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Carmen Helena Caldeira de Freitas Lages



Academic Qualifications

University/Institution	Type	Degree	Period
University of Warwick	PhD	Marketing e Relações Públicas	2002
Instituto Superior da Maia	Licenciante	Relações Públicas	1995

Supervisions

- **Ph.D. Thesis**
- **Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Marta Liliana Nunes Bicho	Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category	--	Iscte	2016
2	João Carlos Veloso Gonçalves Ralha	Determinants of the managerial effectiveness of performance measurement in municipalities	English	Iscte	2012

3	Paula Alexandra Pissarra de Araújo Rodrigues Rosado Hortinha	The relative impact of customer and technology orientations on innovation and export performance	Portuguese	Iscte	2010
4	Ana Catarina Cadima Lisboa	Dynamic capabilities in international markets: Their antecedents and current and future performance outcomes	English	Iscte	2010

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Cátia Alexandra Rodrigues Marques dos Santos	Responsabilidade Social Interna: Creche e Jardim-de-Infância para filhos de colaboradores.	Portuguese	Iscte	2010
2	Carlos Alberto Figueiral Azevedo	The Effects of Market Orientation and Cooperation on Performance.	English	Iscte	2009

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Anna Dudik	Framework for successfully implementing na inaugural GRI Reporting Process	English	Iscte	2012
2	Cátia Janete Carvalho Machado	How to Stand out in Market Communication Plan for a Non-Profit Organization, APCA	English	Iscte	2012
3	Rita Alexandra Pereira Parente de Andrade	Wonka Chocolate Case Study: Managing a brand created	English	Iscte	2012
4	Diogo Alexandre da Costa Marçal	Estudo de Reputação dos Ex-Alunos do ISCTE Bussiness School	Portuguese	Iscte	2012
5	Francisco Correia Gonçalves Ralha	Diagnóstico da Responsabilidade Social Interna numa PME Portuguesa	Portuguese	Iscte	2012

Total Citations

Web of Science®	768
Scopus	694

Publications

• Scientific Journals

- Scientific journal paper

1	Bicho, M., Nikolaeva, R. & Lages, C. (2023). Complementary and alternative medicine legitimization efforts in a hostile environment: The case of Portugal. <i>Sociology of Health and Illness</i> . 45 (4), 890-913 - Times Cited Web of Science®: 4 - Times Cited Scopus: 5 - Times Cited Google Scholar: 7
2	Silveira, C., Lages, C. & Simões, C. (2013). Reconceptualising brand identity in a dynamic environment. <i>Journal of Business Research</i> . 66 (1), 28-36 - Times Cited Web of Science®: 210 - Times Cited Scopus: 182
3	Lisboa, A., Skarmeas, D. & Lages, C. (2011). Entrepreneurial orientation, exploitative and explorative capabilities, and performance outcomes in export markets: a resource-based approach. <i>Industrial Marketing Management</i> . 40 (8), 1274-1284 - Times Cited Web of Science®: 276 - Times Cited Scopus: 256
4	Lisboa, A., Skarmeas, D. & Lages, C. (2011). Innovative capabilities: their drivers and effects on current and future performance. <i>Journal of Business Research</i> . 64 (11), 1157-1161 - Times Cited Web of Science®: 100 - Times Cited Scopus: 92
5	Hortinha, P., Lages, C. & Lages, L. F. (2011). The trade-off between customer and technology orientations: impact on innovation capabilities and export performance. <i>Journal of International Marketing</i> . 19 (3), 36-58 - Times Cited Web of Science®: 178 - Times Cited Scopus: 159

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	João Paixão, Carmen Helena Caldeira de Freitas Lages & Dias, J. G. (2011). Foreign Branding Influence on Product Origin Perception. In CD Rom Proceedings 40th European Marketing Academy (EMAC) Conference. (pp. 0-0). University of Ljubljana
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- Talk

1	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social Enterprise Legitimacy Spiral in a Hostile Context. European Academy of Management Conference (EURAM).
2	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance when Lacking Legitimacy: The Case of Complementary and Alternative Medicine (CAM). ESG Next Generation Workshop for PhD Students.
3	Dias, J.A., Dias, J. G. & Lages, C. (2012). When bad guys are good to brands: An experimental study of product placement with negative and positive television characters. Macrotheme Conference.
4	Carmen Helena Caldeira de Freitas Lages, Paixão, J.P & Dias, J. G. (2011). Foreign branding influence on product origin perception. EMAC 2011 Conference.

5	Ana Lisboa, Carmen Helena Caldeira de Freitas Lages & Dionysis Skarmneas (2011). Dynamic Capabilities in International Markets: the Influence of Technological Turbulence in Achieving Market Effectiveness Performance. CD Rom Proceedings 40th European Marketing Academy (EMAC) Conference. 0-0
6	Carlos Azevedo , Carmen Helena Caldeira de Freitas Lages & Margarida Cardoso (2011). The Effects of Market Orientation and Cooperation on Performance. Proceedings of the 18th European Institute of Retailing and Services Studies (EIRASS) Conference. 0-0
7	Nicolau, I., Simaens, A., Duarte, A., Lages, C. & Pernas, G. (2010). Corporate Social Responsibility and the Third Sector: The Portuguese case. International Society for Third-Sector Research (ISTR) Conference. - Times Cited Google Scholar: 3

• Other Publications

- Working Papers

1	Lages, C., Lages, L. F. & Rita, P. (2004). The Relationship between E-Marketing Strategy and Performance: A Conceptual Framework in a Web Context. FEUNL Working Paper No. 446 . - Times Cited Google Scholar: 12
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- Other publications

1	Nikolaeva, R., Lages, C., Bicho, M. & marta_liliana_bicho@iscte.pt (2016). Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category. - Times Cited Google Scholar: 1
2	Nikolaeva, R., Lages, C., Bicho, M. & martanbicho@gmail.com (2010). Marketing and institutional factors in the voluntary adoption of corporate social responsibility reporting: the case of global reporting initiative. - Times Cited Google Scholar: 1