

Claudio Alvarez

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ACADEMIC EMPLOYMENT

Baylor University

Associate Professor, Department of Marketing
Assistant Professor, Department of Marketing

2023-Present
2015-2023

EDUCATION

Questrom School of Business, Boston University
Ph.D. in Marketing

2015

COPPEAD Graduate School of Business, Federal University of Rio de Janeiro, Brazil
Master of Science in Business Administration

2002

The Wharton School, University of Pennsylvania
MBA International Exchange Program (Fall semester)

2001

Pontifical Catholic University, Rio de Janeiro, Brazil
Bachelor of Arts in Social Communication (Advertising concentration)

1999

JOURNAL PUBLICATIONS

Alvarez, Claudio, Meredith E. David, and Morris George (2023), "Types of Consumer-Brand Relationships: A Systematic Review and Future Research Agenda," *Journal of Business Research*, 160, 113753.

Alvarez, Claudio, Danielle J. Brick, and Susan Fournier (2021), "Doing Relationship Work: A Theory of Change in Consumer-Brand Relationships," *Journal of Consumer Research*, 48(4), 610-632.

David, Meredith, Kealy Carter, and Claudio Alvarez (2020), "An Assessment of Attachment Style Measures in Marketing," *European Journal of Marketing*, 54(12), 3015-49.

Fournier, Susan and Claudio Alvarez (2019), "How Brands Acquire Cultural Meaning," *Journal of Consumer Psychology*, 29(3), 519-534.

Alvarez, Claudio and Susan Fournier (2016), "Consumers' Relationships with Brands," *Current Opinion in Psychology*, 10, 129-135.

Fournier, Susan and Claudio Alvarez (2013), "Relating Badly to Brands," *Journal of Consumer Psychology*, 23(2), 253-264.

Fournier, Susan and Claudio Alvarez (2012), “Brands as Relationship Partners: Warmth, Competence and In-Between,” *Journal of Consumer Psychology*, 22(2), 177-185.

BOOK CHAPTERS AND OTHER PUBLICATIONS

Alvarez, Claudio and Remi Trudel (2018), “Branding Consumer Well-Being and Motivating Prosocial Consumption,” in *Brand Touch Points*, ed. Aparna Sundar, Hauppauge, New York: Nova Science Publishers, 209-228.

Alvarez, Claudio and Susan Fournier (2012), “Brand Flings: When Great Brand Relationships are Not Built to Last,” in *Consumer-Brand Relationships: Theory and Practice*, S. Fournier, M. Breazeale, and M. Fetscherin (eds.), London: Routledge/Taylor & Francis Group, 74-96.

Alvarez, Claudio, Ozgun Atasoy, and Tejvir Singh Sekhon (2011), “MSI 50th Anniversary Celebration and Board of Trustees Meeting,” Conference Summary MSI Report, 11-301.

CONFERENCE PRESENTATIONS

Alvarez, Claudio, Danielle Brick, and Susan Fournier, “Doing Relationship Work: A Consumer-Centric Theory of Relationship Change,” *The Future of Brands Conference*, hosted by Columbia Business School in partnership with the *Journal of Consumer Research*, New York, December 2019.

Alvarez, Claudio and Meredith David, “When brands are like humans, do they have a heart or a brain? Differential effects of experience and agency on moral responsibility,” *Texas Marketing Faculty Research Colloquium*, Waco, March 2017.

Alvarez, Claudio, Susan Fournier, and Jill Avery, “Where is this Relationship Going: Turning Points in Consumer-Brand Relationships,” *Brands and Brand Relationships Accelerator*, Boston, May 2015.

Alvarez, Claudio, Remi Trudel, and Susan Fournier, “Brand Consensus and Multivocality: Disentangling the Effects of the Brand, the Consumer, and the Consumer-Brand Relationship on Brand Meaning,” *Brands and Brand Relationships*, Boston, May 2014.

Alvarez, Claudio, Remi Trudel, and Susan Fournier, “Brand Consensus and Multivocality: Disentangling the Effects of the Brand, the Consumer, and the Consumer-Brand Relationship on Brand Meaning,” *Association for Consumer Research*, Chicago, October 2013.

Fournier, Susan, Claudio Alvarez, and Jill Avery, “Disadoption through the Relationship Lens,” *Association for Consumer Research*, Vancouver, October 2012.

Alvarez, Claudio, Susan Fournier, and Jill Avery, “A Contracting Framework for Understanding Consumers’ Relationships with Brands,” *Consumer-Brand Relationships*, Boston, June 2012.

Alvarez, Claudio and Remi Trudel, “The Effects of Dissociative Segment Adoption of Brand Extensions on the Evaluation of the Parent Brand,” *Association for Consumer Research*, Poster Session, Saint Louis, October 2011.

Alvarez, Claudio and Susan Fournier, “Brand Flings and the Transitional Self,” *Association for Consumer Research*, Jacksonville, October 2010.

Alvarez, Claudio and Susan Fournier, “The Lived Experience of Brand Flings,” *International Consumer-Brand Relationship Colloquium*, Winter Park, April 2010.

TEACHING

Baylor University

“Principles of Marketing” for undergraduates (MKT 3305)

2016-Present

SERVICE

Editorial Review Board Member for:

Consumer Behavior Review

Ad-hoc reviewer for:

Journal of Marketing

Journal of Consumer Research

Journal of Business Research

European Journal of Marketing

International Journal of Research in Marketing

Marketing Letters

Journal of Advertising

International Journal of Management Reviews

Journal of Product and Brand Management

Journal of Marketing Management

European Management Review

Consumption Markets & Culture

International Journal of Consumer Studies

Journal of Marketing Communications

Columbia University Press (scholarly book review)

Association for Consumer Research (ACR) North American Conference

Academy of Marketing Science (AMS) World Marketing Congress

Academy of Marketing Science (AMS) Annual Conference

Consumer-Brand Relationships (CBR) Conference

European Association for Consumer Research (EACR) Conference

INDUSTRY EXPERIENCE

Monitor Group (currently Monitor Deloitte)

Sr. Project Manager in the Marketing Strategy Unit in Cambridge, MA

2007-2009

From Consultant to Sr. Project Manager in the Latin America Unit, São Paulo, Brazil

2002-2007