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# **CURRICULUM VITAE**

## **Contact Details**

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## **Qualifications**

- Graduate Certificate in Tertiary Teaching, 2014, Victoria University, Melbourne.
- Doctor of Philosophy (Consumer Behaviour), 2011, Swinburne University of Technology, Melbourne. Thesis title: 'Reciprocal Consumer Socialisation'.
- Masters of Business (Integrated Marketing Communication), 2006, Queensland University of Technology, Brisbane.
- Bachelor of Business (Marketing Communication), 2003, BI – Norwegian School of Management, Oslo, Norway.

## **Research & Scholarship**

### ***Research Awards and Nominations***

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|------|--|
| 2016 | 'Outstanding Paper Award Winner', Emerald Literati Network 2016 Awards for Excellence. Paper: Aleti Watne, T., Brennan, L. & Parker L. (2015) 'Family communication for the modern era: a typology', published in Young Consumers.       |
| 2012 | 'Outstanding Paper Award Winner', Emerald Literati Network 2012 Awards for Excellence. Paper: Watne, T., Lobo, A., & Brennan, L. (2011) 'Children as agents of secondary socialisation for their parents', published in Young Consumers. |
| 2012 | 'Commendation for Excellence in Research', Victoria University, Faculty of Business and Law. I received this award after just over one year of appointment and less than 15 months after completing my PhD.                              |
| 2009 | Nominated for 'Best Paper Award', ANZMAC Conference. Paper title: 'Secondary Consumer Socialisation of Adults'. (The first publication from my PhD thesis)   |
| 2007 | Nominated for 'Best Paper Award', ANZMAC Conference. Paper title: 'Should TV Ads Aimed at Children Be Banned in Australia?' (A conceptual paper based on my Master's thesis at QUT)  |

### ***Research Grants won as primary investigator***

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|------|--|
| 2015 | 'Consumer Topophilia'. Monash University, Faculty of Business and Economics, New Academic Staff Support Grant (\$5,000)  |
| 2013 | 'Agents of change: An investigation of how young consumers learn and pass on information about alcohol'. Victoria University Researcher Development Grant Scheme (\$20,264). |
| 2012 | 'Collecting Cultures: family decision making in Vietnam'. Research start-up scheme, Victoria University (\$4,000)  |
| 2011 | New staff start-up grant. Victoria University (\$3,000)  |

2007-2010 Swinburne University Postgraduate Research Award (SUPRA). PhD scholarship, (Approx. \$75,000)

### ***Research Grants won as an associate investigator***

2012-2014 'VIPSE – Valuable, Intangible and Prestigious Service Experiences' (Associate Investigator with University of Vaasa). Finnish Funding Agency for Technology and Innovation (TEKES) (€580,244)

2012-2013 'Family decision making in Vietnam' (Associate Investigator with RMIT University). RMIT University (\$9,110 USD)

### ***Reviewer for Academic Journals and Conferences***

- Annals of Tourism Research, 2016
- Journal of Environmental Psychology, 2016
- European Journal of Marketing, 2012-2014
- Journal of Social Marketing, 2013-2014
- Young Consumers, 2014 -2017
- Journal of Travel & Tourism Marketing, 2013
- Asian Pacific Journal of Tourism Research, 2013
- Journal of Consumer Behaviour, 2011
- International Conference on Information Systems (ICMS), 2017
- Academy of Marketing Science (AMS) Annual Conference, 2017
- Australian & New Zealand Academy of Marketing (ANZMAC) Conference, 2007-2016
- Academy of Marketing (AM) Conference, 2014
- European Marketing Academy (EMAC) Conference, 2013
- World Social Marketing (WSM) Conference, 2013-2015

### ***Research Focus & Collaborations***

My research interest is in consumer socialisation; especially the influence culture and society has on learning outcomes and behavioural. My research is consumer focused but draws on social learning theory, as well as theories from sociology and anthropology.

With a personal and educational background in both Europe and Australia, I have engaged in numerous international collaborations. I work well in a fast-paced, multicultural and international environment, and have initiated collaborations with researchers from multiple countries. My collaborative efforts have resulted in funded projects, as well as publications co-authored high-ranked papers with 32 different researchers from 12 different countries in North America, Europe, Asia and Australia.

## **Teaching & Supervision**

I am a firm believer in a blended learning approach and 'flipping the classroom' by giving students tasks to complete before they come to class. Reassessing unit guides, developing learning outcomes and designing new and innovative assessment tasks that are founded on teaching and learning theories, and purposely utilise contemporary technological advancements to meet the learning outcomes has been part of my work since 2007. My students consistently rate units I teach above four on a 5-point scale. My ratings have been consistent both in the evaluation of my teaching and the content of my units. My experience in designing and executing units is substantial; I have developed a wide range of units at Monash, Swinburne, RMIT, Victoria University as well as Victoria University's overseas partners in China, Kuwait and Malaysia. I have been involved in the development and teaching the following units:

2017	Digital marketing – undergraduate, RMIT University
2017	Global Marketing – undergraduate, RMIT University
2015-2016	Digital marketing – undergraduate, Monash University
2015-2016	Social media marketing – postgraduate, Monash University
2011-2014	International Marketing – undergraduate, Victoria University
2012-2014	Global Marketing Management – Postgraduate, Victoria University
2012	Introduction to Marketing – undergraduate, Victoria University
2011	Marketing research – undergraduate, Victoria University
2009-2010	International advertising – postgraduate, RMIT University
2010	European Union: Central and Eastern Transition Countries – undergraduate & postgraduate, Swinburne University
2007-2009	Buyer Behaviour – undergraduate, Swinburne University
2007-2008	Marketing Innovation Management – undergraduate, Swinburne University
2006-2009	The Marketing Concept – undergraduate, Swinburne University

### **Research Supervision**

To me, supervision is one of the most rewarding experiences as an academic. I have a commitment to academic excellence and expect and encourage the best from my students. Distinguished professors in research supervision noted that I was “emerging as one of VU’s most effective HDR supervisors, whose interest in this area should be encouraged”.

### **Completed candidates**

2013:	Yasemin Soydas (masters). Thesis title: <i>Key differences between first- and second-generation Turkish immigrant entrepreneurs - Evidence from Australia.</i>
2013:	Tarja Anne Sotaniemi (masters). Thesis title: <i>Residents’ and tourists’ perceptions of Melbourne: The impact of tourist marketing images.</i>
2014:	Sloane Orger, (masters). Thesis Title: Shopping for Love: Do men and women do it differently online?
2014:	Scott Logie, (honours). Thesis Title: Ethnic segmentation: Real estate advertising in a cultural diverse environment.
2015	Marshall Putra Musadeq (honours). Thesis title: Pay-to-Win: A Study on Micro-transactions in Mobile and Online Video Games.
2016:	Jason Cheok (PhD). Thesis title: <i>Cultural friction in cross-cultural service interactions.</i>

## **Professional Memberships**

### **Industry**

- Australian Marketing Institute (AMI), member & Certified Practising Marketer (CPM).
- Australian Association for Social Marketing (AASM), member
- The Craft Beer Industry Association (CBIA), member

### **Academia**

- Australian and New Zealand Marketing Academy (ANZMAC)
- European Marketing Academy (EMAC)
- Academy of Marketing (AM)
- International Council for Small Business
- Small Enterprise Association of Australia & New Zealand (SEAAANZ)

## **Positions Held**

### ***February 2017 to present RMIT University, School of Economics, Finance & Marketing***

- **Key roles and responsibilities:**
  - Lecturer in Marketing
  - Chief examiner and coordinator for Digital Marketing (undergraduate)
  - Lecturer in Global Marketing
  - Supervisor of Honours students

### ***February 2015 to January 2016 Monash University, Department of Marketing***

- **Key roles and responsibilities:**
  - Lecturer in Marketing
  - Chief examiner and coordinator for undergraduate and postgraduate marketing units
  - Supervisor of Honours students
  - Member of department research committee subcommittee (HDR recruitment)
  - Member of faculty research degree committee (Dean's Nominee)

### ***January 2011 to January 2015 Victoria University, College of Business***

- **Key roles and responsibilities:**
  - Lecturer in Marketing
  - Coordinator for undergraduate and postgraduate marketing units
  - Program Director; undergraduate (2011-2012) & postgraduate (2014) marketing course
  - Supervisor of PhD, Masters and Honours students
  - Committee member, Research and Knowledge Exchange
  - Member of the Curriculum Advisory Group, College of Business

### ***January 2010 to December 2010 RMIT University, School of Media and Communication***

- **Key roles and responsibilities:**
  - Lecturer in Advertising
  - Coordinator for the postgraduate unit in international advertising

### ***June 2006 to December 2010 Swinburne University of Technology***

- **Key roles and responsibilities:**
  - Full-time PhD student
  - Lecturer and Tutor in Marketing
  - Student's Research Council (SRC), committee member

## **Referees**

Available on request.

## **Appendix 1: Full list of publications**

### ***Scholarly Books***

Brennan, L., Binney W., **Aleti T.**, Parker L. & Nguyen D. (2014), *Social Marketing and Behaviour Change: Models, Theory and Applications*. Cheltenham, UK: Edward Elgar Publishing.

### ***Edited Research Books***

Brennan, L., Parker, L., **Aleti Watne T.**, Fien, J., Hue D. T. & Doan, M. A. (2013), *Growing Sustainable Communities: A Development Guide for South East Asia*. Melbourne: Tilde University Press.

### ***Refereed Book Chapters***

Brennan, L., Parker, L., Nguyen, D & **Aleti T.** (2015), *Design Issues in Cross-Cultural Research: Suggestions for Researchers*. In K. D. Stang (ed.), *Palgrave Handbook of Research Design in Business and Management*. New York, NY: Palgrave Macmillan.

**Aleti Watne, T.** Brennan, L., Parker, L., Doan, M.A. & Hue D. T. (2013), *Consumer Socialisation Agency in Southeast Asia: Understanding family decisions in relation to sustainable consumption*. In L. Brennan, L. Parker, **T. Aleti Watne**, J. Fien, D. T. Hue & M. A. Doan (eds.), *Growing Sustainable Communities: A Development Guide for South East Asia*. Melbourne: Tilde University Press.

### ***Refereed Journal Articles***

**Aleti, T.**, Ilicic, J. & Harrigan, P. (2017), Consumer socialization agency in tourism decisions. *Journal of Vacation Marketing*, First Published Online, March 23. **(ABDC Rank: A)**

**Aleti, T.**, Harrigan, P., Cheong, M. & Turner, W. (2016), An investigation of how the Australian brewing industry influence consumers on Twitter. *Australasian Journal of Information Systems*. 20,1-20. **(ABDC Rank: A)**

Cheok, J., **Aleti, T.** & Hede, A-M. (2016), Stereotyping - predispositions, activations and applications in cross-cultural service interactions: views from services providers in Malaysia. *Journal of Vacation Marketing* 22(2), 98-110. **(ABDC Rank: A)**

**Aleti Watne, T.**, Brennan, L. & Parker L. (2015), Family communication for the modern era: a typology. *Young Consumers*, 16(4), 367-384. (this paper won the Outstanding Paper Award at the Emerald Literati Network Awards for Excellence in 2016). **(ABDC Rank: B)**

Cheok, J., Hede, A-M. & **Aleti Watne, T.** (2015), Explaining cross-cultural service interaction in tourism with Shenkar's Cultural Friction. *Current Issues in Tourism*, 18(6), 539–560. **(ABDC Rank: A)**

**Aleti Watne, T.**, Brennan, L. & Parker L. (2015), Consumer socialisation agency within three-generational Vietnamese families. *Young Consumers*, 16(2), 172-188. **(ABDC Rank: B)**

Soydas, Y. & **Aleti Watne, T.** (2015), A qualitative investigation of first and second generation Turkish entrepreneurs. *International Journal of Entrepreneurial Behaviour and Research* 21(2), 154-174. (ABDC Rank: B)

**Aleti Watne, T.**, Brennan, L. & Winchester, T. (2014), Consumer Socialisation Agency: Implications for family decision-making about holidays. *Journal of Travel & Tourism Marketing*, 31(6), 681-696. (**ABDC Rank: A**)

Brennan, L., Binney W., **Aleti T.**, & Parker & L. (2014) Why validation is important: an example using the NEP scales. *Market & Social Research*, 22(2) 15-31. (ABDC Rank: B)

Parker, L., Brennan, L., **Aleti Watne, T.**, Duong H. & Nguyen, D. (2014), Self Expression versus the Environment: Attitudes in Conflict. *Young Consumers*, 15(2) 138-152. (ABDC Rank: B)

Hede, A. M. & **Watne, T.** (2013), Leveraging the human side of the brand using a sense of place: case studies of craft breweries. *Journal of Marketing Management*, 29(1-2), 207-224. (**ABDC Rank: A**)

**Watne T.** & Hakala, H. (2013), Inventor, founder or developer? An enquiry into the passion that drives craft breweries in Victoria, Australia. *Journal of Marketing Development and Competitiveness*, 7(3), 54-67.

Klyver, K., Hunter, E. & **Watne, T.** (2012), Entrepreneurial ties and innovativeness in the start-up decision. *International Journal of Entrepreneurship and Innovation*, 13(3), 177-187. (ABDC Rank: C)

**Watne, T.**, & Brennan, L. (2011), Behavioral Change Starts in the Family: The Role of Family Communication and Implications for Social Marketing. *Journal of Nonprofit & Public Sector Marketing*, 23(4), 367-386. (ABDC Rank: B)

**Watne, T.**, Lobo, A., & Brennan, L. (2011), Children as agents of secondary socialisation for their parents. *Young Consumers*, 12(4), 285-294. (this paper won the Outstanding Paper Award at the Emerald Literati Network Awards for Excellence in 2012). (ABDC Rank: B)

### **Refereed Conference Publications & Presentations**

**Aleti, T** & Carrero Bosch, Isabel (2016) Decision-making dynamics in modern Spanish families. *Paper presented at the European Marketing Academy (EMAC) Conference*, Oslo, May 24-27

Parker, L., Pham, H., Brennan, L., Nguyen D. & **Aleti, T.** (2015), Alcohol Consumption Behaviours in Vietnam: A Tale of Two Cities. *Proceedings of the World Social Marketing Conference*, Sydney, Australia, 19-21 April.

**Aleti, T.** & Harrigan, P. (2015), Consumer socialisation through online interaction: How consumers use social media to influence peers about tourism decisions. *Paper presented at the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Sydney, 30 November - 5 December.

**Aleti Watne, T.**, Cheong, M. & Turner, W. (2014), #Brand engagement or @Personal engagement? How Australian 'Mass Brewers' and 'Craft Brewers' Communicate with Consumers through Twitter. *Proceedings of the Academy of Marketing (AM) Conference*, Bournemouth, UK, July 7-10.

Kibler, E., Nummelin, L., Palmroos J., Hakala H. & **Watne T.** (2013), Social prestige values in consumption experience: prospects for a new approach. *Proceedings of the 22nd Nordic Academy of Management Conference*, Reykjavík, Iceland, 21-23 August.

**Aleti Watne, T.**, Parker, L., Brennan, L. & Pham, H (2013), Decision making about sustainable household products in traditional three-generation Vietnamese families. *Paper presented at the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Auckland, New Zealand, 01-03 December.

Hede A.M. & **Watne, T.** (2013), Myths, heroes and folklore: Craft breweries delving into place for their brand narratives. *Proceedings of the European Marketing Academy (EMAC) Conference*, Istanbul, Turkey, 3-7 June.

Parker, L., **Watne, T.**, Brennan, L., Duong H. T. & Doan, M. A. (2012), Young adults' environmental attitudes and purchase intention in Vietnam. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Adelaide, 3-5 December.

Brennan, L., Parker, L. & **Watne, T.** (2012), External Information Search: Students and Australian Universities. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Adelaide, 3-5 December.

**Watne, T.**, Brennan, L., Binney, W., & Parker L. (2012), The use of the NEP scale as a measure of environmental attitudes. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Adelaide, 3-5 December.

**Watne, T.** (2012), Agents of change: An investigation of how craft breweries educate their consumers. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Adelaide, 3-5 December.

Doan, M. A., Parker, L., Brennan, L., & **Watne, T.** (2012), Encouraging responsible environmental behavior within the family unit in Vietnam. *Proceedings of the EcoHealth 2012: Biannual Conference "Sustaining Ecosystems, Supporting Health"*, Kunming City, China, 15-18 October.

**Watne, T.**, Kautonen, T. & Hakala, H. (2012), Business from passion? An enquiry into the business models of craft breweries in Victoria, Australia. *Proceedings of the International Council for small business world conference (ICSB)*, Wellington, New Zealand, 10-13 June.

**Watne, T.** & Brennan, L. (2011), Reciprocal Consumer Socialisation: Implications for Social Marketing and Sustainable Consumption. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Perth, 28-30 November.

**Watne, T.** & Winchester, T. (2011), Family holiday decision making: the knowledge and influence of adolescent children and parents. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Perth, 28-30 November.

**Watne, T.** & Brennan, L. (2010), Doing More with Less; the Analytical Secrets of Dyadic Data. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Christchurch, New Zealand, 29 November -01 December.

**Watne, T.** & Brennan, L. (2009), Secondary Consumer Socialisation of Adults. *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Melbourne, 30 November -03 December.

Klyver, K., Hunter, E. & **Watne, T.** (2008), Entrepreneurial embeddedness and innovativeness in the start-up process. *Proceedings of the 5th AGSE International Entrepreneurship Research Exchange*, Melbourne, 05-08 February.

**Watne, T.** (2007), Should TV Ads Aimed at Children Be Banned in Australia? *Proceedings of the Australia and New Zealand Marketing Academy (ANZMAC) Conference*, Dunedin, New Zealand, 03-05 December.

### **Case Studies**

Cheong, M., **Aleti, T.**, & Turner, W. (2016), *Twitter, Alcohol and Wasted War Stories: Potted Lessons in Social Media-Based Methodologies*. London: SAGE Research Methods

### **Media Publications**

**Watne, T.** (2013), Small brands, big impact: Why craft beer is top of the hops. *The Conversation*, June 7, 2013.



## **Appendix 2: Publications under review & to be submitted in 2017**

### ***Journal Article Currently Under Review***

Augar, N., **Aleti, T.**, Pallant, J. & Zeleznikow, J. Helpful or Harmful? Exploring the impact of Facebook usage on intimate relationships. *European Journal of Information Systems* (**ABDC Rank: A\***)

Carrero, I. & **Aleti, T.**, Decision-making dynamics between mothers, fathers and children. *Young Consumers*. (**ABDC Rank: B**)

### ***Journal Article to be submitted in 2017***

**Aleti, T.**, Brennan, L. & Parker L. Drink of preference and Alcohol identities. *European Journal of Marketing*. (**ABDC Rank: A\***) – **September submission**

Brennan, L., **Aleti, T.** & Parker L. Negotiated consumption dynamics in Vietnamese families: a social system approach. *International marketing review*. (**ABDC Rank: A**) – **October submission**

Logie, S., **Aleti, T.** & Pallant, J. Cognitive and Affective Changes to Real Estate Print Advertisements: Effects on Consumer Attitudes. *Journal of Advertising*. (**ABDC Rank: A**) – **December submission**

### **Appendix 3: Invited talks and presentations**

Finnish Craft Brewers Association, Helsinki, Finland, June 8, 2013. Presentation title: "Craft beer in Australia and around the world".

Faculty of Business Studies, University of Vaasa, Vaasa, Finland, June 11, 2013. Presentation title: "Myths, heroes and folklore: Craft breweries delving into place for their brand narratives".

Craft Beer Industry Association (CBIA) Australian Craft Brewers' Conference, Melbourne, May 21, 2014. Presentation title: "Branding Craft: An overview of academic research".

University of Southern Denmark, Kolding, Denmark, July 2, 2014. Presentation title: "#Brand engagement or @Personal engagement? How Australian 'Mass Brewers' and 'Craft Brewers' Communicate with Consumers through Twitter".

University of Western Australia Business School, Perth, April 1, 2015. Presentation title: "Approaches to Research on Social Media: The Do's and Don'ts of Twitter Research".

Cambridge University, UK June 2017. Invitation by Head of School, Jaideep Prabhu.

Cass Business School, UK, June 2017.

University of Surrey, UK, June 2017