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## Daniela Langaro

### Professora Auxiliar

BRU-Iscte - Business Research Unit

Department of Marketing, Operation and Management (IBS)



### Contacts

|                  |                              |
|------------------|------------------------------|
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| <b>Office</b>    | D4.37                        |
| <b>Telephone</b> | 217650471 (Ext: 279426)      |
| <b>Post Box</b>  | 235                          |

### Curriculum

Daniela Langaro is assistant professor at ISCTE-IUL (Portugal), visiting professor at Catolica Lisbon (Portugal) and collaborated for 5 years with Vlerick Business School (Belgium). Following her 15 years of experience in marketing in companies from Consumer Packaged Goods (Unilever, Procter and Gamble and Danone) and OTC (Angelini Farmacêutica), Langaro moved to academia in 2012. Her general research interests involve issues in internet marketing, social media, brand communications and brand management.

### Research Interests

|                                  |
|----------------------------------|
| Social Media                     |
| Brand equity                     |
| Consumer Relationship Management |
| Negative Word-of-Mouth           |

Brand benevolence

## Academic Qualifications

| University/Institution                    | Type            | Degree                            | Period |
|---|-----------------|-----------------------------------|--------|
| ISCTE-IUL                                 | PhD             | PhD in Marketing                  | 2015   |
| Fundação Getulio Vargas                   | M.Sc.           | Master in Business Administration | 2001   |
| Pontifícia Universidade Católica          | Post-graduation | Post-graduation in Marketing      | 1996   |
| Universidade Federal do Rio Grande do Sul | Licenciante     | Business Administration           | 1995   |

## External Professional Activities

| Period      | Employer   | Country     | Description   |
|-------------|--|-------------|---|
| 2015 - 2019 | Vlerick Business School                          | Belgium     | Lecturer in Marketing Strategy                          |
| Since 2015  | Católica Lisbon School of Business and Economics | Portugal    | Visiting Assistant Professor                            |
| 2010 - 2012 | Danone Portugal                                  | Afghanistan | Senior Manager  |
| 2005 - 2010 | Angelini Farmacêutica                            | Afghanistan | Senior Brand Manager                                    |
| 2005 - 2005 | O Boticário Portugal                             | Afghanistan | Marketing Consultant for the brand relaunch in Portugal |
| 2001 - 2004 | Unilever Rotterdam                               | Afghanistan | European Senior Brand Manager                           |
| 1999 - 2001 | Procter & Gamble                                 | Afghanistan | Assistant Brand Manager                                 |

## Teaching Activities

| Teaching Year | Sem. | Course Name                   | Degree(s)                                      | Coord |
|---------------|------|-------------------------------|--|-------|
| 2026/2027     | 2º   | Internet Marketing            | Institutional Degree in ISCTE Business School; | No    |
| 2026/2027     | 2º   | Research Seminar in Marketing | Master Degree in Marketing;                    | Yes   |
| 2026/2027     | 2º   | Brand Expression and Identity |  | Yes   |
| 2026/2027     | 2º   | Business and Brand Strategy   |  | Yes   |
| 2026/2027     | 2º   | Digital Marketing             | Institutional Degree in ISCTE Business School; | Yes   |

|           |    |  |  |     |
|-----------|----|--|--|-----|
| 2026/2027 | 2º | Digital and Offline Marketing Communications | Master Degree in Marketing;                                | Yes |
| 2026/2027 | 1º | Marketing                                    | Post Graduation Program in Business Administration - EMBA; | Yes |
| 2026/2027 | 1º | Master Dissertation in Marketing             | Master Degree in Marketing;                                | Yes |
| 2026/2027 | 1º | Master Project in Marketing                  |  | Yes |
| 2026/2027 | 1º | Strategic Marketing                          |  | Yes |
| 2026/2027 | 1º | Branding                                     |  | Yes |
| 2026/2027 | 1º | Consumer Behaviour and Marketing Research    |  | Yes |
| 2026/2027 | 1º | Marketing Management                         | Master Degree in Business Administration;                  | Yes |
| 2025/2026 | 2º | Internet Marketing                           | Institutional Degree in ISCTE Business School;             | No  |
| 2025/2026 | 2º | Research Seminar in Marketing                | Master Degree in Marketing;                                | Yes |
| 2025/2026 | 2º | Brand Expression and Identity                |  | Yes |
| 2025/2026 | 2º | Business and Brand Strategy                  |  | Yes |
| 2025/2026 | 2º | Marketing Digital and Customer Experience    |  | No  |
| 2025/2026 | 2º | Digital Marketing                            | Institutional Degree in ISCTE Business School;             | Yes |
| 2025/2026 | 2º | Digital and Offline Marketing Communications | Master Degree in Marketing;                                | Yes |
| 2025/2026 | 1º | Research Seminar in Marketing                | Master Degree in Marketing;                                | Yes |
| 2025/2026 | 1º | Marketing                                    | Post Graduation Program in Business Administration - EMBA; | Yes |
| 2025/2026 | 1º | Master Dissertation in Marketing             |  | Yes |
| 2025/2026 | 1º | Master Project in Marketing                  |  | Yes |
| 2025/2026 | 1º | Master Dissertation in Marketing             |  | Yes |
| 2025/2026 | 1º | Master Project in Marketing                  |  | Yes |
| 2025/2026 | 1º | Digital Marketing and E-Business             |  | Yes |
| 2025/2026 | 1º | Strategic Marketing                          |  | Yes |

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|-----------|----|---|---|-----|
| 2025/2026 | 1º | Branding                                      |   | Yes |
| 2025/2026 | 1º | Consumer Behaviour and Marketing Research     |   | Yes |
| 2025/2026 | 1º | Marketing Management                          | Master Degree in Business Administration;                           | Yes |
| 2024/2025 | 2º | Brand Expression and Identity                 |   | Yes |
| 2024/2025 | 2º | New Trends in Marketing                       |   | Yes |
| 2024/2025 | 2º | Business and Brand Strategy                   |   | Yes |
| 2024/2025 | 2º | Marketing Digital and Customer Experience     |   | No  |
| 2024/2025 | 2º | Digital Marketing                             | Institutional Degree in ISCTE Business School;                      | Yes |
| 2024/2025 | 2º | Digital and Social Media Marketing            |   | Yes |
| 2024/2025 | 1º | Research Seminar in Marketing                 | Master Degree in Marketing;   | Yes |
| 2024/2025 | 1º | Marketing                                     | Post Graduation Program in Business Administration - EMBA;          | Yes |
| 2024/2025 | 1º | Marketing Communications                      |   | Yes |
| 2024/2025 | 1º | Master Dissertation in Marketing              |   | Yes |
| 2024/2025 | 1º | Strategic Marketing                           |   | Yes |
| 2024/2025 | 1º | Branding                                      |   | Yes |
| 2024/2025 | 1º | Consumer Behaviour and Marketing Research     |   | Yes |
| 2024/2025 | 1º | Marketing Management                          | Master Degree in Business Administration;                           | Yes |
| 2023/2024 | 2º | Brand Expression and Identity                 |   | Yes |
| 2023/2024 | 2º | New Trends in Marketing                       |   | Yes |
| 2023/2024 | 2º | Business and Brand Strategy                   |   | Yes |
| 2023/2024 | 2º | Digital Marketing                             | Institutional Degree in ISCTE Business School;                      | Yes |
| 2023/2024 | 2º | Digital and Social Media Marketing            |   | Yes |
| 2023/2024 | 2º | Comunicação Digital De Lugares E Smart Places | Other programme in Pós graduação em Placebranding e Placemarketing; | Yes |

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|-----------|----|--|---|-----|
| 2023/2024 | 2º | Webinar Placebranding E Placemarketing | Other programme in Pós graduação em Placebranding e Placemarketing; | No  |
| 2023/2024 | 1º | Research Seminar in Marketing          | Master Degree in Marketing;   | Yes |
| 2023/2024 | 1º | Marketing                              | Post Graduation Program in Business Administration - EMBA;          | Yes |
| 2023/2024 | 1º | Marketing Management                   |   | No  |
| 2023/2024 | 1º | Marketing Communications               |   | Yes |
| 2023/2024 | 1º | Master Dissertation in Marketing       |   | Yes |
| 2023/2024 | 1º | Strategic Marketing                    |   | Yes |
| 2023/2024 | 1º | Branding                               |   | Yes |
| 2023/2024 | 1º | Marketing Management                   | Master Degree in Business Administration;                           | Yes |
| 2022/2023 | 2º | Brand Expression and Identity          |   | Yes |
| 2022/2023 | 2º | New Trends in Marketing                |   | Yes |
| 2022/2023 | 2º | Master Dissertation in Marketing       |   | Yes |
| 2022/2023 | 2º | Master Project in Marketing            |   | Yes |
| 2022/2023 | 2º | Business and Brand Strategy            |   | Yes |
| 2022/2023 | 2º | Blended Communication                  |   | No  |
| 2022/2023 | 2º | Digital Marketing                      |   | Yes |
| 2022/2023 | 2º | Digital and Social Media Marketing     |   | Yes |
| 2022/2023 | 1º | Research Seminar in Marketing          | Master Degree in Marketing;   | Yes |
| 2022/2023 | 1º | Marketing                              | Post Graduation Program in Business Administration - EMBA;          | Yes |
| 2022/2023 | 1º | Marketing Management                   |   | No  |
| 2022/2023 | 1º | Marketing Communications               |   | Yes |
| 2022/2023 | 1º | Master Dissertation in Marketing       |   | Yes |
| 2022/2023 | 1º | Master Project in Marketing            |   | Yes |
| 2022/2023 | 1º | Digital Marketing and E-Business       | Bachelor Degree in Marketing Management;                            | Yes |
| 2022/2023 | 1º | Strategic Marketing                    |   | Yes |

|           |    |   |  |     |
|-----------|----|---|--|-----|
| 2022/2023 | 1° | Branding                                  |  | Yes |
| 2022/2023 | 1° | Marketing Management                      | Master Degree in Business Administration;                  | Yes |
| 2021/2022 | 2° | Brand Expression and Identity             |  | Yes |
| 2021/2022 | 2° | New Trends in Marketing                   |  | Yes |
| 2021/2022 | 2° | Business and Brand Strategy               |  | Yes |
| 2021/2022 | 2° | Blended Communication                     |  | Yes |
| 2021/2022 | 2° | Marketing Digital and Customer Experience |  | Yes |
| 2021/2022 | 2° | Digital Marketing                         |  | Yes |
| 2021/2022 | 2° | Digital and Social Media Marketing        |  | Yes |
| 2021/2022 | 1° | Marketing                                 | Post Graduation Program in Business Administration - EMBA; | Yes |
| 2021/2022 | 1° | Marketing Communications                  |  | Yes |
| 2021/2022 | 1° | Master Dissertation in Marketing          |  | Yes |
| 2021/2022 | 1° | Digital Marketing for Executives          | Master Degree in Applied Management;                       | Yes |
| 2021/2022 | 1° | Applied Luxury Management                 |  | Yes |
| 2021/2022 | 1° | Digital Marketing and E-Business          | Bachelor Degree in Marketing Management;                   | Yes |
| 2021/2022 | 1° | Strategic Marketing                       |  | Yes |
| 2021/2022 | 1° | Branding                                  |  | Yes |
| 2021/2022 | 1° | Consumer Behaviour and Marketing Research |  | Yes |
| 2021/2022 | 1° | Marketing Management                      | Master Degree in Business Administration;                  | Yes |
| 2020/2021 | 2° | New Trends in Marketing                   |  | Yes |
| 2020/2021 | 2° | Master Dissertation in Marketing          |  | Yes |
| 2020/2021 | 2° | Master Project in Marketing               |  | Yes |
| 2020/2021 | 2° | Marketing Digital and Customer Experience |  | No  |
| 2020/2021 | 2° | Digital Marketing                         |  | Yes |

|           |    |   |  |     |
|-----------|----|---|--|-----|
| 2020/2021 | 2° | Digital and Social Media Marketing              |  | Yes |
| 2020/2021 | 1° | Marketing Communications                        |  | Yes |
| 2020/2021 | 1° | Master Dissertation in Marketing                |  | Yes |
| 2020/2021 | 1° | Master Project in Marketing                     |  | Yes |
| 2020/2021 | 1° | Digital Marketing for Executives                | Master Degree in Applied Management;             | Yes |
| 2020/2021 | 1° | Digital Marketing and E-Business                | Bachelor Degree in Marketing Management;         | Yes |
| 2020/2021 | 1° | Marketing Management                            | Master Degree in Business Administration;        | Yes |
| 2019/2020 | 2° | Marketing Creativity and Innovation             |  | No  |
| 2019/2020 | 2° | Digital Marketing                               |  | Yes |
| 2019/2020 | 2° | Digital and Social Media Marketing              |  | Yes |
| 2019/2020 | 2° | Marketing Strategy with Artificial Intelligence |  | No  |
| 2019/2020 | 2° | Consumer Behavior Analytics                     |  | Yes |
| 2019/2020 | 2° | Digital Marketing Analytics                     |  | Yes |
| 2019/2020 | 1° | Marketing Communications                        |  | Yes |
| 2019/2020 | 1° | Digital Marketing and E-Business                | Bachelor Degree in Marketing Management;         | Yes |
| 2019/2020 | 1° | Marketing Management                            | Master Degree in Business Administration;        | Yes |
| 2018/2019 | 2° | Marketing Communications                        |  | No  |
| 2018/2019 | 2° | Marketing Creativity and Innovation             |  | No  |
| 2018/2019 | 2° | Business Management                             |  | Yes |
| 2018/2019 | 2° | Marketing Digital and Customer Experience       |  | Yes |
| 2018/2019 | 2° | International Marketing                         | Post Graduation Program in Marketing Management; | Yes |
| 2018/2019 | 2° | Business Management                             |  | Yes |
| 2018/2019 | 2° | Operational Marketing                           | Bachelor Degree in Management;                   | No  |
| 2018/2019 | 1° | Digital and Social Media Marketing              |  | Yes |

|           |    |   |   |     |
|-----------|----|---|---|-----|
| 2018/2019 | 1° | Marketing Management                      | Master Degree in Business Administration; | Yes |
| 2017/2018 | 2° | Marketing Communications                  |   | No  |
| 2017/2018 | 2° | Marketing Creativity and Innovation       |   | No  |
| 2017/2018 | 2° | Business Management                       |   | Yes |
| 2017/2018 | 2° | Marketing Digital and Customer Experience |   | Yes |
| 2017/2018 | 2° | Digital Marketing                         |   | Yes |
| 2017/2018 | 2° | Business Management                       |   | Yes |
| 2017/2018 | 2° | Operational Marketing                     | Bachelor Degree in Management;            | No  |
| 2017/2018 | 2° | Marketing Simulator                       |   | Yes |
| 2017/2018 | 1° | Operational Marketing                     | Bachelor Degree in Management;            | No  |
| 2017/2018 | 1° | Marketing Management                      | Master Degree in Business Administration; | Yes |
| 2016/2017 | 2° | Marketing Communications                  |   | Yes |
| 2016/2017 | 2° | Marketing Creativity and Innovation       |   | No  |
| 2016/2017 | 2° | Marketing Digital and Customer Experience |   | No  |
| 2016/2017 | 2° | Operational Marketing                     | Bachelor Degree in Management;            | No  |
| 2016/2017 | 1° | Marketing Creativity and Innovation       |   | No  |
| 2016/2017 | 1° | Marketing Management                      |   | No  |
| 2016/2017 | 1° | Operational Marketing                     | Bachelor Degree in Management;            | No  |
| 2016/2017 | 1° | Marketing Management                      | Master Degree in Business Administration; | No  |
| 2015/2016 | 2° | Marketing Creativity and Innovation       |   | No  |
| 2015/2016 | 2° | Operational Marketing                     | Bachelor Degree in Management;            | No  |
| 2015/2016 | 1° | Planning and Marketing Innovation         | Master Degree in Management;              | No  |
| 2015/2016 | 1° | Branding                                  | Master Degree in Marketing;               | Yes |
| 2015/2016 | 1° | Marketing Management                      | Master Degree in Business Administration; | No  |

## Supervisions

### • Ph.D. Thesis

#### - Ongoing

|   | Student Name         | Title/Topic   | Language | Status     | Institution |
|---|----------------------|---|----------|------------|-------------|
| 1 | He Yun               | A Study on the Formation Mechanism of Generation Z Consumers purchase intention of China-chic Products  | English  | Developing | Iscte       |
| 2 | Samson Adeniyi Ajayi | The effect of internet of thing in consumer engagements with retailers, service providers and brands  | English  | Developing | Iscte       |
| 3 | Zhou Daohong         | The Impact of Cultural and Creative Baiju Customization on Consumers' Purchase Intention and Product Price: A perspective from Psychological Ownership and Cultural Capital | English  | Developing | Iscte       |
| 4 | Yuan Xu              | The impact of electronic word-of-mouth on impulse buying behaviour: the roles of influencer traits, anticipated regret and fear of missing out                              | English  | Developing | Iscte       |
| 5 | Reihaneh Nazari      | The Role of Social Media Influencer Marketing on the Purchasing of the Eco-Friendly Products and the Effects of Cultural Differences  | English  | Developing | Iscte       |
| 6 | Mengjie Guan         | The effects of native advertising performed by influencers on consumer well-being and purchase behaviour  | English  | Developing | Iscte       |
| 7 | Ruan Lianying        | The influence of online reviews on dental consumer decision   | English  | Developing | Iscte       |

#### - Concluded

|   | Student Name         | Title/Topic   | Language | Institution | Concluding Year |
|---|----------------------|---|----------|-------------|-----------------|
| 1 | Samson Adeniyi Ajayi | The Impact of Internet of Things and Self-Service Technology on Consumer Engagement in Transportation Context: A Multi-Method Study of Future Research Trends | English  | Iscte       | 2025            |

|   |                                  |  |         |       |      |
|---|----------------------------------|--|---------|-------|------|
| 2 | Marcya Stefany Gonzáles Santiago | The Impact of New Technologies on the Cruise Passenger's Experience: From Flow to Well-being | English | Iscte | 2025 |
|---|----------------------------------|--|---------|-------|------|

## • M.Sc. Dissertations

- Ongoing

|   | Student Name                        | Title/Topic   | Language | Status     | Institution |
|---|-------------------------------------|---|----------|------------|-------------|
| 1 | Júlia Mendes Vieira da Silva Varela | The AI-Authorship Effect: Message-Level Mediators of Consumer Persuasion in Programmatic Advertising  | --       | Developing | Iscte       |
| 2 | Alexandre Guerreiro Neves da Silva  | Strategic Marketing Integration for AIO (Artificial Intelligence Optimization) and GEO (Generative Engine Optimization) with SEO Practices      | --       | Developing | Iscte       |
| 3 | Inês Cardoso Fernandes              | Digital Marketing for Ballet: Enhancing Audience Attendance and Engagement with Ballet Companies  | --       | Developing | Iscte       |
| 4 | Maria Polawska                      | Influence of AI authorship and AI anthropomorphism on consumer perceptions, brand attitudes, and purchase intentions in AI-generated visual ads | --       | Developing | Iscte       |
| 5 | Greta Meloni                        | Regenerative Sustainability Supervisor: Daniela Langaro   | --       | Developing | Iscte       |
| 6 | Mariana Testa Santos Dias Leonardo  | From Sustainability to Regeneration: Examining the Effectiveness of Regenerative Communication on Pro-Environmental Purchase Intention          | --       | Developing | Iscte       |
| 7 | Nikolett Nagy                       | Regenerative sustainability marketing and the shift from guilt-based to inspirational, perceived-legacy, and wellbeing-based consumer behaviour | --       | Developing | Iscte       |
| 8 | Maria Kleanthe Arvanitis            | From Niche Collectible to Global Phenomenon: A Case Study on Labubu, Virality, and the Adoption Life Cycle                                      | --       | Developing | Iscte       |
| 9 | Inês Aires Martins Guedes de Melo   | Analysis on the Impact of AI in Advertising and Brand Image   | --       | Developing | Iscte       |

|    |  |   |         |            |       |
|----|--|---|---------|------------|-------|
| 10 | Raquel Cruz Goncalves                        | Understanding how TikTok use affects psychological mechanisms and mental wellbeing among young adults   | --      | Developing | Iscte |
| 11 | Catarina Nunes Canhoto                       | Fitspiration ou informação falsa? O papel da literacia em saúde e da credibilidade no impacto dos influenciadores fitness nas redes sociais                     | --      | Developing | Iscte |
| 12 | Gonçalo Tavares Ribeiro Santos Costa         | The importance of Virtual Reality in Decision-Making in the Hospitality Industry  | --      | Developing | Iscte |
| 13 | Maria Madalena Costa Ribeiro Coelho Carvalho | Marketing Strategies For Internationalization: A Plan For Prooptica's Entry And Growth In The Brazilian Market  | --      | Developing | Iscte |
| 14 | Beatriz Filipa Canôa Salgado                 | Cultivating Brand Devotion: Exploring the Dynamics of Brand Love in Marketing through the Lens of Scouts  | --      | Developing | Iscte |
| 15 | Ana Margarida Antunes Chorão                 | Impact of Branding and Repositioning Strategies   | --      | Developing | Iscte |
| 16 | Ângela Margarida Fernandes Madeira           | QUAL O FUTURO DA COMUNICAÇÃO E DO MARKETING DA INDÚSTRIA FARMACÉUTICA EM PORTUGAL? SERÁ A ESTRATÉGIA OMNISCANAL A RESPOSTA?                                     | English | Developing | Iscte |
| 17 | Catarina de Sousa Pinto Rodrigues da Silva   | A Brand Activation that resorts to VR generates a bigger consumer preference and better brand reputation vs a Brand Activation that does not resort to VR or AR | English | Developing | Iscte |
| 18 | Mariana Vicente Cintra                       | Diversidade & Inclusão na Comunicação na Industria de Beleza  | English | Developing | Iscte |
| 19 | Raquel Maria Andrade Cravidão                | Como é que as marcas podem maximizar a sua presença nas redes sociais quando estas plataformas são o espaço criativo e pessoal dos consumidores?                | English | Developing | Iscte |
| 20 | Ricardo Manuel Simões Romão                  | O Impacto do reconhecimento de colaboradores nas Redes Sociais: a perspetiva dos gestores e dos colaboradores. Um estudo exploratório.                          | English | Developing | Iscte |
| 21 | Joshua Yudiantio Utomo                       | Intenção de adotar m-banking em bancos rurais   | English | Developing | Iscte |

|    |                                     |  |         |            |       |
|----|-------------------------------------|--|---------|------------|-------|
| 22 | Rohan Anthony Aguiar                | As Barreiras à Aceitação de Vida Assistida em Portugal   | English | Developing | Iscte |
| 23 | Ricardo Alexandre de Jesus Cardoso  | LuxuryWay  | English | Developing | Iscte |
| 24 | Carolina Moscoso Antunes            | Destinos Turísticos como Marcas  | English | Developing | Iscte |
| 25 | Fabrizio Como                       | A minha tese foca-se na relação entre ativismo da marca e engajamento político. Por causa da época que estamos vivendo, ou época da 'pós-verdade', somos testemunhas da perda de confiança nas instituições. As marcas não são uma exceção já que estão tornando-se cada vez mais sentidas como politizadas. | English | Developing | Iscte |
| 26 | Beatriz da Costa Coelho Lopes Magro | O impacto das redes sociais em termos de causas sociais  | English | Developing | Iscte |
| 27 | Wen Zhiqing                         | Marketing  | English | Developing | Iscte |
| 28 | Wang Zhenning                       | Análise da satisfação dos consumidores chineses com as farmácias de varejo e seus fatores de influência  | English | Developing | Iscte |
| 29 | Carolina David Lage                 | Voluntourism: the power of online marketing in creating purposeful generation in Portugal  | English | Developing | Iscte |

#### - Concluded

|   | Student Name                           | Title/Topic  | Language | Institution | Concluding Year |
|---|--|--|----------|-------------|-----------------|
| 1 | Vivek Prabhakar More                   | NAVIGATING THE VIDEO STREAMING PLATFORMS: HOW INDIAN VIEWERS DECIDE BETWEEN PAID STREAMING AND AD-SUPPORTED STREAMING AND THE ROLE OF PIRACY | English  | Iscte       | 2025            |
| 2 | Mafalda Lourenço Lavrador Damião Neves | Scarcity Signals: FOMO and Post-Purchase Emotions  | English  | Iscte       | 2025            |
| 3 | Atakan Yoztyurk                        | The Students' Perspective on the Adoption of ChatGPT   | English  | Iscte       | 2025            |
| 4 | Inês Fernandes Semedo dos Reis de Melo | Adoption of Virtual Try-On Technologies in the Fashion Industry: An S-O-R Approach Using Real Photographs                                    | English  | Iscte       | 2025            |

|    |  |  |            |       |      |
|----|--|--|------------|-------|------|
| 5  | Pedro Miguel Pinto Dias                            | Influence of the country of origin (coo) effect on the intention to purchase chinese products and the mediating effect of sustainability                               | Portuguese | Iscte | 2025 |
| 6  | Filipe Campos Martins Pereira Simões               | Shall I Unfollow TikTok? Exploring Psychological Triggers Through Uses and Gratifications Perspective  | English    | Iscte | 2025 |
| 7  | Francisco Maria Castro Migueis Pacheco da Fontoura | Personalized Video Campaigns on YouTube  | English    | Iscte | 2025 |
| 8  | Rebecca Peserico                                   | Bridging the Intention-Behavior Gap: The Role of Digital Nudging in Sustainable Fashion  | English    | Iscte | 2025 |
| 9  | Maria José de Castro Lima Videira Gaspar           | Exploring the Impact of Branding and Anthropomorphism on User Perceptions and Interactions with Symptom Checker Chatbots   | English    | Iscte | 2025 |
| 10 | Serena De Angelis                                  | QR Codes on Food Packaging: Exploring Pathways for Consumer Engagement   | English    | Iscte | 2025 |
| 11 | Ana Carolina Dias Martins                          | Devotion to digital influencers: a comparison between Brazilian and Portuguese social media users  | English    | Iscte | 2024 |
| 12 | Jaime Gonçalves da Silva                           | Pedagogical Case Study – The use of social media by Sport Lisboa and Benfica and its impact on the club's international prestige and engagement with the club members. | English    | Iscte | 2024 |
| 13 | Filipa Correia Marques                             | Sponsoring a Music Festival: a pedagogical case study on Fidelidade  | English    | Iscte | 2024 |
| 14 | Margarida de Paulo Chorão Moreira Navalho          | The Evolution of the Marketing Ecosystem: Organizational Structure and Capabilities  | English    | Iscte | 2024 |
| 15 | Laura Martins Monteiro                             | Social media fan engagement by Portuguese football clubs in response to match outcomes   | English    | Iscte | 2024 |
| 16 | Jazia Gharbi                                       | Investigating the effects of Branding and Anthropomorphization on Users Perceptions of AI-powered Chatbots   | English    | Iscte | 2024 |
| 17 | Catarina de Sousa Pinto Rodrigues da Silva         | A Brand Activation that resorts to AR through gamification positively influences consumer brand engagement   | English    | Iscte | 2024 |
| 18 | Hugo Domingues Pereira                             | From the Clinic to Social Media: Replicating the White Coat Effect in Product Endorsement Effectiveness  | English    | Iscte | 2023 |

|    |   |   |         |                                  |      |
|----|---|---|---------|----------------------------------|------|
| 19 | Pedro de Melo Palma                     | Preparing a Sustainability Self-Diagnostic Tool for SMEs  | English | Iscte                            | 2023 |
| 20 | Beatriz Salvador dos Reis Miguel        | Get Greenwashing out of Style: The Role of Blockchain Transparency in Uplifting Consumer Green Purchase Behaviour in the Fashion Industry | English | Iscte                            | 2023 |
| 21 | Joana Lopes Rodrigues                   | Virtual Influencers: Will they ever be the same as Real Influencers?  | English | Iscte                            | 2023 |
| 22 | Inês Raquel Brito da Silva              | Proposing a New Measurement Construct for Service Quality in Small Medium Sized Enterprises in the Tourism Sector                         | English | Iscte                            | 2023 |
| 23 | Mariana Vicente Cintra                  | Inclusive Marketing in the Cosmetic Industry Advertising and its Impact on User Engagement and Sentiment                                  | English | Iscte                            | 2023 |
| 24 | Raquel Maria Andrade Cravidão           | Social Media User's Personal Space and Their Attitude Towards Personalised Advertising: The Impact of Uninvited Ads                       | English | Iscte                            | 2023 |
| 25 | Miguel Alexandre Pinto Correia da Silva | The Podcast Phenomenon: The Impact of Podcast Consumption on Loyalty to the Distribution Platform   | English | Universidade Católica Portuguesa | 2022 |
| 26 | Rita Piçarra Cavaco                     | Change or fail? Small business survival and digital strategies during Covid-19 pandemic   | English | Iscte                            | 2022 |
| 27 | Rohan Nitis Chandulal                   | A Perspective on Uses and Gratifications of Videocasts  | English | Iscte                            | 2022 |
| 28 | Fernanda Gu Zhoujie                     | The effects of in-game advertising on purchase intention of digital objects   | English | Iscte                            | 2022 |
| 29 | Ana Sofia Martins Cambim                | The impact of Blockchain price transparency on consumer purchase intention towards ethical fashion consumption                            | English | Iscte                            | 2022 |
| 30 | Mariana Pimenta Brântuas                | The effect of food eco-labels in green behaviours: reaching sustainable consumption   | English | Iscte                            | 2022 |
| 31 | Ana Rita Monraia Quintas Fortunato      | Fake News on Social Media: Understanding the factors that influence the credibility of Fake News online                                   | English | Iscte                            | 2022 |
| 32 | Ana Catarina Oliveira Caria Pinheiro    | Motivating factors behind work-related social media activities by employees: exploring the employer branding & social media relationship  | English | Iscte                            | 2022 |
| 33 | Lara Évora de Barros                    | Factors that influence the attitude towards Video On Demand Piracy  | English | Iscte                            | 2022 |

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|----|-------------------------------------|---|---------|---|------|
| 34 | Rohan Anthony Aguiar                | Proposing a Theoretical Model to Identify the Barriers and Motivational Factors that Seniors and Family Members Consider while Relocating to an Assisted Living facility in Portugal        | English | Iscte   | 2022 |
| 35 | Carolina Moscoso Antunes            | Engaging with Destinations Brands on Social Media: Self and Social Motivations and The Mediating Role of Symbolic Value   | English | Iscte   | 2022 |
| 36 | Eva de Sá Santos Sousa              | The impact of the QR code content and customer experience on QR code usage intention and customer satisfaction: an analysis in the context of food packaging                                | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 37 | Luisa Martins Fanzeres              | How digital payment apps may contribute to the adoption of e-commerce among Brazilians: A study on the barriers and motivations for adoption.   | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 38 | Marília Marques de Sousa Santos     | The impact of Online Customer Reviews on Apparel Purchase Intention - The mediating role of Review Helpfulness  | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 39 | Mariana Malhó da Cruz               | The effect of Augmented Reality on Consumers' Intention to Purchase Make-Up Products in Online Retail Environments  | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 40 | Joana Paixão Simões Nunes Rodrigues | Understanding the Impact of Personalized Recommendations on Customer Satisfaction, Likelihood to Recommend and Repurchase Intentions  | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 41 | Catarina Isabel Nunes Lobo          | Boosting Green Consumption: The influence of quantitative online consumer reviews on consumer's perceptions, willingness to pay and purchase intention of environmentally friendly products | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 42 | Carolina Pinto Barbosa              | Understanding how Generation Z perceives social media influencers and its impact on the adoption of COVID safe behaviours   | English | Universidade Católica Portuguesa - School of Business and Economics | 2021 |
| 43 | Fabrizio Como                       | The Effect of Brand Activism and Perceived Political Orientation on Brands in the Era of Socio-Political Consumption  | English | Iscte   | 2021 |

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|----|---|---|------------|-------|------|
| 44 | Constança de Machado Neto e Santos Brites | V as an (Ad)Vantage? Understanding the impact of FOP V-label in consumers' attitude towards vegetarian products: antecedents and mediators  | English    | Iscte | 2021 |
| 45 | Martina Bisetti                           | My Granny Said To Me: development of an online Business Plan out of a Leisure Hobby   | English    | Iscte | 2021 |
| 46 | Carolina Inês Almeida Aguiar              | The use of the augmented and virtual reality in the luxury brand management: characterization of the current efforts and proposals  | Portuguese | Iscte | 2021 |
| 47 | Maria Camila Canney Ramirez               | Digital transformation: Redefining Caty Cucalón's Art Business  | English    | Iscte | 2021 |
| 48 | João Maria Orterer Duarte Pinha           | Characterization of Competitive Strategies and Identification of Purchase Drivers in the Fuel Retail Market in Portugal   | English    | Iscte | 2021 |
| 49 | Ana Margarida Marcelino Oliveira Pereira  | Pedagogical Case of marketing strategies during Covid-19: the extraordinary case of Chanel  | English    | Iscte | 2021 |
| 50 | Charlotte Marie Françoise Madeline        | How to improve the customer experience when buying cosmetics online?  | English    | Iscte | 2021 |
| 51 | Wen Zhiqing                               | Consumer behaviour in Mobile Social Media: A study of Chinese cosmetic buyers in WeChat   | English    | Iscte | 2021 |
| 52 | Cláudia Alexandra Vicente Branco          | Is digital influencers content more effective than your brands in creating online brand related content? The impact of perceptions regarding digital influencers as source of brand content on consumers purchase intention of beauty brands. | English    | Iscte | 2020 |
| 53 | Mariana Alves Tracana                     | Social Media Influencers and Consumers' Purchase Intentions through Branded Content: Micro vs. Macro Influencers  | English    | Iscte | 2020 |
| 54 | Anna Elisabeth Werling                    | The Impact of Covid-19 on the German Online Home Sports Industry: An Analysis based on S-O-R and Structural Equation Modeling   | English    | Iscte | 2020 |
| 55 | Diogo Homem de Lima                       | The Impact of Brand Coolness on Social Media Brand Engagement of Brands Moche-Yorn-WTF  | English    | Iscte | 2020 |
| 56 | Pedro Miguel Lopes Rondão                 | CEO Sociability: path towards Brand Equity and Brand Relationship   | English    | Iscte | 2019 |

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|----|--|---|---------|-------|------|
| 57 | Gonçalo Filipe Mendes Afonso               | Perceber a adoção de Smart-Speakers em Portugal: Aplicação de uma Teoria Unificada de Aceitação e uso de Tecnologia no mercado de Consumidor Português  | English | Iscte | 2019 |
| 58 | Lu Manran                                  | Como os Influenciadores Afetam as Intenções de Compra para os Produtos Aprovados: O Papel dos Participantes dos Influenciadores com a Marca, Pagamento e Credibilidade                                      | English | Iscte | 2019 |
| 59 | Margaux Julie Müller                       | An Analysis of Digital Marketing Strategies on Instagram: Comparing Storytelling and Informational Creative Strategies Amongst Other Creative Tactics   | English | Iscte | 2019 |
| 60 | Zhou Ying                                  | Social media influencers and their marketing effects on followers?An exploratory study in restaurant review microblogs  | English | Iscte | 2019 |
| 61 | Joana Amaro Barata                         | Social media as a communication tool for small and medium enterprises: Lessons learned on best practices for companies with limited budget  | English | Iscte | 2019 |
| 62 | Helder António Pereira Agostinho das Neves | In the Eye of the (Fire)Storm: Better safe or Sorry?  | English | Iscte | 2018 |
| 63 | Ana Beatriz Ferreira Paula                 | Are digital influencers ruining your business? The effects of negative word-of-mouth endorsed by digital influencers on purchase intention  | English | Iscte | 2018 |
| 64 | Andreia Filipa Venâncio Marujo Barnabé     | THE IMPACT OF ONLINE NEGATIVE WORD-OF-MOUTH ON CONSUMERS IN THE SPORTS SHOES INDUSTRY   | English | Iscte | 2018 |
| 65 | Beatriz Helena Gil Santos da Silva         | Effects of moment marketing and brand sponsorship in brand equity and customer engagement   | English | Iscte | 2018 |
| 66 | André Gomes de Castro Soares               | How the different voices that engage in crisis communications, influence consumers negative word-of-mouth intentions and corporate reputation, during a customer complaint paracrisis occurring on Facebook | English | Iscte | 2018 |
| 67 | Camille Girard Berthelot                   | The Influence of User-Generated Content in the Choice of Accommodation Among Backpackers  | English | Iscte | 2017 |
| 68 | Ana Rita Amaral Caetano                    | Insights on the use and Consequences of User-Generated Content in the Context of Portuguese Luxury Hotels   | English | Iscte | 2017 |

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|----|--------------------------------|--|---------|-------|------|
| 69 | Mariana Pires do Rosário Costa | The Impact of Negative Word of Mouth on Loyal Consumers in the Telecommunication Industry  | English | Iscte | 2017 |
| 70 | Joana Gomes Duarte             | What Motivates Consumers to Contribute on Social Media? The impact of Brand Humanization, Privacy Concern and Ideal Self-Congruity                         | English | Iscte | 2017 |
| 71 | Charlotte Hackenberger         | Sports Brand Storymaking - An investigation of the process of co-created brand storytelling in the sporting goods industry, by the case os Adidas          | English | Iscte | 2017 |
| 72 | Tânia Raquel Oliveira Lopes    | The Influence of Brand Anthropomorphism in user's Online Engagement: An exploratory study in the healthy food context                                      | English | Iscte | 2017 |
| 73 | Inês Maria Santos Lopes        | Active Engagement in the Facebook Brand Pages of Luxury Hotels   | English | Iscte | 2017 |
| 74 | Rita Ribeiro do Nascimento     | Exploring Individuals Perception of Non-Sponsored Branded user Generated Content, the Affect on its use and the Outcome of Digital Engagement on Instagram | English | Iscte | 2017 |
| 75 | Anna-Katharina Penke           | Building Online Content on Offline Moments - Opportunities for Brands in Social Media  | English | Iscte | 2017 |
| 76 | Frederik Bastian Schoop        | Footbaal Sponsorships  | English | Iscte | 2016 |
| 77 | Francisca Silva Simões         | --   | English | Iscte | 2015 |
| 78 | Mariana Freire                 | --   | English | Iscte | 2015 |

## • M.Sc. Final Projects

### - Concluded

|   | Student Name                                   | Title/Topic  | Language   | Institution   | Concluding Year |
|---|--|--|------------|---|-----------------|
| 1 | Cláudia Alexandra Serra Campos Fernandes Ramos | The role of Artificial Intelligence tools in optimizing the prospecting phase of B2B sales within the employee benefits sector | Portuguese | Universidade Católica Portuguesa - School of Business and Economics | 2025            |
| 2 | Inês Maria Santos Gageiro                      | Zuri, sustainable beauty   | English    | Iscte   | 2025            |
| 3 | Mariana Carvalho Frutuoso                      | Using Search Engine Optimization to build brand awareness for an innovation at ORGANII   | English    | Iscte   | 2023            |

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|---|--|--|------------|---|------|
| 4 | Marta Catarina Roque Duarte                  | THE IMPACT OF AUGMENTED REALITY TRY-ON TOOLS ON CONSUMERS' PURCHASE DECISION-MAKING PROCESS AND THEIR RELATIONSHIP WITH BRANDS IN THE FASHION INDUSTRY | English    | Universidade Católica Portuguesa - Business and Economics | 2022 |
| 5 | Sofia Guerreiro Coutinho                     | The Impact of Sports Sponsorship on the creation of brand awareness. FedEx Express Pedagogical Case  | Portuguese | Iscte   | 2022 |
| 6 | Sarah Höckner                                | Successful B2B Lead Generation in a Conference Setting through Integrated Marketing Communications: door2door at UITP Summit 2019                      | English    | Iscte   | 2019 |
| 7 | Eduardo Miguel Oliveira do Angelo            | How OnePlus Overcame the Challenges of E-Commerce in the Smartphone Industry. The strategic role of distribution and communication                     | English    | Iscte   | 2017 |
| 8 | João Maria Corrêa Monteiro Macieira Condeixa | Grandella: O renascer de uma marca no segmento de Luxo   | Portuguese | Iscte   | 2016 |

## Total Citations

|                 |     |
|-----------------|-----|
| Web of Science® | 519 |
| Scopus          | 613 |

## Publications

### • Scientific Journals

#### - Scientific journal paper

|   |   |
|---|---|
| 1 | Langaro, D. & Werling, A. E. (N/A). Advancing e-business in sports and wellness: The role of synchronicity, coach reputation and home phygital environment on retention in online home fitness. International Journal of Sports Marketing and Sponsorship. N/A                                  |
| 2 | Langaro, D., Loureiro, S. M. C. & Brântuas, M. (2026). Are eco-labels able to go beyond signaling environmental benefits? using eco-labels to communicate the economic value of sustainability in food products. Journal of Strategic Marketing. 34 (2), 92-112                                 |
| 3 | Gonzáles-Santiago, M. S., Loureiro, S. M. C. & Langaro, D. (2025). How T-cruiscape shapes the flow experience of passenger's well-being. International Journal of Hospitality Management. 129<br>- Times Cited Web of Science®: 2<br>- Times Cited Scopus: 2<br>- Times Cited Google Scholar: 2 |

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| 4  | <p>Souto, D., Loureiro, S. M. C., Schivinski, B. &amp; Neves, H. (2024). In the eye of the (fire)storm: better safe or sorry? Crisis communication strategies for managing virality of online negative brand-related content. <i>Journal of Marketing Communications</i>. 30 (3), 301-317</p> <p>- Times Cited Web of Science®: 12</p> <p>- Times Cited Scopus: 12</p> <p>- Times Cited Google Scholar: 33</p> |
| 5  | <p>Ajayi, S., Loureiro, S. M. C. &amp; Souto, D. (2023). Internet of things and consumer engagement on retail: State-of-the-art and future directions. <i>EuroMed Journal of Business</i>. 18 (3), 397-423</p> <p>- Times Cited Web of Science®: 9</p> <p>- Times Cited Scopus: 15</p> <p>- Times Cited Google Scholar: 35</p>   |
| 6  | <p>Souto, D., Oliveira, P. &amp; Loureiro, S. M. C. (2022). Exploring a new form of interaction in the Match Day: Virtual Reality Technologies among Fans of Soccer. <i>Journal of Promotion Management</i>. 28 (6), 729-748</p> <p>- Times Cited Web of Science®: 11</p> <p>- Times Cited Scopus: 13</p> <p>- Times Cited Google Scholar: 18</p>  |
| 7  | <p>Davcik, N., Langaro, D., Jevons, C. &amp; Nascimento, R. (2022). Non-sponsored brand-related user-generated content: Effects and mechanisms of consumer engagement. <i>Journal of Product and Brand Management</i>. 31 (1), 163-174</p> <p>- Times Cited Web of Science®: 34</p> <p>- Times Cited Scopus: 28</p>  |
| 8  | <p>Schivinski, B., Langaro, D., Fernandes, T. &amp; Guzmán, F. (2020). Social media brand engagement in the context of collaborative consumption: the case of AIRBNB. <i>Journal of Brand Management</i> . 27 (6), 645-661</p> <p>- Times Cited Web of Science®: 68</p> <p>- Times Cited Scopus: 61</p>  |
| 9  | <p>Langaro, D., Salgueiro, M. F. &amp; Rita, P. (2020). Users' brand page participation: a new construct to measure participation on social networking sites . <i>International Journal of Internet Marketing and Advertising</i>. 14 (2), 135-151</p> <p>- Times Cited Scopus: 2</p>  |
| 10 | <p>Langaro, D., Loureiro, S. M. C. &amp; Contreiras, M (2020). The impact of nostalgia and probability markers on the effectiveness of advertising creative strategies. <i>Journal of Promotion Management</i>. 26 (6), 791-811</p> <p>- Times Cited Web of Science®: 13</p> <p>- Times Cited Scopus: 16</p> <p>- Times Cited Google Scholar: 27</p>   |
| 11 | <p>Langaro, D., Salgueiro, M. F., Rita, P. &amp; Del Chiappa, G. (2019). Users' participation in facebook brand pages and its influence on word-of-mouth: the role of brand knowledge and brand relationship. <i>Journal of Creative Communications</i>. 14 (3), 177-195</p> <p>- Times Cited Web of Science®: 9</p> <p>- Times Cited Scopus: 15</p>   |
| 12 | <p>Schivinsky, B, Langaro, D. &amp; Shaw, C. (2019). The influence of social media communication on consumer's attitudes and behavioral intentions concerning brand-sponsored events. <i>Event Management</i>. 23 (6), 835-853</p> <p>- Times Cited Scopus: 32</p>   |
| 13 | <p>Loureiro, S. M. C., Guerreiro, J., Eloy, S., Langaro, D. &amp; Panchapakesan, P. (2019). Understanding the use of Virtual Reality in Marketing: a text mining-based review. <i>Journal of Business Research</i>. 100, 514-530</p> <p>- Times Cited Scopus: 258</p> <p>- Times Cited Google Scholar: 436</p>   |

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| 14 | <p>Langaro, D., Rita, P. &amp; Salgueiro, M. F. (2018). Do social network sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. <i>Journal of Marketing Communications</i>. 24 (2), 146-168</p> <p>- Times Cited Web of Science®: 115</p> <p>- Times Cited Scopus: 115</p> <p>- Times Cited Google Scholar: 340</p> |
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**- Review article**

|   |   |
|---|---|
| 1 | <p>González-Santiago, M. S., Loureiro, S. M. C., Langaro, D. &amp; Ali, F. (2024). Adoption of smart technologies in the cruise tourism services: A systematic review and future research agenda. <i>Journal of Hospitality and Tourism Technology</i>. 15 (2), 285-308</p> <p>- Times Cited Scopus: 44</p> <p>- Times Cited Google Scholar: 60</p> |
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**• Books and Book Chapters**

**- Book chapter**

|   |   |
|---|---|
| 1 | <p>O'Neill, H., Langaro, D., Brito e Abreu, F., Almeida, F., Farinha, J., Domingues, L....Basto-Fernandes, V. (2023). COURSERA@Iscte 2021/22: Uma experiência de utilização de cursos online na formação presencial. In Joana Alexandre, Alexandra Almeida, Ana Espírito-Santo, Ana Lúcia Martins, Cecília Aguiar, Nádia Simões (Ed.), <i>Exemplos de práticas pedagógicas e estratégias de inovação pedagógica no Iscte</i>. (pp. 64-92). Lisboa: Iscte - Instituto Universitário de Lisboa.</p> |
| 2 | <p>Langaro, D., Loureiro, S. M. C. &amp; Soares, A. (2020). When consumers' complaints fall into public domain: Negative E-WOM on social media. In Sandra Maria Correia Loureiro, Hans Ruediger Kaufmann (Ed.), <i>Exploring the power of electronic word-of-mouth in the services industry</i>. (pp. 124-137): IGI Global.</p> <p>- Times Cited Google Scholar: 5</p>  |
| 3 | <p>Langaro, D. &amp; Martins, L. (2020). The use of augmented reality in the marketing mix of physical products: Current practices and future implications. In Sandra Maria Correia Loureiro (Ed.), <i>Managerial challenges and social impacts of virtual and augmented reality</i>. (pp. 55-75): IGI Global.</p>  |
| 4 | <p>Loureiro, S. M. C. &amp; Souto, D. (2018). How corporate social responsibility can influence brand equity. In William D. Nelson (Ed.), <i>Advances in business and management</i>. (pp. 159-184). New York: Nova Science Publishers.</p> <p>- Times Cited Google Scholar: 2</p>  |

**• Conferences/Workshops and Talks**

**- Publication in conference proceedings**

|   |   |
|---|---|
| 1 | <p>Langaro, D., Cintra, M. &amp; Marques, C. (2024). Exploring the presence and effects of race inclusivity on branded content in social media. In Roland T. Rust (Ed.), <i>2024 Global Fashion Management Conference at Milan</i>. (pp. 510-515). Milão: Gamma.</p>              |
| 2 | <p>Ajayi, S., Loureiro, S. M. C. &amp; Langaro, D. (2024). Consumer engagement dynamics through SST and IoT innovations in diverse markets. In <i>AMA conference proceedings: AMA Summer Academic Conference 2024</i>. (pp. 217-234). Boston: American Marketing Association.</p> |

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| 3  | Loureiro, S. M. C., Palma, P. de M. & Langaro, D. (2023). Exploring how to enhance SMES practices in the tourism sector in terms of service quality and sustainability. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 16th Annual Conference of the EuroMed Academy of Business. Business Transformation in Uncertain Global Environments. (pp. 1097-1103). Vilnius, Lithuania: EuroMed Press.                   |
| 4  | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2022). Implications of new technologies on consumer engagement. In Flavián-Blanco, Carlos ; Orús, Carlos ; Belanche, Daniel (Ed.), Proceedings of AIRSI 2022: Technologies 4.0 in tourism, service and marketing. (pp. 270-275). Zaragoza: University of Zaragoza.<br>- Times Cited Google Scholar: 1   |
| 5  | González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2022). Technologies in the cruise tourism services: A systematic and bibliometric approach. In Flynn, A. G., Mehta, R. P., and Satornino, C. (Ed.), 2022 AMA Summer Academic Conference: Light in the Darkness: Marketing's Role in Driving Positive Change. (pp. 649). Chicago: American Marketing Association.  |
| 6  | González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2021). The impact of new technologies on the cruise travelers experience: A literature review. In Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos (Ed.), 14th Annual Conference of the EuroMed Academy of Business, Book of Proceedings. (pp. 862-864). Online: EuroMed Press.<br>- Times Cited Google Scholar: 2   |
| 7  | Gonzales, M., Loureiro, S. M. C. & Langaro, D. (2021). The impact of new technologies on the cruise travelers experience: A literature review. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 14th Annual Conference of the EuroMed Academy of Business: Contemporary Business Concepts and Strategies in the new Era. (pp. 862-864). Online: EuroMed Press.<br>- Times Cited Google Scholar: 2                   |
| 8  | Langaro, D., Neves, H. & Loureiro, S. M. C. (2020). Strategies to refrain reputation crisis during online firestorms in social media. In Proceedings of the 49th European Marketing Academy Conference (EMAC). Budapest: European Marketing Academy (EMAC).  |
| 9  | Souto, D., Neves, H. & Loureiro, S. M. C. (2020). Is apology the best strategy to mitigate online firestorms in social media?. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 1374-1382): Global Alliance of Marketing and Management Associations.<br>- Times Cited Web of Science®: 1<br>- Times Cited Google Scholar: 2   |
| 10 | Souto, D., Oliveira, P. & Loureiro, S. M. C. (2020). Exploring the factors that lead the adoption of virtual reality technologies among football fans. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 841-842). Seoul: Global Alliance of Marketing and Management Associations.<br>- Times Cited Google Scholar: 1  |
| 11 | Langaro, D., Hackenberger, C. & Loureiro, S. M. C. (2019). Storymaking: an investigation on the process of co-created brand storytelling in the sporting goods industry. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 812-818). Paris: Global Alliance of Marketing and Management Associations.<br>- Times Cited Google Scholar: 2   |
| 12 | Langaro, D., Loureiro, S. M. C. & Paula, A. B. (2019). Are new digital influencers ruining your business?: The effects of negative word-of-mouth initiated by social media new influencers in fashion on consumers' intentions to purchase and recommend the brand. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 799-803). Paris: Global Alliance of Marketing and Management Associations. |
| 13 | Langaro, D., Salgueiro, M. F. & Rita, P. (2017). The effects of social networking sites on brand benevolence. In European Marketing Academy Conference Proceedings.  |

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| 14 | Langaro, D., Salgueiro, M.F. & Rita, P. (2015). Social Networking Sites: The relationship element in the communication mix. In Proceedings of the 44th European Marketing Academy Conference (EMAC). Leuven: European Marketing Academy.               |
| 15 | Souto, D., Salgueiro, M.F. & Rita, P. (2015). Proposing a new construct to measure the effectiveness of brands operating in social networking sites. In Proceedings ICIEMC 2015. Aveiro: PROA.   |
| 16 | Souto, D., Salgueiro, M.F. & Rita, P. (2014). The effects of social network sites on brand awareness and attitude. In Christos Sarmaniotis (Ed.), Proceedings of the 2nd International Conference on Contemporary Marketing Issues, ICCMI 2014. Athens |

**- Talk**

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|----|--|
| 1  | Marques, C., Langaro, D. & Cintra, M. (2025). A Inclusão Racial na Publicidade de Cosméticos no Instagram: Representação e Impacto no Envolvimento dos Utilizadores. XXVII Congresso da Sociedade Portuguesa de Estatística.   |
| 2  | Langaro, D., Cintra, M. & Marques, C. (2024). EXPLORING THE PRESENCE AND EFFECTS OF RACE INCLUSIVITY ON BRANDED CONTENT IN SOCIAL MEDIA. Global Fashion Management Conference.   |
| 3  | Langaro, D., Marques, C. & Cintra, M. (2024). Race diversity in social media branded content: Exploring audience responses. EMAC Regional Conference 2024.   |
| 4  | González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2023). Cruise Tourism Sustainability and Society: An Exploration of Stakeholders and Practices. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship. |
| 5  | Langaro, D. & Silva M. (2023). Are podcasts a good bet for media streaming platforms? Exploring the role of loneliness and subjective well-being in digital media products. AIRSI 2023 The Metaverse Conference.   |
| 6  | Langaro, D. & Brântuas, M.P. (2023). HOW ARE BRANDS AFFECTED BY THE USE OF FOOD ECO-LABELS? REVISITING BRAND IMAGE AND PURCHASE INTENTIONS. EMAC 2023 Regional Conference .  |
| 7  | Loureiro, S. M. C., Palma, P. & Langaro, D. (2023). EXPLORING HOW TO ENHANCE SMES PRACTICES IN THE TOURISM SECTOR IN TERMS OF SERVICE QUALITY AND SUSTAINABILITY. 16th Euromed conference of the Euromed academy of business research- Business Transformation in Uncertain Global Environments.                               |
| 8  | Palma, P., Loureiro, S. M. C. & Langaro, D. (2023). SMEs: Sustainability Self-Diagnostic Tool. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship.   |
| 9  | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2023). Innovation and New Technology on Sustainable Consumption in Africa: A Conceptual Framework. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship.          |
| 10 | González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2022). Technologies in the Cruise Tourism Services: A Systematic and bibliometric approach. 2022 AMA SUMMER ACADEMIC CONFERENCE.  |
| 11 | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2022). Internet of things and consumer engagements in retail. 10th. AIM-AMA Sheth Foundation Doctoral Consortium.   |

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| 12 | Ajayi, S., Loureiro, S. M. C. & Langaro, D. (2022). Implications of new technologies on consumer engagement. AIRSI 2022 Technologies 4.0 in Tourism, Services and Marketing .  |
| 13 | González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2021). The impact of new technologies on the cruise travelers experience: A literature review . 14th Annual Conference of the EuroMed Academy of Business: Contemporary Business Concepts and Strategies in the new Era.<br>- Times Cited Google Scholar: 1 |
| 14 | Langaro, D., Oliveira, P. & Loureiro, S. M. C. (2020). Adoption of Virtual Reality technologies among fans of football: Exploring a new form of interaction in the Match Day. 6th. International AR VR conference.   |
| 15 | Langaro, D., Oliveira, P. & Loureiro, S. M. C. (2020). Adoption of Virtual Reality technologies among fans of football: Exploring a new form of interaction in the Match Day. Global Marketing Conference at Seoul .   |
| 16 | Langaro, D., Neves, H. & Loureiro, S. M. C. (2020). Is apology the best strategy for mitigating an Online Firestorms in social media ?. Global Marketing Conference at Seoul .   |
| 17 | Langaro, D., Salgueiro, M.F. & Rita, P. (2017). The effects of Social Networking Sites on Brand Benevolence. 46th Annual Conference of the European Marketing Academy .  |
| 18 | Langaro, D., Salgueiro, M.F. & Rita, P. (2015). Social Networking Sites: The relationship element in the communication mix. The European Marketing Academy Conference - EMAC 2015.   |
| 19 | Langaro, D., Salgueiro, M.F. & Rita, P. (2015). Proposing a new construct to measure the effectiveness of brands operating in Social Networking Sites. Proceedings of the 2nd . International Conference of Innovation and Entrepreneurship in Marketing and Consumer Behavior. 163-172                              |
| 20 | Langaro, D., Salgueiro, M.F. & Rita, P. (2014). The effects of social network sites on brand awareness and attitude, . Proceedings for the 2nd. International Conference on Contemporary Marketing Issues (ICMI). 888-893  |
| 21 | Langaro, D., Rita, P. & Salgueiro, M.F. (2012). The Role of Social Network Sites in Driving Customer Relationship Loyalty. 41th. Annual Conference European Marketing Academy.   |
| 22 | Langaro, D., Rita, P. & Salgueiro, M.F. (2012). The Role of Social Network Sites in Driving Customer Relationship Loyalty. 25th Annual Doctoral Colloquium of the European Marketing Academy (EMAC).   |
| 23 | Langaro, D., Rita, P. & Salgueiro, M.F. (2012). Proposition of a New Theoretical Model to Evaluate the Role of Social Network Sites in Driving Loyalty. Proceedings of the Annual Conference of the Academy of Marketing,.   |
| 24 | Langaro, D., Rita, P. & Salgueiro, M.F. (2012). The Role of Social Network Sites in Driving Customer Relationship Loyalty. 41th. Annual Conference European Marketing Academy.   |

## • Other Publications

### - Other publications

|   |   |
|---|---|
| 1 | Loureiro, S. M. C., Guerreiro, J., Eloy, S., Langaro, D. & Panchapakesan, P. (2019). Understanding the use of virtual reality in Marketing: A text-mining based review. Research Seminars BRU-IUL .<br>- Times Cited Web of Science®: 245 |
| 2 | Langaro, D. (2014). How much do you really like it? Social Networking Sites Effectiveness as a Communication Channel for Brands. PhD. Thesis.   |

|   |  |
|---|--|
| 3 | Langaro, D., Rita, P. & Salgueiro, M.F. (2012). The Role of Social Network Sites in Driving Customer Relationship Loyalty. 41th. Annual Conference European Marketing Academy.           |
| 4 | Langaro, D. (2001). An exploratory study on the influencing factors regarding the usage of mobile phones, in São Paulo, concerning heavy-users in professional contexts. Masters Thesis. |
| 5 | Langaro, D. (1995). Preparatory analysis for Strategic Planning - Industrial Ventilation. Graduation Thesis.   |

## Research Projects

| Project Title  | Role in Project | Partners  | Period      |
|--|-----------------|---|-------------|
| Relaunching European smart and Sustainable Tourism models Through digitalization and INnovative technologies | Researcher      | ISTAR-Iscte, BRU-Iscte, IT-Iscte, EURECAT - Leader (Spain), TICSUD - (Spain), FEHT-Turism - (Spain), - - (Italy), ANHER - (Greece), Albanian Trip - (Albania), AUDAX - (Portugal) | 2022 - 2024 |

## Academic Management Positions

|   |
|---|
| Director (2025 - 2027)<br>Unit/Area: Master Degree in Marketing |
| Director (2023 - 2025)<br>Unit/Area: Master Degree in Marketing |
| Director (2021 - 2023)<br>Unit/Area: Master Degree in Marketing |

## Awards

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|---|
| Outstanding Paper in the 2024 Emerald Literati Awards (2024)  |
| Best Paper Award. 2nd International Conference in Innovation and Entrepreneurship in Marketing and Consumer Behaviour, Aveiro, Portugal. (2015) |

## Organization/Coordination of Events

| Type of Organization/Coordination    | Event Title     | Organizer         | Year |
|--------------------------------------|-----------------|-------------------|------|
| Coordination of non-scientific event | Luxury Business | IESEG e ISCTE-IUL | 2026 |
| Coordination of non-scientific event | Luxury Business | IESEG e ISCTE-IUL | 2025 |

|                                      |  |                   |      |
|--------------------------------------|--|-------------------|------|
| Coordination of non-scientific event | Luxury Business  | IESEG e ISCTE-IUL | 2024 |
| Coordination of non-scientific event | International Marketing and Intercultural Communications | IESEG e ISCTE-IUL | 2023 |
| Coordination of non-scientific event | International Marketing and Intercultural Communications | IESEG e ISCTE-IUL | 2022 |

## Diffusion Activities

| Activity Type                                | Event Title  | Activity Description  | Year |
|--|--|---|------|
| Publication in general diffusion news outlet | Podcast #1: Guia Psicológico para incentivar comportamentos sustentáveis | Podcast based on the article: White, K., Habib, R., & Hardisty, D. J. (2019). How to SHIFT consumer behaviors to be more sustainable: A literature review and guiding framework. <i>Journal of marketing</i> , 83(3), 22-49.  | 2025 |
| Publication in general diffusion news outlet | Podcast # 2: Why regenerative is the NEXT after sustainability?          | Podcast based on the articles: White, K., Habib, R., & Hardisty, D. J. (2025). The past, present and future of sustainability marketing. <i>Journal of the Association for Consumer Research</i> , 10(1), 10-24. <a href="https://doi.org/10.1086/7264">https://doi.org/10.1086/7264</a><br>41 Yunibandhu, D., Vredeveld, A. J., & Mende, M. (2025). From sustainability to regeneration: Mapping the conceptual foundations and research pathways. <i>Sustainable Development</i> , 33(1), 3-18. <a href="https://doi.org/10.1002/sd.2571">https://doi.org/10.1002/sd.2571</a> | 2025 |
| Publication in general diffusion news outlet | Portugal Active 17th. Conference   | Professional conference talk with managers of gyms, Pilates studios, and fitness centers.   | 2024 |
| Talk/Conference in public diffusion event    | Resetting Final Conference   | Professional conference talk with managers of Spanish SMEs. The conference took place as part of the deployment of the Resetting project, presenting its main outputs.  | 2024 |
| Publication in general diffusion news outlet | Journal Portugal Activo  | Publication of an article in an industry trade journal. Topic: Customer Retention Strategies.   | 2024 |