



CLAUDIA GONZALEZ-ARCOS

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I. EDUCATION

- Doctor of Philosophy (Marketing) 2013 - 2018
- Master of Business (Advanced) Marketing
The University of Queensland, Australia 2010 - 2011
- 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

II. ACADEMIC POSITIONS

- Assistant Professor, School of Management,
Pontificia Universidad Católica de Chile 2024 – To date
- Assistant Professor, Universidad Adolfo Ibañez, Chile 2022 - 2023
- Assistant Professor of Marketing Lecturer, (Honorary Lecturer)
The University of Queensland, Business School. 2021 – To date
- Assistant Professor of Marketing Lecturer, (Honorary Lecturer)
The University of Queensland, Business School. 2018 - 2021
- Sessional Lecturer 2013 – 2018

III. AREA OF SPECIALIZATION AND MAIN COURSES

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

IV. RESEARCH

Recent 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

- 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].

Work in Progress:

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

V. SELECTED SCIENTIFIC PRESENTATION AND INVITED TALKS

- 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
- Journal of Marketing "New Paradigms for a New World" Special Issue Symposium. "Democratization of Sustainable Investing: Designing Empowering Platform Features for Small Investors", 2023.
- JAMS Thought Leadership Forum Reimagining Marketing Strategy: Driving the Debate on Grand Challenges. June 15 - 17, 2022. Empowering Consumers Through Sustainable MicroInvestments.
- 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, 2021



- Virtual Experimental Finance Workshop. Discussant (Topic: Shades of Green: Do investors value how sustainable an investment is?), 2020
- 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 Pontificia Universidad Católica de Chile”. May 2019.
- Pontificia Universidad Católica de Chile School of Communications. Research Presentation. “Understanding Brand Complexity”. April 2019
- Theorizing Consumer Culture IV Strategies for Publishing and Hot Research Topics. Pontificia Universidad Católica de Chile “Examining Systemic Efforts to Promote Change in Consumption Practices”. April 2019.
- Pontificia Universidad Católica de Chile. Business School. “The Challenges of Positioning a Broad Brand in the Digital Era”. July 2018.
- Jönköping University, Sweden, MMTC Centre. “The Challenges of Positioning a Broad Brand in the Digital Era”. January 2016.

VI. GRANTS AND AWARDS

- Best paper in Track. ANZMAC Conference. Consumer Culture Theory 2023
- Best paper in Track. ANZMAC Conference. Sustainability and Ethics 2023
- FONDECYT de Iniciación en Investigación, 2023
- Global Strategy and Partnerships Seed Funding Scheme Round 2, Sustainable & Resilient Infrastructure, The University of Queensland, 2022
- O'Rourke, A.M. UQBS Winter Research Project, 2022
- Honor Roll of Responsible Research in Business and Management 2022
- International Collaboration Recognition, Universidad Adolfo Ibañez 2022
- Research Project Funding application, 2021
- Outstanding Research ECR. Jacaranda Awards, UQ Business School Marketing Discipline 2021
- UQBS Winter Research Project, 2021
- UQ Global Strategy and Partnerships Seed Funding Scheme: Round One, 2021
- Above and Beyond Honor Roll, The University of Queensland 2020
- UQBS Research Funding Scheme, 2020
- BEL Connect Grants Scheme, 2020
- Outstanding Research ECR. Jacaranda Awards, UQ Business School Marketing Discipline 2019
- Grant: Global Strategy and Partnerships Seed Funding Scheme: Round Two 2018
- Student-Staff Partnership Project. The University of Queensland, 2018
- UQ Advantage Grant. Industry Conference Participation. The University of Queensland 2011



VII. OTHER RELEVANT POSITIONS AND ACTIVITIES

- Organisation of UQ Visit to Universidad Adolfo Ibañez 2023
- Co-Organiser. La nueva normalidad: Repensando la seguridad hídrica y la gobernanza del agua en escenarios limáticos 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 2023
- Business School Representative, Sustainability Council. Universidad Adolfo Ibañez 2023
- PhD Committee. Universidad Adolfo Ibañez 2023
- Co-organiser. Theorizing Consumer Culture V: Doing Consumption Differently. Pontificia Universidad Católica de Chile, Santiago, Chile 2021
- Co-organiser. Special Session on Marketing for Good. Academy of Marketing Science (AMS) World Marketing 2019
- Member of the UQ Business School Advertising Major Review Group 2019
- Visiting Scholar Invitation and coordination, Dr Paul Harrigan, Dr Daiane Scaraboto 2019
- Co-funder. Theorizing Consumer Culture IV: Strategies for Publishing and Hot Research Topics. Pontificia Universidad Católica de Chile 2019
- Visiting Doctoral Fellowship- Jönköping University. MMTC 2015
- Member of the UQ Business School Marketing Discipline Core Course Review Group 2017
- Co-organised an International workshop at Pontificia Universidad Católica de Chile, with more than 30 Latin American scholars and key International speakers.