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## Rodrigues, Helena

### Professora Auxiliar

Department of Marketing, Operation and Management (IBS)

### Integrated Researcher

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

## Contacts

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## Curriculum

Prof. Helena Rodrigues holds a PhD in Management-Specialization in Marketing at ISCTE-IUL, Lisbon, Portugal. She received her B.Sc. and M.Sc. degrees in Marketing from ISLA-Lisboa and Laureate. She has worked for global Asset Management Banks and in the Marketing Department for a Global Pharmaceutical Company. She lectures Marketing and Tourism Marketing at ISCTE-IUL. Her main research is in the area of Medical Tourism, Wellness and Health Tourism, Service Quality, Social Media and Higher Education.

## Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL	PhD	Management-Specialization in Marketing	2017
ISLA-Lisboa and Laureate	M.Sc.	Marketing	2014

## Teaching Activities

<b>Teaching Year</b>	<b>Sem.</b>	<b>Course Name</b>	<b>Degree(s)</b>	<b>Coord.</b>
2025/2026	2º	Shopping Tourism & Luxury Retail Management	Institutional Degree in ISCTE Business School;	No
2025/2026	2º	Communication Techniques		Yes
2025/2026	2º	Marketing Fundamentals	Bachelor Degree in Management;	No
2025/2026	1º	Shopping Tourism & Luxury Retail Management	Institutional Degree in ISCTE Business School;	No
2025/2026	1º	Communication Techniques		Yes
2025/2026	1º	Marketing Fundamentals	Bachelor Degree in Industrial Management and Logistics;	No
2025/2026	1º	Strategic Marketing	Master Degree in Marketing;	No
2024/2025	2º	Shopping Tourism & Luxury Retail Management	Institutional Degree in ISCTE Business School;	No
2024/2025	2º	Public Speaking with Drama Techniques	Institutional Degree in Softskills;	No
2024/2025	2º	Communication Techniques	Institutional Degree in Softskills;	Yes
2024/2025	1º	Research Methods in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	No
2024/2025	1º	Shopping Tourism & Luxury Retail Management		No
2024/2025	1º	Public Speaking with Drama Techniques	Institutional Degree in Softskills;	No
2024/2025	1º	Communication Techniques	Institutional Degree in Softskills;	Yes
2024/2025	1º	Strategic Marketing	Master Degree in Marketing;	No
2023/2024	2º	Professional Presentations		No
2023/2024	2º	Shopping Tourism & Luxury Retail Management	Institutional Degree in ISCTE Business School;	No
2023/2024	2º	Public Speaking with Drama Techniques	Institutional Degree in Softskills;	No
2023/2024	1º	Communication Techniques		Yes
2023/2024	1º	Shopping Tourism & Luxury Retail Management		No

2023/2024	1º	Strategic Marketing	Master Degree in Marketing;	No
2022/2023	2º	Professional Presentations		No
2022/2023	2º	Communication Techniques		Yes
2022/2023	2º	Shopping Tourism & Luxury Retail Management	Institutional Degree in ISCTE Business School;	No
2022/2023	1º	Communication Techniques		Yes
2022/2023	1º	Shopping Tourism & Luxury Retail Management		No
2022/2023	1º	Strategic Marketing	Master Degree in Marketing;	No
2021/2022	2º	Professional Presentations		No
2021/2022	2º	Shopping Tourism & Luxury Retail Management	Institutional Degree in ISCTE Business School;	No
2021/2022	1º	Communication Techniques		Yes
2021/2022	1º	Shopping Tourism & Luxury Retail Management		No
2021/2022	1º	Strategic Marketing	Master Degree in Marketing;	No
2020/2021	2º	Professional Presentations		No
2020/2021	2º	Communication Techniques		Yes
2020/2021	1º	Communication Techniques		Yes
2019/2020	2º	Seminar on Information Systems Development	Post Graduation Program in Applied Informatics to the Organizations;	No
2019/2020	2º	Professional Presentations		No
2019/2020	2º	Communication Techniques		Yes
2019/2020	1º	Conflict Management	Institutional Degree in Softskills;	No
2019/2020	1º	Teamwork		No
2019/2020	1º	Technical Report Writing		No
2019/2020	1º	Communication Techniques		Yes

## Supervisions

### • Ph.D. Thesis

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Pedro Miguel Oliveira da Costa	The impact of information systems on the success of e-commerce in small and medium-sized companies	English	Iscte	2024

### • M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Pedro Maria Condeço de Ornelas	Quiet Luxury as a Differentiation Strategy in Luxury Hospitality	--	Developing	Iscte
2	Eva Jimenez	Adapting to Artificial Intelligence (AI) : Multigenerational differences in employee response to conversational AI in European luxury hotels	--	Developing	Iscte
3	Francisca Esperança Cativo	How Augmented Reality And Virtual Reality Campaigns Impact Brand Experience And Brand Love in The Luxury Fashion Sector	--	Developing	Iscte
4	João Pedro Correia Pessoa	Wellness Tourism as a Reflection of Self-Investment and Social Status: Navigating Health Benefits vs Wealth Display in the UAE	--	Developing	Iscte
5	Yohann Carvalho Ribeiro	Companion Animals in Hospitality (Pet-Friendly and Non-Pet-Friendly Hotels)	--	Developing	Iscte
6	Luís Figueiredo Santos Dos Reis Índio	Between nature and economy: The impact of overtourism in Azores and Madeira	--	Developing	Iscte
7	Carla Marisa Monteiro Nunes	Wine Therapy: When Wine Meets Wellness Beauty	--	Developing	Iscte
8	Tomás Afonso Correia Gomes de Gouveia	Identifying personality traits of pet owners in hotels	--	Developing	Iscte
9	Evy Versyck	What Push-Pull Dynamics Are Shaping Hotel Choices for Muslim Business-women?	--	Developing	Iscte

10	Maria Eduarda Alves dos Santos	Consumers perceptions regarding digital wine applications- A new Era in the wine industry -	--	Developing	Iscte
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**- Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Leonor Ponces de Carvalho Baptista Serrano	"The Sound of Luxury: Exploring the Motivations for Loud and Quiet Luxury in Premium Brands"	English	Iscte	2024
2	Simionela Calestru	Beauty Beyond Years: Can Luxury Cosmetics Influence Self-Esteem in Older Adults?	English	Iscte	2024
3	Diogo Alexandre da Cruz Cerqueira	Loyalty programs in Retail: The influence of blockchain technology on customer adoption intention	English	Iscte	2024
4	Naomi Apiyo Okoth	IS 'CHEAP' TRULY 'EXPENSIVE'? EVALUATING THE EFFECTS OF LOW-COST CARRIERS ON EUROPEAN TOURISM	English	Iscte	2024
5	Matheus Salkini Teodoro	What are the main motivations and barriers to purchasing green dermocosmetics products in Portugal?	English	Iscte	2023
6	Filipa Dias de Sousa	The Attractiveness of Medical Tourism in the Azores	English	Iscte	2023
7	Maria Gabriela Braçal Marques do Patrocínio	The impact of e-commerce service failures on customer satisfaction in Portuguese SMEs	Portuguese	Iscte	2023
8	Sraboni Akter	Wellness Tourism: Surfing as a Potential Offering	English	Iscte	2023
9	Jaina Shah	Sustainable Tourism: A Paradigm Of Luxury For Millennials	English	Iscte	2023
10	Inès Cécile Aline Poncin	Customer purchase motivations for gourmet food products: a focus on the product origin	English	Iscte	2023
11	Réka Baán	Look what you made me do: Social media influencers' impact on medical travel decisions	English	Iscte	2023
12	Miguel Alexandre Vera de Matos	The importance of e-commerce for reaching customer satisfaction in the wine sector	English	Iscte	2022
13	Andreia Filipa Castrelas Gomes	Is Portugal an accessible tourist destination? Factors that influence the perception of disabled people regarding Portugal as an accessible tourist destination	English	Iscte	2022

14	António Gonçalo Leote Guimarães da Costa Oliveira	What is the state of Local Accommodation in post-covid	Portuguese	Iscte	2022
15	Maria José Magalhães de Almeida	How translation technologies impact the main skills of translators.	Portuguese	Iscte	2022
16	Julia Glaeser	The effects of digital nomads on housing affordability for local populations in Ericeira.	English	Iscte	2022
17	Zeng Tian	The impact of COVID-19 on medical tourists - a content analysis	English	Iscte	2022
18	Nikolaos Vasilios Metos	The Rise of Sneaker Culture: The Streetwear Hype Which is Becoming Luxury. Complications for the Industry and the Community	English	Iscte	2022
19	Emil Huseynzade	Key success elements of a creative city: Lisbon as an emerging creative milieu	English	Iscte	2022
20	Chen Li	Online Customer Satisfaction about Sharing Bike Market in China	English	Iscte	2022
21	Qi Zheng	The Impact of the Epidemic on Consumer Behavior: People's Conception of Medical Products in the Post-Epidemic Era	English	Iscte	2021
22	Catarina Madureira Pires	The influence of the color of the labels on the packaging of wine brands	Portuguese	Iscte	2021
23	Hélio José Cavudissa	Teaching Software Prototype for University support in Angola.(Fala Comigo)	Portuguese	Iscte	2020
24	Pedro Leonardo Rodrigues Fernandes	Information system for identification and localization of products in supermarkets	Portuguese	Iscte	2020
25	Nuno Miguel de Jesus Grilo Cavalheiro	Cultural heritage gamification and its effects on the tourist satisfaction	English	Iscte	2019
26	Sara Vaz de Barros Nunes Mendes	Partners In Wine: Occasion influencers of Portuguese Millennials? wine purchase behaviour	English	Iscte	2018
27	Margarida dos Santos Lourenço	A imagem percepcionada do turismo em Lisboa: Estudo com recurso aos social media	Portuguese	Iscte	2018

### • M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year

1	Maria Gonçalves Fernandes Neves Soares	Business Plan: Fábrica das Verdadeiras Queijadas da Sapa	Portuguese	Iscte	2022
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## Total Citations

Web of Science®	751
Scopus	857

## Publications

### • Scientific Journals

#### - Scientific journal paper

1	Rodrigues, H. & Abreu, C. (2025). Voluntourism: Can universities shape the present into a future?. <i>Journal of Marketing for Higher Education.</i> 35 (2), 362-383
2	Calestru, S., Rodrigues, H. & Junça Silva, A. (2025). A little lipstick never hurts: How luxury cosmetics influence self-esteem in older adults. <i>Journal of Macromarketing.</i> 45 (4), 762-780 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1
3	Almeida, F., Rodrigues, H. & Freitas, P. (2024). "No Need to Dress to Impress" evidence on teleworking during and after the pandemic: A systematic review. <i>Administrative Sciences.</i> 14 (4) - Times Cited Web of Science®: 13 - Times Cited Scopus: 11
4	Mohsin, A., Brochado, A. & Rodrigues, H. (2023). Mind the gap: A critical reflection on hotel employee turnover. <i>International Journal of Contemporary Hospitality Management.</i> 35 (7), 2481-2495 - Times Cited Web of Science®: 25 - Times Cited Scopus: 27 - Times Cited Google Scholar: 64
5	Carvalho, N., Rodrigues, H. & Brochado, A. (2023). Double or nothing: Push and pull factors of casinos in Europe. <i>GeoJournal.</i> 88 (2), 2233-2246 - Times Cited Web of Science®: 5 - Times Cited Scopus: 6 - Times Cited Google Scholar: 11
6	Rodrigues, L. F., Oliveira, A. & Rodrigues, H. (2023). Technology management has a significant impact on digital transformation in the banking sector. <i>International Review of Economics and Finance.</i> 88, 1375-1388 - Times Cited Web of Science®: 22 - Times Cited Scopus: 32 - Times Cited Google Scholar: 58
7	Rodrigues, H., Brochado, A., Troilo, M. & Mohsin, A. (2022). Wellness comes in salty water: Thalassotherapy spas and service level of satisfaction. <i>International Journal of Spa and Wellness.</i> 5 (1), 71-90 - Times Cited Web of Science®: 10 - Times Cited Scopus: 11 - Times Cited Google Scholar: 20

8	Herédia-Colaço, V. & Rodrigues, H. (2021). Hosting in turbulent times: hoteliers' perceptions and strategies to recover from the Covid-19 pandemic . International Journal of Hospitality Management. 94 - Times Cited Web of Science®: 40 - Times Cited Scopus: 43 - Times Cited Google Scholar: 85
9	Moshin, A., Brochado, A. & Rodrigues, H. (2020). Halal tourism is traveling fast: Community perceptions and implications. Journal of Destination Marketing and Management. 18 - Times Cited Web of Science®: 51 - Times Cited Scopus: 68 - Times Cited Google Scholar: 161
10	Rodrigues, H., Brochado, A. & Troilo, M. (2020). Listening to the murmur of water: Essential satisfaction and dissatisfaction attributes of thermal and mineral spas. Journal of Travel and Tourism Marketing. 37 (5), 649-661 - Times Cited Web of Science®: 39 - Times Cited Scopus: 37 - Times Cited Google Scholar: 69
11	Brochado, A., Troilo, M., Rodrigues, H. & Oliveira-Brochado, F. (2020). Dimensions of wine hotel experiences shared online. International Journal of Wine Business Research. 32 (1), 59-77 - Times Cited Web of Science®: 26 - Times Cited Scopus: 37 - Times Cited Google Scholar: 56
12	Rodrigues, H., Almeida, F., Figueiredo, V. & Lopes, S. L. (2019). Tracking e-learning through published papers: a systematic review. Computers and Education. 136, 87-98 - Times Cited Web of Science®: 258 - Times Cited Scopus: 301 - Times Cited Google Scholar: 671
13	Rodrigues, L. F., Oliveira, A. & Rodrigues, H. (2019). Main gamification concepts: a systematic mapping study. Heliyon. 5 (7), 1-13 - Times Cited Web of Science®: 96 - Times Cited Scopus: 113 - Times Cited Google Scholar: 240
14	Rodrigues, L. F., Oliveira, A., Rodrigues, H. & Costa, C. J. (2019). Assessing consumer literacy on financial complex products. Journal of Behavioral and Experimental Finance. 22, 93-104 - Times Cited Web of Science®: 40 - Times Cited Scopus: 30 - Times Cited Google Scholar: 75
15	Mohsin, A., Rodrigues, H. & Brochado, A. (2019). Shine bright like a star: Hotel performance and guests' expectations based on star ratings. International Journal of Hospitality Management. 83, 103-114 - Times Cited Web of Science®: 39 - Times Cited Scopus: 37 - Times Cited Google Scholar: 72
16	Rodrigues, H., Brochado, A., Troilo, M. & Mohsin, A. (2017). Mirror, mirror on the wall, who's the fairest of them all? A critical content analysis on medical tourism. Tourism Management Perspectives. 24, 16-25 - Times Cited Web of Science®: 59 - Times Cited Scopus: 53 - Times Cited Google Scholar: 120

**- Review article**

1	Lopes, M. M., Damásio, M. J., Sousa, C. & Rodrigues, H. (N/A). Screen style: Visual elements and brand identity in fashion films. <i>Journal of Marketing Communications</i> . N/A
2	Mohsin, A., Luz, A., Rodrigues, H. & Penela, D. (2024). Is halal tourism taking off in OIC and non-OIC countries? A systematic study of published research. <i>Journal of Islamic Marketing</i> . 15 (4), 990-1012 - Times Cited Web of Science®: 8 - Times Cited Scopus: 10
3	Costa, P. & Rodrigues, H. (2024). The ever-changing business of e-commerce-net benefits while designing a new platform for small companies. <i>Review of Managerial Science</i> . 18 (9), 2507-2545 - Times Cited Web of Science®: 19 - Times Cited Scopus: 18 - Times Cited Google Scholar: 52

## • Books and Book Chapters

### - Book author

1	LUIS FILIPE RODRIGUES, Oliveira, A. & Rodrigues, H. (2022). <i>Jogos Sérios - A Arte de Gamificar</i> . Lisboa. Causa das Regras.
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### - Book chapter

1	Brochado, A., Rodrigues, H. & Mendes , S. (2024). Message in a bottle: Generation Y and wine purchase occasions' perceived risks and information sources. In Javier Martínez-Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García, Luis A. Millán-Tudela (Ed.), <i>Strategic management in the wine tourism industry: Competitive strategies, wine tourism behaviour and new strategic tools</i> . (pp. 91-111). Cham: Springer Nature. - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
2	Bank, M L & Rodrigues, H. (2023). Save it to cherish; the rise of wildlife voluntourism with Generation Z. In Gen Z, Tourism, and Sustainable Consumption. Routledge: Taylor and Francis. - Times Cited Scopus: 7
3	Rodrigues, H. & Brochado, A. (2021). Going for silver-senior consumers' reviews of medical tourism. In Ana Pinto Borges, Paula Rodrigues (Ed.), <i>New techniques for brand management in the healthcare sector</i> . (pp. 64-83).: IGI Global. - Times Cited Scopus: 11 - Times Cited Google Scholar: 5

## • Conferences/Workshops and Talks

### - Publication in conference proceedings

1	Rodrigues, H., Costa, P. & Mohsin, A. (2023). Highway to the danger zone: A systematic review of the hazard side of e-commerce in small companies. In EMAC 2023 Regional Conference, Proceedings. Athens: European Marketing Academy (EMAC).
2	Rodrigues, L. F., Oliveira, A. & Rodrigues, H. (2023). e-Banking usage by generations X, Y, and Z. In Ahram, T., and Karwowski, W. (Ed.), <i>Application of Emerging Technologies (AHFE 2023)</i> . (pp. 234-246). Honolulu, Hawaii: AHFE Open Access. - Times Cited Google Scholar: 4

3	Rodrigues, L. F., Rodrigues, H. & Oliveira, A. (2022). In times of pandemic - How generation XYZ looks digital banking. In Ahram, T., and Falcão, C, (Ed.), Usability and User Experience (AHFE 2022). (pp. 458-466). New York: AHFE Open Access. - Times Cited Google Scholar: 7
4	Rodrigues, H., Almeida, F., Figueiredo, V. & Lopes, S. (2018). Mapping key concepts of e-learning and educational-systematic review through published papers. In L. Gómez Chova, A. López Martínez, I. Candel Torres (Ed.), 11th annual International Conference of Education, Research and Innovation. (pp. 8949-8952). Sevilha: IATED. - Times Cited Google Scholar: 11
5	Rodrigues, L. F., Oliveira, A., Costa, C. J. & Rodrigues, H. (2018). Gamification to teach and assess financial education: a case study of self-directed bank investors. In Andrew Burge (Ed.), 17th Annual Hawaii International Conference on Education. (pp. 1851-1882). Honolulu - Times Cited Google Scholar: 8
6	LUIS FILIPE RODRIGUES, Oliveira, A., Costa, C. & Rodrigues, H. (2018). Games and business: human factors in gamified applications. In Tareq Ahram (Ed.), Advances in Human Factors in Wearable Technologies and Game Design. AHFE 2018. Advances in Intelligent Systems and Computing. (pp. 318-324). Orlando: Springer International Publishing AG. - Times Cited Scopus: 3 - Times Cited Google Scholar: 5

#### - Talk

1	Brochado, A., Rodrigues, H. & Costa, P. (2024). Try again. Fail again. Fail better. E-commerce service failures in small and medium-sized enterprises. European Marketing Academy regional Conference.
2	LUIS FILIPE RODRIGUES, Oliveira, A. & Rodrigues, H. (2023). E-banking usage by Gen X, Y, and Z generations. 2023 AHFE International Conference on Human Factors in Design, Engineering, and Computing (AHFE 2023 Hawaii Edition). - Times Cited Google Scholar: 5
3	Mohsin, A., Brochado, A. & Rodrigues, H. (2021). Staff Turnover in Luxury Hotels: Lessons from the Literature. Asia Pacific Tourism Association Annual Conference 2021.
4	Brochado, A., Troilo, M. & Rodrigues, H. (2019). Take a walk on the wild side: World zoos experiential satisfaction . RBGN's Paper Development Workshop.
5	Mohsin, A., Brochado, A. & Rodrigues, H. (2019). Star Wars: Measuring importance-performance analysis in three, four and five star hotels. 25th Annual APTA Conference .
6	LUIS FILIPE RODRIGUES, Oliveira, A., Costa, C. & Rodrigues, H. (2018). Human factors in gamified applications. Ciência 2018 - Encontro com a Ciência e Tecnologia em Portugal.
7	LUIS FILIPE RODRIGUES, Oliveira, A., Costa, C. & Rodrigues, H. (2018). Gamification to teach and assess financial education: A case study of self-directed bank investors. 17th Annual Hawaii International Conference on Education.
8	LUIS FILIPE RODRIGUES, Oliveira, A., Costa, C. & Rodrigues, H. (2018). Games & Business: Human factors in gamified applications. Ciência 2018 - Encontro com a Ciência e Tecnologia em Portugal.

9	LUIS FILIPE RODRIGUES, Oliveira, A., Rodrigues, H. & Costa, C. (2018). Games and Business: Human Factors in Gamified Applications. 9th International Conference on Applied Human Factors and Ergonomics (AHFE 2018).
10	Rodrigues, H., Brochado, A. & Troilo, M. (2017). Gray Skies: Attracting Senior Tourism in Thermal Spas During Low Season. XIII Iberian International Business Conference.

## • Other Publications

### - Report

1	Monteiro, M., Esteves, F. G., Calheiros, M. M., Feddes, A. R., Rodrigues, R. B., Rodrigues, H....Justo, M. (2010). Relatório final.
2	Monteiro, M., Esteves, F. G., Calheiros, M. M., Feddes, A. R., Rodrigues, R. B., Rodrigues, H....Justo, M. (2009). Relatório de progresso.
3	Monteiro, M., Esteves, F. G., Calheiros, M. M., Feddes, A. R., Rodrigues, R. B., Rodrigues, H....Justo, M. (2008). Relatório de progresso.

## Academic Management Positions

Coordenador de ECTS (2026 - 2029)  
 Unit/Area: Department of Marketing, Operations and General Management