



CURRICULUM VITAE

Claudia Gonzalez-Arcos

Assistant Professor

School of Management, Pontificia Universidad Católica de Chile

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I. Education

- Ph.D. in Marketing, The University of Queensland, Australia, 2013–2018
- Master of Business (Advanced) in 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–Present)
- Assistant Professor, Universidad Adolfo Ibáñez, Chile (2022–2023)
- Honorary Lecturer, The University of Queensland, Business School (2018–2023)
- Sessional Lecturer, The University of Queensland, Business School (2013–2018)

III. Area of Specialization and Main Courses

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

IV. Selected Publications

- Gonzalez-Arcos, C., Cherrier, H., & Ozanne, L. (2022). Making alternative marketplaces: How ideology and affect shape resistance. *Journal of Business Research*, 145, 174–184.



- Gonzalez-Arcos, C., Cherrier, H., & Ozanne, L. (2021). Transformative boundary work and the emotional struggle for sustainable practices. *Journal of Business Research*, 122, 774–784.
- Gonzalez-Arcos, C., Cherrier, H., & Ozanne, L. (2020). Creating sustainable investments through affective resistance. *Journal of Public Policy & Marketing*, 39(4), 385–401.

V. Work in Progress

- 1. Market-Making in Community Economies (revise & resubmit at *Journal of Consumer Research*)
- 2. Sustainable Consumption and Middle-Class Identities (working paper)
- 3. Materiality in Transformative Consumer Research (conceptual development stage)

VI. Conference Presentations

- Association for Consumer Research (ACR) Annual Conference (2020, 2022)
- Consumer Culture Theory (CCT) Conference (2018, 2019, 2021)
- Latin American Consumer Research Conference (2022)
- ANZMAC Conference (2015, 2016)

VII. Research Grants and Fellowships

- FONDECYT Iniciación, Chilean National Research Fund, Principal Investigator (2024–2027)
- The University of Queensland Graduate School Research Travel Grant (2016)
- UQ Business School International Scholarship (2013–2017)

VIII. Institutional Service

- Co-organizer, CCT Conference Latin America Track (2022)
- Reviewer for *Journal of Consumer Research*, *Journal of Business Research*, and *Journal of Public Policy & Marketing*
- Member, Sustainability Committee, UAI Business School (2022–2023)