

ANDRE F. MACIEL

Assistant Professor of Marketing
College of Business, University of Nebraska–Lincoln
T. : +1 (512) 921 3551 Email: andre.maciел@outlook.com
<https://www.linkedin.com/in/andrefmaciel/>

EDUCATION

Ph.D. Business, Eller College of Management, University of Arizona (2015)

Major: Marketing

Minor: Sociology

M.A. Marketing, University of Rennes I, France (2006)

Major: Marketing

Minor: Market Research

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

Major: Marketing

ACADEMIC POSITIONS

Assistant Professor, University of Nebraska–Lincoln (2016-present)

College of Business

Marketing Department

Adjunct Lecturer, University of Arizona (2015-16)

Eller College of Management

Marketing Department

INDUSTRY EXPERIENCE

Dell Computers, Brazil (2007-10)

Customer insight leader for Latin America's small and medium business division

Marketing communication analyst

New product demand analyst

Orange, France (2006)

Research & Development market analyst for mobile services

Telefonica, Brazil (2004-05)

Customer satisfaction leader for internet services

Panvel Drugstores, Brazil (2001-04)

Call center manager for retail and wholesale divisions

Consumer and business marketing analyst

Bausch & Lomb, Brazil (2000)

Product demand analyst

ACADEMIC HONORS & AWARDS

Research

Haring Symposium, Faculty Representative, Indiana University (2023)

Marketing Research Excellence Award (winner), College of Business, University of Nebraska—Lincoln (2021)

Faculty Research Slam (winner), University of Nebraska—Lincoln (2020)

Emerging Scholar Research Award (winner), College of Business, University of Nebraska—Lincoln (2019)

Sydney J. Levy Award (winner), best dissertation-based paper in Consumer Culture Theory (2017)

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

Teaching

Distinguished Teaching Award (nominee), College of Business, University of Nebraska—Lincoln (2022)

Student

AMA Sheth Doctoral Consortium (fellow), London Business School (2015)

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

E.U. Graduate Fellowship (recipient), European Commission of Education, France (2005)

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

RESEARCH INTERESTS

Consumer culture, consumer identity
Entrepreneurship, innovation, market evolution
Marketing for a better world

RESEARCH

Peer-reviewed articles

Maciel, Andre F. and Michelle Weinberger (forthcoming), "Crowdfunding as a Market-Fostering Gift System," *Journal of Consumer Research*.

<https://doi.org/10.1093/jcr/ucad052>

Maciel, Andre F. and Melanie Wallendorf (2021), "Space as a Resource in the Politics of Consumer Identity," *Journal of Consumer Research*, 48 (2): 309-32.

<https://doi.org/10.1093/jcr/ucab002>

Maciel, Andre F. and Eileen M. Fischer (2020), "Collaborative Market Driving: How Peer Firms Can Develop Markets Through Collective Action," *Journal of Marketing*, 84 (5): 41-59.

<https://doi.org/10.1177/0022242920917982>

Maciel, Andre F. and Melanie Wallendorf (2017), "Taste Engineering: An Extended Consumer Model of Cultural Competence Constitution," *Journal of Consumer Research*, 43 (5): 726-746.

<https://doi.org/10.1093/jcr/ucw054>

Winner, *Sydney J. Levy Award*, best dissertation-based article in Consumer Culture Theory (2017)

Ten most cited articles from 2017, *Journal of Consumer Research*, highly cited article collection:

https://academic.oup.com/jcr/pages/highly_cited

Book and peer-reviewed book chapters

Dolbec, Pierre-Yann and Andre F. Maciel (2018), "In or Out? How Consumer Performances Lead to The Emergence of New Tastes," in *Taste, Consumption and Markets: An Interdisciplinary Volume*, eds. Z. Arsel and J Bean, Routledge, NY, 95-112.

Maciel, Andre F. (2017), "Cultural Tensions between Taste Refinement and Middle-Class Masculinity: A Case Study of Craft Beer Aficionados," in *Untapped: Exploring the Cultural Dimensions of Craft Beer*, eds. N. G. Chapman, J. S. Lellock, and C. Lippard, 203-21.

Maciel, Andre 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"), Fábrica de Leitura: Porto Alegre.

Working papers

Nappier Cherup, Abigail and Andre F. Maciel, "Consumer Diversity in Servicescapes: The Case of Concealable Stigmas," invited for 2nd round, *Journal of Consumer Research*.

Quintao, Ronan and Andre F. Maciel, "Athletic Identity Projects," finishing manuscript, target: *Journal of Consumer Research*.

Maciel, Andre F., "Conspicuous Prosumption: Expressing Privilege through Materially Productive Leisure," finishing manuscript, target: *Journal of Consumer Culture*.

Chaney, Damien and Andre F. Maciel, "Terroir Brands," conceptualizing, target: *Journal of Marketing*.

Nappier Cherup, Abigail and Andre F. Maciel, "Inclusive Servicescapes," collecting data, target: *Journal of Marketing*.

Hyodo, Jamie, Bonnie Simpson, and Andre F. Maciel, "Grateful Patients," collecting data, target: *Journal of Consumer Psychology*.

Conference Presentations & Posters

Chaney, Damien and Andre F. Maciel (2023), "Turning Place into a Competitive Advantage: The Case of Terroir Brands," Consumer Culture Theory, Lund, Sweden, June.

Quintao, Ronan and Andre F. Maciel (2023), "Athletic Identity Projects: How Consumers Develop Competence Performance in Leisure Domains of Physical Competition," ENANPAD (Encontro da Associação Nacional de Pesquisa em Administração), Brazil, September.

Nominated for Best Paper in Marketing

Quintao, Ronan and Andre F. Maciel (2022), "The Body as a Project," ENANPAD (Encontro da Associação Nacional de Pesquisa em Administração), Brazil, September.

Nappier Cherup, Abbigail and Andre F. Maciel (2022), "The Places Where We Exist: The Power of Recognition in Servicescapes," Consumer Culture Theory, Corvallis, OR, July.

Quintao, Ronan and Andre F. Maciel (2022), "Athletic Identity Projects," Winter American Marketing Association, Las Vegas, NV, February.

Maciel, Andre F. and Eileen Fischer (2019), "Collaborative Market Driving: Conceptualizing Collective Action in Market Orientation Strategies," Association for Consumer Research, Atlanta, GA, February.

Maciel, Andre F. and Michelle Weinberger (2019), "The Logic and Practices of Consumers Who Fund Businesses: A Study of Crowdfunding," Consumer Culture Theory, Montreal, CA, July.

Nappier Cherup, Abbigail and Andre F. Maciel (2018), "Stigma at Every Turn: Marketplace Experiences of Bi+ Consumers," Association for Consumer Research, Dallas, TX, October.

Maciel, Andre F. (2018), "Market-level Innovation as a Social Movement: A Study of the Rise of Craft Beer in the U.S.," Winter American Marketing Association, New Orleans, LA, February.

Quintao, Ronan and Andre F. Maciel (2017), "Multiple Masculinities in Liminal Experiences: An Exploration of Road Bicycling," Consumer Culture Theory, Anaheim, CA, June.

Dolbec, Pierre-Yann and Andre F. Maciel (2016), "Consumer-driven Dynamics of Taste Convergence," Consumer Culture Theory, Lille, France, June.

Winner of Best Special Session

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

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

Maciel, Andre F. and Melanie Wallendorf (2013), "Domesticity within Retail Spaces," Consumer Culture Theory, Tucson, AZ, June.

Maciel, Andre F. and Melanie Wallendorf (2012), "Leisure Consumption as Conspicuous Work," Association for Consumer Research, Vancouver, Canada, October.

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

Conference Participation as Session Chair, Discussant, and Panelist

"How Individuals and Families Express and Negotiate Taste amid Sociocultural, Economic and Ideological Change" (2023), discussant, Consumer Culture Theory, Lund, Sweden, June.

"Reconsidering Social Class in Consumer Research" (2022), panelist, Consumer Culture Theory, Corvallis, OR, July.

"Early Career for CCT Scholars" (2022), panelist, Qualitative Data Analysis Workshop, Consumer Culture Theory, Corvallis, OR, July.

"New Inquiries into Money, Markets, and Morals" (2019), session chair, Consumer Culture Theory, Montreal, CA, July.

"Community, Fandom, and Prosumption" (2015), session chair, Consumer Culture Theory, Fayetteville, AR, July.

Guest Speaker

"Building Theory from Ethnography: Insights from 'Space as a Resource in the Politics of Consumer Identity'" (2023), Consumer Behavior Reading Group, Bayes Business School, City University of London, March

"Insights into the Research Process from 'Collaborative Market Driving'" (2023), Ph.D. Seminar in Strategy, Sprott School of Business, Carleton University, Canada, February

"Consumer Diversity in Servicescapes" (2022), Marketing for a Better World speaker series, University of Oregon, November.

"Crowdfunding as a Market-Expanding Gift System" (2022), Sociology Colloquium, Northwestern University, April.

"Crowdfunding as a Market-Expanding Gift System" (2022), Consumption, Markets, and Society Guest Speaker, Concordia University, Canada, March.

"Consumer Diversity in Servicescapes: The Case of Concealable Forms of Stigma" (2022), Expert Series, Department of Marketing, University of Massachusetts Amherst, March.

"Crowdfunding as a Market-Expanding Gift System" (2022), Payne Research Symposium, University of Arizona, February.

“Consumer Diversity in Servicescapes: The Case of Concealable Forms of Stigma” (2022), Sociology Colloquium Series, Department of Sociology, University of Nebraska—Lincoln, February.

“From Dissertation to Journal Writing” (2021), Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium, virtual event, June.

“Extended ethnography” (2021), Graduate seminar in Qualitative Research Methods, Concordia Business School, Canada, March.

“Marketplace Stories of David vs. Goliath” (2020), Nebraska Research Days, invited representative of the College of Business, University of Nebraska—Lincoln, April.

“Collaborative Strategies for Market Development” (2020), M.Sc. in Marketing, Federal Center for Technological Education of Minas Gerais, Brazil, March

“Collaborative Strategies for Market Development” (2020), Research Center for Strategy, Internationalization, and Consumer Market, Federal University of Rio Grande do Sul, Brazil, March

“Consumer Funding as a Quasi-moral Economy” (2019), Chicago Consumer Culture Community, Chicago, October

“Creating Meaningful Consumer Experiences through Learning” (2019), MBA certificate in Customer Experience, University of Portland, April.

“Market Making as a Social Movement” (2018), Guest Speaker Series, Marketing Department, University of Arizona, October.

“Sociological Theories of Taste: Emphases and Gaps” (2017), Consumer Culture Theory Workshop, Federal University of Rio de Janeiro, Brazil, March.

“Taste Engineering: A Consumer Model of Taste Development” (2016), Brownbag Series, School of Sociology, University of Arizona, September

“Computer-Assisted Qualitative Data Analysis” (2013), MBA program, Eller College of Management, University of Arizona, November.

DISSERTATION COMMITTEES

Ph.D. Dissertations

Angelica Phillips (2022-23), “Assessing Coverage Error Properties of Mobile Device Ownership and Operating Systems on Web Surveys: A Total Survey Error Perspective,” Sociology Department, University of Nebraska—Lincoln, Member.

Izuchukwu E. Mbaraonye (2020-23), “Corporate Wrongdoing,” Management Department, University of Nebraska—Lincoln, Member.

Russell Edwards (2020-22), "Crafting a Scene: The Nexus of Production and Consumption at Tampa Bay Craft Beer," Applied Anthropology, University of South Florida, Member.

Abigail Nappier Cherup (2017-20), "The Challenge of Consumer Diversity in Servicescapes: An Investigation of Consumer and Service Provider Experiences," Marketing Department, University of Nebraska–Lincoln, Co-chair.

Master Thesis

Thiago Persi (2021-22), Management Department, Federal University of Rio Grande do Sul, Member.

Juliana Fazeh (2018-19), Marketing Department, Federal University of Rio de Janeiro, Member.

Undergraduate Thesis

Rafael de Andrade (2010), Mass Communication Department, Integrated Colleges of Taquara, Chair.

Vanice Muller (2009), Mass Communication Department, Integrated Colleges of Taquara, Chair.

Dirceu Pedro da Silva Junior (2009), Mass Communication Department, Integrated Colleges of Taquara, Member.

Fabiola Wasen (2008), Business Program, Integrated Colleges of Taquara, Member.

Michele Auler (2008), Business Program, Integrated Colleges of Taquara, Member.

GRANTS

University of Nebraska—Lincoln (2021), Vice Chancellor Office, \$2,000.

American Marketing Association—Consumer Behavior Special Interest Group (2020), "Safe Spaces: How to Create and Maintain Inclusive Service Environments," \$1,100.

The Center for Leadership Ethics (2014), University of Arizona, "Ethical Retailing and Consumer Trust," \$850.

The McGuire Center for Entrepreneurship and Innovation (2013), University of Arizona, "Entrepreneurship in Local Retail and the Co-creation of Trust," \$2,500.

TEACHING INTERESTS

Consumer behavior, qualitative research
Marketing communication strategy, branding

TEACHING EXPERIENCE

University of Nebraska–Lincoln

Ph.D. seminars

Behavioral Marketing, 1 session (2022)

Undergraduate courses

Consumer Behavior, 11 sessions (2016-23)

Marketing Communication Strategy, 7 sessions (2016-23)

University of Arizona

Undergraduate courses

Consumer Behavior, 2 sessions (2015-16)

Sales Communication, 1 session (2015)

Integrated Marketing Communication, 1 session (2014)

Introduction to Marketing, 2 sessions (2012-13)

Unilasalle College, Brazil

MBA courses

Consumer Insights, 2 sessions (2008-09)

Integrated Colleges of Taquara, Brazil

Undergraduate courses

Integrated Marketing Communication, 2 sessions (2008-09)

PROFESSIONAL DEVELOPMENT TRAINING

Research

Symposium, "Early Career in Marketing," Association for Consumer Research (2022)

Workshop, "Development of Junior Faculty," The Ph.D. Project (2022)

Symposium, "Mid-Career Development," Association for Consumer Research (2021)

Workshop, "JM-AMA Author Development Workshop," American Marketing Association (2020)

Workshop, "Flexible Coding," American Sociological Association (2019)

Symposium, "Early Career Development," American Marketing Association (2018)

Teaching

Workshop, "Diversity, Equity, and Inclusion in the Curriculum," The PhD Project (2022)

Workshop, "Inclusive Teaching," University of Nebraska–Lincoln (2021)

Program, "Online Teaching Engagement Certificate," University of Nebraska–Lincoln (2020)

Workshop, "Feedback Culture: Making it Work," University of Nebraska–Lincoln (2019)

Program, “New Faculty Development,” University of Nebraska–Lincoln (2018-9)

Workshop, “Chinese Student Culture,” University of Nebraska–Lincoln (2018)

Graduate seminar, “Learner-centered Teaching,” University of Arizona (2014)

PROFESSIONAL SERVICE

Conference & Workshop Chair

Qualitative Data Analysis Workshop, Consumer Culture Theory Consortium, co-chair, (2023-26)

AMA Summer Academic Conference, track chair for Social Responsibility, Sustainability, and Consumer Culture (2023)

AMA Winter Marketing Educator, track chair for Consumer Culture & Market Systems (2022)

Journal reviewer

Journal of Consumer Research, ad hoc reviewer (2017-23)

Journal of Marketing, ad hoc reviewer (2018-19, 2021-23)

Journal of Marketing Research, guest area editor (2022-23)

Journal of Marketing Research, ad hoc reviewer (2019-21; 2022-23)

Consumption Markets & Culture, ad hoc reviewer (2016-23)

Journal of Contemporary Ethnography, ad hoc reviewer (2013-15)

Grant & Award reviewer

Marketing Science Institute—MSI, Alden G. Clayton Doctoral Dissertation Proposal Competition (2022)

Sydney J. Levy Award, best dissertation-based paper in Consumer Culture Theory (2020)

Conference reviewer

Consumer Culture Theory Conference, reviewer (2018-22)

AMA Winter Marketing Educator, reviewer (2014, 2016, 2018-19, 2022)

North American ACR, reviewer (2013)

Asian Pacific ACR, reviewer (2011)

Consumer Culture Theory, reviewer for poster session (2011)

Book reviewer

Chapter reviewer for *Taste, Consumption and Markets: An Interdisciplinary Volume*, eds. Z. Arsel and J. Bean, Routledge, NY (2018).

Chapter reviewer for *Handbook of Sharing Economy*, eds. Russel w. Belk, Giana M. Eckhardt, Fleura Bardhi, Edward Elgar Publishing (2019)

External Mentorship

The Ph.D. Project Marketing Students Association, mentor to Ph.D. Students, Chicago, IL (2022)

Qualitative Data Analysis Workshop, mentor to Ph.D. Students, Corvallis, OR (2022)

Qualitative Data Analysis Workshop, panelist on Early Career, Corvallis, OR (2022)

Qualitative Data Analysis Workshop, panelist on Journal Writing, virtual (2021)

ACR Doctoral Symposium, mentor to Ph.D. students, San Diego (2017)

University, College & Department

First-year Paper Evaluation Committee, reviewer, Dept. of Marketing, University of Nebraska–Lincoln (2023)

Employer Partners Day, marketing department representative, University of Nebraska–Lincoln (2022)

Inclusive Excellence Advisory Board, member, College of Business, University of Nebraska–Lincoln (2022-present)

Grade Appeals Committee, member, Marketing Department, College of Business, University of Nebraska–Lincoln (2022-present)

Inclusive Business Leaders' Advisory Board, member, College of Business, University of Nebraska–Lincoln (2022-present)

Inclusive Business Leaders, mentor to undergraduate students, College of Business, University of Nebraska–Lincoln (2021-present)

First Generation Program, faculty member, University of Nebraska–Lincoln (2018-present)

Scholarships, Honors, and Awards Committee, member, College of Business, University of Nebraska–Lincoln (2019-22)

Second-year Paper Evaluation Committee, reviewer, Dept. of Marketing, University of Nebraska–Lincoln (2020)

Comprehensive Exams Evaluation Committee, member, Dept. of Marketing, University of Nebraska–Lincoln (2017-18)

Others

Consumer Culture Theory Conference, volunteer, Tucson, AZ (2013)

Consumer Culture Theory Conference, volunteer, Oxford, UK (2012)

Consumer Culture Theory Conference, volunteer, Evanston, IL (2011)

MEDIA COVERAGE

The Daily Nebraskan, “More than a Target end cap: Non-Christian holidays struggle for attention,” http://www.dailynebraskan.com/news/more-than-a-target-end-cap-non-christian-holidays-struggle-for-attention/article_d0fab8e4-50a8-11ec-929b-339ed1dc74e6.html, 11/29/2021

Wallet Hub, “Thanksgiving Fun Facts,” <https://wallethub.com/blog/thanksgiving-facts/28332>, 11/08/2021.

Consumers & Consumption Section (American Sociology Association), <https://asaconsumers.wordpress.com/2021/06/22/2869/>, 06/22/2021.

KFXL (Fox Nebraska), “Study shows some knit as more than a hobby,” <https://www.foxnebraska.com/news/inside-your-world/study-shows-some-knit-as-more-than-a-hobby>, 06/16/2021.

NTV (ABC Nebraska), “Study shows some knit as more than a hobby,” <https://nebraska.tv/news/local/study-shows-some-knit-as-more-than-a-hobby>, 06/16/2021.

KOLN (TV, CBS Nebraska), 10/11 News Now, “Knitting is Cool Again,” <https://www.1011now.com/video/2021/06/11/knitting-is-cool-again/>, 06/11/2021.

Wallet Hub, “Car Insurance Trends,” <https://wallethub.com/cheap-car-insurance/nevada>, 01/28/2021.

The Daily Record, “Craft Beer Industry Shows Power of Working Together,” <https://omahadailyrecord.com/content/craft-beer-industry-shows-power-working-together>, 11/10/2020.

KNEB (Radio), “Nebraska Researcher: Craft Beer Industry Shows Power of Collaboration,” <https://kneb.com/regional-news/nebraska-researcher-craft-beer-industry-shows-power-of-collaboration/>, 11/07/2020.

Nebraska Today, <https://news.unl.edu/newsrooms/today/article/craft-beer-industry-shows-power-of-collaboration>, 11/08/2020.

KOLN (TV, CBS Nebraska), 10/11 News Now, “Craft beer growing in Nebraska,” <https://www.facebook.com/288685301193525/posts/3684306581631363/?vh=e&extid=0>, 11/06/2020.

Science X Network, <https://phys.org/news/2020-05-david-goliath-industry.html>, 05/05/2020.

Wallet Hub, <https://wallethub.com/blog/oktoberfest-facts/24332/#expert=andre-maciel>, 09/11/2018.

KLKN (TV, ABC Nebraska), Channel 8 Eyewitness News, <http://www.klkntv.com/story/34156123/craft-beers-have-been-on-the-rise-in-popularity-in-lincoln>, 12/30/2016.

Omaha World-Herald (newspaper), http://www.omaha.com/columnists/hansen/hansen-unl-professor-studies-the-habits-of-the-effusive-beer/article_560f5f90-ebaf-5b08-ab91-4246614b9792.html, 12/30/2016.

KFOR 103.3 (radio), Lincoln Live Show, 12/27/2016.

Nebraska Today, <http://news.unl.edu/newsrooms/today/article/maciel-taps-craft-beer-to-research-consumer-tastes/>, 12/27/2016.

PROFESSIONAL ASSOCIATIONS

American Marketing Association, Association for Consumer Research,
Consumer Culture Theory Consortium, American Sociological Association

COMMUNITY INVOLVEMENT

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

Chapter president, secretary, community service director, treasurer

Junior Achievement (2007)

Instructor in business introduction course for underprivileged high school students

LANGUAGES

Fluent: English, French, and Portuguese

Conversational: Spanish