

Fernanda Araujo Maciel

Curriculum Vitae (July 2021)

Department of Information Systems and Business Analytics
College of Business, California State University, Sacramento
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EDUCATION

- Ph.D. in Business, Business Analytics** **2020**
Dissertation: The Analytics of Vulnerable Populations in Brazil
Bentley University, Waltham, MA
- Master of Science in Marketing Analytics** **2014**
Bentley University, Waltham, MA
- Master of Science in Business Administration and Marketing** **2011**
Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio), Brazil
- Bachelor of Science in Statistics** **2009**
Universidade Federal do Rio de Janeiro (UFRJ), Brazil

PROFESSIONAL EXPERIENCE

- Assistant Professor** **2020-Present**
Department of Information Systems and Business Analytics
California State University, Sacramento, CA
- Doctoral Fellow** **2016-2017**
Research Assistant: Working with Dr. Heikki Topi and managing six Master students in the project “Exploring the Status of Education for Data Science”
Bentley University, MA
- Market Research Analyst** **2014-2015**
Performed quantitative and qualitative market research studies for major technology companies, such as Amazon, AT&T, Cisco, Hewlett Packard, and Microsoft.
Management Insight Technologies, Marlborough, MA
- Analytics and Marketing Research Intern** **2013**
Conducted Factor and Cluster Analyses for consumer segmentation projects for B2C companies, such as Red Sox, CVS, Panera Bread and Hershey’s.
Copernicus Marketing Consulting and Research, Boston, MA

Business Intelligence Analyst **2008-2009**

Analyzed data for customer maintenance and cross-selling promotions. Designed segmentation based on consumption potential and differentiation of 80,000 clients.

M4U, Rio de Janeiro, Brazil

Credit Analysis Intern **2007-2008**

Embratel, Rio de Janeiro, Brazil

Marketing Research Intern **2006-2007**

SulAmérica Seguros – ING Group, Rio de Janeiro, Brazil

RESEARCH INTERESTS

Predictive Models for Decision Making, Marketing Analytics, Economics Analytics, Machine Learning, Data Mining

Publications

Maciel, F. A., da Rocha, A., & da Silva, J. F. (2013). Brand Personality of Global Quick-Service Restaurants in Emerging and Developed Markets: A Comparative Study in Brazil and the US. *Latin American Business Review*, 14(2), 139-161.

Working Papers

Araujo Maciel, F. (2021). Unintended Consequences of Welfare Programs in Schooling Outcomes: Evidence from Brazil. *Status*: preparing for submission

Araujo Maciel, F. (2021). The Impact of Cash Transfer Participation on Unhealthy Consumption in Brazil. *Status*: preparing for submission

TEACHING**California State University, Sacramento**

Introduction to Business Analytics

2020-2021

Statistics Boot Camp (international MBA program)

2021

Bentley University

Intermediate Applied Statistics

2019-2020

Business Statistics

2017-2019

RESEARCH PRESENTATIONS

Araujo Maciel, F. (2020). The Impact of Cash Transfer Participation on Unhealthy Consumption in Brazil. Presented at the *45th Annual Eastern Economic Association Conference*, Boston, MA in March 2020.

Araujo Maciel, F. (2020). The Impact of Cash Transfer Participation on Unhealthy Consumption in Brazil. Presented at the *International Conference on Health Policy Statistics (ICHPS)*, San Diego, CA in January 2020.

Araujo Maciel, F. (2019). The Impact of Cash Transfer Participation on Unhealthy Consumption in Brazil. Presented at the *New England Statistics Symposium's NextGen*, Waltham, MA in November 2019.

Araujo Maciel, F. (2019). The Impact of Cash Transfer Participation on Unhealthy Consumption in Brazil. Presented at the *INFORMS Annual Meeting*, Seattle, WA in October 2019.

Araujo Maciel, F. (2019). The Impact of Cash Transfer Participation on Unhealthy Consumption in Brazil. Presented at Bentley University's *Faculty and Doctoral Student Research Poster Session*, Waltham, MA in August 2019.

Araujo Maciel, F. (2019). Unintended Consequences of Welfare Programs in Schooling Outcomes: Evidence from Brazil. Presented at the *New England Statistics Symposium Poster Session*, Hartford, CT in May 2019.

Araujo Maciel, F. (2019). Unintended Consequences of Welfare Programs in Schooling Outcomes: Evidence from Brazil. Presented at *Analytics Without Borders* at Bryant University, Smithfield, RI in March 2019.

Araujo Maciel, F. (2018). Unintended Consequences of Welfare Programs in Schooling Outcomes: Evidence from Brazil. Presented at Bentley University's *Faculty and Doctoral Student Research Poster Session*, Waltham, MA in August 2018.

Araujo Maciel, F. (2016). Socio-economic Perceptions in Emerging Markets. Presented at the *INFORMS Annual Meeting*, Nashville, TN in November 2016.

Araujo Maciel, F. (2016). Why do You Tip after Eating at a Restaurant? Presented at Bentley University's *Faculty and Doctoral Student Research Poster Session*, Waltham, MA in August 2016.

AWARDS AND HONORS

PhD Fellowship, Bentley University	2015-2020
PhD Consortium participant, DSI Annual meeting	2019
Research Assistant, National Science Foundation (NSF)	2017-2018
McCallum Leadership Scholar Award, Bentley University	2012-2014
Research Grant, National Council for Scientific and Tech Development (CNPq)	2009-2011

SERVICE

University Service

Scholarship committee	2020-Present
Assurance of Learning for the Mathematics department	2017-2019

Community Service

Teaching Statistics to the Brazilian community on YouTube, 56k views	2020-Present
Board Member, New England Statistical Society's (NESS) NextGen	2019
Mathematics Tutor, Cambridge School Volunteers, Cambridge, MA	2015
Board Member, ALPFA Career Connections, Boston, MA	2014-2015
Founder and President, ALPFA Graduate Chapter, Bentley University	2013-2014
Mathematics Tutor, NGO Ser Cidadão, Rio de Janeiro, Brazil	2006-2007

Conference Reviewer

Hawaii International Conference on System Sciences (HICSS)	2018-present
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FACULTY LEARNING WORKSHOPS

ACUE course promoting Active Learning Online	2020-2021
Wellness in the Classroom	2020-2021
Demystifying the Tenure-Track	2020-2021
Summer Camp Teach ON!-Line	2020