



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae Misty Rawls

Department of Business Administration  
Marketing  
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### Academic degrees

2014	Master, Marketing and Consumption, University of Gothenburg
2006	Bachelor, Organisational and Strategic Communication, Southeastern Oklahoma State University
2006	Minor - Bachelor level, Theatre, Southeastern Oklahoma State University

### Main research fields:

Marketing, Market Shaping, Consumer Activism

### Academic experience

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#### Research projects:

2019 - 2020	Rethinking consumer activism within marketing research
2016 - 2019	Activisms impact on markets: Standing Rock
2018 - 2018	Digitalizing Consumer Activism: Concerning, agencing and the re-shaping of markets

#### Academic assignments:

2018	Committee member responsible for applying for RED (Research Evaluation and Development) accreditation
2017	Transcribed audio texts for students with additional needs

### Other experience

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#### Experience outside of academia within field:

2012 - 2015	Director of Marketing and Sales, Handelsboden
2015 - 2015	Consulting Marketing Executive, Mojob Limited
2011 - 2011	Junior Communication Consultant, Solberg