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Professor Associado (com Agregação)

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Department of Marketing, Operation and Management (IBS)



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Curriculum

João Guerreiro, PhD Marketing (ISCTE-IUL, Portugal), Associate Professor of Marketing with Habilitation and integrated researcher at BRU-IUL. Research interests focused in the area of Consumer Behavior and Relationship Marketing, namely in the implications of technologies (Augmented Reality, Virtual Reality, Artificial Intelligence, IoT) for Marketing, with published articles in several scientific journals such as Tourism Management, Journal of Business Research, Journal of Sustainable Tourism, Journal of Business Ethics among others. Director of the Master in Marketing at ISCTE-IUL between 2017 and 2021. Professional experience as a senior consultant in Business Intelligence projects.

Research Interests

Virtual Reality and Augmented Reality
Artificial Intelligence implications for Marketing
Relationship Marketing
Neuromarketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL	PhD	PhD in Marketing	2015
ISCTE-IUL	M.Sc.	Master in Decision Support Systems	2009
Universidade Independente	Licenciante	Computer Engineer	2006

External Professional Activities

Period	Employer	Country	Description
2021 - 2021	AUDAX Iscte	Portugal	
2015 - 2015	IPAM	Portugal	Invited Teacher (lecturing Decision Support Systems in Marketing)
Since 2015	INDEG-IUL	Portugal	Invited Teacher
2012 - 2013	Victoria Seguros	Portugal	Data Warehouse Manager
2012 - 2013	European University	Portugal	Invited Teacher (lecturing a Data Mining for Marketing course)
2008 - 2012	GTBC - Global Technologies and Business Consulting	Portugal	Business Manager / Project Director

Other Professional Activities

Period	Activity Type	Activity Description	More Info URL
2015	Consulting activities	Ação de Formação WEDO sobre Técnicas Avançadas de Machine Learning	--

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Internet Marketing		Yes
2026/2027	2º	Marketing Strategy with Artificial Intelligence		Yes
2026/2027	2º	Marketing Fundamentals		Yes

2026/2027	2°	Marketing Trends, Artificial Intelligence and Analytics	Master Degree in Marketing;	Yes
2026/2027	2°	Marketing Management		Yes
2026/2027	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2026/2027	1°	Innovation Management with Artificial Intelligence		Yes
2026/2027	1°	Marketing Fundamentals	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing Management;	Yes
2026/2027	1°	Operational Marketing	Institutional Degree in ISCTE Business School; Bachelor Degree in Management;	No
2026/2027	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2025/2026	2°	Internet Marketing		Yes
2025/2026	2°	Marketing Strategy with Artificial Intelligence	Institutional Degree in ISCTE Business School;	Yes
2025/2026	2°	Big Data & Analytics	Post Graduation Program in Marketing Management;	Yes
2025/2026	2°	Marketing Fundamentals		Yes
2025/2026	2°	Marketing Trends, Artificial Intelligence and Analytics	Master Degree in Marketing;	Yes
2025/2026	2°	Natural Language Processing	Other programme in Advanced Program in Applied Artificial Intelligence for Management;	Yes
2025/2026	2°	Marketing Management		Yes
2025/2026	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2025/2026	1°	Innovation Management with Artificial Intelligence		Yes
2025/2026	1°	Marketing Fundamentals	Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Bachelor Degree in Marketing Management;	Yes
2025/2026	1°	Natural Language Processing	Other programme in Advanced Program in Applied Artificial Intelligence for Management;	Yes
2025/2026	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes

2024/2025	2°	Internet Marketing		Yes
2024/2025	2°	Marketing Strategy with Artificial Intelligence	Institutional Degree in ISCTE Business School;	Yes
2024/2025	2°	Strategy, Planning and Budgeting		Yes
2024/2025	2°	Big Data & Analytics	Post Graduation Program in Marketing Management;	Yes
2024/2025	2°	Natural Language Processing	Other programme in Advanced Program in Applied Artificial Intelligence for Management;	Yes
2024/2025	2°	Marketing Management		Yes
2024/2025	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2024/2025	1°	Natural Language Processing	Other programme in Advanced Program in Applied Artificial Intelligence for Management;	Yes
2024/2025	1°	Marketing Management		Yes
2024/2025	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2023/2024	2°	Internet Marketing		Yes
2023/2024	2°	Marketing Analytics		Yes
2023/2024	2°	Marketing Strategy with Artificial Intelligence	Institutional Degree in ISCTE Business School;	Yes
2023/2024	2°	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2023/2024	2°	Information Systems Applications for Management		Yes
2023/2024	2°	Strategic Risk Management		Yes
2023/2024	2°	Strategy, Planning and Budgeting		Yes
2023/2024	2°	Big Data & Analytics	Post Graduation Program in Marketing Management;	Yes
2023/2024	2°	Natural Language Processing	Other programme in Advanced Program in Applied Artificial Intelligence for Management;	Yes
2023/2024	2°	Marketing Management		Yes
2023/2024	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2023/2024	1°	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No

2023/2024	1°	Marketing Management		Yes
2023/2024	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2022/2023	2°	Internet Marketing		Yes
2022/2023	2°	Marketing Analytics		Yes
2022/2023	2°	Marketing Strategy with Artificial Intelligence	Institutional Degree in ISCTE Business School;	Yes
2022/2023	2°	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2022/2023	2°	Information Systems Applications for Management		Yes
2022/2023	2°	Marketing Management		Yes
2022/2023	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2022/2023	1°	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2022/2023	1°	Marketing Management		Yes
2022/2023	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2022/2023	1°	E-Business		Yes
2021/2022	2°	Internet Marketing		Yes
2021/2022	2°	Marketing Analytics		Yes
2021/2022	2°	Marketing Analytics		Yes
2021/2022	2°	E-Tourism		Yes
2021/2022	2°	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2021/2022	2°	Marketing Management	Bachelor Degree in Human Resources Management;	Yes
2021/2022	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2021/2022	1°	Research Seminar in Marketing	Master Degree in Marketing;	Yes
2021/2022	1°	E-Tourism		Yes
2021/2022	1°	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No

2021/2022	1º	Unstructured Data Analytics		Yes
2021/2022	1º	Digital Transformation Strategy for Executives	Master Degree in Applied Management;	Yes
2021/2022	1º	Marketing Management		Yes
2021/2022	1º	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2021/2022	1º	E-Business		Yes
2020/2021	2º	Brand Expression and Identity		Yes
2020/2021	2º	Business and Brand Strategy		Yes
2020/2021	2º	New Trends and Innovation in Hospitality and Tourism		Yes
2020/2021	2º	Marketing Analytics		Yes
2020/2021	2º	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2020/2021	1º	Advanced Topics in Management I		No
2020/2021	1º	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2020/2021	1º	Unstructured Data Analytics	Master Degree in Business Analytics;	Yes
2020/2021	1º	Digital Transformation Strategy for Executives	Master Degree in Applied Management;	Yes
2020/2021	1º	Marketing Intelligence		Yes
2020/2021	1º	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2020/2021	1º	E-Business	Master Degree in International Management;	Yes
2020/2021	1º	Strategic Marketing	Master Degree in Marketing;	Yes
2020/2021	1º	Branding		Yes
2020/2021	1º	Consumer Behaviour and Marketing Research		Yes
2019/2020	2º	Internet Marketing	Institutional Degree in ISCTE Business School;	Yes
2019/2020	2º	Brand Expression and Identity		Yes
2019/2020	2º	New Trends in Marketing		Yes

2019/2020	2º	Master Dissertation in Marketing		Yes
2019/2020	2º	Master Project in Marketing		Yes
2019/2020	2º	Business and Brand Strategy		Yes
2019/2020	2º	New Trends and Innovation in Hospitality and Tourism		Yes
2019/2020	2º	Marketing Analytics		Yes
2019/2020	2º	Marketing Strategy with Artificial Intelligence		Yes
2019/2020	2º	Consumer Behavior Analytics		No
2019/2020	2º	Digital Marketing Analytics		No
2019/2020	2º	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2019/2020	1º	Advanced Topics in Management I		No
2019/2020	1º	Master Dissertation in Marketing		Yes
2019/2020	1º	Master Project in Marketing		Yes
2019/2020	1º	Introduction to Data Science	Institutional Degree in Escola de Tecnologias e Arquitetura;	No
2019/2020	1º	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2019/2020	1º	E-Business		Yes
2019/2020	1º	Strategic Marketing	Master Degree in Marketing;	Yes
2019/2020	1º	Branding		Yes
2019/2020	1º	Consumer Behaviour and Marketing Research		Yes
2018/2019	2º	Internet Marketing		Yes
2018/2019	2º	Brand Expression and Identity		Yes
2018/2019	2º	New Trends in Marketing		Yes
2018/2019	2º	Master Dissertation in Marketing		Yes
2018/2019	2º	Master Project in Marketing		Yes
2018/2019	2º	Business and Brand Strategy		Yes

2018/2019	2°	New Trends and Innovation in Hospitality and Tourism		Yes
2018/2019	2°	Marketing Analytics		Yes
2018/2019	1°	Advanced Topics in Management I		No
2018/2019	1°	Internet Marketing		Yes
2018/2019	1°	Master Dissertation in Marketing		Yes
2018/2019	1°	Master Project in Marketing		Yes
2018/2019	1°	Business Analytics Strategy and Methods	Post Graduation Program in Analytics for Business;	Yes
2018/2019	1°	Digital Marketing and E-Business	Bachelor Degree in Marketing Management;	Yes
2018/2019	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2018/2019	1°	E-Business	Master Degree in International Management;	Yes
2018/2019	1°	Strategic Marketing	Master Degree in Marketing;	Yes
2017/2018	2°	New Trends in Marketing		Yes
2017/2018	2°	Master Dissertation in Marketing		Yes
2017/2018	2°	Master Project in Marketing		Yes
2017/2018	2°	Business and Brand Strategy		Yes
2017/2018	2°	New Trends and Innovation in Hospitality and Tourism		Yes
2017/2018	2°	Business Analytics Overview		No
2017/2018	2°	Sales Team Management and Negotiation		Yes
2017/2018	2°	Innovation in Marketing: Creativity, New Products and Design		Yes
2017/2018	1°	Advanced Topics in Management I		No
2017/2018	1°	Internet Marketing		No
2017/2018	1°	Master Dissertation in Marketing		Yes
2017/2018	1°	Master Project in Marketing		Yes

2017/2018	1°	Digital Marketing and E-Business	Bachelor Degree in Marketing Management;	No
2017/2018	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	No
2017/2018	1°	E-Business	Master Degree in International Management;	No
2017/2018	1°	Strategic Marketing	Master Degree in Marketing;	No
2016/2017	2°	Internet Marketing		Yes
2016/2017	2°	New Trends in Marketing		Yes
2016/2017	2°	Master Dissertation in Marketing		Yes
2016/2017	2°	Master Project in Marketing		Yes
2016/2017	2°	Business and Brand Strategy		Yes
2016/2017	2°	New Trends and Innovation in Hospitality and Tourism		Yes
2016/2017	2°	Marketing Management	Bachelor Degree in Human Resources Management;	No
2016/2017	2°	Sales Team Management and Negotiation		Yes
2016/2017	2°	Innovation in Marketing: Creativity, New Products and Design		Yes
2016/2017	2°	Marketing Simulator		Yes
2016/2017	2°	Marketing Simulator		Yes
2016/2017	1°	Advanced Topics in Management I	Doctorate Degree (PhD) in Business Administration;	No
2016/2017	1°	Master Dissertation in Marketing		Yes
2016/2017	1°	Master Project in Marketing		Yes
2016/2017	1°	Business Analytics Strategy and Methods	Post Graduation Program in Analytics for Business;	Yes
2016/2017	1°	Digital Marketing and E-Business	Bachelor Degree in Marketing Management;	Yes
2016/2017	1°	Marketing Intelligence	Bachelor Degree in Marketing Management;	Yes
2016/2017	1°	E-Business	Master Degree in International Management;	Yes
2016/2017	1°	Strategic Marketing	Master Degree in Marketing;	No

2015/2016	2°	Human Resources Analytics		Yes
2015/2016	2°	New Trends and Innovation in Hospitality and Tourism		Yes
2015/2016	2°	Marketing Management	Bachelor Degree in Human Resources Management;	No
2015/2016	2°	Marketing Management	Bachelor Degree in Human Resources Management;	No
2015/2016	2°	Marketing Simulator		Yes
2015/2016	1°	Planning and Marketing Innovation	Master Degree in Management;	No
2015/2016	1°	Business Analytics Strategy and Methods		Yes
2015/2016	1°	Marketing Management		No
2015/2016	1°	Strategic Marketing	Master Degree in Marketing;	No
2014/2015	2°	Business Data Mining		No
2014/2015	2°	Technical Report Writing		No
2014/2015	2°	Professional Presentations		No
2014/2015	1°	Technical Report Writing		No
2014/2015	1°	Professional Presentations		No
2014/2015	1°	Business Intelligence I		No
2013/2014	2°	Business Intelligence Applications II		No
2013/2014	2°	Presentation Techniques		No
2013/2014	2°	Business Data Mining		No
2013/2014	2°	Technical Report Writing		No
2013/2014	2°	Information Technology for Hospitality and Tourism		No

Supervisions

- **Ph.D. Thesis**
- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Qingai Zhang	Online Consumer-brand relationship and consumer attitudes between China and out of China	English	Developing	Iscte
2	Sara Lopes Paulino Gomes Morais	The Role of Consumer-Object Relationship Journeys in Omnichannel Retail Customer Experience	English	Developing	Iscte
3	Behnam Zendehtdel Nobari	Exploring how artificial intelligence advices, influences relationship strenght and customer well-being.	English	Developing	Iscte
4	Duygu Yildiz	Customer Engagement with Metaverse Ads: A Quantitative Comparison of Utilitarian and Hedonic Messages with Moderating Role of Influencer Type	English	Developing	Iscte
5	Angelo Daniel Teixeira de Sousa Alves	Hyper-personalized marketing campaigns through large language models and the impact on the price elasticities of normal goods	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Aoqiao Zhang	Shifting States of Intimacy: Human-AI Relationships in the Digital Age	English	Iscte	2026
2	Pedro Miguel Garcia de Oliveira	From Mind to Market - Understanding the Influence of Intelligent Virtual Assistants on Advertising Value and Acceptance from a Neurophysiological Perspective	English	Iscte	2024
3	António Jesus Cheira Pé-Curto	Repatronage Intentions: the role of perceived quality, commitment and psychological ownership on wine tourism	English	Iscte	2023

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Madalena Bartolomeu Garcia Duarte Guerreiro	The Impact of Chatbot Service Quality on Music Festivals	--	Developing	Iscte

2	Marta Almeida Pereira	Humanized Digital Brand Agents: Effects on Perceived Brand Authenticity and Brand Intimacy	--	Developing	Iscte
3	Edoardo Nason	EMBODIED, RULE-BASED AI HEALTH ADVISOR TO RECOGNISE HEALTHWASHING	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Alina Sukhorukova	Bias Towards Brands in Large Language Models: Replicating the Country-Brand Stereotype Transfer	English	Iscte	2025
2	Christina Wölfel	Exploring the Impact of Artificial Intelligence on Content Creation for Social Media: The example of Personal Brands on LinkedIn	English	Iscte	2025
3	Ana Beatriz Godinho Anastácio	Humanizing the Machine: The Impact of Perceived Anthropomorphism on the Perceived Friendliness of AI Chatbots	English	Iscte	2025
4	Beatriz Correia Henrique	Adapting to the Future: Decoding AI Chatbot Impact on Travel Behavior	English	Iscte	2024
5	Valeriia Lukianchuk	Exploring the Impact of AI Anxiety on Self-AI Connection: The Mediating Role of Social Presence and Emotional Attachment	English	Iscte	2024
6	João Francisco Neves Ferreira	Exploring the Dynamics of Trust in Recommendation Chatbots: The Roles of Perceived Value, Parasocial Interaction, and Anthropomorphism	English	Iscte	2024
7	Alina Flekler	TRUST FORMATION IN GENERATIVE AI: EXPLORING CONSUMER INFORMATION NEEDS AND ETHICAL BELIEFS	English	Iscte	2024
8	Inês Costa Rodrigues	Exploring the Impact of Deepfake Advertisements on Ad Avoidance and Consumer Behavior in the Fashion Industry	English	Iscte	2024
9	Qian Que	Do Virtual Influencers Serve as a Powerful Tool in the Eco-Fashion Industry and Shape Consumers? Pro-Environmental Behaviors	English	Iscte	2024
10	Maria Inês Garrido Pais Pedro	The role of influencer brand fit on the effectiveness of virtual influencers	English	Iscte	2023

11	Catarina Luana Tabarra Iglésias Romariz	One Sip at a Time - The Impact on Purchase Intention of Communication Tools in Wine Advertisements	English	Iscte	2023
12	Bárbara Sofia Lucas José	"Yes, I forgive you, but...": Exploring the Individual's Willingness to Forgive a Human Brand when a Transgression occurs	English	Iscte	2022
13	Laura Nadine Cecic	Business Plan for a sustainable Holiday House Concept on a Croatian Island	English	Iscte	2022
14	Camilo Henao Uribe	From Physical to Digital: How Non-Fungible Tokens enable brands to legitimate products? value in the counterfeit fight	English	Iscte	2022
15	João Carlos de Pina Gil	Acceptance of the usage of genetic data for marketing purposes	English	Iscte	2022
16	Felicitas Stein	How VR experiences influence brand coolness perceptions of customers in the airline industry - the impact of experiential values and the use of gamification	English	Iscte	2022
17	Felipe Pechi Breviglieri	The perception of trust in personalized video news generated by artificial intelligence	English	Iscte	2022
18	Joshua Enzig	An unequal race for attention? A comparative case study between human and virtual influencers on social media	English	Iscte	2022
19	Gonçalo Melo Ambrósio Silva Pinhão	How the Implementation of Virtual Reality Technologies will Influence the Real Estate Market	English	Iscte	2022
20	Rodrigo Manuel Amaral Ribeiro	Impact of the COVID-19 Pandemic on Cause-Related Marketing	English	Iscte	2022
21	Hugo Simões Passos de Sousa Campos	The impact of antecedent beliefs on the adoption of Self-Service Technology in Supermarkets	English	Iscte	2022
22	Bulut Ünal	A Search Engine Optimisation and Online Lead Generation Strategy Practice for ANNEA.ai GmbH	English	Iscte	2022
23	Miguel Maria de Abreu Duarte	Green marketing as an antecedent of Willigness to pay: the mediating role of Brand coolness and pro-environmental Behavior	English	Iscte	2021
24	Ana Carolina Gonçalves Teixeira de Sousa	The acceptance of artificial intelligence technologies in retail in a pandemic context - online vs offline approach	Portuguese	Iscte	2021

25	Sara Filipa Pinto Leal	Do athletes deserve to have consumers advocating for them? The Effect of Athlete Brand Personality, Brand Image Attributes and Brand Loyalty on Athlete Brand Advocacy: the mediating effect of deservedness	English	Iscte	2021
26	Mariana Gonçalves Pontes Jacinto	The Impact of COVID-19 on Customer Satisfaction in Hotels: Text Mining Analysis	Portuguese	Iscte	2021
27	Carolina Fiuza Ribeiro	Drivers of Smart Speakers' Advertising Acceptance	English	Iscte	2021
28	Ana Margarida Banhudo Berrincha	Developing Affective Brand Commitment through Voice Assistants	English	Iscte	2020
29	André Cabral Pinheiro da Costa Marques	Player transfers as a marketing move from Football Clubs: a sentiment analysis approach.	English	Iscte	2020
30	Francisco Pedroso de Sousa	The impact of Social Virtual Presence Agents and Content-Based Product Recommendation System on On-Line Customer Purchase Intention.	English	Iscte	2020
31	Pedro António Dias Fonseca	How Advertising Messages Affect Customer Engagement	English	Iscte	2020
32	Etienne Pierre Jean Jonquiere	Investigating the role of eSport on free-to-play economic success: an analysis of League of Legends business model	English	Iscte	2020
33	Julia Pinheiro Rizzi	THE EFFECTS OF MARKETING-MIX VARIABLES ON THE NUMBER OF ACTIVE LISTERS IN AN ONLINE CLASSIFIED COMPANY	English	Iscte	2020
34	Liliane Patrícia Lopes Correia	The Effect of Company Responses to Social Media Negative Word Of Mouth: A Text Mining Approach	English	Iscte	2019
35	Joana Andrade Dias Posser Villar	How Multisensory Experiences in Virtual Environments Affect Intention to Return: The Role of Cognitive Flexibility, Sense of Power and Personality Traits	English	Iscte	2019
36	Pedro Nuno Vaz Policarpo	Exploring Young Artists? Digital Performance Using Online Community Engagement	English	Iscte	2019
37	Mariana Gomes Pacheco	The impact of greenwashing perception on green purchasing intentions: the mediating role of green trust, consumer brand engagement and green word-of-mouth and the moderating role of product involvement	English	Iscte	2019
38	Catarina Isabel Neves Pereira da Silva	How are employees engaged to the brand where they work for?	English	Iscte	2019

39	Sara Filipa Lourenço de Matos	The influence of typical versus atypical ads on sharing intention	English	Iscte	2018
40	Inês Dias da Silva Pessoa de Amorim	Experiencing AR in Retail: The Influence of Moment Marketing and Avatars on Consumer Behaviour	English	Iscte	2018
41	Ana Filipa Mesquita Vilas Boas	The impact of communication on the performance of online relationships in business-to-business	English	Iscte	2018
42	Tomás Marques da Costa Góis Rodrigues	The Role of Attention and Emotional Responses on Online Retargeting Campaigns	English	Iscte	2018
43	Patrícia Gaspar Monteiro	The impact of attention on wines' purchase intention: The moderating role of awards and consumption situations	English	Iscte	2018
44	Diogo Gonçalves Calvo André	The Impact of In-Game Advertising on Brand Recall and Recognition within Non-Linear Video Games	English	Iscte	2018
45	Gonçalo Ramos Braz Mergulhão Mendes	The impact of facial expressions in consumer purchase decision.	English	Iscte	2018
46	Myron Guftometros	Social Media Marketing Across Cultures: How Does Consumer Behavior on Facebook Brand Pages Differ Between Cultures.	English	Iscte	2018
47	Pedro Alexandre Pina Caniço Albano	O Impacto de Reviews em Formatos de Vídeo VS. Texto na Decisão de Compra do Consumidor	Portuguese	Iscte	2017
48	Muhamad Sabbir Mussá Omarji	Private Label Brands vs. National Brands: The effect of taste on consumers' emotions, perceived taste and willingness to Buy	English	Iscte	2017
49	Ricardo Gil Fonseca Caetano	Main Drivers for Microtransactions as Impulse Purchases in E-Commerce	English	Iscte	2017
50	Ana Rebello de Andrade da Costa	A Text-Mining based model to detect unethical biases in online reviews: A Case-Study of Amazon.com	English	Iscte	2017
51	Marta Alpedrinha Ramos de Almeida Nave	Influência dos sentimentos dos turistas nos social media para o desenvolvimento do Turismo.	Portuguese	Iscte	2016
52	Carolina Leana Lopes dos Santos	Melhoria da atratividade internacional das Instituições de ensino superior através de Análise de Sentimentos.	Portuguese	Iscte	2016
53	Águeda Cabral Moreno	Análise de Sentimentos na classificação de comentários online aplicando técnicas de Text Mining	Portuguese	Iscte	2015

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Rui Miguel Teixeira Costa	Customising the Customer Experience on Multi-Sided Platforms: A Predictive Behaviour Model for Cross-selling in the Insurance Sector	English	Iscte	2025
2	Maria Rich de Brée Teixeira Diniz	Organizational Performance Evaluation - Meu Super Case Study	Portuguese	Iscte	2023
3	Beatriz Ferreira Guedes Duarte de Oliveira	Zumer Platform Marketing Plan	English	Iscte	2023
4	Dana Sultanova	A LinkedIn Content Plan for a Cleantech Startup Annea, Portugal	English	Iscte	2021
5	Ana Vera Nascimento Prada	Predictors of Active Loyalty: The case of Hotel Group X	English	Iscte	2021
6	Manuel Pereira Augusto	A study of Unilever's online consumer-brand engagement in Portugal.	English	Iscte	2020
7	Thomas Rodrigo Sande Lemos Ázcue	LANA Business Plan ? E-marketplace for Service Providers	English	Iscte	2020
8	Thiago Rodrigues Zafalon	On Stage - Connecting musicians with people	English	Iscte	2018
9	Marta Soares Gonçalves da Costa Martins	How TripAdvisor´s Reviewers Level of Expertise Influence their Online Rating Behaviour and the Usefulness of Reviews	English	Iscte	2017
10	Emilie Bekhoej Uttrup	A Digital Communication Plan for Quiksilver, Portugal	Portuguese	Iscte	2017
11	Heidi Maria Tuulikki Sonne	Increasing Awareness and Reputation of Merck S.A. Portugal through Employee Advocacy	English	Iscte	2017
12	Paulo Alexandre Rodrigues Ferreira	Implementação de Realidade Aumentada numa Plataforma de Mobile-Commerce na LUF1 Surf CO	Portuguese	Iscte	2016

Total Citations

Web of Science®

2684

Scopus

2945

Publications

• Scientific Journals

- Scientific journal paper

1	Loureiro, S. M. C., Bilro, R. G., Guerreiro, J., Lee, M. J. & Han, H. (2025). ChatGPT coolness-desirable framework for tourism and hospitality. <i>Journal of Travel Research</i> . N/A
2	Breviglieri, F., Guerreiro, J. M. & Loureiro, S. (2025). Artificial intelligence versus human news anchors: Trust in the age of AI. <i>Journal of Marketing Communications</i> . N/A
3	Loureiro, S. M. C., Guerreiro, J., Friedmann, E., Lee, M. J. & Han, H. (2025). Tourists and artificial intelligence-LLM interaction: The power of forgiveness. <i>Current Issues in Tourism</i> . 28 (7), 1172-1190 - Times Cited Web of Science®: 8 - Times Cited Scopus: 5 - Times Cited Google Scholar: 11
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40	<p>Guerreiro, J., Eloy, S. & Dias, M. S. (2018). Using mixed realities to explore consumers behaviors. In Sara Eloy, Manuel Alberto M. Ferreira, Maria João Oliveira (Ed.), Winter School 2018 ISTAR-IUL Applied Transdisciplinary Research. (pp. 14-15). Lisboa: Information Sciences, Technologies and Architecture Research Center (ISTAR-IUL).</p>

41	Oliveira, P. M., Rita, P. & Guerreiro, J. (2017). Playing with the Brain Through Advertising: Neurophysiological Methods' Application to Tourism. In European Advertising Academy ICORIA 2017 Doctoral Colloquium.
42	Guerreiro, J. (2017). Understanding the drivers of tourists explicit recommendations . In 7th International Conference on Tourism Management and Related Issues. Milan: European Institute for Advanced Studies in Management.

- Talk

1	Loureiro, S. M. C. & Guerreiro, J. (2025). Presentation: Silent Economy: The New Paradigm of Generative AI. Launch book: Silent Economy: The New Paradigm of Generative AI.
2	Silva, S.C., Lourenço, I., Paiva, I. & Guerreiro, J. (2024). Research topics on public sector accounting standards: A text mining-based literature review. 46 EAA Annual Congress.
3	Rodrigues, M. B., Loureiro, S. M. C. & Guerreiro, J. (2024). LUXURY BRANDS IN ONLINE GAMING: ENHANCING PERCEIVED QUALITY OF LUXURY PRODUCTS. 2024 GAMMA-Global Fashion Management Conference-Marketing & Management in the Age of the Digital Fashion Transformation .
4	Zhang, A., Loureiro, S. M. C. & Guerreiro, J. (2024). Exploring Human-AI Close Relationships: Emotional Bonds and Interaction Dynamics. AIRSI2024.
5	Guerreiro, J., Bilro, R.G., Loureiro, S. M. C., Flávia, Ferreira, Santana...Monsanto (2023). How to Create Value in Tourism Through AI & XR. Nova SBE – SCV Summit.
6	Breviglieri F., Guerreiro, J. & Loureiro, S. M. C. (2023). TRUST IN THE AGE OF AI-GENERATED PERSONALIZED VIDEO NEWS: AN EMPIRICAL INVESTIGATION. 2023 Global Marketing Conference.
7	Pé-Curto, A., Loureiro, S. M. C. & Guerreiro, J. (2023). The grape escape: everything everywhere, all at once. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship.
8	Guerreiro, J. (2023). Trends and Motivations for Research. International Doctoral Colloquium in Marketing.
9	Guerreiro, J. (2023). Unlocking the Power of Technology and AI for Businesses and Research. Seminar at HHL Leipzig Graduate School of Management.
10	Guerreiro, J. (2023). Unlocking the Power of Technology and AI for Businesses and Research. Research Seminar - School of Economics and Business - University of Ljubljana.
11	Oliveira, P. M., Guerreiro, J. & Rita, P. (2022). What if we took a holiday? Enriching Advertising with Intelligent Voice Assistants. AIRSI 2022 - Technologies 4.0 in Tourism, Services & Marketing.
12	Loureiro, S. M. C., Guerreiro, J. & Vilar, J. (2022). How cognitive flexibility affects sense of power in a coffee virtual setting: the moderating role of personality traits. 7th International XR Conference.
13	Guerreiro, J. & Loureiro, S. M. C. (2020). How Artificial Intelligence in Smart Devices Affects Customer-Brand Relationships. EURAM 2020.
14	Correia, C., Loureiro, S. M. C. & Guerreiro, J. (2020). The Role of Mental Imagery as Driver to Purchase Intentions in a Virtual Supermarket. 6th AR VR International Conference.

15	Loureiro, S. M. C., Correia, C. & Guerreiro, J. (2020). VIRTUAL SUPERMARKET SETTING: EXPLORING ANTECEDENTS OF EMOTIONS AND PURCHASE INTENTIONS. 2020 Global Marketing Conference at Seoul.
16	Guerreiro, J., Loureiro, S. M. C., Bilro, R.G. & Policarpo, P. (2020). Exploring young artists' digital performance: the impact of online community engagement and co-creation on brand love. 2020 Global Marketing Conference at Seoul.
17	Guerreiro, J., Marques, C. & Vilas Boas, A.F. (2019). Online Business-to-Business Communication and Online Relationship: The Mediator Role of Trust. 48th EMAC Annual Conference May 28 – 31, 2019 .
18	Loureiro, S. M. C., Guerreiro, J. & Japutra, A. (2019). How escapism in a virtual reality fashion stores induces behavioral intentions. 2019 Global Fashion Management Conference at Paris .
19	Crespo, M., Loureiro, S. M. C. & Guerreiro, J. (2019). HOW ATMOSPHERIC CUES IN A VIRTUAL REALITY FASHION STORES AFFECT THE SENSE OF PRESENCE. 2019 Global Fashion Management Conference at Paris.
20	Amorim, I., Guerreiro, J., Eloy, S. & Loureiro, S. M. C. (2019). HOW AUGMENTED REALITY INFLUENCES BRAND ENGAGEMENT AND WILLINGNESS TO BUY A study in a real-world retail environment. 5th International AR & VR Conference.
21	Loureiro, S. M. C., Serra, J. & Guerreiro, J. (2018). Fashion Brands Communicating and Interacting in Instagram: A Netnography Approach. 2018 Global Marketing Conference at Tokyo.
22	Sonne, H., Guerreiro, J. & Wohlschlegel, B. (2018). Increasing Awareness and Reputation of MERCK S.A. Portugal through Employee Advocacy. 2018 Academy of Marketing Science World Marketing Congress.
23	Bilro, R.G., Loureiro, S. M. C. & Guerreiro, J. (2018). Analysing Customer Engagement on Social Network Platforms Devoted to Tourism and Hospitality. 2018 Global Marketing Conference at Tokyo.
24	Guerreiro, J. (2017). UNDERSTANDING THE DRIVERS OF TOURISTS EXPLICIT RECOMMENDATIONS. ICTMRI 2017 - INTERNATIONAL CONFERENCE ON TOURISM MANAGEMENT & RELATED ISSUES.
25	Bilro, R.G., Loureiro, S. M. C. & Guerreiro, J. (2017). Leaving footprints on online brand communities: the role of positive and negative engagement on commitment. The European Marketing Academy Conference - EMAC 2017.
26	Guerreiro, J. (2014). Predictive Analytics in Hospitality and Tourism Management. SAS Forum Lisbon 2014.
27	Cardoso, E., Guerreiro, J. & Rita, P. (2013). O contributo do MSIAD para a formação de profissionais de BI em Portugal. SAS Forum Lisboa 2013.
28	Guerreiro, J., Rita, P. & Trigueiros, D. (2013). Predicting Consumer Decision Making Process: The interplay between emotions and attention during the purchase of cause-related products . Academy of Marketing.
29	Guerreiro, J. (2012). The interplay between emotions and attention during the purchase of cause-related products. EDAMBA Summer Academy 2012.
30	Guerreiro, J. (2011). Consumer Decision-Making Process: Using Graph Mining and Eye-Tracking to Capture Decision Strategies. EMAC Doctoral Colloquium.
31	Guerreiro, J. (2009). Customer Intelligence na estratégia das organizações. UAL - Business Intelligence Workshop 2009.

32	Guerreiro, J. (2009). Customer Intelligence: Acções radicais para a gestão do cliente por valor. SAS Fórum Lisbon 2009.
33	Guerreiro, J. (2009). Extracção de Regras de Redes Neuronais Artificiais. SAS Fórum Lisbon 2009.
34	Guerreiro, J. (2009). Modelos de Maturidade de Business Intelligence. Microstrategy Business Intelligence Conference 2009.
35	Guerreiro, J. (2008). Data Mining in Public Administration – Case Study. SAS Fórum Lisbon 2008.

• Other Publications

- Other publications

1	Loureiro, S. M. C., Guerreiro, J., Eloy, S., Langaro, D. & Panchapakesan, P. (2019). Understanding the use of virtual reality in Marketing: A text-mining based review. Research Seminars BRU-IUL . - Times Cited Web of Science®: 245
2	Guerreiro, J. & Duarte Trigueiros (2010). A Unified Approach to the Extraction of Rules from Artificial Neural Networks and Support Vector Machines. Advanced Data Mining and Applications. 6441, 34-42 - Times Cited Web of Science®: 6 - Times Cited Scopus: 8 - Times Cited Google Scholar: 16

Research Projects

Project Title	Role in Project	Partners	Period
Impact and capacity Assessment Framework for U-space Societal Acceptance	Researcher	BRU-Iscte (Management) - Leader, Future Needs - (Cyprus), KTH - (Sweden), T.U. DELFT - (Netherlands), ICCS - (Greece), AFT - (Czech Republic), EGALEO - (Greece), USAL - Associate Partner (United Kingdom)	2023 - 2026
Trailblazing Inclusive, Sustainable and Resilient Cities	Researcher	Iscte - Leader, TH KOLN - (Germany), LAUREA - (Finland), UNI EIFFEL - (France), UNIZA - (Slovakia)	2023
University Goes Digital for a Sustainable Global Education	Researcher	IRU-Iscte - Leader, BRU-Iscte, ISTAR-Iscte, CIES-Iscte, DINAMIA'CET-Iscte, Webwise Inovação Lda (webwise Inovação Lda) - (Portugal), Université Gustave Eiffel (Université Gustave Eiffel) - (France), Politecnico di Milano (Polimi) - (Italy), SIGMUND FREUD PRIVATUNIVERSITAT WIEN GMBH (SIGMUND FREUD PRIVATUNIVERSITAT WIEN GMBH) - (Austria)	2021 - 2023
Sustainability Enhanced Construction Classification System	Researcher	ISTAR-Iscte (DLS) - Leader, LNEC - (Portugal), UM - (Portugal), A Lab - (Norway), MC - (Portugal)	2020 - 2022

Academic Management Positions

Sub-diretor (2025 - 2028)
Unit/Area: ISCTE Business School

Coordenador do 3º Ano (2025 - 2026)
Unit/Area: Bachelor Degree in Marketing Management

Vice-Presidente (2025 - 2027)
Unit/Area: Conselho Científico

Membro (2025 - 2027)
Unit/Area: Comissão Permanente do Conselho Científico

Membro (Docente) (2025 - 2027)
Unit/Area: Plenário do Conselho Científico

Coordenador do 3º Ano (2023 - 2025)
Unit/Area: Bachelor Degree in Marketing Management

Director (2023 - 2025)
Unit/Area: Bachelor Degree in Digital Technologies and Management

Membro (Docente) (2022 - 2024)
Unit/Area: Comissão Científica

Director (2022 - 2023)
Unit/Area: Bachelor Degree in Digital Technologies and Management

Sub-diretor (2021 - 2025)
Unit/Area: Unidade de Investigação em Desenvolvimento Empresarial (UNIDE-IUL)

Coordenador do 3º Ano (2020 - 2022)
Unit/Area: Bachelor Degree in Marketing Management

Director (2019 - 2021)
Unit/Area: Master Degree in Marketing

Coordenador do 3º Ano (2018 - 2020)
Unit/Area: Bachelor Degree in Marketing Management

Director (2017 - 2019)
Unit/Area: Master Degree in Marketing

Membro (Docente) (2017 - 2019)
Unit/Area: Comissão Pedagógica

Coordenador do 3º Ano (2016 - 2018)
Unit/Area: Bachelor Degree in Marketing Management

Awards

Iscte Scientific Research Awards 2024 (2024)

Iscte Scientific Research Awards 2023 (2023)

ISCTE-IUL Scientific Awards 2021 (2021)

Scientific Awards ISCTE-IUL 2019 (2019)

Best Paper Award GAMMA-Fashion 2019 (2019)

ISCTE-IUL Scientific Awards 2018 (2018)

ISCTE-IUL Scientific Awards 2016 (2016)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of scientific event's organizing committee	7th International XR Conference	ISCTE-IUL	2022
Member of scientific event's organizing committee	6th International AR VR Conference	ISCTE-IUL	2020
Member of scientific event's organizing committee	EURAM 2019	ISCTE-IUL	2019
Member of scientific event committee	CISTI 2016	CISTI 2016	2016

Diffusion Activities

Activity Type	Event Title	Activity Description	Year
Talk/Conference in public diffusion event	Talk about Technology in Marketing on "Marketing Journeys 2021"	Moderator of Talk about Technology in Marketing on "Marketing Journeys 2021"	2023
Talk/Conference in public diffusion event	Empowering Future Leaders: Leveraging the Power of AI in Management Education	Invited Speaker at an event promoted by FutureCast Lab. RealLifeMasterClass with a professional and wide public audience about "Empowering Future Leaders: Leveraging the Power of AI in Management Education"	2023
Publication in general diffusion news outlet	Artificial Intelligence accelerates recruitment processes in 90%	Article in entitled "Inteligência Artificial acelera processos de recrutamento em 90%" published in "Jornal Económico", Executive Digest, Mundo Português, Human Resources, CM Journal	2021
Publication in general diffusion news outlet	TSF - The University in Response to the Crisis - Marketing Strategies	TSF - The University in Response to the Crisis - Marketing Strategies	2020

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	Sustainability	20711050 / Q1	2021 - 2022	English