

CONSTANZA URDANETA ROMANO

Department of Marketing
McCombs School of Business, University of Texas at Austin

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EDUCATION

- August 2022 - Present **Ph.D. in Marketing**, The University of Texas at Austin
Marketing Strategy/Quantitative (Empirical)
- August 2022 - December 2024 **Master of Science, Marketing**, The University of Texas at Austin
- August 2019 - December 2021 **Bachelor of Business Administration, Marketing**, The University of Texas at Austin
Minor: Arts Management and Administration

WORKING PAPERS

- 2026 “The Role of the CCO in Employee Turnover: An Internal Marketing Exploration”
with Rex Du and Vijay Mahajan
- 2025 “The Gender Pay Gap in Marketing: Evidence from LinkedIn Data” with Rex Du and
Vijay Mahajan
- 2024 “Behind the Nutrition Label: Unveiling Firm Strategies in Serving Size
Determination” with Rex Du

RESEARCH INTERESTS

- Substantive Internal Marketing, Employee Brand Equity, Strategic Brand Management
Fields Quantitative Marketing, Causal Inference, Machine Learning

GRADUATE COURSEWORK

- Marketing Management and Strategy, Marketing Models, Buyer Behavior, Behavioral Decision
Research, Marketing Research Methods
- Economics Econometrics II, Micro Economics I
- Statistics Mathematical Statistics I, Mathematical Statistics for Applications
- Finance Empirical Methods in Corporate Finance

TEACHING EXPERIENCE

Teaching Experience

- Spring 2025 Principles of Marketing

Teaching Assistantships

- Fall 2022 Business to Business Marketing, Ben Bentzin
- Spring 2023, Spring 2024, Spring 2026
Sales Management and Strategy, Doug Chung
- Fall 2023, Fall 2024 Influence of Marketing in Society, Rowena Crabbe
- Fall 2025 Emerging Markets Global South, Vijay Mahajan

CONFERENCES ATTENDED & PRESENTATIONS

February 2026 Frank M. Bass UT Dallas Frontiers of Research in Marketing Science, Richardson, TX

June 2025 ISMS Marketing Science Conference, Washington D.C.

Presentation: The Gender Pay Gap in Marketing

May 2025 AMA Marketing Strategy Consortium, Columbia, SC

Presentation: The Gender Pay Gap in Marketing

June 2023 ISMS Marketing Science Conference, Miami, FL

FELLOWSHIPS AND AWARDS

2022 - 2023 Kenneth M. Jastrow II Endowed Scholarship

2022 - 2025 Marketing Department McCombs Dean's Scholarships

2022 - 2024 Eugene and Dora Bonham Memorial Scholarship for Research

CERTIFICATION AND SKILLS

Programming: R, Python

Software & Tools: SAS, SPSS, Stata

Languages: English (Fluent), Spanish (Native)

WORK EXPERIENCE

August 22 - Present Graduate Research and Teaching Assistant, McCombs School of Business

March 2022 - August 2022 Client Strategy Analyst, 20th & 21st Century Art, Christie's

June 2021 - December 2021 Digital Strategy and Operations Intern, McCombs School of Business

January 2021 - May 2021 Marketing Intern, Women & Their Work

January 2021 - May 2021 Policy Coder Volunteer, UT-OXFORD Project