

BLAS RIESGO, SILVIA

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EMPLOYMENT

2023 – present - **Postdoctoral Researcher** at Zurich University (UZH) in Branding and Brand Management, Department of Business Administration.

- Research project: “Narcissistic, Machiavellian, and Psychopathic Brands: Measurement, Outcomes, and Contingency Factors” funded by the Swiss National Science Foundation (SNSF).

July 2022 – present - **Associated Researcher** at University Villanueva, Madrid (Spain).

- Associated Researcher at the Center for Fashion and Contemporary Studies of the University Villanueva of Madrid.

EDUCATION

2017 – 2022 - **Ph.D. in Communication at University of Navarre**, Spain. Research line: “The consumption side of sustainable fashion. Understanding the attitude-behavior gap among the Spanish consumers”. Grade: Sobresaliente *Cum Laude* and Award for the Best Dissertation of the Faculty of Communication of the University of Navarra for the academic course 2021-2022.

2020 (March – June) - **Visiting Scholar**, Erasmus University Rotterdam, Department of Arts and Culture Studies at the Erasmus School of History, Culture and Communication (ESHCC), Rotterdam (The Netherlands). Host: Dr. Mariangela Lavanga.

2019 (January – May) - **Visiting Scholar**, Università della Svizzera Italiana (USI), Faculty of Communication, Culture, and Society, Lugano (Switzerland). Host: Dr. Nadzeya Kalbaska.

2015 – 2016 - **Master's Degree in Communication Research**, University of Navarre, Spain. Master's Thesis Research Line: "Live political events on Twitter: The case of the 2015 Election Night in Spain".

2009 – 2014 - **Bachelor's Degree in Public Relations and Advertising**, University Cardenal Herrera CEU, Valencia (Spain).

2009 – 2013 - **Bachelor's Degree in Journalism**, University Cardenal Herrera CEU, Valencia (Spain). Internship as journalist and news reporter at *Diario de León* newspaper (June – September, 2013).

PUBLICATIONS

Journal Articles

- Riesgo, S. B. (2023). Sustainable fashion in collections and museums: The case of Fashion for Good. *Indumenta* (forthcoming).
- Riesgo, S. B., Codina, M. & Sádaba, T. (2022). Does Sustainability Matter to Fashion Consumers? Clustering Fashion Consumers and Their Purchasing Behavior In Spain. *Fashion Practice. The Journal of Design, Creative Process & The Fashion Industry*, 1-28. <https://doi.org/10.1080/17569370.2022.2051297>
- Riesgo, S. B., Lavanga, M. & Codina, M. (2022). Drivers and barriers for sustainable fashion consumption in Spain: a comparison between sustainable and non-sustainable consumers. *International Journal of Fashion Design, Technology and Education*, 1-13. <https://doi.org/10.1080/17543266.2022.2089239>
- Blas, S., Moreno, E. & Portilla, I. (2019). Live political events on Twitter: The case of the 2015 Election Night in Spain. *Miguel Hernandez Communication Journal*, 10(1), 123 – 145. <http://dx.doi.org/10.21134/mhcj.v10i0.281>

Books

- Blas-Riesgo, S. (2023). (Doctoral Dissertation) The consumption side of sustainable fashion: Understanding the attitude-behavior gap among Spanish consumers. DADUN. DOI: [10.15581/10171/66806](https://doi.org/10.15581/10171/66806)

Book Chapters

- Riesgo, S. B., Lavanga, M. & Codina, M. (2022). The consumption of (sustainable) fashion: patterns, enabling and disabling factors. Routledge (Forthcoming).
- Riesgo, S.B. (2019). The Consumption Side of Sustainable Fashion: Understanding the Attitude-Behavior Gap Among the Spanish Consumers. In: Kalbaska N., Sádaba T., Cominelli F., Cantoni L. (eds) *Fashion Communication in the Digital Age. FACTUM 2019*. Springer, Cham. DOI: [10.1007/978-3-030-15436-3_10](https://doi.org/10.1007/978-3-030-15436-3_10)

Conference Presentations (presenter in bold)

- **Riesgo, S. B.** (January 12-13, 2023). La moda sostenible en colecciones y museos: el caso de Fashion For Good [Presentation]. La moda en museos y colecciones, Madrid, Spain. <https://www.villanueva.edu/eventos/seminario-lamoda-en-museos-y-colecciones/>
- **Riesgo, S. B.**, Lavanga, M. & Codina, M. (October 14-15, 2021). *The consumption of (sustainable) Fashion: patterns, drivers and barriers* [Presentation]. Responsible Fashion Series Antwerp, Antwerp, Belgium. <https://www.uantwerpen.be/en/conferences/responsible-fashion/>
- **Riesgo, S. B.**, Lavanga, M. & Codina, M. (October 21-23, 2020). *The consumption side of sustainable fashion: price sensitivity, value and transparency demand* [Presentation]. Global Fashion Conference, Lyon, France. <http://gfc-conference.eu/>
- **Riesgo, S. B.** (July 21-26, 2019). *The consumption side of sustainable fashion: understanding the attitude-behavior gap among the Spanish consumers* [Presentation]. Factum19 – Digital Fashion Communication Conference. Lugano, Switzerland. <https://digitalfashion.ch/factum19/>
- **Riesgo, S. B.** (July 7-11, 2019). *How do native sustainable fashion brands communicate? The case of Latitude* [Presentation]. International Association for

Media and Communication Research 2019 conference, Madrid, Spain.
<https://iamcr.org/madrid2019>

- Riesgo, S. B., **Moreno, E.** & Portilla, I. (July 27-31, 2016). *Analysis of the social audience on Twitter: the case of the 20D General Elections of 2015 in Spain* [Presentation]. International Association for Media and Communication Research 2016 conference, Leicester, UK. <https://iamcr.org/leicester2016>

Supervised Master Thesis

- Mallik, S. (June 2023). Predicting a Dark Triad Brand Personality Through Text Mining on Twitter. University of Zürich, Department of Business Administration.

ADDITIONAL INFORMATION

Grants, scholarships and awards

Premio Extraordinario de Doctorado 2021-2022, Universidad de Navarra.

Scholarship Fundación Banco Sabadell (Sabadell Bank Foundation), to support the visiting period abroad. Amount: 6.000€

Scholarship for Academic Excellence 2009 – 2014, Fundación San Pablo CEU. Amount: free tuition (40.000€)

Ad Hoc Reviewer

Nature Humanities and Social Sciences Communications

Human Ecology

Journal of Global Fashion Marketing

FACTUM – Digital Fashion Communication Conference 2023

Languages

Spanish – Native (C2)

Italian – Full professional proficiency (C1)

English – Full professional proficiency (C1)