

Fernanda Polli Leite

Curriculum

[Google Scholar](#)

[ORCID](#)

[LinkedIn](#)

[imfernanda.com](#)

EDUCATIONAL QUALIFICATIONS

Leite, P. Fernanda

Ph.D. Candidate in Marketing, UQ Business School

Brisbane, Australia

Languages:

Brazilian Portuguese: Native

English: Full proficiency

Ph.D. in Marketing / The University of Queensland

April 2023 – Present, Brisbane, Australia

Thesis Project: **What Makes Brands Authentic in Their Relationships with Consumers?** - Advisors: Dr. Nicolas Pontes & A/Prof. Felix Septianto

M.Sc. in Marketing / PUCPR

April 2018 – March 2020, Curitiba, Brazil

GPA: 9.7/10

Thesis Title: **Digital Influencers' Self-Disclosure and the Purchase Intentions of Endorsed Brands** - Advisor: A/Prof. Paulo de Paula Baptista

B.A. in Communication - Advertising / PUCPR

January 2011 – June 2016, Curitiba, Brazil

GPA: 9.5/10

Thesis Title: **Supermarkets' Private Labels: Application of the Customer-Based Brand Equity Model to Consumers from Brazil and Australia** - Advisor: A/Prof. Juliana Del Secchi

Study Abroad Program / Swinburne University of Technology

March 2014 – December 2014, Melbourne, Australia

Fernanda completed part of her bachelor's degree at Swinburne University of Technology, as an exchange student.

SCHOLARSHIPS & AWARDS

SCHOLARSHIPS

Ph.D. in Marketing / The University of Queensland

2023 – Present / Course tuition fees + Living allowance

M.Sc. in Marketing / PUCPR

2018 – 2020 / Course tuition fees + Living allowance

B.A. in Communication - Advertising / PUCPR

2011 – 2016 / Course tuition fees

Study Abroad Program / Swinburne University of Technology

2013 – 2014 / Course tuition fees + Living allowance

AWARDS

Best Undergraduate Thesis of the Class

June 2016 / Pontifícia Universidade Católica do Paraná

Vera Giangrande Award (Best Undergraduate Paper) Runner-Up

September 2018 / Brazilian Society for Interdisciplinary Studies in Communication

RESEARCH OUTPUTS

JOURNAL PUBLICATIONS

Leite, F. P., Pontes, N., & Septianto, F. (2024). [To share or not to share: When is influencer self-disclosure perceived as appropriate?](#). *Journal of Consumer Behaviour*, 1-14.

Leite, F. P., Septianto, F., & Pontes, N. (2024). ['Meat' the Influencers: Crafting Authentic Endorsements that Drive Willingness to Buy Cultured Meat](#). *Appetite*, 199, 107401.

Pontes, N., Leite, F. P., & Goyeneche, D. (2024). [Framing brand concept of vertical line extensions: The moderating role of believability](#). *Journal of Consumer Behaviour*, 1-12.

Leite, F. P., Pontes, N., & Schivinski, B. (2024). [Influencer marketing effectiveness: giving competence, receiving credibility](#). *Journal of Travel & Tourism Marketing*, 41(3), 307-321.

Leite, F. P., Pontes, N., & Baptista, P. P. (2022). [Oops, I've overshared! When social media influencers' self-disclosure damage perceptions of source credibility](#). *Computers in Human Behaviour*, 133, 107274.

Leite, F. P., & Baptista, P. P. (2022). [Influencers' intimate self-disclosure and its impact on consumers' self-brand connections: Scale development, validation, and application](#). *Journal of Research in Interactive Marketing*, 16(3), 420-437.

*Leite, F. P., & Baptista, P. P. (2022). [The effects of social media influencers' self-disclosure on behavioral intentions: The role of source credibility, parasocial relationships, and brand trust](#). *Journal of Marketing Theory and Practice*, 30(3), 295-311. [*Top 10 most-read articles in the Journal](#)

CONFERENCE PROCEEDINGS

Leite, F. P., Casper Ferm, L. E., Arango, L., Pontes, N. (2024). [Service robots' emotional facial expressions](#). *Proceedings of the 2024 Australian and New Zealand Marketing Academy Conference (ANZMAC)*, Hobart, Australia.

Leite, F. P., Pontes, N., & Schivinski, B. (2023). [Influencer marketing effectiveness: giving competence, receiving credibility](#). *Proceedings of the 2023 Australian and New Zealand Marketing Academy Conference (ANZMAC)*, Dunedin, New Zealand.

Polli, F., & Del Secchi, J. (2017). [Customer Based Brand Equity: Uma avaliação comparativa do valor de marcas próprias entre Brasil e Austrália](#). *Proceedings of the 40th Brazilian Congress of Communication*

Sciences, Curitiba, Brazil. ISSN: 2175-4683.

Polli, F., & Del Secchi, J. (2017). [Marcas Próprias do Varejo Supermercadista: Estudo Cross-Cultural do Modelo de Customer Based Brand Equity aos Consumidores do Brasil e Austrália](#). *Proceedings of the XVIII Brazilian Congress of Communication Sciences in the South Region*, Caxias do Sul, Brazil. ISSN: 2177-7896.

Polli, F., Costa, B., Willer, H., Proença, J., & Del Secchi, J. (2016). [Pesquisa de Mercado: quem disse, Berenice?](#). *Proceedings of the XVII Brazilian Congress of Communication Sciences in the South Region*, Curitiba, Brazil. ISSN: 2177-7896.

EMPLOYMENT

Casual Research Assistant / University of Queensland

July 2023 - Present, Brisbane, Australia

Developing marketing research using quantitative methods.

Casual Lecturer / PUCPR Business School

September 2020 – May 2021, Curitiba, Brazil

Unit: Strategic Marketing

Teaching Assistant / PUCPR Business School

August 2018 - December 2018, Curitiba, Brazil

Unit: Brand Management

Teaching Assistant / PUCPR Communication School

September 2018 - December 2018, Curitiba, Brazil

Units: Marketing Research, Experimental Project I, and Creative Data Analysis

Market Research Analyst / Brain Strategic Intelligence

July 2016 - February 2018, Curitiba, Brazil

Developing market research using quantitative methods.

Market Research Internship / Brain Strategic Intelligence

January 2015 - June 2016, Curitiba, Brazil

Developing market research using quantitative methods.

ACADEMIC SERVICE

JOURNAL REVIEWS

Journal of Travel & Tourism Marketing

since December 2023 / Ad-hoc reviewer

Computers in Human Behavior

since October 2023 / Ad-hoc reviewer

International Journal of Consumer Studies

since October 2023 / Ad-hoc reviewer

Australasian Marketing Journal

since July 2023 / Ad-hoc reviewer

Journal of Research in Interactive Marketing

since February 2021 / Ad-hoc reviewer

CONFERENCE REVIEWS

ANZMAC 2023

August 2023 - New Zealand

XLV Meeting of ANPAD / EnANPAD 2021

June 2021 - Brazil

IX Marketing Meeting of ANPAD / EMA 2021

March 2021 - Brazil

XLIV Meeting of ANPAD / EnANPAD 2020

June 2020 - Brazil

HONOURS THESIS EXAMINER

Marketing Course / PUCPR Business School

November 2021, Curitiba, Brazil

INVITED LECTURE

Influencer Marketing / IPS Business Sciences School

November 2021, Setúbal, Portugal

Marketing Management Master's degree program.
