

VITOR M. LIMA

Assistant Professor of Marketing at ESCP Business School

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LinkedIn: www.linkedin.com/in/vitormlima

Languages:

English: Fluent.

Spanish: Intermediate.

French: Basic.

Portuguese: Native.

Education:

- 2020: Ph.D. in Business Administration (Marketing) with Honors (Summa Cum Laude) at IAG Business School—Pontifical Catholic University of Rio de Janeiro, Brazil; Visiting Ph.D. student (one year) at Schulich School of Business—York University, Canada.
Thesis: Defying the gods and the odds: On being a cyborg.
Advisors: Luís A. Pessôa and Russell W. Belk.
Awards: AMS Mary Kay Dissertation Award 2021 (top 3); AMS Review - Sheth Foundation Doctoral Competition for Conceptual Articles (runner-up).
 - 2019: Digital Marketing Strategy Executive Certificate at Harvard University, United States of America.
 - 2014: MSc in Business Administration at EBAPE/Fundação Getulio Vargas (FGV), Brazil.
Dissertation: Consumer engagement in a virtual brand community.
Advisor: José M. Nunes.
 - 2010: MBA (specialization in Marketing) at IDE/Fundação Getulio Vargas (FGV), Brazil.
 - 2008: BA in Advertising at ASOEC, Brazil.
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Research interests:

- Consumer culture theory (CCT), transhumanism, human enhancement technologies, artificial intelligence (AI), biohacking, cyborgs, robots, and Web3.
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Publications:

- **Lima, V. M.** (forthcoming). A Sociosemiotics Mapping of Consumer-AI Agent Interactions in Consumption Journeys. *ESCP Impact Papers*.
- Laasch, O., & **Lima, V. M.** (forthcoming). Epistemologizing and Vibing with Cozza and Gherardi: The Posthumanist Epistemology of Practice Theory. *Management Learning*. 10.1177/13505076251348060. (ESCP B)
- Schneider-Kamp, A., Takhar, J., **Lima, V. M.**, & Belk, R. (2025). Revolutions and Transformations in Health Technology Markets: New Marketing Directions. *Recherche et Applications en Marketing*. <https://doi.org/10.1177/20515707251342449>. (ESCP B)
- **Lima, V. M.**, & Belk, R. (2024). Bodies as machines. Machines as bodies. *Consumption Markets & Culture*, 27(2), 178-190. (ESCP C)
- Chi, H., & **Lima, V. M.** (2024). From self-empowerment to self-rejection: On the (un)intended consequences of AI-powered physiological self-tracking. *ESCP Impact Papers No.2024-55-EN*, 1-6.
- **Lima, V. M.**, & Belk, R. (2023). Biohacking COVID-19: Sharing is not always caring. *Journal of Public Policy & Marketing*. (ESCP B)
- **Lima, V. M.**, & Oberhauser, M. (2023). NFTs as a marketing resource: Lessons from the football industry, *ESCP Impact Papers 202305*, 1-6.
- **Lima, V. M.**, & Belk, R. (2022). Human enhancement technologies and the future of consumer well-being. *Journal of Services Marketing*, 36(7), 885-894. (ESCP C)
- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. (2022). The Promethean biohacker: on consumer biohacking as a labour of love. *Journal of Marketing Management*, 38(5-6), 483-514. (ESCP C)
- **Lima, V. M.**, & Pessôa, L. A. (2023). Discursive interactions shaping online brand communities' social dynamics. *Qualitative Market Research: An International Journal*, 26(3), 232-246. (ESCP C)
- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. (2022). Uncertain consumption practices in an uncertain future. *Cadernos EBAPE. BR*, 20, 333-338. (non-listed)
- **Lima, V. M.**, Zanini, M. T., & Reis Irigaray, H. A. (2022). Non-dyadic human–robot interactions and online brand communities. *Marketing Intelligence & Planning*, 40(6), 724-737. (ESCP D)
- **Lima, V. M.**, Mancebo, R. C., Pessoa, L. A. G. D. P., & Costa, A. D. S. M. D. (2020). Me, my place, and I: exploring consumer-place attachment in Brazil's Northeast region. *Cadernos EBAPE. BR*, 18, 609-622. (non-listed)
- Barroso de Mello, F., Grubits de Paula Pessôa, L. A., & **Lima, V. M.** (2020). The identity construction of the Rio brand from a cultural perspective: narratives about space converted into a commodity. *Diálogo com a Economia Criativa*, 5(13). (non-listed)

- **Lima, V. M.**, Irigaray, H. A., & Lourenco, C. (2019). Consumer engagement on social media: Insights from a virtual brand community. *Qualitative Market Research: An International Journal*, 22(1), 14-32. (ESCP C)
- **Lima, V. M.**, Corrêa, A. B., Zanini, M. T., Pessôa, L. A., & Irigaray, H. A. (2019). Branding Rio de Janeiro: A semiotic analysis. *Marketing Intelligence & Planning*, 37(6), 645-659. (ESCP D)
- Zanini, M. T., Moraes, F. C., **Lima, V. M.**, Migueles, C., Lourenço, C., & Irigaray, H. A. (2019). Soccer and Twitter: Virtual brand community engagement practices. *Marketing Intelligence & Planning*, 37(7), 791-805. (ESCP D)
- **Lima, V. M.**, Corrêa, A. B., & Pessôa, L. G. (2018). The Intersections of Semiotics and Marketing Studies in the 21st Century: A Systematic Literature Review. *Revista Interdisciplinar de Marketing*, 8(2), 116-132. (non-listed)
- **Lima, V. M.**, & Pessôa, L. A. (2018). The consumption of technology as a structural element of identity: A theoretical and methodological discussion based on French Semiotics. *Cadernos EBAPE.BR*, 16(4), 679-691. (non-listed)

Work under review:

- **Lima, V. M.**, & Belk, R. W. The extended and incorporated self, *Journal of the Academy of Marketing Sciences*. (ESCP ALPHA) – Invited paper under revision.
- Zouaoui, H., Belk, R. W., & **Lima, V. M.** “Get fit or die trying”: towards an understanding of fitness consumption experience in an Islamic context, *Journal of Consumer Psychology*. (ESCP ALPHA) — Round 5.
- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. Cyborgs and the enhanced self, *Journal of Consumer Psychology*. (ESCP ALPHA) — Round 2.
- **Lima, V. M.** & Belk, R. W. Algorithmic harm in consumer-ai love relationships: Conceptualizing narcissistic entrapment, *Journal of Consumer Research*. (ESCP ALPHA) — Round 1.
- **Lima, V. M.**, Zanini, M. T., & Silva-Rêgo, B. NFTs as brand assets: how future-oriented visions work as mechanisms of potential legitimacy, *European Journal of Marketing*. (ESCP B) — Submitted.
- Lourenço, C., Irigaray, H. A., & **Lima, V. M.** Cashback in service retail: Effects of promotions via app on the buying behavior of service retail consumers. *Journal of Marketing Services*. (ESCP C) — Submitted.
- Hermman, E., Belk, R. W., & **Lima, V. M.** Death Technologies and Digital Afterlife: An Ethical Perspective. *AMS Review*. (ESCP B) — Submitted.

Working papers:

- Haenlein, M., van Doorn, J., **Lima, V. M.**, & Garbas, J. Echoes of love: On consumer-AI relationships and well-being. Target: *Journal of Marketing*. (ESCP ALPHA)
- **Lima, V. M.**, & Belk, R. W. Ethical dilemmas of human enhancement technologies and the übermensch consumer. Target: *Journal of Business Ethics*. (ESCP A^{FT})
- Belk, R. W., & **Lima, V. M.** "Is it still me?" Transforming the extended self. Target: *Journal of Consumer Research*. (ESCP ALPHA)
- **Lima, V. M.**, & Belk, R. W. Conceptualizing embodied-enactive consumer-robot interactions in services. Target: *Journal of the Academy of Marketing Science*. (ESCP ALPHA)
- Guerreiro, J., Loureiro, S., & **Lima, V. M.** Visions of the Future: The Implications of Emerging Transhumanist Technologies on Tourism Experiences. Target: *Annals of Tourism Research*. (ESCP A)
- Pueschel, J., Zanette, M. C., Xavier, L., & Ulrich, I., & **Lima, V. M.** Introducing digital luxury wearable assets: imaginaries and practices. Target: *International Journal of Research in Marketing*. (ESCP A)
- Blasco-Arcas, L., **Lima, V. M.**, & Lee, H. H. M. Cybersickness and consumer disengagement in virtual reality (VR) experiences. Target: *Journal of the Academy of Marketing Science*. (ESCP ALPHA)
- Irigaray, H. A., Lourenço, C., & **Lima, V. M.** Digital Scheherazade and Employee Branding: Effectiveness of Storytelling in the Workplace. Target: *Human Relations*. (ESCP A^{FT})
- **Lima, V. M.**, & Belk, R. W. The future of consumption in the future Web3. *Invited co-edited book by Routledge*.

Books and book chapters:

- **Lima, V. M.** (forthcoming). Enactivism and the Rebel Creativity of Consumer Biohackers, in *The Power of Consumer Creativity: Transforming Consumption and Communities*, Marie Taillard and Chloe Preece (eds), Cham: Springer.
- **Lima, V. M.** (2024). *Researching technological posthuman futures with thought experiments*. In Handbook of Qualitative Research Methods in Marketing, Russell Belk and Cele Otnes (eds) (pp. 117-127), Cheltenham: Edward Elgar Publishing.
- **Lima, V. M.** (2024). *Biohacking and Bioethical Considerations for Marketing Communication Campaigns*. In *Public Relations and Strategic Communication in 2050: Trends Shaping the*

Future of the Profession, Alexander V. Laskin and Karen Freberg (eds) (pp. 1-8), New York: Routledge.

- **Lima, V. M.**, & Belk, R. (2023). *No Cash, No Coins, No Cards, But You: Biohacking the Future of Payments*. In *The Future of Consumption: How Technology, Sustainability and Wellbeing will Transform Retail and Customer Experience*, Kristina Bäckström, Carys Egan-Wyer, and Emma Samsioe (eds) (pp. 251-262). Cham: Springer International Publishing.
- **Lima, V. M.** (2023), *Communication, planning, and media convergence*, 2^o edition. Rio de Janeiro: Editora FGV.
- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. (2022). The Promethean biohacker: on consumer biohacking as a labour of love. In *Transhumanisms and Biotechnologies in Consumer Society*, Jennifer Takhar, Rika Houston, Nikhilesh Dholakia (eds) (pp. 1-10). London: Routledge.
- **Lima, V. M.** (2022). *Transhumanism and the phenomenology of cyborg senses*. In *The Routledge Handbook of Digital Consumption* (pp. 47-59), Rosa Llamas and Russell Belk (eds), New York: Routledge.
- Sá, P. G., & **Lima, V.** (2018), *Communication, planning, and media convergence*. Rio de Janeiro: Editora FGV.

Conference presentations:

- Oberhauser, M., **Lima, V. M.**, & Chamakiotis, P. (2024). "The socio-environmental impact of NFTs: Digital technologies and the Capitalocene." *Australasian Conference on Information Systems (ACIS)*, Australia, December 4-6.
- Blasco-Arcas, L., **Lima, V. M.**, & Lee, H. H. M. (2024). "The role of extended realities in consumer well-being." *AIRSI – Generative AI Challenges 2024*, Zaragoza, Spain, July 1–5.
- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. (2024). "Human Enhancement Technologies and the Enhanced Self." *ACR Conference*, The Association for Consumer Research, Paris, France, September 24-29.
- Larsen, G., Walther, L., Hua, C., Svendsen, J. M., Belk, R. W., **Lima, V. M.**, Kozinets, R., Cook, K., Goswami, P., Dutta, S., Dasgupta, R., Feori-Payne, M., Rokka, J., & Cherrier, H. (2024). "Arts-based research." *CCT Conference*, Consumer Culture Theory Consortium, San Diego, USA, July 9-14.
- **Lima, V. M.**, & Belk, R. W. (2024). In case of a biological emergency, break glass. Enhance your self. *CCT Conference*, Consumer Culture Theory Consortium, San Diego, USA, July 9–14.
- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. (2024). The enhanced self. *CCT Conference*, Consumer Culture Theory Consortium, San Diego, USA, July 9–14.

- **Lima, V. M.**, Zanini, M. T., & Silva-Rêgo, B. (2024). Sociotechnical imaginaries shaping the NFTs legitimation as brand assets. *CCT Conference*, Consumer Culture Theory Consortium, San Diego, USA, July 9–14.
- **Lima, V. M.** & Belk, R. W. (2024). An Embodied-Enactive Conceptualization of Consumer-Robots Interactions in Services, *ServSIG AMA*, Bordeaux, France, June 5-8.
- **Lima, V. M.** (2024). "Interfacing Relations: A postphenomenological Conceptualization of Human-Technology Relationships." CERALE, Buenos Aires, Argentina, January 21-23.
- **Lima, V. M.**, & Belk, R. W. (2023). "Thanks, Rosey the Robot!": Conceptualizing Trust in Robots as an Embodied-Enactive Experience. *European ACR Conference*, The Association for Consumer Research, Amsterdam, Netherlands, July 6-8.
- **Lima, V. M.** (2023). Enhancing the Self in the Transhumanist Era. *Fifty Years of Consumer Research*, University of Reims, Reims, France, June 8-9.
- **Lima, V. M.**, & Belk, R. W. (2023). An Embodied-Enactive Approach to Conceptualize Human-Robot Interactions, *CCT Conference*, Consumer Culture Theory Consortium, Lund, Sweden, June 27-30.
- **Lima, V. M.**, & Belk, R. W. (2023). #WTF is a Cyborg Poster? *CCT Conference*, Consumer Culture Theory Consortium, Lund, Sweden, June 27-30.
- **Lima, V. M.**, & Belk, R. W. (2022). Leaving Earth, Living on Mars: Discourses About Space Tourism, *CCT Conference*, Consumer Culture Theory Consortium, Oregon, USA, July 7-9.
- **Lima, V. M.**, & Belk, R. W. (2022). Listening to Colors, Feeling Earthquakes, Sensing the North, and Having Cyborgasms: On Cyborg Senses, *CCT Conference*, Consumer Culture Theory Consortium, Oregon, USA, July 7-9.
- **Lima, V. M.**, & Belk, R. W. (2021). Human enhancement technologies for the übermensch consumer. *ACR Conference*, The Association for Consumer Research, Seattle, USA.
- **Lima, V. M.**, & Belk, R. W. (2021). Sharing consumer biohacking to tackle coronavirus. *ACR Conference*, The Association for Consumer Research, Seattle, USA, October 20-22.
- **Lima, V. M.**, & Pessôa, L. A. (2021). Consumer-artificial intelligence regimes of interactions: A sociosemiotics proposition. *ACR Conference*, The Association for Consumer Research, Seattle, USA, October 20-22.
- **Lima, V. M.** (2021). Cyborgs and the Interactive Self, *AMS Conference*, virtual, USA, June 1-6.
- **Lima, V. M.**, & Belk, R. W. (2021). Transhumanist technologies for the transhumanist consumer, *AMS Conference*, virtual, USA, June 1-6.

- **Lima, V. M.**, Pessôa, L. A., & Belk, R. W. (2020). #Cyborgs are in your dreams, thoughts, talks, and perhaps next door. *ACR Conference*, The Association for Consumer Research, Paris, France, October 1-4.
- **Lima, V. M.**, & Pessôa, L. A. (2019). Discursive interactions shaping the “Happily Ever After” in a virtual brand discourse community. *CCT Conference*, Consumer Culture Theory Consortium, Montreal, Canada, July 17-19.
- Corrêa, A. B., **Lima, V. M.**, & Pessôa, L. A. (2018). Wonderful City: A semiotic analysis of the Rio de Janeiro brand. *XXI SEMEAD*, University of São Paulo Administration Seminars, São Paulo, Brazil.
- **Lima, V. M.** (2018). Digital presence: Pillars, fundamentals, and possibilities for the use of digital marketing. *IX National Congress of Administration and Accounting*, ADCONT, Rio de Janeiro, Brazil.
- **Lima, V. M.**, & Pessôa, L. A. (2017). The meanings of technology consumption and its role as the structuring of identities. *5th International Congress of ABES*, Brazilian Association of Semiotics Studies (ABES), Rio de Janeiro, Brazil.
- **Lima, V. M.**, & Pessôa, L. A. (2017). Technology as research object in studies on consumer behavior. *VIII National Congress of Administration and Accounting*, Rio de Janeiro, ADCONT, Brazil.
- **Lima, V.M.**, & Nunes, J.G. (2015). Consumer engagement in a virtual brand community. ENANPAD. *National Association of Postgraduate and Research in Administration (ANPAD)*, Minas Gerais, Brazil.

Invited Research Talks:

- **Lima, V. M.** (presenter) AI in Executive Education – FGV Brazil, Brazil, 2025.
- **Lima, V. M.** (presenter) Human Enhancement Technologies and the Enhanced Self – GOA Institute of Management, India, 2024.
- **Lima, V. M.** (presenter) Challenges for early career researchers – IAG Business School, PUC-Rio, Brazil, 2023.
- **Lima, V. M.** (presenter) The Ethics of Human Enhancement Technologies – The French Ministry of the Armed Forces (*Ministre des Armées*), France, 2021.
- **Lima, V. M.**, & Belk, R. W. (presenter) No Cash, No Coins, No Cards, But You: Biohacking the Future of Payments, Lund University, Sweden, 2021.
- **Lima, V. M.** (presenter) Cyborgs and the Interactive Self – Royal Holloway, University of London, England, 2020.

- **Lima, V. M.** (presenter) Cyborgs and the Interactive Self – FGV Brazil, Brazil, 2020.
 - Belk, R. W., & **Lima, V. M.** (co-presenter) “Is it Still Me?” Transforming the Extended Self - University of Texas Rio Grande Valley, USA, 2020.
 - Belk, R. W., & **Lima, V. M.** (co-presenter) “Is it Still Me?” Transforming the Extended Self - Royal Melbourne Institute of Technology, Australia, 2020.
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Seminars and workshops:

- Early-Career Workshop at the ACR Conference, Paris, September 2024.
 - Academic writing with Professor Tanvi Mehta, Spain, September 2023.
 - Academic writing with Professor Julien Cayla, France, October 2021.
 - MIT workshop “Do Cyborgs Dream of Electric Limbs?”, CHI Conference, Japan, 2021.
 - Schulich School of Business: Marketing seminars, Canada, 2019-2021.
 - COPPEAD Meetings: Contemporary consumer behavior with Professor Güliz Ger, Brazil, September 2018.
 - IAG/PUC-Rio: Consumer research, materiality, and middle-class with Professor Olga Kravets, Brazil, September 2018.
 - IAG/PUC-Rio: Paper development workshop (PDW) with Professor Olga Kravets, Brazil, September 2018.
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Research centers:

- TRACIS Research Center (ESCP).
 - WISE Research Center (ESCP).
 - *Chaire Marques, Valeurs & Société* (Sorbonne).
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Reviewer:

- Journal of Marketing – since 2024.
- Marketing Theory—since 2023.

- Journal of Public Policy & Marketing—since 2023.
 - Palgrave, Routledge, and Springer publishers – since 2022.
 - Consumption Markets & Culture—since 2022.
 - Journal of Marketing Management—since 2020.
 - Marketing Intelligence & Planning—since 2018.
 - Cadernos EBAPE.BR—since 2017.
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Honors and awards:

- The Promethean Biohacker: on Consumer Biohacking as a Labour of Love is part of the Academy of Marketing Conference Collection 2023 for being one of the most relevant, innovative, and impactful papers published in the Journal of Marketing Management in 2022.
 - 2022 Highly Commended Paper Award for Journal of Services Marketing: **Lima, V. M.**, & Belk, R. W. Human enhancement technologies and future of consumer well-being—2023.
 - ACR Best Working Paper: **Lima, V. M.**, & Belk, R. W. Human enhancement technologies for the übermensch consumer—2021.
 - AMS Mary Kay Dissertation Award 2021, finalist (US\$500,00)—2021.
 - AMS Review - Sheth Foundation Doctoral Competition for Conceptual Articles, runner-up—2021.
 - Schulich School of Business, York University, Postdoctoral Fellowship (CAD 50,000) – 2020/2021.
 - IAG/PUC-Rio Ph.D. Dissertation—Honors (Summa Cum Laude)—2020.
 - IAG/PUC-Rio Ph.D. Dean's Scholarship for Excellence (US\$ 30,000)—From 2017 to 2020.
 - Best Executive MBA Professor Award, INFNET University, Brazil—2013.
 - TOP 100 Marketing Professors on Twitter, *Social Media Marketing Magazine*—2011.
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Past academic appointments:

- 2021-2022: Assistant Professor of Marketing at Audencia Business School, France.

Grande École and BBA in Big Data & Management:

Courses: Customer Experience and Branding; Product Owner; Product Innovation.

- 2020-2021: Postdoctoral Fellowship in Marketing at Schulich School of Business—York University, Canada.
Supervisor: Russell W. Belk.
- 2019: Co-Lecturer (Russell W. Belk) at Schulich School of Business, York University, Canada:

MBA and MSc in Marketing:

Courses: Marketing Management; Consumer Insights.

- 2010-2020: Program Director and Lecturer at Fundação Getulio Vargas (FGV), Brazil:

Executive MBA, postgraduate diploma, and postgraduate certificate:

Courses: Digital Marketing Strategy; Social Media; Web Analytics; Digital Branding; Marketing Communication; Strategic Marketing.

MSc in Business Administration—Católica Lisbon School of Business & Economics and EBAPE double degree (Guest Lecturer):

Course: Digital Marketing.

Professional association:

- Consumer Culture Theory Consortium (CCTC).
- The Association for Consumer Research (ACR).

Industry experience:

- Branded (digital marketing consultancy)—From 2012 to 2020 Rio de Janeiro, Brazil
Role: Business Partner and Head of Planning.
Clients such as Coca-Cola, L'Oréal, Holcim Group, and GSK.
- Clarté (digital marketing agency)—From 2009 to 2012 Rio de Janeiro, Brazil
Role: Business Partner and Head of Planning.
Clients such as Merck and Maersk.