

Bianca Bonassi Ribeiro

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Date of Birth: 02/01/1978

Nationality: Brazilian

EDUCATION PROFILE

PhD Degree: Communication and Semiotics (2010-2014)
Pontificia Universidade Católica São Paulo – PUC-SP

MSc Degree: Business Administration (2004-2006)
Universidade Presbiteriana Mackenzie – São Paulo - SP

Post-Graduation: Business and Marketing (2001)
Universidade Faculdades Metropolitanas Unidas – UNIFMU - SP

Bachelor Degree Business Administration (1996 -1999)
Universidade Ibero Americana – São Paulo/SP

PROFESSIONAL EXPERIENCE

Assistant Professor at Universidade Presbiteriana Mackenzie – São Paulo SP - Brazil – lecturing marketing to graduate and postgraduate students at Mackenzie Business School (CCSA) and providing tutorial and research assistance in Marketing (foundations of marketing, consumer behavior, advertising and market research) - since 2007.

Assistant Professor at Universidade São Francisco – Bragança Paulista SP - Brazil – lecturing marketing to graduate students at USF Business and Economics School (FEA-USF) and providing research assistance in Marketing (foundations of marketing and consumer behavior) - period from 2002 to 2011.

Assistant Professor at Universidade Santo Amaro – São Paulo SP - Brazil – lecturing marketing to graduate students at UNISA Business and Economics School (foundations of marketing, advertising and consumer behavior)- period from 2005 to 2007.

Financial Assistant at Alusur do Brasil S/A – São Paulo SP - Brazil – assisting the Financial Director with monthly reports and suppliers payments - period from 2001 to 2002.

Human Resources Assistant at Banco Fibra S/A – São Paulo SP - Brazil – assisting the Resource Human Manager with all processes of recruitment - period 1999.

Internship at Banco do Brasil S/A – São Paulo SP - Brazil - assisting the Operations Manager – one year period program (1996-1997).

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Bibliographical Production

Articles in Scientific Journals

RIBEIRO, B.B. Understanding the Differences between Brazilian and New Zealand Consumer Behaviour: An Ethnographic Study. **International Journal of Business and Management Studies**, v.6, n.2, 297-306, 2017.

<http://www.universitypublications.net/ijbms/0602/html/R7ME167.xml>

RIBEIRO, B. B.; PRIETO, V. C. Alianças estratégicas no varejo farmacêutico: vantagens e desvantagens na percepção do gestor. **Revista Gestão & Produção** (UFSCAR. Impresso), v. 20, p. 667-680, 2013.

<http://www.scielo.br/pdf/gp/v20n3/v20n3a12.pdf>

RIBEIRO, B. B.; ZILBER, M. A.; PRIETO, V. C. Formação de alianças estratégicas: estudo exploratório na área de varejo farmacêutico. **Revista Egesta (UNISANTOS)**, v. 5, p. 75-97, 2009.

<http://www.unisantos.br/mestrado/gestao/egesta/artigos/200.pdf>

RIBEIRO, B. B. ; PRIETO, V. C. Franquia varejista como vantagem competitiva: múltiplos estudos de caso no segmento de farmácias e drogarias. **Revista Gestão & Regionalidade**, v. 25, p. 105-118, 2009.

http://seer.uscs.edu.br/index.php/revista_gestao/article/view/205/116

Book Published

RIBEIRO, B. B. **O ambientalismo nos contratos de comunicação das marcas**. 1. ed. Charleston, SC: Createspace, 2015. 61 p. <https://www.amazon.com/ambientalismo-contratos-comunicação-marcas-Portuguese/dp/1507565488>

Complete papers published and presented in conferences

DANTAS, S.S.; RIBEIRO, B.B; TAKAHASHI, A.Y.; LIMA, A.A.; OKADA, K.T. Consumer behaviour: Geek symbolic universe. In: **25th EBES Conference Berlin**, Berlin 2018.

RIBEIRO, B.B. Understanding the differences between Brazilian and New Zealand consumer behaviour: and ethnographic study. In: **International Journal of Arts and Sciences**, Rome 2017.

RIBEIRO, B. B.; PRIETO, V. C. Alianças estratégicas no varejo farmacêutico: vantagens e desvantagens na percepção do gestor. In: **XXXIV EnANPAD**, 2010, Rio de Janeiro. Encontro Científico de Administração, 2010.

<http://www.anpad.org.br/admin/pdf/eso1697.pdf>

RIBEIRO, B.B.; SOUZA, C.S.; CARVALHO, F.D.P.; MARQUES, L.D.A.; COSTABILE, C.Z. Clubes de futebol: propaganda, publicidade e sustentabilidade. In: **XVII SemeAd Seminários em Administração**, out. 2014.

<http://sistema.semead.com.br/17semead/resultado/trabalhosPDF/344.pdf>

Bibliographical Review

RIBEIRO, B. B. Panoramas das teorias da comunicação. São Paulo: **Revista Galaxia**, 2012 (Resenha).

<http://revistas.pucsp.br/index.php/galaxia/article/view/8184>

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CROSS-CULTURAL EXPERIENCE

English studies in USA – from June 2000 to January 2001

English studies and research period in New Zealand – from July 2016 to December 2016