

Dr. MARTA Herrero  
Reader  
Theatre, Film, TV and Interactive Media  
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## Qualifications

PhD, PhD Sociology, Trinity College, University of Dublin  
1 Sept 1998 → 30 Oct 2002  
Award Date: 1 Jun 2003

MA Women's Studies, University of Lancaster  
10 Oct 1995 → 25 Sept 1997  
Award Date: 1 Oct 1997

BA (Hons) English, University of Barcelona  
30 Oct 1988 → 15 Jun 1994  
Award Date: 21 Oct 1994

## Employment

### Lecturer in Business of the Creative

Lecturer  
Theatre, Film, TV and Interactive Media  
University of York  
Baird Lane, York  
1 Jun 2021 → 30 Sept 2022

### Senior Lecturer Management Creative Inds

Senior lecturer  
Theatre, Film, TV and Interactive Media  
University of York  
Baird Lane, York  
1 Oct 2022 → 30 Sept 2024

### Reader

Reader  
Theatre, Film, TV and Interactive Media  
University of York  
Baird Lane, York  
1 Oct 2024 → present

### External Examiner

University of Plymouth, Dartington College of Arts  
United Kingdom  
1 Aug 2022 → 31 Dec 2026

## Research outputs

### Shaping the Future of Fundraising with AI

Herrero, M., Hook, J. D., Haworth (OPPA), M., Droop, H. & Concannon, S., 25 Apr 2025, Chartered Institute of Fundraising. 48 p.

**NFTs (non-fungible tokens) and the emergence of a new category in Sotheby's and Christie's global auction market**  
Herrero, M. & Gerson, G., 21 Nov 2024, *Global art markets: History and current trends*. Robertson, I., Chong, D. & Afonso, L. U. (eds.). Routledge

**Toward a framework for Responsible AI in storytelling for nonprofit fundraising**  
Herrero, M. & Concannon, S., Nov 2024, *The Routledge Handbook of Artificial Intelligence and Philanthropy*. Ugazio, G. & Maricic, M. (eds.). Routledge

**A Sociology of Art, Protest and Emotions: Disrupting the Institutionalisation of Corporate Sponsorship at Tate Galleries**  
Herrero, M., 5 Feb 2023, *Sociology of the Arts in Action: New Perspectives on Creation, Production and Reception*. Rodriguez Morato, A. & Santana Acuna, A. (eds.). Palgrave Macmillan, p. 319-339 21 p. (Sociology of the Arts).

**Bourdiesian Capital Conversion During Crises of Socio-Political Legitimacy: Sponsorship of the Arts by Barclays Bank, 1972 to 1987**  
Jones, I. G., Wong, N., Herrero, M. & Smith, A., 18 Dec 2022, (E-pub ahead of print) In: *Business History*.

**Bourdiesian capital conversion during crises of legitimacy: An examination of the emergent strategies of Barclays Bank in sponsoring the arts in the UK, 1972-1987**  
Herrero, M., Jones, I., Wong, N. & Smith, A., 15 Dec 2022, In: *Business History*.

**Beyond survival mode: Organisational resilience capabilities in nonprofit arts and culture fundraising during the Covid-19 pandemic**  
Herrero, M. & Kraemer, S., 10 Jun 2022, (E-pub ahead of print) In: *Non-profit Management & leadership*. 17 p.

**Dealing with the Crisis: Creativity and Resilience of Arts and Cultural Fundraisers in the UK**  
Herrero, M., Culture Sector Network, Kraemer, S. & Olya, H., 15 May 2021

**Fundraising as Organisational Knowing in Practice: Evidence from the Arts and Higher Education in the UK**  
Herrero, M. & Kraemer, S., 1 Nov 2020, In: *International Journal of Non-Profit and Voluntary Sector Marketing*. 25, 10 p., e1673.

**Collaborating Profitably? The Fundraising Practises of the Contemporary Art Society, 1919 - 1939**  
Herrero, M. & Buckley, T., 26 Aug 2020, (E-pub ahead of print) In: *Business History*. 62, 23 p.

**Understanding the Liminality of Individual Giving to the Arts**  
Herrero, M., Pitt, S. & Price, S., 19 Mar 2020, In: *Arts and the Market*. 10, 1, p. 18-33 16 p.

**Undoing the Market: Corporate Sponsorship and Activist Protests at Tate Gallery**  
Herrero, M., 6 Jan 2020, In: *Liminalities: A Journal of Performance Studies*. 16, 1, 18 p.

**Dispositivos en la Sociología de los Mercados del Arte: Los Catalogos de Subastas**  
Herrero, M., 27 Sept 2017, *La Nueva Sociología de las Artes: Una Perspectiva Hispanohablante y Global*. Gedisa

**Art and Aesthetics: Critical Concepts in the Social Sciences**  
Herrero, M. & Inglis, D., 21 Apr 2016, Routledge.

**Sociology and Art Markets: Introduction to Special Issue**  
Herrero, M., 4 Jun 2013, In: *European Societies*. 15, 2

**Selling National Value at the Auction Market: The London and Dublin Markets for Irish art'**  
Herrero, M., 21 Jul 2011, In: *Cultural Sociology*. 5, 1

**Performing Calculation in the Art Market**

Herrero, M., 23 Jul 2010, In: Journal of Cultural Economy. 3, 1

**Auctions, Rituals and Emotions in the Art Market**

Herrero, M., 13 May 2010, In: Thesis Eleven.

**Art Markets, Sociology and the Emotional Art Object**

Herrero, M., 9 Apr 2009, In: SOCIAL COMPASS. 3, 6

**Art, Aesthetics and Social Scientific Imaginaries**

Herrero, M. & Inglis, D., 12 Apr 2008, *Art and Aesthetics: Critical Concepts in the Social Sciences*. Routledge

**Encounters with Postmodern Art: Zygmunt Bauman, Sociology and Art**

Herrero, M., 21 May 2005, In: Irish Journal of Sociology.

**El Arte Moderno en Irlanda: La Negociación de la Modernidad y la Posmodernidad**

Herrero, M., 21 Apr 2003, *Museología Crítica y Arte Contemporáneo*. Lorente, J. P. (ed.). Prensas Universitarias de Zaragoza

**Towards a Sociology of Art Collections: Modernity, Intellectuals and Art Collections**

Herrero, M., 23 Mar 2002, In: International Sociology.