



CARLA RAMOS [Base de Dados Docentes > Nome Padrao]

Inspere Instituto de Ensino e Pesquisa
Associate Professor [Base de Dados Docentes > Carreira_EN]

Marketing [Base de Dados Docentes > Area]
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Admission: September, 2013 [Admissao]

Academic Unit: Management and Economics
[Base de Dados Docentes > Unid_Acad]

Nationality: Portugal [Base de Dados Docentes > Nacionalidade]

EDUCATION

2009	Ph.D. in Business Administration, University of Bath, United Kingdom
2002	Master in Business Administration, Faculdade de Economia da Universidade do Porto, Portugal
1997	Bachelor in Business Administration, Universidade Portucalense Infante D. Henrique, Portugal

Comentado [FM1]: [Base de dados Docentes > T_Dout ou T_Mestrado_Ano ou T_Graduate_Certificate_Ano ou T_Bacharelado_Ano]

PROFESSIONAL EXPERIENCE [Planilha Docentes Experiência Profissional Categoria == "Academic" ou "Professional"]

Academic Experience [Categoria == "Academic"]

Since 2024	Guest Editor Special Issue IMM, Industrial Marketing Management, United States of America
Since 2024	Marketing Theme Leader, ANPAD - Associação Nacional de Pós-Graduação e Pesquisa em Administração, Brazil
Since 2024	Leader of South America Regional Chapter, GSSI - Global Sales Science Institute, United States of America

Professional Experience [Categoria == "Professional"]

Other Professional Experience [Categoria == "Vazia" ou "Outra"]

RESEARCH ACTIVITIES [Planilha Docentes Experiência Profissional > Categoria == "Research"]

Editorial Activities [Não está presente na Planilha, iremos incluir]

Editorial Board Member (International Peer Review Journal)

Since 2022	Editorial Board Member, European Journal of Management Studies, Portugal
Since 2010	Editorial Board Member, Industrial Marketing Management

Institutional Contribution at Inspere (Services) [Não está presente na Planilha, iremos incluir]

Participation in Committees (Program Committees)

Since 2016 Programme Director -

Participation in Committees (Research Centers, internal entities, etc.)

2022 - 2024 Women in Tech Program - Innovation Hub

TEACHING EXPERIENCE [Planilha Docentes Experiência Profissional > Tipo == "Magistério Superior"]

Teaching Experience at Insper [Planilha Docentes Experiência Profissional > Empresa == "Insper Instituto de Ensino e Pesquisa"]

Since 2022 Associate Professor, Insper Instituto de Ensino e Pesquisa, Brazil

2013 - 2021 Assistant Professor, Insper Instituto de Ensino e Pesquisa, Brazil

Other Teaching Experience [Planilha Docentes Experiência Profissional > Empresa != "Insper Instituto de Ensino e Pesquisa"]

2012 - 2013 Professor, The University of Manchester, United Kingdom

2010 - 2012 Visiting Professor, Universidade do Porto, Portugal

1997 - 2003 Assistant Professor, UPT - Universidade Portucalense, Portugal

RESEARCH PROJECTS [Não há planilha no momento]

- Since 2013 Modelagem e análise quantitativa de redes, Insper Instituto de Ensino e Pesquisa, Brazil
- Since 2014 The effectiveness of a multi-channel marketing approach for relationship management, Insper Instituto de Ensino e Pesquisa

GRANTS AND HONORS [Não há planilha no momento]

- 2023 Rotman Teaching Award (undergraduate and graduate programs), University of Toronto, Canada

INTELLECTUAL CONTRIBUTIONS**Peer-reviewed Articles** [Planilha PROD > "Nome do Docente" > Tipo == "Artigos completos publicados em periódicos"]

1. RAMOS, C., BORTOLUZZO, A., CLARO, D. (2024). Multichannel relational communication strategy: does one-sized strategy fit all customers? *European Journal of Marketing*, 58 (4), 952-985. doi:https://doi.org/10.1108/EJM-10-2022-0717.
2. RAMOS, C., PIMENTEL CLARO, D., GERMINIANO, R. (2023). The effect of inside sales and hybrid sales structures on customer value creation. *Journal of Business Research*, 154, 113343. doi:https://doi.org/10.1016/j.jbusres.2022.113343.
3. PIMENTEL CLARO, D., RAMOS, C., PALMATIER, R. (2023). Dynamic and global drivers of salesperson effectiveness. *JAMS - Journal of the Academy of Marketing Science*, 154, 399-425. doi:https://doi.org/10.1007/s11747-023-00954-2.
4. MINAMI, A., RAMOS, C., BORTOLUZZO, A. (2021). Sharing economy versus collaborative consumption: What drives consumers in the new forms of exchange? *Journal of Business Research*, 128, 124-137. doi:https://doi.org/10.1016/j.jbusres.2021.01.035.
5. ISABELLA, G., ANAUATE, P., RAMOS, C. (2020). Promoções em Ação: Classificando as Ações Promocionais na Percepção dos Consumidores. *Revista Brasileira de Marketing*, 19 (3), 515-539. doi:https://doi.org/10.5585/remark.v19i3.16587.
6. RAMOS, C., CLARO, D., GONZALEZ, G., PALMATIER, R. (2020). Dynamic effects of newcomer salespersons' peer relational exchanges and structures on performance. *International Journal of Research in Marketing*, 37 (1), 74-92. doi:https://doi.org/10.1016/j.ijresmar.2019.07.006.

Proceedings [Planilha PROD > "Nome do Docente" > Tipo == "Trabalhos completos publicados em anais de congressos"]

1. BORTOLUZZO, A., JOSE, L., RAMOS, C. (2021). Own, outsourced and hybrid salesforce: a study of best practices in the real estate development and building sector.

Book Chapters [Planilha PROD > "Nome do Docente" > Tipo == "Capítulo de Livro"]

1. CABRAL, S. (2023). Public-Private Partnerships (1 ed.). In Erika Lisboa; Ricardo Corrêa Gomes; Humberto Falcão Martins (Ed.), *The Brazilian Way of Doing Public Administration* (pp. 97 - 106). Leeds: Emerald Publishing.
2. CABRAL, S., NARDI, L., LAZZARINI, S. (2022). Impact Measurement Tools and Social Value

Comentado [FM2]: Produções dos últimos 5 anos

Creation: A Strategic Perspective (1 ed.). In Gerard George; Martine R. Haas; Havovi Joshi; Anita M. McGahan; and Paul Tracey (Ed.), *Handbook on the Business of Sustainability* (pp. 459-473). Cheltenham: Edward Elgar Publishing.

Books [Planilha PROD > “Nome do Docente” > Tipo == “Livro”]

1. LAZZARINI, S. (2022). *The Right Privatization: Why Private Firms in Public Initiatives Need Capable Governments* (1 ed.). Cambridge: Cambridge University Press.