

CYNTHIA HARUMY WATANABE CORRÊA

Personal Data

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Teaching Experience

- Apr. 2018 - present School of Arts, Sciences and Humanities, University of São Paulo (USP), São Paulo, Brazil: Associate Professor (40 hours/week).
Courses taught at USP
Bachelor course in Leisure and Tourism
Areas: Information and Communication Technologies (ICT), Online Marketing and Innovation.
Graduate course in Cultural Studies (Feb. 2016 – present)
Areas: Digital Culture, Activism, Contemporary Identities, and Collaborative Economy.
- Oct. 2009 – Mar. 2018 School of Arts, Sciences and Humanities, University of Sao Paulo (USP), Sao Paulo, Brazil: Assistant Professor (40 hours/week).
Courses taught at USP
Bachelor course in Leisure and Tourism
Areas: Information and Communication Technologies (ICT), Online Marketing and Innovation.
Graduate course in Cultural Studies (Feb. 2016 – present)
Areas: Digital Culture, Activism, and Contemporary Identities.
Graduate course in Development of Tourism (Jan. 2014 – Apr. 2016)
Areas: Technological Innovation and Creative Industries, Online Marketing, and Research Methods.
- Apr. 2008 - Oct. 2009 Londrina State University, Londrina, Brazil: Assistant Professor / Collaborator (40 hours/week).
Courses taught at Londrina State University
Bachelor course in Social Communication
Areas: Communication and Culture, Online Journalism, ICT and Research method.
Specialization course in Popular and Community Communication
Area: Research method in communication.

Administrative Experience

- 2018 - present Chairman of the International Relations Committee, School of Arts, Sciences and Humanities/USP.
- 2016 - 2018 Full member of the Research Committee, School of Arts, Sciences and Humanities/USP.
- 2015 - 2016 Alternate member of the Research Committee, School of Arts, Sciences and Humanities/USP.

2014 - 2016	Alternate member of the Coordinating Committee of the Graduate Program in Development of Tourism/USP.
2014 - present	Full member of the Course Coordination Commission, Bachelor of Leisure and Tourism/USP.
2014 - 2016	Full member of the Committee on Teaching Improvement Program, School of Arts, Sciences and Humanities/USP.
2012 - present	Member of the Working Group of Physical Space and Laboratories, Bachelor of Leisure and Tourism/USP.
2011- 2014	Member of the Monograph/ Final Course Assignment Advisory Committee, Bachelor of Leisure and Tourism/USP.
Apr. - Oct. 2009	Coordinator of the Final Course Assignment Committee, Bachelor of Social Communication - major in Journalism, Department of Communication, Londrina State University.

International Collaboration

Pablo de Olavide University, Seville, Spain: Research project on eMarketing Turístico de Brasil para la Copa del Mundo de 2014 (collaborator: Pablo Díaz-Luque, Ph.D.). Funding ID: Fundación Carolina, Spain.

Education

Mar. 2005 - Mar. 2008	Catholic University of Rio Grande do Sul, Porto Alegre, Brazil: Ph.D. in Social Communication (with distinction). Dissertation topic: Orkut social network.
Mar. - Jun. 2007	Paris Descartes University - Sorbonne, Paris, France: Doctoral Sandwich Program Abroad in Sociology, at the Centre d'Études sur l'Actuel et le Quotidien (CEAQ). Advisor: Prof. Michel Maffesoli.
Jan. 2003 - Jan. 2005	Federal University of Rio Grande do Sul, Porto Alegre, Brazil: Master of Communication and Information. Dissertation topic: Social interaction on virtual community.
Aug. 1999 - Dec. 2000	Federal University of Pará, Belém, Brazil: <i>Lato sensu</i> course in Culture and Medialogy of Contemporary Societies (Hours: 360). Topic: Media discourse analysis.
Mar. 1995 - May 1999	Federal University of Pará, Belém, Brazil: Bachelor of Social Communication – Journalism.

Professional Experience

Jul. 2000 - Apr. 2003	Journalist Emilio Goeldi Museum. Belem-PA, Brazil.
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Prizes and Awards

2012	Global Travel and Tourism Partnership (GTTP) International Research Award. Cynthia Corrêa supervised the Brazilian winning team in the Case Study on "Mobile Tourism: Audio Tours Experiences in Brazil". International Research Conference, Monaco, Nov. 16-23.
Mar. 2005 - Mar. 2008	National Council for Scientific and Technological Development (Conselho Nacional de Desenvolvimento Científico e Tecnológico - CNPq), Brazil: Research Scholarship for Doctoral research.
Mar. - Jun. 2007	Coordination of Improvement of Higher Education Personnel (Coordenação de Aperfeiçoamento de Pessoal de Nível Superior - CAPES), Brazil: Scholarship for Doctoral Sandwich Program Abroad (Programa de Doutorado Sanduíche no Exterior - PDSE/CAPES).

Jan. 2003 - Jan. 2005 Coordination of Improvement of Higher Education Personnel (CAPES), Brazil: Research Scholarship for Master research.

Keynotes & Event Organization

2017 Member of the Organizing Committee - 15th Annual International Conference on Communication and Mass Media, 2017, Athens.

2016 Guest speaker at the Amity International Tourism & Hospitality Conference, organized by the Amity University Uttar Pradesh, India. Topic of the lecture: Online marketing best practices of the BRICS nations as global destinations.

2015 Member of the Organizing Committee of the Science Week, Sao Paulo, Oct. 13-15.

2014 Lecture in the Meetings cycle "The New Tourism Movement" focused on Tourism Innovation Management, organized by the Federation National Young Entrepreneur of Tourism, March 25.

2012 Member of the Organizing Committee of the 5th Latin American Congress of Tourism Research, Sao Paulo, Sept. 3-5.

2012 Member of the Organizing Committee of the 6th International Conference on Responsible Tourism in Destination, Sao Paulo, Jun. 18-20.

Reviewing & Editorial Activities

Ad-hoc reviewer Resgate - Revista Interdisciplinar de Cultura, Revista de Turismo Contemporâneo, Revista Turismo em Análise, Revista Eletrônica Espaço Acadêmico, Sociedade e Cultura (Online), El Periplo Sustentable.

Editorial activities

2015 - 2016 Assistant editor for Revista Turismo em Análise, University of Sao Paulo.

2013 - present Editorial board for Revista de Turismo Contemporâneo, Federal University of Rio Grande do Norte.

2012 - 2013 Executive editor for Revista Brasileira de Pesquisa em Turismo, linked to the National Association for Research and Postgraduate in Tourism.

Ad-hoc reviewer of research projects

2014 - present National Council for Scientific and Technological Development (CNPq - Brazil).

2011 - present University of São Paulo.

Funding ID

2013 - 2016 National Council for Scientific and Technological Development (CNPq - Brazil): Research project on "eMarketing of the BRICS countries: Analysis of best practices benchmarking" (principle investigator), value R\$ 7.400,00 (research funds).

2014 - 2015 National Council for Scientific and Technological Development (CNPq - Brazil): Research project on "Brazilian Creative Enterprise: Creation of Tourist Routes of Craft Cachaça in Minas Gerais State" (principle investigator), value R\$ 32.000,00 (research funds).

- 2014 Coordination of Improvement of Higher Education Personnel (CAPES), Brazil: Support for participation in the ENTER 2014 eTourism Conference, organized by the International Federation for Information Technologies in Travel and Tourism (IFITT) in Dublin, Ireland, Jan. 21-25, value R\$ 8.118,00.
- 2013 University of Sao Paulo: Research project on "Innovation for Brazil Mega Sports Events: Travel application guiding the foreigner tourist" to enrol in 2013 USP Knowledge Olympics (principle investigator), value R\$ 5.000,00 (research funds).
- 2013 - 2014 National Council for Scientific and Technological Development (CNPq - Brazil): Research project on "eMarketing of Flytour: the largest business travel agency in Brazil". Scientific initiation scholarships (advisor).
- 2011 - 2012 National Council for Scientific and Technological Development (CNPq - Brazil): Research project on "Web marketing of the host cities of the 2014 World Cup in Brazil". Scientific initiation scholarships (advisor).

Languages

Proficient: English and Spanish.
Fluent: Portuguese.

PUBLICATION LIST

(Full list available on <http://lattes.cnpq.br/1346087751399245>)

1 Peer-Reviewed Articles (published)

- SILVA, G. G. L.; **CORREIA, C. H. W.** Online promotion of the values of sustainable development in national parks. *INTERNATIONAL JOURNAL OF ORGANIZATIONS*, v. 19, p. 163-183, 2017.
- DIAZ LUQUE, Pablo.; **CORRÊA, Cynthia H. W.** Gamificación y destinos turísticos. Clasificación de los juegos desde el punto de vista de las organizaciones de destinos turísticos. *INTERNATIONAL JOURNAL OF ORGANIZATIONS*, v.1, p.73 - 86, 2017.
- ORTIZ, F. A.; **CORRÊA, C. H. W.** Tecnologías de la Información y Comunicación en el Turismo: Análisis de la producción académica en revistas brasileñas. *Estudios y Perspectivas en Turismo (En Línea)*, v.25, p.304 -318, 2016.
- Corrêa, C.**; Silva, B. C.; Silva, D. A. (2015). Creative Tourism Business Model: Tourist Routes of Craft Cachaça in Minas Gerais State, Brazil. *Tourism Spectrum*, v. 1, p. 16-19.
- Corrêa, C.**; Kitano, C. S. (2015). Gamification in Tourism: Analysis of Brazil Quest Game. *e-Review of Tourism Research*, v. 6, p. 1-5.
- Mendes Filho, L. A. M.; **Corrêa, C.**; Manguiera, M. R. (2015). Online Travel Reviews on Mobile Applications when making travel plans: Uses and Gratifications perspectives. *e-Review of Tourism Research*, v. 6, p. 1-5.
- Brilhante, M. N.; **Corrêa, C.** (2015). Análise comparativa de guias turísticos em formato de aplicativo: Lonely Planet e Mtrip. *Turismo: Visão e Ação*, v. 17, p. 354-386.
- Corrêa, C.** (2014). Mobile Marketing of the Brazilian Tourist Board: Case study of Brazil Mobile application. *e-Review of Tourism Research*, v. 5, p. 1-6.
- Corrêa, C. H. W.** (2014). eMarketing das Estâncias Hidrominerais do Estado de São Paulo, Brasil. *Revista Turismo em Análise*, v. 25, p. 476-496.
- Corrêa, C.**; Rubio, M. C. (2014). Estratégias de e-Marketing em Meios de Hospedagem: estudo de caso da rede Blue Tree Hotels. *TURyDES (Málaga)*, v. 7, p. 1-15.
- Corrêa, C.**; Hansen, D. R. (2014). Qualidade de serviços em restaurantes de São Paulo premiados

pelo TripAdvisor: análise do conteúdo gerado pelo usuário. *Hospitalidade Revista da Universidade Anhembi*, v. XI, p. 271-290.

Corrêa, C. H. W. (2012). Análise das estratégias de marketing adotadas pela EMBRATUR no portal Braziltour.com. *Turismo e Sociedade*, v. 5, p. 19-36.

Díaz-Luque, P.; **Corrêa, C. H. W.** (2012). Análise dos Websites de Turismo Oficial das Cidades Sede da Copa do Mundo de Futebol de 2014 no Brasil. *Revista Turismo & Desenvolvimento*, 1,1-11.

2 Book chapters (published and forthcoming)

Corrêa, C. (forthcoming). Gamification in Entertainment. In: Zongwei Luo (ed). *Gamification and Games, Enabling Technologies, and Applications*: Wiley-IEEE.

Guedes, G.; **Corrêa, C.** (forthcoming). Gestão do turismo em parques nacionais: Marketing on-line para promoção e conservação do patrimônio natural brasileiro. In: Andrea MUNOZ-BARRIGA (Org.). Special edition of VII CLAIT: PUCE-Ecuador.

CORRÊA, Cynthia H. W. Social Media Support for the Occupation of Public Schools in São Paulo, Brazil In: Online Communities as Agents of Change and Social Movements. 1 ed. Hershey PA: IGI Global, 2017, v.1, p. 67-88. ISBN: 9781522524960.

CORRÊA, Cynthia H. W. Benchmarking Best Practices of the BRIC Nations In: Opportunities and Challenges for Tourism and Hospitality in the BRIC Nations. 1 ed. Hershey PA: IGI Global, 2017, v.1, p. 31-50. ISBN: 9781522507086.

Corrêa, C. H. W. (2008). Arquitetura Participativa da Internet: social software e Web 2.0. In: Gustavo Cimadevilla (Org.). *Comunicación, Tecnología y Desarrollo*. Trayectorias. 1ed. Río Cuarto: Universidad Nacional de Río Cuarto, v. 1, p. 187-202.

Corrêa, C. H. W. (2007). Participação Brasileira na Rede Social Orkut: estudo de comunidades. In: Ana Carolina D. Escosteguy; Cristiane Freitas Gutfreind (Org.). *Leituras em Comunicação, Cultura e Tecnologia*. 1 ed. Porto Alegre: EDIPUCRS, v. 1, p. 155-176.

Corrêa, C. H. W. (2006). A Complexidade do Conceito de Interação Mediada por Computador: para além da máquina. In: Gustavo Cimadevilla (Org.). *Comunicación, tecnología y desarrollo. Discusiones del siglo nuevo*. 1ed. Río Cuarto: Universidad Nacional de Río Cuarto, v. 3, p. 121-130.

3 Scientific Committee

Member of the ENTER2018 Scientific Committee eTourism Conference, 2017.

Member of the ENTER2017 Scientific Committee eTourism Conference, 2016.

Member of the ENTER2016 Scientific Committee eTourism Conference, 2015.

Member of the ENTER2015 Scientific Committee eTourism Conference, 2014.

Short biographical note

Cynthia H. W. Corrêa (Brazil) is an Associate Professor of Information and Communication Technologies at the School of Arts, Sciences and Humanities, University of Sao Paulo (USP) where she has taught subjects on communication, culture and contemporary identities, and technological innovation in undergraduate and graduate levels. The leader of the *Humanitas Digitalis* Research Group, linked to the National Council for Scientific and Technological Development (CNPq-Brazil), and a Global Academic Panel member of the Google Online Marketing Challenge (GOMC). Dr. Cynthia has coordinated research projects with the financial support of USP and CNPq-Brazil with an emphasis on digital culture, online marketing, innovation, and collaborative economy involving students in different educational stages.