INSTITUTO UNIVERSITÁRIO DE LISBOA

Ciência_Iscte

Perfil Público

Aviso: [2026-11-06 02:13] este documento é uma impressão do portal Ciência_Iscte e foi gerado na data indicada. O documento tem um propósito meramente informativo e representa a informação contida no portal Ciência_Iscte nessa data.

Informação Desatualizada: A informação contida neste perfil público poderá estar desactualizada.

Jorge Francisco Bertinetti Lengler

Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
(informação não disponível)	Doutoramento	Gestão	2003
(informação não disponível)	Mestrado	Gestão	1997
(informação não disponível)	Bacharelato	Economia	1994

Orientações

- **Teses de Doutoramento**

- Em curso

	Nome do Estudante	Título/Tópico	Língua	Estado	Instituição
1	Antonio Cardoso	Clusters exportadores de Portugal	Português	Em curso	Iscte

2	Isabel Moura	Financial support and innovation as antecedents of export performance in small and medium-sized Portuguese export companies	Português	Em curso	Iscte

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Luo Qinwen	Research on Relationship Resource Integration of Chinese Construction Enterprises: Evolutionary Process and Balance Mechanism	--	Iscte	2017
2	Sun Lei	The Antecedents of Diversification Strategy and Its Impacts on Performances: Empirical Evidences from Radio and TV Sector in China	--	Iscte	2016
3	Ricardo Correia	A Proactive and Entrepreneurial International Market Approach: Some Evidence in the Portuguese Hotel Sector	Inglês	Iscte	2013
4	Ricardo Jorge Castro de Correia	A Proactive and Entrepreneurial International Market Approach: Some Evidence in the Portuguese Hotel Sector	Inglês	Iscte	2013
5	Deng Weiping	The Strategic development of Chinese state-owned enterprises: The case of a chemical company	Inglês	Iscte	2013
6	Ricardo Correia	Internationalization process of a Portuguese hotel company.	Inglês	Iscte	2012
7	Den Weiping	Choice of Development Strategy of China's State-owned Specialty chemical enterprises	Inglês	Iscte	2012

• Dissertações de Mestrado

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Gabriel David Oliveira Martins Cruz	O Posicionamento da Marca na Ótica do Consumidor - Caso de estudo do Rock in Rio Lisboa	Português	Iscte	2016
2	Manuel Gaspar Valente	The social media usage from tourist's perspective: solutions for DMOs	Inglês	Iscte	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	Inglês	Iscte	2014

• Projetos Finais de Mestrado

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Rafael Caetano Gomes	Business Plan For an Online Fashion Store	Inglês	Iscte	2016
2	Francisco Borges Almeida Nascimento	The E-Health Opportunity for the Telecommunication Industry and Portugal Telecom - A case study	Inglês	Iscte	2015
3	Anne Hjortsholm	The Dimensions of Corporate Reputation and their Importance in Consumers' Buying Decision: A Cross-National Study	Inglês	Iscte	2014
4	Victor Stamate	Price Strategies as a Determinant of Performance for Romanian Companies in Export Markets	Inglês	Iscte	2014
5	Rafael João Domingues de Oliveira	Desenvolvimento Estratégico Internacional da Delta Cafés	Português	Iscte	2014
6	Narciso Emanuel Azevedo Antunes	Is this Graffiti a good ad?: Comparing street art advertising in Brazil and Portugal	Inglês	Iscte	2014
7	André Mesquita Olaio	Competitive Strategies and Strategic groups under scrutiny in the Portuguese automotive industry	Inglês	Iscte	2013
8	Lena Schuette	Process optimization with the Six Sigma DMAIC approach using the example Danza AEI Emirates LLC (Deutsche Post DHL Group)	Inglês	Iscte	2013
9	Daniel Kromoser	Senmicro Gmbh Expanding Beyond Europe - Country Analysis for a Potential Market Entry in Asia	Inglês	Iscte	2013
10	João André de Faria Neiva	Expanding Operations in Sweden A Corporate Project at Planet Insurance Group	Inglês	Iscte	2012
11	Idaki Vasilev Milev	Does South Africa have the potential to emerge as an attractive outsourcing / offshoring destination for information and Technology Services?	Inglês	Iscte	2012

12	Georgia Patrícia da Silveira Nunes Cavalcanti	Analyzing Toonari News & Media Strategy Process: Assessment and recommendations	Inglês	Iscte	2012

Total de Citações

Web of Science®	346
Scopus	398

Publicações

- **Revistas Científicas**

- Artigo em revista científica

1	Marques, C., Mohsin, A. & Lengler, J. (2018). A multinational comparative study highlighting students' travel motivations and touristic trends. Journal of Destination Marketing and Management, 10, 87?100. https://doi.org/10.1016/j.jdmm.2018.06.002 - N.º de citações Web of Science®: 20 - N.º de citações Scopus: 17 - N.º de citações Google Scholar: 48
2	Lengler, J., Sousa, C., Perin, M., Sampaio, C. H. & Martinez-López, F. (2016). The antecedents of export performance of Brazilian small and medium-sized enterprises (SMEs): the non-linear effects of customer orientation. International Small Business Journal, 34(5), 701?727. https://doi.org/10.1177/0266242615588837 - N.º de citações Web of Science®: 24 - N.º de citações Scopus: 25
3	Mohsin, A., Lengler, J. & Aguzzoli, R. (2015). Staff turnover in hotels: exploring the quadratic and linear relationships. Tourism Management, 51, 35?48. https://doi.org/10.1016/j.tourman.2015.04.005 - N.º de citações Web of Science®: 50 - N.º de citações Scopus: 40
4	Mohsin, A. & Lengler, J. (2015). Service experience through the eyes of budget hotel guests: do factors of importance influence performance dimensions?. Journal of Hospitality and Tourism Management, 23, 23?34. https://doi.org/10.1016/j.jhtm.2015.03.001 - N.º de citações Web of Science®: 23 - N.º de citações Scopus: 24
5	Mohsin, A. & Lengler, J. (2015). Exploring the antecedents of staff turnover within the fast-food industry: the case of Hamilton, New Zealand. Journal of Human Resources in Hospitality and Tourism, 14(1), 1?24. https://doi.org/10.1080/15332845.2014.904169 - N.º de citações Scopus: 12
6	Sousa, C. M. P., Lengler, J. & Martinez-López, F. (2014). Testing for linear and quadratic effects between price adaptation and export performance: the impact of values and perceptions. Journal of Small Business Management, 52(3), 501?520. https://doi.org/10.1111/jsbm.12046 - N.º de citações Web of Science®: 25 - N.º de citações Scopus: 20

7	Huertas-García, R., Gázquez-Abad, J. C. & Lengler, J. (2014). Publicidad conjunta marca-causa: 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. Revista Europea de Dirección y Economía de la Empresa, 23(3), 147?155. https://doi.org/10.1016/j.redee.2014.03.003 - N.º de citações Scopus: 4
8	Perin, M., Sampaio, C. H., Cegarra, J. & Lengler, J. (2014). Entrepreneurial capacities as antecedents of business performance in Brazilian firms. Canadian Journal of Administrative Sciences, 31(2), 90?103. https://doi.org/10.1002/cjas.1281 - N.º de citações Web of Science®: 13 - N.º de citações Scopus: 16
9	Lengler, J., Sousa, C. M. P. & Marques, C. (2014). Examining the relationship between market orientation and export performance: the moderating role of competitive Intensity. Advances in International Marketing, 24, 75?102. https://doi.org/10.1108/S1474-7979(2013)0000024008 - N.º de citações Scopus: 9 - N.º de citações Google Scholar: 18
10	Simas, M. J., Lengler, J. & António, N. (2013). Integration of sustainable development in the strategy implementation process: proposal of a model. Corporate Governance, 13(5), 511?526. https://doi.org/10.1108/CG-06-2013-0075 - N.º de citações Web of Science®: 20 - N.º de citações Scopus: 15
11	Mohsin, A., Lengler, J. & Kumar, B. (2013). Exploring the antecedents of intentions to quit: a case of luxury hotel staff. International Journal of Hospitality Management, 35, 48?58. https://doi.org/10.1016/j.ijhm.2013.05.002 - N.º de citações Web of Science®: 106 - N.º de citações Scopus: 80
12	Lengler, J., Sousa, C. & Marques, C. (2013). Exploring the linear and quadratic effects of customer and competitor orientation on export performance. International Marketing Review, 30(5), 440?468. https://doi.org/10.1108/IMR-03-2011-0087 - N.º de citações Web of Science®: 55 - N.º de citações Scopus: 46 - N.º de citações Google Scholar: 85
13	Novello, S., Lengler, J. & Murias, P. (2013). Customer orientation and SME export and export performance: insights from Italian manufacturing firms. Micro & Macro Marketing, XXII(3), 453?470. https://doi.org/10.1431/75383
14	Sousa, C. M. P. & Lengler, J. (2009). Psychic distance, marketing strategy and performance in export ventures of Brazilian firms. Journal of Marketing Management, 25(5-6), 591?610. https://doi.org/10.1362/026725709X461876 - N.º de citações Scopus: 80

- Editorial

1	Bento, P., Nikolaeva, R., Simaens, A., Berg, N. & Lengler, J. (2016). Time for a pause. Global Economics and Management Review (GEMREV), 21(1-2), 1?1. https://doi.org/10.1016/j.gemrev.2017.02.001

2	Bento, P., Nikolaeva, R., Simaens, A., Berg, N. & Lengler, J. (2014). Why Global Economics and Management Review?. Global Economics and Management Review (GEMREV), 19(1-2), 1?2. https://doi.org/10.1016/j.gemrev.2015.03.001 - N.º de citações Google Scholar: 1
3	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2013). Note from the Editors. Global Economics and Management Review (GEMREV), 18(1).

• Livros e Capítulos de Livros

- Capítulo de livro

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.), International Marketing (pp. 189?206). Emerald Group Publishing Limited. https://doi.org/10.1108/S1474-7979(2011)0000021011 - N.º de citações Web of Science®: 10 - N.º de citações Scopus: 10

• Conferências/Workshops e Comunicações

- Publicação em atas de evento científico

1	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. European Marketing Academy Conference (pp. 0?0).
2	Novello, S., Lengler, J. & Murias, P. (2013). Customer Orientation and SME export performance: Insights from Italian manufacturing firms. Europena Academy of Marketing Conference (pp. 0?0).
3	Moura, I. & Lengler, J. (2013). Financial resources and managerial personal characteristics as antecedents of export performance. Global Management Conference (pp. 0?0).
4	Moura, I. & Lengler, J. (2013). The impact of financial resources on export performance: the case of Portuguese exporting firms. 9th Iberian International Business Conference.
5	Sousa, C. & Lengler, J. (2013). Examining the determinants of interfunctional coordination and export performance: an investigation of Brazilian exporters. Cimar Conference (pp. 0?0).
6	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. International Network of Business & Management Journals (pp. 0?0).
7	Sousa, C & Lengler, J. (2013). Price adaptation and export performance: Quadratic and moderating effects. European Marketing Academy Conference (pp. 0?0).
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).
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. CIMaR 2012 Consortium for International Marketing Research (pp. 0?0).

10	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. 2nd Advances in Hospitality and Tourism Marketing & Management Conference (pp. 0?0).
11	Huertas-García, R., Miravitlles-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 (pp. 0?0).
12	Correia, R. & Jorge Francisco Lengler (2011). The driving forces of internationalization process in the Portuguese hotel sector: A theoretical model. European Marketing Academy Conference (pp. 0?0).
13	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).
14	Lengler, J., Sousa, C. & Marques, C. (2011). Examining The Relationship Among Market Orientation Constructs And Export Performance: The Moderating Role Of Competitive Intensity. Proceedings of the 40th Conference of the European Marketing Academy (EMAC 2011) (pp. 0?0).
15	Mohsin, A. & Jorge Francisco Lengler (2011). Assessing Staff Turnover within the Fast Food Industry: A case of Hamilton, New Zealand. 2nd Advances in Hospitality and Tourism Marketing & Management Conference (pp. 0?0).
16	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 (pp. 0?0).
17	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. XXI Congreso Nacional de la Asociación Científica de Economía y Dirección de la Empresa (ACEDE) (pp. 0?0).
18	Sousa, C. & Lengler, J. (2009). Interfunctional coordination and its effect on export performance. European Marketing Academy Conference (pp. 0?0).

- Comunicação em evento científico

1	Marques, C., Lengler, J., Mohsin, A. & 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 interacção 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., Miravitlles-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.

Cargos de Gestão Académica

Sub-diretor (2014 - 2015)
Unidade/Área: Departamento de Marketing, Operações e Gestão Geral

Membro (Docente) (2010 - 2013)
Unidade/Área: Plenário da Comissão Científica

Membro (Docente) (2010 - 2015)
Unidade/Área: Comissão Científica