

# CURRICULUM VITAE

## Part A. PERSONAL INFORMATION

		<b>Date</b>	January 2021
First and Family name	Carmen Llovet Rodríguez		
Researcher codes	WoS Researcher ID	AAC-6182-20	
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### A.1. Current position

Institution	University of Nebrija		
Department	Department of Advertising		
Address and Country	Sta. Cruz de Marcenado, 27, Madrid, 28015 (Spain)		
Phone number	91 452 11 00	E-mail	<a href="mailto:cllovet@nebrija.es">cllovet@nebrija.es</a>
Current position	Lecturer	From	2020
Keywords	Strategic marketing, social sites, gender-fashion, corporative communication, advertising		

### A.2. Education

PhD	University	Year
International PhD in Communication	University of Navarra	2014
Graduate in Journalism	Complutense University of Madrid	2006
Graduate in Law	Complutense University of Madrid	1998

### A.3. Academic indicators

Index h de Google Scholar: 4/1; Google Scholar: 57; Index i10: ; Index RG: 8.54.

12 articles published in academic journals in Spanish and English, all of them peer reviewed. As well as 2 book chapters in editorials (EUNSA). In the last five years 10 contributions presented to national and international conferences. Invited speaker at a national congress (Universidad Rey Juan Carlos, Madrid) and an international seminar (Fundación Familia, Sociedad y Educación and Proyecto HEISE (Higher Education Institution for Societal Engagement) ERASMUS + 16/05 2016-1-EE01-KA203- 017334). 3 Master's degree projects directed, and participation in the court of dissertations at Degree and postgraduate levels. Member of three research networks, associated with the competitive research projects in which participated and participates, 2 of them national projects. Guest lecturer at different universities (Pablo de Olavide University, Seville; Panamericana University, Guadalajara, Mexico). Committee member of the publications *International Journal of Environmental Research and Public Health*, *Trípodos*, *International Journal of Communication History*, *International Journal of the Image*. She has held management positions, such as Mobility Coordinator and Tutor of courses in Advertising, Journalism, Corporate Communication and Protocol and in Fashion Design.

## Part B. CV SUMMARY

International doctor in communication and Accredited Contracted Doctor by ANECA, I have a Sexeni by the AQU. Currently I am a professor at the Antonio de Nebrija University, where I teach specialized subjects in various degrees and a postgraduate degree, as well as manage academic issues of the international mobility of students of various degrees at the Faculty of Communication and Arts. I also teach marketing and communication subjects as a professor at ESIC Business and Marketing School. Throughout 13 years I have been a teacher at the undergraduate level in Advertising, Journalism and Audiovisual Communication degrees at the Villanueva University and the International University of Catalonia. At the Beijing campus of the New York Institute of Technology (NYIT) I expanded my teaching to Computer Graphic Design, Graphic Design and Business degrees at Communication University of China (CUC). At the postgraduate level, I taught Communication Policies in the Master of Marketing Management at EAE Business School.

My lines of research are the communication of brand identity in the fashion store, and the portrayals of girls in advertising and social networks. Around them I have obtained publications in academic journals of impact and scientific editorials -such as *Comunicar*, *El Profesional de la Información*, *Revista española de sociología*, *Prisma Social*, *Adresearch*, *Doxa Comunicación*, and prestigious publishers such as *Nordicom*, *Pirámide* and *EUNSA*- as well as the presentation in international and national conferences. I have carried out research stays at Southern Illinois University with Dafna Lemish, founding editor of the *Journal of Children and media*, at Glasgow Caledonian University, with Louise Mc Bride, leader of the Master of International Fashion Marketing and at Radboud University invited by Esther Rozendaal and for the that I obtained an Erasmus + staff mobility for training grant.

The stays with pioneers in a multidisciplinary field have impacted my teaching approach and research. I have defended the first thesis in Spain on visual marketing applied to fashion brands and the dissertation published by E-prints UCM in 2013 has more than 46,000 downloads from more than 50 countries. Student participation in the construction of knowledge has been specified in the *Project for Innovation and Improvement of Teaching Quality 2015 Applied research and presentations* at UCM and the presentation of the results of student research at *UNIV International Congress 2018 Rethinking the Future*, for which I obtained the NYIT Faculty Travel Grant.

## Part C. RELEVANT MERITS

### C.1. Publications (Articles)

- **Llovet Rodríguez, C.** (2020). Narrativas que venden moda: el profesional del *visual merchandising*. *Redmarka, Revista de marketing aplicado*, 24, 2, 10-25. <https://doi.org/10.17979/redma.2020.24.2.6861>
- Narros González, M<sup>a</sup>.J., **Llovet Rodríguez, C.** & Díaz Bustamante, M. (2020). Perceived sexualization in girls' fashion stylings: A Spain-China cross-cultural análisis/Sexualización percibida en los estilismos de moda de niñas: Un análisis transcultural en España-China). *Comunicar*, 65 (28), 1-11. <https://doi.org/10.3916/C65-2020-07>
- Narros González, M<sup>a</sup>.J., **Llovet Rodríguez, C.** & Díaz Bustamante, M. (2020). Jóvenes comunicadores y sexualización infantil. Diferencias de género ante la sexualización de las niñas en las revistas de moda. *RES Revista española de Sociología*, 29, 3 Sup 1, 137-154
- **Llovet Rodríguez, C.**, Díaz Bustamante, M. y Méndiz, A. (2019). State of the issue of child sexualisation in the digital environment and media literacy proposals/ Estado de la cuestión sobre la sexualización infantil en el entorno digital y propuestas de alfabetización mediática. *Doxa Comunicación*, 28, 223-240. <https://doi.org/10.31921/doxacom.n28a12>
- Narros González, M<sup>a</sup>.J., Díaz-Bustamante Ventisca, M., y **Llovet Rodríguez, C.** (2018). Posturas, escotes, tacón y maquillaje: percepciones de universitarios sobre las niñas sexualizadas en revistas de moda. *aDResearch International Journal of communications research*, 18 (18), 12-29. <https://doi.org/10.7263/adresic-018-01>
- **Llovet, C.** (2018). The role of visual merchandising to position fashion retailers: a key place in Spanish literature. *aDResearch, International Journal of communications research*, 17, 8-29. <https://doi.org/10.7263/adresic-017-01>
- Díaz Bustamante, M. & **Llovet, C.** (January-February 2017). Empowerment or impoverishment of children from social networks? Perceptions of sexualized images of girls in Instagram/ ¿Empoderamiento o empobrecimiento de la infancia desde las redes sociales? Percepciones de las imagenes de ninas sexualizadas en Instagram. *El Profesional de la Información*, 26, 1, 77-87. <https://doi.org/10.3145/epi.2017.ene.08>
- **Llovet, C.** (2016). Reasons for emotion in fashion consumption/ Razones para la emoción en el consumo de moda. *Vivat Academia*, <https://doi.org/10.15178/va.2016.137.57-77>
- **Llovet, C.** (2016). Contribución del perfil emocional del consumidor de moda a la comunicación de la marca. *Sphera Publica*, 1(16), 42-60.
- **Llovet, C.** & Díaz-Bustamante, M. & Patiño, B. (2016). Sexualización en la publicidad digital de marcas de moda infantil: iniciativas ciudadanas y mecanismos de denuncia. *Revista Mediterránea de Comunicación*, 7 (2), 195-210. <http://dx.doi.org/10.14198/MEDCOM2016.7.2.9>

- Díaz-Bustamante, M., **Llovet, C.** & Patiño, B. (2016). The sexualization of children through advertising, fashion brands and media: legal and ethical regulation in Spain. *Prisma social, Special Number Teens and Ads*, 1, 156-189. ISSN 1989-3469
- **Llovet, C.** y Díaz-Bustamante, M. (2014). La imagen de la persona y su influencia en la autoestima. *Revista Internacional de Cultura Visual*. Republicado de Revista Internacional de la Imagen 1(1), 21-38 <https://doi.org/10.37467/gka-revvisual.v1.635>

## C.2. Publications (Books and chapters)

- **Llovet Rodríguez, C.** (2020). ¿Cambio de escaparate y aumentan las ventas? Medir el éxito del *visual merchandising* como herramienta de comunicación del producto y de la marca. En V. Altamirano, P.P. Marín y A. Dafonte (eds.) (249-260) *Nuevos paradigmas comunicativos*. Ediciones Pirámide. ISBN: 978-84-368-4252-4
- **Llovet Rodríguez, C.**, Díaz-Bustamante Ventisca, M. y Karan, K. (2017). Are Girls Sexualized on Social Networking Sites? An Analysis of Comments on Instagram of Kristina Pimenova. En D. Lemish & M. Götz (eds.) (131-140) *Beyond the Stereotypes? Images of Boys and Girls, and their Consequences*. Göteborg: Nordicom. ISBN 978-91-87957-76-5  
[https://www.nordicom.gu.se/sites/default/files/kapitel-pdf/11\\_llovet\\_et\\_al.pdf](https://www.nordicom.gu.se/sites/default/files/kapitel-pdf/11_llovet_et_al.pdf)
- Josa, E. y **Llovet Rodríguez, C.** (2015). La tienda en el entorno digital. En T. Sádaba (ed.) (141-160) *Moda en el entorno digital*. EUNSA. ISBN 978-84-313-3026-2
- Fuente Cobo, C. y **Llovet Rodríguez, C.** (2015). Los valores éticos en el profesional de la comunicación. En J. Benavides y A. Monfort (eds.) (435-455). *Comunicación y empresa responsable*. ISBN 978-84-313-3063-7
- **Llovet Rodríguez, C.** (2014). El negocio de la moda, nunca tan a pie de calle. En J. Figueras (ed.) (204-205). *Moda y estilos de vida: El poder de la novedad*. Ediciones internacionales Universitarias. ISBN 978-84-8469-270-6

## C.3. Research Projects

- Nuevos escenarios de vulnerabilidad digital: alfabetización mediática para una sociedad inclusiva (PROVULDIG2-CM). IP José Antonio Ruiz San Román. Unión Europea y Comunidad de Madrid **Convocatoria I+D EN CCSS Y HUMANIDADES (H2019/HUM-5775)**. 01/01/2020-01/01/2022. Miembro de equipo.
- Visibilizando el dolor: narrativas visuales de la enfermedad y storytelling transmedia. IP Rebeca Pardo Sainz. Ministerio de Ciencia, Innovación y Universidades. **Convocatoria 2018 de proyectos orientada a los retos de la sociedad (RTI2018-098181-A-I00)**. 01/01/2019- 2021 30.000€. Miembro de equipo.
- Innovación y Mejora de la Calidad Docente- nº 67 del año 2015. IP Sonia Carcelén. Investigaciones aplicadas y presentaciones en conferencias, para promover la participación del estudiante en la construcción del conocimiento aprobado por el Vicerrector de Calidad de la Universidad Complutense de Madrid.

## C.4. Institutional responsibilities

- Mobility Coordinator in Nebrija University (2020-,) and International University of Catalonia (2018-2020)
- Course Coordinator in Nebrija University, Bachelor's Degree in Corporate Communications and Protocol, Bachelor's Degree in and Fashion Design (2020-,)
- Course Coordinator in International University of Catalonia (UIC), Bachelor's Degree in Journalism (2018-2020)
- Course Coordinator and Advisor in Villanueva University, Bachelor's Degree in Advertising and Public Relations (2007-2015)