

Guilherme de Alencar Ramos

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Employment

2023- Vanderbilt University
 Owen Graduate School of Management
 Postdoctoral Research Fellow

2023- Fundação José Luiz Egydio Setúbal
 Research Fellow

Education

2019-2023 Fundação Getulio Vargas, EBAPE
 Ph.D. in Business Administration (Behavioral and Decision Sciences)
 Advisor: Eduardo B. Andrade

2022-2023 University of Colorado Boulder
 Visiting Scholar, Department of Psychology and Neuroscience
 Advisor: Leaf Van Boven

2017-2018 Fundação Getulio Vargas, EBAPE
 M.Sc. in Business Administration (Behavioral and Decision Sciences)

2011-2015 Fundação Getulio Vargas, EPGE
 B.Sc. in Economics
 Visiting Student (2013): Bocconi University, Milan, Italy

Research Interests

Judgment & Decision Making, Social Psychology, Political Polarization, Sustainability, Social Inequality, Public Health

Honors and Awards

2021 Brenda M. Derby Memorial Award, American Marketing Association, Marketing and Public Policy Conference

2019-2023 PhD Fellowship

2017-2018 M.Sc. Fellowship

Publications (* indicates equal contribution)

* **Ramos, Guilherme A.**, Yan Vieites, Eduardo B. Andrade, Carlos Pereira, and Amanda Medeiros (2021). “Can Self-Protective Behaviors Increase Unrealistic Optimism? Evidence from the COVID-19 Pandemic.” *Journal of Experimental Psychology: Applied*, 27(4), 621–631.

* **Ramos, Guilherme A.**, *Yan Vieites, Jorge Jacob, and Eduardo B. Andrade (2020). Political Orientation and Support for Social Distancing During the COVID-19 Pandemic: Evidence from Brazil. *Brazilian Journal of Public Administration*, 54, 697-713.

Working Papers

Ramos, Guilherme A., Yan Vieites, and Eduardo B. Andrade, “In Search of Moderation: How Counter-Stereotypical Endorsers Attenuate Polarization Over Consumption-Related Policy Issues” – **Job Market Paper, under review**

- Recipient of the Brenda M. Derby Memorial Award for the Best Student Paper, American Marketing Association, Marketing and Public Policy Conference, 2021

Abstract: While previous studies have shown that consumer preferences are increasingly divided along political lines, less is known about what can bring liberals and conservatives together. Four experiments conducted in a highly polarized social environment (Brazil; N = 2,176) demonstrate that counter-stereotypical sources (i.e., individuals who support a policy that most of their in-groups are perceived to oppose) attenuate the well-established association between political orientation and preferences over consumption-related policies. Critically, the attenuation happens in an asymmetric fashion, such that the counter-stereotypical sources systematically persuade in-groups without dissuading out-groups. The phenomenon is observed for consumption-related policies traditionally associated with both liberals (legalization of cannabis; study 1) and conservatives (gun rights; study 2). Consistent with a direct in-group identification process, the asymmetric polarization attenuation occurs even in the absence of belief changes about the policy (study 3) but fades away when people are prompted to question the source’s group membership (study 4). The authors conclude by discussing theoretical and practical implications for consumers and organizations.

Furst, Rodrigo, Rafael Goldszmidt, Eduardo B. Andrade, Yan Vieites, Bernardo Andretti, and **Guilherme A. Ramos**, “Longitudinal Attenuation in Political Polarization: Evidence from COVID-19 Vaccination Adherence in Brazil” - under review

Vieites, Yan, Bernardo Andretti, **Guilherme A. Ramos**, Larissa Elmor, and Eduardo B. Andrade, “Misperceptions of Ecological Footprint Inequality” – under review

Ramos, Guilherme A.*, Larissa Elmor*, Yan Vieites, Bernardo Andretti, and Eduardo B. Andrade, “Sustainability Neglect in Product Choices”

Petherick, Anna, Rafael Goldszmidt, **Guilherme A. Ramos**, and Eduardo B. Andrade, “Dynamic Polarization and Counter-Stereotypical Information”

Ramos, Guilherme A. and Leaf van Boven, “Accuracy and Social Motivations in the Sharing of Fake News Around Elections”

Van Boven, L., **Guilherme A. Ramos**, David Sherman, Ellen Peters, Heejung S. Kim, David Markowitz, “Analytic Ecosystems Increase Adherence to Vaccine Public Health Guidance”

Conference Presentations

Ramos, Guilherme A., Yan Vieites, and Eduardo B. Andrade (2022, October). In Search of Moderation: How Counter-Stereotypical Endorsers Attenuate Polarization Over Consumption-Related Policy Issues. Paper presented at the Association for Consumer Research Annual Conference, Denver

Ramos, Guilherme A., Yan Vieites, and Eduardo B. Andrade (2021, May). In Search of Moderation: How Counter-Stereotypical Endorsers Attenuate Polarization Over Public Policies. Paper presented at the AMA Marketing and Public Policy Conference, Washington, D.C. (held virtually).

Ramos, Guilherme A., Yan Vieites, and Eduardo B. Andrade (2021, March). In Search of Moderation: How Counter-Stereotypical Endorsers Attenuate Polarization Over Consumption-Related Policies. Paper presented at the Symposium “Consumers’ Attitudes and Behaviors in a Politically Polarized World”, Society for Consumer Psychology Annual Conference (held virtually).

Ramos, Guilherme A., Yan Vieites, and Eduardo B. Andrade (2020, October). How Counter-Stereotypical Sources Attenuate Polarization Over Consumption-Related Policy Issues. Paper presented at the Association for Consumer Research Annual Conference, Paris, France (held virtually).

Ramos, Guilherme A. and Eduardo B. Andrade (2020, March). Political Ideology, Source Cues, and Consumer-Related Policy Preferences. Poster presented at the Society for Consumer Psychology Annual Conference, Huntington Beach, CA.

Invited Academic Talks

Compassion Week, University of Oregon (2023, August). Sustainability Considerations, or Lack Thereof, in Consumer Decision-Making. Compassion Week, Eugene, OR (held virtually).

Teaching Experience

Instructor

Game Theory – May 2020 (Undergraduate, 39 students; Average Evaluation 4.1/5; Program average 3.5/5)

Teaching Assistantship

Behavioral Decision Theory (M.Sc. and Ph.D.) – Summer 2022
Introduction to Statistics (M.Sc. and Ph.D.) – Spring 2021, Spring 2022
Pricing Strategies (Undergraduate) – Spring 2021
Statistics (MBA) – Spring 2021
Statistics (MPA) – Fall 2020
Research Methodology (MPA) – Spring 2022
Quantitative Methods (M.Sc. and Ph.D.) – Fall 2018

Professional Service

Brazilian Business Review Ad Hoc Reviewer
Reviewer for the European Association for Consumer Research Conference, 2023
Chair of the Students’ Seminar – 2020

Student Mentorship

Emerson Scheidegger (FGV-EBAPE, Rio de Janeiro, Brazil)
Tânia Abreu (FGV-EBAPE, Rio de Janeiro, Brazil)

Selected Coursework

Marketing and Decision-Making

Consumer Behavior	Eduardo B. Andrade
Organizational Behavior	Ishani Aggrawal
Political Psychology and Behavioral Public Policy	Daniela Campello
Financial Decision-Making	Patrick Behr
Business Economics	Fabio Caldieraro
Marketing Strategy	Danny Claro (Insper)

Statistics and Methods

Introduction to Statistics	Rafael Goldszmidt
Advanced Topics in Statistics	Lars Norden
Experimental Design and Analysis	Rafael Goldszmidt
Panel Data Analysis	Rodrigo Leite
Advanced Survey Methods	Rafael Goldszmidt
Causal Inference	Cesar Zucco
Quantitative Methods	Gil Riella

References

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