

1. Curriculum Vitae:

Prof.dr. Dr. Alexandra J. Kenyon je rođena 29. Oktobar 1966 u Napulju, Italija. Od 1998 godine radi na Leeds Metropolitan univerzitetu gdje danas obnaša dužnosti starijeg predavača na Carnegie Fakultetu - katedra za maloprodaju i ugostiteljstvo. Predaje i na predmetima istraživanje u marketingu i ponašanje potrošača.

Govori, pored maternjeg talijanskog jezika, još dva svjetska jezika od kojih engleski tečno dok španski govori dobro.

1.2. Obrazovanje

1997	Dipl.ekonomista – Chartered Institute of Marketing
2000	Magistar - Marketing Leeds Metropolitan University
2006	Doktor Filozofije Leeds Metropolitan University

1.3 Profesionalna karijera

1996 – 1998 radila za kompaniju Judith Donovan Associates u Bradfordu kao upravitelj računa za velike kompanije kao što su: BSKyB, Tesco, Tesco Direct, London Zoo, Currys/Dixons, Abbey National gdje je za iste kreirala kratkoročne i srednjoročne promotivne planove i vršila istraživanja tržišta.

1989 – 1993 radila za Halifax Financial Services and Halifax Building Society u Halifaxu kao menadžer za razvoj poslovanja gdje je za klijente razvijala planove promocije i kontakta sa medijima. Formulirala i realizirala biznis strategije i marketinške planove za širenje biznisa i drugo.

2. Stručni i naučni rad

2.1. Zbornici i publikacije

- Musgrave J.; Mulligan, J.; Woodward, S.; Kenyon,A.J.; & Jones, S. (2012) The Value and Importance of CSR in the Meetings and Hospitality Industry for Meeting Professionals International
- Kenyon, A. J. & Jones, S (2012) Executive Summary Corporate Social Responsibilities – What Delegates Want for Meetings Professionals International
- Kenyon, A. J. (2011) Pre-Loading at Home: Who does it and why?: *The Hospitality Review* (14) 50-54

- Kenyon, A. J. (2010) Exploring enterprising partnerships with West Yorkshire Police *The Assessment, Learning & Technology Journal* No. 8 (Spring) 12-14
- Kenyon, A. J. & Chambers, M. (2009) Student Feedback – From Chaos to Order with the Click of a Button *Link 24 Assessment & Feedback Hospitality, Leisure, Sport & Tourism Network* (November) 8-9
- Kenyon, A. J., Wood, E. H. & Parsons A. (2008) Exploring the Audience's Role: A Decoding Model for the 21st Century *Journal of Advertising Research* (June) pp. 276-286 (Grade 3 RAE)
- Kenyon, A. J. & Turner, E. (2008) Understanding Celebrity Endorsement through the Eyes of Three Major Publics *World Journal of Retail Business Management* Vol. 2. Issue 1, pp. 4-10
- Brady, K. Walsh, S. M. & Kenyon, A. J. (2008) Ethical Clothing Ranges in UK High Street Retailers *World Journal of Retail Business Management* Vol. 2. Issue 1, pp. 16-23
- Kenyon, A. J. (2007) Exploring Hedonic Shopping Suggestions for Consumption Spaces in Leeds City Centre *World Journal of Retail Business Management* Nov/Dec pp 37-46
- Kenyon, A. J. & Hutchinson P. L. (2007) Exploring Rhetoric: Alcohol and Absolut Vodka Advertisements *British Food Journal* 102:8 (Grade 1 RAE)
- Kenyon, A. J. (2006) Exploring Intertextuality: Young People Reading Alcohol Advertising *EuroMed Journal of Business* Vol. 3, (autumn) pp 50-63
- Nachmias, S. & Kenyon, A. J. (2006) Destination Greece: The Case for Extending the Country's Offer to Include Golfing Tourists *International Journal of Management Cases* Volume 8 Issue 3
- Kenyon, A. J. (2004) Exploring Phenomenological Research: Pre-testing Focus Group Techniques with Young People *International Journal of Market Research* Vol. 46 Quarter 4 pp. 427-441 (Grade 2 RAE)

2.2 Knjige

- Robinson, S. & Kenyon, A. J. (2009) *Ethics in the Alcohol Industry London: Palgrave* (Grade 4 RAE)
- Hoffman, K. D & Bateson, J. E. G, Wood, E. H., & Kenyon, A. J. (2009) *Services Marketing Concepts, Strategies, & Cases London: Centgage*

2.3. Poglavlja u knjigama

Behrens, S., R-Santos, C., Pertejo, A. R., Kuster, I., Moscarola, J., Dalli, D., Laaksonen, P., Turley, D., Corciolani, M. (2013) Chapter 2 Consumer Culture: Literature Review Book Chapter in R-Santos, C., Gannassalie, S., Casarin, F., Laaksonen, P. & Kaufman, H. R. (2013) *Consumption Culture in Europe: Insight into the Beverage* Pennsylvania: Industry Business Science Reference, IGI Global

Ganassali, S., Moscarola, J., Mestrallet, A. S., Buber, R., Laaksonen, P., Hellén, K., Grunert, K., Rosendahl, J., Zucchella, A., Cerchiello, P., Hagen, B., Wiedmann, K.-P., Behrens, H., Hennigs, N., Kenyon, A.J. (2013) Chapter 4 Verbal and Pictorial Representations of Beverage Consumption Patterns: The Wall of Pictures Protocol Chapter in R-Santos, C., Gannassalie, S., Casarin, F., Laaksonen, P. & Kaufman, H. R. (2013) *Consumption Culture in Europe: Insight into the Beverage* Pennsylvania: Industry Business Science Reference, IGI Global

C.Pertejo, A. R., Abad-González, J., Laaksonen, P., Halkoaho, J., Kenyon, A. J., Kopicárová, L., van Berkel, J. (2013) Chapter 8 Drinking Motives Chapter in R-Santos, C., Gannassalie, S., Casarin, F., Laaksonen, P. & Kaufman, H. R. (2013) *Consumption Culture in Europe: Insight into the Beverage Industry* Pennsylvania: Industry Business Science Reference, IGI Global

Kenyon, A. J. (2011) Case study: Enterprising and employability skills through innovative curricula in; Kill, R. & O'Rourke, K., *Inspiring Enterprise: Transforming Enterprise Education at Leeds Metropolitan University*. Leeds: Leeds Met Press, 18-21

Kenyon, A. J. & Parsons, A. F. (2011) How Consumers Decode Advertisements in Kaufmann, H-R., *International Consumer Behaviour: a Mosaic of Eclectic Perspective Handbook on International Consumer Behaviour* UK: Access Press

Kenyon, A. J. (2010) Printed Media Chapter 4 in; Moss, S. *The Entertainment Industry An Introduction*. Cambridge: CABI International, 173-189

Kenyon, A. J. (2008) Consumer Behaviour: The Individual Decision Maker in; Vignali, C. Vranešević, T. & Vrontis, D. *Strategic Marketing and Retail Thought*. Zagreb: Accent, 87-99

Kenyon, A. J. (2007) Exploring Phenomenological Research in Fundamentals of Marketing Research in; Editorial by Malhotra, N. K. *Fundamentals of Marketing Research* California: Sage Publications Ltd, Vol. 1 193-205

2.4. Učešće na konferencijama, zbornici u industriji i članci

- Szymanska-Waczynska, B., Kenyon, A. J. & Judge, E. (2012) “Changing the Image of Former Communist Firms: The Role of Humour in Advertising” The Irish Association for Russian, Central and East European Studies (IARCEES) 37th Annual Conference “Communism and Post-Communism: Transition, Transformation, Stagnation, Regression” DUBLIN CITY UNIVERSITY, IRELAND 15th and 16 March 2013
- Kenyon, A.J., Dickson, C. & Mulligan, J. (2012) Corporate Social Responsibilities What Delegates Want and What Industry Provides IMEX Las Vegas
- Kenyon, A. J., Woodward, S. & Mulligan, J. (2012) Corporate Social Responsibilities a Love Story World Education Conference St; Louis USA
- Kenyon, A. J. (2012) You care but do your delegates?
http://www.mpiweb.org/blog/all/20120222/CSR_You_Care_But_Do_Your_Delegates
- Ganassali, S., Moscarola, J., Buber, R., Hellen, K., Rosendahl, J., Cerchiello, P., Hagen, B., Zucchella, A., Behrens, S., Hennigs, N., Wiedmann, K.-P., Kenyon, A., Mestrallet, A.-S. (2012): Triangulating Qualitative and Quantitative Results for Consumption Studies: The CoBeReN Wall of Pictures Experience, Paper presented at the Coberen Conference Nicosia, Cyprus, June, 6th – 8th, 2012
- Kenyon, A. J. (2011) Exploring the Night Time Economy 4th Best Bar None Conference Ipswich
- Kenyon, A. J. (2011) Exploring Pre-loading at Home: Who does it and why? 20-20 Back to the Future CHME 20th Annual Conference Leeds Metropolitan University Published in Conference Proceedings (Nominated for inclusion in Hospitality Review 2011)
- Kenyon, A. J. (2011) Best Bar None Stakeholder Findings “Is Big Society a Partnership? Alcohol, Partnerships and Evidence Conference” March QE11 Conference Centre, West Minster, London
- Kenyon, A. J. & Wood, E. H. (2011) Exploring Government-Led Social Marketing Campaigns: Alcohol, Think Before You Drink... Too Much CIRCLE – 8th International Conference on Consumer Behaviour – University of Dubrovnik – Croatia. Published in Conference Proceedings
- Kenyon, A. J. (2010) Best Bar None Stakeholder Findings 3rd Best Bar None Conference Durham

- Yap, Y. & Kenyon, A. J. (2010) Exploring Virtual Tours Hosted In UK Hotel Websites 3rd Asia-Euro Tourism, Hospitality & Gastronomy Conference 2010 – Awarded Best Hospitality Paper
- Kenyon, A. J. (2009) Exploring Alcohol Strategies: Cases in UK and Poland CIRCLE The 6th International Conference on Consumer Behaviour – University of Voralburg – Austria. Published in Conference Proceedings
- Kenyon, A. J. (2008) Best Bar None and Student Enterprise Enterprise Week 17th-21st November CETL Old Broadcasting House
- Kenyon, A. J. (2008) Enterprise Pioneering Work in the Leslie Silver International Faculty WACE Seventh International Symposium on Work Integrated Learning Conference in Madrid 3rd-5th December 2008 3-5 December
- Hardy, Z., Gaunt, A. N. & Kenyon A. J. (2006) Building Brand Lands in Bars CIRCLE - The 3rd International Conference on Consumer Behaviour – Croatia. Published in Conference Proceedings
- Kenyon, A. J. (2006) Exploring Rhetoric: WKD Deviations in Alcohol Advertisements CIRCLE - The 3rd International Conference on Consumer Behaviour – Croatia. Published in Conference Proceedings
- Kenyon, A. J. (2005) Alcohol Advertising – Intertextual reading using phenomenology CIRCLE - The 2nd International Conference on Consumer Behaviour and Retailing Research – Liechtenstein 27th May 2005. Published in Conference Proceedings

2.5. Rezultati u razvoju stručnog i naučnog podmlatka

Direktor studija i mentor tri doktoranda na dijelu istraživačkog rada koji isti provode. Direktno uključena simpozijume i dalje napredovanje doktoranata u nastavi.

2.6. Van akademske aktivnosti i članstva

Članica Britanskog Sociološkog Društva

Članica Britanskog Instituta za razvoj hotelskog turizma (pansioni)

2.7. Istraživanja, konsultantske usluge i grantovi

- 2012 Pub Watch – Reducing Crime and Disorder in the Night-time Economy for Pub Watch and J. D. Wetherspoons **Output:** Keynote Speaker at 10th National PubWatch Annual Conference

- 2012-2015 Mulligan, J.; Pattinson, C.; Behringer, R. Kenyon, A. J.; Wood, E. H.; Bowdin, G.; Musgrave, S. & Carl, D. Future of Meetings Thought Leadership with Meeting Professionals International
Output: White Papers, Business Reports, Blogs, Conference Presentations, Research Papers; Research Findings
- 2011-2014 Mulligan, J.; Font, X. Musgrave, J. Kenyon, A.J.; Jones, S. H.; Woodward, S.; Bowdin, G.; Kornilaki, M.; & Rogers, T. MPI Study on Corporate Social Responsibility (CSR) in the Meetings & Hospitality Industry for Meeting Professionals International
Output – White Papers, Business Reports, Blogs, Conference Presentations, Research Papers; Research Findings
- Kenyon, A. J. (2011) National Certificate for Personal License Holders – CPD –
Output: 100% pass rate by participants. Regional enterprise expertise demonstrated.
- Kenyon, A. J. (2011) Catalyst (UNLTD) Alcohol Awareness in Schools - Ongoing
- 2009-2012 COBEREN Erasmus Similarities and Differences in Drinking Consumption Patterns Across Europe \$650,000 Contribution to Leeds Metropolitan University - ongoing
Output to date: Website, Country Profile for UK (all partners have done this therefore 30 Country Profiles), Book Chapters and Conference Papers
- **Kenyon, A. J. (2011) HEIF4 Best Bar None**
Outputs:
Report of Best Bar None research findings for BII,
2010 - Research findings presented at 3rd Best Bar None Conference, Durham
2011 – Research findings presented “Is Big Society a Partnership? Alcohol, Partnerships and Evidence Conference” March QE11 Conference Centre, West Minster, London
2011 – Organising and Hosting “Best Bar None Regional Conference” for recruitment and Knowledge Transfer Partnership opportunities.
- Kenyon, A. J. (2011) Balance North East Alcohol Group
Output: Best Bar None Good Practice Guide for use in the North East Region to reduce crime, disorder and alcohol related health-harm in and around pubs, clubs and bars
- Kenyon, A. J. (2009) Purple Flag – Town Centre Association & BII
Output: 2009 *Training Materials for Level 3 Purple Flag Award*
- Kenyon, A. J. (2008-2011) Best Bar None West Yorkshire - annually
Output: Kenyon, A. J. (2010) Exploring enterprising partnerships with West Yorkshire Police *The Assessment, Learning & Technology Journal No. 8* (Spring) 12-14
- Kenyon, A. J. (2008) Fear Appeals in ‘binge drinking’ Advertisements” – Alcohol Education Research Council

Output: Kenyon, A. J. (2009) Exploring Alcohol Strategies: Cases in UK and Poland CIRCLE The 6th International Conference on Consumer Behaviour – University of Vorarlberg – Austria. Published in Conference Proceedings

- Kenyon, A. J. & Wood, E. H. (2009) Resource Bank for Research Ethics Higher Education Academy Network for Hospitality, Leisure, Sport and Tourism Pedagogic Research and Development Fund 2007/08 – 3rd Income Stream

Output: Online resource bank for UK lecturers and teachers of research ethics http://www.heacademy.ac.uk/hlst/projects/detail/ourwork/pedagogic_projects/r9_exploring_ethics

- Parson, A.; Kenyon, A. J. & S. Moore Burger King - Food Labelling £15,000

Output: Commercial Report for Burger King

- Robert Hancox Hammersons PLC (2006 to 2008) – Harewood and Eastgate Retail Development Leeds.

Output: Kenyon, A. J. (2007) Exploring Hedonic Shopping Suggestions for Consumption Spaces in Leeds City Centre *World Journal of Retail Business Management* Nov/Dec pp 37-46

Jim McCambridge (1999) Health Services Research Co-ordinator – National Addiction Centre (Kings College London). £750

Output: PhD

2.7. Istraživanja i ostale nastavne aktivnosti

Ocjenjivač i eksterni evaluator za Europsku komisiju na poglavlju 8: CORDIS Europa FP7 'Cooperation' of FP7 - Socio-economic sciences and humanities. (April 2010)

Ocjenivač za časopis za reklamiranja i reklame (RAE 4) 2009 - present

Ocjenjivač expert za nagradu “Ljubičasta zastava” – Udruženje menadžera iz Poslovnog centra grada. Od 2010 - prezent