

## GUSTAVO SCHNEIDER

Darla Moore School of Business

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Columbia, SC 29208

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### EDUCATION

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PH.D. IN BUSINESS ADMINISTRATION (MARKETING) Darla Moore School of Business, University of South Carolina	started 2016
M.SC. IN BUSINESS ADMINISTRATION (MARKETING) Federal University of Rio Grande do Sul	2015
B.S. IN BUSINESS ADMINISTRATION University of Vale do Rio dos Sinos	2012

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### RESEARCH INTERESTS

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Decision Making; Judgment; Consumer Well-being

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### PUBLICATIONS

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Schneider, G., Luce, F. B. (2014), "Social Marketing: Historical Approach and Contemporary Challenges" (published in Portuguese), *Brazilian Journal of Marketing*, vol. 13, 125-137.

Schneider, G., Vanti, A. A., Campos, R. H. (2012), "Risk Management using IT Governance: an environmental risk case" (published in Portuguese), *Revista do CCEI*, vol. 16, 190-205.

Cobo, A., Schneider, G., Rocha-Blanco, R., Vanti, A. A. (2012), "Fuzzy Clustering: Application on Organizational Metaphors in Brazilian Companies", *Journal of Information Systems and Technology Management*, vol. 9, 197-212.

Biehl, M., Vanti, A. A., Schneider, G., Link, B. (2011), Competitive advantage through customer relationship: the case of an automobile dealership. In Cruz-Cunha, M. M, Varajão, J. E. (Eds.), *E-business Issues Challenges and Opportunities for SME's: Driving Competitiveness*. (pp. 222-234). Pennsylvania: IGI Global.

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### WORKING PAPERS

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Schneider, Gustavo, Rodrigo Heldt, and Fernando Luce, "Do Consumer Complaints Always Hurt Stock Returns? The Moderating Role of Industry Concentration"  
Manuscript in preparation for *Journal of Business Research*

Schneider, Gustavo and Leonardo Nicolao, "The 'dark' effect of gratitude on self-control", *pretest phase*.

**CONFERENCE PRESENTATIONS**

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Schneider, G., Heldt, R., Luce, F. B. (2016), "Do Consumer Complaints Always Hurt Stock Returns? The Moderating Role of Industry Concentration" presented at 5<sup>th</sup> ANPAD Marketing Meeting, Belo Horizonte, Brazil.

Schneider, G., Luce, F. B. (2014), "Social Marketing: Historical Approach and Contemporary Challenges" (in Portuguese) presented at 4<sup>th</sup> ANPAD Marketing Meeting, Gramado, Brazil.

Schneider, G., Luce, F. B. (2014), "Measuring Communication Among Consumers: Word-of-Mouth Metrics" (in Portuguese) presented at 38<sup>th</sup> EnANPAD Conference, Rio de Janeiro, Brazil.

Cobo, A., Rocha-Blanco, R., Vanti, A. A., Schneider, G. (2012), "Identification of Organizational Metaphors in Brazilian Companies using Fuzzy Clustering" presented at 9<sup>th</sup> International Conference on Information Systems and Technology Management, São Paulo, Brazil.

**AWARDS AND SCHOLARSHIP**

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2016 – Best Paper derived from Master Thesis Award at 5<sup>th</sup> ANPAD Marketing Meeting

2013 – CNPq Scholarship

2012 – Best Student Award

2012 – Best Paper Award at 9<sup>th</sup> International Conference on Information Systems and Technology Management

**PROFESSIONAL SERVICE**

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Ad-hoc reviewer – *Brazilian Journal of Marketing*

**TEACHING**

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*Lecturer*, Sales Management (graduate, MBA course), Faculdade Meridional, Brazil, 2015

*Teaching Assistant*, Customer Relationship Management (undergraduate), Federal University of Rio Grande do Sul, Brazil, 2014

*Teaching Assistant*, New Product Development (undergraduate), Federal University of Rio Grande do Sul, Brazil, 2014

*Teaching Assistant*, Marketing Strategy (undergraduate), Federal University of Rio Grande do Sul, Brazil, 2014

**WORK EXPERIENCE**

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*MBA Lecturer*, Faculdade Meridional, Brazil (2015)

*Teaching Assistant and Research Assistant*, Federal University of Rio Grande do Sul, Brazil (2014-2015)

*Sales Coordinator*, Mexx Metais Ltd, Brazil (2011-2013, 2015-2016)

*Undergraduate Research Assistant*, University of Vale do Rio dos Sinos, Brazil (2007-2008, 2011-2012)

*Customer Service Intern*, Santander Bank, Brazil (2009-2011)

*Sales Assistant*, Transcontinental Logistics, Brazil (2005-2007)