

Ignacio Vargas

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Education

Ph.D. Candidate in Marketing, University of North Texas, Denton, TX, USA

GPA coursework: 4.0/4.0

Expected Dissertation Defense: February 24, 2026

M.Sc. in Marketing, Universidad de Chile, Santiago, Chile, **2022**

Best graduated

B.A. in Economics, Universidad de Chile, Santiago, Chile, **2020**

Ranked: 5/23

Published Papers

Barra, C., **Vargas, I.**, & Carter, K. (forthcoming) "Are green innovations gender sensitive? The effect of adding a female or male inventor's name on green innovation purchase intentions." *Business Strategy and the Environment* (SSCI IF 13.3).

Barra, C., **Vargas, I.**, & Torres, E. (forthcoming) "The more you visit, the less you experience: Exploring the decline of destination brand experience with the number of visits." *Journal of Destination Marketing & Management* (SSCI IF 7.4).

Olavarrieta, S., & **Vargas, I.** (2022). Chilean business research: an analysis of the web of science database over 35 years (1986-2020). *Interciencia* (SCIE), 47(5), 152-165.

Under Review

Vargas, I. & Guzmán, F., "Being a hero or being like a hero? Going beyond the hero archetype's traits." **Under Review at Journal of Product & Brand Management.**

Working Papers

Vargas, I., Guzmán, F., & Xu, L. "Exploring a dark side of marketing: How marketing is perceived as an instrument that perpetuates inequity." **Status: Manuscript in preparation for submission to Journal of Marketing.**

Vargas, I., Xu, L., & Mehta, R. "When the minorities have the most: racial disparities on misinformation." **Status: collecting data, target: Journal of Marketing.**

Barra, C., **Vargas, I.**, Palominos, M., Acuña, G. "Determinants of consumer self-protection in financial services: evidence from Chile." **Status: Manuscript in preparation for submission to Journal of Consumer Affairs.**

Barra, C., **Vargas, I.**, Palominos, M., Acuña, G. "Reinforcing online scam prevention campaigns." **Status: Manuscript in preparation for submission to Journal of Consumer Affairs.**

Alvarado-Karste, D., **Vargas, I.**, & Moake, T. "Against Exclusivity: Unleashing Consumer Passion Through Brand Rivalry Exposure." **Status: collecting data, target: Journal of Business Research.**

Barra, C. & **Vargas, I.** "Measuring choice consistency: A spatial approach." **Status: conceptualizing, target: Journal of the Academy of Marketing Science.**

Conference Presentations

Vargas, I. & Guzmán, F. (2025). Exploring a dark side of marketing: How marketing as an instrument of symbolic violence perpetuates inequity. AMA Marketing and Public Policy Conference, Washington D.C., USA. **Honorable mention - Brenda M. Derby Memorial Award for Best Doctoral Student Paper.**

Barra, C. & **Vargas, I.** (2025). Measuring choice consistency: A spatial approach. Accepted for presentation as working paper at the Association for Consumer Research Conference, Washington D.C., USA.

Alvarado-Karste, D., **Vargas, I.**, & Moake, T. (2024). Against Exclusivity: Unleashing Consumer Passion Through Brand Rivalry Exposure. Society for Marketing Advances Conference, Tampa, FL, USA.

Vargas, I. (2023). We all know that, I want the details: How episodic memory-based reviews enhance effects on country-of-origin assessments. AMA Global Marketing SIG Conference, Doctoral Consortium, Santiago, Chile.

Vargas, I., Olavarrieta, S., & Barra, C. (2021). Do sustainability claims pay? A response from motivating conditions. BALAS Conference, Bogotá, Colombia.

Journal and Conference Reviewing (Ad hoc)

Journal of Product and Brand Management
Academia – Revista Latinoamericana de Administración
Revista Estudios de Administración
AMA Global Marketing SIG Conference
Business Association of Latin American Studies Conference

Research Assistance

Lidan Xu, Department of Marketing, University of North Texas, 2025 – Present
Francisco Guzmán, Department of Marketing, University of North Texas, 2024 – Present
Blair Kidwell, Department of Marketing, University of North Texas, 2023 – 2024
Cristóbal Barra, Department of Administration, Universidad de Chile, 2020 – 2023
Sergio Olavarrieta, Department of Administration, Universidad de Chile, 2020 – 2023
Dante Contreras, Department of Economics, Universidad de Chile, 2018 – 2020

Teaching Experience

Instructor-of-Record

- Strategic Brand Management, University of North Texas
- Marketing I (Marketing Research), Universidad de Chile

Teaching Assistant Graduate Courses

- Marketing Management (MBA), University of North Texas
- Multivariate Methods (Ph.D.), Universidad Diego Portales
- Decision Making and Human Behavior (Ph.D.), Universidad de Chile
- Branding (MSc. in Marketing), Universidad de Chile
- Data Analysis for Marketing Research (MSc. in Marketing), Universidad de Chile
- Services Marketing (MSc. in Marketing), Universidad de Chile
- Marketing Management I (MBA), Universidad de Chile
- Marketing Management II (MBA), Universidad de Chile

Teaching Assistant Undergraduate Courses

- Strategic Brand Management, University of North Texas
- Foundations of Marketing Practice, University of North Texas
- Marketing Research and Analytics, University of North Texas
- Marketing I (Marketing Research), Universidad de Chile
- Principles of Macroeconomics, Universidad de Chile
- Economics of Taxation, Universidad de Chile
- Macroeconomics II (Monetary Policy), Universidad San Sebastián
- Microeconomics II (Theory of Supply), Universidad San Sebastián
- Macroeconomics I (Principles of Macroeconomics), Universidad San Sebastián
- Microeconomics I (Principles of Microeconomics), Universidad San Sebastián

Professional Experience

Methodological Consultant to the Chilean National Consumer Service (SERNAC), 2024 – Present

- “Fraude en Medios de Pago en Chile. Estudio Experimental: ¿Cómo reforzar las Campañas de prevención de las estafas en línea?”
- “Fraude en Medios de Pago en Chile. Determinantes de la Autoprotección del Consumidor”

Editorial Assistant, Revista Estudios de Administración, 2023
Market Intelligence Analyst, ENTEL, 2022-2023

Awards and Scholarships

University of North Texas, Denton, TX, USA.

2025 – 2026, R.B. Toulouse Scholarship

2023 – 2025, Academic Achievement Scholarship

Universidad de Chile, Santiago, Chile.

2022, Offer of complete funding for Doctoral Program at Universidad de Chile.

2022, Best academic performance, M.Sc. in Marketing

2020, Internal Scholarship based on academic criteria, M.Sc. in Marketing.

2015, Scholarship first year undergraduate studies based on results of National College Entrance Exam (Prueba de Selección Universitaria).

Statistical Software

Stata, R, SPSS, AMOS, MPlus, and SmartPLS.

Languages

Spanish: Native

English: C1 (IELTS)

References

Francisco Guzmán

Ph.D. in Management Science, Universitat Ramon Llull – ESADE, Spain

Professor of Marketing, University of North Texas

francisco.guzman@unt.edu

Lidan Xu

Ph.D. in Marketing, University of Illinois, Illinois, USA

Associate professor of Marketing, University of North Texas

lidan.xu@unt.edu

Cristóbal Barra

Ph.D. in Marketing, University of South Carolina, South Carolina, USA

Assistant professor of Marketing, Universidad de Chile

cbarra@fen.uchile.cl

Sergio Olavarrieta

Ph.D. in Business Administration, University of Georgia, Georgia, USA

Associate professor of Marketing, Universidad de Chile

Vice Chancellor, Universidad de Chile

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