

# GUSTAVO SCHNEIDER

Darla Moore School of Business  
1014 Greene Street  
Columbia, SC 29208

[gustavo.schneider@grad.moore.sc.edu](mailto:gustavo.schneider@grad.moore.sc.edu)

---

## EDUCATION

---

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

---

## RESEARCH INTERESTS

---

Information Processing; Judgment and Decision-Making; Consumer Well-being

---

## WORKING PAPERS

---

Ince, Elise Chandon, Rajesh Bagchi, Mario Pandelaere, and Gustavo Schneider, "Do Consumers Expect Numbers to Increase or Decrease Over Time?". *Manuscript in preparation*

Schneider, Gustavo, Elise Chandon Ince, and Rajesh Bagchi, "Round up advantage for price surcharges". *Five studies collected*

Summers, Christopher A., Eva C. Buechel, and Gustavo Schneider. "Perceived effort type and consumer preferences". *Four studies collected*

Pocheptsova Ghosh, Anastasiya, Jennifer Savary, and Gustavo Schneider, "Why we give: signaling in political contribution". *Three studies collected*

Schneider, Gustavo, and Anastasiya Pocheptsova Ghosh, "The effect of FOP labels on healthiness judgments". *Three studies collected*

---

## OTHER PEER REVIEWED PUBLICATIONS

---

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

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

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

Biehl, Marjorie, Adolfo A. Vanti, Gustavo Schneider, and Brandon Link (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.

## **CONFERENCE PRESENTATIONS**

---

Ince, Elise Chandon, Rajesh Bagchi, Mario Pandelaere\*, and Gustavo Schneider (2018). "Do Consumers Expect Numbers to Increase or Decrease Over Time?". European Association for Consumer Research, Ghent, Belgium.

Ince, Elise Chandon, Rajesh Bagchi, Mario Pandelaere, and Gustavo Schneider\* (2018). "Do Consumers Expect Numbers to Increase or Decrease Over Time?". Society for Consumer Psychology, Dallas, TX.

Summers, Christopher A., Eva C. Buechel, and Gustavo Schneider\*. (2017) "Perceived effort type and consumer preferences". Data Blitz Session – Association for Consumer Research, San Diego, CA.

Schneider, Gustavo\*. (2017) "The effect of FOP labels on healthiness judgments". Poster Session – Numerical Markers Conference, University of South Carolina, Columbia, SC.

Schneider, Gustavo, Rodrigo Heldt\*, and Fernando Bins Luce. (2016) "Do Consumer Complaints Always Hurt Stock Returns? The Moderating Role of Industry Concentration". ANPAD Marketing Meeting, Belo Horizonte, Brazil.

Schneider, Gustavo\*, and Fernando Bins Luce. (2014) "Social Marketing: Historical Approach and Contemporary Challenges". ANPAD Marketing Meeting, Gramado, Brazil.

Schneider, Gustavo\*, and Fernando Bins Luce (2014), "Measuring Communication Among Consumers: Word-of-Mouth Metrics". EnANPAD Conference, Rio de Janeiro, Brazil.

Cobo, Angel, Rocio Rocha-Blanco, Adolfo A. Vanti, and Gustavo Schneider\* (2012). "Identification of Organizational Metaphors in Brazilian Companies using Fuzzy Clustering". International Conference on Information Systems and Technology Management, São Paulo, Brazil.

\* *presenter*

## **AWARDS AND SCHOLARSHIP**

---

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

2013-2015 – CNPq Scholarship

2012 – Best Undergraduate Student Award

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

**PROFESSIONAL SERVICE**

---

Ad-hoc reviewer

*Brazilian Journal of Marketing*

*Society for Consumer Psychology Winter Conference*

**TEACHING**

---

*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**

---

*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)