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Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa - Unidade de Investigacao em Desenvolvimento Empresarial	PhD	Management	2026
University of Glasgow	M.Sc.	International Strategic Marketing	2020
Hanze University of Applied Sciences	Bachelor of Science	International Communication	2019
Sungkyunkwan University	Other type of qualification	Business Administration	2018
University of Groningen	Other type of qualification	Arts, Culture and Media	2015

Publications

- **Conferences/Workshops and Talks**
 - Publication in conference proceedings

1	<p>Zhang, A., Loureiro, S. M. C. & Guerreiro, J. M. (2023). Uncovering the research on the artificial intelligence-human relationship. In Rust, R. T., Peres, R., Robinson, L., Nishio, C., and Garrett, T. (Ed.), 2023 Global Marketing Conference at Seoul Proceedings . (pp. 699-704). Seoul, Republic of Korea: Global Alliance of Marketing and Management Associations.</p>
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