

## **Andrés Alberto Barrios Fajardo**

Associate Professor

Marketing Area

Joined the School in 2006

### Academic Background

- 2009 - 2013      Ph.D. in Marketing, Lancaster University. Lancaster, United Kingdom.  
2002 - 2004      Master in Management, Universidad de los Andes. Bogotá, Colombia.  
1996 - 2001      B.Sc. In Civil Engineering, Pontificia Universidad Javeriana. Bogotá, Colombia.

### Teaching Experience

#### **COURSES TAUGHT IN RECENT YEARS**

##### **Graduate**

- Research Methods
- Branding
- Marketing research
- Marketing Management

##### **Undergraduate**

- Marketing Management
- Consumer Behavior
- Marketing Research
- Branding

### Academic Activities

- 2017 - to date    Associate Professor, UASM. Bogotá, Colombia.  
2015 - to date    Director, Marketing Area. UASM. Bogotá, Colombia.  
2013 - 2017      Assistant professor. UASM. Bogotá, Colombia.  
2012              McBride Fellow, Baylor University.  
2007 - 2009      Instructor. UASM. Bogotá, Colombia.  
2006 - 2007      Graduate assistant. UASM. Bogotá, Colombia.  
2003 - 2006      Instructor. Servicio Nacional de Aprendizaje SENA / Construction. Bogotá, Colombia.

## CONFERENCES AND SEMINARS

- 2019 Macromarketing Conference. "Mobilizing Action to Catalyze Real rocking Outcomes" John Carroll University, United States, June 25-29, 2019.
- 2019 Transformative Consumer Research. " An Intersectionality Perspective of Climate Change, Global Value Chains and Vulnerable Consumers. Florida State University, United States, May 19-21, 2019.
- 2018 Macromarketing Conference. "Marketing as a Means to Transformative Social Conflict Resolution: Lessons from Transitioning War Economies and the Colombian coffee". Universität Leipzig, Germany, July 9-12, 2018.
- 2017 Transformative Consumer Research. " Transformative Market and Consumer Research Initiatives for the Refugee Humanitarian Crisis". Cornell University, United States, June 18-20, 2019.
- 2016 Subsistence marketplaces conference. "Sustainability in Subsistence Marketplaces, Towards a Community Strategy". University of Illinois, United States. June, 2016.
- 2016 Macromarketing Conference: Academic Activism. "Conflict and Constructive Engagement", Trinity College. Dublin. July, 2016.
- 2016 Biennial Conference of the International Society of Markets and Development, "The Dynamic Effects of Policy and Marketing Systems on Peace and QOL: Evidence from Medellín, Colombia", Lima. August 9 - 12, 2016.
- 2015 Transformative Consumer Research: Transformative Intersections. "Social Conflict and Consumption", Villanova University, Philadelphia, May, 2015.
- 2015 Macromarketing conference: Marketing as Provisioning Technology Integrating Perspectives on Solutions for Sustainability, Prosperity and Social Justice. "Business as boundaries objects for Peacemaking", Loyola University, Chicago, June, 2015.
- 2014 Public Policy and Marketing Annual Conference. Boston, June 5 - 7, 2014.
- 2014 Subsistence Marketplaces. Conference: Sustainable Consumption and Commerce for a Better World, University of Illinois at Urbana-Champaign, June 13 - 15, 2014.
- 2013 Fourth Transformative Consumer Research Conference - Lille, France - May 24 - 25, 2013.
- 2013 Consumer Culture Theory Conference, Tucson, Arizona, June 13 - 16, 2013.
- 2012 Subsistence Marketplaces Conference: Sustainable Consumption and Commerce For A Better World, Loyola University at Chicago, June 27-29, 2012.
- 2012 Consumer Culture Theory Conference, Oxford University, August 16 - 19, 2012.
- 2012 Association for Consumer Research Annual Conference, Vancouver, October 4 - 7, 2012.
- 2011 CRAWs Conference "Emerging Issues in Transformative Consumer Research and Social Marketing", Manchester University, April 14 - 15, 2011.
- 2010 "Enhancing the Status of Consumer Research in Non-Western Contexts", University of Strathclyde Business School, July 5 - 6, 2010.
- 2008 II Subsistence Marketplaces Conference: Sustainable Consumption and Commerce for a Better World, University of Illinois at Chicago, June 13 - 15, 2008.

Other Professional Activities
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## CONSULTANCIES

- 2006 UASM/Bogotá's Health Department/"Subjective Wellbeing in Bogotá". Bogotá, Colombia.
- 2006 UASM/ Sumaq Alliance/ "E- government analysis on Iberoamerica". Bogotá, Colombia

Research

**RESEARCH AREAS**

Interpretative Research  
Transformative Consumer Research  
Statistical Models in Marketing  
Consumers Technology Adoption  
Marketing for Low Income Consumers  
Social Entrepreneurship

Publications

**ARTICLES IN ACADEMIC JOURNALS**

- 2019 “Training Effects on Subsistence Entrepreneurs’ Hope and Goal-Attainment”, Education and Training, Barrios A., Reficco E., Taborda R., (2019).
- 2018 Barrios A, Camacho S. (2018) Consumers’ approach to brands centered on infamous celebrities: An institutional view of Pablo Escobar’s Human Brand. Journal of Business Research (ISSN 0148-2963) - (-), pp. ---.
- 2017 Aria, Claudia. Barrios, Andrés. Wilson, Bradley. Getting the Sustainability Message Across: An Endorsed Colombian Environmental Cinematographic Strategy. International Journal of Advertising. 2017.
- 2017 Barrios, Andrés. Muñoz, Omar. Roca, David. Wilson, Bradley. Creativity Identity in Colombia: The Advertising Creatives’ Perspective. International Journal of Advertising, 2017.
- 2016 “Marketing as a Means to Transformative Social Conflict Resolution: Lessons from Transitioning War Economies and the Colombian Coffee Marketing System - Journal of Public Policy & Marketing Vol. 35, No. 2, pp. 185 - 197.
- 2015 "The Transformative Value of a Service Experience" Journal of Service Research - Volume: 18 issue: 3, page(s): 265 – 283.
- 2015 Barrios, Andrés. Blocker, Christopher. The Contextual Value of Social Capital for Subsistence Entrepreneur Mobility. Journal of Public Policy and Marketing. Vol. 34. Issue 2. 272 -286.
- 2014 Barrios, Andrés; Ahmet, Ekici; Saatcioglu, Bige; Coleman, Catherine A; Blocker, Christopher P.; Banister, Emma; Passerard, Françoise; Gorge, Hélène; Hamilton, Kathy; Piacentini, Maria G.; Hutton, Martina; Poverty in Consumer Culture: Towards a transformative Social Representation 2014. Journal of Marketing Management London- UK ISSN 0267-257X.
- 2010 “Low socioeconomic class and consumer complexity expectations for new product“, Journal of Business Research. 2010, Vol. 63, Issue 3.

**ARTICLES IN PROFESSIONAL/ TRADE JOURNALS**

- 2017 Camacho S, Barrios A. (2017) Social ties and improved well-being: the role of Wikimujeres in Colombian women's business development. ACR Latin America Conference 2017 Cali, Colombia.
- 2016 Camacho S, Barrios A. (2016) “Tell Me Who You Are, and I Will Show You What You Get” -

the Use of Individuals' Identity for Information Technology Customization. HCI International 2016 HCI in Business, Government, and Organizations: eCommerce and Innovation (ISBN 978-3-319-39395-7) Canadá.

## BOOKS

- 2019 Garcia, Juana; Barrios Andres. Construcción de Paz: Las empresas en la reintegración de excombatientes. Ediciones Uniandes.
- 2011 Serna, Humberto; Barrios, Carolina; Barrios, Andrés; Castillo, Marly. ¿Cómo medir el valor del cliente? 3R Publishers.
- 2009 Barrios, Andrés; Trujillo, Carlos; Ospina, Jose Miguel; Estrada, Catalina; Durán, Paula; Jiménez, María. "Estrategias Efectivas de Mercadeo: Los ganadores de los premios EFFIE 2006". Bogotá, Colombia: Ediciones Uniandes. 2009 ISBN 9789586954136.

## CASES

- 2009 Interconexión Electrica S.A (ISA)-Internexa, ISSN 1900-8791, April 2009.
- 2008 ISA – Peru, ISSN 1900-8791, November 2008.

## CHAPTERS IN BOOKS

- 2019 "Refugees and Social Inclusion: The Role of Humanitarian Information Technologies", Decision-making in Humanitarian Operations, 2019, Camacho S., Herrera a., Barrios A. pp 99-123.
- 2018 "Inclusive food distribution networks in subsistence markets", Case Studies in Food Retailing, Santos M, Barrios A.", Case Studies in Food Retailing, Santos M., Barrios A., pp 5-10.
- 2012 Andrés Barrios Fajardo, José Antonio Rosa, Stephanie Geiger-Oneto. Hope and Innovativeness: Transformative Factors for Subsistence Consumer-Merchants. In: Transformative Consumer Research for Personal and Collective Well-being. Ed. Routledge Academic – United States. p.p. 151 - 170. ISBN 1848728522.
- 2012 Andres Barrios Fajardo, Laura Salciuviene, Maria Piacentini, "Your Life When You've Got Everything Is Different": Forced Transformations and Consumption Practices. In: Research in Consumer Behavior. Emerald Group Publishing Limited Bingley – United Kingdom. P.p. 129 - 149. ISBN 9781787900222.
- 2012 Barrios, Andrés; Blocker Chris. Countervailing the Effects of Poverty: Individual and Collective Strategies among Impoverished Consumers for Sustainable Well-Being 2012. In: Advances in Consumer Research, Vol 14. Ed. Association for Consumer Research –United States, pp101-105. ISBN 9780915552702.
- 2012 Barrios, Andrés; Salciuviene, Laura; Piacentini, Maria. Forced Transformations and Consumption Practices in Liquid Times. 2012. In: Advances in Consumer Research, Vol 14. Association for Consumer Research- United States, pp. 890-891 ISBN 9780915552702.
- 2012 Una era de Convergencia entre tecnología, consumidor y empresa. In "Tendencias en la administración: gerencia y academia", 2012. Francisco Azuero, Ana Cristina González y María Lorena Gutiérrez (academic edition and compilation) Vol. 1 ISBN 978-958-695-807-3.
- 2008 "Grupo Nacional de Chocolates" In: Casos de Estrategia. Bogotá, Colombia: Ediciones Uniandes, 2008, pp. 78-89 ISBN: 978-958-695-363-4.

## GRANTS

- 2018 RCUK- Colciencias, Caldas Grant. Entrepreneurship development in ex-combatants population 2018. £150.000
- 2018 World Women Bank. Social intervention intersectional analysis in the Cauca Women Farmer federation \$30.000 USD.