

ANA JAVORNIK

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ACADEMIC EXPERIENCE

Research Associate at Holition Mar 2016 – Aug 2016

- Conducting studies on user experience with augmented reality applications
- Knowledge-Transfer Partnership, funded by UCL Enterprise

Research Associate at University College London Mar 2016 - Present

Visiting lecturer at University College London Interaction Centre Feb 2016

- Lecturing and demonstrating for courses Interaction Design and Interaction Science on both Bachelor and Master level

Visiting PhD student at University College London Feb 2015 – Jan 2016

- Conducting user studies about consumer experience with augmented reality at UCLIC - University College London Interaction Centre, supervised by Prof. Yvonne Rogers

Research / teaching assistant at Università della Svizzera italiana Oct 2011 – Jan 2015

- Teaching assistant for courses on both graduate and undergraduate level: Digital corporate communication, Digital marketing, Consumer behavior, Service marketing, Marketing
- Organization of guest speakers' lectures and PhD conference
- Assistance with master theses supervision

Visiting lecturer at Faculty of Economics, University of Ljubljana, Oct 2013

- Invited seminar on Digital consumer behavior

Visiting scholar at New York University (NYU) Stern Business School, Sept 2013

- Attended seminars on Research Methods at Marketing department

Visiting scholar at MediaEffects Research Lab, PennState University, Aug 2013

- Invited presentation on Augmented reality and consumer behavior

Teaching assistant at SDA Bocconi, Milano, Autumn 2012

- Teaching assistant for executive course on Internet, social media and mobile for corporate and marketing communication

Visiting lecturer at Kozminski University, Warsaw, Sept 2012

- Taught seminar on Marketing management for undergraduate students

EDUCATION

PhD in Digital marketing, Nov 2011 – Jun 2016 (Expected)

**Institute for Marketing and Communication Management,
Università della Svizzera italiana, Switzerland**

Dissertation project: “Reality is in the air” *Concept of perceived augmentation and exploration of its impact on consumer experience*

MSc in Communication and Economics, 2009 – 2011

2-year program, Università della Svizzera italiana, Switzerland

Major in Corporate Communication, Minor in Marketing

Master thesis: Perspectives on customer engagement (grade 10 out of 10)

BA in Sociology and Comparative literature (Diploma – equivalent to MA), 2002 – 2008

University of Ljubljana, Slovenia

Additional BA enrolment: 4-year studies of French language and literature (all exams completed)

Erasmus exchange at Université du Sud – Toulon, France, 2006

Additional training:

- Structural Equation Modelling with Latent Variables and Simultaneous Equation Models at ICPSR Summer program in Quantitative Methods, University of Michigan, USA, 2013
- Communication & Media Research International Graduate School, Lugano, 2012
- Summer School on Methods, Structural Equation Modelling, Lugano, 2012
- Consumer Culture Theory Workshop, Royal Holloway, University of London, 2012
- Internet, Social media and Mobile for Marketing Communication, SDA Bocconi, 2011
- London School of Public Relations in Corporate Social Responsibility, Ljubljana, 2009
- Social sciences summer program at Ecole Normale Supérieure, Paris, 2009
- Pedagogical Training in French Language, Université Stendhal III – Grenoble, 2006

GRANTS & AWARDS

UCL Enterprise 6-months grant for knowledge-transfer partnership at Holition, 2016

Erasmus Staff Teaching Mobility Grant, University College London, 2016

Swiss National Science Foundation grant for prospective researchers Doc.mobility for 12-months research visit at University College London Interaction Center, 2015 - 2016

Erasmus Staff Teaching Mobility Grant, Faculty of Economics, Ljubljana, Oct 2013

“Shadowing” grant for research visit at Stern NYU Business School, Sep 2013

Swiss National Science Foundation scholarship for ICPSR Summer program in Quantitative Methods of Social research, University of Michigan, Jul – Aug 2013

Grant based on international competition for attending Lift 2013 – Conference on business and social implications of technological innovations, Genève, Feb 2013

Erasmus Staff Teaching Mobility Grant, Kozminski University, Warsaw, Sep 2012

Selected for “Future talent meets the industry” ESOMAR program, 2012

Swiss National Science Foundation Grant for Summer School on Methods, Lugano, 2012

2-year full scholarship for Master program from Slovenian government for exceptional students, 2009

Slovenian national scholarship for outstandingly talented student, 1998 - 2007

REVIEWING EXPERIENCE

Association of Consumer Research Conference – ACR 2016
Academy of Marketing – AM 2016
European Marketing Academy Conference – EMAC 2016
European Marketing Academy Conference – EMAC 2015
Association of Consumer Research Conference – ACR 2014
International Communication Association Conference – ICA 2013
Association of Consumer Research Conference – ACR 2013

PROFESSIONAL EXPERIENCE

Research Associate at Holition, London, Mar 2016 – Aug 2016

Social media manager at Dixero (internship), Lugano, May – July 2011

- Designed social media strategy for Telecom Italia music site

Consultant for Studio Moderna Group, Lugano, Feb – June 2011

- Designed and managed Customer engagement project

Local Committee President, AIESEC Lugano, 2010 – 2011

- Managed Local committee of 30 members
- Award for Most Progressive Swiss Leader

Project Manager, Lugano Sustainability Forum 2010, Lugano, 2010

- Initiated and managed 3-day event, attended by 200 guests

Brand Manager Assistant, Studio Moderna, Ljubljana, 2007-2009

(Leading direct marketing and multi-channel retailer in Central and Eastern Europe)

- Media Analyst; Loyalty Club Manager and coordinator of Brand Advisory Board

Additional professional experience:

Collaborator of Marketing Magazine in Slovenia, 2013

Network facilitator at ESOMAR 3D Digital Conference in Amsterdam, Nov 2012

Moderator at National Youth Congress at European Week of Youth in Ljubljana, Nov 2008

Founder and organizer of student section at National Conference of Sociology, Ljubljana, 2007 - 2008

Teacher of intermediate French and advanced English at language school, Ljubljana, 2007

Editor of student magazine of social sciences at University of Ljubljana, 2003-2005

Research project assistant at Faculty of Social Sciences, Ljubljana, 2003

LANGUAGES

English – full professional proficiency (2003 Cambridge Certificate of Proficiency)

French – full professional proficiency (2009 DALF C1 Certificate of Proficiency)

Italian – working proficiency (2015 Plida B2 Certificate)

Slovene – mother tongue

Croatian – limited working proficiency

Key publications:

Javornik, A., Rogers, Y., Moutinho, A., Freeman, R. (2016) Exploring the Use of a Make-Up Augmented Reality App in a Store. *DIS '16 - Designing Interactive Systems 2016*, June, Brisbane. (3*, 28% acceptance rate)

Javornik, A. (2016) "It's an illusion, but it looks real!" Consumer affective, cognitive and behavioral responses to augmented reality applications. *Journal of Marketing Management*, Special Issue – Magic in Marketing Academy of Marketing 2015 (2*)

Javornik, A. (2016). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour. *Journal of Retailing and Consumer Services*, 30, 252-261. (2*)

Javornik, A. (2016). What marketers need to know about augmented reality. Harvard Business Review (online) <https://hbr.org/2016/04/what-marketers-need-to-understand-about-augmented-reality>

Javornik, A. (2016). Mainstreaming of augmented reality: A brief history (online) <https://hbr.org/2016/10/the-mainstreaming-of-augmented-reality-a-brief-history>

Journal publications and conference proceedings

Javornik, A., Rogers, Y., Moutinho, A., Freeman, R. (2016) Exploring the Use of a Make-Up Augmented Reality App in a Store. *DIS '16 - Designing Interactive Systems 2016*, June, Brisbane. (3*, 28% acceptance rate)

Javornik, A. (2016) "It's an illusion, but it looks real!" Consumer affective, cognitive and behavioral responses to augmented reality applications. *Journal of Marketing Management*, Special Issue – Magic in Marketing Academy of Marketing 2015 (2*)

Javornik, A. (2016). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour. *Journal of Retailing and Consumer Services*, 30, 252-261. (2*)

Javornik A. (2015) "Wow, I can augment myself?" Measuring effects of perceived augmentation and interactivity on affective, cognitive and behavioral consumer responses. Conference proceedings of Academy of Marketing 2015. Limerick, Ireland. July 2015

Javornik A. (2015) "Wow, it looks like it's real! But can you fix it a bit?" Measuring effects of augmented reality on affective, cognitive and behavioral aspects. Conference Proceedings of EMAC - European Marketing Academy Conference. Leuven, Belgium. May 2015

Javornik, A. (2014). Classification of augmented reality tools in marketing. Conference Proceedings of ISMAR – International Symposium for Mixed and Augmented Reality. September 2014.

Javornik, A., & Mandelli, A. (2013) Research categories in studying customer engagement. Conference proceedings of Academy of Marketing conference 2013, Cardiff, UK.

Javornik, A., & Mandelli, A. (2012). Behavioral perspectives of customer engagement: An exploratory study of customer engagement with three Swiss FMCG brands. *Journal of Database Marketing & Customer Strategy Management*, 19(4), 300-310.

Javornik, A., & van Kaldekerken, I. (2010). LSF 2010 - Lugano sustainability forum 2010: Competitive advantage when going sustainable. *Zeitschrift Für Wirtschafts- Und Unternehmensethik*, 11(1), 82-86.

Conference publications

- Javornik, A., Rogers, Y., Moutinho, A., Freeman, R. (2016) Exploring the Use of a Make-Up Augmented Reality App in a Store. DIS '16 - Designing Interactive Systems 2016, June, Brisbane.
- Moutinho A., Javornik A., Koutsolampros P., Aitor R., Blume P., Julier S. (2015) A collaborative process of creating local memory through augmented reality. Media City '15. Plymouth, UK, May 2015
- Javornik, A. (2015) "Reality is in the air" - Consumer responses to features of augmented reality technology . Consumer Research Doctoral Colloquium . Chester, UK, March 2015
- Javornik A. (2015) "Wow, I can augment myself?" Measuring effects of perceived augmentation and interactivity on affective, cognitive and behavioral consumer responses. Academy of Marketing 2015. Limerick, Ireland, July 2015
- Javornik A. (2015) "Wow, it looks like it's real! But can you fix it a bit?" Measuring effects of augmented reality on affective, cognitive and behavioral aspects. EMAC - European Marketing Academy Conference. Leuven, Belgium, May 2015
- Javornik, A. (2014). Classification of augmented reality tools in marketing. ISMAR – International Symposium for Mixed and Augmented Reality. Munich, September 2014.
- Javornik, A., & Mandelli, A. (2013). Customer experience of augmented reality at brands' events. Poster presented at Conference of Association for Consumer Research – ACR, Chicago, October 2013.
- Javornik, A., & Mandelli, A. (2013). Research categories in studying customer engagement. Academy of Marketing, Cardiff, July 2013.
- Fuduric, M., Javornik, A., & Mandelli, A. (2013). Empirical bias in digital marketing research. Marketing Science 2013, Istanbul, July 2013
- Javornik, A., & Mandelli, A. (2013). Customer experience of augmented reality at brands' events. Presented at ICA 2013 Doctoral consortium Communication and Technology Division, London, 2013.

Invited talks

- Consumer experience of augmented reality. MediaEffects Research Lab, PennState University, invited by institute director, prof. Shyam S. Sundar. August 2013, Pennsylvania, USA.
- Research agenda in digital marketing. Presentation at BIT (Business and Information Technologies) annual meeting, Università della Svizzera italiana, July 2013, Lugano.
- Consumer experience of augmented reality. Presentation at HP (Hewlett & Packard) Innovation Center, invited by center's director Paul Jeremaes. April 2013, Genève.
- Enriching the moment – Augmented reality technology at brand events. Digital Marketing Group Genève, April 2013, Genève.