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Fernando Jorge Almeida Oliveira Brochado



Contacts

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Research Interests

Consumer Psychology, Consumer Behavior, Hospitality and Tourism Management, Marketing Research, Psychometrics, Quantitative and Qualitative Analysis, Social Media Marketing Research.

Academic Qualifications

| University/Institution | Type | Degree | Period |
|--|------|-------------------------|--------|
| ISCTE-IUL | PhD | Tourism Management PhD | 2018 |
| Institute of Biomedical Sciences Abel Salazar - ICBAS/UPorto | PhD | Behavioral Sciences PhD | 2013 |

Supervisions

- **M.Sc. Dissertations**
 - **Concluded**

| | Student Name | Title/Topic | Language | Institution | Concluding Year |
|----|--|--|-----------------|--------------------|------------------------|
| 1 | Julieta Belarmina José David | A Proliferação de Universidades e seu Impacto na Qualidade do Ensino Superior | Portuguese | Iscte | 2017 |
| 2 | Marta de Bragança Barahona Mendes Pinto | Chic by Choice - Customer Loyalty Programme | English | Iscte | 2016 |
| 3 | Hashim Ibrahim | Corporate Branding Dimensions & Customers' Willingness to Share Brand Content Online | English | Iscte | 2016 |
| 4 | MARIA MARGARIDA DOS SANTOS REVESSO (Marketing) | -- | Portuguese | -- | -- |
| 5 | ANA MARTA FERNANDES (Marketing) | -- | Portuguese | -- | -- |
| 6 | STOVER EDUARDO EZEQUIAS (Marketing) | -- | Portuguese | -- | -- |
| 7 | ANA JORGE COUTINHO (Marketing) | -- | Portuguese | -- | -- |
| 8 | MIGUEL SILVEIRA (Marketing) | -- | Portuguese | -- | -- |
| 9 | SARA MARGARIDA CARVALHO (Marketing) | -- | Portuguese | -- | -- |
| 10 | ANA ROSA ANTUNES (Marketing) | -- | Portuguese | -- | -- |
| 11 | RUI MANUEL MARTINS (Marketing) | -- | Portuguese | -- | -- |
| 12 | SUSANA MARTINS PACHECO (Marketing) | -- | Portuguese | -- | -- |
| 13 | ANTÓNIO ALVES DA LUZ (Marketing) | -- | Portuguese | -- | -- |

• M.Sc. Final Projects

- Concluded

| | Student Name | Title/Topic | Language | Institution | Concluding Year |
|---|-------------------------------|--|-----------------|--------------------|------------------------|
| 1 | Marion Agnès Dorothée Blondel | Implementing a New Business Concept to Develop Virtual Reality Systems Accessibility | English | Iscte | 2017 |
| 2 | Samuel Charles Einstein | Surfscholar Business Plan: Quality Reigns Supreme | English | Iscte | 2016 |

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|---|--------------------------------------|----|------------|----|----|
| 3 | CARLA COSTA DE SOUSA (Marketing) | -- | Portuguese | -- | -- |
| 4 | LAURA TEIXEIRA DE MIGUEL (Marketing) | -- | Portuguese | -- | -- |
| 5 | JOANA GONÇALVES QUILHÓ (Marketing) | -- | Portuguese | -- | -- |
| 6 | LUIS FILIPE FERREIRA (Marketing) | -- | Portuguese | -- | -- |

Total Citations

| | |
|------------------------|-----|
| Web of Science® | 398 |
| Scopus | 516 |

Publications

• Scientific Journals

- Scientific journal paper

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| 1 | <p>Brochado, A., Brito, C., Bouchet, A. & Oliveira-Brochado, F. (2021). Dimensions of football stadium and museum tour experiences: The case of Europe's most valuable brands. <i>Sustainability</i>. 13 (12)</p> <p>- Times Cited Web of Science®: 15 - Times Cited Scopus: 13 - Times Cited Google Scholar: 30</p> |
| 2 | <p>Brochado, A., Souto, J. & Brochado, F. (2021). Dimensions of sustainable tour experiences. <i>Journal of Quality Assurance in Hospitality and Tourism</i>. 22 (5), 625-648</p> <p>- Times Cited Web of Science®: 7 - Times Cited Scopus: 6 - Times Cited Google Scholar: 13</p> |
| 3 | <p>Brochado, A., Troilo, M., Rodrigues, H. & Oliveira-Brochado, F. (2020). Dimensions of wine hotel experiences shared online. <i>International Journal of Wine Business Research</i>. 32 (1), 59-77</p> <p>- Times Cited Web of Science®: 26 - Times Cited Scopus: 37 - Times Cited Google Scholar: 56</p> |
| 4 | <p>Brochado, A., Oliveira, C., Rita, P. & Oliveira, F. (2019). Shopping centres beyond purchasing of luxury goods: A tourism perspective. <i>Annals of Leisure Research</i>. 22 (4), 484-505</p> <p>- Times Cited Web of Science®: 17 - Times Cited Scopus: 19 - Times Cited Google Scholar: 34</p> |
| 5 | <p>Brochado, A. & Brochado, F. (2019). What makes a glamping experience great?. <i>Journal of Hospitality and Tourism Technology</i>. 10 (1), 15-27</p> <p>- Times Cited Web of Science®: 75 - Times Cited Scopus: 72 - Times Cited Google Scholar: 171</p> |

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| 6 | <p>Brochado, A., Rita, P., Oliveira, C. & Oliveira, F. (2019). Airline passengers' perceptions of service quality: Themes in online reviews. <i>International Journal of Contemporary Hospitality Management</i>. 31 (2), 855-873</p> <p>- Times Cited Web of Science®: 111</p> <p>- Times Cited Scopus: 109</p> <p>- Times Cited Google Scholar: 212</p> |
| 7 | <p>Brochado, A. & Oliveira, F. (2018). Brand equity in the Portuguese vinho verde "green wine" market. <i>International Journal of Wine Business Research</i>. 30 (1), 2-18</p> <p>- Times Cited Scopus: 22</p> <p>- Times Cited Google Scholar: 56</p> |
| 8 | <p>Brochado, A., Santos, M., Oliveira, F. & Esperança, J. (2018). Gambling behavior: Instant versus traditional lotteries. <i>Journal of Business Research</i>. 88, 560-567</p> <p>- Times Cited Web of Science®: 18</p> <p>- Times Cited Scopus: 14</p> <p>- Times Cited Google Scholar: 27</p> |
| 9 | <p>Oliveira-Brochado, A., Brito, P. Q. & Oliveira-Brochado, F. (2017). Correlates of adults' participation in sport and frequency of sport. <i>Science and Sports</i>. 32 (6), 355-363</p> <p>- Times Cited Web of Science®: 30</p> <p>- Times Cited Scopus: 27</p> <p>- Times Cited Google Scholar: 65</p> |
| 10 | <p>Brochado, A., Teiga, N. & Oliveira-Bochado, F. (2017). The ecological conscious consumer behaviour: Are the activists different?. <i>International Journal of Consumer Studies</i>. 41 (2), 138-146</p> <p>- Times Cited Web of Science®: 92</p> <p>- Times Cited Scopus: 92</p> <p>- Times Cited Google Scholar: 168</p> |
| 11 | <p>Oliveira-Brochado, F., Brochado, A. & Caldeira, T. (2015). Os determinantes psicológicos do consumidor verde. <i>Tourism and Management Studies</i>. 11 (2), 104-111</p> <p>- Times Cited Web of Science®: 7</p> <p>- Times Cited Google Scholar: 37</p> |
| 12 | <p>Brochado, A., Oliveira-Brochado, F. & Brito, P. Q. (2010). Effects of personal, social and environmental factors on physical activity behavior among adults. <i>Revista Portuguesa de Saúde Pública</i>. 28 (1), 7-17</p> <p>- Times Cited Google Scholar: 65</p> |

• Books and Book Chapters

- Book chapter

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| 1 | <p>Brochado, A., Maite Sena & Oliveira-Brochado, F. (2022). Wine tasting and appreciation experiences at wineries. In <i>Routledge Handbook of Wine Tourism</i>. (pp. 498-506). London: Routledge.</p> <p>- Times Cited Scopus: 1</p> <p>- Times Cited Google Scholar: 1</p> |
| 2 | <p>Oliveira-Brochado, F. (2021). Excellent cuisine worth a detour: Dimensions of luxury dining experiences. In Paula Rodrigues, Ana Pinto Borges (Ed.), <i>Building consumer-brand relationship in luxury brand management.</i>: IGI Global.</p> <p>- Times Cited Scopus: 1</p> |

• Conferences/Workshops and Talks

- Publication in conference proceedings

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| 1 | Oliveira-Brochado, A. & Oliveira-Brochado, F. (2016). Identifying the main dimensions of a consumer experience based on user generated contents. In GIKA 2016. Valência |
| 2 | Brochado, F., Figueiredo, V. & Brochado, A. (2014). Entrepreneurial Intentions among students of health sciences. In Margarida Jesus , Celísia Isabel Domingues Batista , Francisco Serra (Ed.), TMS Conference Series (2014) Perspetivas Contemporâneas em Recursos Humanos e Empreendedorismo. (pp. 419-430).: Escola Superior de Turismo da Universidade do Algarve. |
| 3 | Brochado, F. & Brochado, A. (2014). Using HEdPERF to assess service quality assessment in higher education. In TMS Algarve 2014: Management studies international conference. (pp. 443-456). Olhão: UA. |
| 4 | Oliveira-Brochado, F. & Brochado, A. (2014). Assessing pharmaceutical service quality: an examination of expectations and perceived quality. In TMS Conference Series (2014) Perspetivas Contemporâneas em Marketing. (pp. 5-20). |

- Talk

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| 1 | Brochado, A., Oliveira, C., Oliveira-Brochado, F. & Rita, P. (2017). Main Dimensions of Airline Passengers' Experience. 4th World Research Summit for Tourism and Hospitality - University of Central Florida, Orlando, USA . |
| 2 | Brochado, A., Santos, M-C., Oliveira-Brochado, F. & Esperança, J. (2017). Correlates of Lottery Gambling. GIKA 17. |
| 3 | Oliveira-Brochado, F., Kang, W. & Brochado, A. (2016). Assessing Corporate Social Responsibility Perceived Image. International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behavior. |
| 4 | Oliveira-Brochado, F. & Brochado, A. (2016). 'Identifying the main dimensions of a consumer experience based on user generated contents'. GIKA 16 - Valência. |
| 5 | Oliveira-Brochado, F., Kang, W. & Brochado, A. (2015). 'Evaluating CSR Perceived Image in Brazil and Portugal in the Retail Industry'. Multinational Enterprises and Sustainable Development International Conference - MESD15. |
| 6 | Oliveira-Brochado, F. & Brochado, A. (2015). 'The Ecological Conscious Consumer Behavior: Are the Activists Different?'. Multinational Enterprises and Sustainable Development International Conference - MESD 15. |
| 7 | Oliveira-Brochado, F. & Brochado, A. (2014). The psychological determinants of the green consumer. TMS Algarve 2014: Management Studies International Conference. - Times Cited Google Scholar: 1 |
| 8 | Oliveira-Brochado, F. & Oliveira-Brochado, A. (2014). Using HEdPERF to assess service quality assessment in higher education. TMS Algarve 2014: Management Studies International Conference. |
| 9 | Oliveira-Brochado, F. & Brochado, A. (2014). Assessing pharmaceutical service quality: an examination of expectations and perceived quality. TMS Algarve 2014: Management Studies International Conference. |
| 10 | Oliveira-Brochado, F., Brochado, A. & Figueiredo, V. (2014). Entrepreneurial Intentions among students of health sciences. TMS Algarve 2014: Management Studies International Conference. |

• Other Publications

- Other publications

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|---|---|
| 1 | Brochado, A., Oliveira-Brochado, F. & Moro, S. (2018). Island Tourism Experiences. 2018 Global Marketing Conference, Tokyo, Japan. - Times Cited Scopus: 103 |
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Academic Management Positions

Secretário(a) (2025 - 2029)
Unit/Area: ISCTE Business School

Secretário(a) (2024 - 2025)
Unit/Area: ISCTE Business School

Secretário(a) (2023 - 2024)
Unit/Area: ISCTE Business School

Secretário(a) (2022 - 2023)
Unit/Area: ISCTE Business School

Awards

FCT Ph.D Research Grant (2005)

Professional Associations

Ordem dos Psicólogos - full member (Since 2013)