
Farah Diba Abrantes Braga, Ph.D. (Miss)

Inspere - Institute of Research (triple accreditation - AACSB, EFMD, AMBA)

<https://www.insper.edu.br/en/about-insper/accreditations-and-recognition/>

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<https://scholar.google.com/citations?user=1hdzyioAAAAJ>

<https://www.linkedin.com/in/farah-diba-abrantes-braga-ph-d-mba-5b239a1/>

PROFILE AND RESEARCH INTEREST

My research focused broadly on the transformative consumer research agenda. I have a multidisciplinary approach with the goal of bridging marketing and consumer behavior. Specifically, I investigate contextual, situational factors and psychological determinants that influences consumers' decision making, social media usage, prosocial behavior, and how these behaviors impact individuals' overall well-being. I adopt a multimethod approach using structural equation modeling (SEM), lab-experiments, surveys, and econometrics (regression on panel data). My research aims to produce insights that enrich theory as well as real-world decision-makers in the fields of consumer behavior, marketing, and public policy. I am native in Portuguese, speak English fluently, knowledge of French and Spanish.

ACADEMIC DEGREES

Ph.D. Marketing (Consumer Behaviour, FGV- EAESP (triple accreditation - AACSB, EFMD, AMBA), Brazil, 2018.

Visiting Ph.D. **Cornell University**, USA, 2016/2017 (a twelve-month visiting program).

MBA Marketing, **University of Bath**, U.K. 2001. Advisors: David Ford; **Agnes Nairn**

BA Economics, Universidade Federal do Ceara, Brazil, 1993.

PUBLICATIONS

Abrantes-Braga, F.D.M.A. and Veludo-de-Oliveira, T. (2020), "Help me, I can't afford it! Antecedents and consequence of risky indebtedness behaviour", **European Journal of Marketing**, Vol. 54 No. 9, pp. 2223-2244.

Abrantes-Braga, Farah Diba, and Tania Veludo-de-Oliveira, (2019) Development and validation of financial well-being related scales", **International Journal of Bank Marketing**, 37(4), 1025-1040.

RESEARCH IN PROGRESS

R&R: This paper investigates a new phenomenon, a change in marketing communication appeals. We find that expressing a firm's vulnerability influences consumers' willingness to purchase the firm's product to help the firm survive a crisis caused by an external factor (e.g., covid pandemic). Co-Authors: Lucia Barros (FGV EAESP). Submitted to the **Journal of Advertising Research**.

ONGOING: this paper investigates how low-income consumers plan and manage their credit card spending and debt. We find that the poor are debt avert, and contrary to what the traditional economic model, they use less installments to pay for their purchasing. Co-Authors: Diogo Hildebrand (Baruch College) and Manuela Dantas (California State University). Status: manuscript

under construction. To be submitted to the **Journal of Consumer Psychology**, this coming December.

ONGOING: This paper investigates whether credit cards can be a tool to diminish financial constraints and promote inclusion. We investigate patterns of consumption, installment and revolving credit usage, and payment behavior, and how these behaviors affect their financial well-being. Co-Author: Danny Claro- Insper, and Nancy Wong, Wisconsin University. Status: ongoing study – variable transformation to run models and experiments. To be submitted to the **Journal of the Academy of Marketing Science**, September 2023.

RESEARCH GRANTS AND FELLOWSHIPS

- FAPEPS Grant (Sao Paulo Research Support Foundation Agency) – **2022** (US\$ 12,200) - project title: Credit Card as a Tool of Inclusion of the Low-Income.
- Winner of the Transformative Consumer Research – ACR Grant **2022** (US\$ 1,500) - project title: Credit Card as a Tool of Inclusion of the Low-Income.
- Research Grant CAPES PDSE scholarship – Doctoral Stage 2016/1027 (US\$ 6,100).
- Ph.D. Scholarship CAPES 2016-2017 (approx. US\$ 13,000).
- Research Grant – CNPq/FGV-EAESP 2017 (US\$ 2,000).
- Chevening Scholarship for MBAs (a United Kingdom Government Grant) 2000-2001 - (approx. US\$ 33,500).

ACADEMIC APOINTEMENTS

Assistant Professor (currently a teaching-oriented position) at Insper - I teach digital marketing, consumer behaviour, marketing analytics and marketing strategy to international undergraduates and MBA students - Aug. 2018 – current. At Insper I teach students from many nationalities such as France, Italy, German, Belgian, Singapore, Colombia, Denmark, Spain, USA, Portugal, The Netherlands, Norway, Sweden, Switzerland (<https://www.insper.edu.br/en/internationalization>)

Undergraduate

- Digital Marketing – Insper –(80h) - 2018 - current.
- Marketing Metrics and Data Driven Marketing (Insper) (80h) 2019 – current.
- Conscious Consumption and Marketing (40h) – 2022-2. - - current.
- Consumer Behavior (80h) _ 2021 -2

MBA

- Marketing Strategy Trends – Insper – (30h) – 2020 – current.
- Digital Marketing – Insper – (30h) – 2022 – current.

Executive Education

- Digital Marketing – Insper – (4h) – 2019 – current.
- Digital Marketing to CMO's (8h) – 2022.

Other teaching experience as invited lecturer

Undergraduate

- Digital Marketing – FGV-EAESP –(40h) – 2019.

MBA

- Digital Marketing – FGV-EAESP –(40h) – 2019 - current

MBA, Executive Education ,InCompany

- Digital Connection- InCompany for AMBEV – Insper (8h) 2021-1.
- Digital Marketing – InCompany for Siemens – FGV-EAESP (8h) 2019-2.
- Digital Marketing – Executive Education and MBA Programs – FGV-EAESP –(20h)– 2019- current.
- Business Intelligence and Marketing – Executive Education Program - Saint Paul 2 x (8) – 2018-2; 2019-1.
- Business Intelligence and Marketing – executive MBA - Saint Paul Business School and New York Finance Institute -1x(12h) – 2018-2.
- Business Model Generation – executive MBA - FIA (Fundação Instituto de Administração Business School) –2 (4h) – 2012-1.
- **Participation in Master of Science Thesis Committee**
 - “Response of an Incumbent to the Digital Disruption: An Exploratory Study in the Brazilian Apparel Retail”; author: Vanessa Bernardes – FGV-EAESP -2019-2
 - ‘Landownership in the Countryside of Portugal and Wildfires: A Qualitative Approach’; author: Flavia da Rocha– FGV-EAESP -2019-2.

ACADEMIC SERVICE

- Reviewer for the European Journal of Marketing EJM – 2021 - current
- Reviewer for AMA (American Marketing Association) Conference - 2021.
- Reviewer for ENANPAD – National Association of Research Conference – 2020 - current.
- Reviewer for journals – RAE – Business Administration Journal - 2019- current.
- Reviewer for CLAV – Latin American Conference on Retails - 2014 – current.

CONFERENCE PRESENTATIONS AND RESEARCH SEMINARS

- Abrantes Braga e Claro - Well-being of Low-income Consumers and Credit Card Use Conference ENANPAD 2022
- Abrantes Braga e Claro - The bright and dark side of credit card usage by low-income consumers. AMA (American Marketing Association) Summer 2021.
- Barros, Abrantes Braga, Chammas e Costa – Give a Little Help for my Business: How a ‘Vulnerability Appeal’ Fosters Consumers' Prosocial Behavior Towards For-Profit Companies – ACR (Association of Consumer Research) Conference, 2021.
- Barros, Abrantes Braga, Chammas - Give a Little Help for my Business: How a ‘Vulnerability Appeal’ Fosters Consumers' Prosocial Behavior Towards For-Profit Companies – EMA Conference, 2021.
- Barros e Abrantes Braga - Give-a-Little-Help for a Business: Consumers' Prosocial Behavior towards For-Profit Companies – Conference ENANPAD 2020
- Barros, Lucia, Abrantes Braga, Farah Diba - 'Give-a-Little-Help for a Business': Consumers' Prosocial Behavior towards For-Profit Companies - Conference EMA -2021
- Braga, F. D. M. A. A.; Isabella, G.; Mazzon, J. A. Do Digital Wallets as a Payment Method Influence Consumer in Their Buying Behavior? 2013. (Conference – ENANPAD, Brazil).
- Braga, F. D. M. A. A.; Ramos, H.; Isabella, G. Digital Payment Mode: the Brazilian Reality - Meios de Pagamento Digitais: a realidade brasileira. Um estudo de Segmentação Ambiental. 2013. (Conference – SEMEAD, Brazil).
- Do Digital Wallets as a Payment Method Influence Consumer in Their Buying Behavior? 2013. ENANPAD – Conference on Post Graduation Administration Scientific Research, Brazil. http://www.anpad.org.br/~anpad/eventos.php?cod_evento=1

- Digital Payment Mode: the Brazilian Reality - Meios de Pagamento Digitais: a Realidade Brasileira: um estudo de Segmentação Ambiental. 2013. SEMEAD – University of Sao Paulo Conference on Administration. Brazil.
- Latim America Conference on Retail - CONGRESSO DE VAREJO DA AMÉRICA LATINA – CLAV – Paper reviewer 2014, 2015 and 2016.
- An investigation into behaviour and customer lifetime value of members of the **Wildowl & Wetlands Trusts** in order to consider the implications of a shift from a 'benefit led to a cause led' approach to membership marketing. **2001 – MBA dissertation, Bath.**

INDUSTRY EXPERIENCE

- 2011 - 2012 – Business Development and Marketing Director – Neuralnet, Credit Card Company.
- 2009 – 2010 - Foreign Trade Operations Manager – Quattor/Brasken Petrochemical.
- 2005 – 2009 - International Business Development – Sab Trading Company.
- 2004 – 2005 - International Business Development and Marketing, Emigran Ornamental Stones.
- 2002 - 2004 – Business Development and Marketing, Alana Group, Credit Card Company.
- 1996 – 2000 – International Business Development – Federation of Industries.
- 1992 – 1996 – International Business Development – Granos - Ornamental Stones Industry.

SELECTED COURSE WORK (Ph.D.)

Marketing

- Behavioral and Decision-Making Research (Jay Russo, at Cornell University, 2016).
- Consumer Behaviour.
- Advanced Consumer Behaviour (Nancy Wong, University of Wisconsin, 2020).
- Marketing Theory.
- Pro-Seminars in Marketing

Methods

- Measurement and Structural Equation Modeling (SPSS and R)
- Experimental design and analysis for behavioral research.
- Mediation, Moderation and Conditional Process Analysis.
- Multivariate Analysis (Quantitative Methods).
- Qualitative Consumer Behaviour Research (Daiana Haytko - East Carolina University)
- Qualitative Methods in Research

ACADEMIC REFERENCES (business related references upon request)

- Tania Veludo-de-Oliveira (Committee Chair), Professor, Marketing, FGV – EAESP (BR). E-mail: tania.veludo@fgv.br; phone: +55 (11) 96284 7987.
- Agnes Nair – Professor and Chair of Marketing, School of Economics, Finance and Management at University of Bristol - agnes.nairn@bristol.ac.uk
- Diogo Hildebrand – Assistant professor of marketing at Zicklin School of Business – Baruch College – NYC - Diogo.Hildebrand@baruch.cuny.edu

Farah Diba Abrantes-Braga

STUDENTS's REVIEWS (<https://www.linkedin.com/in/farah-diba-abrantes-braga-ph-d-mba-5b239a1/details/recommendations/?detailScreenTabIndex=0>)



Décio Soares  · 1st

Marketing Manager - Latam | Branding | Social Media | Internal Communications | Advertising | Digital

October 7, 2022, Décio was Farah Diba Abrantes' client

I had the chance to study this year with Farah and she was an amazing teacher. She has a deep knowledge in Marketing, she instigates the class to think in new possibilities, and she is very humble and close, creating an environment of trust. I truly recommend her for her professionalism and for her personal skills to engage and connect with the audience.



Luana Tinoco Cerqueira · 1st

Last year student at emlyon business school

November 7, 2022, Luana reported directly to Farah Diba Abrantes

During my time as an exchange student at Insper, I had the chance to be one of Farah's student in her Marketing Metrics and Data Marketing class. It has been such a pleasure to attend to this course. Farah knows exactly how to hold the attention of her audience. This is partly due to the fact that she teaches in a very dynamic way and that we learned about this field from her investigation focus and integrated knowledge. Farah is a great professor, dedicated and endowed with undeniable human qualities. I am grateful to have been one of her students. If you have the chance to attend one of her class you will certainly not regret it!



Nigel Seah · 1st

Technical SEO Specialist | Content Strategist & Writer | SaaS & Tech Content

September 12, 2022, Nigel reported directly to Farah Diba Abrantes

 All LinkedIn members



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I had the absolute pleasure of being taught by Farah during my time as an exchange student at Insper. With her years of experience in the private sector and academia, Farah was able to make her classes easily digestible to all her students. Farah also leveraged her professional connections to bring in distinguished guest lecturers to provide students with real-life insights about marketing. Some of these include the then-VP of SAP Brasil, as well as senior executives from Facebook, PwC, and IBM. She was friendly and cordial inside and outside of class and I've been incredibly blessed to be able to call her my teacher and friend.



Damien Gholipour · 1st

Digital Marketing master's student

September 8, 2022, Damien reported directly to Farah Diba Abrantes

All LinkedIn members



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Farah Diba was my Digital Marketing and also of Marketing Metrics & Data Analytics professor at INSPER Sao Paulo.

I really enjoyed her classes and I learn a lot about those courses.

Classes with her were always a pleasure, we were always welcomed with her smile and with good humor. She taught us complex marketing theory easily by using insightful examples, and she was always available and motivate to answer our questions for more information.

To evaluate our knowledge about her classes, we worked on several individual and group projects, which help us to practice ourselves on problems that we can face in companies.

As a student who wants to work in Digital Marketing, and with my first courses about it, Farah Diba participated a lot in confirming my desire to work in this sector.

Thank you for every knowledge you give us Farah,

Wish you the best!

Damien.



Lilian VALLAIS · 1st

Learning Community Manager at Lingopass | 100 Startups to Watch PEGN 2022 |

Endeavor Scale Up 2022 | AWS EdStart

September 20, 2022, Lilian and Farah Diba Abrantes studied together

I had the opportunity to follow 2 courses with Professor Farah during my academic exchange at INSPER. Digital Marketing and Marketing Metrics & Data Marketing.

These courses have been helpful and decisive for my early career in Digital Marketing!

During the Digital Marketing course, Farah introduced us to key concepts in the field, including the customer path, the difference between an inbound and outbound strategy in Marketing, and all the tools to create an engaging strategy in social media.

What about the Marketing Metrics course, we have approached the concept of Marketing from an analytical point of view, which was very interesting! During the course, Farah always sought to engage the students in discussion. We talk about Marketing Research and the concept of primary and secondary data, but also the definition of a metric and KPI. We have also become familiar with data such as Market Share and Market Penetration, as well as how to measure loyalty and customer satisfaction with the Customer Life Time Value and NPS, but also the ROI.

Last but not least, I recommend Farah's courses. The semesters pushed me towards a career in Marketing and Communication. The concepts she presented helped me to develop my career in Brazil!



Sabrina Passerotti · 1st

MSc IB Strategic Marketing

September 27, 2022, Sabrina reported directly to Farah Diba Abrantes

Luckily I had the opportunity of being Farah's student when I took 'Digital Marketing' and 'Marketing Metrics and Data Marketing' during my last year as a bachelor student at Inesper. For sure these subjects were among my favorites and among my best grades. And most of this success was due to the enthusiasm and quality of the classes taught by Farah. She always taught with great enthusiasm and in a way that effectively held my attention. I can also say that her classes helped me to develop my interest in the world of marketing, to the point that I started a master's degree in the subject. Overall, I feel that if you have the chance of attending at least one of her classes, you will definitely not regret it!



María Alejandra Poveda García · 1st

International Marketing and Logistics Administration student

September 6, 2022, María Alejandra reported directly to Farah Diba Abrantes

 All LinkedIn members



On 

I had the opportunity to meet Farah as a professor during my exchange at INSPER in 2021 in partnership with my university, Universidad de La Sabana, in Colombia. It was such a pleasure to learn about digital marketing from her investigation focus, great human quality and integrated knowledge on the field. I highly recommend Farah to any student that has interest in implementing digital marketing tools to their development as professionals!

