

**Warning:** [2024-11-21 13:45] 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-IUL at that date.

**Outdated Information:** The information in this public profile may be outdated.

## Jorge Francisco Bertinetti Lengler

### Academic Qualifications

University/Institution	Type	Degree	Period
(informação não disponível)	PhD	Gestão	2003
(informação não disponível)	M.Sc.	Gestão	1997
(informação não disponível)	Bachelor of Science	Economia	1994

### Supervisions

#### • Ph.D. Thesis

##### - Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Antonio Cardoso	--	Portuguese	Developing	ISCTE-IUL
2	Isabel Moura	--	Portuguese	Developing	ISCTE-IUL

##### - Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
--	--------------	-------------	----------	-------------	-----------------

1	Huang Jun	Motivation Factors of the State-owned Enterprise Personnel in China - A Case Study	--	ISCTE-IUL	2019
2	Luo Qinwen	Research on Relationship Resource Integration of Chinese Construction Enterprises: Evolutionary Process and Balance Mechanism	--	ISCTE-IUL	2017
3	Sun Lei	The Antecedents of Diversification Strategy and Its Impacts on Performances: Empirical Evidences from Radio and TV Sector in China	--	ISCTE-IUL	2016
4	Ricardo Correia	--	English	ISCTE-IUL	2013
5	Ricardo Jorge Castro de Correia	A Proactive and Entrepreneurial International Market Approach: Some Evidence in the Portuguese Hotel Sector	English	ISCTE-IUL	2013
6	Deng Weiping	The Strategic development of Chinese state-owned enterprises: The case of a chemical company	English	ISCTE-IUL	2013
7	Ricardo Correia	--	English	ISCTE-IUL	2012
8	Den Weiping	--	English	ISCTE-IUL	2012

### • M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Gabriel David Oliveira Martins Cruz	O Posicionamento da Marca na Ótica do Consumidor - Caso de estudo do Rock in Rio Lisboa	Portuguese	ISCTE-IUL	2016
2	Manuel Gaspar Valente	The social media usage from tourist's perspective: solutions for DMOS	English	ISCTE-IUL	2015
3	Renato Jorge Tomaz da Costa Campos	A Internacionalização da Indústria Automóvel na Europa: O caso do grupo Volkswagen, da Toyota Motor Corporation e Ford Motor Company	English	ISCTE-IUL	2014

### • M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Rafael Caetano Gomes	Business Plan For an Online Fashion Store	English	ISCTE-IUL	2016

2	Francisco Borges Almeida Nascimento	The E-Health Opportunity for the Telecommunication Industry and Portugal Telecom - A case study	English	ISCTE-IUL	2015
3	Anne Hjortsholm	The Dimensions of Corporate Reputation and their Importance in Consumers' Buying Decision: A Cross-National Study	English	ISCTE-IUL	2014
4	Victor Stamate	Price Strategies as a Determinant of Performance for Romanian Companies in Export Markets	English	ISCTE-IUL	2014
5	Rafael João Domingues de Oliveira	Desenvolvimento Estratégico Internacional da Delta Cafés	Portuguese	ISCTE-IUL	2014
6	Narciso Emanuel Azevedo Antunes	Is this Graffiti a good ad?: Comparing street art advertising in Brazil and Portugal	English	ISCTE-IUL	2014
7	André Mesquita Olaio	Competitive Strategies and Strategic groups under scrutiny in the Portuguese automotive industry	English	ISCTE-IUL	2013
8	Lena Schuette	Process optimization with the Six Sigma DMAIC approach using the example Danza AEI Emirates LLC (Deutsche Post DHL Group)	English	ISCTE-IUL	2013
9	Daniel Kromoser	Senmicro Gmbh Expanding Beyond Europe - Country Analysis for a Potential Market Entry in Asia	English	ISCTE-IUL	2013
10	João André de Faria Neiva	Expanding Operations in Sweden A Corporate Project at Planet Insurance Group	English	ISCTE-IUL	2012
11	Idaki Vasilev Milev	Does South Africa have the potential to emerge as an attractive outsourcing / offshoring destination for information and Technology Services?	English	ISCTE-IUL	2012
12	Georgia Patrícia da Silveira Nunes Cavalcanti	Analyzing Toonari News & Media Strategy Process: Assessment and recommendations	English	ISCTE-IUL	2012

## Total Citations

<b>Web of Science®</b>	339
<b>Scopus</b>	355

## Publications

## • Scientific Journals

### - Scientific journal paper

1	<p>Marques, C., Mohsin, A. &amp; Lengler, J. (2018). A multinational comparative study highlighting students' travel motivations and touristic trends. <i>Journal of Destination Marketing and Management</i>. 10, 87-100</p> <p>- Times Cited Web of Science®: 13</p> <p>- Times Cited Scopus: 12</p> <p>- Times Cited Google Scholar: 41</p>
2	<p>Lengler, J., Sousa, C., Perin, M., Sampaio, C. H. &amp; Martinez-López, F. (2016). The antecedents of export performance of Brazilian small and medium-sized enterprises (SMEs): the non-linear effects of customer orientation. <i>International Small Business Journal</i>. 34 (5), 701-727</p> <p>- Times Cited Web of Science®: 20</p> <p>- Times Cited Scopus: 21</p>
3	<p>Mohsin, A., Lengler, J. &amp; Aguzzoli, R. (2015). Staff turnover in hotels: exploring the quadratic and linear relationships. <i>Tourism Management</i>. 51, 35-48</p> <p>- Times Cited Web of Science®: 41</p> <p>- Times Cited Scopus: 35</p>
4	<p>Mohsin, A. &amp; Lengler, J. (2015). Service experience through the eyes of budget hotel guests: do factors of importance influence performance dimensions?. <i>Journal of Hospitality and Tourism Management</i>. 23, 23-34</p> <p>- Times Cited Web of Science®: 23</p> <p>- Times Cited Scopus: 23</p>
5	<p>Mohsin, A. &amp; Lengler, J. (2015). Exploring the antecedents of staff turnover within the fast-food industry: the case of Hamilton, New Zealand. <i>Journal of Human Resources in Hospitality and Tourism</i>. 14 (1), 1-24</p> <p>- Times Cited Scopus: 6</p>
6	<p>Sousa, C. M. P., Lengler, J. &amp; Martinez-López, F. (2014). Testing for linear and quadratic effects between price adaptation and export performance: the impact of values and perceptions. <i>Journal of Small Business Management</i>. 52 (3), 501-520</p> <p>- Times Cited Web of Science®: 19</p> <p>- Times Cited Scopus: 17</p>
7	<p>Huertas-García, R., Gázquez-Abad, J. C. &amp; Lengler, J. (2014). Publicidad conjunta marca-cause: el papel de la implicación del individuo hacia la publicidad en la comprensión y evaluación del mensaje = Brand/cause advertising: the role of the individual's involvement toward the understanding and evaluation of the ad message. <i>Revista Europea de Dirección y Economía de la Empresa</i>. 23 (3), 147-155</p> <p>- Times Cited Scopus: 4</p>
8	<p>Perin, M., Sampaio, C. H., Cegarra, J. &amp; Lengler, J. (2014). Entrepreneurial capacities as antecedents of business performance in Brazilian firms. <i>Canadian Journal of Administrative Sciences</i>. 31 (2), 90-103</p> <p>- Times Cited Web of Science®: 11</p> <p>- Times Cited Scopus: 14</p>
9	<p>Lengler, J., Sousa, C. M. P. &amp; Marques, C. (2014). Examining the relationship between market orientation and export performance: the moderating role of competitive Intensity. <i>Advances in International Marketing</i>. 24, 75-102</p> <p>- Times Cited Scopus: 5</p> <p>- Times Cited Google Scholar: 17</p>
10	<p>Simas, M. J., Lengler, J. &amp; António, N. (2013). Integration of sustainable development in the strategy implementation process: proposal of a model. <i>Corporate Governance</i>. 13 (5), 511-526</p> <p>- Times Cited Web of Science®: 20</p> <p>- Times Cited Scopus: 15</p>

11	Mohsin, A., Lengler, J. & Kumar, B. (2013). Exploring the antecedents of intentions to quit: a case of luxury hotel staff. <i>International Journal of Hospitality Management</i> . 35, 48-58 - Times Cited Web of Science®: 85 - Times Cited Scopus: 77
12	Lengler, J., Sousa, C. & Marques, C. (2013). Exploring the linear and quadratic effects of customer and competitor orientation on export performance. <i>International Marketing Review</i> . 30 (5), 440-468 - Times Cited Web of Science®: 41 - Times Cited Scopus: 43 - Times Cited Google Scholar: 80
13	Novello, S., Lengler, J. & Murias, P. (2013). Customer orientation and SME export and export performance: insights from Italian manufacturing firms. <i>Micro &amp; Macro Marketing</i> . XXII (3), 453-470
14	Sousa, C. M. P. & Lengler, J. (2009). Psychic distance, marketing strategy and performance in export ventures of Brazilian firms. <i>Journal of Marketing Management</i> . 25 (5-6), 591-610 - Times Cited Web of Science®: 56 - Times Cited Scopus: 73

#### - Editorial

1	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2016). Time for a pause. <i>Global Economics and Management Review (GEMREV)</i> . 21 (1-2)
2	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2015). Why Global Economics and Management Review. <i>Global Economics and Management Review (GEMREV)</i> . 19 (1-2) - Times Cited Google Scholar: 1
3	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2013). Note from the Editors. <i>Global Economics and Management Review (GEMREV)</i> . 18 (1)

#### • Books and Book Chapters

##### - Book chapter

1	Sousa, C. & Lengler, J. (2011). Examining the determinants of interfunctional coordination and export performance: an investigation of Brazilian exporters. In Shaoming Zou, Huifen Fu (Ed.), <i>International Marketing</i> . (pp. 189-206). Reino Unido: Emerald Group Publishing Limited. - Times Cited Web of Science®: 10 - Times Cited Scopus: 10
---	---

#### • Conferences/Workshops and Talks

##### - Publication in conference proceedings

1	Moura, I. & Lengler, J. (2013). Financial resources and managerial personal characteristics as antecedents of export performance. In <i>Global Management Conference</i> . (pp. 0-0). Lisbon
2	Moura, I. & Lengler, J. (2013). The impact of financial resources on export performance: the case of Portuguese exporting firms. In <i>9th Iberian International Business Conference</i> . Braga
3	Sousa, C. & Lengler, J. (2013). Examining the determinants of interfunctional coordination and export performance: an investigation of Brazilian exporters. In <i>Cimar Conference</i> . (pp. 0-0). Beijing

4	Moura, I. & Lengler, J. (2013). The impact of financial resources, learning and innovation orientation on the export performance of Portuguese Exporting Firms An ongoing process to propose a research model. In International Network of Business & Management Journals. (pp. 0-0). Lisbon
5	Sousa, C & Lengler, J. (2013). Price adaptation and export performance: Quadratic and moderating effects. In European Marketing Academy Conference. (pp. 0-0). Istanbul
6	Gao, Y., Lengler, J., Novello, S. & Sousa, C. (2013). An investigation of the role of managers' personal values in creating a market orientation: Evidence from Brazil. In European Marketing Academy Conference. (pp. 0-0). Istanbul
7	Novello, S., Lengler, J. & Murias, P. (2013). Customer Orientation and SME export performance: Insights from Italian manufacturing firms. In European Academy of Marketing Conference. (pp. 0-0). Istanbul
8	Lengler, J., Sousa, C. & Marques, C. (2012). Testing for Non-Linear Relationship Between International Pricing Strategy and Export Performance. In emac (Ed.), Proceedings of the 41st Conference of the European Marketing Academy (EMAC 2012) . (pp. 0-0). Lisbon
9	Lengler, J. & Sousa, C. (2012). 12.Lengler, J. F. B.; Sousa, C. M. P. (2012). Curvilinear Effects between Customer Orientation and Export Performance of Brazilians SMEs. In CIMaR 2012 Consortium for International Marketing Research. (pp. 0-0).
10	Correia, R. & Jorge Francisco Lengler (2011). The driving forces of internationalization process in the Portuguese hotel sector: A theoretical model. In European Marketing Academy Conference. (pp. 0-0). Ljubljana
11	Lengler, J., Sousa, C. & Marques, C. (2011). Export performance and market orientation: Testing for non-linear effects. In EIBA 2011 (Ed.), Proceedings of the 37th Annual Conference of the European International Business Academy (EIBA 2011) . (pp. 0-0). Bucarest
12	Lengler, J., Sousa, C. & Marques, C. (2011). Examining The Relationship Among Market Orientation Constructs And Export Performance: The Moderating Role Of Competitive Intensity. In Proceedings of the 40th Conference of the European Marketing Academy (EMAC 2011). (pp. 0-0). Ljubljana
13	Mohsin, A. & Jorge Francisco Lengler (2011). Assessing Staff Turnover within the Fast Food Industry: A case of Hamilton, New Zealand. In 2nd Advances in Hospitality and Tourism Marketing & Management Conference. (pp. 0-0). Corfu
14	Mello Moyano, C. & Jorge Francisco Lengler (2011). Developing a Strategic Planning Method for Tourism Companies Based on Customer Satisfaction. In Advances in Hospitality and Tourism Marketing and Management Conference. (pp. 0-0). Istanbul
15	Machuca, M.M., Segura, C.C., Huertas-García, R. & Jorge Francisco Lengler (2011). La respuesta afectiva que genera el ajuste entre marca y causa y su influencia en la intención de compra del consumidor. In XXI Congreso Nacional de la Asociación Científica de Economía y Dirección de la Empresa (ACEDE). (pp. 0-0). Barcelona
16	Jorge Francisco Lengler & Mello, C.A.M. (2011). The use of adapted ACSI satisfaction model to tourism companies to the proposition of loyalty strategies: The case of the 2011 Oktoberfest in Brazil. In 2nd Advances in Hospitality and Tourism Marketing & Management Conference. (pp. 0-0). Corfu

17	Huertas-García, R., Miravittles-Matamor, P., Hormiga, E. & Jorge Francisco Lengler (2011). Awareness and Ability to Express Preferences and its Impact on the Establishment of Causal Relations. In 33rd INFORMS Marketing Science Conference. (pp. 0-0). Houston
18	Sousa, C. & Lengler, J. (2009). Interfunctional coordination and its effect on export performance. In European Marketing Academy Conference. (pp. 0-0).

### - Talk

1	Marques, C., Lengler, J. & Mohsin, A. (2017). A Multinational Study On Perceptions Of Attractions/activities Of Student Tourists From Eight Countries. European Marketing Academy Conference - EMAC 2017.
2	Lengler, J., Sousa, C. & Marques, C. (2012). Testing for Non-Linear Relationship Between International Pricing Strategy and Export Performance. 41st Conference of the European Marketing Academy (EMAC 2012).
3	Mohsin, A. & Jorge Francisco Lengler (2012). Assessing Staff Turnover within the Fast Food Industry: A case of Hamilton, New Zealand. 2nd Advances in Hospitality and Tourism Marketing & Management Conference. 0-0
4	Jorge Francisco Lengler & Mello, C.A.M. (2012). The use of adapted ACSI satisfaction model to tourism companies to the proposition of loyalty strategies: The case of the 2011 Oktoberfest in Brazil. 2nd Advances in Hospitality and Tourism Marketing & Management Conference. 0-0
5	Jorge Francisco Lengler, Sousa, C. & Marques, C. (2011). Export performance and market orientation: Testing for non-linear effects. 37th Annual Conference of the European International Business Academy (EIBA 2011).
6	Lengler, J., Sousa, C. & Marques, C. (2011). Examining The Relationship Among Market Orientation Constructs And Export Performance: The Moderating Role Of Competitive Intensity. 40th Conference of the European Marketing Academy (EMAC 2011).
7	Marques, C. & Jorge Francisco Lengler (2011). A influência da orientação para o mercado na performance de exportação: O estudo de efeitos de interação e quadráticos. XIX Congresso Anual da Sociedade Portuguesa de Estatística.
8	Mello Moyano, C. & Jorge Francisco Lengler (2011). Developing a Strategic Planning Method for Tourism Companies Based on Customer Satisfaction. Advances in Hospitality and Tourism Marketing and Management Conference. 0-0
9	Huertas-García, R., Miravittles-Matamor, P., Hormiga, E. & Jorge Francisco Lengler (2011). Awareness and Ability to Express Preferences and its Impact on the Establishment of Causal Relations. 33rd INFORMS Marketing Science Conference. 0-0
10	Correia, R. & Jorge Francisco Lengler (2011). The driving forces of internationalization process in the Portuguese hotel sector: A theoretical model. European Marketing Academy Conference. 0-0

## Academic Management Positions

Sub-diretor (2014 - 2015)  
Unit/Area: Department of Marketing, Strategy and Operations

Membro (Docente) (2010 - 2013)  
Unit/Area: Plenário da Comissão Científica

Membro (Docente) (2010 - 2015)  
Unit/Area: Comissão Científica