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Professor Auxiliar

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Contacts

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Research Interests

Projecto Empreendedor aplicado no Ensino secundário
Marketing Relacional
Integração entre Marcas e Causas - Marketing de Causas
Abstenção Eleitoral
Evolução do Sistema Político Português
Gestão de Reclamações
Higiene e Segurança Pública - Políticas Públicas
Higiene e Segurança Pública - Impacto no Turismo
Relações Laborais

Academic Qualifications

University/Institution	Type	Degree	Period
Harvard University - JFK School of Government	Advanced Studies	Leadership for the 21st Century	2008
University of Strathclyde	PhD	DBA in Finance	1993
Glasgow University	M.Sc.	Master in Business	1990
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciante	Organização e Gestão de Empresas	1988

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2024/2025	2º	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2024/2025	2º	Final Project in Management	Bachelor Degree in Management;	No
2024/2025	1º	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2024/2025	1º	Marketing Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2023/2024	2º	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2023/2024	2º	Final Project in Management	Bachelor Degree in Management;	No
2023/2024	1º	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2023/2024	1º	Marketing Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No

2022/2023	2°	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2022/2023	2°	Final Project in Management	Bachelor Degree in Management;	No
2022/2023	1°	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2022/2023	1°	Marketing Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2021/2022	2°	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2021/2022	2°	Final Project in Management	Bachelor Degree in Management;	No
2021/2022	1°	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2021/2022	1°	Marketing Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2020/2021	2°	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2020/2021	2°	Marketing Communication	Institutional Degree in ISCTE Business School;	Yes
2020/2021	2°	Final Project in Management	Bachelor Degree in Management;	No
2020/2021	1°	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2020/2021	1°	Marketing Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No

2019/2020	2º	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2019/2020	2º	Final Project in Management	Bachelor Degree in Management;	No
2019/2020	1º	International Marketing	Bachelor Degree in Marketing; Institutional Degree in ISCTE Business School; Bachelor Degree in Marketing Management;	Yes
2019/2020	1º	Marketing Management	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No

Supervisions

• Ph.D. Thesis

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Kátia Cristina Coelho Faggiani	Comportamento do consumidor ocasional. Fatores motivacionais na decisão de compra de produtos de luxo	Portuguese	ISCTE-IUL	2010
2	José Augusto Tomo Psico	A Avaliação do Desempenho Social das Instituições de Microfinanças	Portuguese	ISCTE-IUL	2007

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Inês Tomás Francisco das Neves	Sensory Marketing in Health Clubs - Importance of the senses in acquisition, retention and cancellation of memberships	English	ISCTE-IUL	2019
2	Stélio Teófilo João Paulo Malene	A Expansão da Banca para as Zonas Rurais e seu Impacto na Economia Moçambicana	Portuguese	ISCTE-IUL	2014
3	Vanessa Vivian Wabitsch	How to Motivate Managers for CSR? Commitment to CSR by Transformational Leadership in Meetings	English	ISCTE-IUL	2014
4	Carlota Milheiro Siborro	O Retromarketing no Sector Automóvel - Estudo sobre o Jaguar E-type	Portuguese	ISCTE-IUL	2013

5	Mussa Rafic Amad	O Papel do Telemóvel na Evolução dos Cupões de Desconto - O caso português no Consumo de Mobile Coupons	Portuguese	ISCTE-IUL	2013
6	Jairo Epaminondas Breder Rocha	O fortalecimento e a manutenção da Marca Lab Rede no Rio de Janeiro	Portuguese	ISCTE-IUL	2010
7	Patrícia Ney Breder Rocha	Turismo de Saúde: perspectivas para a cidade do Rio de Janeiro - Rio Janeiro Brasil.	Portuguese	ISCTE-IUL	2010
8	Renata Cristina Basso	Avaliação da Satisfação e Lealdade dos Clientes: estudo de uma população formada por consumidores de um serviço educacional de pós-graduação.	Portuguese	ISCTE-IUL	2010
9	Flávio da Silva Azevedo	Gestão de Equipamentos Médico-Hospitalares em Estabelecimentos Assistenciais de Saúde.	Portuguese	ISCTE-IUL	2010
10	Melissa Nascimento de Barros	Estratégias de Marketing para Ampliar a Atractividade e Captação de Alunos de Pós-Graduação Lato Sensu na Área de Fisioterapia em Goiânia.	Portuguese	ISCTE-IUL	2010
11	Wildemia Ferreira de Lima Perdigão	Os Executivos em Saúde como capital humano na gestão de material hospitalar.	Portuguese	ISCTE-IUL	2010
12	João Pedro Duarte de Carvalho Barata Roda	Marketing Político - Análise dos Processos de Decisão do Eleitor.	Portuguese	ISCTE-IUL	2009

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	André Tadeu Reis e Silva	ProLaw - ethical software aid for legal professionals	English	ISCTE-IUL	2018
2	Tiantian Pei	Haier Online-Leasing Plan	English	ISCTE-IUL	2017
3	João Pedro Ferreira Nogueira de Lemos	Estratégias de Crescimento Sustentado e Problemas Estruturais da Economia Portuguesa	Portuguese	ISCTE-IUL	2014
4	Jana Victoria Droste	Applying Relationship Marketing to Enhance Nação Capoeira's Market Performance	English	ISCTE-IUL	2014
5	Katharina Rathjen	Kids as Consumers - Challenges of product marketing to kids in the sporting goods industry	English	ISCTE-IUL	2014

6	Jelena Mitrovic	How Different Chocolate Brands Influence our Chocolate Perception and Buying Behavior?	English	ISCTE-IUL	2014
7	Ana Filipa Torres Costa	CRM na PHTO Travel Consulting e iellotravel.com(R)	Portuguese	ISCTE-IUL	2013
8	Joana Filipa Castro de Amorim	Continente Online: Starting a one marketing Program	Portuguese	ISCTE-IUL	2013
9	Nikolai Nölle	Increase of new customer registrations by the development of a goal-oriented customer journey and conception for the delivery of pre-sales customer experience	English	ISCTE-IUL	2013
10	Ana Cristina Garcia de Abreu	Identificação e avaliação dos vetores envolvidos nas escolhas, na formação de qualidade e na fidelização dos clientes dos serviços de saúde	Portuguese	ISCTE-IUL	2013
11	Luís Manuel Baudouin Meirinhos	Implementação de CRM no Grupo Capote	Portuguese	ISCTE-IUL	2013
12	Telma Eunice Vieira Marques	Análise dos Serviços Logísticos Prestados ao Cliente Interno da Empresa Sonae Sierra	Portuguese	ISCTE-IUL	2013
13	Rúben dos Santos Ferreira	Novos Desafios do Customer Relationship Management (CRM)	Portuguese	ISCTE-IUL	2013
14	Daniel Belazaima Gonçalves Fernandes	Crowdsourcing: Quando? Como? E porquê?	Portuguese	ISCTE-IUL	2012
15	Joana Filipa dos Santos Ferreira Pereira	Perceptions on Complaint Management: An overview in the target markets	English	ISCTE-IUL	2012
16	Carmen Maria Alves Moreira	New world consumers mindset - The case of a Portuguese Company	English	ISCTE-IUL	2012
17	Johanna Federlein	Development of a Market Entry Strategy and its Failure or Success Measurement with a Balanced Scorecard	English	ISCTE-IUL	2012
18	Rui Pedro dos Santos Bastos Gomes	Communication Plan for a Social Solidarity Service: The case of Cais Association	English	ISCTE-IUL	2012
19	Fábio Ricardo Santos Dias	Corporate Project: Monetizing Mobile CRM Services in a Large Scale	English	ISCTE-IUL	2012
20	Pedro Fialho Caupers de Bragança	Feasibility Study to Build Low Cost Habitation in Lisbon	English	ISCTE-IUL	2012
21	Ana Catarina Chainho Gonçalves	How to Make the Communication of Perishable Products More Effective?	English	ISCTE-IUL	2012
22	Sílvia Maria Constantino Chaves	Factores Críticos de Sucesso no Desenvolvimento de Novos Produtos	Portuguese	ISCTE-IUL	2012

23	Marta Brandão Soares	O Contributo do Marketing Viral na Implementação da Estratégia de Marketing das Organizações não Governamentais - O caso português.	Portuguese	ISCTE-IUL	2011
24	Marlene De Sá Vieira		--	ISCTE-IUL	2011
25	Alexandre Manuel Pereira Martins da Luz	Marketing Político, Eleições Autárquicas 2009 de Oeiras	Portuguese	ISCTE-IUL	2011
26	Pedro Filipe Silva Pires		--	ISCTE-IUL	2011
27	José António Carreira da Silva		--	ISCTE-IUL	2011
28	Gonçalo Saraiva de Nogueira Serafim		--	ISCTE-IUL	2011
29	Rui Pedro Marques Ferreira	Perspectivas de Evolução do modelo relacional com o cliente final, na grande distribuição moderna.	Portuguese	ISCTE-IUL	2010
30	Diogo Filipe Torres de Freitas Oliveira	Serviço de Apoio ao cliente - O Add-on dos serviços partilhados.	Portuguese	ISCTE-IUL	2010
31	Elsa Pires Brigas	O Desafio da Oferta Multi-Produto Energéticos - Focus na Oferta Tripla em Portugal: Oil, Gas & Power.	Portuguese	ISCTE-IUL	2010
32	Pedro Lourenço Silvino	A Proposal to Improve Marketing Effectiveness in a Business to Business Model.	English	ISCTE-IUL	2010
33	Mário Tosch	Company Growth of Interieur Mediterran - Business Plan About the Opening of a Stationary Retail Store.	English	ISCTE-IUL	2010
34	Telma Vanessa Amaral Pinto da Silva Diniz	Marketing de Eventos - EXPERIMENTADESIGN - Cultura, Projecto e Negócios.	Portuguese	ISCTE-IUL	2010
35	Tiago Pinto Tomás da Silva Antunes	Cedência a Empresas ou Marcas do Nome de Estações e Linhas do Metropolitano de Lisboa.	Portuguese	ISCTE-IUL	2010
36	Andreia Isabel Moreira Sousa	A Implementação de Ferramentas de Marketing Relacional no Benavente Vila Hotel.	Portuguese	ISCTE-IUL	2009
37	Marco António Pinto Correia Ribeiro Coelho	Balanced Scorecard Político - O caso do MMS.	Portuguese	ISCTE-IUL	2009

Publications

• Books and Book Chapters

- Book author

1	Crespo de Carvalho, J., Dias, E.B. & Eduardo Baptista Correia (2002). Economia Digital; 2º Acto. Lisboa/Portugal. Bertrand.
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• Conferences/Workshops and Talks

- Talk

1	Ribeiro, E. R., Marques, C. & Eduardo Baptista Correia (2014). Os ginásios da Cidade de maputo: Os determinantes da satisfação e da lealdade dos clientes. XXI Jornadas de Classificação e Análise de Dados (JOCLAD2014).
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Research Projects

Project Title	Role in Project	Partners	Period
Estudo de Avaliação Externa do Projecto Nacional de Educação para o Empreendedorismo	Global Coordinator	CIES-Iscte - Leader	2010 - 2011

Academic Management Positions

Membro (Docente) (2011) Unit/Area: IUL Global
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