

# Maria Arango-Kure

## Personal Information

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**Date of Birth:**  
23/10/1987

**Nationalities:**  
German and Mexican

**Pronouns:**  
She/They

**Languages:**  
Spanish, English, German

## Contact

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**LinkedIn:**  
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**Google Scholar:**  
</citations?user=nvDdZwcA>

**Personal Website:**  
[doingwellandgood.com](http://doingwellandgood.com)

## Profile

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I am a third year Ph.D. candidate at Jönköping International Business School (JIBS), affiliated with the Media, Management and Transformation Centre (MMTC).

My research interests include digitalization, from an ecosystems perspective, focusing on the ethics and responsibilities of organizations in the digital landscape.

My dissertation encompasses a longitudinal case study of Medium.com using computationally augmented qualitative methods.

I have over 15 years of entrepreneurial industry experience in the areas of design, development and marketing in digital spaces.

I actively work with non-profit organizations **The Ethical Move, Out in Tech** and the **Prosocial Design Network**, and communities of practice like **Ethical Design Network** to create sustainable and safe online spaces that benefit people and the planet.

## Education

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### 2022 - 2027 (Expected)

Jönköping University.  
Jönköping, Sweden

### Ph.D. In Business Administration

PhD in Business Administration at Jönköping International Business School (JIBS).

### 2019 - 2022

Jönköping University.  
Jönköping, Sweden

### B.S. New Media Design

Bachelor of Sciences degree with a major in Informatics, specialization in New Media Design at the Engineering School. 180 ECT credits.

### 2013 - 2014

IL3 University of Barcelona.  
Barcelona, Spain

### Master in Marketing Management

Post graduate program in Marketing Management at the IL3 resulting in a group thesis. 60 ECT credits

### 2008 - 2012

Universidad de La Sabana.  
Chía, Colombia

### Audiovisual Communications and Multimedia

Participated in the Bachelor program at the School of Communication.

### 2005 - 2007

Universidad Javeriana.  
Bogotá, Colombia

### Literary Studies

Participated in the Bachelor program in literary studies at the School of Humanities.

# Academic Publications

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- 2020** Wellbrock, C.M., Arango-Kure, M. & Buschow, C. (2020). Competition and Media Performance: A Cross-National Analysis of Corporate Goals of Media Companies in 12 Countries. *International Journal of Communication (Online)*, 6154–6181.  
<https://www.ssoar.info/ssoar/handle/document/7085>
- 2014** Arango-Kure, M., Garz, M., & Rott, A. (2014). Bad News Sells: The Demand for News Magazines and the Tone of Their Covers. *Journal of Media Economics*, 27(4), 199–214.  
<https://doi.org/10.1080/08997764.2014.963230>
- 2010** Arango-Forero, G., Arango Kure, M. F., Llaña, L., & Serrano, M. C. (2010). Colombian Media in the XXI Century: The Re-conquest by Foreign Investment. *Palabra-Clave*, 13(1), 59–76.  
<https://doi.org/10.5294/pacla.2010.13.1.4>

# Academic Presentations

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- 2024** **EGOS. Milan, Italy**  
Struggling to become a cyborganization: The case of Medium.com
- 2023** **EMMA. Leeuwarden, The Netherlands**  
Negotiating Emergent Platform Values. The case of Medium
- EMMA. Pamplona, Spain**  
Manipulation in native digital media: the case of medium.com publications
- WEMMC 2023. Seoul, South Korea**  
Brand Equity and Data Privacy: Beyond Selling Eyeballs

# Work Experience

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- 2022 - Present**  
Jönköping University.  
Jönköping Sweden
- Ph.D. Candidate**  
Employed as a PhD candidate at the International Business School (JIBS), with 20% teaching contract.
- 2007 - Present**  
Doing well & good.  
Various
- Business Owner**  
Design, development and digital marketing services, consulting and speaking engagements for individuals, non profits and MSMEs.
- 2009 - 2014**  
Universidad de La Sabana.  
Chía, Colombia
- Research Assistant**  
Research assistant to professors in the School of Communications and Institute for Humanities of the Universidad de La Sabana, helping with research in the fields of Media Economics and History.
- 2009 - 2010**  
Universidad de La Sabana.  
Chía, Colombia
- Teaching Assistant**  
Teaching select classes, student hours, and exam grading for the Media Economics course in the Audiovisual Communications and Multimedia program.