

ANDRÉS BARRIOS

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 - 2022 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

- 2020 Culture and communication for a wellbeing-oriented food marketing strategy. (2020)
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

Consultancies

2006	UASM/Bogotá's Health Department/"Subjective Wellbeing in Bogotá". Bogotá, Colombia.
2006	UASM/ Sumaq Alliance/ "E- government analysis on Iberoamerica". Bogotá, Colombia
2001– 2006	Manager / Beta Construction Company. 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

2022	The new world of philanthropy: How changing financial behavior, public policies, and COVID-19 affect nonprofit fundraising and marketing. <i>The Journal of Consumers Affairs</i> . https://doi.org/10.1111/joca.12461
2022	Teleworking and technostress: early consequences of a COVID-19 lockdown. <i>Cognition, Technology and Work</i> . https://doi.org/10.1007/s10111-022-00693-4
2022	From service to social innovation with a service-dominant logic approach. <i>Journal of Services Marketing</i> (ISSN 08876045)
2022	Valuing less and guarding more: Consumption stewardship in restricted contexts. <i>International Journal of Consumer Studies</i> (ISSN 1470-6423)
2021	What social enterprises can learn from the freemium business model. <i>Academia-Revista Latinoamericana de Administracion</i> (ISSN 1012-8255) 34 (1), pp. 165-181.
2021	Across Time, Across Space, and Intersecting in Complex Ways: A Framework for Assessing Impacts of Environmental Disruptions on Nature-Dependent Prosumers. <i>Journal of Public Policy & Marketing</i> , 40(2), 262-284
2021	Social commerce affordances for female entrepreneurship: the case of Facebook. <i>Electronic Markets</i> , pp. 1-23. (ISSN 1019-6781)
2021	Extending the notion of customer value to surfing camps. <i>Heliyon</i> , (ISSN 2405-8440). 7(8).

- 2020 From Donation-based NPO to Social Enterprise: A journey of Transformation Through Business Model Innovation. *Journal of Business Research*. In press
- 2020 The Global Refugee Crisis: Pathway for a More Humanitarian Solution. *Journal of Macromarketing* Vol. 40, Issue 1, pp 128-143
- 2019 Entrepreneurship as Boundary Object: Toward Reintegration of Colombia's Ex-Militants into Civil Society. *Journal of Macromarketing*. Vol. 39, Issue 4, pp 368-384
- 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

- 2020 Programa de Emprendimiento Comunitario: Nuevas Oportunidades para el Campo. Ediciones Uniandes. (ISBN 9789587980240) Colombia.
- 2019 García, 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.

Books Reviews

- 2021 Macro-Social Marketing Insights: Systems Thinking for Wicked Problems. ISBN 9780367785475.

Chapters in Books

- 2022 Colombia: Resilience and Well-being in Response to COVID-19. Community, Economy and COVID-19 (ISBN 9783030981525) pp. 137-154 . Springer
- 2022 Colombian Advertising Industry: The Effects of Social Context on Advertisement Outcomes. Handbook of Research on Global Perspectives on International Advertising (ISBN 9781799896722) pp. 40-49. IGI Global
- 2019 Barrios A, García J, Montes J, Rettberg A, Schnarch D, Angelika Rettberg. Sector privado y reintegración: una mirada a la inclusión de excombatientes en la actividad productiva en Colombia. Excombatientes y acuerdo con las FARC-EP en Colombia: Balance de la etapa temprana (ISBN 9789587748789) pp. 115-134. Ediciones Uniandes
- 2019 “Refugees and Social Inclusion: The Role of Humanitarian Information Technologies”, Decision-making in Humanitarian Operations, Camacho S., Herrera a., Barrios A. pp 99-123.
- 2019 Angelika Rettberg, Barrios A, García J, Montes J, Schnarch D. Introducción a «Construcción de paz: Las empresas en la reintegración de excombatientes». Construcción de paz: Las empresas en la reintegración de excombatientes (ISBN 9789587748505) pp. 5-13. Ediciones Uniandes
- 2019 Angelika Rettberg, García J, Barrios A, Montes J, Schnarch D. Reflexiones finales . Construcción de paz: Las empresas en la reintegración de excombatientes (ISBN 9789587748505) pp. 119-129. Ediciones Uniandes
- 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.

Cases

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

Press articles

- 2021 El efecto de las tendencias tecnológicas en la gestión de marcas.
- 2020 Una oportunidad para los informales. Portafolio (ISSN 0123-6326)

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

- 2018 – to date Board Macromarketing Society.

SCHOLARSHIPS, GRANTS AND ACADEMIC DISTINCTIONS

- 2020 USAID - Evaluation of Customer Feedback to Support Improved Humanitarian Response Operation in Colombia, - Valor U\$10.000
- 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.