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Aihoor Aleem



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 Católica Portuguesa - Faculdade de Ciências Económicas e Empresariais	M.Sc.	Management - Specialization in Strategic Marketing	2019
Instituto de Arte Design e Empresa - Universitario	Licenciante	Marketing e Publicidade	2016

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2024/2025	2º	Leadership and Strategic Knowledge		No
2024/2025	1º	Fundamentals of Management		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Beatriz Alves Cassiano	Social influence in the orientalization of the consumer	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria Miguel Bernardino Estevens	New Marketing Trends in Fashion Luxury Brands: How Immersive Technologies are used as Marketing Strategies	English	Iscte	2026
2	Ana Rita Santos França	Analysis of Brand Luxury Coolness in the Automotive Sector	English	Iscte	2026
3	Margarida Metello de Sousa	Corporate Social Responsibility: The impact on Luxury Fashion Brands	English	Iscte	2024
4	Inês Maria Figueira Jardim Silva	Dressed to Impress: Investigating how social media fashion influencers shape consumers' purchase intentions	English	Iscte	2024

5	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	2023
6	Mónica Oliveira Santos	Sustainability and Fashion: Testing Consumers Willingness to Pay for Sustainable Fashion	English	Iscte	2023
7	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	2023
8	Sarah Mekkaoui	The Role and Impact of the Influencer Marketing Strategy in Fashion Companies? Farfetch Case Study	English	Iscte	2022
9	Jéssica Francisco Martinho	I'm my own mannequin - The impact of AR on self-concept	English	Iscte	2022

Total Citations

Web of Science®	68
Scopus	69

Publications

• Scientific Journals

- Scientific journal paper

1	<p>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. <i>Journal of Marketing Communications</i> . 30 (4), 508-528</p> <p>- Times Cited Web of Science®: 13 - Times Cited Scopus: 15 - Times Cited Google Scholar: 21</p>
2	<p>Aleem, A., Loureiro, S. M. C. & Bilro, R. G. (2024). Luxury fashion consumption: A review, synthesis and research agenda. <i>Spanish Journal of Marketing - ESIC</i>. 28 (2), 149-164</p> <p>- Times Cited Web of Science®: 35 - Times Cited Scopus: 32 - Times Cited Google Scholar: 60</p>
3	<p>Aleem, A., Loureiro, S. M. C. & Breazeale, M. (2024). Luxury fashion brand coolness: Niche versus mass cool. <i>Spanish Journal of Marketing - ESIC</i>. 28 (2), 165-186</p> <p>- Times Cited Web of Science®: 10 - Times Cited Scopus: 10 - Times Cited Google Scholar: 16</p>

4	<p>Aleem, A., Loureiro, S. M. C. & Martinho, J. (2023). From tech to touch: Self-concept and testimonials in AR try-on versus website. <i>Journal of Research in Interactive Marketing</i>. N/A</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 9 - Times Cited Scopus: 12 - Times Cited Google Scholar: 16
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	<p>Aleem, A., Loureiro, S. M. C. & Santos M. (2024). Being fashion with a purpose: Exploring consumers' willingness to pay for sustainable fashion. In Roland T. Rust (Ed.), <i>Global Fashion Management Conference Proceeding</i>. (pp. 522-526). Milão: GAMMA.</p>
2	<p>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.), <i>2023 Global Marketing Conference at Seoul Proceedings "Marketing & Management Transformation in the Challenging Digital Environment"</i>. (pp. 631-636). Seoul, Republic of Korea: Global Alliance of Marketing and Management Associations.</p>
3	<p>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.), <i>15th Annual Conference of the EuroMed Academy of Business: Sustainable Business Concepts and Practices</i>. (pp. 1020-1021). Palermo: EuroMed Press.</p>
4	<p>Aleem, A. & Herédia-Colaço, V. (2021). Luxury hotel types: Examining the effects of (in)conspicuous consumption orientation on luxury hotels' valuations. In <i>Proceedings of the 50th European Marketing Academy Conference (EMAC)</i>. Madrid: European Marketing Academy.</p>
5	<p>Aleem, A. K. & Loureiro, S. M. C. (2021). Real or virtual walkway in luxury fashion context?: A qualitative approach . In <i>2021 Global Fashion Marketing Conference</i>. (pp. 177-181). Seoul: Global Alliance of Marketing & Management Associations.</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 1
6	<p>Aleem, A. K. & Loureiro, S. M. C. (2021). Luxury brands on Instagram: A netnographic approach. In <i>2021 Global Fashion Marketing Conference</i>. (pp. 432-444). Seoul: Global Alliance of Marketing & Management Associations.</p> <ul style="list-style-type: none"> - Times Cited Google Scholar: 7

- Talk

1	<p>Aleem, A., Loureiro, S. M. C. & Aguiar, M. (2022). DO MEMES IMPACT BRAND COOLNESS PERCEPTIONS? EXAMINING HEDONIC VERSUS UTILITARIAN PRODUCTS. <i>15th Annual Conference of the EuroMed Academy of Business</i>.</p>
2	<p>Aleem, A. & Colaço, V. (2021). Luxury Hotel Types - Examining the Effects of (In)Conspicuous Consumption Orientation on Luxury Hotels' Valuations. <i>EMAC</i> .</p>
3	<p>Aleem, A. & Loureiro, S. M. C. (2021). LUXURY BRANDS ON INSTAGRAM - A NETNOGRAPHIC APPROACH. <i>Global Fashion Management Conference at Seoul 2021 - GAMMA - GFMC/KSMS</i>.</p>

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 .