

# Juliana Moreira Batista

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Inspere (Institute of Education and Research)  
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## Research interests

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Consumer Behavior, Judgment & Decision Making, Social Psychology, Sustainability, and Technology-Consumer Interactions.

## Employment

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- 2023 – Inspere (Institute of Education and Research), São Paulo, Brazil.  
<https://www.insper.edu.br/en/>
- 2022 – Centro Universitário SENAC (National Commercial Learning Service), São Paulo, Brazil. <https://www.sp.senac.br/>
- 2022 – MBA ESALQ Universidade de São Paulo, São Paulo, Brazil.  
<https://mbauspesalq.com/en>

## Education

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- 2025 MBA in Data Science and Analytics, Universidade de São Paulo with a full scholarship.
- 2023 Ph.D. in Business Administration, Fundação Getúlio Vargas, with a full scholarship and under the guidance of Prof. Dr. Delane Botelho, including a visiting doctoral researcher period at Baruch College's Marketing department, CUNY, with a full scholarship, supervised by Prof. Dr. Ana Valenzuela from August 2021 to February 2022.
- 2015 Master's in Business Administration, Centro Universitário da FEI, with a full scholarship and under the guidance of Prof. Dr. José Mauro C. Hernandez, including a visiting researcher period at HEC Paris' Marketing department, supervised by Professor Tina Lowrey from February to June 2014.
- 2010 Bachelor's in Marketing, Universidade de São Paulo.
- 2004 Technical degree in acting and performing arts, SENAC (National Commercial Learning Service).

## Grants and Awards

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2022	Fundings for research into brand activism, granted by Fundação Getulio Vargas, Brazil.
2021	Visiting Student Fellowship, granted by Coordination for the Improvement of Higher Education Personnel (CAPES), Brazil.
2021	Fundings for research into brand activism, granted by São Paulo Research Foundation (FAPESP), Brazil.
2018	Best Research Proposal – Shark Tank Research Competition for Consumer Interaction with Technology at Association for Consumer Research Doctoral Symposium, Dallas, U.S.
2018 – 2023	Ph.D. Fellowship, granted by Fundação Getulio Vargas, Brazil
2013 – 2014	M.Sc. Fellowship, granted by Coordination for the Improvement of Higher Education Personnel (CAPES), Brazil.

## Publications

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1. Batista, Juliana Moreira; Barros, Lucia S. G.; Peixoto, Fabrícia V.; Botelho, Delane. “Sarcastic or Assertive: How Should Brands Reply to Consumers’ Uncivil Comments on Social Media in the Context of Brand Activism?”. *Journal of Interactive Marketing*, v. 57(1), p. 141-158, 2022.
2. Batista, Juliana Moreira; Muniz, Annaysa Salvador; Botelho, Delane. “Augmented Reality Effects on Attitude and Memory”. [Proceedings] *Advances in Consumer Research*, v. 48, p. 1192–1192, 2020.
3. Batista, Juliana Moreira; Botelho, Delane. “In a Serious Relationship with My Streaming: The Case Study of the Humanized Netflix Interaction on Facebook”. [Proceedings] *Advances in Consumer Research*, v. 47, p. 959-959, 2019.
4. Batista, Juliana Moreira; Hernandez, José Mauro da Costa. “The Deliberation Effect on the Judgment and Choice of Anthropomorphized Products”. [Proceedings] *Advances in Consumer Research*, v. 46, p. 900-901, 2018.
5. Souza, Warton da Silva; Huertas, Melby Karina Zuniga; Moraes, Fábio Rogério de; Batista, Juliana Moreira. “Ajude-me por favor! O efeito da cocriação na persuasão de consumidores”. *Revista Observatório*, v. 5, p. 454-481, 2019.

## Selected Work in Progress

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1. Batista, Juliana Moreira; Barros, Lucia S. G.; Botelho, Delane. “I Don’t Remember What you Just Said: Augmented Reality Effects on Memory through Innovativeness, Attitude and Attention,” in final preparation for submission to the *Journal of Product Innovation Management* in 2024.

2. Batista, J. M.; Valenzuela, A; Koons, J.; Hadi, R. "On My Table, Close to Me, I Can Do It: Augmented Reality Effects on Desirability through Concreteness and Self-Efficacy," in final preparation for submission to the Journal of the Academy of Marketing Science in July 2024.
3. Peixoto, V. F.; Batista, J. M; Barros, L. S. G., Veludo, T. M. O.; Nogueira, G. "News or Opinion? The Influence of Political Ideology on News Interpretation," in final preparation for submission to the Journal of Public Policy and Marketing in 2024.

### **Conference Presentations** (\* international conferences)

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1. \* Batista, J. M.; Valenzuela, A; Koons, J.; Hadi, R. "On My Table, Close to Me, I Can Do It: Augmented Reality Effects on Desirability through Concreteness and Self-Efficacy," The Association for Consumer Research Conference (ACR), Seattle, United States, 2023.
2. \* Peixoto, V. F.; Batista, J. M; Barros, L. S. G., Veludo, T. M. O.; Nogueira, G. "News or Opinion? The Influence of Political Ideology on News Interpretation," 16th Latin American Retail Conference: Building the Future of Retail Consumption, São Paulo, Brazil, 2023.
3. \* Batista, J. M.; Barros, L.S. G.; Peixoto, F.; Botelho, D. "Sarcastic or Assertive: How Should Activist Brands Respond to Consumers' Uncivil Comments on Social Media?". European Marketing Academy Conference (EMAC), Madrid, Spain, 2021.
4. \* Sandes, F, S.; Batista, J. M. "The motivations, barriers, and the role of brands in second-hand product consumption," European Marketing Academy Conference (EMAC), Madrid, Spain, 2021.
5. \* Batista, Juliana Moreira; Muniz, Annaysa Salvador; Botelho, Delane. "Augmented Reality Effects on Attitude and Memory," The Association for Consumer Research Conference (ACR), Paris (Online), France, 2020.
6. \* Batista, J. M.; Barros, L.S. G.; Botelho, D. "I Want to Pay more But I Don't Remember What You Just Said: Augmented Reality Effects on Attitude, Willingness to Pay and Memory Recall," The Association for Consumer Research Conference (ACR), Paris (Online), France, 2020.
7. \* Batista, J. M.; Barros, L.S. G.; Peixoto, F.; Botelho, D. "Can Brands be Sarcastic? The Effect of Sarcastic Responses and Social Identity on Attitudes towards Activists Messages," Society for Consumer Psychology (SCP) Conference, Huntington Beach, California, United States, 2020.
8. \* Batista, J.M.; Muniz, A. S.; Botelho, D.; Barros, L. S. G. "I Want to Pay more But I Don't Remember What You Just Said: Augmented Reality Effects on Attitude, Willingness to Pay and Memory Recall," 13th Latin American Retail Conference: After COVID-19: Building Purpose through Stakeholders in Retailing, São Paulo, Brazil, 2020.
9. Batista, J. M.; Barros, L.S. "I Want to Pay more But I Don't Remember What You Just Said: Augmented Reality Effects on Attitude, Willingness to Pay and Memory Recall," 44th Brazilian Academy of Management Annual Meeting, Online, Brazil, 2020.

10. \* Batista, J. M.; Barros, L.S. G.; Peixoto, F.; Botelho, D. "Can Brands be Sarcastic? The Effect of Sarcastic Responses and Social Identity on Attitudes towards Activists Messages," Future-of-Brands Conferences, Journal of Consumer Research Issue on the "Future of Brands in a Changing Consumer Marketplace," New York, 2019.
11. \* Batista, Juliana Moreira; Botelho, Delane. "In a Serious Relationship with My Streaming: The Case Study of the Humanized Netflix Interaction on Facebook," The Association for Consumer Research Conference (ACR), Atlanta, United States, 2019.
12. \* Batista, J. M.; Muniz, A. S.; Cucato, J.; Botelho, D. "Augmented Reality in Marketing: Propositions for Future Research," 12nd Latin American Retail Conference: Digital Transformation in Retailing, São Paulo, Brazil, 2019.
13. Batista, J. M.; Muniz, A. S.; Botelho, D. "Augmented Reality in Marketing: Propositions for Future Research," 43rd Brazilian Academy of Management Annual Meeting, São Paulo, Brazil, 2019.
14. \* Batista, Juliana Moreira; Hernandez, José Mauro da Costa. "The Deliberation Effect on the Judgment and Choice of Anthropomorphized Products," The Association for Consumer Research Conference (ACR), Dallas, United States, 2018.
15. Batista, J. M.; Lima, P. E. H. D. "Atmosfera Sneakers: Um estudo exploratório sobre a composição de atmosfera de loja para um público de nicho," 42nd Brazilian Academy of Management Annual Meeting, Curitiba, Brazil, 2018.
16. Batista, J. M.; Peixoto, F. V. "Funcionário do Mês: Quando a atitude e a credibilidade nos assistentes virtuais são influenciadas pela antropomorfização e pelo fit com o tipo de negócio," 42nd Brazilian Academy of Management Annual Meeting, Curitiba, Brazil, 2018.
17. \* Batista, J. M.; Peixoto, F. V. "Funcionário do Mês: Quando a atitude e a credibilidade nos assistentes virtuais são influenciadas pela antropomorfização e pelo fit com o tipo de negócio," 10th Latin American Retail Conference: Big Data & Applied Retail Analytics, São Paulo, Brazil, 2017.
18. \* Batista, J. M.; Lima, P. E. H. D. "Atmosfera Sneakers: Um estudo exploratório sobre a composição de atmosfera de loja para um público de nicho," 10th Latin American Retail Conference: Big Data & Applied Retail Analytics, São Paulo, Brazil, 2017.
19. Batista, J. M.; Lima, P. E. H. D. "Atmosfera Sneakers: Um estudo exploratório sobre a composição de atmosfera de loja para um público de nicho," 10th Seminars in Administration at the University of São Paulo, São Paulo, Brazil, 2017.
20. Batista, J. M.; Hernandez, J.M.C. "I love talking to my products: The effect of deliberation versus intuition toward attitude, purchase intentions and choice of anthropomorphized products," 39th Brazilian Academy of Management Annual Meeting, Belo Horizonte, Brazil, 2015.
21. Huertas, M. K. Z.; Souza, W. S.; Morais, F. R.; Batista, J. M.; Hernandez, J.M.C. "Ajude-me Por Favor! O Efeito da Córriação na Persuasão de Consumidores Observadore,." 38th Brazilian Academy of Management Annual Meeting, Rio de Janeiro, Brazil, 2014.

## **Research Groups**

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- 2022 – Research project ‘When and Why Should Companies Engage into Corporate Activism: A Comprehensive Framework and its Effect on Consumer Engagement,’ granted by Fundação Getulio Vargas, Brazil.
- 2018 – 2020 Founder and leader of GEPECC – Grupo de Estudos e Pesquisa Experimental em Comportamento do Consumidor (Experimental Consumer Behavior Research Study Group), São Paulo, Brazil.

## **Teaching Experience**

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### **Professor / Instructor**

1. New Ventures Opportunities – Insper, Undergraduate, Spring 2023, Fall 2023, Spring 2024
2. Market Research – SENAC, Undergraduate, Fall 2022, Spring 2023, Fall 2023, Spring 2024
3. Brand Management – SENAC, Undergraduate, Fall 2022, Spring 2024
4. Marketing Management – SENAC, Undergraduate, Spring 2023, Fall 2023
5. Data Science and Metrics – SENAC, Undergraduate, Spring 2023, Fall 2023
6. Introduction to Data Science Applied to Business – SENAC, Undergraduate, Spring 2023, Fall 2023, Spring 2024
7. Metrics in Digital Media – SENAC, Undergraduate, Spring 2023, Fall 2023
8. Introduction to Experimental Research Methods – Universidade Federal de Goiás, MBA, Fall 2020
9. Business Strategy – Saint Paul Business School, MBA, Spring 2019
10. Entrepreneurship – Saint Paul Business School, MBA, Spring 2018, Fall 2018
11. Market Intelligence – Saint Paul Business School, MBA, Spring 2018, Fall 2018
12. Marketing Strategic – Faculdade Paulista de Pesquisa e Ensino Superior, Undergraduate, Spring 2016
13. Advanced Topics in Marketing – Faculdade Paulista de Pesquisa e Ensino Superior Undergraduate, Spring 2016

### **Teaching Assistantship**

1. Scientific Methodology – Fundação Getulio Vargas, MBA Spring 2022
2. Consumer Behavior – Fundação Getulio Vargas, Undergraduate, Spring 2020, Spring 2022
3. Market Research – Fundação Getulio Vargas, Undergraduate, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2022.
4. Marketing – MBA, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021

## **Student Mentorship**

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### ***Undergraduate Thesis of Advertising and Public Relations Course***

Arthur Yukio Nishimura Vieira, 2023, Centro Universitário Senac, Brazil.  
Bárbara Castilho Teixeira dos Santos, 2023, Centro Universitário Senac, Brazil.  
Isabela Soares Oliveira, 2023, Centro Universitário Senac, Brazil.  
Vitória Da Silva Matos, 2023, Centro Universitário Senac, Brazil.

### ***Final Project of Marketing and Sales in the MBA Course***

Ana Clara De Castro Amaral  
Bárbara Moraes, 2024, MBA Universidade de São Paulo, Brazil.  
Carolina Schuenck Borba, 2024, MBA Universidade de São Paulo, Brazil.  
Elisa Borges De Souza, 2024, MBA Universidade de São Paulo, Brazil.  
André Luiz Carvalho Pereira, 2024, MBA Universidade de São Paulo, Brazil.  
Celso da Silveira Cachola, 2024, MBA Universidade de São Paulo, Brazil.  
Amanda Jaime Rodrigues, 2023, MBA Universidade de São Paulo, Brazil.  
Israel Filipe De Melo Tenorio, 2022, MBA Universidade de São Paulo, Brazil.  
Mayara Yukino Vieira de Castilho, MBA Universidade de São Paulo, Brazil.

## **Industry Experience**

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2016 –	<b>Valor Marketing – <i>Market Research Consulting</i></b> Provided consulting services in market research, data science, and external communication for educational, service, and retail sectors. Planned, collected, and analyzed data to create strategic marketing action plans.
2017 – 2018	<b>Impact Hub São Paulo – <i>Sales Manager</i></b> Planned sales strategies and managed commercial deliveries in coworking and event business areas. Conducted market research, established partnerships, and developed strategic events, leading to a 35% sales growth in 2018.
2011 – 2012	<b>VivaReal – <i>Corporate Marketing Coordinator</i></b> Expanded the company through partnerships, developed corporate marketing plans, and managed communication on social media and blogs. Planned and executed events for clients in Colombian and Brazilian real estate markets.

- 2009 – 2010 Saraiva e Siciliano – *Marketing Assistant*  
Managed the customer relationship program, conducted surveys, and created promotional campaigns.  
Developed improvements for the Saraiva Gift Card and supported training and incentive campaigns for store sales teams.
- 2008 – 2009 Artemisia – Intern  
Supported entrepreneurs with businesses focused on reducing social inequalities.  
Created content and activities for university audiences, conducted satisfaction surveys, and updated communication content for external audiences and social networks.

## References

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### **Ana Valenzuela**

Professor of Marketing and Coordinator of the Ph.D Program  
Allen G. Aaronson Department of Marketing & International Business  
Baruch College, CUNY  
New York, United States  
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### **Delane Botelho**

Associate Professor of Marketing  
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### **Eduardo B. Andrade**

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### **José Mauro da Costa Hernandez**

Professor of Marketing  
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### **Rhonda Hadi**

Associate Professor of Marketing  
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### **Tina Lowrey**

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