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Public Profile

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Carlos Jorge da Silva Lourenço

Total Citations

Web of Science®	62
Scopus	58

Publications

• Scientific Journals

- Scientific journal paper

1	Lourenço, C. J. S., Gijsbrechts, E. & Paap, R. (2015). The impact of category prices on store price image formation: an empirical analysis. Journal of Marketing Research. 52 (2), 200-216 - Times Cited Web of Science®: 45 - Times Cited Scopus: 38
2	Lourenço, Carlos J.S. & Gijsbrechts, Els (2013). The impact of national brand introductions on hard-discounter image and share-of-wallet. International Journal of Research in Marketing. 30 (4), 368-382 - Times Cited Web of Science®: 17 - Times Cited Scopus: 20

• Conferences/Workshops and Talks

- Talk

1	Carvalho, H. & Lourenço, Carlos J.S. (2006). Modelos Multinível e Estruturas de Dados Hierárquicos. XIII

	Congresso Anual da Sociedade Portuguesa de Estatística.

Awards

Top-3 nominee MOAwards – Market Research Association Netherlands (2014)
Finalist PIM – Dutch Marketing Science Award (2011)
EMAC McKinsey Marketing Dissertation Award (2011)
Finalist Lecturer of the Year, Erasmus School of Economics, IBEB programme (2009)
Student Fellow Marketing Science Doctoral Consortium, Vancouver (2008)
Student Fellow AMA Sheth Foundation Doctoral Consortium, Arizona State University (2007)
Student Fellow 19th EMAC Doctoral Colloquium, Athens (2006)
Doctoral Grant Fundação Para a Ciência e Tecnologia (FCT), Portugal (2004)
Advancement Placement, Catholic University, Lisbon (1995)