

Claudia Gonzalez-Arcos

January 2024

Education

Doctor of Philosophy (Marketing) 2013 — 2018

The University of Queensland, Australia

Master of Business (Advanced) Marketing 2010 — 2011

The University of Queensland, Australia

Bachelor Degree in Film and Television

Pontificia Universidad Católica de Chile 2002 — 2007

Bachelor Degree in Social Communications

Pontificia Universidad Católica de Chile 2002 — 2007

Academic Employment

Pontificia Universidad Católica. Chile

- Assistant Professor January 2024 – Present

Universidad Adolfo Ibañez. Chile

Assistant Professor January 2022 – Present

The University of Queensland, Business School

- Marketing Lecturer (Assistant Professor) December 2021 – Present (Honorary Lecturer)
- Marketing Lecturer (Assistant Professor) July 2018 – December 2021
- Sessional Lecturer 2013 – 2018

Academic Highlights

- Journal of Marketing Publication- (FT50, JCR Impact Factor Q1).
- Grant experience (secured more than US\$ 190,000 to date in total grants), FONDECYT Iniciación until 2025.
- 10+ years of teaching experience in large marketing courses (300+ students), including Branding, Digital Marketing, Consumer Behaviour, and Marketing.
- Honorary position at the University of Queensland (#43 in QS World University Rankings).

Contact

Address

Escuela de Administración.
Pontificia Universidad Católica

ORCID

orcid.org/0000-0001-5014-2427

Google Scholar

<https://scholar.google.com/citations?hl=en&user=jAxipYoAAAAJ>

The Conversation

<https://theconversation.com/profiles/claudia-gonzalez-arcos-1018512>

Social



@cfgonza1



<https://www.linkedin.com/in/gonzalezarcos/>

Research Interests

- Sustainability
- Consumer Culture
- Corporate Responsibility
- Sustainable Investments
- Marketing Theory
- Digital Marketing
- Brand Management

Claudia Gonzalez-Arcos

Grants

- Karlovsek, J., Meath, C., Cullen, J.T., Woodrow, M., **Gonzalez-Arcos, C.** (2022). Global Strategy and Partnerships Seed Funding Scheme Round 2, 2022. Sustainable & Resilient Infrastructure. The University of Queensland (Total US\$41,425).
- **Gonzalez-Arcos, C.**, FONDECYT de Iniciación en Investigación 2023 (Total US\$82,976)
- France, C., **Gonzalez-Arcos, C.**, O'Rourke, A.M. UQBS 2022 Winter Research Project. (Total US\$5,898).
- Spry, A., France, C., **Gonzalez-Arcos, C.**, Research Project Funding application. (Total US\$2,128.).
- Meath, C., **Gonzalez-Arcos, C.**, Nazar, S., Griffiths, A., Tang, S. (2021). UQBS 2021 Winter Research Project. (Total US\$4,364).
- Joubert A. M., **Gonzalez-Arcos, C.**, Scaraboto, D. (2021). UQ Global Strategy and Partnerships Seed Funding Scheme: Round One 2021 (Total US\$16,212)
- Alpert, F., Brown, M., Ferrier, L., **Gonzalez-Arcos, C.** (2020). UQBS Research Funding Scheme (Total US\$7,062).
- Popkowski Leszczyc, P., **Gonzalez-Arcos, C.**, Meath, C., Haruvy, E. (2020). 2020 BEL Connect Grants Scheme. (Total US\$12,160).
- **Gonzalez-Arcos, C.**, Joubert A. M., Scaraboto, D. (2018). Grant: Global Strategy and Partnerships Seed Funding Scheme: Round Two 2018. (Total US\$17,334).
- **Gonzalez-Arcos, C.**, Tombs, A. (2018). Student-Staff Partnership Project. The University of Queensland. (Total US\$5,136).

Awards & Scholarships

- 2023 – Best paper in Track. ANZMAC Conference. Consumer Culture Theory.
- 2023 – Best paper in Track. ANZMAC Conference. Sustainability and Ethics.
- 2022 – “Honor Roll of Responsible Research in Business and Management”. The RRBM Honor Roll publications have been selected as examples of research that is both rigorous and relevant. The listing below offers credible insights for society.
- 2022 – International Collaboration Recognition – Universidad Adolfo Ibañez
- 2021 – Outstanding Research ECR. Jacaranda Awards – UQ Business School Marketing Discipline. The University of Queensland
- 2020 – Above and Beyond 2020 Honor Roll – The University of Queensland
- 2019 – Outstanding Research ECR. Jacaranda Awards – UQ Business School Marketing Discipline. The University of Queensland
- 2015 – Visiting Doctoral Fellowship- Jönköping University. MMTC
- 2013 – UQ Top-Up Scholarship.
- 2013 – Ph.D. Scholarship. Becas Chile-Conicyt
- 2011 – UQ Advantage Grant. Industry Conference Participation. The University of Queensland
- 2009 – Master Scholarship. Becas Chile-Conicyt

Research

JOURNAL PUBLICATIONS

Gonzalez-Arcos, C., Meath, C., Popkowski Leszczyc, P., Haruvy, E., An, J., Gain, A., (2023), "Fostering sustainable investments through micro-investment platforms," *Scientific Reports*. Sci Rep 13, 21194 (2023). <https://doi.org/10.1038/s41598-023-48452-3> [JCR Q2, Journal Impact Factor: 4,6].

Rosenbaum, M.S., Walters, G., Edwards, K.L. and **Gonzalez-Arcos, C.F.** (2022), "Commentary: the unintended consequences of digital service technologies," *Journal of Services Marketing*, Vol. 36 No. 2, pp. 97-109. <https://doi.org/10.1108/JSM-03-2021-0072> [ABDC Ranking: A; JCR Ranking: Q2; Journal Impact Factor: 3.9].

Alpert, F., Brown, M., Ferrier, E., **Gonzalez-Arcos, C.F.** and Piehler, R. (2022), "Branding's academic-practitioner gap: managers' views", *Journal of Product & Brand Management*, Vol. 31 No. 2, pp. 218-237. <https://doi.org/10.1108/JPBM-09-2020-3105> [ABDC Ranking: A; JCR Ranking: Q2; Journal Impact Factor: 5.6].

****Gonzalez-Arcos, C.**, Joubert, A. M., Scaraboto, D., Guesalaga, R., & Sandberg, J. (2021). "How Do I Carry All This Now?" Understanding Consumer Resistance to Sustainability Interventions. *Journal of Marketing*, 85(3), 44–61. doi:10.1177/0022242921992052 [FT50; ABDC Ranking: A*; AJG Ranking: 4*; JCR Q1, Journal Impact Factor: 12.9].

UNDER REVIEW

France, C., **Gonzalez-Arcos, C.**, O'Rourke, A.M., Spry, A. (1st R&R) Brand purpose: A literature review and strategic BEING framework," *Journal of Product & Brand Management*. [JCR Q2, Journal Impact Factor: 5,6].

Scaraboto, D., Joubert, A. M., **Gonzalez-Arcos, C.** (Special Issue). Marketing Theory Special Issue: The Role of Marketing in Degrowth. [ABDC Ranking: A; AJG Ranking: 3; Journal Impact Factor: 3.577].

IN PROGRESS

Gonzalez-Arcos, C., Meath, C., Popkowski Leszczyc, P., Haruvy, E., An, J., Gain, A., (In Progress), "Democratization of Sustainable Investing: Designing Empowering Platform Features for Small Investors". Selected to present at the Journal of Marketing "New Paradigms for a New World" Special Issue Symposium.

Grasso, A., Hartley N., Gonzalez-Arcos, C. (In Progress), "Are Marketers at Fault? Exploring Conflicting Understandings of Digital Addiction,".

Research

IN PROGRESS CONT.

Gonzalez-Arcos, C., Joubert A.M., Drenten, J. (In Progress), Wellness MLM? "How Contested Practices Diffuse in Digital Marketspaces".

Joubert, A. M., **Gonzalez-Arcos, C.** & Scaraboto, D. (In Progress). "Anticipated Challenges to Changing Consumer Practices".

Gonzalez-Arcos, C., Gain, A. (In Progress). "Consumer responses to brands' circular packaging solutions"

Gonzalez-Arcos, C., Gain, A., Valenzuela, P., (In Progress), "Responsibilization Shifts: Exploring Framings of Waste in Extended Producer Responsibility Regulations in Chile."

Popkowski-Leszczyc, P., Wallin, A., **Gonzalez Arcos, C.**, Pappu, R., Ferrier, L., and Mao, W. (In Progress). "The Effectiveness of Donation Promises in Charity Auctions as a Cause-Related Marketing Strategy".

Meath, C., **Gonzalez-Arcos, C.**, Nazar, S., Griffiths, A., Tang, S. (In Progress). "Understanding shifting legitimacy: Developing an approach for longitudinal isomorphic analysis of sustainability behaviours."

OTHER PUBLICATIONS

Joubert, A.M., **Gonzalez-Arcos, C.**, Scaraboto, D., Sandberg, J. and Guesalaga, R. "No More Plastic Bags: Overcoming Consumer Resistance to Sustainability Regulation". *NIM Marketing Intelligence Review*, vol.14, no.1, 2022, pp.37-41. <https://doi.org/10.2478/nimmir-2022-0006>

Gonzalez-Arcos, C., Meath, C., Popkowski Leszczyc, P.T.L., Haruvy, E., Ann, J., Gain, A. (2022). Empowering Investors: Sustainable Consumption through Micro-Investment Platforms: An Abstract. In: Allen, J., Jochims, B., Wu, S. (eds) Celebrating the Past and Future of Marketing and Discovery with Social Impact. AMSAC-WC 2021. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-030-95346-1_183

Wallin, A., **Gonzalez-Arcos, C.**, Mao, W., Popkowski Leszczyc, P.T.L., Wong, L. (2022). The Effectiveness of Donation Promises in Charity Auctions as a Cause-Related Marketing Strategy: An Abstract. In: Allen, J., Jochims, B., Wu, S. (eds) Celebrating the Past and Future of Marketing and Discovery with Social Impact. AMSAC-WC 2021. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-030-95346-1_178

Gonzalez-Arcos, C., Alpert F., Previte, J. (2020) Brand Architecture Challenges in the Digital Age in the Context of a Broad Brand: An Abstract. In Wu, S., Pantoja, F., & Krey, N. (Eds.). (2020). Marketing Opportunities and Challenges in a Changing Global Marketplace: Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference. Springer Nature.

Research

PEER-REVIEWED CONFERENCES

Joubert, A. M., **Gonzalez-Arcos, C.** & Scaraboto, D. (2023). "Imagining futures, shaping practices: How consumers anticipate sustainable change." Australian and New Zealand Marketing Academy Conference. Best paper in Track: Consumer Culture Theory.

Gonzalez-Arcos, C., Gain A. (2023). "Consumer responses to brands' circular packaging solutions". Australian and New Zealand Marketing Academy Conference. Best paper in Track: Sustainability and Ethics.

Gonzalez-Arcos, C., Joubert A.M. Drenten, J. (In Progress). Wellness MLM? "How Contested Practices Diffuse in Digital Marketspaces". Consumer Culture Theory Conference 2023, Lund.

Gonzalez- Arcos, C., Meath, C., Popkowski Leszczyc, P., Haruvy, E., An, J., Gain, A. (2022). "Empowering Consumers Through Sustainable Micro-Investments". JAMS Thought Leadership Forum, King's College London.

Gonzalez-Arcos, C., Joubert A. (2022). Wellness MLM? "How Contested Practices Diffuse in Digital Marketspaces". Australian and New Zealand Marketing Academy Conference.

Joubert, A. M., **Gonzalez-Arcos, C.** & Scaraboto, D. (2022). "Anticipated Challenges to Changing Consumer Practices". Consumer Culture Theory Conference. Special Session: The challenges of changing practices for a better world.

Grasso, A., Hartley, N., **Gonzalez-Arcos, C.**, (2022). "Exploring digital addiction as an institutional field". Australian and New Zealand Marketing Academy Conference.

Popkowski-Leszczyc, P., Wallin, A., **Gonzalez Arcos, C.**, Pappu, R., Ferrier, L., and Mao, W. (2021). "The Effectiveness of Donation Promises in Charity Auctions as a Cause-Related Marketing Strategy". AMS 2021 Academy of Marketing Science.

Gonzalez- Arcos, C., Meath, C., Gain, A., Popkowski Leszczyc, P., Haruvy, E. (2021). "Empowering Investors: Sustainable Consumption through Micro-Investment Platforms." AMS 2021 Academy of Marketing Science.

Gonzalez-Arcos, C., Scaraboto, D., Joubert A. (2020). Special Session. "Marketing for Good: Promoting Sustainable Consumption and Lifestyles." AMS. (Cancelled: COVID-19).

PEER REVIEWED CONFERENCES (CONT.)

Meath, C., **Gonzalez-Arcos, C.**, Navarrete, C., Nazar, S., Griffiths, A. (2019). "I'm Sustainable too! Evidence of isomorphic behaviour following implementation of the Sustainable Development Goals." *European Group for Organization Studies (EGOS)*.

Joubert, A. M., **Gonzalez-Arcos, C.** & Scaraboto, D. (2019). How Banning Legitimate Entities Can Change Markets. *Australian and New Zealand Marketing Academy Conference, Victoria University of Wellington, Wellington*.

Gonzalez-Arcos, C., Alpert F., Previte, J. (2019). "Brand Architecture Challenges in the Digital Age in the Context of a Broad Brand." *AMS Annual Conference*. Canada, Vancouver.

Gonzalez, C., Scaraboto, D., Joubert, A. M. & Guesalaga, R. (2019). From Banning the Bag to Saving the Turtles: Colliding Logics and Multi-Level Changes in Markets. *Bringing Institutional Theory to Marketing Conference, ISC Business School, Paris*.

Gonzalez-Arcos, C., Alpert F., Previte, J. (2018). "Understanding Broad Brands: A Multimodal Brand Analysis." *Australian and New Zealand Marketing Academy Conference*.

Gonzalez-Arcos, C. (2017). "Embracing Brand Complexity: Conceptualising and Understanding the Positioning Challenges of Broad Brands." *Australian and New Zealand Marketing Academy Conference*. Doctoral Colloquium.

Academic Service

Academic

AD-HOC REVIEWER

- Special Issue Editor. *Journal of Marketing Theory* 2023.
- *Journal of Retailing*
- *Nature Climate Change*
- *Journal of Consumer Research* Reviewer Trainee Program 2022
- *Journal of Business Research*
- *Reviewer Sport, Business And Management: An International Journal*
- *Journal of Retailing and Consumer Services*
- *Journal of Media Business Studies*
- *Journal of Product and Brand Management*
- ANZMAC Conference
- Academy of Marketing Science Conference

TRACK-CHAIR

- 2021 AMS WMC- Digital branding/Marketing

Teaching

COURSE COORDINATOR AND LECTURER

The University of Queensland

Brand Management and Strategy (MKTG2508) 2/2021	460 Students (4.5/5 student valuation)
Digital Marketing and Social Media (MKTG3506) 1/2021	225 Students (4.2/5 student valuation)
Consumer Behaviour (MKTG2101) 1/2020	215 Students (4/5 student valuation)
Consumer Behaviour (MKTG7503) 2/2019 (Magister)	287 Students (4.4/5 student valuation)
Brand Management and Strategy (MKTG2508) 2/2019	254 Students (4.2/5 student valuation)
Strategic Branding (MKTG7502) 1/2019 (Magister)	276 Students (4.2/5 student valuation)
Consumer Behaviour (MKTG7503) 2/2018 (Magister)	200 Students (4.1/5 student valuation)
Brand Management and Strategy (MKTG2508) 2/2018	203 Students (4.2/5 student valuation)
Strategic Branding (MKTG7502) 1/2018 (Magister)	246 Students (4.6/5 student valuation)
Brand Management and Strategy (MKTG2508) 2/2017, 2016 (maternity leave), 2/2015, 2/2014, 2/2013	211 Students (4.2/5 student valuation)

TUTOR

The University of Queensland (2011-2013)

MKTG3501 Marketing Strategy
MKTG2501 Consumer Behaviour
MKTG2508 Brand Management and Strategy
MGTS7303 Principles of Strategic Management
ADVT2509 Foundations of Advertising
MKTG7502 Strategic Branding

EXAMINATION

2019 PhD Thesis (Internal) at The University of Queensland
2018 Honours Thesis at The University of Queensland
2018 Honours Thesis at The University of Queensland

Teaching

RESEARCH SUPERVISION

The University of Queensland

Doctor of Philosophy Associate Advisor, Antonio Grosso (Awarded).

Thesis: Developing a Deeper Understanding of Digital Addiction from a Marketing Perspective.

Doctor of Philosophy Associate Advisor, Pablo Aranda Valenzuela (In Progress)

Thesis: "From private property to public good: Understanding changes in water law, institutions and governance in Chile."

Doctor of Philosophy Associate Advisor, Hassan Rahnama Haratbar (In Progress)

Thesis: "Peer influence and Sustainable Purchases"

COURSE AND CURRICULUM DEVELOPMENT

The University of Queensland

Course development experience. Digital Marketing and Social Media (New UQ Course 2021).

Development of educational material, design of class content, incorporation of Hootsuite and Google Garage certification into the curriculum, development of evaluation guidelines, creation of video modules, design of interactive case studies (Brisbane Marketing; Chobani; Google), preparation of guidelines for teaching assistants, preparation of activities.

Development of curricula at course level (2018). Redesign of the curriculum of the Fundamentals of Marketing course (design of objectives, contents, and activities). Elaboration of video modules, online activities (Padlet, Kahoot), case study videos, and creative content development (+750 students per semester). Incorporation of online teaching platforms (Edge-edX and Articulate).

Created several video content and case study videos to be used across marketing courses to showcase the development of marketing strategy (Received an \$8,000 grant to work on this project).

Led a project to redesign and implement a new set of slides (templates) to modernize the look of the teaching material. The project was implemented in most of the courses in the School of Business at the University of Queensland. The project also included the purchase and distribution of a database (photos and infographics) to be used in classes.

Collaboration with UQ ART Museum (2019). Collaboration with the UQ Museum of Art to engage postgraduate students in developing branding strategies. One of the goals of this collaboration was to involve international students, particularly Chinese students, in developing strategies for the museum, focused on student engagement for this particular demographic.

Integration of Harvard Simulation (2018) across all Intro to marketing sessions (750+ students).

Implementation of Harvard simulation (Simulation of brand positioning). Development of training guides for 15+ assistants, class content and evaluation guidelines.

SERVICE AND CITIZENSHIP

- PhD Committee. Universidad Adolfo Ibañez (2023).
- Business School Representative, Sustainability Council. Universidad Adolfo Ibañez (2023).
- Participated in admission Activities (2023). Universidad Adolfo Ibañez. Programa Introducción a los negocios.
- Track Chair Academy of Marketing Science Conference 2020 (Digital branding).
- Established an international research collaboration with one of UQ's Premier Partners (Pontificia Universidad Católica de Chile). Securing an internal grant as a Lead Researcher (\$27,000). UQ-Global Strategy and Partnerships Seed Funding Scheme.
- Co-organised an International workshop at Pontificia Universidad Católica de Chile, with more than 30 Latin American scholars and key International speakers.
- Co-Chairing the "Digital Branding/Marketing" Research Track for AMS World Marketing Congress 2020. (Cancelled: COVID19).
- Member of the UQ Business School Advertising Major Review Group in 2019.
- Member of the UQ Business School Marketing Discipline Core Course Review Group in 2017.
- Contributed to the content and outline of the workshop on the topic of personal branding called "The Business of You" for UQ Ventures (2020)
- Visiting Scholar Invitation and coordination, Dr Paul Harrigan, Dr Daiane Scaraboto (2019)
- Led the improvement of the marketing discipline communication strategy, capturing videos and pictures to promote our social media engagement (e.g., ANZMAC 2019).
- Co-chairing the Digital branding/marketing track for the World Marketing Congress (WMC) 2020 Brisbane. I invited Associate Professor Paul Harrigan to co-chair this track.
- Implemented a communication platform for the marketing discipline group (Slack) in 2019.
- Collaborated on the improvement of the marketing discipline communication strategy, capturing videos and pictures to promote social media engagement (2018).
- Developed the UQBS teaching slides template (2018). I initiated a project to standardise visual materials used in the lectures at the Business School. The project also involved the creation of a database with images to be used as teaching materials. The project also involved the creation of a database with images to be used as teaching material.
- Presented at the Marketing Summit (UQBS). Helped in the design and implementation of one of the sessions (2018).

Media

- Portal Innova. Escuela de Negocios UAI y Universidad de Queensland comparten miradas en temas hídricos e infraestructura sostenible. <https://portalinnova.cl/escuela-de-negocios-uai-y-universidad-de-queensland-comparten-miradas-en-temas-hidricos-e-infraestructura-sostenible/>
- Universidad Adolfo Ibañez. Investigadores de la Escuela de Negocios UAI se adjudican 3 proyectos Fondecyt de Iniciación. <https://noticias.uai.cl/investigadores-de-la-escuela-de-negocios-uai-se-adjudican-3-proyectos-fondecyt-de-iniciacion/>
- Diario Financiero. "El fin de la sostenibilidad cosmética". Fecha de publicación 18/05/2023. <https://www.df.cl/opinion/columnistas/el-fin-de-la-sostenibilidad-cosmetica>
- UQ Business School (2021). Bridging the 'green gap' - Q&A reveals why banning plastic bags may not work as predicted: <https://business.uq.edu.au/article/2021/06/whybanning-plastic-bags-may-notwork-planned>
- American Marketing Association (AMA) (2021). Press Release: Consumer resistance to sustainability interventions: <https://www.ama.org/2021/04/01/press-releasefrom-the-journal-of-marketingconsumer-resistance-tosustainability-interventions/>
- American Marketing Association (AMA) (2021). Driving sustainability programs by targeting social practice: <https://www.ama.org/2021/04/01/driving-sustainabilityprogram-results-by-targetingsocial-practice/2ser> 107.3 Radio (2020).
- The University of Queensland Global Engagement (2018). Strategic International Initiatives Receive Seed Grant Funding: <https://global-engagement.uq.edu.au/article/2018/10/strategic-international-initiatives-receive-seed-grant-funding>
- Interview. "Media Comment: ABC Radio (2021). Topic: the increase of businesses using Australian iconography". ABC Radio.
- The Conversation Article. "Using lots of plastic packaging during the coronavirus crisis? You're not alone." 32,876 (7.05.2020) Readers. Reposted by The World Economic Forum.
- Media Comment (2019). Media channels: 7 News, 7 Plus and Yahoo 7. Topic: Coles collectables strategy. Impact measure: +152,000 views on Facebook. Broadcasted on national TV. I also posted a picture on my personal LinkedIn (+13,317 views).
- The University of Queensland Global Engagement (2018). Strategic International Initiatives. Receive Seed Grant Funding: <https://global-engagement.uq.edu.au/article/2018/10/strategic-international-initiatives-receive-seed-grant-funding>

Invited Talks

2023 – CMO Survey Chile 2023. Survey Results. Deloitte, Santiago.

2023 – FAE Usach. “Empowering consumers for sustainability: The case of Digital Investment PlaEorms”.

2023 – The University of Queensland. Responsibilization Shifts: Exploring Framings of Waste in Extended Producer Responsibility Regulations in Chile.

2023 – Journal of Marketing “New Paradigms for a New World” Special Issue Symposium. “Democratization of Sustainable Investing: Designing Empowering Platform Features for Small Investors”.

2022 – JAMS Thought Leadership Forum Reimagining Marketing Strategy: Driving the Debate on Grand Challenges. June 15 - 17, 2022. Empowering Consumers Through Sustainable Micro-Investments.

2021 – Wheeler Institute for Business and Development at London Business School. “BMW special issue: Sustainability and Climate Concerns”.

2021 – Universidad Adolfo Ibanez. Chile. “How Do I Carry All This Now?” Understanding Consumer Resistance to Sustainability Interventions

2020 – Virtual Experimental Finance Workshop. Discussant (Topic: Shades of Green: Do investors value how sustainable an investment is?).

2019 – The University of Melbourne. “Breaking and Making Links: How Marketing Can Help Consumers Navigate Prosocial Disruption in Habituated Shopping Practices.”

2019 – UQ LeadHers Panel. The first confidence-building incubator for women leaders at UQ.

2019 – The University of Queensland. Business School. “UQ Global Strategy and Partnerships Seed Funding Scheme and research collaboration with Catholic University of Chile”. May 2019.

2019 – Catholic University, Chile. School of Communications. Research Presentation. “Understanding Brand Complexity”. April 2019.

2019 – Theorizing Consumer Culture IV Strategies for Publishing and Hot Research Topics. Catholic University, Chile. “Examining Systemic Efforts to Promote Change in Consumption Practices”. April 2019.

2018 – Catholic University, Chile. Business School. “The Challenges of Positioning a Broad Brand in the Digital Era”. July 2018.

2016 – Jönköping University, Sweden, MMTTC Centre. “The Challenges of Positioning a Broad Brand in the Digital Era”. January 2016.

Professional Development

- 2021 – Fundamentals of digital marketing – Google Digital Garage.
- 2021 – Hootsuite Platform Certification – Hootsuite Academy.
- 2021 – Social Marketing Certification – Hootsuite Academy.
- 2020 – Facing the Screen: Emerging Technologies, Sharing and Consumer Interfaces (2020). Consumer Culture Insights Group, RMIT.
- 2020 – Virtual Classroom (Zoom) Workshop. The University of Queensland.
- 2020 – UQ Quizzes, Tests and Exams Workshop. The University of Queensland.
- 2020 Adapting Quickly to Teaching Online. Harvard Business Publishing (Online Seminar).
- 2019 – ECA Program with Associate Professor April Wright. UQBS, The University of Queensland.
- 2019 – Presentation Skills. UQ Business School Marketing Discipline.
- 2019 –The Hidden Practices of Research. Consumer Culture Insights Group, RMIT.
- 2018 – Writing Conceptual Papers and Writing Collaboratively workshop. Professor Rod Brodie. The University of Queensland.
- 2018 – Workshop: "Relevance and impact of business studies - On having something to say (other than to reviewers)". The University of Queensland.
- 2018 – Harvard Case Method Teaching Seminar Part I at The University of Sydney Business School.
- 2017 – Effective lecturing workshop. Institute for Teaching and Learning Innovation. The University of Queensland.
- 2017 – Interviewing Practice & Interpretation Workshop. Professor Mats Alvesson. The University of Queensland.
- 2017 – Crafting and Rescuing Papers Workshop. Deborah Dougherty and Professor Paula Jarzabkowski. The University of Queensland.

CONFERENCE AND EVENT ORGANISATION

- 2023 Organisation of UQ Visit to Universidad Adolfo Ibañez (March, 2023).
- 2023. Co-Organiser. LA NUEVA NORMALIDAD: Repensando la seguridad hídrica y la gobernanza del agua en escenarios climáticos extremos. Universidad Adolfo Ibañez and The University of Queensland.
- 2023 Co-Organiser. Repensando Sistemas de Infraestructura 2040: Industria, gobierno y sociedad. Universidad Adolfo Ibañez and The University of Queensland.
- 2021 Co-organiser. 2021 Theorizing Consumer Culture V: Doing Consumption Differently. Pontificia Universidad Católica de Chile, Santiago, Chile.
- 2019 Co-organiser. Special Session on Marketing for Good. Academy of Marketing Science (AMS) World Marketing.
- 2019 Co-funder. Theorizing Consumer Culture IV: Strategies for Publishing and Hot Research Topics. Pontificia Universidad Católica de Chile, Santiago, Chile.

Claudia Gonzalez-Arcos

Assistant Professor of Marketing

Visa Details

- Chilean Citizen
- Australian Citizen

Languages

- Spanish
- English