



CARLA RAMOS [Base_de_Dados_Docentes > Nome_Padrao]
Inspur Instituto de Ensino e Pesquisa
Associate Professor [Base_de_Dados_Docentes > Carreira_ENI]
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_Experiencia_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_Experiencia_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 Inspur (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), Universiy of Toronto, Canada

INTELLECTUAL CONTRIBUTIONS

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

Comentado [FM2]: Produções dos últimos 5 anos

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

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.