Rodrigo CASTILHOS

Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Lille

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Research interests

Consumer Culture Theory, Consumption and Social Class, Market Systems, Space and Markets

Education

2024	Habilitation à Diriger des Recherches, Marketing, Université de Lille, France
2015	Ph.D. in Marketing, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil
2007	MSc in Marketing, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil

Experience

Full-time academic positions

Since 2018	Associate Professor, Innovation Academy, SKEMA Business School, France
2011 - 2017	Assistant Professor, Universidade do Vale do Rio dos Sinos, Brazil
2007 - 2010	Professor of Marketing, Faculdade de Integração do Ensino Superior do Cone Sul - FISUL, Brazil

Other academic affiliations and appointments

2013	Visiting Ph.D Student, Schulich School of Business - York University, Canada
2007 - 2010	Program Director (Business Administration) and Head of Academic Office, Faculdade de Integração do Ensino Superior do Cone Sul - FISUL, Brazil
2006 - 2007	Teaching Assistant, Universidade Federal do Rio Grande do Sul (UFRGS), Brazil

Publications

Peer-reviewed journal articles

CHERRIER, H. and CASTILHOS, R. (2026). Compliant resistance: How the homeless negotiate visibility and agency in the neoliberal city. *Environment and Planning D: Society and Space*, 44(2), pp. 262-280.

ELKANOVA, E., ARCURI, A., CASTILHOS, R., ERCIYAS, F.O., MINTON, E.A., PESCHEL, A.O. ... UDUEHI, E. (2026). Conceptualizing firms' responses to inclusionary forces in the marketplace. *Marketing Theory*.

CASTILHOS, R. (2024). Class Conflict and Spatial Domination in the Neoliberal City. *Journal of Consumer Research*, 51(3), pp. 520-541.

DOLBEC, P.Y., CASTILHOS, R., FONSECA, M.J. and TREZ, G. (2022). How Established Organizations Combine Logics to Reconfigure Resources and Adapt to Marketization: A Case Study on Brazilian Religious Schools. *Journal of Marketing Research*, 59(1), pp. 118-135.

FONSECA, M.J., ZUANAZZI, L.T., CASTILHOS, R. and TREZ, G. (2021). Value creation of tourist experiences in spectacular and spontaneous designs: a comparative analysis of a wine tour. *Journal of Hospitality and Tourism Insights*, 4(3), pp. 335-350.

CASTILHOS, R. (2019). Branded Places and Marketplace Exclusion. *Consumption Markets & Culture*, 22(5-6), pp. 582-597.

CASTILHOS, R. and DOLBEC, P.Y. (2017). Conceptualizing spatial types: characteristics, transitions, and research avenues. *Marketing Theory*, 18(2), pp. 154-168.

CASTILHOS, R., FONSECA, M.J. and BAVARESCO, V. (2017). Consumption, crisis, and coping strategies of lower class families in Brazil: A sociological account. *International Journal of Consumer Studies*, 41(4), pp. 379-388.

CASTILHOS, R., DOLBEC, P.Y. and VERESIU, E. (2016). Introducing a Spatial Perspective to Analyze Market Dynamics. *Marketing Theory*, 17(1), pp. 9-29.

CASTILHOS, R. and FONSECA, M.J. (2016). Pursuing upward transformation: the construction of a progress-ing self among lower-class consumers. *Journal of Business Research*, 69(1), pp. 6-17.

CASTILHOS, R. (2015). Dinâmicas de Mercado no Espaço Urbano: Lógica Teórica e Agenda de Pesquisa. *Revista Brasileira de Marketing*, 14(2), pp. 154-165.

ROSSI, C.A.V., BORTOLI, L. and CASTILHOS, R. (2014). Análise Bibliométrica da Contribuição de Marketing para Outras Ciências. *Revista de Ciências da Administraçao*, 16, pp. 29-44.

FISCHER, E., CASTILHOS, R. and FONSECA, M.J. (2014). The qualitative interview in marketing and consumer research: paradigmatic approaches and guideline. *Revista Brasileira de Marketing*, 13(4), pp. 67-69.

CASTILHOS, R. and PETERSEN-WAGNER, R. (2009). [Frugality, price evaluation, and social class differences in shoes purchase]FRUGALIDADE, AVALIAÇÃO DE PREÇOS E CLASSES SOCIAIS NO VAREJO DE CALÇADOS. *Revista Alcance - UNIVALI*, 16(2), pp. 162-180.

CASTILHOS, R. and CAVEDON, N.R. (2004). Mercado público de Porto Alegre: um espaço organizacional dividido entre o sagrado e o profano.[Porto Alegre Public Market: a space divided between sacred and profane]. *REAd. Revista Eletronica de Administraçao*, 37, pp. 1-15.

Book chapters

CASTILHOS, R. (2026). Space and Place. In: Shrihari Sridhar (ed.). *Oxford Bibliographies in Marketing*. 1st ed. New York: Oxford Bibliographies in Marketing.

CROSS, S., ROBERT, H., PEÑALOZA, L., CASTILHOS, R. and KEVIN, T. (2023). Race and Ethnicity. In: Eric J. Arnould, Craig J. Thompson, David Crockett, David Crockett eds. *Consumer Culture Theory*. 2nd ed. Thousand Oaks: SAGE Publications, pp. 227-248.

CASTILHOS, R. (2012). Pesquisa exploratórias [Exploratory research]. In: Zilles, Fernanda eds. *Pesquisa Mercadológica*. 1st ed. Sao Leopoldo: Unisinos.

CASTILHOS, R. and ROSSI, C.A.V. (2007). Subindo o morro : consumo, posição social e distinção entre famílias de classes populares. In: Rocha, Angela da and Jorge Cesar Ferreira da Silva eds. *Consumo na Base da Pirâmide: Estudos Brasileiros*. 1st ed. Rio de Janeiro: Mauad, pp. 49-74.

SILVEIRA, C.S., KEISERMAN, B., CASTILHOS, R., GAVRONSKI, I. and CELSO, C.M. (2007). Relações entre valores pessoais, escolha do prestador de serviços e cesta de compras no contexto de supermercados" [The relations between personal values,store choice, and shopping in supermarkets]. In: Angelo, Claudio Felisoni de and José Augusto Giesbrecht da Silveira eds. *Varejo Competitivo*. 1st ed. Sao Paulo: Atlas, pp. 21-36.

Professional articles

CAVEDON, N.R., CASTILHOS, R., BIASOTTO, L., CABALLERO, I. and STEFANOWSKI, F. (2007). Consumo, colecionismo e identidade dos bibliófilos: uma etnografia em dois sebos de Porto Alegre. *Horizontes antropologicos*, pp. 345-371.

Conference proceedings

CASTILHOS, R., DOLBEC, P.Y., FONSECA, M.J. and TREZ, G. (2018). Adopting a market orientation as a strategic response to market neo-liberalization.

CASTILHOS, R. (2015). The Capitalizing Practices of Lower-Class Consumers in the Context of Higher Education. pp. 335-338.

CASTILHOS, R. (2015). Researching the Post-Industrial City: Assessing the Relations Between Space, Markets, and Society in Urban Places. pp. 329-334.

CASTILHOS, R. (2015). Consumer Socialization and Intergenerational Brand Loyalty in the Context of Soccer. pp. 399-403.

CASTILHOS, R. (2014). Conceptualizing the space of markets: how spatiality influences market dynamics. pp. 265-270.

CASTILHOS, R. (2014). Nuances of cooperation and competition among lower-class consumers. pp. 260-264.

Conference presentations

CASTILHOS, R. (2025). Indian Smart Cities and the Creation of Post-Colonial Lifestyle Communities. In: Consumer Culture Theory (CCT) Conference. London.

CASTILHOS, R. (2024). Spatiotemporal configurations of sustainable consumption. In: EGOS Conference. Milan.

CASTILHOS, R. (2023). Markets as circuits of affects: the case of cannabis in Brazil. In: Consumer Culture Theory (CCT) Conference. Lund.

CASTILHOS, R. (2023). Reimaging Blackness in Brazil. In: Consumer Culture Theory (CCT) Conference. Lund.

CASTILHOS, R. (2022). Marketization though public policy and the paradoxes of and social inclusion in Brazil. In: Consumer Culture Theory (CCT) Conference. Corvalis.

CHERRIER, H. and CASTILHOS, R. (2019). Theorizing Docile Contestation. In: Critical Management Studies Conference. Milton Keynes.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2019). Adapting to market transformations: How traditional organizations adapt to shifts in logics. In: Bringing Institutional Theory to Marketing. Paris.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2018). Market Orientation as a Competitive Response to Complexifying Markets. In: CCT (Consumer Culture Theory) Conference. Odense.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2018). Adopting a market orientation as a strategic response to market neo-liberalization. In: AMA (American Marketing Association) Conference. Austin.

CASTILHOS, R., DOLBEC, P.Y. and FONSECA, M.J. (2018). Adapting to market transformations: How traditional religious schools remain competitive in a marketizing field. In: Journal of Marketing Research Special Issue Conference on Marketing and Education. Austin.

CASTILHOS, R. (2016). It's like a tsunami coming toward us": the consequences of interclass interactions for dominated consumers. In: CCT (Consumer Culture Theory) Conference. Lille.

CASTILHOS, R. (2015). Researching the Post-Industrial City: Assessing the Relations Between Space, Markets, and Society in Urban Places. In: EAA (European Accounting Association) Annual Congress. New Orleans.

CASTILHOS, R. (2015). The Capitalizing Practices of Lower-Class Consumers in the Context of Higher Education. In: EAA (European Accounting Association) Annual Congress. New Orleans.

CASTILHOS, R. (2015). Consumer Socialization and Intergenerational Brand Loyalty in the Context of Soccer. In: EAA (European Accounting Association) Annual Congress. New Orleans.

CASTILHOS, R. (2014). Nuances of cooperation and competition among lower-class consumers. In: EAA (European Accounting Association) Annual Congress. Baltimore.

CASTILHOS, R. (2014). Markets, Territory, and class reproduction: how markets produce segregating spaces. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CASTILHOS, R. (2014). Participation at the roundtable: CCTing Latin America/Latinizing CCT. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CASTILHOS, R., VERESIU, E. and DOLBEC, P.Y. (2014). Conceptualizing the space of markets: how spatiality influences market dynamics. In: EAA (European Accounting Association) Annual Congress. Baltimore.

CASTILHOS, R. and GORGE, H. (2014). Nuances of cooperation and competition among lower-class consumers. In: CCT (Consumer Culture Theory) Conference. Helsinki.

CASTILHOS, R. (2013). Production and consumption of space in the city: the case of a "planned district" in Brazil. In: CCT (Consumer Culture Theory) Conference. Tucson.

CASTILHOS, R. (2013). Production and consumption of space in the neoliberal city: the case of a "planned district" in Brazil. In: Macromarketing Conference. Toronto.

CASTILHOS, R. (2012). Pursuing social mobility: the construction of a progress-ing self among working-class female students in Brazil. In: CCT (Consumer Culture Theory) Conference. Oxford.

Faculty research seminar presentations

CASTILHOS, R. (2026). Urban Space, Market Dynamics, and Inequality. In: Prague University of Economics and Business Seminar Series. Prague.

CASTILHOS, R. (2025). Espace, marchandisation, et marketing. In: Table Ronde Espace et Marketing: Association Française de Marketing. Paris.

CASTILHOS, R. (2024). Class Conflict and Spatial Domination in the Neoliberal City: A Journey to Publication. In: CCT Phd Network Seminar Series.

CASTILHOS, R. (2024). La transformation des villes post-industrielles par la perspective du conflit de classe. In: Workshop Espaces et émotions - Université de Lille.

CASTILHOS, R. (2023). Reimagining Blackness in Brazil. In: emlyon Seminar Series. Lyon.

CASTILHOS, R. and ERTIMUR, B. (2021). Getting Ready for the Field: Making Informed Methodological Choices Along the Road. In: Seminar on Qualitative Methods and Research Design. Lille.

Other research activities

Reviewer for:

Journal of Consumer Research