

Warning: [2025-12-21 00:03] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Filipa Rosado Pinto

Professora Auxiliar

Department of Marketing, Operation and Management (IBS)

Integrated Researcher

BRU-Iscte - Business Research Unit (IBS)
[Marketing Group]



Contacts

E-mail

Filipa.Rosado.Pinto@iscte-iul.pt

Office

D4.20

Curriculum

Filipa Rosado Pinto is an Assistant Professor (Professora Auxiliar) of the Department of Marketing, Operations and General Management at Iscte- Instituto Universitário de Lisboa. She was previously an Adjunct Assistant Professor at Nova SBE. Filipa obtained her PhD in Management (Marketing specialization) at Iscte, in 2022. She also holds an MBA from IE Business School and a bachelor's degree in management from NOVA SBE. Following ten years of experience in marketing, in multinational companies, from Fast Moving Consumer Goods and the Pharmaceutical Industry, she moved into Academia in 2016.

Filipa's current research interests include -among others- consumer-brand relationships, brand management and services marketing. Her research has been published in international scientific journals, such as EuroMed Journal of Business, Journal of Promotion Management and International Journal of Hospitality Management. Her work has also been presented at reputable international scientific conferences such as EMAC - European Marketing Academy Conference, GAMMA-GMC (Global Marketing Conference) and EuroMed Academy of Business conference.

Research Interests

Consumer-brand relationships

Brand management

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Management (Marketing specialization)	2022
IE Business School	M.Sc.	Master in Business Administration (MBA)	2009
Nova SBE	Licenciate	Management	2003

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2025/2026	2º	Marketing Fundamentals	Bachelor Degree in Management;	No
2025/2026	1º	Managing Hospitality and Guest Service Organizations	Master Degree in Hospitality and Tourism Management;	No
2025/2026	1º	Operational Marketing	Bachelor Degree in Management;	No
2024/2025	2º	Marketing Management		No
2024/2025	1º	Managing Hospitality and Guest Service Organizations	Master Degree in Hospitality and Tourism Management;	No
2024/2025	1º	Operational Marketing	Bachelor Degree in Management;	No
2023/2024	2º	Marketing Management		No
2023/2024	1º	Managing Hospitality and Guest Service Organizations	Master Degree in Hospitality and Tourism Management;	No
2022/2023	2º	Marketing Management	Bachelor Degree in Human Resources Management;	No
2022/2023	1º	Managing Hospitality and Guest Service Organizations	Master Degree in Hospitality and Tourism Management;	No
2022/2023	1º	Marketing Management		No
2021/2022	2º	Marketing Management		No
2021/2022	1º	Managing Hospitality and Guest Service Organizations	Master Degree in Hospitality and Tourism Management;	No

2021/2022	1º	Marketing Management		No
2020/2021	1º	Managing Hospitality and Guest Service Organizations	Master Degree in Hospitality and Tourism Management;	No
2020/2021	1º	Marketing Management		No
2019/2020	1º	Research Methods in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	No

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	José Miguel Esteves Gaspar	Enhancing customer experience using gamification in the supermarket context	English	Developing	Iscte
2	Ali Aleidan	Seamless Brand Experience Role Toward Love and Authenticity in Events and Festivals	English	Developing	Iscte

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Inês Minuça Santos	The Role of Storytelling in Luxury Fashion Branding	--	Developing	Iscte
2	Marta Lourenço de Oliveira	The Role of Service Quality in Luxury Services	--	Developing	Iscte
3	Maria Manuel Martins Costa Ferreira Pacheco	Sustainable Practices in upscale hotels: The impact on consumer perceptions	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Liliana Elisabete Barata Dias	Exploring the relationship between humor type in memes and brand coolness dimensions	English	Iscte	2025
2	Dominic Gabriel Dsouza	The Role of Food Tourism in Enhancing Cultural Identity and Guest Experiences in Hospitality: A Focus on Authenticity and Local Culinary Traditions	English	Iscte	2025

3	Esteban Andres Antelo	Understanding service quality and visitors' experience in the music festival context.	English	Iscte	2025
4	Maria Francisca de Carvalho Bastos Marques	Exploring the influence of perceived sustainability on brand coolness in the beauty Industry	English	Iscte	2025
5	Mafalda Moreira de Melo e Faro	Brand Authenticity: exploring antecedents and outcomes in Heritage Tourism	English	Iscte	2023
6	Amadeu José Vasconcelos Rodrigues Carvalho	Portuguese Fado houses: the role of customer experience, service quality and behavioral intentions, from the industry professionals point of view	English	Iscte	2023
7	Carla Sofia Santos Jordão	Generation Z: sustainability in the luxury fashion consumption	English	Iscte	2023

Total Citations

Web of Science®	153
Scopus	166

Publications

• Scientific Journals

- Scientific journal paper

1	Rosado-Pinto, F. & Loureiro, S. M. C. (2024). Authenticity: Shedding light on the branding context. <i>EuroMed Journal of Business</i>. 19 (3), 544-570 - Times Cited Web of Science®: 9 - Times Cited Scopus: 10 - Times Cited Google Scholar: 19
2	Rosado-Pinto, F. & Loureiro, S. M. C. (2023). What an amazing experience! The role of authenticity and engagement in upscale hotels. <i>International Journal of Hospitality Management</i>. 114 - Times Cited Web of Science®: 10 - Times Cited Scopus: 9 - Times Cited Google Scholar: 21
3	Rosado-Pinto, F. & Loureiro, S. M. C. (2020). The growing complexity of customer engagement: a systematic review. <i>EuroMed Journal of Business</i>. 15 (2), 167-203 - Times Cited Web of Science®: 104 - Times Cited Scopus: 109 - Times Cited Google Scholar: 181

4	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2020). How brand authenticity and consumer brand engagement can be expressed in reviews: a text mining approach. <i>Journal of Promotion Management</i>. 26 (4), 457-480 - Times Cited Web of Science®: 30 - Times Cited Scopus: 38 - Times Cited Google Scholar: 76
---	--

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Gaspar, J. M., Loureiro, S. M. C. & Rosado-Pinto, F. (2024). Mapping gamification in the consumption context: A systematic literature review. In Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos (Ed.), 17th Annual Conference of the EuroMed Academy of Business: Conference Readings: Book Proceedings. (pp. 1166-1168). Pisa: EuroMed Press.
2	Rosado-Pinto, F. & Jordão, C. (2024). Sustainability and luxury fashion: Generation Z´s perspective. In Global Fashion Management Conference, Proceedings. (pp. 462-465). Milan: GAMMA.
3	Bilro, R. G., Loureiro, S. M. C., Rosado-Pinto, F. & Costa, I. (2020). The impact of influencer marketing and instagrammers on consumer purchase intentions and brand attitude. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 478-479). Seoul: Global Alliance of Marketing and Management Associations. - Times Cited Google Scholar: 4
4	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2020). Tourist-hotel relationship: the role of customer experience and brand authenticity. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 639-644). Seoul: Global Alliance of Marketing and Management Associations.
5	Pinto, F. R. & Loureiro, S. M. C. (2019). Customer engagement: Growing relevance in marketing research. 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. 1788-1790). Thessaloniki, Greece: EuroMed Press.
6	Pinto, F. R. & Loureiro, S. M. C. (2019). Authenticity in international marketing field: Systematic literature review. 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. 1816-1820). Thessaloniki, Greece: EuroMed Press.
7	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2019). Insights into brand authenticity and customer engagement in a restaurant setting: A text mining approach . In Proceedings of the 48th EMAC Conference. Hamburg: EMAC. - Times Cited Google Scholar: 1

- Talk

1	Rosado-Pinto, F. & Jordão, C. (2024). Sustainability and Luxury Fashion: Generation Z´s perspective. 2024 Global Fashion Management Conference at Milan.
2	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2020). Tourist-hotel relationship: the role of customer experience and brand authenticity. Global Marketing Conference- GAMMA 2020.
3	Rosado-Pinto, F. & Loureiro, S. M. C. (2019). Authenticity in international marketing field: systematic literature review. 12th Annual Conference of the EuroMed Academy of Business.

4	Rosado-Pinto, F. & Loureiro, S. M. C. (2019). Customer engagement: growing relevance in marketing research. 12th Annual Conference of the EuroMed Academy of Business.
---	--