

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
Track: Marketing Strategy
- 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

- “The Role of the Communication Executive in Employee Turnover: An Internal Marketing Exploration”
with Rex Du and Vijay Mahajan
- “The Gender Pay Gap in Marketing: Evidence from LinkedIn Data” with Rex Du and Vijay Mahajan
- “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 & RESEARCH EXPERIENCE

McCombs School of Business, UT Austin

Course Instructor

- Spring 2025 Principles of Marketing (Undergraduate)
D&A DCC Accessibility Champion Awards Spring 2025, UT Austin

Teaching Assistant

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

Research Assistant

- Fall 2022 - Fall 2023 For Rowena Crabbe
Conducted JCR Literature review; contributions acknowledged in the published article: Uduehi, E., Saint Clair, J.K., & Crabbe, R. (2024) “Intersectionality in Marketing: A Paradigm for Understanding Understudied Consumers.” Journal of Marketing.

CONFERENCES ATTENDED & PRESENTATIONS

- February 2026 Frank M. Bass UT Dallas Frontiers of Research in Marketing Science, Dallas, 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, SQL
- Software & Tools: SPSS, SAS, 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