Nuno Camacho (June 2022)

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Employment

2016-…	Associate Professor of Marketing, Erasmus School of Economics, Erasmus University Rotterdam
2011-2015	Assistant Professor of Marketing, Erasmus School of Economics, Erasmus University Rotterdam

Education

Ph.D. Marketing	Erasmus University Rotterdam,
	Erasmus School of Economics
	    Dissertation: Health and Marketing – Essays on
	    Physician and Patient Decision-making
	    Advisor: Prof. Dr. Stefan Stremersch
		June 2011
		(cum laude)

	Dissertation committee: Han Bleichrodt (Erasmus School of Economics), Benedict Dellaert (Erasmus School of Economics), Bas Donkers (Erasmus School of Economics), Shantanu Dutta (University of Southern California), Christine Moorman (Duke University), Sridhar Narayanan (Stanford University), Ale Smidts (RSM Erasmus University Rotterdam) and Peter Verhoef (University of Groningen)	
	IESE Business School, University of Navarra, Spain *(visiting Ph.D. candidate)*	Fall 2009 Fall 2010
Master	Erasmus University Rotterdam, Erasmus School of Economics M.Sc. Economics & Business	2005 (cum laude)
Bachelor	University of Porto, School of Economics, Portugal B.Sc. (5 year Licenciatura), Economics	2001

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Research

Research Interests	Innovation, Crowdsourcing, Behavioral Modeling, Bayesian Learning Models, Behavioral Economics & Marketing, Life Sciences Marketing, Patient and Physician Decision-Making.

Published Papers

- "Financial Projections in Innovation Selection: The Role of Scenario Presentation, Expertise, and Risk", with Vardan Avagyan, Wim Van Der Stede (LSE) and Stefan Stremersch, *International Journal of Research in Marketing,* forthcoming.
- "Grassroots Innovation Success: The Role of Self-Determination and Leadership Style," with Stefan Stremersch, Elio Keko, and Stefan Wuyts (Penn State), *International Journal of Research in Marketing,* 39(2), 396-414.
- "Faculty Research Incentives and Business School Health: A New Perspective from and for Marketing," with Stefan Stremersch and Russ Winer (NYU), *Journal of Marketing,* 85(5), 1-21.
- "Tournaments to Crowdsource Innovation: The Role of Moderator Feedback and Participation Intensity," with Hyoryung Nam (Syracuse University), P.K. Kannan (U. Maryland), and Stefan Stremersch, *Journal of Marketing,* 83(2), 138-157.
- "Unraveling Scientific Impact: Citation Types in Marketing Journals," with Stefan Stremersch, Isabel Verniers (U. Ghent) and Sofie Vanneste (U. Ghent), *International Journal of Research in Marketing*, 32 (1), Feb 2015.
- "The Effect of Customer Empowerment on Adherence to Expert Advice," with Martijn De Jong and Stefan Stremersch, *International Journal of Research in Marketing,* 31(3), Sep. 2014.
- "Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning about Drug Quality," with Bas Donkers and Stefan Stremersch, *Marketing Science,* 30(2), April 2011.

Research in Progress

- "What Drives Marketing Spending Decisions?", *work in progress.*
- "Innovation Project Selection Decisions", *work in progress.*

Book Chapters

- "The Connected Patient," with Stefan Stremersch and Vardit Landsman, chapter in *The Connected Customer: The Changing Nature of Consumer and Business Markets*, S.H.K. Wuyts, M.G. Dekimpe, E. Gijsbrechts, and F.G.M. (Rik) Pieters. Routledge Academic (Taylor & Francis), 2010
- "Patient Empowerment: Consequences for Pharmaceutical Marketing and for the Patient-Physician Relationship," *in Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies,* M. Ding, J. Eliashberg and S. Stremersch, Eds. Spinger, 2013.
- "Grassroots Innovation: A Promising Innovation Paradigm for Pharmaceutical Companies," with Stefan Stremersch, Ulrick A.K. Betz, and Michael Gerards *in Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies,* M. Ding, J. Eliashberg and S. Stremersch, Eds. Spinger, 2013.

Teaching

Teaching Interests:
Marketing Strategy. Consumer & Managerial Decision-Making. Behavioral Economics & Marketing. Health Marketing. Marketing & Innovation. Entrepreneurial Marketing.

Teaching Activities:

• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.6/5.0)	Winter 2022
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2020
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.8/5.0)	Fall 2019
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2018
• PhD Course on Methods for Management Research (guest lecture, 4 sessions) at IESE Business School	Spring 2017
• PhD Course on Marketing Strategy (guest lecture, 4 sessions) at IESE Business School	Spring 2017
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2016
• PhD Course on Methods for Management Research (guest lecture, 4 sessions) at IESE Business School	Fall 2015
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2014
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.9/5.0)	
• Survey Methods in Management Research (invited session at ERIM Research Clinic for ERIM Mphil & PhD students)	Spring 2014
• Pricing Innovation (guest lecture for master students in commercial engineering at Ghent University, Belgium)	Spring 2014
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2013
• Student Elena Pernar Finalist of the Erasmus Marketing Thesis Award (5 best theses of the year, out of 200-250 in ESE and RSM)	2013
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2012
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0)	Fall 2011
• Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.3/5.0)	Fall 2010
• TA for Marketing Strategy Course at IESE Business School's MBA (course taught by Prof. Stefan Stremersch)	Fall 2010
• Innovation & Marketing (M.Sc. Marketing; eval: 4.3/5.0)	Spring 2010
• TA for Marketing Strategy Course at IESE Business School's MBA (course taught by Prof. Stefan Stremersch)	Fall 2009
• TA Marketing (1st Year Course from the International Bachelor Economics & Business Economics)	Spring 2009

Note: Evals for Erasmus courses are the averages of three questions: (i) did the lecturer explain the subject matter well?, (ii) did the lecturer motivate me to study the subject?, and (iii) does the lecture has a good command of English during the lectures?

Honors and Awards

• ESE *Top Lecturer Award 2014* (4 awardees across all programs at the Erasmus School of Economics)	2014
• Finalist *Dutch Marketing Science Award* (4 PhD dissertations out of 21 across all Dutch schools)	2012
• AMA-Sheth *Doctoral Consortium Fellow* (Univ. Missouri, Columbia, Missouri, U.S.)	2008
• Marketing Science Doctoral Consortium, Student Fellow (Sauder School of Business, Univ. of British Columbia, BC, Canada)	2008
• Marketing Science Doctoral Consortium, Student Fellow, (Singapore Management University, Singapore)	2007

Case Studies and Collaboration with Industry

- *Veniam: Pioneering the Internet of Moving Things,* with Cláudia Costa and Gonçalo Amorim. Case was one of the six finalists (out of 18 submitted cases) of the "Prémio FAE" by the Forum of Board Members [link]   2020
- *Movvo: Marketing Location-Based Big Data*, RSM case study. Case was one of the three winners (out of 21 submitted cases) of the "Prémio FAE-EDP" by the Forum of Board Members and Portuguese Energy Company EDP [link]   2015
- *Rabobank Corporate Netherlands: Turning the Smartphone into an Engine of Bottom-Line Growth*, IESE Case Study   2011
- *Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet*, IESE Case Study   2012-2014

Service at Erasmus School of Economics

- Member of recruiting committee of the marketing department of Erasmus School of Economics, 2017-…
- Co-director of the Erasmus Centre for Marketing of Innovation, 2015-…
- PhD Coordinator, Marketing Department, Erasmus School of Economics (2015-…)
- Mentor in the ESE Bachelor Honours Research Class (15 ECTS extracurricular program for ESE's top 10% students), 2014-…
- Co-organizer of the ESE Innovation Tournament (grassroots innovation initiative included in ESE's 100th anniversary with the goal of crowdsourcing innovative ideas from students), April-June, 2013
- Co-organizer of the Erasmus Marketing Research Day, June 23rd, 2011

Academic Service

Doctoral Students: Supervision & Committees:
- Daily advisor of Elio Keko (Erasmus School of Economics; graduated in 2017; placed in industry)
- Daily advisor of Gert Jan Prevo (Erasmus School of Economics; graduation planned 2022)
- Doctoral Committee of Florian Deutzmann (marketing; IESE Business School, Spain), 2014
- Doctoral Committee of Cláudia Costa (marketing; NOVA School of Business and Economics; Portugal), 2014

Editorial Service:
- Editorial Board Member for *Marketing Letters* (2021-…)
- Editorial Board Member for *International Journal of Research in Marketing* (2016-…)
- *Ad hoc* reviewer for *Journal of Marketing Research*
- *Ad hoc* reviewer for *International Journal of Research in Marketing*
- *Ad hoc* reviewer for *International Journal of Healthcare and Pharmaceutical Marketing*

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Invited Talks

• School of Engineering of University of Porto (FEP), Porto, Portugal – "Tournaments to Crowdsource Innovation: The Role of Moderator Feedback and Participation Intensity"	2018
• School of Economics of University of Porto (FEP), Porto, Portugal – "Promoting Engagement in Innovation Tournaments"	2015
• University of Tilburg, Tilburg, the Netherlands – "The Effect of Customer Empowerment on Adherence to Expert Advice"	2014
• University of Groningen, Marketing Seminars, Groningen, the Netherlands – "The Effect of Customer Empowerment on Adherence to Expert Advice"	2012
• Catholic University of Portugal, Lisbon, Portugal – "The Effect of Customer Empowerment on Adherence to Expert Advice"	
• Erasmus School of Economics, Health Economics Seminars, Rotterdam, the Netherlands - "Consumer Empowerment: Does it Enhance Adherence to Expert Advice?"	
• Tanaka Business School, Imperial College London, London, U.K. – "Predictably Non-Bayesian"	2010
• IESE Business School, University of Navarra, Barcelona, Spain – "Predictably Non-Bayesian"	
• Hong Kong University of Science and Technology, Hong Kong – "Predictably Non-Bayesian"	
• Rotterdam School of Management, Rotterdam, the Netherlands – "Predictably Non-Bayesian"	
• Tinbergen Institute Ph.D. Seminars, Rotterdam, The Netherlands – "The Salience of Bad Experiences in Physician Learning"	2008
• Catholic University of Portugal, Porto, Portugal – "Studying Physician Behavior using Discrete Choice Models", May	2007

Grants (based on refereed proposals)

• Fundação para a Ciência e Tecnologia (Portugal): Grant for dissertation completion, EUR 750	2011
• Fundação Calouste Gulbenkian (Portugal): Grant # 104703 for research visit to IESE Business School, Spain, EUR 1,800	2009
• Erasmus Trustfonds (The Netherlands): Grant #97000.17/09.0839/evt for research visit to IESE Business School, Spain, EUR 1,500	2009
• Marketing Science Institute (U.S.A.): Research grant for cross-national research on patient-physician relationships, USD 5,000	2008

Professional Affiliations

Member of the European Marketing Academy
Member of the American Marketing Association

Languages

Portuguese (native), English (fluent), Spanish (reading: very good; conversation: average; writing: basic), and Dutch (reading: basic)

Certificate of Proficiency in English (graded with A)

Computer Skills

R, Gauss, Matlab, VBA (within MS Office) and SQL.
E-views, FoxPro (database management), STATA and WinBugs.

Beyond Academia

• Consultant in Marketing and Innovation and coach/mentor of innovation and marketing teams for large companies such as Alcatel-Lucent, Baxter, Bel Group, Helm, MAHLE, Merck, NOS, Michelin, SABIC, etc.	2011- …
• Shareholder and speaker/coach of Building Global Innovators (www.bgi.pt), Lisbon-based startup accelerator that is a spin-off of the MIT Portugal	2014- …
• Sonae Retail - Business Intelligence Analyst at the Finance and Loss Prevention (Operations) Departments, Porto, Portugal	2002-2004
• AGS Consulting, Lda – Audit and Accounting Trainee, Porto, Portugal	2002
• Urbanature – Multimedia e Audiovisuais, Lda (own company) – Founder, responsible for marketing and sales and general management.	2000-2002

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