



Denise Utochkin

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PROFESSIONAL EXPERIENCE

PhD Research Scholar, Norwegian School of Economics

08/2018 – 08/2023
Bergen, Norway

- Methodological focus: natural language processing; computer vision; network analysis; netnography / digital ethnography.
- Theoretical focus: computational consumer culture theory; algorithmic culture. I study online consumer communities, social influence, and intergroup conflict against the backdrop of affordances for consumer sociality that are continuously digitalised, ever more large-scale, and increasingly governed algorithmically and in opaque ways.

Graduate Teaching Assistant, Norwegian School of Economics

08/2022 – 12/2022
Bergen, Norway

- Methodology for Master Thesis (MSc course)

Lecturer, Norwegian School of Economics

10/2022 – 11/2022
Bergen, Norway

- Front Lines on Adoption of Digital and AI-Based Services (PhD-level course)

Course Coordinator, Norwegian School of Economics

08/2020 – 12/2021
Bergen, Norway

- Course coordinator, teaching assistant, examiner, and lecturer in the Applied Programming and Data Analysis for Business course (MSc course)

Lecturer, Norwegian School of Economics

01/2019 – 06/2019
Bergen, Norway

- Assistant lecturer and co-responsible for the Collaborative Economy course (MSc course).

Research Assistant, COOLCROWD

08/2017 – 12/2017
Bergen, Norway

- Worked for a three-year international research project aimed to assess potential of the concept of local climate crowdfunding in Norway.
- Prepared reports with a comprehensive literature review on crowdfunding and a thorough comparative analysis of European crowdfunding platforms with a focus on sustainability.

EDUCATION

MSc in Economics and Business administration, major in Strategy, Norwegian School of Economics

2014 – 2017

BSc in Management, major in International Management, Graduate School of Management, St. Petersburg State University

2010 – 2014

LANGUAGES

English

Full working proficiency (C1+); TOEFL iBT 112

Russian

Native

Norwegian

Limited working proficiency (B1)

German

Limited working proficiency

SKILLS

Data analytics / data science stack: Python & SQL

Pandas, Matplotlib, Numpy, NLTK, Gensim, OpenCV, Google's Tensorflow and Tesseract, PyTorch, scikit-learn, NetworkX, Gephi

Other software

Git, R, Stata, LISREL, Unity

Content creation

Microsoft Office; Adobe Creative Cloud -- Photoshop, After Effects, Premier Pro, InDesign


Web

HTML; JavaScript; web-scraping using BeautifulSoup and Selenium

PUBLICATIONS

- (forthcoming) Tower of Babel: Thematic Cohesion in Online Consumer Conversations, NA - Advances in Consumer Research Volume 50** 2022
Co-authored with Belik, I.
- (forthcoming) Communitas and Liminality in Online Discussion Forums: Collective Joys and Fears of PC Gaming Enthusiasts, Research in Consumer Culture Theory, Vol. 4** 2022
Single-authored
- Analyzing eWOM on Large Social Media Platforms, NA - Advances in Consumer Research Volume 49** 2021
Co-authored with Belik, I.
- AI for Aesthetic Innovation: Emergence of Dominant Design and Economic Value, SASE Proceedings of the 33rd Annual Meeting** 2021
Co-authored with Amoncio, E.
- Console War (And Peace?): Analysing Cross-Community Interactions in Gaming Discussion Forums on Reddit, NA - Advances in Consumer Research Volume 48** 2020
Single-authored
- Web 2.0: Online Communities Or Bla-Bla Land?, NA - Advances in Consumer Research Volume 45** 2017
Co-authored with Drozdova, N. & Kleppe, I. A.

VOLUNTEERING

- OVD-Info, Russian-English Translator; Call Centre Agent**  03/2022 – present
- American Marketing Association, Reviewer** 10/2022 – 10/2022
Reviewed and gave feedback on working and competitive papers for the annual AMA conference.
- Consumer Culture Theory Consortium, Inc., Reviewer** 02/2022 – 02/2022
Reviewed and gave feedback on working and competitive papers for the annual CCT conference.