

## Nuno Camacho (January 2016)

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## Employment

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<b>2016-...</b>	Associate Professor of Marketing, Erasmus School of Economics, Erasmus University Rotterdam
<b>2011-2015</b>	Assistant Professor of Marketing, Erasmus School of Economics, Erasmus University Rotterdam

## Education

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<b>Ph.D. Marketing</b>	Erasmus University Rotterdam, Erasmus School of Economics <i>Dissertation: Health and Marketing – Essays on Physician and Patient Decision-making</i> <i>Advisor: Prof. Dr. Stefan Stremersch</i>	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 ( <i>visiting Ph.D. candidate</i> )	Fall 2009 Fall 2010
<b>Master</b>	Erasmus University Rotterdam, Erasmus School of Economics M.Sc. Economics & Business	2005 (cum laude)
<b>Bachelor</b>	University of Porto, School of Economics, Portugal B.Sc. (5 year Licenciatura), Economics	2001

## Research

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### Research Interests

Behavioral Insights (i.e., Modeling Consumer and Managerial Decision-Making), Bayesian Learning Models, Bayesian Econometrics, Behavioral Economics & Marketing, Patient and Physician Decision-Making.

### Published Papers

- “Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning about Drug Quality,” with Bas Donkers and Stefan Stremersch, *Marketing Science*, 30(2), March-April 2011. [[ERIM P\\* journal](#)]
- “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), September 2014. [[ERIM P\\* journal](#)]
- “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. [[ERIM P\\* journal](#)]

### Research in Progress

- Grassroots Innovation, with Elio Keko, Isabel Verniers (U.Ghent) and Stefan Stremersch, *revising for invited resubmission to Journal of Marketing*
- Scenario Presentation and Innovation Funding Decisions, with Vardan Avagyan, Wim Van Der Stede (LSE) and Stefan Stremersch, *under revision at the Journal of Marketing Research*
- Innovation Tournaments: Drivers of Engagement in Idea Maturation, with Hyoryung Nam, PK Kannan (U. Maryland) and Stefan Stremersch, *to be submitted to Journal of Marketing (Target date: April 2016)*

### 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. Springer, 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. Springer, 2013.

## Teaching

### Teaching Interests:

Case Method. Marketing Strategy. Consumer & Managerial Decision-Making. Behavioral Economics & Marketing. Health Marketing. Marketing & Innovation. Entrepreneurial Marketing.

### Teaching Activities:

- Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.7/5.0) Fall 2015
- Seminar Marketing Strategy (M.Sc. Marketing; eval: 4.9/5.0) Fall 2014
- 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 (1<sup>st</sup> Year Course from the International Bachelor Economics & Business Economics) Spring 2009

## Honors and Awards

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- 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

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- *Movvo: Marketing Location-Based Big Data*, unpublished case study, co-authored with Cláudia Costa, Gonçalo Amorim and José Paulo Esperança, case was one of the five finalists, 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, co-authored with Stefan Stremersch 2011
- *Alcatel-Lucent: Marketing the Cell Phone as a Mobile Wallet*, IESE Case Study, co-authored with Carlos Garcia-Pont, Isabel Verniers and Stefan Stremersch
- Research collaborations with startups: Movvo (4 master theses) 2012-2014
- Research collaborations with large companies: Danone (1 master thesis), Plus (1 master thesis), Shell (1 master thesis), NOS Communications (2 master theses), and Sonae Retail (1 master thesis). 2007-2015

## Service at Erasmus School of Economics

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- Co-director of the Erasmus Centre for Marketing of Innovation, 2015-...
- Mentor in the ESE Bachelor Honours Research Class (BHRC; 15 ECTS extracurricular program for ESE's top 10% students; program is managed by Brigitte Hoogendoorn [program coordinator], Twan Dollevoet and I), 2014/15 & 2015/16
- Co-supervisor (together with Vijay Hariharan) of Gilbert Sanjaya, one of the students selected for the first edition of the ESE Bachelor Honours Research Class, 2014-15
- Teaching open lectures at ESE's Bachelor Open Days 2013, 2014
- Sessions and information at the ESE Master Information Evenings, 2013, 2014
- Invited Session at ESE Research Traineeship Seminar (for top-performing minority students considering an academic career), 2013
- Co-organizer of the ESE Innovation Tournament (grassroots innovation initiative included in ESE's 100<sup>th</sup> anniversary with the goal of crowdsourcing innovative ideas from students), April-June, 2013
- Co-organizer of the Erasmus Marketing Research Day, June 23<sup>rd</sup>, 2011

## Academic Service

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### Doctoral Students: Supervision & Committees:

- Daily advisor of Elio Keko (Erasmus School of Economics; graduation planned 2017)
- Daily advisor of Gert Jan Prevo (Erasmus School of Economics; graduation planned 2018)
- Daily advisor of Muhammad Asim (Erasmus School of Economics; graduation planned 2019)
- Daily advisor of Brian Chung (Erasmus School of Economics; graduation planned 2019)
- PhD Coordinator, Marketing Department, Erasmus School of Economics (2015-...)
- 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 *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*

## Conference Presentations

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- EMAC Marketing Academy Conference, KU Leuven & Vlerick Business School, Leuven, Belgium – “Promoting Engagement in Innovation Tournaments”, June (co-chair of invited special session on Marketing and Innovation). 2015
- AMA-ECMI-EMAC Marketing & Innovation Symposium – “Promoting Engagement in Innovation Tournaments” 2014
- 2013

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- EMAC Marketing Academy Conference, Istanbul Technical University, Istanbul, Turkey – “The Effect of Disconfirmation in Scientific Innovation”, June (invited presentation in special session on Marketing and Innovation). 2011
  - EMAC Marketing Academy Conference, Faculty of Economics, Ljubljana, Slovenia – “Patient Empowerment – Can it Improve Adherence?”, May (invited seminar in special session on Marketing and Health)
  - INFORMS Marketing Science, University of Cologne, Germany – “Patient Empowerment – Can it Improve Adherence?” 2010
  - Sixth Marketing Dynamics Conference, Stern School of Business, New York University, United States – “Predictably Non-Bayesian: Quantifying Salience Effects in Physician Learning” 2009
  - INFORMS Marketing Science, Vancouver, British Columbia, Canada – “The Salience of Bad Experiences in Physician Learning” 2008
  - AMA Sheth Doctoral Consortium, Paper presentation and discussion in research workshop session, Columbia, Missouri, United States – “The Salience of Bad Experiences in Physician Learning”

## Invited Talks

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- 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)

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- 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

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- Marketing Science Institute (U.S.A.): Research grant for cross-national research on patient-physician relationships, USD 5,000 2008

## Professional Affiliations

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

## Languages

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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

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

## Work Experience before Joining Academia

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- 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