

María A. Alegre



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Education

Ph.D. in Psychology (2001)
University of Pittsburgh, Pittsburgh, PA, USA
Twice awarded merit based Andrew Mellon
Predoctoral Fellowship (1994 and 1995)

Master of Science in Psychology (1994)
University of Pittsburgh, Pittsburgh, PA, USA

Master of Business Administration (MBA) (1998)
William E. Simon Graduate School of Business
Administration, University of Rochester, Rochester,
NY, USA.
Concentrations in Marketing and
Organizational/Competitive Strategy.
Merit scholarship recipient.

Professor and Licenciada in Psychology
(December 1989 and 1990)
Universidad Nacional de La Plata, La Plata, Buenos
Aires, Argentina

Work Experience

Academic (University Positions, Teaching Experience)

MBA Program Director (since July 2005)
Universidad del CEMA. Capital Federal, Argentina
(<http://www.cema.edu.ar/postgrado/mba/>).
Director of the “In House Executive Education”
Universidad del CEMA
(<http://www.cema.edu.ar/inhouse/>).
Marketing area coordinator for the MBA (since
2000), Universidad del CEMA
Full Time Professor, Business Department,
Universidad del CEMA, since 2000.
Professor of Marketing, Advanced Marketing,
Communications Management, and Advertising and
Sales Promotion in the MBA program.

Research interests include advertising, market
research, consumer behavior, and marketing of
harmful products such as tobacco.

Inter-American Development Bank (IDB), 2005-
2006. Winners of the 2005 global call for proposals
for the project “The Development of Latin American
Bond Markets: the Case of Argentina”. The
members of the team are: Roque Fernandez,
Sergio Pernice, Jorge M. Streb, Maria Alegre,
Alejandro Bedoya (all of the Univ. del CEMA) and
Celeste Gonzalez.

Winner of grant to study “Cigarette Advertising in
Argentina and the psychological impact of tobacco
among teens”, funded by the Canadian Tobacco
Control Research Initiative, the American Cancer
Society, Cancer Research UK and Research for
International Tobacco Control, through RICT small
grants program (Project number: 103330-031).

Part-time Professor of Marketing, Universidad
Torcuato Di Tella, Buenos Aires, Argentina (1999-
2000)

Research Assistant/ Teaching Assistant
William E. Simon Graduate School of Business
Administration, University of Rochester, Rochester,
NY, USA. (1997-1998)

Dissertation Research/Teaching Assistant.
Department of Psychology, University of Pittsburgh,
Pittsburgh, PA (1991-1996)

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Business Experience

Marketing Manager, Feminine Care and Teen Consumer Group (1999- 2000)

Procter & Gamble, Buenos Aires, Argentina
Managed all aspects of the Always Ultra line. Responsible for corporate efforts involving marketing to teenagers across all P&G brands.

Marketing Manager, New Product Development (1998-1999)

Procter & Gamble, Cincinnati, OH, USA
Identified a market opportunity and qualified a business proposition to launch a new line of products, with an expected \$200 million NPV. Developed all elements of the introductory marketing plan.

Publications

Alegre, M., Pernice, S. & Streb, J.M. (2007). Determinants of the development of corporate bond markets in Argentina: survey to firms and investors. UCEMA Working Documents No. 345. http://www.cema.edu.ar/publicaciones/doc_trabajo.html

Conte Grand, M., Alegre M. & Rizzi, J.I. (2005). Valor de una vida estadística en Argentina: Estimación en base a un experimento de preferencias declaradas en elecciones de viaje. Unpublished manuscript. Results have been presented at the XVI Argentine Conference on Transit (September, 2005), and also at the XL Annual Meeting of the Argentine Association of Political Economy (November, 2005).

Alegre M. (2004). Cigarette Advertising in Argentina. Unpublished manuscript.

Pernice, S., Fernández, M. & Alegre, M. (2004). Quantifying Latin American firms' exposure to external factors. UCEMA Working Documents No. 282. http://www.cema.edu.ar/publicaciones/doc_trabajo.html

Alegre, M. & Gordon, P. (1999). Rule-based versus associative processes in Derivational Morphology. *Brain and Language*, 52, 278-305.

Gordon, P. & Alegre, M. (1999). Is there a dual system for regular inflections? *Brain and Language*, 50, 115-148.

Alegre, M. & Gordon, P. (1998). Frequency effects and the representational status of regular inflections. *Journal of Memory and Language*, 38, 1-26.

Alegre, M. & Gordon, P. (1996). Recursion in children's word formation: an examination of "exceptions" to Level Ordering. *Cognition*, 60, 65-82.

Gordon, P., Alegre, M. & Jackson, T. (1993). Lexical recursion in children's compounding. In E.V. Clark (Ed.): *The proceedings of the Twenty-fifth Annual Child Language Research Forum*, pp. 265-270. Center for the study of language and information, Stanford University.

Memberships

American Marketing Association (AMA)
Beta Sigma Gamma Honor Society in Business Administration
Asociación Latino Americana de Marketing (ALAM)