Consumer Culture Theory (CCT) Conference, 2015 – present
 - European Marketing Academy Conference (EMAC), 2014 – present
 - Regional European Marketing Academy (EMAC) Conference, 2015 – present
- University Committee Service
 - Assistant Professor of Marketing Search Committee Member, University of Denver (2022)
 - Vice Chancellor for Human Resources Search Committee Member, University of Denver (2022)
 - Marketing Teaching Assistant Professor Search Committee Member, University of Denver (2021)
 - Marketing MS Graduation Committee Member, University of Denver (2020)
 - PROF Grant Committee Member, University of Denver (2018, 2020)
 - Vice Chancellor for Marketing Communications Search Committee Member, University of Denver (2019)
 - Marketing MS Graduate Curriculum Committee Member, University of Denver (2019 – present)
 - Marketing Undergraduate Curriculum Committee Member, University of Denver (2018)

- AACSB Assurance of Learning, Department of Marketing, University of Denver (2017 – present)
- Solar Decathlon Task Force Member, University of Denver (2017 – 2019)
- Other Discipline, University, and Industry Involvement
 - 2023 Inaugural Netnography Conference (Netnocon), Program Committee Member
 - 2022 ACR Conference, Working Paper Co-Chair
 - ACR/Sheth Foundation, Reviewer for the Dissertation Award (2022)
 - 2021 ACR Doctoral Symposium Faculty Participant
 - 2021 Winter AMA Educators Conference Track Co-Chair, “Conversation, Location, Augmentation: Latest Insights on User-Generated Content and New Consumer Technologies,” St. Petersburg, FL [held virtually]
 - 2021 Winter AMA Educators Conference Track Co-Chair, “Sustainability and Social Responsibility,” St. Petersburg, FL [held virtually]
 - 2021 Society for Consumer Psychology (SCP) Conference Program Committee Member
 - Transformative Consumer Research Subcommittee on Digital Outreach (2019 – 2020)
 - 2019 Winter AMA Educators Conference Session Co-Chair, “Revisiting Retro Branding and Nostalgia Marketing,” Austin, TX, 2019
 - Marketing Science Institute, Reviewer for the Alden G. Clayton Doctoral Dissertation Proposal Competition (2019)
 - 2019 Consumer Culture Theory (CCT) Conference Session Chair, “Digital and Material,” Montreal, Canada, July 2019
 - 2017 Consumer Culture Theory (CCT) Conference Session Co-Chair: Akaka, Melissa, Ana Babić Rosario, Hope J. Schau, and Angeline Nariswari, Session “The Hybridization of Cultural Forms: A Bottom-Up Systems Perspective of Cultural Change,” Anaheim, CA, July 2017
 - Consumer Insights and Business Innovation Center (CiBiC) Research Faculty, University of Denver (2016 – present)
 - Panelist at “Research and Writing Practices in Marketing Scholarship,” Conversations in the Disciplines, Writing Program, University of Denver (2017)
 - Ethics Boot Camp Fellow, University of Denver (2018)
 - Participant in DU Grand Challenges, “A Community Table Discussion,” University of Denver (2018)
 - Denver Business Journal Small Business Awards Judge (2018)
 - Student Thesis Supervision
 - University of Denver, 2022-23, doctoral thesis committee member (1)
 - University of Denver, 2018-20, undergraduate level (Marketing Distinction) (2)
 - HEC Paris, 2014-15, master’s level (5)
 - ZSEM, 2013, undergraduate level (1)

ACADEMIC MEMBERSHIPS

Association for Consumer Research (ACR), American Marketing Association (AMA), Consumer Culture Theory Consortium (CCTC), European Marketing Academy (EMAC)

LANGUAGES

Croatian (native), English (bilingual proficiency), Spanish (proficient), German (intermediate), Italian (intermediate), French (beginner)