

# MARCELINO CHÁVEZ

Ph.D. Student, McCombs School of Business, The University of Texas at Austin (2021 – 2026)

Email: chavez.marcelino@me.com ; Ph: 737-288-2116

## EDUCATION

---

**The University of Texas at Austin, McCombs School of Business: PhD in Marketing**  
*Advisor: Professor Leigh McAlister* 2021-2026 (expected)

**ESAN University** – Lima, Peru: MBA April 1997

**Pontificia Universidad Católica del Perú** – Lima, Peru: B.S. Civil Engineering. Honors 1986-1991

## RESEARCH INTERESTS

---

Marketing Strategy, Firm Performance and Marketing Influence, Marketing-Finance Interface, Sales, and B2B Marketing.

## RESEARCH PROJECTS SUBMITTED TO JOURNALS

---

Chavez, Marcelino and Leigh McAlister (2025), “The Effectiveness of Marketing in B2B Firms”, under revision for *Journal of the Academy of Marketing Science*

McAlister. Leigh and Marcelino Chavez (2025), “Do Marketers’ Limitations Cause Marketing to Have Low Power or Vice-Versa?”, preparing for submission to *Journal of Marketing* special edition “Empirics First”

## WORK IN PROGRESS

---

Chavez, Marcelino and Leigh McAlister (2025), “Cutting Back? Marketing Investment After Recession”, Analysis Phase, *Journal of the Academy of Marketing Science*

## TEACHING EXPERIENCE AND INTERESTS

---

**Instructor**, The University of Texas at Austin Spring 2024  
• Principles of Marketing

**Teaching Assistant**, The University of Texas at Austin 2021 - Present  
• Principles of Marketing with Prof. Leigh McAlister 2021-2024  
• Marketing Policies with Prof. Raji Srinivasan Spring 2022  
• Principles of Marketing with Prof. Alain Lemaire, Fall 2022-Spring 2025

**Teaching Assistant**, Pontificia Universidad Católica del Peru: Basic Math 1991 – 1992

### Teaching Interests

- |                                  |                       |
|----------------------------------|-----------------------|
| • Business-to-Business Marketing | • Brand Management    |
| • Introduction to Marketing      | • Digital Marketing   |
| • Channels and Sales Management  | • Marketing Analytics |
| • Marketing Strategy             |                       |

## RESEARCH PRESENTATIONS

---

The Effectiveness of Marketing for B2B Firms	
EMAC Conference, Madrid, Spain	May 2025
Doctoral Colloquium at EMAC Conference, Madrid, Spain.	May 2025

Augmenting an Indicator of Source of Competitive Advantage Using Text Analysis	
AMA Winter Conference, Phoenix, Arizona	February 2025
Marketing Strategy Consortium, University of Cologne, Cologne, Germany	May 2024
Marketing Meets Wall Street Conference, Cologne, Germany	May 2024
Theory + Practice in Marketing Conference, Austin, Texas	May 2024
The Moderating Influence of Source of Competitive Advantage on Recessions' Impact on Firm Value	
AMA Winter Conference, St. Pete Beach, Florida	February 2024
An Improved Way To Identify the Source of Competitive Advantage	
ISBM PhD Camp at the University of Illinois at Chicago	August 2022
Using Text Analysis to Refine a Method for Identifying a Firm's Source of Competitive Advantage	
Marketing Strategy Consortium, Texas A&M University	June 2022

## WORKSHOPS

---

Journal of Marketing Reviewer Workshop	February 2025
MSI Marketing Strategy Seminar	August - November 2024
Theory Construction Workshop, Prof. Ajay Kohli, Chicago, IL	August 2022
Online Teaching: Presence and Engagement and Getting Started	2020
Association to Advance Collegiate Schools of Business (AACSB)	
Classroom Management and Communication	2020
Pontificia Universidad Católica del Peru, Lima, Peru.	
Kellogg on Branding, Data-Driven Marketing, Customer Insight Tools	2018-2019
Kellogg School of Management, Evanston, IL	
Executive Certificate for Marketing and Sales Professionals	2007
University of Piura, Lima, Peru.	

## COMPUTER SKILLS

---

**Programming languages:** Python, Stata, OpenAI assistants API, Web Scraping, Natural Language Processing, Machine Learning applications.

**Applications:** Spyder, GitHub, Stata, SPSS, Microsoft Office, SAP ERP, Business Object.

## SCHOLARSHIPS, FELLOWSHIPS, HONORS, AND AWARDS

---

2025 AMA Sheth Foundation Doctoral Consortium Fellow	June 2025
Ohio State University	
The University of Texas at Austin	2021-2025
McCombs School Marketing Department Dean's Fellowship	2021, 2022, 2023, 2024
Eugene and Dora Bonham Memorial Fund Scholarship	2022, 2023
Office of Graduate Studies – College Continuing Scholarship	2024
McCombs School Marketing Department Summer Scholarship	2022
W. T. Tucker Excellence Fund Scholarship	2022
Office of Graduate Studies – College Recruitment Scholarship	2021
Innovation Award, Peruvian Construction Chamber	2009
Credit of Honor, ESAN University, MBA no-interest loan	1996-2000
Tuition Fellowship, Pontificia Universidad Católica del Perú	1986-1992

---

**PROFESSIONAL EXPERIENCE**

---

B2B and B2C marketing, P&L authority, strategic planning, high-performance cross-functional teams (sales, finance, operations, supply chain), marketing research, portfolio optimization, marketing and sales plans, new products, leadership.

Corporación Aceros Arequipa S.A., Lima, Peru 1999 –2019

Oficina de Normalización Previsional (ONP), Lima, Peru 1997 - 1999

Graña y Montero Consulting Engineers, Lima, Peru 1994 - 1996

Licensed Professional Civil Engineer

---

**DOCTORAL SEMINARS**

---

Marketing Strategy. Prof. Leigh McAlister Spring 2023

Longitudinal Analysis. Prof. Andrew Henderson Fall 2022

Consumer Decision Making Seminar. Prof. Raj Raghunathan Fall 2021

Marketing Models II. Prof. Jason Duan Spring 2023

Marketing Models I. Prof. Raghunath Rao Fall 2022

Marketing Research Methods. Prof. Rex Du Spring 2022

Machine Learning Toolbox for Text Analysis. Prof. Jessy Li Spring 2022

Econometrics I and II. Profs. Stephen Donald and Brendan Kline Fall, Spring 2023

Application Programming with Python. Prof. Mitchell Pryor. Spring 2022

---

**LANGUAGES**

---

Spanish, English, and Portuguese

---

**SERVICE**

---

Reviewer, AMA Winter Conference Submissions

---

**REFERENCES (MCCOMBS SCHOOL OF BUSINESS, THE UNIVERSITY OF TEXAS AT AUSTIN)**

---

**Leigh McAlister**

*Ed and Molly Smith Chair in Business Administration, Professor of Marketing*

leigh.mcalister@mcombs.utexas.edu

**Rex Du**

*Shelby H. Carter Jr. and Patricia Carter Regents Professor in Global Business Marketing, Alvin and*

*Helene Eicoff Endowed Professor in Direct Broadcast Marketing, Professor of Marketing*

rex.du@mcombs.utexas.edu

**Doug Chung**

*Director of the Professional Sales and Business Development Minor and Sales Forum, CBA*

*Foundation Advisory Council Centennial Fellowship No. 1, Associate Professor*

doug.chung@mcombs.utexas.edu

---

**OTHER**

---

Marathon runner: New York, Berlin, Chicago, Lima, and Tokyo

Music enthusiast: Opera, classical, rock