

CARLOS TRUJILLO

Associate Professor | Sustainability Area

Joined the School in 2007

ACADEMIC BACKGROUND

2002 - 2007	Ph.D. in Economics, Finance and Management, Universitat Pompeu Fabra: Graduate Program in Economics, Finance and Management- (GPEFM), Barcelona, Spain.
2001 - 2003	DEA (Diplomma of Advanced Studies), Universitat Pompeu Fabra: Graduate Program in Economics, Finance and Management (GPEFM), Barcelona, Spain.
2001 - 2002	Master of Science in Economics and Management, Universitat Pompeu Fabra. Graduate Program in Economics, Finance and Management (GPEFM) Barcelona, Spain.
1994 – 1999	B.A. In Business Colegio de Estudios Superiores de Administración CESA. Bogotá, Colombia.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Sustainability Marketing and Decision Making
- Sustainable Consumption
- Marketing Management
- Consumer Behavior and Decision Making
- Consumer Behavior and Measurement
- PhD Course on Behavioral Science for Management Research
- Doctoral Seminar: Behavioral Decision Theory
- Business And Sustainability
- Uncertainty And Biases in Decision Making
- Corporate Social Responsibility

Undergraduate

- Marketing Research
- Consumer Behavior and Decision Making
- Sustainable Consumption
- Environmental Management

Executive Education

- Sustainable Consumption and Sustainable Marketing.

ACADEMIC ACTIVITIES

2011 - to date	Associate professor. UASM. Bogotá, Colombia.
2020 – to date	Director or teaching committee – Universidad de los Andes, School of Management.
2012 – 2015	Director of research committee. UASM Bogota, Colombia.
2011 - 2014	Director of marketing area. UASM. Bogotá, Colombia.
2008 – to date	Director of research group in marketing and decision making. UASM. Bogotá, Colombia.
2007 - 2011	Assistant professor. UASM. Bogotá, Colombia.
2001 - 2007	Teaching and research assistant, Universitat Pompeu Fabra, Barcelona, Spain.

OTHER PROFESSIONAL ACTIVITIES

Consultancies

2018 – to date	Director of various projects for the United Nations Environmental Program (UNEP).
2019 - 2020	ONU environment: Promoting sustainable consumption in Latin Americae.
2018	Innpulsa: measuring impact of the Heroes Fest, entrepreneurial festival.
2018	Corredores Davivienda: Using behavioral economics to de-bias trading activities.
2015-2016	Grupo Éxito-Publicaciones semana: A diagnosis of sustainable consumption in Colombia.
2011-2016	National Coffee Federation/Spanish agency of cooperation: A method of measuring the impact of social interventions on pro-social preferences.
1999 - 2000	Risk process consultant, Assurance and Business Advisory unit, Arthur Andersen & Co. Bogotá, Colombia.

Reviewer

Management Science, Journal of Research Practice, Journal of Economic Behavior and Organization, Journal of Business Research, Journal of Economic Psychology, Journal of Macromarketing, British Journal of Developmental Psychology, Plos One, Academia-Revista Latinoamericana de Administración, UniAndes publishing.

OTHER PROFESSIONAL EXPERIENCE

2019 - to date	Academic Editor, PLoS ONE – Behavioral Economics.
2011 - 2016	Associate editor, Academia-Revista latinoamericana de administración.
2007 - 2011	Associate editor, Innovar management journal.
2000 - 2001	Process analysis coordinator, Carulla Vivero S.A. Bogotá, Colombia.
1999	Account manager, Citibank. Bogotá, Colombia.
1998	Operations assistant, MasterCard International, Bogotá, Colombia.

RESEARCH

Research Areas

- Sustainable consumption
- Subsistence Marketplaces
- Bounded Rationality
- Cognition and Emotion in Judgment and Decision Making
- Behavioral Decision Theory in Consumer Behavior
- Experimental and Behavioral Economics
- Transformative Consumer Research

Research Projects

In progress	The mediating role of consumer wisdom to reduce the value-action gap in pro-environmental behaviors (With Michael Luchs).
In progress	From sustainable to regenerative lifestyles.
In progress	On the relationship between altruistic preferences and pro-environmental behaviors: A field experiment.
In progress	Consumer involvement in circular economy.
In progress	Determinants of household food waste.
In progress	A structural and comprehensive model of sustainable consumption patterns in Latin America.
In progress	Value networks and sustainable consumption.
In progress	Integral affect and boundedly rational choice heuristics.
In progress	De-biasing decision making within organizations.
2016 - to date	“Value based education in Management”
2018 - to date	“Cognitive biases in entrepreneurship”
2013 - to date	“Sustainable consumption and individual decision behavior”.
2012 - to date	“The role of subjective time on decision processes”, (with Daniella Laureiro).
2012 - to date	“In advance of drug legalization, legal reasoning and the drug consumption”, (with Angela Trujillo).
2011	Hope, emotion and creativity among subsistence consumers, with Jose A. Rosa.
2010	“The influence of poverty on consumer behavior from a transformative perspective”, (with several colleagues around the globe).
2010	Subjective violence, associative forms and pro-social preferences. With Maria A. Vélez and Clemente Forero (In process).
2009 - to date	Integral affect and boundedly rational choice heuristics.
2008	Featurization of attributes: How Consumers Understand Quantitative Information?
2007	“The categorization uncertainty model: How consumers understand quantitative information?”

- 2003 - 2007 “Análisis experimental de decisiones y mercados” (Experimental analysis of decisions and markets). Research Assistant. Director: Antoni Bosch Ph.D., Rosemarie Nagel Ph.D., Universitat Pompeu Fabra, Barcelona, Spain.
- 2002 “Sampling decision behavior in the real world: study contrasting students and business executives”, Research Assistant. Director: Robin M. Hogarth Ph.D.: Universitat Pompeu Fabra, Barcelona, Spain.
- 1996 - 1997 “Las empresas multinacionales latinoamericanas” (The multinational enterprises in Latin America) Research Assistant. Director: Andrés Franco PhD, Colegio de Estudios Superiores de Administración, Bogota, Colombia.

PUBLICATIONS

Articles in Academic Journals

- 2021 Enabling and Cultivating Wiser Consumption: The Roles of Marketing and Public Policy. *Journal of Public Policy and Marketing* (ISSN 0743-9156) 40 (2), pp. 226-244.
- 2021 Trujillo C, Estrada-Mejía C, Rosa J. (2021) Norm-focused nudges influence pro-environmental choices and moderate post-choice emotional responses. *PLoS ONE* (ISSN 1932-6203) 1 (1), pp. 1-38.
- 2020 Arias C, Trujillo C. (2020) Perceived consumer effectiveness as a trigger of behavioral spillover effects: A path towards recycling. *Sustainability* (ISSN 2071-1050) 12.
- 2019 Trujillo C, Trujillo A, Obando D. (2019) An examination of the association between early initiation of substance use and interrelated multilevel risk and protective factors among adolescents. *PLoS ONE* (ISSN 1932-6203) 14 (-), pp. 1-18.
- 2019 Trujillo C, Trujillo A, Obando D, Trujillo C. (2019) Does it matter if drugs are legal? Legalising decreases the influence of beliefs in a moral order in consumption among adolescents. *Addiction Research & Theory* (ISSN 1606-6359) 27 (0), pp. 472-481.
- 2019 Reficco, E., Jaén, M. H., & Trujillo, C. (2019). Beyond Knowledge: A Study of Latin American Business Schools' Efforts to Deliver a Value-Based Education. *Journal of Business Ethics*, 156(3), 857-874.
- 2018 The complementary role of affect-based and cognitive heuristics to make decisions under conditions of ambivalence and complexity. Trujillo C. *Plos One*. doi.org/10.1371/journal.pone.0206724.
- 2017 Consumer Creativity Influenced by Hope, Integral Emotions and Socio-Economic Status. *International Journal of Consumer Studies*. DOI: 10.1111/ijcs.12369.
- 2017 Time Perspective and Age A Review of Age Associated Differences. *Frontiers in Psychology*. *Front. Psychol.*, 17 February 2017 | <https://doi.org/10.3389/fpsyg.2017.00101>.
- 2016 Prosocial Behavior and Subjective Insecurity in Violent Contexts: Field Experiments. July 29, 2016 *PLoS ONE* <https://doi.org/10.1371/journal.pone.0158878>.

- 2016 Family dynamics and alcohol and marijuana use among adolescents: The mediating role of negative emotional symptoms and sensation seeking. *Addict Behav.* 2016 Nov;62: 99 - 107. doi: 10.1016/j.addbeh.2016.06.020.
- 2014 Obando, D., Trujillo, A.M. & Trujillo, C.A. Substance Use and Antisocial Behavior in Adolescents: The Role of Family and Peer-Individual Risk and Protective Factors. *Substance Use and Misuse.*
- 2013 Carlos Andrés Trujillo Valencia, Ahmet Ekici, Bige Saatcioglu, Christopher Blocker, Colin Beckwith, Debabrata Talukdar, Jose Rosa, Julie Ruth, Martina Goudie-Hutton, Rohit Varman, Srinivas Sridharan, Srinivas Sridharan, Understanding poverty and promoting poverty alleviation through transformative consumer research. *Journal of Business Research.* ISSN 0148-2963.
- 2012 Hogarth, Robin M., Natalia Karelaia, and Carlos Andrés Trujillo. «When should I quit? Gender differences in exiting competitions.» *Journal of economic behavior & organization* 83.1 (2012): 136-150.
- 2012 Carlos Andrés Trujillo Valencia, Angela María Trujillo, Efren Martínez, Validación del test de propósito vital (PIL TEST - purpose in life) para Colombia. *Revista Argentina de Clinica Psicologica.* ISSN 0327-6716 –Argentina.
- 2011 Carlos Andrés Trujillo Valencia, Ahmet Ekici, Bige Saatcioglu, Chris Blocker, Colin Beckwith, Debabrata Talukdar, José Antonio Rosa, Julie Ruth, Martina Goudie-Hutton, Rohit Varman, Srinivas Sridharan, Applying a Transformative Consumer Research Lens to Understanding and Alleviating Poverty 2011. *Journal of Research for Consumers.* United States. ISSN 1444-6359.
- 2010 “Low socioeconomic class and consumer complexity expectations for new product technology”. *Journal of Business Research*, Vol 63, 6 2010 (with Andrés Barrios, Sonia Camacho and José Rosa).
- 2008 “Essay on Flemming Hansen and Svere Riis Christensen`s emotions, advertising and consumer choice”. *Journal of Business Research*, 2008 Vol 61, 9.
- 2007 “Building internal strength, sustainable self-esteem and inner motivation as a researcher”. *Journal of Research Practice*, Vol 3(1), 2007.

Books

- 2011 *Competencias Directivas: Corrientes y Controversia*, Ediciones UniAndes, Bogotá, Colombia, 2011 (With Beatriz Soler and Veronica Durana).
- 2009 “Estrategias de publicidad efectivas - Casos ganadores de los premios effie 2006” With José Miguel Ospina and Andrés Barrios. Ediciones Uniandes, 2009.
- 2008 *Affect, cognition and categories in decision making.* VDM press, Saarbrucken, Germany, 2008.

Chapters in Books

- 2022 Trujillo, C.A, The future of sustainable consumption after the pandemic; optimism or pessimism? In *A New Era of Consumer Behavior - Beyond the Pandemic*, IntechOpen.

- 2018 Mercadeo y desarrollo sostenible: un enfoque desde el comportamiento del consumidor. 2019. Carlos Trujillo, Gobernanza y gerencia del desarrollo sostenible. Trujillo, C. A., Unda, J. pp, 301 – 321.
- 2012 Tendencias en la administración: gerencia y academia, 2012. Francisco Azuero, Ana Cristina González and María Lorena Gutiérrez (academic edition and compilation) Vol. 1 ISBN 978-958-695-807-3.

Conference Presentations

- 2019 Consumer wisdom and sustainable consumption. Transformative Consumer Research conference, Florida State University, May 22 – 24, 2019, Tallahassee, FL, United States.
- 2017 Sustainable consumption, emotions and socio economic level. Association for Consumer Research – LA, Cali, Colombia.
- 2017 Helping consumers staying in the virtuous path. Transformative Consumer Research conference, Cornell University, July 17 – 19, 2017, Ithaca, NY, United States.
- 2014 Family and Peer-Individual Risk/Protective Factors for Unique and Co-Occurring Substance Consumption and Delinquent Behavior in Colombian Adolescents (With Angela Trujillo and Diana Obando). Award-winning poster presented at NIDA International Poster Session at the Society For Prevention Research 22nd Annual Meeting May 27 – 30 2014 Washington D.C. United States.
- 2012 Socio Economic level and the influence of hope on creativity (with J.A. Rosa). Presentation at the 4th subsistence marketplaces conference, Chicago, IL, United States, July 27 - 29, 2012.
- 2011 Emotions, grounded cognition and ecological rationality in the behavior of subsistence consumers. Presented at the 3rd conference on Transformative Consumer Research, Waco, TX, United States. June 2011.
- 2010 Why do women quit competition too early? Gender differences and group composition (with N. Karelaia and R. Hogarth) Paper presented at the Academy of Management, Montreal, QC, Canada, August 8 -10, 2010.
- 2009 Take the best or take the emotionally best. The role of emotions on non-compensatory choice Poster presented in the 30th Conference of the Society of Judgment and Decision Making, Boston, MA, United States, November 20 -23, 2009.
- 2009 Underachievement and the glass ceilings: Evidence from a naturalistic experiment with N. Karelaia and R. M., Hogarth) Paper presented in the 30th Conference of the Society of Judgment and Decision Making, Boston, MA, United States, November 20 - 23, 2009.
- 2008 “Field experiments in markets and finance” Latin American Field Experiments Network, Bogotá, Colombia, 2008.
- 2008 “The effect of consumer’s socio-economic stratum on complexity expectations of new technological products” 2nd Conference of Subsistence Markets. Chicago, IL, United States, 2008.

- 2007 Balancing cognition and emotion in preference construction. 21st Conference of Subjective Probability Utility and Decision Making. Poland, 2007.
- 2007 Knowing, feeling and thinking about it: A cognitive-affective model of preference construction. 28th Conference of the Society of Judgment and Decision Making, Long Beach, CA, United States, 2007.
- 2006 On the dance of reason and affect: models of choice with cognitive weights and emotions. 27th Conference of the Society of Judgment and Decision Making, Houston, TX, United States, 2006.
- 2005 Emotions, weights and categorical information in the decision making process. 26th Conference of the Society of Judgment and Decision Making, Toronto, ON, Canada, 2005.
- 2004 Range sensitivity of categorization judgments. 25th Conference of the Society of Judgment and Decision Making. Minneapolis, MI, United States, 2004.
- 2004 Categorization uncertainty. Mannheim Empirical Research Summer School, Mannheim University. Mannheim, Germany. 2004.

Other Documents

- 2009 Daniel Nicolás Borrero Flórez, “Logos olfativos y aromatización de ambientes. Efectos en el proceso de toma de decisiones”, Best Final Projects Series, UASM.
- 2009 Humor, por qué y para qué? Efectos del humor y el involucramiento del consumidor en la comprensión de la publicidad. Revista de la asociación nacional de anunciantes de Colombia – ANDA, January 2009.

Press Articles

- 2018 A vender y comprar menos y más caro por la sostenibilidad, 2018
- 2018 La solución para la movilidad es no moverse, 2018.
- 2018 Invitación a hacerse exuribista y exantiuribista, 2018.
- 2017 La desesperanza de la movilidad y el transporte. Semana, 2017.
- 2017 La defensa de los otros niños. Semana, 2017.
- 2017 La ley vs. el consumo colaborativo. Semana, 2017.
- 2017 ¿Para dónde vamos y para dónde iremos? Semana, 2017.
- 2016 ¿Estará en crisis la obsolescencia programada? Semana, 2016.
- 2016 Indicadores diarios ambientales. Semana, 2016.
- 2016 Falacias. Semana, 2016.
- 2016 De la economía circular al consumo circular. Semana, 2016.
- 2016 El sí y el no... ¡ahora a leer!. Semana, 2016.
- 2016 Sobre bolsas plásticas... Semana, 2016.

EXCHANGE PROGRAMS (VISITING PROFESSOR)

2013	Invited lecturer at Yale University – School of Forestry.
2005	Visiting Scholar at Colegio de Estudios Superiores de Administración CESA, Bogotá, Colombia.

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

2021 – to date	Member of the editorial board of the Subsistence Marketplaces Journal.
2019 – to date	Member of the advisory board of the Transformative Consumer Research Initiative.
2019 – to date	Member of the academic board. Centro de Estudios en Seguridad y Drogas – (Cesed) – Universidad de los Andes.
2018 – to date	Centro de los Objetivos de Desarrollo Sostenible para America Latina y el Caribe (CODS). Affiliated researcher.
2021	Member of the global Technical Advisory Group for this UN initiative.
2017 - 2020	Member of the advisory Board of the Transformative Consumer Research Initiative
2016 - to date	Society of Personality and Social Psychology.
2010 - to date	Member of the Research and Publication committee. UASM. Bogotá, Colombia.
2009 - to date	Association for Consumer Research.
2008 - to date	Society of Consumer Psychology.
2004 - to date	Society of Judgment and decision Making.

Invited Speaker

2011	Invited speaker at the Management and Organization seminar series, Universitat Pompeu Fabra, Barcelona, Spain. Sustainability and individual decision making.
2011	Invited speaker at the Management and Organization seminar series, Universitat Pompeu Fabra, Barcelona, Spain, oct 19, 2011. Socio-economic level, hope and consumer creativity.

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

2003 - 2007	Scholarship Formación de Personal Investigador Ministerio Español de Educación y Ciencia. Barcelona, Spain.
2001 - 2003	Teaching Assistantship. Universitat Pompeu Fabra. Barcelona, Spain.
1999	Leadership award Colegio de Estudios Superiores de Administración CESA. Bogotá, Colombia.

Grants

2019 – 2022	UN (Environmental Program) – European Union. US 280.000
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2018	Innpulsa. US 50.000.
2018	Corredores Davivienda. US 20.000.
2018	Universidad de los Andes. US 17.000.
2015	Grupo éxito. US 30.000.
2012	Universidad de los Andes. US 10.000.
2012	Universidad de los Andes: US 16.000 with Jose A. Rosa.
2011 – 2015	Federación Nacional de Cafeteros (Colombia) with Maria Vélez and Clemente Forero US 80.000.
2011	Marketing Science Institute – US 15.000 with Jose A. Rosa.
2007	Universidad de los Andes. US 30.000 Seed capital for A.P