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Alessandro Pinheiro

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Contacts

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Curriculum

Alessandro Marinho Pinheiro was born in Rio de Janeiro in 1973, currently resides in Queluz, is a PhD candidate in Information Sciences and Technologies (already completed and awaiting the definition of his defense date), holds a Master's degree in Business Management (2014), Specialization in Marketing (2005), and a Bachelor's degree in Business Management (2003). He worked as a Higher Education Professor in Brazil for fifteen years (until June 2018). He is currently a Visiting Assistant Professor at ISCTE and an Assistant Professor at Universidade Europeia.

Research Interests

Acceptance and Technology Assessment

Digital Marketing
consumer behavior
Information management

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Ciências e Tecnologias da Informação	2023
UNIGRANRIO/Universidade do Grande Rio	M.Sc.	Gestão	2014
UCAM/Universidade Cândido Mendes	Post-graduation	Marketing	2005
SIMONSEN/Faculdades Integradas Simonsen	Licenciate	Gestão	2003

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2024/2025	2º	Ict'S for Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in History; Bachelor Degree in Finance and Accounting; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2024/2025	1º	Computation for Economists	Bachelor Degree in Economics;	No
2024/2025	1º	Ict'S for Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in History; Bachelor Degree in Finance and Accounting; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2023/2024	2º	Ict'S for Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in History; Bachelor Degree in Finance and Accounting; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2023/2024	1º	Computation for Economists	Bachelor Degree in Economics;	No

2023/2024	1º	Ict'S for Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in History; Bachelor Degree in Finance and Accounting; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2022/2023	1º	Collaborative Systems	Post Graduation Program in Information Systems Development; Master Degree in Information Technology Applied to the Information and Knowledge Society; Specialization Degree in Web-Based Collaborative Systems; Post Graduation Program in Applied Informatics to the Organizations;	No
2022/2023	1º	Computation for Economists	Bachelor Degree in Economics;	No
2022/2023	1º	Ict'S for Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in History; Bachelor Degree in Finance and Accounting; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2021/2022	1º	Collaborative Systems	Post Graduation Program in Information Systems Development; Master Degree in Information Technology Applied to the Information and Knowledge Society; Specialization Degree in Web-Based Collaborative Systems; Post Graduation Program in Applied Informatics to the Organizations;	No
2021/2022	1º	Computation for Economists	Bachelor Degree in Economics;	No
2019/2020	1º	Information Systems in Organizational Structures		No

Supervisions

Total Citations

Web of Science®	7
Scopus	7

Publications

- **Scientific Journals**

  - Scientific journal paper

1	Pinheiro, A., Oliveira, A., Alturas, B. & Cruz, M. (2024). Digital games adopted by adults—A documental approach through meta-analysis. Information. 15 (3)
2	Cruz, M., Oliveira, A. & Pinheiro, A. (2024). Faraway, so close: Perceptions of the metaverse on the edge of madness. Computers. 13 (1)
3	Cruz, M., Oliveira, A. & Pinheiro, A. (2023). Meeting ourselves or other sides of us?—Meta-analysis of the Metaverse. Informatics. 10 (2) - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 4
4	Pinheiro, A., Oliveira, A. & Alturas, B. (2023). Playing and socializing — Adults' perceptions of the FIFA digital game. Informatics. 10 (1) - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Morais, A., Oliveira, A. & Pinheiro, A. (2023). Look at me playing? – The eSports importance on consumers emotions. In Du, K.-L. (Ed.), 2022 Euro-Asia Conference on Frontiers of Computer Science and Information Technology (FCSIT). (pp. 246-250). Beijing, China: IEEE.
2	Cruz, M., Oliveira, A. & Pinheiro, A. (2023). Flowing through virtual animated worlds – Perceptions of the metaverse. In Du, K.-L. (Ed.), 2022 Euro-Asia Conference on Frontiers of Computer Science and Information Technology (FCSIT). (pp. 241-245). Beijing, China: IEEE. - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
3	Pinheiro, A., Oliveira, A. & Alturas, B. (2022). Conceptual dimensions in technology use and acceptance models. In Gómez Chova, L., López Martínez, A., & Lees, J. (Ed.), EDULEARN22 Proceedings. (pp. 6078-6085). Palma: IATED Academy. - Times Cited Google Scholar: 2
4	Pinheiro, A. M., Alturas, B. & Oliveira, A. (2020). A experiência dos utilizadores de jogos digitais e reflexões em torno do FIFA Ultimate Team. In Mesquita, A., Moreira, F., Soares, L., and Viamonte, M. J. (Ed.), 20ª Conferência da Associação Portuguesa de Sistemas de Informação (CAPSI 2020). (pp. 55). Porto: Associação Portuguesa de Sistemas de Informação. - Times Cited Google Scholar: 2
5	Pinheiro, A. M., Alturas, B. & Oliveira, A. (2019). Jogos online sob a óptica de pessoas seniores: Proposta de um modelo de aceitação de tecnologia. In CAPSI 2019 Proceedings. Lisboa: Associação Portuguesa de Sistemas de Informação.
6	Pinheiro, A. M., Alturas, B. & Oliveira, A. (2019). Aceitação de jogos eletrónicos pela população sénior: Uma análise das percepções de indivíduos idosos em face aos mais jovens. In Rocha, A., Pedrosa, I., Cota, M. P., and Gonçalves, R. (Ed.), 14th Iberian Conference on Information Systems and Technologies (CISTI'2019). Coimbra: IEEE. - Times Cited Scopus: 3 - Times Cited Google Scholar: 3

7	Teodoro, C. G., Alturas, B. & Pinheiro, A. M. (2019). Influenciadores digitais e seguidores Portugueses: O caso Cameron Dallas . In Rocha, A., Pedrosa, I., Cota, M. P., and Gonçalves, R. (Ed.), 14th Iberian Conference on Information Systems and Technologies (CISTI'2019). Coimbra: IEEE. - Times Cited Web of Science®: 3 - Times Cited Google Scholar: 5

- Talk

1	Pinheiro, A., Oliveira, A. & Alturas, B. (2022). Conceptual Dimensions in Technology Use and Acceptance Models. 14th International Conference on Education and New Learning Technologies (EDULEARN22).
2	Pinheiro, A., Oliveira, A. & Alturas, B. (2022). Stress em jogos digitais – um gatilho para as manifestações da Tensão Explosiva Intermitente?. 1ª Conferência de Saúde Societal -"Saúde societal no futuro Pós-covid-19".
3	Morais, A., Oliveira, A. & Pinheiro, A. (2022). Look at me Playing? – The eSports importance on consumers emotions. Eurasian Conference on Frontiers of Computer Science and Information Technology (FCSIT 2022) .
4	Cruz, M., Oliveira, A. & Pinheiro, A. (2022). Flowing through Virtual Animated Worlds – Perceptions of the Metaverse. Eurasian Conference on Frontiers of Computer Science and Information Technology (FCSIT 2022).
5	Pinheiro, A., Alturas, B. & Oliveira, A. (2020). The experience of the digital game users and reflections on the FIFA Ultimate Team. 20ª Conferência da Associação Portuguesa de Sistemas de Informação (CAPSI 2020). - Times Cited Google Scholar: 2