



**Jorge JACOB**

**Ph.D., Business Administration, Marketing**

**Associate Professor, Marketing**

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## **EDUCATION**

- 2018** Ph.D., Business Administration, Marketing, Getulio Vargas Foundation - FGV, Brazil
- 2018** Visiting Ph.D. student, Other, Psychology, Columbia University, USA
- 2015** Master, Business Administration, Marketing, Getulio Vargas Foundation - FGV, Brazil
- 2007** Other (MBA), Sales and Marketing, Marketing, Getulio Vargas Foundation - FGV, Brazil
- 2005** Bachelor, Other, Communication, Federal University of Rio de Janeiro, Brazil
- 2005** Other, Other, International Negotiation and Sales Management, Universidade Estacio de Sá , Brazil

## **RESEARCH INTERESTS**

Consumer Behavior, Diversity and inclusion in organizations, Leadership, Marketing

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

- 2021 - Present** Assistant Professor of Marketing and Sales, IÉSEG School of Management, France
- 2018 - 2020** Researcher, Columbia University, New York, USA

### **PROFESSIONAL:**

- 2006 - 2013** Marketing Consultant (Permanent managerial position), Telefónica/Vivo
- 2004 - 2006** Marketing Assistant, CMG Worldwide, Indianapolis - USA, USA

## **COURSES TAUGHT**

- Market research, Bachelor in international business
- Research & consulting tools, Msc in digital marketing and crm
- Consumer behavior

- Psychology of culture and diversity
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- Consumer behavior
- Services marketing
- Introduction to marketing

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### Published

Jacob J., Urszula U., Felipe F., Andrew Hafenbrack A., Goldzmidt R., (2024), Following Community Norms or an Internal Compass? The Role of Prospective Leaders' Social Category Membership in the Differential Effects of Authentic and Ethical Leadership on Stereotype Threat, *Journal of Applied Psychology*, 109(05), pp. 622-649

Jacob J., Behr P., (2023), The Role of Social Capital on Female Financial Inclusion in Senegal - Evidence from the Field, *Journal of International Development*, 20(01), pp. 40

Jacob J., Bernardo Andretti B., Yan Vieites Y., Mariana Weiss M., Michelle Hallack M., (2023), Effectively Communicating the Removal or Fossil Energy Subsidies: Evidence from Latin America, *Global Environmental Change*, 81(July), pp. 102690

Jacob J., Chen J., (2023), Not in my group: Protecting group reputation by excluding stereotypical targets, *European Journal of Social Psychology*, 00(00), pp. 00

Jacob J., Vieites Y., Andrade E., Goldzmidt R., (2022), Expected Socioeconomic-Status-Based Discrimination Reduces Price Sensitivity Among the Poor, *Journal of Marketing Research*, 59(04), pp. 1-18

Guilherme Ramos G., Yan Vieites Y., Jacob J., Eduardo Andrade E., (2020), Political Orientation and Support for Social Isolation during the COVID-19 Pandemic: Evidence from Brazil, *Revista de Administração Pública*, 54(4), pp. 00-00

Jacob J., Mauricio Palmeira M., Eduardo Andrade E., Shahin Sharifi S., Wen Mao W., (2019), The Influence of Arbitrary Breakpoints on Judgments of Maximum Output, *Journal of Consumer Psychology*, 30(2), pp. 260-276

### Communications in refereed conferences

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#### International

Jacob J., (2022), *'The effect of racial bias on White Marketing practitioners' decisions for Black consumers'* Association of Consumer Research, Denver, Colorado, USA

Jacob J., (2019), *The Role of Social Capital on Female Financial Inclusion in Senegal - Evidence from the Field* Southern Finance Association Conference, Orlando - USA, USA

Jacob J., (2018), *When Being Authentic Is Not Enough: Evaluation of Moderating Effect of Social Proximity on The Role of Leadership on Follower's Social Identity Threat* Academy of Management, Chicago, USA

Jacob J., (2016), *When being authentic is not enough: the effect of social identity threats on leadership* Interdisciplinary Perspectives on Leadership Symposium, Mykonos - Greece, Greece

#### National

Jacob J., (2018), *The Price of Discrimination: How Social Identity Threat Influences Price Sensitivity* 5CC Five College Conference, New Jersey, USA

## Other conference and seminar presentations

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### International

Jacob J., (2024), *Behavioral consequences of discrimination for consumers and marketers*, Rio de Janeiro, Brazil

Jacob J., (2023), *Behavioral consequences of discrimination for consumers and marketers* EAESP, Sao Paulo, Brazil

Jacob J., (2019), *The price of discrimination: the effect of social identity threats on price sensitivity* Society for Personality and Social Psychology, Portland, USA

### National

Jacob J., (2024), *Behavioral Consequences of Discrimination for Consumers and Marketers* Montpellier Business School, Montpellier, France

Jacob J., (2019), *The effect of stereotyped on consumer behavior* Department of Psychology, Columbia University, New York, USA

Jacob J., (2019), *The Price of Discrimination: How Social Identity Threat Influences Price Sensitivity* SIPA - School of International and Public Affairs, Columbia University, New York - USA, USA

## Refereed proceedings

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### Published

Jacob J., Behr P., (2019), The Role of Social Capital on Female Financial Inclusion in Senegal - Evidence from the Field, in: North American Advances in Consumer Research(Eds.) in *North American Advances in Consumer Research, Advances in Consumer Research, chapter 2019, pp. 00*

## Non-refereed proceedings

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### Published

Jacob J., Vieites Y., Goldzmidt R., Andrade E., (2018), "The Price of a Threat: How Social Identity Threat Influences Price Sensitivity.", in: North American Advances in Consumer Research(Eds.) in *Advances for Consumer Research, North American Advances for Consumer Research*

## Chapters in books

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### Published

Jacob J., Valerie Purdie-Greenaway V., (2021), Stigma interventions with low-income consumers, in: Alicia Nordstrom & Wind Goodfriend(Eds.), *Innovative Stigma and Discrimination Reduction Programs, 000000, Routledge, London, chapter 3, pp. 35-40*

## Other research

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### Published

**2018:** Jacob J. - "Services Marketing MBA E-learning Textbook and online materials" - , FGV - Getulio Vargas Foundation , Rio de Janeiro

## GRANTS AND HONORS

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### Honor

2020 honored teacher, International Business Education Alliance (IBEA), France

2019 honored teacher, International Business Education Alliance (IBEA), France

## **EDITORIAL ACTIVITY**

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### **Reviewer in an academic journal**

Journal of Experimental and Social Psychology, USA

Revista de Administracao Publica e Privada, USA

## **PROFESSIONAL SERVICE**

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### **Member of a professional working group**

Columbia University - Psychology Department, USA

## **RESEARCH ACTIVITIES**

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### **COMMITTEE CHAIR**

#### **Head of a school project**

Partnership with NOGs for data collection and development of Subjects poll, Getulio Vargas Foundation - FGV, Brazil