

RAFAEL WAGNER

Assistant Professor of Marketing at ESCP Business School

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EMPLOYMENT EXPERIENCE:

- 2026 – present *ESCP Business School (Madrid, Spain)*
Assistant Professor of Marketing
- 2022 - 2026 *NOVA University of Lisbon (Lisbon, Portugal)*
Adjunct Professor
- 2022 - 2026 *NOVA Marketing Analytics Laboratory (Lisbon, Portugal)*
Laboratory Manager | Research & Consulting
- 2023 – 2025 *University of North Texas (Denton, United States)*
Guest Lectures on Artificial Intelligence Applied to Marketing.
Invited yearly, DBA; prof. Gurpreet Dhillon
- 2024 - 2025 *CRIAP Institute (Lisbon, Portugal)*
Curricular Units: Consumer Journey
- 2025 – 2025 *IPAM Porto (Porto, Portugal)*
Curricular Units: Research Methods for Thesis Development

EDUCATION

- 2022 – 2026 *Ph.D. in Information Management (Major: Data-Driven Marketing)*
NOVA University of Lisbon (NOVA IMS), Portugal
- 2017 – 2019 *Master of Science in Business (Major: Strategy and Marketing)*
IMED Business School, Brazil.
- 2016 – 2017 *Master's in Business Administration (MBA) in Marketing Management*
Fundação Getúlio Vargas (FGV), Brazil.
- 2015 – 2016 *Specialization in Business Strategy*
Darden School of Business, University of Virginia, United States.
- 2012 – 2015 *Bachelor's in Business*
University of Passo Fundo, Brazil

RESEARCH FOCUS AND INTERESTS:

- Consumer Behavior & Consumer Psychology
- Consumer-technology interactions
- Consumer Agency and Self-Regulation
- Mental Accounting
- Scarcity of Resources
- Biases and consumer decision-making
- Digital Economy

PUBLICATIONS:

Journal Publications:

- Shuqair, S., Costa Pinto, D., Wagner, R., Ferreira, M.B. & Dhillon, G. (2026). Reframing Digital Disengagement: How Mindsets Promote Digital Self-Regulation. *International Journal of Information Management*, 90, 103088. <https://doi.org/10.1016/j.ijinfomgt.2026.103088>.
- Wagner, R., Shuqair, S., Costa Pinto, D., Valenzuela, A. & Babin, B. (2026). When Social Media Ideals Backfire: How Idealized Digital Standards Undermine Self-Efficacy and Goal Attainability. *Psychology & Marketing*, <https://doi.org/10.1002/mar.70172>.
- Carrilho, MC, Wagner, R., Pinto, DC, Gonzalez, H, Akdim, K. (2025). The Feeling Skills Gap: The Role of Empathy in Voice-Driven AI for Service Recovery. *Journal of Business Research*, 205(12), 115703. <https://doi.org/10.1016/j.jbusres.2025.115703>.
- Wagner, R., Costa Pinto, D., Hildebrand, D., Pacheco, N. A., Dhillon, G. & Herter, M. (2025). Algorithm Delegation: How Embedded AI Facilitates Agency Transference in Medical Services. *Psychology & Marketing*, 42(11), 2902-2921. <https://doi.org/10.1002/mar.70016>.
- Nunes, J.R., Rita, P., Costa Pinto, D., Gonzalez-Jimenez, H., Akdim, K. & Wagner, R. (2025). Moral Appraisals of Generative AI: How Mindset Framing Shapes Moral Judgments, Emotional Appraisals and Privacy Behavior. *International Journal of Information Management* 84(25). <https://doi.org/10.1016/j.ijinfomgt.2025.102940>.
- Wagner, R., Pacheco, N. A., Basso, K., Rech, E., & Pinto, D. C. (2022). Consumer reactions to pay-what-you-want and name-your-own-price mechanisms. *Journal of Consumer Behaviour*, 21(4), 641-652 <https://doi.org/10.1002/cb.2019>

Work Under Review:

- Castagna, A.C., Pinto, D.C., Hildebrand, D. & Wagner, R. Keeping Your Head Up: Resource Immutability Perceptions Increase Future Focus Under Scarcity. *Revise and Resubmit, Journal of Consumer Psychology (R&R 3)*.
- Wagner, R., Costa Pinto. Artificial Intelligence Delegation and Experience: A Process Model of Consumer Delegation to AI. *Revise and Resubmit (R&R), Journal of Business Research (JBR)*.

Conference Proceedings (selected):

- Carrilho, M.G., Costa Pinto, D., Wagner R., Rohden S., Telo de Arriaga, M. & Quelhas Pinto, L. (2025). Artificial Intelligence in Health Promotion: A Framework and Research Agenda. Paper Presented at AIRSI2025 The Metaverse Conference, Zaragoza, Spain*.
- Wagner, R., Pinto, D.C., Hildebrand, D., Dhillon, G. & Herter, M. M. (2025). Powered by AI? The Role of AI-Driven Devices in Goal Pursuit. Paper Presented at Academy of Marketing Science (AMS) Annual Conference 2025, Montreal, Canada.
- Shuqair, S., Pinto, D.C., Wagner, R., Valenzuela, A. & Babin, B. (2025). How Self-Idealization on Social Media Shapes Goal Pursuit. Paper Presented at World Marketing Conference (WMC) 2025, Dijon, France.
- Wagner, R., Costa Pinto, D., Dhillon, G., Hildebrand, D., Herter, M. & Pacheco, N. “You can do it!” The role of AI-Embedded Devices on Consumers’ Health Performance. Paper Presented at the Association for Consumer Research Conference (ACR) 2024, Paris, France.
- Wagner, R., Pinto, D. C., Carrilho, M., Gonzalez, H., & Akdim, K. (2024). Does Smart Service Recovery Harm Customer Orientation? A Feeling Economy Perspective. Paper Presented at European Marketing Academy Conference (EMAC) 2024, Bucharest, Romania.
- Wagner, R., Pinto, D. C., Dhillon, G., Pacheco, N. P., & Herter, M. (2023). Overcoming Medical Artificial Intelligence. Paper Presented at European Marketing Academy Conference (EMAC), Odense, Denmark.*¹
- Gonzalez-Jimenez, H., Costa Pinto, D., Wagner, R., & Akdim, K. (2023). Is Artificial Intelligence Threatening Our Self-Continuity? A Temporal Appraisal and Feeling Economy Perspective. Paper Presented at Global Marketing Conference, Seoul, South Korea.

*Winner of the Best Paper Award.

AWARDS AND GRANTS:

Awards:

- 2025. AIRSI Conference. Winner of the Best Paper Award.
- 2023. European Marketing Academy Conference (EMAC). Winner of the Best Paper Award Based on a Doctoral Work.
- 2017. Master's Thesis Approved with Highest Distinction. IMED Business School.

Fundings and Grants:

- Ministry of Science, Innovation and Universities – Spanish State Research Agency.
Project: The Dark Side of Artificial Intelligence: Conceptualizing and Assessing a Multistakeholder Perspective on AI Fatigue in Service Ecosystems (AIFSE), 2026.
Research Grant: € 65,625.00
 - Role: Project Member and Researcher
- European Health and Digital Executive Agency (EU4H-2024-PJ-02-2).
Research Grant: € 999,772.69
 - Role: Project Member and Researcher. Contributed to work on digital literacy, data-driven consumer education, and technology adoption in healthcare contexts.
- FCT Project (2024.07397.IACDC).
Research Grant: € 124,999,98.
 - Role: Researcher. Developed text-mining approaches to measure consumer well-being and technology use in health-related decision-making.
- European Union's Horizon 2023 (Grant Agreement No. 101095444)
Research Grant: € 3,700,000.00.
 - Role: Researcher (WP9). Focused on consumer information management and behavioral responses to health risk communication.
- FCT Project (DSAIPA/DS/0113/2019).
Research Grant: € 239,243,75.
 - Role: Researcher. Investigated how algorithms influence consumer financial decision-making and debt management.

SERVICE:

Ad Hoc Reviewer:

- Psychology & Marketing
- Journal of Business Research
- Journal of Retailing and Consumer Services
- Internet Research
- Journal of Strategic Marketing
- Journal of Consumer Marketing
- Computers in Human Behaviour
- International Journal of Consumer Studies
- European Marketing Academy (EMAC)
- Academy of Marketing Science (AMS)
- Society for Consumer Psychology (SCP)

PROFESSIONAL AFFILIATIONS:

- European Marketing Academy (EMAC)
- Academy of Marketing Science (AMS)
- Society for Consumer Psychology (SCP)

TEACHING LANGUAGES:

- English
- Spanish
- Italian
- Portuguese