

Dr. Andre F. Maciel
University of Nebraska-Lincoln
Marketing
(402) 472-0660
Email: amaciel3@unl.edu

Education

Ph D, University of Arizona, 2015.
Major: Marketing
Supporting Areas of Emphasis: Sociology
Dissertation Title: The Role of Aestheticized Markets in Contemporary Formations of Social Class and Gender

MA, University of Rennes I, 2006.
Major: Marketing

B.Sc., Federal University of Rio Grande do Sul (UFRGS), 2003.
Major: Business Management

Academic, Government, Military and Professional Positions

Academic

Assistant Professor, University of Nebraska-Lincoln, Department of Marketing, College of Business. (August 2016 - Present).

Lecturer, University of Arizona, Eller College of Management. (2015 - 2016).

Graduate Associate, University of Arizona, Eller College of Management. (2010 - 2015).

Professional

Dell Computers, Brazil, Marketing Intelligence Leader. (2007 - 2010).

France Telecom, Research & Development marketing analyst for mobile services. (2006).

Telefonica Group, Brazil, Customer satisfaction leader for internet services. (2004 - 2005).

Panvel Drugstore, Brazil, Call center manager; marketing analyst. (2001 - 2004).

Professional Memberships

American Marketing Association. (2014 - Present).

American Sociological Association. (2012 - Present).

Consumer Culture Theory Consortium. (2011 - Present).

Association for Consumer Research. (2010 - Present).

Development Activities Attended

Conference Attendance, "ACR Conference," Association for Consumer Research, San Diego, California. (October 2017).

Conference Attendance, "2017 Consumer Culture Theory Conference," Anaheim, California. (July 2017).

TEACHING

Teaching Experience

University of Nebraska-Lincoln

MRKT 347, Marketing Communication Strategy, 3 courses.

MRKT 443, Consumer Behavior: Marketing Aspects, 3 courses.

RESEARCH

Published Intellectual Contributions

Books

Maciel, A. F. (2008). *An Intuitive Approach to Marketing Through Interpersonal Relationships* (original title: *A fila anda, mas não empurra que é pior: uma abordagem de marketing sobre relacionamentos amorosos*) Porto Alegre: Fábrika de Leitura.

Book Chapters

Dolbec, P.-Y., Maciel, A. F. (in press). In or Out? How Consumers Shape the Formation of New Styles. In Z. Arsel and J. Bean (Ed.), *Taste, Consumption, and Markets: An Interdisciplinary Volume*. Routledge.

Maciel, A. F. (2017). Cultural Tensions between Taste Refinement and Middle-Class Masculinity: A Case Study of Craft Beer Aficionados. In N. G. Chapman, J. S. Lellock and C. Lippard (Ed.), *Untapped: Exploring the Cultural Dimensions of Craft Beer* (pp. 203-21). West Virginia University Press.

Refereed Journal Articles

Maciel, A. F., Wallendorf, M. (2017). Taste Engineering: An Extended Model of Consumer Competence Constitution. *Journal of Consumer Research*, 43(5), 726-746.

Conference Proceedings

Dolbec, P.-Y., Maciel, A. F. (2016). *Consumer-Driven Dynamics of Taste Convergence*. Lille: Consumer Culture Theory Conference.

Maciel, A. F., Wallendorf, M. (2014). *Taste Engineering: An Agentic Perspective on the Performance of Masculine Taste*. Helsinki: Consumer Culture Theory Conference.

Maciel, A. F., Wallendorf, M. (2013). *Domesticity within Retail Spaces*. Tucson: Consumer Culture Theory Conference.

Maciel, A. F. (2013). *The Buying Process of Makers*. Tucson: Consumer Culture Theory Conference.

Maciel, A. F., Wallendorf, M. (2012). *Leisure Consumption as Conspicuous Work*. Vancouver: Association for Consumer Research.

Presentations Given

Maciel, A. F., Consumer Culture Theory Workshop, "Theories of Taste: Emphases, Cracks, and Gaps," Federal University of Rio de Janeiro, Brazil. (November 2017).

Quintao, R. (Author Only), Maciel, A. F. (Presenter & Author), 2017 Consumer Culture Theory Conference, "Multiple Masculinities in Liminal Experiences: An Exploration of Road Bicycling," Anaheim, CA. (June 2017).

Maciel, A. F., Brownbag Series, School of Sociology, "Taste Engineering: A Consumer Model of Taste Development," University of Arizona, Tucson, AZ. (2016).

Dolbec, P.-Y., Maciel, A. F., Consumer Culture Theory, "Consumer-driven Dynamics of Taste Convergence," Lille, France. (2016).

Maciel, A. F., Wallendorf, M., Consumer Culture Theory, "Taste Engineering: An Agentic Perspective on the Performance of Masculine Taste," Helsinki, Finland. (2014).

Maciel, A. F., Consumer Culture Theory, "Domesticity within Retail Spaces," Tucson, AZ. (2013).

Maciel, A. F., Consumer Culture Theory, "The Buying Process of Makers," Tucson, AZ. (2013).

Maciel, A. F., MBA Program, Eller College of Management, "Computer-Assisted Qualitative Data Analysis," University of Arizona, Tucson, AZ. (2013).

Maciel, A. F., Wallendorf, M., Association for Consumer Research, "Leisure Consumption as Conspicuous Work," Vancouver, Canada. (2012).

Maciel, A. F., Consumer Culture Theory, "What Commodities Can't Offer," Oxford University, UK. (2012).

Media Contributions

Newspaper

Omaha World Herald, Omaha, NE. UNL professor studies the habits of the effusive beer aficionado. (December 2016).

Radio

KFOR 103.3, Lincoln, NE, live show. UNL professor studies the habits of the effusive beer aficionado. (December 27, 2016).

TV

KLKN, Channel 8, Lincoln, NE. Craft beers have been on the rise in popularity in Lincoln. (December 2016).

Contracts, Grants and Sponsored Research

Grant

Maciel, A. F., "Ethical Retailing and Consumer Trust," Sponsored by The Center for Leadership Ethics, University of Arizona, Universities, \$850.00. (2014). Current Status: Awarded.

Maciel, A. F., "Entrepreneurship in Local Retail and Co-creation of Trust," Sponsored by The McGuire Center for Entrepreneurship and Innovation, University of Arizona, Universities, \$2,500.00. (2013). Current Status: Awarded.

Awards and Honors

Sidney J. Levy Award, Consumer Culture Theory (CCT) Conference. (July 2017).

Best Special Session, Consumer Culture Theory Conference, Lille, France. (July 2016).

AMA Sheth Doctoral Consortium Fellow, London Business School, American Marketing Association. (2015).

Outstanding Marketing Doctoral Student, University of Arizona. (2013).

Master's Program full funding, European Commission of Education. (2005).

Best Undergraduate Business Student, UFRGS, Brazil. (2003).

SERVICE

Department Service

Reader, Second Year/Comprehensive Exam Paper Review. (May 2017).

Liaison, Ph.D. Students/Faculty Liaison, Department of Marketing, University of Arizona. (2011 - 2013).

Professional Service

Reviewer, Ad Hoc Reviewer, Journal of Consumer Research. (2017 - 2018).

Reviewer, Ad Hoc Reviewer, Consumption, Markets & Culture. (2016 - 2017).

Mentor, ACR Doctoral Symposium, San Diego, CA. (October 2017).

Reviewer/Discussant, Conference Paper, 2016 AMA Winter Marketing Educators' Conference. (2016).

Reviewer, Ad Hoc Reviewer, Journal of Consumer Research. (2013 - 2015).

Reviewer, Ad Hoc Reviewer, Journal of Contemporary Ethnography. (2013 - 2015).

Session Chair, Consumer Culture Theory Conference, "Community, Fandom, and Prosumption", Fayetteville, AR. (June 2015).

Reviewer/Discussant, Conference Paper, 2014 AMA Winter Marketing Educators' Conference. (2014).

Volunteer, 2013 Consumer Culture Theory Conference, Tucson, AZ. (2013).

Poster Session Reviewer, 2013 North American ACR Conference. (2013).

Poster Session Reviewer, 2011 Asian Pacific ACR Conference. (2011).

Poster Session Reviewer, 2011 Consumer Culture Theory Conference. (2011).

Volunteer, 2011 Consumer Culture Theory Conference, Evanston, IL. (2011).

Public Service

Rotaract (Rotary International Youth Program for Leadership Development). (1998 - 2008).

Junior Achievement. (2007).