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Fernando José de Aires Angelino

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Curriculum

Fernando José de Aires Angelino, PhD in Management with specialization in Marketing from ISCTE Business School. Master in Management with specialization in Entrepreneurship and Innovation from the University of Évora and graduated in Marketing from Polytechnic Institute of Setúbal – School of Business Sciences and as an Analyst Programmer from IATA in Lisbon. Holds a Specialist title in Business Sciences. Over 20 years of professional experience in management and supervisory positions in domestic and foreign companies, with the coordination and implementation of various projects at the Iberian level in the areas of information technologies, logistics, industrial property, and marketing. His main research interests include Marketing, Higher Education, Entrepreneurship, Innovation, and Virtual Reality.

Research Interests

- Entrepreneurship
- Marketing
- Higher Education
- Virtual reality
- Gamification

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitário de Lisboa	PhD	Doutoramento em Gestão com especialização em Marketing	2020
Institutos Politécnicos de Setúbal, Porto e Castelo Branco	Other type of qualification	Título de Especialista em Ciências Empresariais	2020
ISCTE-Instituto Universitário de Lisboa	Advanced Studies	Gestão, com especialização em Marketing	2016
Universidade de Évora	M.Sc.	Gestão, ramo de Empreendedorismo e Inovação	2013
Universidade de Évora	Post-graduation	Empreendedorismo e Inovação	2010
Instituto Politécnico de Setúbal - Escola Superior de Ciências Empresariais	Licenciate	Marketing	2009
IATA - Instituto de Aperfeiçoamento Técnico Acelerado	Other type of qualification	Análise e Programação de Sistemas	1995

Supervisions

- **M.Sc. Dissertations**

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	VELUTHARAMBATH MUHAMMED NIHAL	TALENT RETENTION STRATEGIES: HYBRID WORK MODELS AND FIRM LEVEL OUTCOMES	English	Iscte	2026
2	Sandra Isabel Parreira Marques Perdigão Castanho	Modelo de Negócio para o 11Hotel School	Portuguese	Iscte	2025
3	FLORBELA DE OLIVEIRA INVERNO	PLANO DE NEGÓCIOS - NOVA EMPRESA DE CONSTRUÇÃO CIVIL	Portuguese	Iscte	2025
4	Ana Catarina Fatia Caxias	IMPLEMENTAÇÃO PILOTO DE UM SISTEMA DE AVALIAÇÃO DE DESEMPENHO: UMA PME TECNOLÓGICA	Portuguese	Iscte	2025
5	Vanessa Pereira Fonseca	A Inteligência Artificial no Atendimento Online: O Efeito da Utilização do Chatbot na Experiência do Utilizador	Portuguese	Iscte	2025
6	Mariana Couto Velez	A formação profissional de colaboradores nas PME: Importância na motivação e retenção. Estudo de caso em Arronches.	Portuguese	Iscte	--

7	Patrícia Isabel Ribeiro Cachão	O Processo de Reconfiguração da Gestão Comercial no Contexto de Aquisição: O caso da Cardiva Portugal	Portuguese	Iscte	--

Total Citations

Web of Science®	96
Scopus	123

Publications

• Scientific Journals

- Scientific journal paper

1	Angelino, F. J., Loureiro, S. M. C. & Bilro, R.G. (2022). Exploring tourism students' engagement through telepresence, pleasantness of the experience and memory: A virtual reality approach. Journal of Promotion Management, 28(5), 669?685. https://doi.org/10.1080/10496491.2021.2009614 - Times Cited Web of Science®: 17 - Times Cited Scopus: 21 - Times Cited Google Scholar: 28
2	Bilro, R. G., Loureiro, S. M. C. & Angelino, F. J. (2022). The role of creative communications and gamification in customer engagement in higher education: A sentiment analysis approach. Journal of Creative Communications, 17(1), 7?21. https://doi.org/10.1177/0973258621992644 - Times Cited Web of Science®: 21 - Times Cited Scopus: 27 - Times Cited Google Scholar: 55
3	Angelino, F. J., Loureiro, S. M. C. & Bilro, R.G. (2021). Analysing students' engagement in higher education through transmedia and Learning Management Systems: a text mining approach. International Journal of Innovation and Learning, 30(4), 484?502. https://doi.org/10.1504/IJIL.2021.118875 - Times Cited Web of Science®: 2 - Times Cited Scopus: 6 - Times Cited Google Scholar: 8
4	Loureiro, S. M. C., Bilro, R. G. & Angelino, F. J. (2021). Virtual reality and gamification in marketing higher education: A review and research agenda. Spanish Journal of Marketing - ESIC, 25(2), 179?216. https://doi.org/10.1108/SJME-01-2020-0013 - Times Cited Web of Science®: 56 - Times Cited Scopus: 69 - Times Cited Google Scholar: 150

• Books and Book Chapters

- Book chapter

1	Angelino, F. J. (2026). Immersive Oceans - Leveraging Virtual and Augmented Reality to Advance Ocean Literacy. Immersive shipwrecks.

2	Bilro, R.G., Loureiro, S. M. C. & Angelino, F. J. (2020). Implications of gamification and virtual reality in higher education. In Sandra Maria Correia Loureiro (Ed.), Managerial challenges and social impacts of virtual and augmented reality (pp. 111?124). IGI Global. https://doi.org/10.4018/978-1-7998-2874-7.ch007 - Times Cited Google Scholar: 8

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Angelino, F. J. (2026). AI as the Question Engine: Fostering Curiosity and Critical Thinking in Contemporary Learning Environments. Dialogar e Aprender a Discordar na Era da Inteligência Artificial: Desafios Éticos para a Educação.
2	Angelino, F. (2025). Minds that prompt, minds that question: Cultivating critical thinking in the age of generative AI in higher education. Livro de Resumos: 1.º Encontro da Rede Portuguesa de Pensamento Crítico (pp. 11?11). CrithinkNet – Rede Portuguesa de Pensamento Crítico.
3	Loureiro, S. M. C., Bilro, R. G. & Angelino, F. J. (2021). Creating memories and engagement in college student through virtual reality. In M. Claudia tom Dieck, Timothy H. Jung, Sandra M. C. Loureiro (Ed.), Augmented reality and virtual reality: New trends in immersive technology, Conference proceedings (pp. 167?179). Springer. https://doi.org/10.1007/978-3-030-68086-2_13 - Times Cited Google Scholar: 4
4	Loureiro, S. M. C., Angelino, F. & Bilro, R. G. (2019). Gamification in higher education: Text mining approach. In Vrontis, D., Weber, Y. and Tsoukatos, E. (Ed.), 12th Annual Conference of the EuroMed Academy of Business: Business Management Theories and Practices in a Dynamic Competitive Environment (pp. 1716?1718). EuroMed Press.
5	Angelino, F., Loureiro, S. M. C. & Bilro, R. G. (2019). Exploring the future of virtual reality and gamification in learning enviornments: Students motivation and engagement in higher education. CEISEE 2019: 15th China-Europe International Symposium on Software Engineering Education, Conference proceedings. IEEE. - Times Cited Google Scholar: 4

- Talk

1	Angelino, F. J. (2026). AI as the Question Engine: Fostering Curiosity and Critical Thinking in Contemporary Learning Environments. Crithinknet - Jornadas do Pensamento Crítico 2026,.
2	Angelino, F. J. (2025). Virtual and digital twins' potential to improve customer engagement and interaction in the Metaverse. AIRSI 2025 - The Metaverse Conference,.
3	Angelino, F. J. (2025). Minds That Prompt, Minds That Question: Cultivating Critical Thinking in the Age of Generative AI in Higher Education.. 1.º Encontro da Rede Portuguesa de Pensamento Crítico,.
4	Angelino, F. J. (2024). Os gémeos digitais no metaverso - o envolvimento do consumidor. Jornadas Internacionais de Marketing e Logística,.
5	Angelino, F. J., Alcina Dourado, Alice Ruivo, Bernardo Ramos, Célia Picoito, Fátima Serralha...Nuno Pereira (2022). Co-creation Design Thinking Process: Learning With Demola Approach. IES - Innovative Economic Symposium,. - Times Cited Google Scholar: 1

6	Angelino, F. J., Alcina Dourado, Alice Ruivo, Bernardo Ramos, Célia Picoito, Fátima Serralha...Nuno Pereira (2022). Aprendizagem com Base em Processos de Cocriação: O exemplo do DEMOLA® no IPSetúbal. CNaPPES22 - 8º Congresso Nacional de Práticas Pedagógicas no Ensino Superior,.
7	Angelino, F. J. & Coelho, Dulce Matos (2022). Innovation and Strategic Management: Unidade Curricular do Módulo Internacional da ESCE/IPS. IV Encontro de Reflexão e Partilha Pedagógica em Ciências Sociais,.
8	Loureiro, S. M. C., Bilro, R.G. & Angelino, F. J. (2020). Creating Memories and Engagement in College Student Through Virtual Reality. 6th International AR VR Conference,.
9	Angelino, F., Loureiro, S. M. C. & Bilro, R.G. (2019). Exploring the future of virtual reality and gamification in learning enviornments: students motivation and engagement in higher education. 15th China-Europe International Symposium on Software Engineering Education,.
10	Angelino, F. J. & Dominguinhos, Pedro (2013). Teaching entrepreneurship in HEI: an analysis at the portuguese Polythecnics. Enabling Teachers for Entrepreneurship Education (ENTENP2013),.

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Scientific journal editor	Impacts of Consumer AI Literacy on AI-Generated Communications and Marketing		Since 2026	English