

# CATALINA ESTRADA

Associate Professor | Marketing Area

Joined the School in 2006

## ACADEMIC BACKGROUND

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2012 - 2015	Ph.D. in Social Psychology. Tilburg University – School of Social and Behavioral Sciences, Tilburg, The Netherlands.
2010 - 2012	Research Master. Major: Social Psychology. Tilburg University – School of Social and Behavioral Sciences, Tilburg, The Netherlands.
1999 - 2004	B.A. Major: Management. Magna cum Laude. Universidad de los Andes - School of Management (UASM), Bogotá, Colombia.

## TEACHING EXPERIENCE

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### Courses Taught in Recent Years

#### Graduate

Behavior Sciences for Sustainability  
Consumer Behavior

#### Undergraduate

Principles of Marketing  
Consumer Behavior

## ACADEMIC ACTIVITIES

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2022 – to date	Director, Marketing area. UASM. Bogotá, Colombia.
2021 - 2022	Director, Undergraduate Program in Management.
2015	Visiting researcher at Ohio State University with professor Ellen Peters.
2014	Attend the summer school “Summer Institute on Bounded Rationality”. Marx Platz Institute. Berlin, Germany.
2012 - 2014	Member of the PhD-council of Tilburg School of Social and Behavioral Sciences (TSB). The PhD-council represents the PhD-students of the Tilburg School of Social and Behavioral Sciences. The council discusses current issues at TSB and how these concern its PhD-students.
2006 - to date	Assistant Professor. UASM. Bogotá, Colombia.

## OTHER PROFESSIONAL ACTIVITIES

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### Executive Education Courses

- Ciencias del comportamiento para resolver retos organizacionales.
- Entendiendo e influenciando el comportamiento.

- Research
- Numeracy
- Cognitive abilities
- Risk perception
- Financial decisions making and financial education.

## PUBLICATIONS

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### Articles in Academic Journals

- 2022 Barrios A, Camacho S, Estrada-Mejía C. (2022) From service to social innovation with a service-dominant logic approach. *Journal of Services Marketing* (ISSN 08876045).
- 2021 Trujillo, C.A., Estrada-Mejía, C., Rosa, J.A. (2021). Norm-focused nudges influence pro-environmental choices and moderate post-choice emotional responses. *PLoS ONE* 16(3): e0247519. <https://doi.org/10.1371/journal.pone.0247519>
- 2021 Zickfeld, D;... Estrada-Mejía, C, et al. (2021). Tears evoke the intention to offer social support: A systematic investigation of the interpersonal effects of emotional crying across 41 countries. *Journal of Experimental Social Psychology*, 95 (NA), 1-24.
- 2020 Estrada Mejía, C., Peters, E., Dieckmann, N. F., Zeelenberg, M., de Vries, M., & Baker, D. P. (2020). Schooling, numeracy and wealth accumulation: A study involving an agrarian population. *Journal of Consumer Affairs*.
- 2016 Estrada-Mejia, C., de Vries, M., & Zeelenberg, M. (2016). Numeracy and Wealth. *Journal of Economic Psychology*, 54, 53 - 63.
- 2010 Estrada-Mejía, C., & Forero-Pineda, C. (2009). The Quest for Visibility of Scientific Journals in Latin America. *Learned Publishing*, 23(3), 237 - 252.

### Books

- 2020 Cardenas S, Cuadros P, Estrada-Mejía C, Mejía D. (2020) Determinantes del bienestar financiero evidencia para América Latina. CAF Banco de Desarrollo para América Latina. (ISBN 9789804221767) Colombia.
- 2006 Mejía-Lara, C., y Estrada-Mejía, C. (2006). *Escuela Nueva and Children's Democratic Behavior*. Bogotá, Colombia: Universidad de los Andes. In Spanish.

### Cases

- 2009 Pedraza-Martinez, A. J., Van Wassenhove, L. N., Estrada-Mejia, C & Stapleton, O. (2009). The Armenia Earthquake: Grinding Out an Effective Disaster Response in Colombia's Coffee Region. Case 09/2009-5610, ECCH, CCMP.

### Chapters in Books

- 2013 Pedraza-Martínez, A.J., Van Wassenhove, L.N., Estrada-Mejia, C., & Stapleton, O. The Armenia Earthquake: Grinding Out an Effective Disaster Response in

Colombia's Coffee Region. In: Sustainability in Supply Chain Management Casebook: Applications in SCM (pp.3-26). Edited by Steven M. Leon. Pearson Education. Part of the FT Press Operations Management Series.

- 2009 Estrada-Mejía, C., y Trujillo-Valencia, C.A. (2009). The use of fantastic and absurd situations in marketing campaigns. In: Most Effective Marketing Strategies (pp. 99-111). Bogotá, Colombia: Universidad de los Andes. In Spanish.
- 2009 Estrada-Mejía, C., y Ospina, J.M. (2009). Conquering Generation Y. In: Most Effective Marketing Strategies (pp. 53-69). Bogotá, Colombia: Universidad de los Andes. In Spanish.

### Congresses and Seminars

- 2019 Estrada-Mejía C.(2019). IAREP/SABE 2019 Conference.
- 2019 Estrada-Mejía C.(2019). JCR Author Development Workshop.
- 2018 Determinants of Financial Well-Being in Latin America. Paris, France: 5th OECD-GFLEC Global Policy Research Symposium to Advance Financial Literacy.
- 2018 Financial Well-Being in Colombia. Buenos Aires, Argentina: EduFin Summit.
- 2017 Choice architecture, prosocial preferences and system 1. Cali, Colombia: ACR Latin America Conference, 2017.
- 2017 Staying on the virtuous path: Helping consumer do what they should. Cornell University, United States: TCR (Transformative Consumer Research Conference), 2017.
- 2015 Numeracy and wealth: A study from the Quechua population of Peru. Budapest, Hungary: SPUDM25 (25th Subjective Probability, Utility, and Decision Making Conference), 2015.
- 2014 Numeracy and personal wealth. Amsterdam, The Netherlands: EASP (European Association of Social Psychology), 2014.
- 2014 Numeracy and risk preferences. Tilburg, The Netherlands: Tiber Symposium, 2014.
- 2013 Numeracy and risk preferences. Barcelona, Spain: SPUDM24 (24th Subjective Probability, Utility, and Decision Making Conference), 2013.
- 2008 Organizational forms of scientific research groups in Latin America: A comparative analysis. Rio de Janeiro, Brazil: Esocite, 2008.
- 2008 Visibility and open access of scientific journals in Latin America. Rio de Janeiro, Brazil: Esocite, 2008.

### Working Papers

- 2015 Estrada-Mejia, C., De Vries, M., Zeelenberg, M., & Breugelmans, S.M. (2015). Numeracy, willingness to take risk and decision strategies. Working paper.
- 2015 Estrada-Mejia, C., Peters, E., Zeelenberg, M., De Vries, M., Baker, D.P., & Dieckmann, N. (2015). Numeracy and wealth: A study from the Quechua population of Peru. Working paper.

## Other Academic Publications

- 2020 Estrada, C., García, J., Camacho, S., Dakduk, S., Soto, J.P., & Andonova, V. Construyendo Empresa después del COVID-19 publicado el 15 de mayo de 2020 en la página web de Uniandes.
- 2020 Estrada-Mejía, C. La economía del comportamiento y el consumidor financiero, publicado el 2 de septiembre de 2020 en la revista Publicidad & Mercadeo.
- 2019 Estrada-Mejía, C., Valero, M.P., y Castaño, D. Financial education: Not all about numbers or calculations, publicado el 23 de mayo de 2019 en la página web de la organización holandesa Think Forward Initiative: <https://www.thinkforwardinitiative.com/stories/financial-education-not-all-about-numbers-or-calculations>
- 2019 Moros, L., Estrada-Mejía, C., y Santos, M. La noche de pánico en Cali y Bogotá, publicado el 7 de diciembre de 2019 en la página web de la revista digital Ceroseenta: <https://ceroseenta.uniandes.edu.co/las-noches-de-panico-en-cali-y-bogota/>
- 2016 Estrada-Mejía C. (2016) Being bad with numbers could cost you financially. Estados Unidos.

## SCHOLARSHIPS, GRANTS AND ACADEMIC DISTINCTIONS

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- 2018 Think Forward Initiative. Financial education for entrepreneurs, €10.000, 2018.
- 2018 BBVA - Centro para la Educación y Capacidades Financieras. Measuring financial well-being in Colombia, €10.000, 2018.
- 2012 Grant Award Colciencias: Program provides opportunities for Colombians to travel abroad and pursue research with European colleagues. Project: Numeracy and health decisions in collaboration with Carolina Barrios (Universidad Tecnológica de Bolívar).
- 2010 The Crédito-Beca Francisco José de Caldas: Program provides opportunities for Colombians to pursue doctoral degrees at universities around the world.
- 2004 Magna cum Laude B.A. Major: Management. Distinction granted to those students whose accumulated average is 1% higher to the average of the graduates of her faculty during the last five years-.
- 2004 Recognition to best thesis: “Escuela Nueva y Democracia Infantil”. School of Management of Universidad de los Andes.