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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

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|---|---|
| 1 | Zhang, A., Loureiro, S. M. C. & Guerreiro, J. (2025). Beyond Interaction: Examining Brand Social Intimacy in Human-AI Relationships. In AIRSI 2025. |
| 2 | 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. - Times Cited Google Scholar: 2 |

- Talk

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| 1 | Zhang, A., Loureiro, S. M. C. & Guerreiro, J. (2024). Exploring Human-AI Close Relationships: Emotional Bonds and Interaction Dynamics. AIRSI2024. |
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