

Warning: [2026-05-16 23:25] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Sílvia Cavalinhos

Professora Auxiliar

BRU-Iscte - Business Research Unit
Department of Social and Enterprise Sciences (ETDA)



Contacts

E-mail	srcss11@iscte-iul.pt
Office	D4.26

Research Interests

Marketing
Consumer Behaviour
Retail

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Doutoramento em Gestão, com especialização em Marketing	2022
ISCTE-Instituto Universitario de Lisboa	M.Sc.	Marketing	2010
ISCTE-Instituto Universitario de Lisboa	Licenciante	Gestão de Recursos Humanos	2008

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2025/2026	2°	Commercial Management and Digital Sales	Bachelor Degree in Digital Technologies and Management;	Yes
2025/2026	2°	Strategy, Planning and Budgeting		Yes
2025/2026	2°	Logistics and Digital Technologies	Bachelor Degree in Digital Technologies and Management;	Yes
2025/2026	2°	Project Planning and Management		Yes
2025/2026	2°	Project Planning and Management		Yes
2025/2026	2°	Project Planning and Management	Bachelor Degree in Digital Technologies and Automation;	Yes
2025/2026	2°	Project Planning and Management		Yes
2025/2026	2°	Project Planning and Management		Yes
2025/2026	2°	Project Planning and Management		Yes
2025/2026	1°	Information Systems Applications for Management	Bachelor Degree in Digital Technologies and Management;	Yes
2025/2026	1°	Digital Marketing	Bachelor Degree in Digital Technologies and Management;	Yes
2025/2026	1°	Fundamentals of Management	Bachelor Degree in Digital Technologies and Management;	Yes
2025/2026	1°	Digital Logistics in Hospital Context		Yes
2024/2025	2°	People Management in the Digital Era		Yes
2024/2025	2°	Logistics and Digital Technologies	Bachelor Degree in Digital Technologies and Management;	Yes
2024/2025	2°	Performance Management		Yes
2024/2025	2°	Project Planning and Management		No
2024/2025	2°	Project Planning and Management		No
2024/2025	2°	Project Planning and Management		No
2024/2025	2°	Project Planning and Management	Bachelor Degree in Digital Technologies and Automation;	No

2024/2025	2°	Project Planning and Management		No
2024/2025	1°	Information Systems Applications for Management		Yes
2024/2025	1°	Commercial Management and Digital Sales		Yes
2024/2025	1°	Strategic Risk Management		Yes
2024/2025	1°	Digital Marketing	Bachelor Degree in Digital Technologies and Management;	Yes
2024/2025	1°	Fundamentals of Management	Bachelor Degree in Digital Technologies and Management;	Yes
2023/2024	2°	Logistics and Digital Technologies	Bachelor Degree in Digital Technologies and Management;	Yes
2023/2024	2°	Project Planning and Management	Bachelor Degree in Digital Technologies and Management; Bachelor Degree in Digital Technologies and Health;	No
2023/2024	2°	Project Planning and Management	Specialization Degree in Project Management and Agile Software Development; Bachelor Degree in Digital Technologies and Information Security; Bachelor Degree in Software and Applications Development; Bachelor Degree in Digital Technologies and Artificial Intelligence;	No
2023/2024	2°	Project Planning and Management	Bachelor Degree in Mathematics Applied and Digital Technologies;	No
2023/2024	2°	Project Planning and Management	Bachelor Degree in Digital Technologies and Automation;	No
2023/2024	2°	Project Planning and Management	Bachelor Degree in Digital Educational Technologies;	No
2023/2024	2°	Operational Marketing	Bachelor Degree in Management;	No
2022/2023	2°	Professional Presentations		No
2022/2023	2°	Marketing Management		No
2022/2023	1°	Writing Scientific and Technical Texts		No
2022/2023	1°	Marketing Management		No
2022/2023	1°	Operational Marketing	Bachelor Degree in Management;	No
2021/2022	2°	Professional Presentations		No
2021/2022	2°	Marketing Management		No

2021/2022	1°	Writing Scientific and Technical Texts	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	No
2021/2022	1°	Marketing Management		No
2020/2021	2°	Technical Report Writing		No
2020/2021	2°	Professional Presentations		No
2020/2021	1°	Writing Scientific and Technical Texts	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	No
2019/2020	2°	Bibliographical Research and Information Analysis		No
2019/2020	2°	Technical Report Writing		No
2019/2020	2°	Professional Presentations		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Georgios Dimitriou	Go-to-Market Strategies for Digital Health Solutions in Europe	--	Developing	Iscte
2	Raquel Maria Amado Guedes De Sá Azevedo	Ferramentas Digitais para a Gestão e Monitorização Pedagógica em Agrupamentos Escolares direcionados para as lideranças escolares	--	Developing	Iscte
3	Isidora Billia	"Implementation of Lean Management practices in service organizations. Case study of the Athens Naval Hospital"	English	Developing	Iscte
4	Xinran Li	Attitudes of Chinese International Students Towards Prepared Dishes in Europe and America	--	Developing	Iscte
5	Beatriz Pinto Silveiro	Balancing Tradition and Health	--	Developing	Iscte
6	Ana Carolina Dias Pereira	O Papel da Gestão de Conteúdo na Presença Digital da marca Swee	--	Developing	Iscte

7	Nádia Vanessa Campos Gomes	Implementation of sustainable practices	--	Developing	Iscte
---	----------------------------	---	----	------------	-------

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Inas El Fakir	The Role of Influencers in the Perception of Information in Portuguese Gen Z	English	Iscte	2025
2	Henry Monks	Between Innovation and Implementation: Digital Media and AI in Dermatological Treatment in Germany	English	Iscte	2025
3	Catarina Sofia Carnide Coelho	Artificial Celebrities: Consumer Perceptions and Attitudes towards Virtual Influencers	English	Iscte	2024
4	Diana Maria de Deus Vozzone	Beyond Michelin Stars: Service Quality in Portuguese Fine Dining through Online Reviews	English	Iscte	2024
5	Sebastian Tretin	Surf Tourism in Portugal - The Gap between Managers and Guests Perceptions of Service Quality in Portuguese Hostels	English	Iscte	2023
6	Yang Mingxuan	The influence of virtual attractions on the willingness of potential tourists to visit cultural tourism destinations	English	Iscte	2023
7	Manon Claire Perea-Landa	Green Skincare: Influence of Brand Image, Perceived Quality, and Price Perception on Purchase Intention	English	Iscte	2023
8	Cynthia da Cruz Morais	Discount grocery store in Poland	English	Iscte	2022
9	Catherine Marie Sophie Ellen Mertens	Short-term Volunteer Tourism: an Opportunity for the Environment or an Ethical Pitfall?	English	Iscte	2022

• M.Sc. Final Projects

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Lúcia Cristina Gomes de Almeida Correia Sêncio	Design of a Gamified LIFOW AI Agent for Power Skills Development in Corporate Leadership	--	Developing	Iscte
2	Maria Dulce Laureano Forte	Literacia Financeira na Era Digital: Inovação Pedagógica e Transformação do Ensino	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	David Balseiro Vidal Pedro Dias	"Quetzal" - Discover the world on your own terms	English	Iscte	2024
2	Joana Isabel Costa	"O Baeta": a new customer experience regarding edible magic	English	Iscte	2023
3	Francisca Sousa Maia	Expanding Glovo Concepts through multi-app model adoption: a study on the delivery sector, in the context of Glovo Portugal	English	Iscte	2022
4	Marta Carvalho	A Padaria Portuguesa : what's next? : the effect of the network, brand and distribution on expansion	Portuguese	Universidade Católica Portuguesa	2016

Total Citations

Web of Science®	57
Scopus	52

Publications

• Scientific Journals

- Scientific journal paper

1	<p>Cavalinhos, S., Salgueiro, M. F. & Marques, S. (2023). Mobile devices usage in retail setting: Gender and generation preferences. International Journal of Retail & Distribution Management. 51 (13), 64-80</p> <p>- Times Cited Web of Science®: 6</p> <p>- Times Cited Scopus: 5</p>
---	---

- Review article

1	<p>Cavalinhos, S., Marques, S. & Salgueiro, M.F. (2021). The use of mobile devices instore and the effect on shopping experience: A systematic literature review and research agenda. International Journal of Consumer Studies. 45 (6), 1198-1216</p> <p>- Times Cited Web of Science®: 51</p> <p>- Times Cited Scopus: 47</p>
---	---

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Cavalinhos, S. & Tretin, S (2024). Surfing the service gap: A study on managerial and guest perspectives in Portuguese surf hostels. In Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos (Ed.), 17th Annual Conference of the EuroMed Academy of Business: Conference Readings: Book Proceedings. (pp. 1473-1475). Pisa: EuroMed Press.
2	Cavalinhos, S., Bilro, R. G. & Miguel, L. (2022). How veganism impacts tourists attitudes toward tourism destinations: An empirical study. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022) . Budapest: EMAC.
3	Bilro, R. G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022). Budapest: EMAC. - Times Cited Google Scholar: 1

- Talk

1	Cavalinhos, S. & Tretin, S (2024). SURFING THE SERVICE GAP: A STUDY ON MANAGERIAL AND GUEST PERSPECTIVES IN PORTUGUESE SURF HOSTELS . 17th Annual Conference of the EuroMed Academy of Business.
2	Bilro, R.G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. European Marketing Academy annual conference - EMAC 2022.
3	Cavalinhos, S. & Marques, S. (2016). The impact of mobile devices on the shopping experience. ICIEMC - International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour.

- Conference paper not in proceedings

1	Cavalinhos, S. (2016). The impact of mobile devices on the shopping experience. Academy of Marketing.
---	---

• Other Publications

- Master's Dissertation

1	Cavalinhos, S. (2010). A importância da marca do distribuidor no mercado dos eletrodomésticos.
---	--

- Doctoral Thesis

1	Cavalinhos, S. (2022). The impact of mobile devices on the in-store shopping experience.
---	--

Research Projects			
Project Title	Role in Project	Partners	Period

Crossing the Atlantic for Scientific and Teaching-Learning Cooperation	Researcher	ISTAR-Iscte (DLS) - Leader, BSU - (United States of America)	2024 - 2025
--	------------	--	-------------

Academic Management Positions

<p>Coordenador do 3º Ano (2025 - 2026) Unit/Area: Bachelor Degree in Digital Technologies and Management</p>
<p>Director (2025 - 2028) Unit/Area: Bachelor Degree in Digital Technologies and Management</p>
<p>Coordenador do 2º Ano (2025 - 2026) Unit/Area: Bachelor Degree in Digital Technologies and Management</p>
<p>Vice-Presidente (2025 - 2027) Unit/Area: Conselho Pedagógico</p>
<p>Vice-Presidente (2025 - 2027) Unit/Area: Comissão Permanente do Conselho Pedagógico</p>
<p>Membro (Docente) (2025 - 2027) Unit/Area: Plenário do Conselho Pedagógico</p>
<p>Membro (Docente) (2024 - 2025) Unit/Area: Comissão Pedagógica</p>
<p>Director (2024 - 2025) Unit/Area: Bachelor Degree in Digital Technologies and Management</p>
<p>Coordenador do 1º Ano (2024 - 2025) Unit/Area: Bachelor Degree in Digital Technologies and Management</p>
<p>Coordenador do 3º Ano (2024 - 2025) Unit/Area: Bachelor Degree in Digital Technologies and Management</p>