

LUIS ARANGO

Business School
The University of Auckland
Auckland 1010, New Zealand

PERSONAL INFORMATION

Email: luis.arango@auckland.ac.nz
Personal Website and Blog: <https://luisarango.com>
Google Scholar: <https://shorturl.at/W9sZb>

EDUCATION

PhD in Marketing, The University of Queensland, Australia Thesis: <i>An examination of consumer mindsets in the context of cultured meat</i>	2026
Master of Marketing, La Trobe University, Australia Thesis: <i>Social Media Privacy Concerns: Trust and risk beliefs of older vs younger adults</i>	2019
Master's in Philosophy, Los Andes University, Colombia Thesis (in Spanish): <i>Manipulation and determination</i>	2015
Bachelor of Psychology (Honours), National University of Colombia Thesis (in Spanish): <i>Freedom and the different concepts of moral responsibility</i>	2015
Bachelor of Arts in Philosophy, National University of Colombia Thesis (in Spanish): <i>Leibniz: Determinism, contingency, and freedom</i>	2013

RESEARCH INTERESTS

My main research interest is understanding how consumers respond to different technologies. For example, I have explored how consumers respond to cultured food products, images generated by machine learning algorithms, and service robots in failure settings. Using primarily an experimental methodology, I seek to understand the cognitive and affective mechanisms involved in such responses.

RESEARCH

ABDC-A* Journal Articles

1. Nguyen, M., **Arango, L.**, Septianto, F. & Hartley, N. (2026) Relief through Digital Modalities: Evaluating Text-Based Chatbots and Voicebots in Service Failures. *European Journal of Marketing*.

FT-50 Journal Articles

1. Arli, D., **Arango, L.** & Septianto, F. (2025) The Moderating Role of Intrinsic and Quest Religiosity on the Effectiveness of Religious Appeals in Promoting Cultured Meat. *Journal of Business Ethics*.

ABDC-A Journal Articles

1. Goyeneche, D., **Arango, L.**, Septianto, F., Pontes, N. & Popkowski Leszczyc, P. (2026) Emotionally competent robots: acknowledging customer anger in service failure. *Journal of Business Research*, 206(115971).

2. Errmann, A. & **Arango, L.** (2025) When Suffering Hurts More: Suffering for Material Products Reduces Intrinsic Motivation, Well-Being, and Repurchase Intention Compared to Experiences. *Journal of Business Research*, 199(115506).
3. **Arango, L.**, Septianto, F. & Pontes, N. (2024) The role of conventional meat unnaturalness in cultured meat acceptance: A test of holistic mindset. *Appetite*, 203(107656). (Field-Weighted Citation Impact (FWCI): 5.04, Citation percentile by year/subfield (CP): 99.99)¹
4. **Arango, L.**, Conroy, D., Errmann, A. & Septianto, F. (2024) Cultivating curiosity: Consumer responses to ethical and product benefits in cultured foods. *Appetite*, 196(107282). (FWCI: 6.03, CP: 99.99)
5. Jin, F., **Arango, L.**, O'Rourke, A.M., Septianto, F. (2024) Innovation from Inclusivity: The Effect of Team Diversity on Clean Meat Acceptance. *Australasian Marketing Journal*, 33(1).
6. Goyeneche, D., Singaraju, S. & **Arango, L.** (2024) Linked by age: a study on social media privacy concerns among younger and older adults. *Industrial Management & Data Systems* 124(2), 640-665. (FWCI: 6.77, CP: 100)
7. Azizi, P., Japutra, A., **Arango, L.** & Kim, J. (2024) The Dark Side of Brand Community: The Role of Brand Identification, Community Identification, Brand Passion and Shopping Motivation. *Journal of Product and Brand Management*, 33(7).
8. **Arango, L.**, Singaraju, S. & Niininen, O. (2023) Consumer Responses to AI-Generated Charitable Giving Ads. *Journal of Advertising*, 52(4). (FWCI: 16, CP: 99.99)
9. **Arango, L.**, Chaudhury, S. & Septianto, F. (2023) The role of demand-based scarcity appeals in promoting cultured meat. *Psychology & Marketing*, 40(8). (FWCI: 4.93, CP: 99.99)
10. **Arango, L.**, Septianto, F. & Pontes, N. (2023) Challenging cultured meat naturalness perceptions: The role of consumers' mindset. *Appetite*, 190(107039).
11. **Arango, L.**, Singaraju, S., Niininen, O. & D'Souza, C. (2023) Consumer biases in the perception of organizational greed. *International Journal of Consumer Studies*, 47(2).
12. Post, R. A. G., Blijlevens, J., Hekkert, P., Saakes, D. & **Arango, L.** (2023) Why we like to touch: Consumers' tactile esthetic appreciation explained by a balanced combination of unity and variety in product designs. *Psychology & Marketing*, 40(6). (FWCI: 3.78, CP: 99.99)
13. Brouwer, A. R., D'Souza, C., Singaraju, S., & **Arango, L.** (2022). Value attitude behaviour and social stigma in the adoption of veganism: An integrated model. *Food Quality and Preference*, 97, 104479. (FWCI: 2.19, CP: 100)

Other Journal Articles, Book Chapters, and Conference Proceedings

14. Sinha, A., Hine, D., **Arango, L.**, Farr, J., Gaudry, J., Korale Gedara, P., Magor, S., Nalatu, S. & Smith, A. (2024) AI for improved food logistics and distribution. In McColl-Kennedy, J.R., & Hine, D.C. (Eds.) *Food AI: A game changer for Australia's food and beverage sector*, 36-44.
15. **Arango, L.**, Karjaluoto, H., Lievonen, M., Muhonen, M., Niininen, O., Singaraju, S., Spickett-Jones, G., Sundermann, G., & Valentini, C. (2024) Future Trends in Social Media and Public Relations. In Niininen Outi (Ed.) *Social media for progressive public relations*. Taylor & Francis: London.
16. Niininen, O., Singaraju, S. & **Arango, L.** (2024) Check for updates The Human RFID Implants Introduce a New Level of Human-Computer Interaction: Twitter Topic Detection Gauges Consumer Opinions. Welcome to The New Normal: Life After The Chaos: *Proceedings of the 2023 AMS Annual Conference*. New Orleans, LA, USA.
17. Singaraju, S., Rose, J., **Arango, L.**, D'Souza, C., Khaksar, S. & Brouwer, A. (2022) The Dark Age of Advertising: An Examination of Perceptual Factors Affecting Advertising Avoidance in the Context of Mobile Youtube. *Journal of Electronic Commerce Research*, 23(1), 13-32.

¹ FWCI (Field-Weighted Citation Impact) compares the number of citations received by a publication to the average for similar publications (same field, year, and type); a value above 1.0 indicates above-average impact. Citation percentile indicates the article's relative citation performance within its field and publication year (e.g., 99.99 = top 0.01%). Metrics reported as of June 6, 2025.

18. Arango, J., **Arango, L.** & Bernal, C. (2022) Repercusiones del COVID-19 en el personal de salud: análisis desde la prensa colombiana (Repercussions of COVID-19 on health personnel: Colombian media analysis). *Revista Española de Comunicación en Salud*, 13(1), 46-57.
19. **Arango, L.** Ballesteros, A. & Ramirez, A. (2007) Efectos de la magnitud del reforzador sobre la conducta de elección (Reinforcer's magnitude influence on choice behavior). *Laberinto*, 6(1), 8-11.

Working Papers

20. Duong, C., **Arango, L.**, Bandyopadhyay, A., Sung, B. & Septianto, F. Science as a Signal of Expertise: Adoption of AI Recommendation in Strategic Decision-Making among SMEs. (Second review round: *Industrial Marketing Management*)
21. **Arango, L.**, Arango, J., Septianto, F., Pontes, N. & Thomas, T. Naturalness and Holism: Treating the Root Causes of Illness. (Working paper. Target: *Medical Decision Making*)
22. **Arango, L.** Really Manipulated: The Attention Economy and Moral Responsibility Intuitions. (Working paper. Target: *Philosophical Psychology*)

HONOURS AND AWARDS

- Tuition Fee Offset and Research Training Scholarship (Ph.D.) University of Queensland. Oct 2022 – Sep 2026.
- Excellence Scholarship (GPA: High distinction: 81.19/100). La Trobe University. March 2018 – Dec 2019.
- Spanish Center Scholarship. Los Andes University. Jan 2014 – May 2015.
- Graduate Scholarship. National University of Colombia. Resolution No. 356, October 18th, 2013. Foregone.
- Valedictorian. Bachelor of Arts (Philosophy). GPA: 4.7/5. National University of Colombia, 2013.
- Best Undergraduate Thesis: *Leibniz: determinism, contingency, and freedom*. Available at: <https://repositorio.unal.edu.co/handle/unal/11615>. Philosophy Department, National University of Colombia, 2012. Advisor: Professor Fernando Zalamea (included in the book *100 Global Minds. The Most Daring Cross-Disciplinary Thinkers in the World*).

TEACHING EXPERIENCE

- MKTG306: Advertising and Branding Semester 1, 2026
- MKGT2501: Consumer Behaviour (three groups) Semester 2, 2025
 - Evaluation: 4.31/5 (86.2%).
- MKTG3506: Digital Marketing and Social Media. Tutoring (three groups) Semester 1, 2025
The University of Queensland.
 - Evaluation: 4.53/5 (90.6%).
- Guest lecturing (Masters). Food Technology Acceptance June, 2025
Catholic University Eichstätt-Ingolstadt.
- Research seminar. La Trobe University Sep, 2024
- Research seminar. Auckland University of Technology Sep, 2024
- Research seminar. Plant & Food Research (New Zealand) April, 2024
- Master's Students mentoring: 2023 – 2024
 - Jin, Seowon (Seoul National University)
- MGTS3606, MGTS7604: Facilitation. The University of Queensland Aug, 2024
- Teaching Assistant, Fundamentals of Psychology. Los Andes University 2014 – 2015
- Tutoring. Academic Writing Fundamentals. Los Andes University
 - 2014, Semester 1. Evaluations: 92%
 - 2014, Semester 2. Evaluations: 96.2%

- 2015, Semester 1. Evaluations: 91.2%.

RESEARCH EXPERIENCE

- Senior Research Assistant, Food and Beverage Accelerator (FaBA) UQ 2025 – Present
- Research Assistant, The University of Queensland. 2022 – 2024
- Research Assistant, The Royal Melbourne Institute of Technology (RMIT) 2021 – 2022

PRESENTATIONS

- Southeast Queensland Marketing Research Group, 2024. University of Queensland. Mind Over Meat. The Role of Mindsets in Cultured Meat Acceptance.
- UQ Business School. HDR Colloquium, 2024. Mind Over Meat. The Role of Mindsets in Cultured Meat Acceptance.
- The Australian and New Zealand Marketing Academy (ANZMAC), 2023. University of Otago. Challenging cultured meat naturalness perceptions: The role of consumers' mindset.
- The Australian and New Zealand Marketing Academy (ANZMAC), 2023. University of Otago. Linked by age: a study on social media privacy concerns among younger and older adults.
- Australian Postgraduate Philosophy Conference, 2018. Monash University. Manipulation and determination.
- Encuentro en Ciencias del Comportamiento, UNAL, 2008. Efectos de la magnitud del reforzador sobre la conducta de elección. (Reinforcer's magnitude influence on choice behavior)

PROFESSIONAL SERVICE

- **Arango, L.** & Xiaotian, L. (2024) EQUIS Accreditation Submission Student Report. University of Queensland Business School 2024.
- Ad Hoc Journal Reviewer (verified on Web of Science): *Journal of Business Ethics, Journal of Advertising, Psychology & Marketing, European Journal of Marketing, Frontiers in Psychology, Appetite, Journal of Public Policy and Marketing, International Journal of Consumer Studies, Australasian Marketing Journal, Future Foods, Humanities and Social Sciences Communications, Ecological Economics, and Psychology of Aesthetics, Creativity, and the Arts.*
- Volunteer ANZMAC 2023, University of Otago.
- PALS Volunteer. *Mind*. Aug 2018 – Jan 2020.