

# Rodrigo CASTILHOS

Associate Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: LILLE

Email: rodrigo.castilhos@skema.edu

## Research interests

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Consumer Culture Theory, Consumption and Social Class, Market Systems, Space and Markets

## Education

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2015 Ph.D. in Marketing, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil  
2007 MSc in Marketing, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil

## Experience

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### Full-time academic positions

Since 2018 Associate Professor, Innovation Academy, SKEMA Business School, France  
2011 - 2017 Assistant Professor, Universidade do Vale do Rio dos Sinos, Brazil  
2007 - 2010 Professor of Marketing, Faculdade de Integração do Ensino Superior do Cone Sul - FISUL, Brazil

### Other academic affiliations and appointments

2013 Visiting Ph.D Student, Schulich School of Business - York University, Canada  
2007 - 2010 Program Director (Business Administration) and Head of Academic Office, Faculdade de Integração do Ensino Superior do Cone Sul - FISUL, Brazil  
2006 - 2007 Teaching Assistant, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil

## Publications

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### Peer-reviewed journal articles

CASTILHOS, R. (2023). Class Conflict and Spatial Domination in the Neoliberal City. *Journal of Consumer Research*.

DOLBEC, P.Y., CASTILHOS, R., FONSECA, M.J. and TREZ, G. (2022). How Established Organizations Combine Logics to Reconfigure Resources and Adapt to Marketization: A Case Study on Brazilian Religious Schools. *Journal of Marketing Research*, 59(1), pp. 118-135.

FONSECA, M.J., ZUANAZZI, L.T., CASTILHOS, R. and TREZ, G. (2021). Value creation of tourist experiences in spectacular and spontaneous designs: a comparative analysis of a wine tour. *Journal of Hospitality and Tourism Insights*, 4(3), pp. 335-350.

CASTILHOS, R. (2019). Branded Places and Marketplace Exclusion. *Consumption Markets & Culture*, 22(5-6), pp. 582-597.

CASTILHOS, R. and DOLBEC, P.Y. (2017). Conceptualizing spatial types: characteristics, transitions, and research avenues. *Marketing Theory*, 18(2), pp. 154-168.

CASTILHOS, R., FONSECA, M.J. and BAVARESCO, V. (2017). Consumption, crisis, and coping strategies of lower class families in Brazil: A sociological account. *International Journal of Consumer Studies*, 41(4), pp. 379-388.

CASTILHOS, R., DOLBEC, P.Y. and VERESIU, E. (2016). Introducing a Spatial Perspective to Analyze Market Dynamics. *Marketing Theory*, 17(1), pp. 9-29.

CASTILHOS, R. and FONSECA, M.J. (2016). Pursuing upward transformation: the construction of a progress-ing self among lower-class consumers. *Journal of Business Research*, 69(1), pp. 6-17.

CASTILHOS, R. (2015). Dinâmicas de Mercado no Espaço Urbano: Lógica Teórica e Agenda de Pesquisa. *Revista Brasileira de Marketing*, 14(2), pp. 154-165.

ROSSI, C.A.V., BORTOLI, L. and CASTILHOS, R. (2014). Análise Bibliométrica da Contribuição de Marketing para Outras Ciências. *Revista de Ciências da Administração*, 16, pp. 29-44.

FISCHER, E., CASTILHOS, R. and FONSECA, M.J. (2014). The qualitative interview in marketing and consumer research: paradigmatic approaches and guideline. *Revista Brasileira de Marketing*, 13(4), pp. 67-69.

CASTILHOS, R. and PETERSEN-WAGNER, R. (2009). [Frugality, price evaluation, and social class differences in shoes purchase]FRUGALIDADE, AVALIAÇÃO DE PREÇOS E CLASSES SOCIAIS NO VAREJO DE CALÇADOS. *Revista Alcance - UNIVALI*, 16(2), pp. 162-180.

CASTILHOS, R. and CAVEDON, N.R. (2004). Mercado público de Porto Alegre: um espaço organizacional dividido entre o sagrado e o profano.[Porto Alegre Public Market: a space divided between sacred and profane]. *REAd. Revista Eletronica de Administração*, 37, pp. 1-15.

### **Book chapters**

CROSS, S., ROBERT, H., PEÑALOZA, L., CASTILHOS, R. and KEVIN, T. (2023). Race and Ethnicity. In: Eric J. Arnould, Craig J. Thompson, David Crockett, David Crockett eds. *Consumer Culture Theory*. 2nd ed. Thousand Oaks: SAGE Publications, pp. 227-248.

CASTILHOS, R. (2012). Pesquisa exploratórias [Exploratory research]. In: Zilles, Fernanda eds. *Pesquisa Mercadológica*. 1st ed. Sao Leopoldo: Unisinos.

CASTILHOS, R. and ROSSI, C.A.V. (2007). Subindo o morro : consumo, posição social e distinção entre famílias de classes populares. In: Rocha, Angela da and Jorge Cesar Ferreira da Silva eds. *Consumo na Base da Pirâmide: Estudos Brasileiros*. 1st ed. Rio de Janeiro: Mauad, pp. 49-74.

SILVEIRA, C.S., KEISERMAN, B., CASTILHOS, R., GAVRONSKI, I. and CELSO, C.M. (2007). Relações entre valores pessoais, escolha do prestador de serviços e cesta de compras no contexto de supermercados" [The relations between personal values,store choice, and shopping in supermarkets]. In: Angelo, Claudio Felisoni de and José Augusto Giesbrecht da Silveira eds. *Varejo Competitivo*. 1st ed. Sao Paulo: Atlas, pp. 21-36.

### **Professional articles**

CAVEDON, N.R., CASTILHOS, R., BIASOTTO, L., CABALLERO, I. and STEFANOWSKI, F. (2007). Consumo, colecionismo e identidade dos bibliófilos: uma etnografia em dois sebos de Porto Alegre. *Horizontes antropológicos*, pp. 345-371.

### **Conference proceedings**

CASTILHOS, R., DOLBEC, P.Y., FONSECA, M.J. and TREZ, G. (2018). Adopting a market orientation as a strategic response to market neo-liberalization.

CASTILHOS, R. (2015). The Capitalizing Practices of Lower-Class Consumers in the Context of Higher Education. pp. 335-338.

CASTILHOS, R. (2015). Researching the Post-Industrial City: Assessing the Relations Between Space, Markets, and Society in Urban Places. pp. 329-334.

CASTILHOS, R. (2015). Consumer Socialization and Intergenerational Brand Loyalty in the Context of Soccer. pp. 399-403.

CASTILHOS, R. (2014). Conceptualizing the space of markets: how spatiality influences market dynamics. pp. 265-270.

CASTILHOS, R. (2014). Nuances of cooperation and competition among lower-class consumers. pp. 260-264.

### **Conference presentations**

CHERRIER, H. and CASTILHOS, R. (2019). Theorizing Docile Contestation. In: Critical Management Studies Conference. Milton Keynes.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2019). Adapting to market transformations: How traditional organizations adapt to shifts in logics. In: Bringing Institutional Theory to Marketing. Paris.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2018). Market Orientation as a Competitive Response to Complexifying Markets. In: CCT (Consumer Culture Theory) Conference. Odense.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2018). Adopting a market orientation as a strategic response to market neo-liberalization. In: AMA (American Marketing Association) Conference. Austin.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2018). Adapting to market transformations: How traditional religious schools remain competitive in a marketizing field. In: Journal of Marketing Research Special Issue Conference on Marketing and Education. Austin.

CASTILHOS, R. (2016). It's like a tsunami coming toward us": the consequences of interclass interactions for dominated consumers. In: CCT (Consumer Culture Theory) Conference. Lille.

CASTILHOS, R. (2015). Researching the Post-Industrial City: Assessing the Relations Between Space, Markets, and Society in Urban Places. In: EAA (European Accounting Association) Annual Congress. New Orleans.

CASTILHOS, R. (2015). The Capitalizing Practices of Lower-Class Consumers in the Context of Higher Education. In: EAA (European Accounting Association) Annual Congress. New Orleans.

CASTILHOS, R. (2015). Consumer Socialization and Intergenerational Brand Loyalty in the Context of Soccer. In: EAA (European Accounting Association) Annual Congress. New Orleans.

CASTILHOS, R. (2014). Nuances of cooperation and competition among lower-class consumers. In: EAA (European Accounting Association) Annual Congress. Baltimore.

CASTILHOS, R. (2014). Markets, Territory, and class reproduction: how markets produce segregating spaces. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CASTILHOS, R. (2014). Participation at the roundtable: CCTing Latin America/Latinizing CCT. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CASTILHOS, R., VERESIU, E. and DOLBEC, P.Y. (2014). Conceptualizing the space of markets: how spatiality influences market dynamics. In: EAA (European Accounting Association) Annual Congress. Baltimore.

CASTILHOS, R. and GORGE, H. (2014). Nuances of cooperation and competition among lower-class consumers. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CASTILHOS, R. (2013). Production and consumption of space in the city: the case of a "planned district" in Brazil. In: CCT (Consumer Culture Theory) Conference. Tucson.

CASTILHOS, R. (2013). Production and consumption of space in the neoliberal city: the case of a "planned district" in Brazil. In: Macromarketing Conference. Toronto.

CASTILHOS, R. (2012). Pursuing social mobility: the construction of a progress-ing self among working-class female students in Brazil. In: CCT (Consumer Culture Theory) Conference. Oxford.

### **Faculty research seminar presentations**

CASTILHOS, R. and ERTIMUR, B. (2021). Getting Ready for the Field: Making Informed Methodological Choices Along the Road. In: Seminar on Qualitative Methods and Research Design. Lille.