

AKADEMISCHE AUSBILDUNG

Feb. 2017 – Sept. 2020
**abgeschlossenes
Doktorat**
(Dr. oec. HSG)

Universität St. Gallen, Schweiz
Hochschule für Wirtschafts-, Rechts- und Sozialwissenschaften sowie
Internationale Beziehungen (HSG)
Verteidigung: 19. März 2020
Prüfer: Prof. Dr. Martin J. Eppler & Prof. Dr. Thomas Rudolph
Akademischer Grad: Doktorin der Wirtschaftswissenschaften (Dr. oec. HSG)
Vertiefung: Marketing
*Thema der Doktorarbeit: 'Bridging the Research-Practice Gap through
Information Visualization -- a Mixed Methods Approach to Involve Research
Subjects in Data Interpretation'*

Sept. 2004 – Juli 2009
**abgeschlossenes
Doktorat**
(Dr. rer. pol.)

Universität Koblenz-Landau, Deutschland
Institut für Wirtschafts- und Verwaltungsinformatik
Verteidigung: 13. Juli 2009
Prüfer: Prof. Dr. Paul A. Swatman & Prof. Dr. Felix J. Hampe
Akademischer Grad: Doktorin der Wirtschafts- und Sozialwissenschaften (Dr.
rer. pol.)
*Thema der Doktorarbeit: 'Authority-Based and Bottom-Up Diffusion of
Collaboration Information Technologies: Constraints and Enablements'*

Sept. 2001 – Mai 2003
MBA Diplom
–with merit–

Stuttgart Institute of Management and Technology, Deutschland
Abschluss: Master of Business Administration (MBA)
Notendurchschnitt Studium: B+ /3.41 (höchste Note: 4.00)
Schwerpunkt: Management Information Systems

MBA Diplomarbeit
–sehr gut–

SIEMENS AG, ICN, München
MBA-Diplomarbeit: 'Innovative Anwendungen für Kommunikations-netzwerke'
Note MBA Diplomarbeit: A /4.00 (höchste Note: 4.00)

Sept. 1995 – Sept. 2000
Diplom-Ökonomin
(Univ.)

Universität für Volks- und Weltwirtschaft, Sofia, Bulgarien
Abschluss: Diplom-Ökonomin (Univ.)
Notendurchschnitt Studium: 5.17 (höchste Note: 6.00)
Notendurchschnitt Staatsexamen: 6.00 (höchste Note: 6.00)
Schwerpunkt: Internationales Tourismusmanagement

AKADEMISCHE ERFAHRUNG (Deutschland, Schweiz, Bulgarien, Australien): Forschung und Lehre

Dez. 2021– jetzt
**Professorin für
Marketingmanagement**

IU Internationale Hochschule, Deutschland
Freiburg im Breisgau

Sept. 2019 – Nov. 2021
**Professorin für
Medienmanagement**

Hochschule Macromedia – University of Applied Sciences, Deutschland
Freiburg im Breisgau

Feb. 2017 – Jan. 2020
Postdoc-Forscherin
(80%)

Universität St. Gallen, Schweiz
Institut für Medien- und Kommunikationsmanagement
*Titel des Projektes: 'Bridging the research-practice gap through information
visualization – a mixed methods approach to involve research subjects in data
interpretation' (Prof. Dr. Martin J. Eppler), Schweizerischer Nationalfonds*
(SNF)

Juni 2015 – Mai 2016 Postdoc-Forscherin (70%)	Universität St. Gallen , Schweiz Institut für Medien- und Kommunikationsmanagement <i>Titel des Projektes: 'Bridging the Theory-Practice Divide through Information and Knowledge Visualization'</i> (Prof. Dr. Martin J. Eppler) Grundlagenforschungsfond (GFF), Universität St. Gallen
Jan. 2013 – Mai 2015 Postdoc-Forscherin (80%)	Universität St. Gallen , Schweiz Institut für Medien- und Kommunikationsmanagement <i>Titel des Projektes: 'Understanding the Impact of Interactive Visual Representations on Group Communication – an Assessment in the Experience Sharing Context'</i> (Prof. Dr. Martin J. Eppler) Schweizerischer Nationalfonds (SNF)
Juli 2010 – Sept. 2012 Assistenzprofessorin	American University in Bulgaria , Bulgarien gelehrte Fächer: Management Information Systems (bachelor), Decision science (bachelor, executive MBA) Verantwortungen als Assistant Professor: universitäre Lehre auf Bachelor- und Master-Stufe, Betreuung von Studienarbeiten, Uni Service, Forschung
Mai 2007 – Nov. 2007 Kursmanagerin & wissenschaftliche Mitarbeiterin (Master-Stufe Universität)	University of South Australia , Adelaide, Australien Kursmanagerin für 'Fundamentals of Information Systems M' Verantwortungen als Kursmanagerin: universitäre Lehre in 'Fundamentals of Information Systems' auf Master-Stufe, 'Distance Learning' Lehre, Betreuung von Studienarbeiten – wöchentliche Seminararbeiten, sowie Prüfungsarbeiten, Lehrfach-Verwaltung

AUSZEICHNUNGEN

2021 – Forschungsprojekt-Award der Hochschule Macromedia

2020 – EMMA Konferenz: Best Paper Award Nominierung

2015 – Academy of Management Meeting 2015: Best Paper Proceedings

2006 – 19th Bled eConference eValues: Best Paper Award Nominierung

PUBLIKATIONEN (Elitsa Alexander, geb. Shumarova)

Peer-reviewed Buchkapitel

Alexander, E. (2025). Kontextualisierte Marketinglehre mit KI: Wie kann generative künstliche Intelligenz eingesetzt werden, um Marketing-Lehrinhalte zu kontextualisieren? **Handbuch Innovatives Marketing**, Schuster, G., Bornemeyer ed., C. Springer-Verlag, 2025, in print, online first: ISBN: 978-3-658-46709-8

Peer-reviewed Zeitschriftenartikeln

Alexander, E., Eppler, M. J., Comi, A., (2020). Data Integraton: A Real-Time, Participant-Driven, and Visually Supported Method, **Journal of Mixed Methods Research**, Volume 15, Issue 1, DOI: 10.1177/1558689820902294, p. 1–27.

Alexander, E., Eppler, M. J., Bresciani, S., (2019). Visual Replay Methodology: A Mixed Methods Approach for Group Discussion Analysis, **Journal of Mixed Methods Research**, Vol. 13(1), DOI: 10.1177/1558689816664479, p. 33–51.

Alexander, E., Bresciani, S., Eppler, M. J. (2015). Understanding the Impact of Visual Representation Restrictiveness on Experience Sharing: an Experimental Assessment, **Journal of Visual Languages and Computing**, Volume 31, pp. 30–46.

Alexander, E., Bresciani, S., & Eppler, M. J. (2015). Knowledge scaffolding visualizations: A guiding framework. **Knowledge Management & E-Learning**, Volume 7, Issue 2, pp. 179–198.

Alexander E. (2014), Essentielle Experimente: Hilfreiche Forschungsergebnisse für Change-Prozesse, **OrganisationsEntwicklung**, Handelsblatt Fachmedien GmbH, Vol. 03/2014 , pp. 38–44.

Loubeau P. R., Jantzen R., **Alexander E.** (2014), Profiles and Preferences of On-line Millennial Shoppers in Bulgaria, **Economic Review – Journal of Economics and Business**, Volume XII, Issue 1, pp. 63–79.

Loubeau P. R., **Alexander E., Kalchev G.** (2011), Profiles and Preferences of Online Millennial Shoppers in Bulgaria and Croatia, **Journal of Euromarketing**, Volume 20, Number 1 & 2, 2011, pp.85–102.

Shumarova E. and Swatman P. A. (2007), eValue and Value-driven User Responses to Information Technology, *Electronic Markets*, Volume 17, Issue 1 February 2007, pp. 5–19.

Peer-reviewed Konferenz-Veröffentlichungen

Alexander, E. (2020). Using Word Clouds to Contextualize Media Management Models – a Mixed Methods Approach (Paper abstract), *European Media Management Association (emma)*, Schweden, **emma Best Paper Award 2020 Nominierung**.

Alexander, E. & Eppler, M. J. (2019). Transforming Unstructured Text into Research Insights with Word Clouds, *Annual Conference of the SACM SGKM*, Switzerland.

Alexander, E., Eppler, M. J. & Comi, A. (2018). Building on Disagreement Visually: The System and the Method. *Proceedings of the European Conference of Information Systems (ECIS 2018)*, Portsmouth, UK.

Alexander, E. & Eppler, M. J. (2018). Visualizing Disagreement in Survey Responses to Revise Correlational Models: a Mixed Methods Approach. *European Academy of Management Conference (EURAM 2018)*, Reykjavik, Iceland.

Alexander, E., Eppler, M. J. & Comi, A. (2018). Interaction Patterns: A Visual Approach to Mixed Methods Research. *Proceedings of the European Conference on Research Methodology for Business and Management Studies (ECRM 2018)*, Rome, Italy.

Alexander, E. (2018). 'Mixed Methods Research' Basic Designs and Methods: a Visualization for Teaching Purposes. *Third Global Conference of the Mixed Methods International Research Association (MMIRA International Conference 2018)*, Vienna, Austria.

Alexander, E., Bresciani, S. & Eppler, M. J. (2017). Innovating team communication through interactive visualization: visual restrictiveness or visual freedom. *Annual Conference of the SACM SGKM*, Switzerland.

Alexander, E., Bresciani, S. & Eppler, M. J. (2015). The Effect of System-embedded Visual Restrictiveness on Experience Sharing. In John Humphreys (Ed.), *BEST PAPER PROCEEDINGS of the 75th Annual Meeting of the Academy of Management*, Vancouver, Canada. Online ISSN: 2151-6561

Alexander, E., Eppler, M. J., Bresciani, S. (2015). A Visual Re-Play Methodology for Group Discussion Analysis, *75th Annual Meeting of the Academy of Management*, Vancouver, Canada. Online ISSN: 2151-6561.

Alexander, E., Eppler, M. J., Bresciani, S. (2015). A Re-Play Analysis Methodology for Small-Group Communication Research: Unique Characteristics, Potential Benefits and Application Guide, *Proceedings of the 65th Annual Conference of the International Communication Association (ICA)*, 21-25 May 2015, San Juan, Puerto Rico.

Alexander, E., Eppler, M. J., Bresciani, S. (2014). Introducing a Re-Play Analysis Methodology for Small-Group Communication Research: A Coding Scheme and Application, King, D. et al. (Eds), *Proceedings of the Intellectbase International Consortium Conference*, vol. 36, Fall 2014, Atlanta, pp. 158–176.

Alexander, E., Bresciani, S. & Eppler, M. J. (2014). How Visual Restrictiveness Affects Group Communication Effectiveness: Experimental Evidence. *Proceedings of the International Conference on Communication, Media, Technology and Design (ICCMDT)*, 24-26 April 2014, Istanbul, Turkey.

Alexander, E., Eppler, M. J., & Bresciani, S. (2013). Knowledge Scaffolding: A Classification of Visual Structures for Knowledge Communication in Teams, *Proceedings of the 13th International Conference on Knowledge Management and Knowledge Technologies – i-Know '13*, Graz, Austria, 4-6 September 2013, ACM Press, pp. 8:1–8:8.

Loubeau P. R., **Alexander E.** (2013). 'Online Apparel and Accessories: Most Purchased Category Among Bulgarian and Croatian Millennials', *Proceedings of the 12th International Business and Economy Conference*, Caen, France, January 9–13, 2013.

Loubeau P. R., **Alexander E.,** Kalchev G. (2012). 'Online Shopping Behavior of Millennials in Bulgaria and Croatia', *Proceedings of the International Conference on Global Business Environment*, Bangkok, Thailand, February 17–19, 2012.

Shumarova E. and Swatman P. A. (2008). Informal eCollaboration Channels: Shedding Light on Shadow CIT, *Proceedings of the 21st Bled eConference eCollaboration*, June 15–18, 2008, Bled, Slovenia, pp. 371–394.

Shumarova E. and Swatman P. A. (2006). The New Economy, eValue and the Impact on User Acceptance of Pervasive IT, *Proceedings of the 19th Bled eConference eValues*, June 5–7, 2006, Bled, Slovenia. **BEST PAPER AWARD NOMINIERUNG**

Shumarova E. and Swatman P. A. (2006). Diffusion of Socially Pervasive IT Innovation through the Lens of Cognitive Elaboration and Perceived Behavioural Control, *Proceedings of the COLLECTeR Europe Conference – Collaborative Business*, June 09–10, 2006, Basel, Switzerland, pp. 207–223.

Shumarova E. and Swatman P. A. (2006). The Dynamics of Innovation in Electronic Networks – a System Dynamics Perspective on IT Innovation Diffusion, *Proceedings of the 24th International Conference of the System Dynamics Society*, July 23–27, 2006, Nijmegen, the Netherlands, pp. 2–25.

KONFERENZVORTRÄGE

Juli 2022, Deutschland	<i>IU Fachtagung „Innovatives Marketing in Digitalen Zeiten“</i> Vortrag zum Thema 'Using Word Clouds to Test Business Ideas: a Mixed Methods Approach'
Juni 2019, Schweiz	<i>Annual Conference of the SACM SGKM, St. Gallen</i> Vortrag zum Thema 'Transforming Unstructured Text into Research Insights with Word Clouds'
Juni 2018, UK	<i>European Conference of Information Systems (ECIS), Portsmouth</i> Vortrag zum Thema 'Building on Disagreement Visually: The System and the Method'
August 2018, Österreich	<i>MMIRA International Conference, Vienna</i> Vortrag zum Thema 'Mixed Methods Research' Basic Designs and Methods: a Visualization for Teaching Purposes'
September 2016, UK	<i>Annual Meeting of the British Academy of Management, Newcastle</i> Vortrag zum Thema 'Displaying Minority Opinions Visually: Focusing on Disagreement in Group Discussion'
August 2015, Kanada	<i>Annual Meeting of the Academy of Management, Vancouver</i> Vortrag zum BEST PAPER PROCEEDINGS PAPER mit dem Titel 'The Effect of System-embedded Visual Restrictiveness on Experience Sharing'
August 2015, Kanada	<i>Annual Meeting of the Academy of Management, Vancouver</i> Vortrag zum Thema 'A Visual Re-Play Methodology for Group Discussion Analysis'
Februar 2012, Thailand	<i>International Conference on Global Business Environment, Bangkok</i> Vortrag zum Thema 'Online Shopping Behavior of Millennials in Bulgaria and Croatia'
Juni 2008, Slowenien	<i>21st Bled eConference eCollaboration, Bled</i> Vortrag zum Thema 'Informal eCollaboration Channels: Shedding Light on Shadow CIT'
Juli 2006, Niederlande	<i>24th International Conference of the System Dynamics Society, Nijmegen</i> Vortrag zum Thema 'The Dynamics of Innovation in Electronic Networks – a System Dynamics Perspective on IT Innovation Diffusion'
Juni 2006, Slowenien	<i>19th Bled eConference eValues, Bled</i> Vortrag zum Thema 'eValue and Value-driven User Responses to Information Technology'
Juni 2006, Schweiz	<i>COLLECTeR Europe Conference – Collaborative Business, Basel</i> Vortrag zum Thema 'Diffusion of Socially Pervasive IT Innovation through the Lens of Cognitive Elaboration and Perceived Behavioural Control'

ZERTIFIKATE

März 2025	AI Thinkspace , AI Masterclass Kernkompetenz Prompting, fortgeschrittenes Prompting, AI in der Praxis
Dez. 2016 – Feb. 2017 zertifizierte JAVA-Programmiererin	Alfatraining , Mönchengladbach, Deutschland Kurs 'JAVA – SE 8 Programmierung' Kursdauer: 8 Wochen, Vollzeitunterricht
Okt. 2009 – Nov. 2009 SAP-Anwenderzertifikat –mit Auszeichnung–	date up education GmbH , Stuttgart, Deutschland SAP Bildungspartner Kurs 'Anwender von SAP®-Software, modular mit SAP® ERP (SAP R13®)' Modul: Supply Chain Management SCM Materialwirtschaft/ Vertrieb/ Fertigungssteuerung Kursdauer: 6 Wochen, Vollzeitunterricht

EDV-KENNTNISSE

Künstliche Intelligenz	Fortgeschrittenes Prompting, Entwicklung von KI-basierten intelligenten Systemen
Programmierung	Objektorientierte Programmierung mit JAVA, Regressionsanalyse mit R
Betriebssysteme	Microsoft Windows, Apple OS X, MS DOS
Standardsoftware	Textverarbeitung, Tabellenkalkulation, Präsentation, Projektmanagement
Branchenlösungen	Datenanalyse/Forschung: Statistical Package for Social Sciences (SPSS), MAXQDA (Mixed Methods Research), MS Excel, StatTools 5.7 for Excel, PROCESS for SPSS (Mediation/Moderation) Bibliografie: ResearchSoft, EndNote, ProCite Content Management: Plone, Leximancer Graphik-Design: Adobe Photoshop, Adobe Illustrator, Corel Draw, Jasc Paint Shop Pro, MS Visio, MS Paint, MS Publisher; Internet Marketing: Internet Business Promoter, Arelis, MartTracker, eXTReMe Tracker Gruppenarbeit: IBM Lotus Notes Collaboration Tools, GroupSystems ThinkTank Supply Chain Management: SAP® ERP
Web Design	HTML, XML
Datenbanken	MS Access, MS SQL, MySQL

SPRACHKENNTNISSE

Deutsch	fließend in Wort und Schrift
Englisch	fließend in Wort und Schrift
Russisch	fließend in Wort und Schrift
Bulgarisch	Muttersprache

BERUFSTÄTIGKEITEN

(Zeitschrift/Konferenz)- Rezensentin	Journal of Visual Languages and Computing, Journal of Mixed Methods Research, Journal of Qualitative Research, Academy of Management, British Academy of Management, Hawaii International Conference on System Sciences
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