

Lucas Busani Xavier

Brazilian, 30 years old
Toronto, Canada
PhD Candidate

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HIGHLIGHTS

Lucas Busani Xavier is a PhD Candidate at the Schulich School of Business, York University, and consumer researcher who focuses his studies on the intersection between consumption, technologies and culture. His current contributions include work presented in international congresses such as the **Consumer Culture Theory Conference** and others.

Lucas is trained in consumer research, particularly qualitative research such as ones found within the subfield of Consumer Culture Theory. His qualitative training has been developed through multiple courses across his master's and PhD courses thought by Professors with the highest publications in the field. Through these courses, he also developed a deep understanding of the main theories in the field, as well as the ability to theorize and propose new ideas in consumer research.

Currently, he is waiting for the Fall of 2026 to lecture on a Marketing Management course. Previously, he held a position as teaching assistant throughout 4 semesters in the *Marketing Mix* course at **FGV EAESP**. At this same institution, he has also worked as teaching assistant for the *Trade and Shopper Marketing* course for two semesters, for the *Gamification in Business* course for one semester. Earlier in his academic life, he's also lectured his own developed classes on introduction to the German language for bachelor engineering students with lower income at **USP EEL**.

EDUCATION

- | | |
|-------------------------------|--|
| Jul/2028
(expected) | Ph.D. – Business Administration: Marketing
Schulich School of Business, York University |
| Apr/2023 | M.Sc. – Business Administration: Marketing
Fundação Getulio Vargas, Escola de Administração de Empresas de São Paulo |
| Dec/2021 | B.A. – Business Administration
Fundação Getulio Vargas, Escola de Administração de Empresas de São Paulo |

PAPERS, CONGRESS PUBLICATIONS, AND POSTERS

- Dallabrida, Y., Xavier, L. B. (2022). *Se não consegue vencê-los, junte-se a eles? Pirataria digital como fonte de inovação aberta*. EnANPAD 2022.
- Hollanda, B. de M., Alves, M. A., Xavier, L. B. (2022). *Processos de (Des)Institucionalização de Identidades na Sociedade Civil: o "desaparecimento das ONGs" no Brasil*. EnANPAD 2022.

Xavier, L. B. (2022). *To Have Your Cake and Eat It Too: Retro Gaming, Piracy and Anti-consumption While Still Consuming*. CCTC 2022.

Xavier, L. B. (2021). *Como Comprar se não Está a Venda? Um Estudo sobre Legitimidade e Pirataria na Comunidade Gamer*. EnANPAD 2021.

Viegas, R. R., Xavier, L. B. (2021) *The Political Use of Twitter by the Federal Prosecution Service in Brazil*. IAPSS Virtual World Congress 2021: Democracy, Identity, and Power.

RELEVANT COURSEWORK

Marketing Strategy	Markus Giesler
Qualitative Research Methods	Eileen Fischer
Consumer Research A	Russell Belk
Consumer Research B	Peter R. Darke
Crafting High Impact Consumer Research	Ela Veresiu
Science and Technology Studies	Robert W. Gehl
Marketing Theory Development	Eliane Brito
Automated Text Analysis	Ashlee Humphreys
Designing and Analyzing Interviews from Various Problematics	Ann L. Cunliffe
Discourse Analysis	Mario A. Alves
Social Theory and Capitalism: fundamentals for organizational studies	Isleide A. Fontenelle
Teacher Formation	Francisco Aranha
Transformative Consumer Research	Tânia Veludo

TEACHING EXPERIENCE

Teaching Assistant

Course Name	Semester	# classes	# credits
Marketing Mix	2022.2	2 classes	4 credits
Trade and Shopper Marketing	2022.2	1 class	2 credits
Gamification in Business	2022.2	1 class	2 credits
Marketing Mix	2022.1	2 classes	4 credits
Trade and Shopper Marketing	2022.1	1 class	2 credits
Marketing Mix	2021.2	2 classes	4 credits

OTHER EMPLOYMENT AND POSITIONS

Schulich PhD Student Association	President	Aug/2024-Present
Banco Itaú BBA	Marketing Intern	Aug/2019-Aug/2020
Morgan Stanley	IT Intern	Oct/2019-Aug/2019
Banco Original	CRM Intern	Jun/2017-Oct/2018