

Years at SKEMA Business School: 0



Rodrigo CASTILHOS

**INNOVATION Academy
Lille**

CV

Skills & Interests

Languages

Portuguese: Mother Tongue

English: Fluent

French: Advanced

Spanish: Advanced

Italian: Basic

Expertise

Consumer Culture Theory Social Class Space and Markets Market Systems Qualitative Research Strategic Marketing

Qualification

Scholarly Academic

Academic Degrees

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

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

Work Experience

Assistant Professor of Marketing, Innovation Academy, SKEMA Business School (January, 2018 - Present), Lille, France.

Assistant Professor, Universidade do Vale do Rio dos Sinos (March, 2011 - December, 2017), Porto Alegre, Brazil.

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

Professor of Marketing / Program Director (Business Administration) and Head of Academic Office, Faculdade de Integração do Ensino Superior do Cone Sul, FISUL (2007 - 2010), Garibaldi, Brazil.

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

Intellectual contributions

Articles in Journals

CASTILHOS, R. (in press, 2018). Branded Places and Marketplace Exclusion. *Consumption, Markets & Culture*.

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 progress-ing self among lower-class consumers. *Journal of Business Research*, 69 (1), 6-17.

Castilhos, R. & Dolbec, P. (2016). Conceptualizing spatial types: characteristics, transitions, and research avenues. *Marketing Theory*.

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. (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. (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.