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Catarina Marques

Professora Associada
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Curriculum

Catarina Marques is an Associate Professor at the Department of Quantitative Methods for Management and Economics (DQMME) of Iscte Business School and a researcher of BRU-Iscte's Data Analytics Research Group. She has a BSc in Applied Mathematics, a MSc in Business Administration and a PhD in Quantitative Methods with a specialisation in Statistics and Data Analysis. Her main research has been centred on structural equation modelling. More recently she has used her experience and competencies to research in Data Science.
Catarina participated in the development of the undergraduate programme in Data Science at Iscte, having been Director of the BSc in Data Science (2019-2023). Since November 2023, she has coordinated the Data Science specialisation of the PhD in Management.
She has been a member of the PhD in Tourism Management Scientific Committee since February 2017. She was a member of Iscte's Pedagogical Council (2019-2021), and during 6 years, Catarina coordinated the 2nd year of the BSc in Management. She is currently an alternate member of Iscte's Scientific Council.

Research Interests

Structural Equation Modelling

PLS-PM
Segmentation Techniques
Statistical Modelling and Data Analysis
Longitudinal data analysis
Tourism Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL	PhD	Métodos Quantitativos - Especialização em Estatística e Análise de Dados	2010

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Supervised Learning Methods	Bachelor Degree in Data Science;	Yes
2026/2027	2º	Applied Final Project in Data Science	Bachelor Degree in Data Science;	No
2026/2027	1º	Fundamentals of Applied Statistics	Institutional Degree in ISCTE Business School;	No
2026/2027	1º	Stocastic Modelling	Bachelor Degree in Data Science;	Yes
2026/2027	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2025/2026	1º	Stocastic Modelling	Bachelor Degree in Data Science;	Yes
2025/2026	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2025/2026	1º	Phd Thesis in Management	Doctorate Degree (PhD) in Management;	No
2024/2025	2º	Applied Final Project in Data Science	Bachelor Degree in Data Science;	No
2024/2025	1º	Stocastic Modelling	Bachelor Degree in Data Science;	Yes
2024/2025	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2024/2025	1º	Phd Thesis in Management	Doctorate Degree (PhD) in Management;	No

2023/2024	2º	Quantitative Techniques for Data Analysis		Yes
2023/2024	2º	Applied Final Project in Data Science	Bachelor Degree in Data Science;	No
2023/2024	1º	Stocastic Modelling	Bachelor Degree in Data Science;	Yes
2023/2024	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2022/2023	2º	Quantitative Techniques for Data Analysis		Yes
2022/2023	2º	Data Analysis for Human Resources Management II		Yes
2022/2023	1º	Stocastic Modelling	Bachelor Degree in Data Science;	Yes
2022/2023	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2021/2022	2º	Quantitative Techniques for Data Analysis		Yes
2021/2022	2º	Data Analysis for Human Resources Management II		Yes
2021/2022	1º	Stocastic Modelling	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2021/2022	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2020/2021	2º	Quantitative Techniques for Data Analysis		Yes
2020/2021	2º	Qualitative Methods		Yes
2020/2021	2º	Probabilities and Statistics	Bachelor Degree in Computer Science and Business Management (PL);	No
2020/2021	2º	Thesis in Tourism Management		No
2020/2021	1º	Statistical Methods		Yes
2020/2021	1º	Stocastic Modelling		Yes
2020/2021	1º	Data Analysis for Human Resources Management I	Bachelor Degree in Human Resources Management;	Yes
2019/2020	2º	Quantitative Techniques for Data Analysis		Yes

2019/2020	1º	Applied Structural Equation Models		Yes
2019/2020	1º	Introductory Data Analysis with R		Yes
2019/2020	1º	Unsupervised Learning Methods Fundamentals		No
2019/2020	1º	Describing and Exploring Data		Yes
2018/2019	1º	Data Analysis for Business Intelligence	Master Degree in Integrated Business Intelligence Systems;	No
2018/2019	1º	Statistical Methods		Yes
2018/2019	1º	Describing and Exploring Data		Yes
2017/2018	2º	Seminar in Information System Management 1	Master Degree in Information Systems Management;	No
2017/2018	1º	Data Analysis for Business Intelligence	Master Degree in Integrated Business Intelligence Systems;	No
2017/2018	1º	Statistics I		No
2016/2017	2º	Seminar in Information System Management 1		No
2016/2017	1º	Statistics I		No
2016/2017	1º	Data Analysis for Management		No
2015/2016	2º	Statistics II		No
2015/2016	1º	Research Design I		Yes
2015/2016	1º	Structural Models in Business Research		Yes
2015/2016	1º	Statistics I		No
2015/2016	1º	Data Analysis for Management		No
2014/2015	2º	Data Analysis Complements		Yes
2014/2015	2º	Statistics II	Bachelor Degree in Finance and Accounting;	No
2014/2015	2º	Statistics II	Bachelor Degree in Finance and Accounting;	No
2013/2014	2º	Data Analysis Complements		Yes
2013/2014	2º	Statistics II		No

2013/2014	1º	Statistics I		No

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Helena Filipe Almeida	Setting the Scene for Urban Air Mobility Services: A Service Design Approach and Social Impact Assessment to foster this new Technology Integration	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Qiu Jinjun	Impact of Lean Management on Performance of Public Hospitals Under the Diagnosis-Intervention Packet (DIP) —A Case Study of a Public Hospital in Shenzhen	English	Iscte	2026

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Rui Jorge Alves Rodrigues dos Santos	The Luxury Tourism Impact in the Tróia to Melides Region	--	Developing	Iscte
2	Jorge Miguel Santiago Polido	THE IMPACT OF AN MUSIC FESTIVAL ON TOURISM AND RESIDENTS? WELL-BEING: THE CASE OF SUPER BOCK SUPER ROCK IN PORTUGAL	English	Developing	Iscte
3	Khrystyna Korinets	Marketing plan for a new Nescafé Dolce Gusto product	English	Developing	Iscte
4	Beatriz Lucas de Almeida Nunes	O Impacto da Sobre-lotação dos Serviços de Urgências na Experiência do Paciente e no Desempenho do Hospital	English	Developing	Iscte
5	Raquel Nabais Baldo Pereira Lourenço	O Impacto da Segmentação de Clientes nas Vendas B2B da Vodafone Portugal	English	Developing	Iscte

6	Joana Caetano Alegria	The impact of word-of-mouth on Torres Vedras' Carnival	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria Manuel Martins Costa Ferreira Pacheco	Sustainable practices in upscale hotels: the impact on consumer intentions	English	Iscte	2026
2	Bruno Miguel Roque Caldeira	The socio-cultural impacts of short-term rentals on local neighborhoods in Lisbon. A focus on residents and tourist Relationships, and local identity	English	Iscte	2025
3	Neiza Susana Urquizo Gonzales	The Impact of Authorship and Disclosure on Consumer Trust in Advertisements: The Role of Demographics	English	Iscte	2025
4	João Pedro Nunes dos Santos Osório Gonçalves	The Transfer of Coolness: How Music Artist Endorsements Shape Brand Coolness and Consumer Responses in the Fashion Industry	English	Iscte	2025
5	Sérgio Vasconcelos Ambrósio	Padel and Wellbeing	Portuguese	Iscte	2024
6	Pedro Miguel Simão da Silva	Development of young players and their market value: A study of the Championship soccer league in the 22/23 season	Portuguese	Iscte	2024
7	Flávia Heguedusch Pereira Pesconi	The Intention to Buy Green Products in Portugal: The Role of Environmental Concern	Portuguese	Iscte	2024
8	Rodrigo Carvalheda Duarte da Fonseca Sarroeira	ML, DL, and GenAI for Hate Speech Detection.	English	Iscte	2024
9	Valeria Claps	Lisbon Unveiled: The Power of Storytelling in Shaping Destination Perception and Tourist Intentions	English	Iscte	2024
10	Joana Mirante Matos	The customer experience in a hostel in lisbon: a booking.com categories analysis.	English	Iscte	2024
11	João Filipe Matos Cortes de Sá e Almeida	Exploring User Satisfaction and Preferences in Public Transport Services	English	Iscte	2024
12	João Pedro Evans Matias de Sousa Apolinário	The relationship between Brand Coolness, Brand Love, Loyalty and e-WOM: A text-mining and sentiment analysis approach focused on a tech brand (Apple)	English	Iscte	2023
13	Bianca Veiga Gondar	Douro cruises experiences: The mediating role of co-creation in revisit intention	English	Iscte	2023

14	Beatriz Franco Henriques Malta da Silveira	Consumer-brand Relationships in the Eurovision Song Contest, a Study on the Outcomes of Brand Love	English	Iscte	2023
15	Diogo Manuel Sousa da Silva	Exploring Motivations for Attending E-sports Events: The Role of Visiting the Host city	English	Iscte	2023
16	Godfred Boakye Osei	The impacts of guest house on tourist accommodation experience in Lisbon	English	Iscte	2023
17	Deborah Caterina Condemi	What are the motivations to use Social Media networks for information seeking and information sharing among Italian and Portuguese Millennials?	English	Iscte	2023
18	Bárbara Teixeira Fernandes Garcez da Costa	O papel dos Influencers na intenção de compra sob a esfera do envolvimento com o produto	English	Iscte	2022
19	Juliana da Conceição da Silva Pereira	Digital influencers in hospitality: their role on the consumers' intention of purchase	English	Iscte	2022
20	Mariana Vieira Morais de Almeida Soares	Destination Brand Love and Destination Coolness: a case study about Lisbon	English	Iscte	2022
21	Jorge Miguel Santiago Polido	HOW RESIDENTS' SUBJECTIVE WELL-BEING AND BENEFIT/COST PERCEPTIONS IMPACT ON THEIR SUPPORT TOWARDS A MUSIC FESTIVAL	English	Iscte	2022
22	Paulo Ricardo de Oliveira Monteiro	Virtual Reality Systems for cultural Heritage Museums and Art Galleries	English	Iscte	2022
23	Moeko Mitani	Japanese tourists in Portugal: Does the country have what they are looking for?	English	Iscte	2022
24	Ana Filipa Monteiro Rodrigues Cardoso	The brand equity of a destination: a user-generated content analysis	English	Iscte	2022
25	Wienda Heriana	Portugal as A Culinary Tourism Destination: Determinants of Revisit and Recommendation	English	Iscte	2022
26	Irfan Dwikinanda	Brand coolness effects on Brand Love, Purchase Intention and Word of mouth: Application to Indonesian Women Modest Sportswear	English	Iscte	2022
27	Isabel Contreras Calado Oitavén	Customer's Perceived Risk & Intention to Visit Restaurants during COVID-19: An Empirical Analysis in Portugal	English	Iscte	2021
28	Inês Martins da Rocha Velez Monteiro	In-Company Project: Developing a model that optimizes the number of flyers produced and measure its efficiency	English	Iscte	2021

29	Duarte Mota Poseiro Rodrigues Prazeres	Clustering the Portuguese Population Regarding Adoption and Intension to use UAM	English	Iscte	2021
30	Bruno Rafael Martins da Silva	Sensing the impact of COVID-19 restrictions from online reviews: the cases of London and Paris unveiled through Text Mining	English	Iscte	2021
31	Vera Bruna Gonçalves Ferreira	The Impact of Music in Consumer Behavior: Applied to Television Commercials of Fast Moving Consumer Goods	English	Iscte	2021
32	Filipa Jesus Amaral	Online Buying in Pandemic Times: The Effects of COVID-19 on Electronic Commerce	English	Iscte	2021
33	Mafalda Pereira Moura Mendes	Pandemic context and implications for Portuguese SMEs? Internationalization	English	Iscte	2021
34	Raquel Nabais Baldo Pereira Lourenço	CUSTOMER SEGMENTATION AT VODAFONE PORTUGAL: ARE WE GETTING TO THE RIGHT PEOPLE?	English	Iscte	2021
35	Rita Alexandre Feliciano	Millennials' travels: the influence of Instagram on the decision-making process	English	Iscte	2020
36	Zhang Xin	Sports Marketing: Research on NBA marketing strategy in Chinese basketball market	English	Iscte	2020
37	Zhang Peng	Trends of Anti-consumption Awareness and Behaviours in The Chinese Society	English	Iscte	2020
38	Miguel Tavares de Sá	The Influence of Booking on Accommodation Reservations	Portuguese	Iscte	2020
39	Maria Carolina Neves Abreu Santos Simões	Innovation in the Wine Market in Portugal: Analysis of the Implementation of Canned Wine (To-Be)	Portuguese	Iscte	2019
40	Catarina Sofia Vinhas Nunes	Green consumerism: The influence of CSR on the consumption of organic cosmetics	Portuguese	Iscte	2019
41	David Coelho Brito	Sports Sponsorship and the Impact on a Brand?s Purchasing Intention and Recommendation: Red Bull, More than Wings	English	Iscte	2019
42	Joana Silva Mateus	The Impact of Corporate Reputation on Bank Constumer's Trust, Satisfaction and Loyalty: Comparison between the brands ActivoBank and Millennium BCP	Portuguese	Iscte	2019
43	Miguel Veloso Pinto	Understanding what leads to a Start-up failure by creating an S/F Prediction model for the Portuguese companies	English	Iscte	2019

44	Manuel Bernardo de Almeida Gabriel Saraiva da Cunha	Internationalization of SMEs in Portugal: Focus on the shoe manufacturing industry of Portugal	English	Iscte	2019
45	Paola de Fátima Montenegro Masello	Service quality Analysis under the customer perspective and animal well-being in pet care places	Portuguese	Iscte	2019
46	António José Marçalo Pires Trigo	How Different Cultures Respond to Controversial Advertisements: A Three way Cross-Cultural Study	English	Iscte	2019
47	Bárbara Filipa Nobre Cardoso	Olfactory Purchases - How does scent influence the consumer?s decision-making process?	English	Iscte	2019
48	Diogo Garcia Martinho	INSTAGRAM AS A TOOL FOR SHAPING AIRLINE CORPORATE REPUTATION	English	Iscte	2018
49	Tiago João Grilo Mendes	Critical Success Factors when Exporting "Vinho Verde"	English	Iscte	2018
50	Patrick Peter Pohl	From Berlin to Lisbon: Is carsahring a niche or is there to stay	English	Iscte	2018
51	Stanislava Plamenova Antova	The influence of Sofia's destination image on tourism satisfaction, intention to recommend, and post-visit intentions towards Bulgarian products: Does unique image matter?	English	Iscte	2018
52	Ana Filipa Mesquita Vilas Boas	The impact of communication on the performance of online relationships in business-to-business	English	Iscte	2018
53	Rita Meireles Alves Tamagnini Faria	How rebranding affects the brand equity of a private label brand	English	Iscte	2018
54	Jéssica Maria Antunes Teixeira Proença Varão	Relacionamento entre a Confiança e a Adesão à Medicação: O efeito mediador da autoeficácia a da expetativa de resultado	Portuguese	Iscte	2017
55	Maria Margarida Batalha Ribeiro	Setor Bancário Português: Análise da Perceção de Qualidade, Equidade, Valor, Satisfação e Confiança da População Portuguesa	Portuguese	Iscte	2017
56	Maria Rita Estrela Maggioli Esteves Pereira	E-Commerce: Online Consumer, Service Failures and the Service Paradox	English	Iscte	2017
57	Clarisse Marques de Carvalho	A qualidade do Trabalho em PortugalUma comparação entre Portugal, a Europa dos 15 e os 10 países do alargamento	Portuguese	Iscte	2016

58	Marta Gil da Silva Araújo	Comportamentos do Consumidor e a Relação com o Turismo Criativo: Requalificação das Regiões Centro Interior de Portugal	Portuguese	Iscte	2016
59	Joana Filipa Antunes Matela	A Influência da Ética nas Organizações: A mediação do clima ético nas relações de liderança com os resultados atitudinais dos colaboradores	Portuguese	Iscte	2016
60	Cláudia Isabel Rêgo Gonçalves Vajão da Cruz Dias	Gestão do Emprego nas empresas em Portugal: a Incidência de arranjos contratuais flexíveis	Portuguese	Iscte	2016
61	João Carlos Pinto Santos	O Papel dos Social Media no Customer Engagement e Corporate Reputation em Empresas do Setor do Transporte Aéreo - Caso Tap e Easyjet	Portuguese	Iscte	2016
62	Marta Catarina Fernandes Gonçalves	Grocery Consumer Relational Perceptions: Value typologies and environmentally sustainable consumption	English	Iscte	2014

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Pedro André Pinho da Silva	Iberian market entry strategy for a new brand for mattress.	English	Iscte	2019
2	Carlota Maria de Matos Taquenho Galiano Tavares	The Relation Between the Music Festival Brand Equity & The Intention to Visit the Host CityThe Cases of Eurovision & Nos Alive in Lisbon	English	Iscte	2018
3	Francisca Maria Pacheco Pinto Remédios	Effects of Rebranding on Brand Equity - Pestana Hotel Group	English	Iscte	2016
4	José Pedro Theotónio Ventura Lopes	Reputação Online: Implicações na Gestão Hoteleira - Caso de estudo: Pestana Group	Portuguese	Iscte	2015
5	Maria João Sabino Barreto de Lara	Influência da Certificação Ambiental no Processo de Decisão de Compra	Portuguese	Iscte	2012
6	Jordan Louis Ferreira	A Fidelização de Clientes no Retalho Electrónico: O caso do mercado de produtos desportivos e de actividade física.	Portuguese	Iscte	2011
7	Duarte Jardim Vital de Evaristo Carvalho	Modelo de Optimização de Gama no Retalho Alimentar	--	Iscte	2011

Total Citations

Web of Science®	757
Scopus	742

Publications

- **Scientific Journals**

- Scientific journal paper

1	Abreu, C., Marques, C. & Pereira, H. G. (2026). Nature-based tourism: Perceptions of sustainability and innovation in business models. World Development Sustainability, 9. https://doi.org/10.1016/j.wds.2026.100331
2	Querido, L., Fernandes, S., Verhaeghe. A. & Marques, C. (2026). Orthographic knowledge as a predictor of writing composition in European Portuguese: A longitudinal study in Grade 2. Behavioral Sciences, 16(5). https://doi.org/10.3390/bs16050652
3	Abreu, C., Marques, C. & Pereira, H. G. (2026). Business models for nature-based tourism companies: The adoption of sustainable requirements. Journal of Rural Studies, 124. https://doi.org/10.1016/j.jrurstud.2026.104102 - Times Cited Web of Science®: 2 - Times Cited Scopus: 1
4	Abreu, C., Marques, C. & Pereira, H. G. (2025). Understanding sustainability and innovation in nature-based tourism business models: A systematic literature review. Journal of Sustainability Research, 7(4). https://doi.org/10.20900/jsr20250068 - Times Cited Scopus: 3 - Times Cited Google Scholar: 7
5	Guerra, R., Carvalho, P., Marques, C., Carmona, M., Sarroeira, R., Batista, F....Silva, C. (2025). Unpacking online hate speech in Portuguese social media: A social-psychological and linguistic-discursive approach. Humanities and Social Sciences Communications, 12. https://doi.org/10.1057/s41599-025-05392-9 - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 3
6	Petruzzi, M. & Marques, C. (2024). Peer-to-peer accommodation in COVID-19 period: A segmentation approach from tourist's safety perspective. Journal of Vacation Marketing, 30(1), 72?92. https://doi.org/10.1177/13567667221118638 - Times Cited Web of Science®: 17 - Times Cited Scopus: 17
7	Pereira, J., Alturas, B. & Marques, C. (2024). Users' satisfaction evaluation of telemedicine mobile applications based on ISO standards. International Journal of Mobile Communications, 23(3), 376?392. https://doi.org/10.1504/IJMC.2024.10061132 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 3

8	Ramos, G., Batista, F., Ribeiro, R., Fialho, P., Moro, S., Fonseca, A....Silva, C. (2024). Leveraging transfer learning for hate speech detection in Portuguese social media posts. IEEE Access, 12, 101374?101389. https://doi.org/10.1109/ACCESS.2024.3430848 - Times Cited Web of Science®: 12 - Times Cited Scopus: 19 - Times Cited Google Scholar: 28
9	Fonseca, A., Pontes, C., Moro, S., Batista, F., Ribeiro, R., Guerra, R....Silva, C. (2024). Analyzing hate speech dynamics on Twitter/X: Insights from conversational data and the impact of user interaction patterns. Heliyon, 10(11). https://doi.org/10.1016/j.heliyon.2024.e32246 - Times Cited Web of Science®: 7 - Times Cited Scopus: 9 - Times Cited Google Scholar: 21
10	Petruzzi, M., Marques, C. & Campos, A. C. (2023). Social impacts of peer-to-peer accommodation on host communities. International Journal of Tourism Research, 25(1), 123?136. https://doi.org/10.1002/jtr.2555 - Times Cited Web of Science®: 14 - Times Cited Scopus: 16 - Times Cited Google Scholar: 25
11	Kalakou, S., Marques, C., Prazeres, D. & Agouridas, V. (2023). Citizens' attitudes towards technological innovations: The case of urban air mobility. Technological Forecasting and Social Change, 187. https://doi.org/10.1016/j.techfore.2022.122200 - Times Cited Web of Science®: 52 - Times Cited Scopus: 55 - Times Cited Google Scholar: 77
12	Petruzzi, M., Sheppard, V. & Marques, C. (2022). Positioning Airbnb and Fairbnb in the sharing-exchange continuum. Current Issues in Tourism, 25(19), 3106?3109. https://doi.org/10.1080/13683500.2019.1697650 - Times Cited Web of Science®: 10 - Times Cited Scopus: 5 - Times Cited Google Scholar: 23
13	Henriques-Calado, J., Gonçalves, B., Marques, C., Moreira, A., Paulino, M., Marques, J.G.,...Pires, R. (2021). In light of the DSM-5 dimensional model of personality: Borderline personality disorder at the crossroads with the bipolar spectrum. Journal of Affective Disorders, 294, 897?907. https://doi.org/10.1016/j.jad.2021.07.047 - Times Cited Web of Science®: 7 - Times Cited Scopus: 6 - Times Cited Google Scholar: 10
14	Barroso, M. S., Araújo, B. C., Jacinto, J., Marques, C., Gama, I. & Barros, E. (2021). Association between the insertion type of the uncinate process and the development of frontal sinus mucoceles - is there a relationship?. Acta Otorrinolaringológica Española, 72(4), 246?251. https://doi.org/10.1016/j.otorri.2020.06.008 - Times Cited Web of Science®: 6 - Times Cited Scopus: 4 - Times Cited Google Scholar: 10
15	Vinhas da Silva, R., Marques, C., Martinho, D., Teixeira, N. & Crespo de Carvalho, J. (2021). Instagram: A gimmick or a serious reputation builder in the airline business?. Journal of Creative Communications, 16(3), 285?302. https://doi.org/10.1177%2F09732586211031380 - Times Cited Web of Science®: 4 - Times Cited Scopus: 6 - Times Cited Google Scholar: 11

16	Vicente, P., Marques, C. & Reis, E. (2021). Willingness to pay for environmental quality: The effects of pro-environmental behavior, perceived behavior control, environmental activism, and educational level. SAGE Open, 11(4), 5. https://doi.org/10.1177%2F21582440211025256 - Times Cited Web of Science®: 50 - Times Cited Scopus: 53 - Times Cited Google Scholar: 86
17	Marques, C., Vinhas da Silva, R. & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations?. Tourism Management, 85. https://doi.org/10.1016/j.tourman.2021.104293 - Times Cited Web of Science®: 164 - Times Cited Scopus: 163 - Times Cited Google Scholar: 273
18	Petruzzi, M. A., Marques, C. & Sheppard, V. (2021). TO SHARE OR TO EXCHANGE: an analysis of the sharing economy characteristics of Airbnb and Fairbnb.coop. International Journal of Hospitality Management, 92. https://doi.org/10.1016/j.ijhm.2020.102724 - Times Cited Web of Science®: 30 - Times Cited Scopus: 23 - Times Cited Google Scholar: 43
19	Querido, L., Fernandes, S., Verhaeghe. A. & Marques, C. (2020). Lexical and sublexical orthographic knowledge: relationships in an orthography of intermediate depth. Reading and Writing, 33(10), 2459?2479. https://doi.org/10.1007/s11145-020-10052-2 - Times Cited Web of Science®: 11 - Times Cited Scopus: 11 - Times Cited Google Scholar: 18
20	Neto, D. D., Baptista, T. M., Marques, C. & Sousa Ferreira, A. (2020). The role of weight perceptions and their impact on health and well-being: a multiple mediation model. Clinical Obesity, 10(4). https://doi.org/10.1111/cob.12362 - Times Cited Web of Science®: 2 - Times Cited Scopus: 1 - Times Cited Google Scholar: 4
21	Marques, C., Vinhas da Silva, R., Davcik, N. & Faria, R. (2020). The role of brand equity in a new rebranding strategy of a private label brand. Journal of Business Research, 117, 497?507. https://doi.org/10.1016/j.jbusres.2020.06.022 - Times Cited Web of Science®: 58 - Times Cited Scopus: 49 - Times Cited Google Scholar: 183
22	Marques, C., Mohsin, A. & Lengler, J. (2018). A multinational comparative study highlighting students' travel motivations and touristic trends. Journal of Destination Marketing and Management, 10, 87?100. https://doi.org/10.1016/j.jdmm.2018.06.002 - Times Cited Web of Science®: 20 - Times Cited Scopus: 17 - Times Cited Google Scholar: 48
23	Eurico, S., Pinto, P., Silva, J. A. & Marques, C. (2018). The ECSI model in higher education in tourism: a segmentation analysis in the Portuguese case. Tourism, 66(2), 208?226. - Times Cited Web of Science®: 5 - Times Cited Scopus: 12 - Times Cited Google Scholar: 22

24	Reis, E., Vicente, P., Rosa, A. & Marques, C. (2017). Methodology to design a Map of Alert for population and housing censuses: the Portuguese case. Methodological Innovations, 10(2), 1?12. https://doi.org/10.1177/2059799117703120
25	Vicente, P., Marques, C. & Reis, E. (2017). Effects of call patterns on the likelihood of contact and of interview in mobile CATI surveys. Survey Methods: Insights from the Field,. https://doi.org/10.13094/SMIF-2017-00003 - Times Cited Web of Science®: 3 - Times Cited Google Scholar: 8
26	Marques, C., Reis, E., Menezes, J. & Salgueiro, M. F. (2017). Modelling preferences for nature-based recreation activities. Leisure Studies, 36(1), 89?107. https://doi.org/10.1080/02614367.2015.1014928 - Times Cited Web of Science®: 33 - Times Cited Scopus: 31 - Times Cited Google Scholar: 50
27	Fernandes, S., Querido, L., Verhaeghe, A., Marques, C. & Araújo, L. (2017). Reading development in European Portuguese: relationships between oral reading fluency, vocabulary and reading comprehension. Reading and Writing, 30(9), 1987?2007. https://doi.org/10.1007/s11145-017-9763-z - Times Cited Web of Science®: 55 - Times Cited Scopus: 42 - Times Cited Google Scholar: 94
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61	Lengler, J., Sousa, C. & Marques, C. (2012). Testing for Non-Linear Relationship Between International Pricing Strategy and Export Performance. 41st Conference of the European Marketing Academy (EMAC 2012),.
62	Reis, E. & Marques, C. (2012). A Model Structure Approach for Market Segmentation: A Comparison to traditional clustering methods. 41st Conference of the European Marketing Academy (EMAC 2012),.
63	Aveiro, V., Reis, E., Santos, M-C. & Marques, C. (2012). O Papel do Colaborador na Transmissão dos Valores da Marca Corporativa aos Clientes. IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012),.

64	Marques, C. & Rodrigues, A. (2012). Mediação múltipla inconsistente: O estudo do efeito dos constrangimentos de visita na intenção de visitar. XX Congresso Anual da Sociedade Portuguesa de Estatística (SPE 2012),.
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66	Menezes, J., Santos, M-C., Reis, E. & Marques, C. (2012). Value and risk of unsustainable consumption on grocery retailing purchases: a conceptual propose. IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012),.
67	Dias, E.B. & Marques, C. (2012). How far can be some markets with short psychic distance? The Portuguese case. IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012),.
68	Dias, E.B. & Marques, C. (2012). SME International Market Selection: An Exploratory Research based on Portuguese New Exporters Market Selection. IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012),.
69	Reis, E., Aveiro, V., Marques, C. & Santos, M-C. (2012). Organizational values and individual values of employees of a postal service company: Do they really fit?. 19th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS 2012),.
70	Marques, C., Aveiro, V. & Reis, E. (2012). The influence of Person-Organization Fit (POF) on the employees' perception of the corporate brand values of a postal company. 19th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS 2012),.
71	Menezes, J., Marques, C. & Reis, E. (2012). Nature-Tourists service experiences: insights from critical realism. 7th International Service Research Conference (AMA SERVSIG 2012),.
72	Elisabeth de Azevedo Reis & Marques, C. (2011). Comparison of Visitor Segments to National Parks: the Advantages of Model Structure Segmentation to Marketing. 18th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS 2011),.
73	Marques, C. & Elisabeth de Azevedo Reis (2011). The relationship between environmental attitudes and preferences for activities in nature: A model-based segmentation using a finite mixture PLS approach. 18th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS 2011),.
74	Jorge Francisco Lengler, Sousa, C. & Marques, C. (2011). Export performance and market orientation: Testing for non-linear effects. 37th Annual Conference of the European International Business Academy (EIBA 2011),.
75	Lengler, J., Sousa, C. & Marques, C. (2011). Examining The Relationship Among Market Orientation Constructs And Export Performance: The Moderating Role Of Competitive Intensity. 40th Conference of the European Marketing Academy (EMAC 2011),.
76	Marques, C. & Jorge Francisco Lengler (2011). A influência da orientação para o mercado na performance de exportação: O estudo de efeitos de interacção e quadráticos. XIX Congresso Anual da Sociedade Portuguesa de Estatística,.
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78	Marques, C., Reis, E. & Menezes, J. (2010). A influência da motivação de visita nas preferências por actividades: Aplicação da abordagem FIMIX-PLS para identificação da heterogenidade não observada. XVIII Congresso Anual da Sociedade Portuguesa de Estatística (SPE 2010),.
79	Marques, C., Reis, E. & Menezes, J. (2010). The influence of visit motivation on preferences for activities: A finite mixture PLS approach to capture unobserved heterogeneity. XVII Jornadas de Classificação e Análise de Dados (JOCLAD 2010),.
80	Marques, C., Reis, E. & Menezes, J. (2010). An explanatory model of preferences for activities in Portuguese parks. Proceedings of the 17th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS 2010),.
81	Marques, C., Reis, E. & Menezes, J. (2010). The influence of Visit Motivation on Preferences for Activities in Natural Parks: A model-based segmentation using a finite mixture PLS approach. 39th Conference of the European Marketing Academy (EMAC 2010),.
82	Marques, C., Reis, E., Menezes, J. & Salgueiro, M.F. (2009). Mediators of the relationship between environmental attitudes and preferences for activities: the role of a second-order factor. JOCLAD 2009 (Jornadas da Associação de Classificação e Análise de Dados),.
83	Marques, C., Reis, E. & Menezes, J. (2008). Market Segmentation in Nature-based Tourism: The case of Portuguese Protected Areas. 2º Encontro Luso-Brasileiro de Estratégia (ELBE 2008),.
84	Marques, C., Reis, E. & Menezes, J. (2008). The use of the GLLAMM framework to test for factor dimensionality and construct validity. International Conference on Computational Statistics (COMPSTAT 2008),.
85	Marques, C., Reis, E. & Menezes, J. (2008). O efeito das características sócio-demográficas nas atitudes ambientais: Aplicação de um Modelo MIMIC a indicadores ordinais. XVI Congresso Anual da Sociedade Portuguesa de Estatística (SPE 2008),.
86	Marques, C., Reis, E., Menezes, J. & Salgueiro, M.F. (2008). The influence of environmental attitudes on the preferences for activities in the Portuguese protected areas. AERNA 2008 (Conference of the Spanish-Portuguese Association of Natural Resources and Environmental Economics),.

• Other Publications

- Working Papers

1	Eurico, S., Valle, P., Silva, J.A. & Marques, C. (2012). Segmenting Graduates Consumers of Higher Education in Tourism: An Extension of the ECSI Model. Spatial and Organizational Dynamics Discussion Papers,, 39?51. - Times Cited Google Scholar: 2

- Other publications

1	Marques, C., Salgueiro, M.F. & Vicente, P. (2019). Deviations from normality: Effects on growth curve models. 12th International Conference of the ERCIM WG on Computational and Methodological Statistics (CMStatistics 2019),.
2	Menezes, J. & Marques, C. (2017). Effects of eWoM on Hotel Performance: a Hotel Chain Case Study. The 2017 IBCR International Conference.,.

3	Vicente, P. & Marques, C. (2015). As não-respostas nas sondagens com telemóveis. 1º Seminário DMQGE - ISCTE-IUL,.
4	Marques, C., Vicente, P. & Reis, E. (2015). Não-Respostas nas Sondagens com Telemóveis. XXII Congresso da Sociedade Portuguesa de Estatística - SPE 2015,.
5	Vicente, P., Marques, C. & Reis, E. (2014). Resultados de uma sondagem CATI móvel. XXI Jornadas de Classificação e Análise de Dados (JOCLAD2014),.
6	Vicente, P., Marques, C. & Reis, E. (2013). Call-level influences on non-contacts and refusals in a mobile phone survey. 1st Southern European Conference on Survey Methodology,. - Times Cited Google Scholar: 3
7	Vicente, P. & Marques, C. (2013). Predicting the likelihood of contact in a mobile phone survey. 5th Conference of the European Survey Research Association,.
8	Marques, C. & Vicente, P. (2013). Probabilidade de não-contacto numa sondagem por telemóvel: uma abordagem multinível. XXI Congresso da Sociedade Portuguesa de Estatística,.

Research Projects

Project Title	Role in Project	Partners	Period
Identification and characterisation of dyslexia in Portuguese college students	Researcher	BRU-Iscte (Data Analytics), CIIEM - (Portugal), FPUL - Leader (Portugal)	2023 - 2024
Impact and capacity Assessment Framework for U-space Societal Acceptance	Researcher	BRU-Iscte (Management) - Leader, Future Needs - (Cyprus), KTH - (Sweden), T.U. DELFT - (Netherlands), ICCS - (Greece), AFT - (Czech Republic), EGALEO - (Greece), USAL - Associate Partner (United Kingdom)	2023 - 2026
kNOwing online HATE speech: knowledge + awareness = TacklingHate	Researcher	CIS-Iscte (PsyChange) - Leader, BRU-Iscte, ISTAR-Iscte, CIES-Iscte, INESC-ID - (Portugal), IST-ID - (Portugal), ILGA Portugal - (Portugal), CBL - (Portugal), CICDR/ACM - (Portugal), SOS RACISMO - (Portugal)	2022 - 2024
Non-response error in mobile phone surveys: causes, effects and corrections	Researcher	BRU-Iscte	2014 - 2015

Academic Management Positions

Coordenador (2026 - 2029)
Unit/Area: Doctorate Degree (PhD) in Management

Coordenador (2026)
Unit/Area: Doctorate Degree (PhD) in Management

Coordenador (2024 - 2026)
Unit/Area: Doctorate Degree (PhD) in Management

Coordenador (2023 - 2024)
Unit/Area: Doctorate Degree (PhD) in Management

Membro (Docente) (2023 - 2027)
Unit/Area: Comissão Pedagógica

Director (2021 - 2023)
Unit/Area: Bachelor Degree in Data Science

Director (2021 - 2023)
Unit/Area: Bachelor Degree in Data Science (PL)

Director (2019 - 2021)
Unit/Area: Bachelor Degree in Data Science (PL)

Director (2019 - 2021)
Unit/Area: Bachelor Degree in Data Science

Membro (Docente) (2019 - 2021)
Unit/Area: Comissão Permanente do Conselho Pedagógico

Membro (Docente) (2019 - 2021)
Unit/Area: Plenário do Conselho Pedagógico

Membro (2018 - 2022)
Unit/Area: Comissão Científica

Membro (Docente) (2018 - 2022)
Unit/Area: Plenário da Comissão Científica

Coordenador do 2º Ano (2016 - 2018)
Unit/Area: Bachelor Degree in Management

Coordenador do 2º Ano (2016)
Unit/Area: Bachelor Degree in Management

Membro (2014 - 2018)
Unit/Area: Comissão Científica

Membro (Docente) (2014 - 2018)
Unit/Area: Plenário da Comissão Científica

Coordenador do 2º Ano (2014 - 2016)
Unit/Area: Bachelor Degree in Management

Coordenador do 2º Ano (2014)
Unit/Area: Bachelor Degree in Management

Awards

Elsevier Award - The Most Innovative Paper na 18th International Conference on Recent Advances in Retailing (2011)

Professional Associations

Member of the General Meeting Board of the Portuguese Association of Data Classification and Analysis (Since 2020)

Portuguese Association of Data Classification and Analysis (Since 2000)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of scientific event committee	The 2022 International Conference on Marketing and Technologies (ICMarktech'22)	Department of Organisation of Companies and Commercialisation of the Faculty of Economics and Business Administration of the University of Santiago de Compostela	2022
Coordination of scientific event (with scientific committee) at ISCTE-IUL	International Conference on Partial Least Squares Structural Equation Modeling (PLS2022)	Babe-Bolyai University, Romania	2022
Member of scientific event committee	The 2022 Academy of Marketing Science Annual Conference (AMS2022)	Academy of Marketing Science	2022
Member of scientific event committee	XXII Jornadas de Classificação e Análise de Dados (JOCLAD2015)	Escola Superior de Tecnologia do Barreiro do Instituto Politécnico de Setúbal	2015
Member of scientific event's organizing committee	XXI Jornadas de Classificação e Análise de Dados (JOCLAD2014)	CLAD	2014
Member of scientific event committee	XXI Jornadas de Classificação e Análise de Dados (JOCLAD2014)	CLAD	2014
Member of scientific event committee	Tourism & Ageing Conference	ISCTE-IUL	2014
Member of scientific event's organizing committee	?Sessão convidada da CLAD na Joint Meeting of y-BIS and jSPE, 23-26 July of 2012, FCT ? UNL, Lisbon	CLAD	2012
Member of scientific event's organizing committee	Symposium on Recent Advances in Methods for the Analysis of Panel Data	ISCTE-IUL	2011

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	Sustainability	2071-1050 / Q2	Since 2019	English