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Contacts

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Research Interests

Luxury

Fashion

Conspicuous Consumption

Hedonic Consumption

Social Media

Brand Coolness

Influencer Marketing

New Trends

Brand Love

Academic Qualifications

University/Institution	Type	Degree	Period
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ISCTE-Instituto Universitario de Lisboa	PhD	Gestão com especialização em Marketing	2023
Universidade Catolica Portuguesa - Faculdade de Ciencias Economicas e Empresariais	M.Sc.	Management - Specialization in Strategic Marketing	2019
Instituto de Arte Design e Empresa - Universitario	Licenciate	Marketing e Publicidade	2016

Supervisions

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Filipe Ferreira Mota dos Santos	Tokenizing the Fashion Industry: The moderating impact of NFTs in Luxury Fashion Purchases and its effects on consumers	English	ISCTE-IUL	2023
2	Mónica Oliveira Santos	Sustainability and Fashion: Testing Consumers Willingness to Pay for Sustainable Fashion	English	ISCTE-IUL	2023
3	Florent Hubert Eudes Malbois	Collaborative consumption: What would motivate customers to be part of it? The case of second-hand shopping on Vinted with the French population	English	ISCTE-IUL	2023
4	Jéssica Francisco Martinho	I'm my own mannequin - The impact of AR on self-concept	English	ISCTE-IUL	2022
5	Sarah Mekkaoui	The Role and Impact of the Influencer Marketing Strategy in Fashion Companies ? Farfetch Case Study	English	ISCTE-IUL	2022

Total Citations

Web of Science®	1
Scopus	16

Publications

• Scientific Journals

- Scientific journal paper

1	Aleem, A., Loureiro, S. M. C., Schivinski, B. & Aguiar, M. (2024). What if utilitarian products are regarded as high-status? The moderate role of iconic and popular as two dimensions of brand coolness. Journal of
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	Marketing Communications . 30 (4), 508-528 - Times Cited Scopus: 4 - Times Cited Google Scholar: 5
2	Aleem, A., Loureiro, S. M. C. & Bilro, R. G. (2024). Luxury fashion consumption: A review, synthesis and research agenda. Spanish Journal of Marketing - ESIC. 28 (2), 149-164 - Times Cited Scopus: 10 - Times Cited Google Scholar: 17
3	Aleem, A., Loureiro, S. M. C. & Breazeale, M. (2024). Luxury fashion brand coolness: Niche versus mass cool. Spanish Journal of Marketing - ESIC. 28 (2), 165-186 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
4	Aleem, A., Loureiro, S. M. C. & Martinho, J. (2023). From tech to touch: Self-concept and testimonials in AR try-on versus website. Journal of Research in Interactive Marketing. N/A - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Aleem, A. K., Loureiro, S. M. C. & Martinho, J. F. M. (2023). Beyond the touch: Analyzing the purchasing behaviour using augmented reality and online reviews. In Rust, R. T., Peres, R., Robinson, L., Nishio, C., and Garrett, T. (Ed.), 2023 Global Marketing Conference at Seoul Proceedings "Marketing & Management Transformation in the Challenging Digital Environment". (pp. 631-636). Seoul, Republic of Korea: Global Alliance of Marketing and Management Associations.
2	Aleem, A., Loureiro, S. M. C. & Aguiar, M. (2022). Do memes impact brand coolness perceptions? Examining hedonic versus utilitarian products. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 15th Annual Conference of the EuroMed Academy of Business: Sustainable Business Concepts and Practices. (pp. 1020-1021). Palermo: EuroMed Press.
3	Aleem, A. & Herédia-Colaço, V. (2021). Luxury hotel types: Examining the effects of (in)conspicuous consumption orientation on luxury hotels' valuations. In Proceedings of the 50th European Marketing Academy Conference (EMAC). Madrid: European Marketing Academy.
4	Aleem, A. K. & Loureiro, S. M. C. (2021). Real or virtual walkway in luxury fashion context?: A qualitative approach . In 2021 Global Fashion Marketing Conference. (pp. 177-181). Seoul: Global Alliance of Marketing & Management Associations.
5	Aleem, A. K. & Loureiro, S. M. C. (2021). Luxury brands on Instagram: A netnographic approach. In 2021 Global Fashion Marketing Conference. (pp. 432-444). Seoul: Global Alliance of Marketing & Management Associations. - Times Cited Google Scholar: 3

- Talk

1	Aleem, A., Loureiro, S. M. C. & Aguiar, M. (2022). DO MEMES IMPACT BRAND COOLNESS PERCEPTIONS? EXAMINING HEDONIC VERSUS UTILITARIAN PRODUCTS. 15th Annual Conference of the EuroMed Academy of Business.
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2	Aleem, A. & Colaço, V. (2021). Luxury Hotel Types - Examining the Effects of (In)Conspicuous Consumption Orientation on Luxury Hotels' Valuations. EMAC .
3	Aleem, A. & Loureiro, S. M. C. (2021). LUXURY BRANDS ON INSTAGRAM - A NETNOGRAPHIC APPROACH. Global Fashion Management Conference at Seoul 2021 - GAMMA - GFMC/KSMS.
4	Aleem, A. & Loureiro, S. M. C. (2021). REAL OR VIRTUAL WALKWAY IN LUXURY FASHION CONTEXT? A QUALITATIVE APPROACH. Global Fashion Management Conference at Seoul 2021 - GAMMA - GFMC/KSMS.
5	Aleem, A. & Colaço, V. (2020). Luxury Hotel Consumption - Examining the effects of personality on consumers' hotel valuations involving inconspicuous versus conspicuous consumption experiences and sustainability perceptions. AMA - American Marketing Association.
6	Aleem, A. & Colaço, V. (2019). Luxury Hotel Consumption - Examining the effects of personality on consumers' hotel valuations involving inconspicuous versus conspicuous consumption experiences and sustainability perceptions. EURAM .