

Dr. Andre Figueiredo Maciel

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Marketing
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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).

Licensures and Certifications

- Search Committee Certification, EAD, University of Nebraska-Lincoln. (May 31, 2018 - November 30, 2023).

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

Mentee, "Early Career Workshop," Association for Consumer Research, Denver, CO. (2022).

Mentee, "Mentorship Program for Junior Faculty," The Ph.D. Project, Chicago, IL. (2022).

Workshop, "Diversity, Equity, and Inclusion in the Curriculum," The Ph.D. Project, Chicago, IL. (2022).

Conference Attendance, "2022 ACR Conference," Association for Consumer Research, Denver, Colorado. (October 2022).

Conference Attendance, "2022 CCT Conference," Consumer Culture Theory, Corvallis, Oregon. (July 2022).

Conference Attendance, "2022 Winter AMA Conference," American Marketing Association, Las Vegas, NV. (February 2022).

Continuing Education Program, "Certificate of Inclusive Teaching," University of Nebraska-Lincoln, Teaching & Learning Center. (2021).

Conference Attendance, "ACR Conference (Virtual)," Association for Consumer Research. (October 2021).

Continuing Education Program, "Certificate of Engagement," University of Nebraska-Lincoln, Teaching & Learning Center. (August 2020).

Workshop, "JM-AMA Author Development Workshop," American Marketing Association, San Diego, California. (February 2020).

Workshop, "Gathering and Responding to Student Feedback," Teaching and Learning Center, College of Business, University of Nebraska-Lincoln, Lincoln, Nebraska. (December 2019).

Conference Attendance, "ACR Conference," Association for Consumer Research, Atlanta, Georgia. (October 2019).

Tutorial, "How to make course design more effective. One-on-one with CoB Teaching and Learning Center instructional designer.," Teaching and Learning Center, College of Business, University of Nebraska-Lincoln, Lincoln, Nebraska. (August 2019).

Conference Attendance, "Consumer Culture Theory Conference 2019," Montreal, Canada. (July 2019).

Faculty Development, "New Faculty Development Program," University of Nebraska-Lincoln, Lincoln, Nebraska. (August 2018 - May 2019).

Workshop, "Chinese Culture Workshop," University of Nebraska-Lincoln, Lincoln, Nebraska. (November 2018).

Conference Attendance, "ACR Conference," Association for Consumer Research, Dallas, Texas. (October 2018).

Conference Attendance, "AMA Winter Educators' Conference," American Marketing Association, New Orleans, Louisiana, USA. (February 2018).

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, 6 courses.

MRKT 443, Consumer Behavior: Marketing Aspects, 12 courses.

MRKT 972, Seminar: Behavioral Research in Marketing, 1 course.

MRKT 996, Directed Reading or Research, 1 course.

Awards and Honors

Nominated, Distinguished Teaching Award, College of Business, University of Nebraska-Lincoln. (December 2022).

RESEARCH

Published Intellectual Contributions

Books

Figueiredo 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: Fábrica de Leitura.

Book Chapters

Dolbec, P.-Y., Figueiredo Maciel, A. F. (2018). In or Out? How Consumer Performances Lead to The Emergence of New Tastes. *Taste, Consumption, and Markets: An Interdisciplinary Volume*. Routledge.

Figueiredo Maciel, A. F. (2017). Cultural Tensions between Taste Refinement and Middle-Class Masculinity: A Case Study of Craft Beer Aficionados. *Untapped: Exploring the Cultural Dimensions of Craft Beer* (pp. 203-21). West Virginia University Press.

Refereed Journal Articles

Figueiredo Maciel, A. F., Wallendorf, M. (2021). Space as a Resource in the Politics of Consumer. *Journal of Consumer Research*, 48(2), 309-332.
<https://doi.org/10.1093/jcr/ucab002>

Figueiredo Maciel, A. F., Fischer, E. (2020). Collaborative Market Driving: How Peer Firms Can Develop Markets Through Collective Action. *Journal of Marketing*, 84(5), 41-59.

Figueiredo 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

- Quintao, R., Maciel, A. F. (2022). *Athletic Identity Projects*. ENANPAD (Encontro da Associação Nacional de Pesquisa em Administração) Conference.
- Nappier Cherup, A., Maciel, A. F. (2022). *The Places Where We Exist: The Power of Recognition in Servicescapes*. Corvallis, OR:.
- Maciel, A. F., Quintao, R. (2022). *Athletic Identity Projects: How Consumers Construct High Physical Performance*. Las Vegas, Nevada:.
- Maciel, A. F., Fischer, E. (2019). *Collaborative Market Driving: Conceptualizing Collective Action in Market Orientation Strategies*. Atlanta, GA: Association for Consumer Research Conference.
- Maciel, A. F., Weinberger, M. (2019). *The Logic and Practices of Consumers Who Fund Businesses: A Study of Crowdfunding*. Montreal, Quebec: Consumer Culture Theory Conference.
- Nappier Cherup, A., Figueiredo Maciel, A. F. (2018). *Stigma at Every Turn: Marketplace Experiences of Bi+ Consumers*. Dallas, TX: Association for Consumer Research Conference.
- Figueiredo Maciel, A. F. (2018). *Market-level Innovation as a Social Movement: A Study of the Rise of Craft Beer in the U.S.*. New Orleans, LA: 2018 AMA Winter Educators' Conference.
- Dolbec, P.-Y., Figueiredo Maciel, A. F. (2016). *Consumer-Driven Dynamics of Taste Convergence*. Lille: Consumer Culture Theory Conference.
- Figueiredo Maciel, A. F., Wallendorf, M. (2014). *Taste Engineering: An Agentic Perspective on the Performance of Masculine Taste*. Helsinki: Consumer Culture Theory Conference.
- Figueiredo Maciel, A. F., Wallendorf, M. (2013). *Domesticity within Retail Spaces*. Tucson: Consumer Culture Theory Conference.
- Figueiredo Maciel, A. F. (2013). *The Buying Process of Makers*. Tucson: Consumer Culture Theory Conference.
- Figueiredo Maciel, A. F., Wallendorf, M. (2012). *Leisure Consumption as Conspicuous Work*. Vancouver: Association for Consumer Research.

Presentations Given

- Nappier Cherup, A. F. (Author Only), Figueiredo Maciel, A. F. (Presenter & Author), Expert Series, "Consumer Diversity in Servicescapes: The Case of Concealable Forms of Stigma," Department of Marketing, University of Oregon, Eugene, OR. (2022).
- Nappier Cherup, A. F. (Author Only), Maciel, A. (Presenter & Author), Expert Series, Department of Marketing, "Consumer Diversity in Servicescapes: The Case of Concealable Forms of Stigma," University of Massachusetts, Amherst, Massachusetts. (2022).
- Maciel, A. F., Guest Speaker, Consumption, Markets, and Society, "Crowdfunding as a Market-Expanding Gift System," Concordia University, Canada. (2022).

Nappier Cherup, A. F. (Author Only), Maciel, A. (Presenter & Author), Sociology Colloquium Series, Department of Sociology, University of Nebraska-Lincoln, "Consumer Diversity in Servicescapes: The Case of Concealable Forms of Stigma," Lincoln, Nebraska. (2022).

Quintao, R. (Presenter & Author), Figueiredo Maciel, A. F. (Author Only), ENANPAD (Encontro da Associação Nacional de Pesquisa em Administração) Conference, "Athletic Identity Projects," Brazil. (September 2022).

Nappier Cherup, A. F. (Presenter & Author), Maciel, A. (Presenter & Author), 2022 CCT Conference, "The Places Where We Exist: The Power of Recognition in Servicescapes," Consumer Culture Theory, Corvallis, OR. (July 2022).

Maciel, A. F., Panelist, 2022 CCT Conference, "Reconsidering Social Class in Consumer Research," Consumer Culture Theory, Corvallis, Oregon. (July 2022).

Maciel, A. F., Panelist, 2022 CCT Conference, "Early Career Advice," Consumer Culture Theory, Corvallis, OR. (July 2022).

Maciel, A. F. (Author Only), Weinberger, M. (Presenter & Author), Sociology Colloquium, "Crowdfunding as a Market-Expanding Gift System," Northwestern University. (April 2022).

Quintao, R. (Author Only), Maciel, A. F. (Presenter & Author), 2022 AMA Winter Academic Conference, "Athletic Identity Projects: How Consumers Construct High Physical Performance," American Marketing Association, Las Vegas, Nevada. (February 2022).

Maciel, A. F. (Author Only), Weinberger, M. (Presenter & Author), Payne Research Symposium, "Crowdfunding as a Market-Expanding Gift System," University of Arizona. (February 2022).

Maciel, A. F. (Presenter & Author), Graduate Seminar in Qualitative Research Methods, "Extended Ethnography," Concordia Business School, Canada. (2021).

Maciel, A. F. (Presenter & Author), Qualitative Data Analysis Workshop, "From Dissertation to Journal Writing," Consumer Culture Theory Consortium, Virtual. (2021).

Maciel, A. F. (Presenter & Author), Nebraska Research Days Faculty Research and Creativity Slam, "Marketplace Stories of David vs. Goliath," University of Nebraska-Lincoln, Lincoln, NE. (November 2020).

Maciel, A. F. (Presenter & Author), Fischer, E. (Author Only), M.Sc. in Marketing, Federal Center for Technological Education, "Collaborative Strategies for Market Development," Minas Gerais, Brazil. (June 2020).

Maciel, A. F. (Presenter & Author), Fischer, E. (Author Only), Research Center for Strategy, Internationalization, and Consumer Market, "Collaborative Strategies for Market Development," Federal University of Rio Grande do Sul, Brazil, (June 2020).

Maciel, A. F. (Presenter & Author), Fischer, E. (Author Only), Association for Consumer Research, "Collaborative Market Driving: Conceptualizing Collective Action in Market Orientation Strategies," Atlanta, GA. (October 2019).

Maciel, A. F. (Presenter & Author), Weinberger, M. (Author Only), Consumer Culture Theory, "The Logic and Practices of Consumers Who Fund Businesses: A Study of Crowdfunding," Montreal, Quebec Canada. (July 2019).

Maciel, A. F. (Presenter & Author), Chicago Consumer Culture Community, "Consumer Funding as a Quasi-moral Economy," Chicago, IL. (May 2019).

- Nappier Cherup, A. (Presenter & Author), Figueiredo Maciel, A. F. (Author Only), 2018 Association for Consumer Research, "Stigma at Every Turn: Marketplace Experiences of Bi+ Consumers," ACR, Dallas, TX. (October 2018).
- Figueiredo Maciel, A. F. (Presenter & Author), "Market Making as a Social Movement," University of Arizona, Tucson, AZ. (March 2018).
- Figueiredo Maciel, A. F. (Presenter & Author), 2018 American Marketing Association Winter Educators' Conference, "Market-level Innovation as a Social Movement: A Study of the Rise of Craft Beer in the U.S.," AMA, New Orleans, LA. (February 2018).
- Figueiredo Maciel, A. F. (Presenter & Author), Consumer Culture Theory Workshop, "Theories of Taste: Emphases, Cracks, and Gaps," Federal University of Rio de Janeiro, Brazil. (November 2017).
- Quintao, R. (Author Only), Figueiredo Maciel, A. F. (Presenter & Author), 2017 Consumer Culture Theory Conference, "Multiple Masculinities in Liminal Experiences: An Exploration of Road Bicycling," Anaheim, CA. (June 2017).
- Figueiredo Maciel, A. F. (Presenter & Author), Brownbag Series, School of Sociology, "Taste Engineering: A Consumer Model of Taste Development," University of Arizona, Tucson, AZ. (2016).
- Dolbec, P.-Y. (Presenter & Author), Figueiredo Maciel, A. F. (Presenter & Author), Consumer Culture Theory Conference, "Consumer-driven Dynamics of Taste Convergence," Lille, France. (2016).
- Figueiredo Maciel, A. F. (Presenter & Author), Wallendorf, M. (Author Only), Consumer Culture Theory Conference, "Taste Engineering: An Agentic Perspective on the Performance of Masculine Taste," Helsinki, Finland. (2014).
- Figueiredo Maciel, A. F. (Presenter & Author), Consumer Culture Theory Conference, "Domesticity within Retail Spaces," Tucson, AZ. (2013).
- Figueiredo Maciel, A. F. (Presenter & Author), Consumer Culture Theory Conference, "The Buying Process of Makers," Tucson, AZ. (2013).
- Figueiredo Maciel, A. F. (Presenter & Author), MBA Program, Eller College of Management, "Computer-Assisted Qualitative Data Analysis," University of Arizona, Tucson, AZ. (2013).
- Figueiredo Maciel, A. F. (Presenter & Author), Wallendorf, M. (Author Only), Association for Consumer Research Conference, "Leisure Consumption as Conspicuous Work," Vancouver, Canada. (2012).
- Figueiredo Maciel, A. F. (Presenter & Author), Consumer Culture Theory Conference, "What Commodities Can't Offer," Oxford University, UK. (2012).

Media Contributions

Internet

- Daily Nebraskan.
http://www.dailynebraskan.com/news/more-than-a-target-end-cap-non-christian-holidays-struggle-for-attention/article_d0fab8e4-50a8-11ec-929b-339ed1dc74e6.html (November 2021).

Wallet Hub. "Thanksgiving Fun Facts," <https://wallethub.com/blog/thanksgiving-facts/28332> (November 8, 2021).

Consumers & Consumption Section (American Sociology Association), <https://asaconsumers.wordpress.com/2021/06/22/2869/>. (June 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> (June 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>. (June 16, 2021).

https://wallethub.com/cheap-car-insurance/nevada#experts=Andre_Maciel, Cheap car insurance in Nevada. (January 28, 2021).

Wallet Hub, <https://wallethub.com/blog/oktoberfest-facts/24332/#expert=andre-maciel>. How beer festival organizers can promote responsible drinking. (September 11, 2018).

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

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

KOLN (CBS Nebraska), 10/11 News Now, "Craft beer growing in Nebraska". (November 6, 2020).

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., Nappier Cherup, A., "Safe Spaces: How to Create and Maintain Inclusive Service Environments," Sponsored by AMA-CBSIG Small Research Grants Competition, Associations/Foundations, \$1,100.00. (July 2020 - June 2021). Current Status: Awarded.

Figueiredo 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.

Figueiredo 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

2023 Haring Symposium - Faculty Representative, Indiana University. (April 2023).

Faculty Research Award, Department of Marketing, College of Business, UNL. (April 2021).

Winner, Nebraska Research Days Faculty Research and Creativity Slam, University of Nebraska-Lincoln Office of Research and Economic Development. (November 2020).

Emerging Scholar Award, College of Business, University of Nebraska-Lincoln. (April 2019).

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).

Intellectual Contributions in Submission

Journal Articles

Figueiredo Maciel, A. F., Weinberger, M. Crowdfunding as a Market-Fostering Gift System. *Journal of Consumer Research* (invited for second round review).

Other

Nappier Cherup, A., Maciel, A. F. *Consumer Diversity in Servicescapes*. Target: *Journal of Consumer Research* (invited for second round review).

SERVICE

University Service

Committee Member, Grade Appeals Committee. (September 2022 - Present).

Committee Member, Inclusive Business Leaders, College of Business, University of Nebraska-Lincoln. (2021 - Present).

Committee Member, Inclusive Excellence Advisory Board. (October 2020 - Present).

Faculty Mentor, First Generation Program, University of Nebraska-Lincoln. (September 2018 - Present).

Attendee, Meeting, College of Business Employer Partners Day. (May 2022).

Committee Member, Scholarship, Honors, & Awards. (August 2019 - May 2022).

Reviewer, Second Year/Comprehensive Exam Paper Reviewer. (August 2020).

Reviewer, Second Year/Comprehensive Exam Paper Reviewer. (August 2017).

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

Professional Service

Ad Hoc Area Editor, Journal of Marketing Research. (2022 - Present).

Reviewer, Ad Hoc Reviewer, Consumption, Markets & Culture. (2021 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2021 - Present).

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

Reviewer/Discussant, Conference Paper, 2022 AMA Winter Marketing Educators' Conference. (2022).

Mentor, 2022 CCT Qualitative Data Analysis Workshop. (2022).

Reviewer, Ad Hoc Reviewer, 2022 Consumer Culture Theory Conference, Corvallis, Oregon. (2022).

Referee, Marketing Science Institute (MSI) 2022 Aiden G. Clayton Doctoral Dissertation Proposal Competition. (2022).

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

Conference Discussant, 2022 Consumer Culture Theory Conference. (July 2022).

Track Organizer, 2022 AMA Winter Marketing Educators' Conference, Consumer Culture Theory. (2021 - February 2022).

Mentor, 2021 CCT Qualitative Data Analysis Workshop. (2021).

Reviewer, Ad Hoc Reviewer, Sidney J. Levy Award (best dissertation-based paper in Consumer Culture Theory) Evaluator. (2020).

Reviewer, Ad Hoc Reviewer, Journal of Marketing Research. (2019 - 2020).

Reviewer, Ad Hoc Reviewer, Consumption, Markets & Culture. (2016 - 2020).

Reviewer/Discussant, Conference Paper, 2019 AMA Winter Marketing Educators' Conference. (2019).

Session Chair, 2019 Consumer Culture Theory Conference, New Inquiries into Money, Markets, and Morals, Montreal, Quebec. (2019).

Reviewer, Ad Hoc Reviewer, Journal of Marketing. (2018 - 2019).

Reviewer, Book, Handbook of Sharing Economy, eds, Fleura Bardhi. (2018).

Reviewer, Book, Taste, Consumption and Markets: An Interdisciplinary Volume, eds. Z. Arsel and J. Bean. (2018).

Reviewer/Discussant, Conference Paper, 2018 AMA Winter Marketing Educators' Conference. (2017 - 2018).

Mentor, 2017 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, 2015 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).

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

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

Public Service

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

Junior Achievement. (2007).