

Rodrigo CASTILHOS

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Université de Lille
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EDUCATION

Qualification

Scholarly Academic

Academic degrees

2015 : Ph.D. Universidade Federal do Rio Grande do Sul (UFRGS), Porto Alegre, Brazil, Porto Alegre, Brazil, Marketing.

2007 : MSc Universidade Federal do Rio Grande do Sul (UFRGS), Porto Alegre, Brazil, Marketing.

PROFESSIONAL EXPERIENCE

January 2018 – Present : Assistant Professor of Marketing, Innovation Academy, SKEMA Business School, Lille, France.

March 2011 – December 2017 : Assistant Professor, Universidade do Vale do Rio dos Sinos, Porto Alegre, Brazil.

January 2013 – December 2013 : Visiting Ph.D Student, Schulich School of Business, Toronto, Canada-Ontario.

2007 – 210 : Professor of Marketing / Program Director (Business Administration) and Head of Academic Office, Faculdade de Integração do Ensino Superior do Cone Sul, FISUL, Garibaldi, Brazil.

2006 - 2007 : Teaching Assistant, Universidade Federal do Rio Grande do Sul, UFRGS, Porto Alegre, Brazil.

SKILLS & INTERESTS

Languages

Portuguese: Mother Tongue

English: Fluent

French: Advanced

Spanish: Advanced

Italian: Basic

Expertise

INTELLECTUAL CONTRIBUTIONS

Articles in journals

CASTILHOS, R. (2019). Branded Places and Marketplace Exclusion. *Consumption, Markets & Culture*, doi: <https://doi.org/10.1080/10253866.2018.1561645>.

CASTILHOS, R., & DOLBEC, P. (2018). Conceptualizing spatial types: characteristics, transitions, and research avenues. *Marketing Theory*, 18 (2), 154-168, doi <https://doi.org/10.1177%2F1470593117732455>.

CASTILHOS, R., FONSECA, M., & BAVARESCO, V. (2017). Consumption, crisis, and coping strategies of lower class families in Brazil: A sociological account. *International Journal of Consumer Studies*. doi: DOI: 10.1111/ijcs.12341.

CASTILHOS, R., & FONSECA, M. (2016). Pursuing upward transformation: the construction of a progressing self among lower-class consumers. *Journal of Business Research*, 69 (1), 6-17.

CASTILHOS, R., & DOLBEC, P. (2016). Introducing a Spatial Perspective to Analyze Market Dynamics. *Marketing Theory*. Castilhos, R. (2015). Dinâmicas de Mercado no Espaço Urbano: Lógica Teórica e Agenda de Pesquisa" [translation: Market Dynamics at the Urban Space. Theoretical Logic and Research Agenda]. *Revista Brasileira de Marketing*, 14 (2), 154-165.

ROSSI, C., BORTOLI, L., & CASTILHOS, R. (2014). Análise bibliométrica da contribuição de marketing para outras ciências. *Revista de Ciências da Administração*, 16 (40), 29-44.

FISCHER, E., CASTILHOS, R., & FONSECA, M. (2014). The qualitative interview in marketing and consumer research: paradigmatic approaches and guideline. *Revista Brasileira de Marketing*, 13 (4), 67-69.

CASTILHOS, R., & PETERSEN-WAGNER, R. (2009). Frugalidade, avaliação de preços e classes sociais no varejo de calçados" [Frugality, price evaluation, and social class differences in shoes purchase]. *Revista Alcance - UNIVALI*, 16, 162-180.

CAVEDON, NEUSA R., CASTILHOS, R., BIASOTTO, L., CABALLERO, I., & STEFANOWSKI, F. (2007). Consumo, colecionismo e identidade dos bibliófilos: uma etnografia em dois sebos de Porto Alegre. *Horizontes antropológicos*, 28, 345-371.

CASTILHOS, R., & CAVEDON, NEUSA R. (2004). Mercado Público de Porto Alegre: um espaço organizacional dividido entre o sagrado e o profano" [Porto Alegre Public Market: a space divided between sacred and profane]. *REAd. Revista Eletronica de Administração*, 37, 1-15.

Articles in proceedings

CASTILHOS, R., DOLBEC, P., FONSECA, M., & TREZ, G. (2018). Adopting a market orientation as a strategic response to market neo-liberalization. *AMA Conference*.

CASTILHOS, R. (2015). Consumer Socialization and Intergenerational Brand Loyalty in the Context of Soccer. In Eds. Kristin Diehl and Carolyn Yoon (Eds.) *ACR (Association for Consumer Research) Conference*, 399-403.

CASTILHOS, R. (2015). The Capitalizing Practices of Lower-Class Consumers in the Context of Higher Education. In Eds. Kristin Diehl and Carolyn Yoon (Eds.) *ACR (Association for Consumer Research) Conference*, 335-338.

CASTILHOS, R. (2015). Researching the Post-Industrial City: Assessing the Relations Between Space, Markets, and Society in Urban Places. In Eds. Kristin Diehl and Carolyn Yoon (Eds.) *ACR (Association for Consumer Research) Conference*, 329-334.

CASTILHOS, R. (2014). Nuances of cooperation and competition among lower-class consumers. In Ed. June Cotte and Stacy Wood (Eds.) *ACR (Association for Consumer Research) Conference*, 260-264.

CASTILHOS, R. (2014). Conceptualizing the space of markets: how spatiality influences market dynamics. In Ed. June Cotte and Stacy Wood (Eds.) *ACR (Association for Consumer Research) Conference*, 265-270.

Chapters, cases, readings, supplements

CASTILHOS, R. (2012). Pesquisa exploratória" [Exploratory research]. In Zilles, Fernanda (Org.) (Ed.), *Pesquisa Mercadológica*. Sao Leopoldo: Unisinos.

CASTILHOS, R., & ROSSI, C. (2009). Subindo o morro: consumo, posição social e distinção entre famílias de classes populares. In Rocha, Angela da and Jorge Cesar Ferreira da Silva (Orgs.) (Eds.), *Consumo na Base da Pirâmide: Estudos Brasileiros* (pp. 49-74). Rio de Janeiro: Mauad.

SILVEIRA, CLEO S., KEISERMAN, B., CASTILHOS, R., GAVRONSKI, I., & CELSO, C. (2007). Relações entre valores pessoais, escolha do prestador de serviços e cesta de compras no contexto de supermercados" [The relations between personal values, store choice, and shopping in supermarkets]. In Angelo, Claudio Felisoni de and José Augusto Giesbrecht da Silveira (Orgs.) (Eds.), *Varejo Competitivo* (pp. 21-36). Sao Paulo: Saint Paul.

Conference presentations

CASTILHOS, R., DOLBEC, P., FONSECA, M., & TREZ, G. (2018, June). Market Orientation as a Competitive Response to Complexifying Markets. **Consumer Culture Theory Conference (CCT)**, Odense, Denmark.

CASTILHOS, R., DOLBEC, P., FONSECA, M., & TREZ, G. (2018, February). Adapting to market transformations: How traditional religious schools remain competitive in a marketizing field. **Journal of Marketing Research Special Issue Conference on Marketing and Education**, Austin, United States of America.

CASTILHOS, R., DOLBEC, P., FONSECA, M., & TREZ, G. (2018, February). Adopting a market orientation as a strategic response to market neo-liberalization. **AMA Conference**, Austin, United States of America.

CASTILHOS, R. (2016, July). It's like a tsunami coming toward us": the consequences of interclass interactions for dominated consumers. **Consumer Culture Theory Conference (CCT)**, Lille, France.

CASTILHOS, R. (2015). Consumer Socialization and Intergenerational Brand Loyalty in the Context of Soccer. **ACR (Association for Consumer Research) Conference**, New Orleans, Louisiana.

CASTILHOS, R. (2015). The Capitalizing Practices of Lower-Class Consumers in the Context of Higher Education. **ACR (Association for Consumer Research) Conference**, New Orleans, Louisiana.

CASTILHOS, R. (2015). Researching the Post-Industrial City: Assessing the Relations Between Space, Markets, and Society in Urban Places. **ACR (Association for Consumer Research) Conference**, New Orleans, Louisiana.

CASTILHOS, R. (2014). Participation at the roundtable: CCTing Latin America/Latinizing CCT. **Consumer Culture Theory Conference (CCT)**, Helsinki, Finland.

CASTILHOS, R. & GORGE, H. (2014). Nuances of cooperation and competition among lower-class consumers. **Consumer Culture Theory Conference (CCT)**, Helsinki, Finland.

CASTILHOS, R. (2014). Markets, Territory, and class reproduction: how markets produce segregating spaces. **Consumer Culture Theory Conference (CCT)**, Helsinki, Finland.

CASTILHOS, R., VERESIU, E., & DOLBEC, P. (2014). Conceptualizing the space of markets: how spatiality influences market dynamics. **ACR (Association for Consumer Research) Conference**, Baltimore, Maryland.

CASTILHOS, R. (2014). Nuances of cooperation and competition among lower-class consumers. **ACR (Association for Consumer Research) Conference**, Baltimore, Maryland.

CASTILHOS, R. (2013). Production and consumption of space in the neoliberal city: the case of a "planned district" in Brazil. **Macromarketing Conference**, Toronto, Canada.

CASTILHOS, R. (2013). Production and consumption of space in the city: the case of a "planned district" in Brazil. **Consumer Culture Theory Conference (CCT)**, Tucson, Arizona.

CASTILHOS, R. (2012). Pursuing social mobility: the construction of a progress-ing self among working-class female students in Brazil. **Consumer Culture Theory Conference (CCT)**, Oxford, United Kingdom.