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# Joaquim Manuel Vicente Rodrigues



## Contacts



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## Research Interests

Marketing de serviços

Comunicação de Marketing

## Academic Qualifications

| University/Institution | Type | Degree | Period |
|---|---|---|---|
| ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa | Licenciate | Organização e Gestão de Empresas | 1977 |

## External Professional Activities

| Period | Employer | Country | Description |
|---|---|---|---|

| | | | |
|---|---|---|---|
| 2012 - 2013 | Grupo Nabeiro | -- | Commercial Manager |
| 2001 - 2011 | Lisboa Ginásio Clube | -- | CEO |
| Since 1992 | Infortec | -- | Partner |
| Since 1992 | Infortec | -- | Management Consultant |

## Teaching Activities

| Teaching Year | Sem. | Course Name | Degree(s) | Coord. |
|---|---|---|---|---|
| 2021/2022 | 2º | Project of Marketing | | No |
| 2021/2022 | 2º | Personal Marketing | Institutional Degree in ISCTE Business School; | Yes |
| 2021/2022 | 2º | Final Project in Marketing | Bachelor Degree in Marketing Management; | Yes |
| 2021/2022 | 1º | Personal Marketing | Institutional Degree in ISCTE Business School; | Yes |
| 2020/2021 | 2º | Project in Top Management in Hospitality and Tourism | | Yes |
| 2020/2021 | 2º | Project of Marketing | | Yes |
| 2020/2021 | 2º | Social Intervention Project | Post Graduation Program in Program and Project Management; | Yes |
| 2020/2021 | 2º | Personal Marketing | Institutional Degree in ISCTE Business School; | Yes |
| 2020/2021 | 2º | Final Project in Marketing | Bachelor Degree in Marketing Management; | Yes |
| 2020/2021 | 1º | Career Directions in Marketing | | Yes |
| 2020/2021 | 1º | Project Marketing Management | | Yes |
| 2020/2021 | 1º | Personal Marketing | Institutional Degree in ISCTE Business School; | Yes |
| 2019/2020 | 2º | Project of Marketing | | Yes |
| 2019/2020 | 2º | Social Intervention Project | Post Graduation Program in Program and Project Management; | Yes |
| 2019/2020 | 2º | Marketing Communication | Institutional Degree in ISCTE Business School; | Yes |
| 2019/2020 | 2º | Personal Marketing | Institutional Degree in ISCTE Business School; | Yes |
| 2019/2020 | 2º | Final Project in Marketing | Bachelor Degree in Marketing Management; | Yes |

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|---|---|---|---|---|
| 2019/2020 | 1º | Personal Marketing | Institutional Degree in ISCTE Business School; | Yes |
| 2019/2020 | 1º | Integrated Marketing Communication | Bachelor Degree in Marketing Management; | Yes |

## Supervisions

### • M.Sc. Final Projects

**- Concluded**

| | Student Name | Title/Topic | Language | Institution | Concluding Year |
|---|---|---|---|---|---|
| 1 | Nuno Miguel da Rosa Gouveia Trindade | Market Reseach Industry Brand Creation Pinta d'amarelo | Portuguese | Iscte | 2023 |
| 2 | António Maria Rodrigues dos Santos dos Santos Costa | FlexiPlan - New Business model for the promotion and offer of Flex Benefits Plans for Employers and Employees | Portuguese | Iscte | 2022 |
| 3 | Francisco dos Santos Raposo de Quadros Martins | Business Plan for Capsula Cultural Association | Portuguese | Iscte | 2022 |
| 4 | Eva Maria Bernardes Miguel Gonçalves Claudino | Development of the premium brand "Mais Ideal" for the pastry and confectionery factory, Ideal Malveirense LDA | Portuguese | Iscte | 2022 |
| 5 | Inês Pereira Lourenço | BUSINESS PLAN FOR COFFEE SHOP IN TORAJA | English | Iscte | 2020 |
| 6 | Frederico da Silva Garcia Carvalho | Business Plan for a Local Accommodation Management Company | English | Iscte | 2020 |
| 7 | Ana Sofia Gouveia Gonçalves | Loyalty Program for the Clinic and Physiotherapy Center - Fisiotorres | Portuguese | Iscte | 2020 |
| 8 | Maria de Oliveira Serra Goulão Galante | Marketing Plan for Quinta da Viscondessa | Portuguese | Iscte | 2020 |
| 9 | João Pedro Martins Canhoto | The merger strategy and the role of Marketing and Sales Department: The Willis Towers Watson case in Portugal | Portuguese | Iscte | 2020 |
| 10 | Lara da Mota Boyol | Rural Tourism, Estremoz | Portuguese | Iscte | 2019 |
| 11 | Sofia de Jesus Lima Pereira | Project for the Implementation of a Food Walking Tour Service at Boost Portugal | Portuguese | Iscte | 2019 |
| 12 | Pedro Conceição Farinha Pereira | Public transport concession contract. Definition, monitoring and enforcement of public service obligations | Portuguese | Iscte | 2019 |
| 13 | Ana Filipa Eustáquio Veiga | A Marketing Plan to Flavourtime | Portuguese | Iscte | 2019 |

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|---|---|---|---|---|---|
| 14 | Miguel Serrão Cordeiro | Marketing Strategy for the traffic signs market | Portuguese | Iscte | 2018 |
| 15 | Gonçalo António Direito Pintão Pereira Melo | Transformando clientes secundários em fundamentais: a "how to do model" | Portuguese | Iscte | 2018 |
| 16 | Bárbara Sofia Ribeiro de Almeida Guerra | HOW TO FACE THE LACK OF SELL OUT DATA IN SPECIALIZED CHANNEL IN PET FOOD INDUSTRY TO IMPROVE INDUSTRY PERFORMANCE | English | Iscte | 2018 |
| 17 | Francisco Manuel Camelo Gorjão Cyrillo Machado | Business Plan for the sunglasses brand - San Francisco | Portuguese | Iscte | 2018 |
| 18 | Francisco Sanches de Baena Cruzeiro Esteves | Development of Marketing Strategy for Complexo Desportivo Municipal da Abóboda (CDMA) | Portuguese | Iscte | 2018 |
| 19 | Marisa Ferreira Santos | Business Plan for Maria Trangerina's Greengrocery | Portuguese | Iscte | 2018 |
| 20 | João Bernardo Rocha Marques Martins Abrantes | Plano de Comunicação para a F.H. da Rocha Marques - Concessionário KIA, Leiria | Portuguese | Iscte | 2017 |
| 21 | Maria Filomena Oliveira Constantino | Estratégia de Marketing para a Farmácia Cristina | Portuguese | Iscte | 2017 |
| 22 | Maria Glicínia Fragoso de Lima Ferreira | Caso Pedagógico: A Fidelização na Estratégia Comercial da Proteste Brasil | Portuguese | Iscte | 2017 |
| 23 | Maria João Félix de Azeredo Pinto e Melo | Plano de Negócio para o Parque de Diversões Maria Rapaz | Portuguese | Iscte | 2017 |
| 24 | Tomás Alves Ribeiro Gomes Fonseca | Growth Hacking e Gamification: Estratégia para Crescer - Empresa HIO - Self Made Legends | Portuguese | Iscte | 2017 |
| 25 | João David Alves Ferreira Duarte | Elaboração de um Plano para a Reestruturação do Red Pass | Portuguese | Iscte | 2016 |
| 26 | Victor Manuel Cravo Biscaia | A Consultoria de Gestão como Alavanca para Fidelização dos Clientes | Portuguese | Iscte | 2016 |
| 27 | Marta Raquel Neves Correia | Reposicionamento Estratégico e Plano de Marketing: Marca S4L | Portuguese | Iscte | 2016 |
| 28 | Patrícia Isabel dos Santos Jacinto | Development Plan for Amália Rodrigues Foundation | English | Iscte | 2015 |
| 29 | Rita Sofia Ruivo Ferro Meneses | Plano de Negócio - Home4us Parque das Nações | Portuguese | Iscte | 2012 |

## Publications

## • Books and Book Chapters

**- Book author**

| | |
|---|---|
| 1 | Dionísio, J., Rodrigues, J., Guerreiro, J., Canhoto, R. & Faria, H. (2024). AI_NOVATOR. |
| 2 | Luiz Moutinho, Valarinho, F., Pereira, H., Dionísio, J., Esteves, P. & Rodrigues, J. (2020). Gestão no Pós-Covid19 Exemplos e Tendências Inspiradoras. Prime Books. |
| 3 | Baynast, A., Lendrevie, L., Levy, J., Dionísio, J. & Rodrigues, J. (2018). Mercator 25 anos - O Marketing na era digital. D. Quixote. |
| 4 | Dionísio, J. & Rodrigues, J. (2015). Mercator da Língua Portuguesa. Publicações Dom Quixote. https://doi.org/978-972-20-5640-3 |
| 5 | Rodrigues, J. & Pedro Dionísio (2015). Mercator da Língua Portuguesa. Dom Quixote. |
| 6 | Rodrigues, J., Guerra,P. & Câmara, P. (2013). Humanator XXI. Dom Quixote. |
| 7 | Moutinho, L., Dionísio, J., Rodrigues, J. & Pereira, H. (2012). Marketing Trends - Antecipar o futuro para inspirar o presente. Bnomics. |
| 8 | Lendrevie, J., Baynast, A., Dionísio, J. & Rodrigues, J. (2010). Publicitor, comunicação 360º online e offline. Publicações Dom Quixote. |
| 9 | Rodrigues, J. & Dionísio, J. (2010). Publicitor 360º. Dom Quixote. |
| 10 | Rodrigues, J. & Dionísio, J. (2009). B-Mercator, Blended Marketing. Dom Quixote. |
| 11 | Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (2000). Mercator 2000 – Teoria e Prática do Marketing. Dom Quixote. |
| 12 | Dionísio, J., Rodrigues, J., Lendrevie, J. & Brochand, B. (1999). Publicitor. Dom Quixote. |
| 13 | Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (1996). Mercator – Teoria e prática de Marketing. Dom Quixote. |
| 14 | Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (1992). Teoria e prática de Marketing. Dom Quixote. |

**- Book editor**

| | |
|---|---|
| 1 | Rodrigues, J., Dionísio, J., Pereira, H. & Crespo de Carvalho, J. (2011). Grupo Nabeiro - Gestão Sustentada e Sucesso Empresarial. B-nomics. |

## Academic Management Positions

Coordenador (2020 - 2021)
Unit/Area: Post Graduation Program in Marketing Management

Coordenador (2020 - 2021)
Unit/Area: [APIM] Applied Online Post in Marketing & Innovation

Coordenador (2019 - 2020)
Unit/Area: Post Graduation Program in Marketing Management

Coordenador (2018 - 2019)
Unit/Area: Post Graduation Program in Marketing Management

Coordenador do 2º Ano (2017 - 2018)
Unit/Area: Bachelor Degree in Marketing Management

Director (2017 - 2018)
Unit/Area: Post Graduation Program in Marketing Management

Director (2016 - 2017)
Unit/Area: Post Graduation Program in Marketing Management

Director (2011 - 2013)
Unit/Area: Bachelor Degree in Marketing Management

Director (2011 - 2013)
Unit/Area: [053] Branding

Responsável (2011 - 2014)
Unit/Area: ISCTE Business School

Director (2010 - 2011)
Unit/Area: [053] Branding

Director (2010 - 2011)
Unit/Area: Bachelor Degree in Marketing Management

Director (2010 - 2011)
Unit/Area: [056] Relational Marketing

## Professional Associations

Associação Portuguesa dos Profisionais de Marketing (APPM) (1992 - 2002)