



VALENTINA ORTIZ UBAL

Doctoral Student, Florida State University, College of Business,
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EDUCATION

Ph.D. in Marketing

Expected Graduation May 2025

Florida State University College of Business
Tallahassee, FL

Master of Science in Marketing

May 2017

Universidade Federal do Rio Grande do Sul
Porto Alegre, Brazil

Bachelor of Business Administration, with honors

Mar 2015

Universidade Federal do Pampa
Santana do Livramento, Brazil

RESEARCH

Research Interests: Consumer behavior, Consumer-based strategy, Transformative consumer research, Financial decision-making, Service marketing

Papers Under Review

- 1) Martin Mende, **Valentina O. Ubal**, Marina Cozac, Beth Vallen, and Christopher Berry, "Leveraging Marketing and Public Policy to Fight Infodemics: A Systematic Literature Review and Exploration of Warning Labels as Antidotes to Mis- and Disinformation,"
 - Under second review (revision invited), *Journal of Public Policy & Marketing*.

Works in Progress

- 1) Martin Mende, Beth Vallen, Christopher Berry, Marina Cozac, and **Valentina O. Ubal**, "News Organizations as Service Providers" Empirical paper. Target journal: *Journal of Consumer Psychology* (currently collecting data).
 - 2021 ACR Transformative Consumer Research Grant
- 2) **Ubal, Valentina O.** Martin Mende and Maura L. Scott, "Economic Mobility and Financial Decision-making," Target journal: *Journal of Marketing Research* (currently collecting data).

Published Research

- 1) Dugan, Riley, **Valentina O. Ubal**, and Maura L. Scott (2022), "Sales well-being: a salesperson-focused framework for individual, organizational, and societal well-being," *Journal of Personal Selling & Sales Management*.

- 2) Forléo, Carolina. A., Bárbara S. Boller, Débora R. Schneider, Michele V. Agliardi, **Valentina O. Ubal**, and Luiz A. Slongo (2020), "Mulheres Gaúchas, Sonhos de Consumo e Condição Socioeconômica," (Gauchas Women, Consumer Dreams and Socioeconomic Condition), *Revista Pretexto*, 21(4), 79-94.
- 3) **Ubal, Valentina O.** and Lucas R. Lazzarin (2019), "Optar pelo Consumo Colaborativo Pode Aumentar seu Bem-Estar?," (Does Choosing Collaborative Consumption Increase Your Wellbeing?), *Revista Administração em Diálogo*, 21, 215-239.
- 4) **Ubal, Valentina O.** and Luiz A. Slongo (2018), "A Interferência da Relação Comprador-vendedor e da Dimensão da Confiança na Percepção de Injustiça do Preço," (The Interference of the Buyer-Seller Relationship and the Dimension of Trust in Price Unfairness Perception), *Revista de Administração IMED*, 8, 99-120.
- 5) **Ubal, Valentina O.**, Marta O. R. Oliveira, Rodrigo H. Silveira, and Fernando B. Luce (2017), "Marketing e Desempenho no Mercado de Capitais," (Marketing and Capital Market Performance), *International Journal of Business & Marketing*, 2, 44-63.

CONFERENCES PRESENTATIONS AND PROCEEDINGS

- 1) **Ubal, Valentina O.**, Martin Mende, and Maura Scott (2022), "The Impact of Economic Mobility on Financial Decision-Making: An Investigation of Potential Moderators." In: **Winter AMA**, Online.
- 2) **Ubal, Valentina O.**, Cristiane Pizzutti, and Katja Gelbrich (2018), "Money doesn't buy happiness, but what about buying trust? The effectiveness of financial compensation in restoring trust after double deviation." In: **ACR Conference**, Dallas, TX.
- 3) **Ubal, Valentina O.**, and Cristiane Pizzutti (2018), "Money does not buy happiness, but what about buying trust? The effectiveness of financial compensation in restoring trust after double deviation." In: *VIII Encontro de Marketing da ANPAD - EMA*, Porto Alegre.
- 4) **Ubal, Valentina O.**, Lucas R. Lazzarin, and Carlos A. V. Rossi (2016), "O Consumo Colaborativo Impacta o Bem-Estar? Uma Pesquisa Exploratória com Consumidores," (Does Collaborative Consumption Impact Well-being? An Exploratory Consumer Survey). In: *VII Encontro de Marketing da ANPAD - EMA*, Belo Horizonte.
- 5) **Ubal, Valentina O.**, Marta O. R. Oliveira, Rodrigo H. Silveira, and Fernando B. Luce (2016), "Marketing e desempenho no mercado de capitais," (Marketing and Capital Market Performance). In: *I Encontro de Business & Marketing 2016*, Porto Alegre.

RESEARCH GRANTS AND AWARDS

ACR Transformative Consumer Research Grant, 2021
 Award for Best Work in Marketing, Analytics, and Big Data at the 10th Congress of the Instituto Franco Brasileiro de Administração de Empresas, 2019

Award for Best Article Derived from Master Thesis of the VIII ANPAD Marketing Meeting
Associação Nacional de Pós-graduação e Pesquisa em Administração, 2018
Paper Awarded at the XV Scientific Initiation, Graduate, Research and Extension Show
Universidade de Caxias do Sul, 2015

PROFESSIONAL TRAINING

- Program for Instructional Excellence (PIE) Teaching Conference & TA Orientation, 2020
- Meta-Analysis Workshop, Instructor: Dr. Dhruv Grewal, 2021

SERVICE TO THE DISCIPLINE

Reviewing

- Reviewer, *Journal of Public Policy & Marketing*

Association of Consumer Research (ACR) Conference

- Session Chair, 2021

Member of the Scientific Committee of the following events at the Universidade Federal do Pampa (UNIPAMPA):

- International Teaching, Research and Extension Exhibition (SIEPE), 2017-2019
- Symposium on Strategy and Development (SIED), 2017-2018
- Ferradura dos Vinhedos Academic Seminar, 2017-2018

Member of the Selection Committee for the Specialization Course on Strategic Management in Small and Medium Enterprises at Universidade Federal do Pampa (UNIPAMPA), 2017.

Member of the Working Group of the Binational Technological Pole (Brazil and Uruguay), 2017.

ACADEMIC AFFILIATIONS

- Association for Consumer Research
- American Marketing Association
- Society for Consumer Psychology

TEACHING EXPERIENCE

Florida State University (Fall 2020 – Present)

<i>Courses</i>	<i>Position</i>	<i>Dates</i>
Basic Marketing Concepts	Instructor	Summer 2022 (online)
Consumer Behavior	Teaching Assistant	Fall 2021, Spring 2022 (online)
Basic Marketing Concepts	Teaching Assistant	Fall 2020, Spring 2021 (online)
Retail Management	Teaching Assistant	Fall 2020 (online)

Anhanguera Educacional – Brazil (Winter 2020 – Spring 2020)*

<i>Courses</i>	<i>Position</i>	<i>Dates</i>
Project Management	Tutor	Spring 2020 (online)
Cost Analysis	Tutor	Spring 2020 (online)
Analysis of Investments and Sources of Financing	Tutor	Spring 2020 (online)
Statistics	Tutor	Winter 2020 (live)

**Instructor ratings were not measured at this institution.*

Universidade Federal do Pampa – Brazil (Summer 2017 – Spring 2019)*

<i>Courses</i>	<i>Position</i>	<i>Dates</i>
Behavioral Finance	Instructor	Summer 2017 (2 sections; live)
Finance for Small Businesses	Instructor	Summer 2017 (1 section; live)
Financial Management	Instructor	Fall 2017 (3 sections; live)
Human Resource Management	Instructor	Fall 2017 (1 section; live)
Business Consulting	Instructor	Fall 2017 (2 sections; live)
Marketing Research	Instructor	Spring 2018 (1 section; live)
Digital Marketing	Instructor	Fall 2018 (1 section; live)
Processes Management	Instructor	Fall 2018 (2 sections; live)
Business Internationalization	Instructor	Spring 2019 (1 section; live)
Seminar in Research	Instructor	Spring 2019 (1 section; live)

** Instructor ratings were not measured at this institution.*

Serviço Nacional de Aprendizagem Comercial – Brazil (Fall 2017 – Spring 2020)

<i>Courses</i>	<i>Position</i>	<i>Dates</i>
Management	Teacher	Fall 2017 (live)
Accounting Reconciliation	Teacher	Winter 2019 (live)
Logistics	Teacher	Spring 2020 (live)

** Instructor ratings were not measured at this institution.*

COURSE WORK

- Doctoral Seminar in Consumer Behavior Theory, *Dr. Martin Mende*
- Doctoral Seminar in Consumer Behavior Methods, *Dr. Maura Scott*
- Doctoral Seminar in Quantitative Methods, *Drs. Willy Bolander and Colleen Harmeling*
- Doctoral Seminar in Structural Equation Modeling, *Dr. Daekwan Kim*
- Doctoral Seminar in Services Marketing, *Dr. J. Joseph Cronin*
- Doctoral Seminar in Business-to-Business Marketing, *Dr. Ruby Lee*
- Doctoral Seminar in Leadership, *Dr. Wayne Hochwarter*
- Marketing Research and Analytics, *Dr. Daekwan Kim*
- Theories in Social Psychology, *Dr. Debra Osborn*
- Research Topics - Development of Mathematical Thinking, *Dr. David W. Braithwaite*
- Applied Regression Methods, *Dr. Justin Shows*
- General Linear Model, *Dr. Yanyun Yang*

PROFESSIONAL WORK EXPERIENCE

Deloitte Brazil (Porto Alegre/RS), 2016

- Activities: Conducting consultancies, inventories and internal audits in several client companies.
- Results: Increased knowledge of Strategic Planning, Marketing - New Product Design, People Management - Performance Evaluation and Job and Salary Plan, Internal Audit.

Yury's Duty Free Shop (Riviera, Uruguay), 2014

- Activities: Related to Supervised Internship, requirement to obtain a Bachelor of Business Administration degree - Management of the company's Facebook (contact with clients and promotion of promotions), conducting internal research to the company and with clients.
- Results: Increased knowledge on Environmental Analysis, Analysis and General Strategic Planning and Marketing.

ACTIVITIES AND LEADERSHIP

Volunteering at Middle Tree (Claremont - CA), 2019

- Volunteered for two weeks tutoring youth ages 8 – 13.

Volunteering at Centro Barrial Villa Sonia (Riviera-UY), 2018

- English classes to underprivileged children during a semester.

Volunteering at Arte & Artesania Training (Riviera-UY), 2017-2019

- Conducting management training to female artisan entrepreneurs once a year.