

## **Cristian Alejandro Buzeta Riquelme**

PhD in Applied Economics (Digital marketing communications)

Diagonal Paraguay 257

Of. 1001

Santiago, Chile

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### **Current academic positions**

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- Mar 2024 – **Universidad de Chile**  
Faculty of Economics and Business · Department of Business Management  
Assistant Professor – Marketing
- Ago 2022 – **University of Antwerp (Belgium)**  
Faculty of Business and Economics · Department of Marketing  
Special academic personnel (*Bijzonder academisch personeel*)

### **Education**

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- 2017 – 2021 **University of Antwerp (AACSB accredited)**  
PhD in Applied Economics (Digital marketing communications)  
Dissertation: “*Customer engagement across social media platforms: a uses and gratifications perspective*” (Defended on September 30, 2021)  
Supervisors: Nathalie Dens, Patrick De Pelsmacker  
Individual doctoral committee members: Sara Rosengren, Michel Walrave  
Jury members: Theo Araujo, Rodrigo Uribe, Peeter Verlegh
- 2010 – 2011 **University of Chile (AACSB accredited)**  
MSc in Marketing
- 2005 – 2009 **University of Chile (AACSB accredited)**  
BSc in Business Administration, Business Engineer

### **Academic appointments held**

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- Ago 2022 – **Universidad de los Andes (Chile)**  
School of Communication  
Assistant Professor – Marketing and Advertising
- 2017 – 2022 **University of Antwerp**  
Faculty of Business and Economics · Department of Marketing  
2021 – 2022: Postdoctoral research assistant (*Doctor-assistent*)  
2018 – 2019: Special academic personnel (*Bijzonder academisch personeel*)  
2017 – 2021: PhD researcher (pre-doc)
- 2016 – 2017, **Pontifical Catholic University of Chile**  
2021  
Faculty of Communications  
Adjunct Instructor
- 2011 – 2017 **University of Chile**  
Faculty of Economics and Business · Department of Business Management  
2017: Research Fellow (Project PLU160023)  
2011 – 2017: Guest Lecturer

## Professional experience

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- 2016 – 2017 **Independent Consultant**  
Audience measurement and methods, media management
- 2013 – 2016 **Kantar IBOPE Media (Chile)**  
2014 – 2016: Head of Sales and Customer service  
2013: Chief of Sales and Customer service  
2012: Account Executive
- 2011 – 2012 **CCAF Los Héroes**  
Commercial Analyst
- 2011 **ICCOM (currently Cadem)**  
Quantitative studies Project Manager
- 2009 **Novartis**  
Marketing Intelligence Analyst (Internship)

## Publications

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### Journal Articles

16. De Keyzer, F., **Buzeta, C.**, Lopes, A. I. The role of well-being in consumer's (forthcoming) responses to personalized advertising on social media. *Psychology & Marketing* (JIF 2022: 6.7, Q1).
15. **Buzeta, C.**, De Keyzer, F., , Dens, N., De Pelsmacker, P. Branded content and (forthcoming) motivations for social media use as drivers of brand outcomes on social media: A cross-cultural study. *International Journal of Advertising* (JIF 2022: 6.7, Q1).
14. David-Ignatieff, A., **Buzeta, C.**, De Pelsmacker, P., Ben Dahmane Mouelhi, N. This (forthcoming) online conversational agent looks very human and as old as I feel! The effect of perceived agent anthropomorphism and consumer-agent age difference on brand attitude. *Journal of Marketing Communications* (CiteScore 2022: 6.7, Q1).
13. Bergkvist, L., De Keyzer, F., **Buzeta, C.** (2024) Perspectives: Replication Is More Than Meets the Eye. *International Journal of Advertising*, 43(3), 580-599 (JIF 2022: 6.7, Q1).
12. Goldsack, S., Tagle, F., **Buzeta, C.** (2024) Marcas como metáforas sociales: Una aplicación usando análisis de correspondencias. *Cuadernos.info*, (57), 247-267 (JIF 2022: 0.8, Q3).
11. Ang, L., **Buzeta, C.**, Hirose, M., van Loggerenberg, M.J.C., van Noort, G., Uribe, R., Voorveld, H.A.M. (2023) An international perspective of the academic-practitioner divide: An exploratory study into its causes and solutions in advertising. *International Journal of Advertising*, 42(1), 181-200. (JIF 2022: 6.7, Q1).
10. Barbarossa, C., **Buzeta C.**, De Pelsmacker, P., Moons, I. (2022) Foreign company misconduct and how consumers' punitive intent is influenced by country stereotypes and the perceived similarity between the foreign country and the home country. *International Business Review*, 31(5), 101995. (JIF 2022: 8.700, Q1).
9. Uribe, R., **Buzeta C.**, Manzur, E., Celis, M. (2022) Celebrity endorsement using different types of new media and advertising formats. *Academia – Revista Latinoamericana de Administración*, 35(3), pp. 281-302. (JIF 2022: 1.2, Q4).

8. Uribe, R., **Buzeta, C.**, Manzur, E., Álvarez, I. (2021) Determinants of Football TV Audience: The straight and ancillary effects of the Local Team on the FIFA World Cup. *Journal of Business Research*, 127, Apr 2021, pp. 454-463. (JIF 2021: 10.969, Q1).
7. **Buzeta, C.**, De Pelsmacker, P., Dens, N. (2020) Motivations to use different social media types and their impact on consumers' online brand-related activities (COBRAs). *Journal of Interactive Marketing*, 52, Nov 2020, pp. 79-98. (JIF 2020: 6.258, Q2).
6. Uribe, R., **Buzeta, C.**, Manzur, E., Pefaur, N. (2018) Desgastada pero aún Efectiva: Examinando los Datos de Audiencia de la Franja Electoral Presidencial Chilena (1999-2017) [Worn but still effective: examining the audience data of the Chilean Presidential Electoral Broadcasting (1999-2017)]. *Cuadernos.info*, (43), pp. 181-199. (CiteScore 2018: 1.0, Q2).
5. Uribe, R., **Buzeta, C.**, Reyes, J. (2017) Personalidad de marca de los partidos políticos en Chile: una mirada desde los ciudadanos más jóvenes [Brand personality of political parties in Chile: a view from the youngest citizens]. *Cuadernos.info*, (41), pp. 89-104. (CiteScore 2017: 0.7, Q3).
4. Uribe, R., **Buzeta, C.**, Velásquez M. (2016) Sidedness, commercial intent and expertise in blog advertising. *Journal of Business Research*, 69(10), 4403-4410. (JIF 2016: 3.354, Q1).
3. **Buzeta, C.**, Moyano, P. (2013) La medición de las audiencias de televisión en la era digital [The television audience measurement in the digital age]. *Cuadernos.info*, (33), pp. 53-62. (CiteScore 2013: 0.2, Q4).
2. Uribe, R., Valenzuela, M., **Buzeta, C.** (2010) Cómo se comportan las audiencias en los mega-eventos deportivos: La copa Mundial de Fútbol Sudáfrica 2010. *Economía y Administración*, 160, 38-45. (Latindex).
1. Uribe, R., **Buzeta, C.**, Hurtado, D. (2011) Looking for the audiences: The effect of using partial counterprogramming and a friendlier style of news presentation [En busca de las audiencias: El efecto del uso de la contraprogramación parcial y un estilo más amigable de los noticiarios]. *INNOVAR*, 21(42), pp. 151-159. (JIF 2011: 0.069, Q4).

#### Book chapters

1. **Buzeta, C.**, De Pelsmacker, P., Dens, N. (2023) Sales promotion posts across different social media: A text-based analysis. In Vignolles, A. & Waiguny, M.K.J. *Advances in Advertising Research (Vol. XII) - Communicating, Designing and Consuming Authenticity and Narrative*. European Advertising Academy. 978-3-658-40428-4. Springer Gabler: Wiesbaden, Germany.

#### Peer-reviewed conference proceedings

26. **Buzeta, C.**, De Keyzer, F., Cerneels, E. (2023) *Is this for me, as well? How consumers respond to personalized advertising on Instagram - a constructive replication*. ICORIA 2023: 21st International Conference on Research in Advertising. June 29 - July 1, 2023. Bordeaux, France.

25. De Keyzer, **Buzeta, C.**, Lopes, A.I. (2023). *Consumers' responses to personalized advertising on social media: the moderating role of affective well-being*. ICORIA 2023: 21st International Conference on Research in Advertising. June 29 - July 1, 2023. Bordeaux, France.
24. De Keyzer, F., **Buzeta, C.**, Lopes, A.I. (2023) *Well-being affects how consumers respond to personalized advertising*. Etmaal van de Communicatiewetenschap 2023. February 2-3, 2023. Enschede, The Netherlands.
23. Benavides, C., Medina, M., **Buzeta, C.**, Sánchez-Taberner, A. (2022) *Developing Engagement in Sport Brands: The case of Real Madrid's national and international fans*. IMMAA Porto 2022: Annual Conference of the International Media Management Academic Association. October 20-22, 2022. Porto, Portugal.
22. **Buzeta, C.**, De Keyzer, F., Dens, N., De Pelsmacker, P. (2022) *Branded appeals and motivations for brand-related social media use as drivers of brand outcomes on social media: A multi-country study*. ICORIA 2022: 20th International Conference on Research in Advertising. June 23-25, 2022. Prague, Czech Republic.
21. Ang, L., Voorveld, H.A.M., van Noort, G., van Loggerenberg, M.J.C., Uribe, R., **Buzeta, C.**, Hirose, M. (2022) *A solution-oriented view on the academic-practitioner divide: A seven-country case study*. ICORIA 2022: 20th International Conference on Research in Advertising. June 23-25, 2022. Prague, Czech Republic.
20. Bergkvist, L., De Keyzer, F., **Buzeta, C.** (2022) *Half the Money Spent on Advertising research is Wasted, But We Don't Know Which Half: The Importance of Replication in Advertising Research*. ICORIA 2022: 20th International Conference on Research in Advertising. June 23-25, 2022. Prague, Czech Republic.
19. Martinez Sanchez, L., **Buzeta, C.**, Dens, N. (2022) *The separate and joint effect of influencer marketing and giveaways*. EMAC Annual Conference 2022. May 24-27, 2022. Budapest, Hungary.
18. Barbarossa, C., **Buzeta, C.**, De Pelsmacker, P., Moons, I. (2022) *A Similarity Contingency Model of Country Stereotypes: Agonistic Emotions and Punitive Intent Following Company Misconduct*. EMAC Annual Conference 2022. May 24-27, 2022. Budapest, Hungary.
17. Uribe, R., Lavandero, P., Manzur, E., **Buzeta, C.** (2021) *Motivations behind the brand-related activities on different profile-based social media platforms across different digital native age cohorts*. 2021 Society for Marketing Advances Annual Conference. November 3-6, 2021. Lake Buena Vista, Florida, USA.
16. **Buzeta, C.**, Dens, N., De Pelsmacker, P. (2021) *Matching social media posts with motivations for social media use: A double-dose effect?* ICORIA 2021: 19th International Conference on Research in Advertising. June 24-26, 2021. Bordeaux, France. Online
15. **Buzeta, C.**, De Pelsmacker, P., Dens, N. (2021) *Sales promotion posts across different social media: A speech act analysis*. ICORIA 2021: 19th International Conference on Research in Advertising. June 24-26, 2021. Bordeaux, France. Online
14. Uribe, R., **Buzeta, C.**, Celis, M., Manzur, E. (2020) *Celebrity endorsement on the Internet across different channels and advertising formats*. The Business Association of Latin American Studies (BALAS 2020) annual conference. September 23-25, 2020. Online.

13. **Buzeta, C.,** Dens, N., De Pelsmacker, P. (2019) *Social media use motivations, brand engagement and the moderation role of connectedness*. ICORIA 2019: 18th International Conference on Research in Advertising. June 27-29, 2020. Krems, Austria.
12. **Buzeta, C.,** De Pelsmacker, P., Dens, N. (2018) *Motivations to use different social media types and their impact on consumer-brand engagement*. ICORIA 2018: 17th International Conference on Research in Advertising. June 22-23, 2018. Valencia, Spain.
11. Uribe, R., **Buzeta, C.,** Manzur, E. (2017) *Political Election Broadcasting in an emerging democracy: Are the citizens really watching it?* ICORIA 2017: 16th International Conference on Research in Advertising. June 30 – July 1, 2017. Ghent, Belgium.
10. Uribe, R., Celis, M., **Buzeta, C.,** Manzur, E. (2017) *Explicit and subtle celebrity endorsement among offline and online media*. ICORIA 2017: 16th International Conference on Research in Advertising. June 30 – July 1, 2017. Ghent, Belgium.
9. Uribe, R., **Buzeta, C.,** Manzur, E., Álvarez, I. (2017) *Determinants of Sports TV Audience: The case of the FIFA World Cups in Chile*. The Business Association of Latin American Studies (BALAS) conference. April 5 - 7, 2017. Santiago, Chile.
8. Manzur, E., Uribe, R., **Buzeta, C.** (2017) *Use of Celebrity Endorsement in Advertising: A content analysis of Chilean Graphic Media*. The Business Association of Latin American Studies (BALAS) conference. April 05 - 07, 2017. Santiago, Chile.
7. Uribe, R., **Buzeta, C.,** Manzur, E., Álvarez, I. (2017) *Determinants of Sports TV Audience: The case of the FIFA World Cups in Chile*. 2017 Strategic Management in Latin America (SMLA) conference. January 5 - 6, 2017. Santiago, Chile.
6. Uribe, R., Manzur, E., **Buzeta, C.** (2015) *Effectiveness of advertising in blogs*. ICORIA 2015: 14th International Conference on Research in Advertising. July 3-4, 2015. London, England.
5. Uribe, R., **Buzeta, C.,** Velázquez, M. (2015) *Sidedness, commercial intent and expertise in blog advertising*. 2015 Strategic Management in Latin America (SMLA) conference. January 8-9, 2015. San José, Costa Rica.
4. Uribe, R., **Buzeta, C.,** Valenzuela, M., Rojo, R. (2013) *Predicting the consumption of football matches on TV: The case of the FIFA world cup*. 2013 Strategic Management in Latin America (SMLA) conference. Rio Hondo (ITAM), México.
3. Uribe, R., **Buzeta, C.,** Hurtado, D. (2010) *Marketing Chilean Newscasts: The Effect on the Audience of Changing Programming Strategy and Newscast Style*. 2010 Society for Marketing Advances Annual Conference. Atlanta, Georgia, USA.
2. Uribe, R., Valenzuela, M., **Buzeta, C.** (2010) *The winner takes it all: La audiencia de la Copa Mundial de fútbol 2010*. Conferencia Anual ENEFA 2010. Santiago, Chile.
1. **Buzeta, C.,** Hurtado, D. (2010) *Estrategias de Programación versus Diseño de Noticieros: ¿Qué es lo que moviliza a las Audiencias?* Conferencia Anual ENEFA 2010. Santiago, Chile.

## Theses

3. **Buzeta, C.** (2021) *Customer engagement across social media platforms: a uses and gratifications perspective*. Doctoral Thesis. University of Antwerp. xvi, 264 p. ISBN: 978-90-5728-701-5
2. **Buzeta, C.** (2011) *Actitudes hacia el Marketing: El caso de los Estudiantes de Negocios de la Universidad de Chile*. Master Thesis. University of Chile. 54 p.
1. **Buzeta, C., Hurtado, D.** (2009) *Estrategias de Programación versus Diseño de Noticieros: ¿Qué es lo que moviliza a las Audiencias?* Bachelor Thesis. University of Chile. 77 p.

## Other academic output

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### Academic seminars

6. **Buzeta, C., Uribe, R.** (2023) *Academic-Practitioner Divide: Perspectives from Latin America*. JAR–IJA–JA Writer’s Workshop on Crafting Industry Relevant Research in connection with ICORIA 2023: 21st International Conference on Research in Advertising. June 29, 2023. Bordeaux, France.
5. **Buzeta, C.** (2022) *Cross-Cultural Differences in Social Media*. Seminar delivered to the students participating at the Business European Travel program of Marquette University. May 30, 2022. Antwerp, Belgium.
4. **Buzeta, C.** (2022) *Interactuando con Marcas en Redes Sociales: Motivaciones, Actividades e Influencia del Tipo de Plataforma*. Doctoral symposium in Economics, Government and Communications. Universidad Central. April 06, 2022. Santiago, Chile.
3. **Buzeta, C.** (2021) *Motivations to use different social media types and their impact on consumers’ online brand-related activities (COBRAs)*. Delivered to the faculty of the doctoral program in Business Economics at Facultad de Economía y Negocios at Universidad del Desarrollo. November 11, 2021. Santiago, Chile. Online.
2. **Buzeta, C.** (2019) *Marketing digital*. Seminar delivered to the members of the Marketing group of the Department of Business Management, Faculty of Economics and Business at Universidad de Chile. April 16, 2019. Santiago, Chile.
1. **Buzeta, C.** (2014) *Estudios de Audiencia en Televisión: Procesos y Resultados*. Delivered to the faculty of the Master program in Local and Regional Human Development at Universidad de La Frontera. November 07, 2014. Temuco, Chile.

### Technical reports

1. Uribe, R., **Buzeta, C.** (2017) *Evaluación del Tamaño, Calidad y Origen de las Audiencias de los Canales de TVI*. Technical report presented to Tribunal de Defensa de la Libre Competencia (TDLC) as part of contentious case “Demanda de TVI contra VTR Comunicaciones SpA” Role C-311-2016.

### Professional press

3. Uribe, R., **Buzeta, C.**, Moyano, P. (2020) Mejorar la franja electoral. *Marcas y Marketing*, Mar-Abr/2020, 60-62.

2. **Buzeta, C.,** Uribe, R. (2016) Los sospechosos de siempre: El precio y la promoción como los componentes peor evaluados de la acción del marketing. *Marcas y Marketing*, Sep-Oct/2016, 56-58.
1. **Buzeta, C.,** Moyano, P. (2014) Medición de audiencias para el entorno digital. *Segundo Informe Anual ANATEL*. Televisión Chilena. 56-61. Santiago, Chile.

Popular press and other contributions to science communication

3. **Buzeta, C.** (2023) Franja electoral televisiva: un problema de distribución y contenidos. *FCOM UAndes ECU permanent column*. April, 2023.
2. **Buzeta, C.,** Uribe, R. (2022) ¿Cómo relacionar la academia con la práctica profesional del Marketing?. *ANDA.cl*.
1. De Keyzer, F., **Buzeta, C.,** Lopes, A.I. (2020) How does Covid-19 affect marketing decision making? *UAntwerpen Business and Economics blog*. April 2020.

### Teaching Experience (degree programs)

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*Taught in English*

#### **University of Antwerp, Faculty of Business and Economics**

Marketing Management (Master of Multilingual Professional Communication, 2021-2022)  
 Marketing (Undergraduate, Semester in Antwerp program - James Madison University, 2018-2019)

*Taught in Spanish*

#### **University of Chile, Faculty of Economics and Business**

Digital Marketing (Master of Marketing, 2024- )  
 Marketing Research (Master of Marketing, 2013-2017)  
 Marketing Research (Undergraduate, 2015-2017)  
 Introduction to Marketing (Undergraduate, 2016-2017)  
 Statistical Methods (Master of Marketing, 2016)

#### **Universidad de los Andes (Chile), School of Communication**

Advertising II (Undergraduate, 2022-2023)  
 Strategic Marketing (Undergraduate, 2022-2023)  
 Integrated Marketing Communications (Undergraduate, 2022-2023)  
 Optative – Communication Research (Undergraduate, 2023)  
 Audience Research (Undergraduate, 2023)  
 Methodological topics in Communication research (PhD in Communication, 2023)  
 Methodological Issues (PhD in Communication, 2023)

#### **University of Chile, Faculty of Physical and Mathematical Sciences**

Marketing Management II (Master of Business Administration, 2016)

#### **Pontifical Catholic University of Chile**

Audience Research (Undergraduate, 2016-2017, 2021)

#### **Universidad del Desarrollo**

Mass Media (Undergraduate, 2016-2017)

#### **Universidad de los Andes (Chile), School of Engineering and Applied Sciences**

Marketing Research (Undergraduate, 2013)

## Grants and Fellowships

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2024	<b>ANID – Fondecyt Iniciación 2024.</b> <i>Characteristics of algorithmic persuasion and its understanding among digital users in Chile.</i> 3-years funding application. Principal investigator.	ca. USD 100,500
2022	<b>Meta, 2022 People’s Expectations and Experiences with Digital Privacy RFP.</b> <i>A cross-cultural examination of social media privacy concerns</i> (798651404917391). Principal investigator.	ca. USD 95,400
2017 – 2021	<b>ANID (CONICYT) – Becas Chile,</b> 4-year full grant for doctoral studies, awarded by the Chilean National Commission for Scientific and Technological Research. Scholarship.	ca. USD 94,500
2021	<b>University of Antwerp, Faculty of Business and Economics.</b> Competitive funding for additional research and data collection. Principal investigator.	ca. USD 315
2018 – 2019	<b>Flemish Government, OJO-Omkadering Jonge Onderzoekers.</b> Competitive young researchers training grant on personalised advertising. Co-organizer.	ca. USD 4,540
2019	<b>European Advertising Academy (EAA)</b> ICORIA Grant. Principal investigator.	ca. USD 500
2017	<b>ANID (CONICYT) – Programa de Información Científica</b> VIII Concurso Estudios sobre Pluralismo en el Sistema Informativo Nacional <i>Evaluation and Optimization of the Model of Political Election Broadcasts (PEB) in Chile</i> (PLU160023). Co-Investigator.	ca. USD 26,000

## Submitted projects, currently under review

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## Awards and Honors

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2023	<b>Universidad de los Andes (Chile)</b> Travel Grant. Funding for attendance at an international conference, ICORIA 2023 (ca. USD 230)
2022	<b>Universidad de los Andes (Chile)</b> Best teacher award, Advertising (second-year undergraduate students)
2022	<b>Fonds Wetenschappelijk Onderzoek – Vlaanderen (Belgium)</b> Travel Grant. Funding for attendance at an international conference, ICORIA 2022 (ca. USD 200)
2021	<b>European Advertising Academy (EAA)</b> Nominee for the Best Student Paper at ICORIA 2021 conference <i>Sales promotion posts across different social media: A speech act analysis</i>
2021	<b>American Marketing Academy (AMA)</b> Nominee for the Mathew Joseph Emerging Scholar award



- 2020 **European Institute for Advanced Studies in Management (EIASM)**  
Scholarship for the EDEN Doctoral Seminar on Advanced Experimental Research Design (ca. USD 480)
- 2019 – 2020 **Santander IE Foundation**  
Scholarship for coursing the MOOC Intelligence Tools for the Digital Age
- 2010 – 2011 **University of Chile, Faculty of Economics and Business.**  
77.5% scholarship grant for Master in Marketing studies (ca. USD 6,570)
- 2010 **XXVI Encuentro Nacional de Facultades de Administración y Economía de Chile (ENEFA)**  
Special prize in Best Thesis competition

### **Graduate students supervision (finalized)**

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#### PhD Co-promotor

Guillermo Bustamante Pavez (PhD in Communication, 2023, UAndes)

#### Master's Thesis Supervisor

Ellen Cerneels (MSc Applied Economics, 2021-2022, UAntwerpen)

Cecilia Cifuentes Reyes (MSc Applied Economics, 2021-2022, UAntwerpen)

Quinten Van Meirvenne (MSc Applied Economics, 2021-2022, UAntwerpen)

Farhana Zahra (MSc Applied Economics, 2021-2022, UAntwerpen)

Lisa Martinez Sanchez (MSc Applied Economics, 2020-2021, UAntwerpen)

Emma Van Cauwelaert (MSc Business Engineering, 2021-2022, UAntwerpen)

Britt Van den Bosch (MSc Business Engineering, 2021-2022, UAntwerpen)

Thibaut Dieltjens (MSc Applied Economics, 2018-2019, UAntwerpen)

#### Master's Thesis Co-Supervisor

Victoria Jorquera (MSc Marketing, 2017, UChile)

Vitto van Gent (MSc Business Engineering, 2019-2020, UAntwerpen)

### **Academic and Professional service**

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Editorial experience Guest Co-Editor “*Diversity and Inclusion in Advertising: A Non-Western Perspective*”, special issue of the International Journal of Advertising (2024)  
Editorial Review Board, International Journal of Advertising (2022-)

*Ad hoc* reviewer for Journal of Retailing and Consumer Services  
International Journal of Advertising  
Internet Research  
Journal of Marketing Communications  
Journal of Interactive Advertising  
Academia: Revista Latinoamericana de Administración  
Cuadernos.info  
INNOVAR: Revista de Ciencias Administrativas y Sociales  
ACI: Avances en Ingeniería y Ciencias

University-level service Comité Consultivo de Consulta Ciudadana, Proceso Constitucional Chile (2023)

Departmental service Voting member of the departmental board, Department of Marketing (2021-2022)  
Chair of the PhD Club, Department of Marketing (2020-2021)

Other service Comisión Técnica GSE, Asociación de Investigadores de Mercado y Opinión Pública de Chile (AIM Chile) (2015-2017, 2021-)

### Current memberships

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Academic societies European Advertising Academy (EEA)  
American Academy of Advertising (AAA)  
Society for Marketing Advances (SMA)

Professional societies Beta Gamma Sigma. University of Antwerp (Belgium) Chapter  
Asociación de Investigadores de Mercado y Opinión Pública de Chile (AIM Chile)

### Additional training

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2022 PLS-SEM: Fundamentos y Desarrollos Avanzados, 3era edición [PLS-SEM: Fundamentals and Advanced Developments, 3rd edition] · University of Sevilla

2021 Analysis of grouped or longitudinal data using linear mixed models Workshop · StatUA, University of Antwerp

2020 EDEN Seminar on Advanced Experimental Research Design · EIASM (Belgium)  
MOOC Build a Data Science Web App with Streamlit and Python · Coursera

2019 Research Workshop on Algorithmic persuasion · NEFCA (Belgium) and ASCoR - University of Amsterdam (The Netherlands)  
Summer School on Text Mining · University of Calabria (Italy)  
Workshop on Qualitative Comparative Analysis (QCA) · AMS (Belgium)  
Research Workshop on Data Mining in Marketing · University of Antwerp  
Research Workshop on Personalization in Marketing and political communication · University of Antwerp  
MOOC Intelligence Tools for the Digital Age · IE Business School (Coursera)

2018 Workshop on behavioral measures in consumer research · University of Antwerp  
Workshop on implicit measures in consumer research · University of Antwerp  
R Workshop · StatUA, University of Antwerp

2017 Research Workshop on Automated Content Analysis · University of Antwerp  
Teaching with Cases international seminar · University of Chile

2016 Workshop on Structural Equation Modelling with Stata · Universidad de los Andes

2015 Customer Service Management · University of Chile

2014 Sales Force Management · University of Chile

2013 Online Audience Measurement: Metrics, Indicators, and Platforms · IAB Chile  
Negotiation · Imagine Consulting

### IT and Language Skills

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Languages Native Spanish speaker.  
Fluent in the English language. IELTS CEFR C1 (2017)

Software Expert user level using data analysis software (SPSS, Stata, SmartPLS, JASP).  
Expert user level using Microsoft Excel, Access, PowerPoint, and Word.  
User level coding skills using KNIME, R, and Python 3.

## Contact details for references

Prof. Nathalie Dens  
[nathalie.dens@uantwerpen.be](mailto:nathalie.dens@uantwerpen.be)  
Full Professor of Marketing  
University of Antwerp, Belgium

Prof. Patrick De Pelsmacker  
[patrick.depelsmacker@uantwerpen.be](mailto:patrick.depelsmacker@uantwerpen.be)  
Emeritus Professor of Marketing  
University of Antwerp, Belgium

Dr. Freya De Keyzer  
[dekeyzer@eshcc.eur.nl](mailto:dekeyzer@eshcc.eur.nl)  
Assistant Professor of Media and Communication  
Erasmus University Rotterdam, The Netherlands

Cristian Alejandro Buzeta Riquelme  
March 2024