

Gabriel Roberto Dellacasa Levrini

Curriculum Vitae

Personal data

Name: Gabriel Roberto Dellacasa Levrini
Date of Birth: 19/02/1968 - Montevideo - Uruguay
City of Living- Porto Alegre, Brazil-
Phone: (55)51-99834-3440 **email:** levrini@terra.com.br

Academic Background

2016-to now Post- Doc Candidate- UFRGS-PPG Research Institute, Federal University of Rio Grande do Sul. Theme: **NeuroMarketing-** The role of MEotional Influence in management decision process

2009 - 2012 PhD in Business Administration
Pontifical Catholic University (PUC-Rio), Rio De Janeiro, Brasil
Thesis Title: **Low Income Consumers Stigma in Service Encounters**

Advisor: Dr. Paulo Cesar Motta

Fellowship: Conselho Nacional de Desenvolvimento Científico e Tecnológico (CNPQ)

1988 - 1990 Master in International Finance.
Pacific States University, PSU, Los Angeles- USA
Dissertation Title: **Price Movements and Forecasting Methods for the Soybean Industry**, Year: 1990
Advisor: Dr. Harry Hampart

1990 - 1991 Post- Graduate Course: School Of Public Police and Social Research, UCLA, Los Angeles, USA
Title: International Trade and Business

1977 - 1982 College: Agronomist Engineer.
Federal University of Rio Grande do Sul, UFRGS, Porto Alegre, Brasil

Professional Background

Pacifico Business School

2016- Actual - Marketing Professor Researcher – Universidad del Pacifico, Lima, Perú

FAPA/ Uniritter Laureate Universties

2013 –2016 **Assistant Professor:** Human Resources Management, Innovation, Strategic Human Resources, Business Ethics, Research Methodology.

ESPM – Superior Marketing College

2011- 2012 **Lecturer-** Assistant Professor. Human Resources, Strategic Marketing, Research Methodology.

Pontifical Catholic University - PUC-Rio

2009 – 2011 **Lecturer -** Assistant Professor. Ethics, Marketing and Human Resources Management

Competence Marketing & Communication Advertising

2006 – 2009 Operation VP -Research and Planning. Competence Group is the third largest integrated advertising agency in the South of Brazil with MNC clients like Carrefour, Springer Carrier, and public like Development Ministry (Family Bourse), RS State Public Bank, etc. I was in charge of the Planning department to support all the advertisement campaigns and consumer research. Also in charge of all internal functions like Human Resources, Planning and Finance

Mars Inc. (Effem of Brazil)

1991 – 2006 Treasury, Business-Planning Director, Operations Director. I was in charge of all the Business Brazilian operations for Mars, including Argentine, Uruguay and Chile country operations.

Eberle Mundial Group

1985 - 1988 Administrative Human Resources and Finance Corporative Director

Chase Manhattan Bank

1982 - 1984 Financial Analyst, Account Manager, Corporate Finance Manager

Other Current Activities:

Journal Editor – Journal of Contemporary Management - Laureate Universities

Journal Reviewer

Revista de Ciências da Administração (CAD/UFSC)

Revista Alcance (Online)

Revista de Administração da UFSC- Brazilian Management Journal

Gestão & Regionalidade (Online)

EMAC- European Marketing Association

ALENE- Latin America Business Ethics Association

Languages

Fluent in English, Spanish and Portuguese,
Understanding and Reading of Italian and French

Academic Production

Published Articles in Academic Journals

1. DE ARRUDA, Maria Cecilia Coutinho &, LEVRINI, Gabriel
Successful Business Leaders' Focus on Gender and Poverty Alleviation: The Lojas Renner Case of Job and Income Generation for Brazilian Women. *Journal of Business Ethics*, v.124, p.660 - 675, 2014.
2. LEVRINI, Gabriel; PELS, Jaqueline; KIDD, Thomas, Contemporary Marketing Practices in Latin America: the cases of Brazil and Argentine, *Russian Management Journal*, 2015.
3. LEVRINI, Gabriel & BUTIER, Lucas
Low-income soccer fans buying influences for official t-shirts, *Podium: Sport, Leisure and Tourism Review*, v.2, p.143 - 172, 2013.
4. SIMOES, Mario. D. P., LEVRINI, Gabriel; KLOTLE, Marcelo. C. and PINTO, Antonio. F.
High frequency volatility of soybeans prices. *Gestão & Produção* (UFSCAR. Impresso), v.19, p.1 - 13, 2012.
5. LEVRINI, Gabriel & TODA, Favio Akiyoshi
Internet different uses behavior: Exploratory case study. *Revista Pensamento Contemporâneo em Administração* (UFF), v.9, p.74 - 92, 2010.

6. LEVRINI, Gabriel; RODRIGUES, Elisabeth F & SIMOES, Mario. D. P. Strategic Analysis: Case study of HSBC Brazil. **Revista Pensamento Contemporâneo em Administração** (UFF), v.10, p.18 - 34, 2010.

7. LEVRINI, Gabriel; Society Ethic Conflicts: dogs and a cats abandoned, **Revista de Comunicação e Educação Ambiental** Vol. 5 (1) p. 23-51, 2015 ISSN 1982-6389

Forthcoming Articles:

6. LEVRINI, Gabriel, Application of Steiner and Steiner's Countervailing Force Model in Business-Government-Society towards social welfare in emerging economies: The Case of Brazilian Women as Heads of Families, **Journal of Business Ethics**, 2015.

7. LEVRINI, Gabriel, Low Income Consumers Stigma in Service Encounters, **Brazilian Management Journal, (UFMS)**, 2014.

BOOKS

LEVRINI, Gabriel, *Emerge Marketing- Increasing Sales and Services for low-income consumers*. Porto Alegre: Editora Vibratto, 2011, v.1000. p.75.

LEVRINI, Gabriel & BUENO, Regina, *Life Stories: living with HIV*, Editora UERJ, Rio de Janeiro, p.178, 2014.

LEVRINI, Gabriel, *Low Income Consumers Stigma in Service Encounters*, Editora UERJ, Rio de Janeiro, p. 250 , 2015.

Conference proceedings papers

LEVRINI, Gabriel; GRILO, Luisa; ALDEA, Claudio & FERREIRA, Thiago *Creating value for a commodity: The case of a Brazilian Siderurgic* In: XVII – SIMPEP -Universidade Estadual Paulista Julio Mesquita Jr ,ISSN 1809-7189, 2010.

LEVRINI, Gabriel; CUPOLILLO, Mariana & MOTTA, Paulo C. *Functional literacy and the comprehension of communication in cell phone ads*, In: 2010 Academy of Indian Marketing International Conference, 2010, Nova Delhi.

LEVRINI, Gabriel & TODA, Favio Akiyoshi, *Orkut users are diferente from non-users in buying behavior compra* In: XXI ENANGRAD, 2010, Brasilia - DF.

LEVRINI, Gabriel, & VERARDI, Paulo, *Sports Marketing and low income fans* - CDL Cachoeira do Sul, 2012.

LEVRINI, Gabriel, *Strategic Marketing Planning*, 2012. MBA Course- University of Santa Cruz.

LEVRINI, Gabriel, *Consumers from emerging markets*, EMAC Conference , Lisbon, 2013

LEVRINI, Gabriel *The Case of Brazilian Women as Heads of Families*, Vicentinian Ethic Congress, Chicago 2014

Advisors and Mentoring

Course Conclusion College Papers

1. Avner Picclo Gobo. *Issues for buying real state projects*. 2011 (Degree in Business Administration) - Faculdades Porto Alegrense

2. Karla Silveira da Cunha. *Education as a way to prevent working injuries*. 2011. (Degree in Business

Administration) - Faculdades Porto Alegre

3. Cristiano Augusto Steffens. *Consumer buying behavior with sensorial stimuli*. 2011. (Degree in Business Administration) - Faculdades Porto Alegre

4. Giovana Lucia Benini. *Low income e-consumers behavior*, 2011. (Degree in Business Administration) - Faculdades Porto Alegre

5. Felipe Tricate. *Brazilian profile consumers for green products*, 2012. (Degree in Business Administration) - Faculdades Porto Alegre

6. Danielle Spindler Felix. *Buying behavior of infants products*, 2012. (Degree in Business Administration) - Faculdades Porto Alegre

7. Bruno Oliveira Cavagiero. *Associate retention of soccer teams*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

8. Paula Cotrim. *Low-income credit card behaviors*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

9. Leandro Siqueira Monteiro. *How to gain more customers: case study of a Pet Shop*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

10. Thaynara Vieira Pereira. *Buying behavior in Japanese gastronomy*, 2012. (Degree in Business Administration) - Faculdade Porto-Alegre

11. Daniela Leffa Benck. *Organizational conflicts with X e Y generations*, 2012. (Degree in Business Administration) - Faculdades Porto Alegre

12. Cristiano Luft Farias. *Looking for the perfect beer*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

13. Daniela Medeiros Saraiva. *Endomarketing: Case study of Farmacia Manipulação Bulla*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

14. Janaina da Silva Marques. *Strategic techniques for leader brands: case study of Botulinic toxine*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

15. Aline Goes Dias. *Impact factors for organizational inclusion of deaf individuals*, 2012 (Degree in Business Administration) - Faculdades Porto Alegre

16. Ronaldo Marques Macchi. *Low income beer consumers buying decision influences*. 2012 (Degree in Business Administration) - Faculdades Porto Alegre

17. Camila Figueiredo Oliveira. *Motivational employees issues: case study of TK*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

18. Gabriel Abbeg Leyva. *Branding influence factors*. 2012. (Degree in Business Administration) - Faculdades Porto Alegre

19. Jean Felipe dos Santos Ertzogue. *Management Skills: case study of Ferramentas Gerais*. 2013. (Degree in Business Administration) - Faculdades Porto Alegre

20. Lucia Medeiros Saraiva. *Implementation of an Endomarketing project*. 2013. (Degree in Business Administration) - Faculdades Porto Alegre

21. Leonardo Burger Ribeiro. *Sports marketing: Branding influences*. 2013. (Degree in Business Administration) - Faculdades Porto Alegre

22. Mariane Kila. *Marketing plan for Android Apps launching*. 2014. (Degree um Business Administration) - Faculdades Porto Alegre

23. Jossana Cristaldo Carvalho. *Business Plan: Big sizes stores*. 2014. (Degree in Business Administration) - Faculdades Porto Alegre

24. Isis Terra Krause Gomes. *Estetic expenses of low income consumers*. 2015. (Degree in Business Administration) - Faculdades Porto Alegre

25. Jefferson Frigo Teixeira. *Competive Advantage for Green Technologic products*. 2015. (Degree in Business Administration) - Faculdades Porto Alegre

26. Patricia Machado Marques. *Consumer buying behavior of financial services Santander bank*. 2012. (Degree in Business Administration) - Faculdade Porto-Alegre

27. Fernanda Faria da Silva. *Customer Satisfaction: Santander Bank*. 2012. (Degree in Business Administration) - Faculdade Porto-Alegre

Msc.Dissertation Mentoring

29. Bruna Pedroso Carvalho. *Abandoned Dogs and Cats: Modern Society Ethic Conflicts*, 2013. (Msc in Business Administration) - Faculdade Porto-Alegre Laureate Universities

30. Marcio Feijo. *Consumer Behavior and Motivations for buying GM Opala: Analysis of Different Generations*. 2013. (Msc in Business Administration) - Faculdade Porto-Alegre- Laureate Universities

31. Monique Rosene. *Rational ou Emotional: Case Study of Hedonic and Utilitarian forces*. 2014. (Msc Business Administration) - Faculdade Porto-Alegre- Laureate Universities

32. Igor Buck. *Salary as a motivational factor*. 2014. (Msc in Business Administration) - Faculdade Porto-Alegre Laureate-Universities

33. Meditsch, Karen *Social and Labour Inclusion of young infractors* 2015 (Msc in Business Administration) Faculdade Porto Alegre , Laureate Universities

Phd Doctoral Mentoring

34. Bagseton, L, *Generational problems in language schools*, 2014 (Phd. in Business Administration) Faculdades Porto Alegre- Laureate Universities

35. Gomes, Vincente. *Process Analysis of a Technologic Incubator: case study of Tecnologica Feevale*, 2013 (Phd. in Business Administration) Faculdades Porto Alegrens- Laureate Universities

36. Sunter, Victoria, *Consumer behavior of beer drinkers in Porto Alegre*, 2014. (Phd. in Business Administração) Faculdades Porto Alegrens.- Laureate Universities

37. Papa, Ana, *Obesity Stigma in Labour Relations* 2014 (Phd in Business Administration) Faculdades Porto Alegrens- Laureate Universities

38. Azambuja, Monique *Impulse Buying in e-commerce by Y Generation*, 2015 (Phd in Business Administration) Faculdades Porto Alegrens – Laureate Universities

39. Secreciu, Diana, *Usability Satisfaction from e-consumers*, 2015 (Phd in Business Administration) Faculdades Porto Alegre,, Laureate Universities

40. Assis Brasil, Mariah *Implementation Model of Social Midia in small business*, 2015 (Phd in Business Administration) Faculdades Porto Alegre- Laureate Universities