

Lucas Damasio

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SUMMARY

Ph.D. candidate in Business Administration at Pontifical Catholic University of Paraná. My research focuses on how Artificial Intelligence (AI) moderates the impact of Dynamic Marketing Capabilities (DMCs) on the business performance of Small and Medium-sized Enterprises (SMEs). With over 17 years of professional experience in marketing, communications, strategy, and market intelligence, I have established a solid career path across medical cooperatives, the service sector, and advertising agencies. Currently, I serve as a lecturer in higher education and vocational training, teaching courses in Marketing Management, Services Marketing, Strategy, and Digital Marketing. My research interests focus on Artificial Intelligence applications in business, Customer Experience (CX), Marketing Analytics and Business Strategic.

EDUCATION

Ph.D. in Business Administration | 2023 – Present (Expected 2027)

Pontifical Catholic University of Paraná, Brazil

Proposed Research Title: The moderation of artificial intelligence on the relationship between dynamic marketing capabilities and performance in small businesses

Advisor: Prof. Carla Freitas Silveira Netto, Ph.D.

M.Sc. in Management of Cooperatives | 2018 – 2021

Pontifical Catholic University of Paraná, Brazil

Dissertation: Customer expectation and perception attributes regarding service quality: The case of a medical cooperative in Paraná.

MBA in Marketing | 2016 – 2017

Federal University of Paraná, Brazil

Bachelor's in social communications – Advertising | 2007 - 2010

Anhanguera University, Brazil

EMPLOYMENT

Program Coordinator for the Communications - Advertising degree 2026 – present

School of Humanities and Applied Social Sciences

UniBrasil University Center

Professor 2026 – present

School of Humanities and Applied Social Sciences

UniBrasil University Center

Professor 2025 - present

Marketing Vocational School

Paraná State Department of Education

Marketing Specialist 2013 - 2025

Unimed Paraná – State Federation of Medical Cooperatives

Marketing Assistant 2008 - 2013

Unimed Santa Bárbara e Americana Medical Cooperative

Communications Intern 2007 - 2008

Pirelli (Cord Brazil)

CONFERENCE AND PRESENTATIONS

The 49th ANPAD Annual Meeting – EnANPAD 2025. **“Dynamic marketing capabilities and artificial intelligence: systematic literature review”**. Aracaju, Brazil.

The SemeAD – Seminars in Administration, 2025 **“A systematic review on the impact of artificial intelligence in retail”**. São Paulo, Brazil.

Brazilian Meeting of Cooperative Researchers (EBPC), 2023. **“Customer expectation and perception attributes regarding service quality: The case of a medical cooperative in Paraná”**. Brasília, Brazil.