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Jorge Nascimento

Integrated Researcher

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



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Curriculum

Jorge Nascimento conducts independent research at Business Research Unit (BRU-IUL), and is a Marketing Professor at ISCTE Business School (ISCTE-IUL).

Interested in expanding marketing borders, developing knowledge across multidisciplinary networks and fields, in order to explore relevant theoretical gaps with actionable societal impact.

20+ yrs marketing and management experience in Executive Committee, marketing and product management, brand communications, team leadership and business transformation roles in Retail, B2B, Services & Consumer sectors.

Publications: His research on consumer behavior, sustainability, new branding and technology disruption phenomena are published in several international Scopus Q1 and ABS-listed journals, such as Journal of Business Research, International Journal of Contemporary Hospitality Management, and Journal of Product and Brand Management.

Research interests: Consumer Psychology and personality traits, emotional and social influence mechanisms in behavioral decision-making, customer-brand relationships, AI anthropomorphism and new socialization concepts in the hyperconnected world.

Other contributions: published a book chapter, presented his work on international events such as GAMMA/Global Marketing Conference, ANZMAC, and Euromed Academy of Business, and is invited speaker in varied international PhD/research seminars and knowledge transfer opportunities.

Reviewer for Scopus Q1/ABS2,3&4 journals.

Research Interests
consumer behavior
customer-brand relationships
emotions
social influences
sustainability

Academic Qualifications			
University/Institution	Type	Degree	Period
ISCTE-Instituto Universitário de Lisboa	PhD	Gestão	2024
ISCTE-Instituto Universitário de Lisboa	M.Sc.	Marketing	2007
ISCTE-Instituto Universitário de Lisboa	Licenciate	Organização e Gestão de Empresas	2001

Teaching Activities				
Teaching Year	Sem.	Course Name	Degree(s)	Coord .
2025/2026	2º	Tools of Marketing Communication		No
2025/2026	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	No
2024/2025	2º	Marketing Management		No
2024/2025	2º	Tools of Marketing Communication		No
2024/2025	2º	Relationship Marketing	Master Degree in Marketing;	No
2024/2025	1º	Marketing Management		No

Supervisions

- **M.Sc. Dissertations**
 - Ongoing

	Student Name	Title/Topic	Language	Status	Institution
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1	Sofia Azevedo Rodrigues	From Authenticity to Affection: How Instagram Influencers Inspire Destination Brand Love	--	Developing	Iscte
2	Inês Gomes da Silva	O paradoxo da autenticidade nos influencers virtuais: como as imperfeições intencionais moldam as respostas do consumidor	--	Developing	Iscte
3	Mafalda Rodrigues Guido	The Impact of FOMO Generated by Digital Influencers on the Consumption of Luxury Products	--	Developing	Iscte
4	Madison Victoria Rosa	The Social Construction of Brand Love: The Role of Digital Social Influences in Building Consumer-Brand Relationships	--	Developing	Iscte
5	Mariana Mendes de Almeida Vilar	Dimensões de escassez e o seu impacto na relação marca-consumidor	--	Developing	Iscte
6	Beatriz Santos Vieira	How Human Should a Chatbot Be? The Impact of Anthropomorphism	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Cristiana Norberto Carapucinha	The Impact of Human and Virtual Influencers on Brand Coolness: The Roles of Authenticity, Trust, and Attitude Toward Artificial Intelligence	English	Iscte	2025
2	Adria Nicola Boberschi	Business plan: Sustainably produced T-shirts with a bold design	English	Iscte	2025
3	Margarida Pires Lopes	Is a Picture Really Worth a Thousand Words? The Role of Product Involvement in the Effectiveness of Visual vs. Verbal Point-of-Purchase Advertising	English	Iscte	2025
4	Tomás Silvestre de Almeida	Green Packaging for a Sustainable Future: The impact of different Packaging Stimulus and Environmental Concerns in Consumer Decision-Making.	English	Iscte	2024
5	Mariana Aguilar Ferraria	How do Inconspicuous consumers, characterized by specific psychological traits, shape the coolness perception of luxury brands?	English	Iscte	2024

6	Beatriz Ramos Gomes da Assunção	Exploring Green Cosmetic Purchase Behavior: An Extended Model of Goal-Directed Behavior with Psychological and Moral Influences	English	Iscte	2024
7	Mafalda Dias Lisboa	Get your influencers behind the camera: The Role of Co-Creation in Authentic Influencer-Brand Partnerships	English	Iscte	2024
8	Carolina Rosa Marcelino	The Sustainable Travel Dilemma: Exploring Tourist Pro-Environmental Behaviour	English	Iscte	2024
9	Huanzhang Jian	What influences the purchase intentions and behavior of electric vehicles among Chinese consumers?	English	Iscte	2023
10	Ana Margarida de Matos Fernandes	HOW DOES CONSUMERS' SELF-EXPRESSED BEHAVIOR TRANSLATE INTO ACTUAL BEHAVIOR WHEN IT COMES TO SUSTAINABLE PRODUCTS AND WHAT ARE THE MAIN TRIGGERS	English	Iscte	2023
11	Maria Rita Nogueira da Silva Afonso	The effects of Awe in Religious Tourism: Can Augmented Reality play an important role?	English	Iscte	2022

Total Citations

Web of Science®	150
Scopus	186

Publications

• Scientific Journals

- Scientific journal paper

1	Rodrigues, A., Loureiro, S. M. C. & Nascimento, J. (N/A). Food appraisal: Explaining tourists' willingness to pay more for organic food. Journal of Hospitality and Tourism Insights. N/A - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 1
2	Nascimento, J. & Loureiro, S. M. C. (2024). The PSICHE framework for sustainable consumption and future research directions. EuroMed Journal of Business. 19 (3), 571-611 - Times Cited Web of Science®: 13 - Times Cited Scopus: 13 - Times Cited Google Scholar: 27

3	Nascimento, J. & Loureiro, S. M. C. (2024). Boosting heritage recommendations through awe and augmented reality. <i>International Journal of Contemporary Hospitality Management</i> . 36 (11), 3841-3864 - Times Cited Web of Science®: 6 - Times Cited Scopus: 6 - Times Cited Google Scholar: 9
4	Nascimento, J. & Loureiro, S. M. C. (2024). Understanding the desire for green consumption: Norms, emotions, and attitudes. <i>Journal of Business Research</i> . 178 - Times Cited Web of Science®: 18 - Times Cited Scopus: 21 - Times Cited Google Scholar: 35
5	Guerreiro, J., Loureiro, S. M. C., Nascimento, J. & Duarte, M. (2023). How to earn a premium price: The effect of green marketing and brand coolness. <i>Journal of Communication Management</i> . 27 (1), 35-63 - Times Cited Web of Science®: 20 - Times Cited Scopus: 20 - Times Cited Google Scholar: 37
6	Loureiro, S. M. C. & Nascimento, J. (2021). Shaping a view on the influence of technologies on sustainable tourism. <i>Sustainability</i> . 13 (22) - Times Cited Web of Science®: 58 - Times Cited Scopus: 75 - Times Cited Google Scholar: 116

- Review article

1	Nascimento, J. & Loureiro, S. M. C. (2024). Mapping the sustainability branding field: Emerging trends and future directions. <i>Journal of Product and Brand Management</i> . 33 (2), 234-257 - Times Cited Web of Science®: 34 - Times Cited Scopus: 43 - Times Cited Google Scholar: 65
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Branca, G., Nascimento, J. & Loureiro, S. M. C. (2024). Sustainability cues in fashion: Practitioners' and consumers' perspectives. In Roland T. Rust (Ed.), <i>Global Fashion Management Conference Proceeding</i> . (pp. 457-461). Milão: Global Alliance of Marketing and Management Associations.
2	Nascimento, J. & Loureiro, S. M. C. (2024). Authenticity and pride drive loyalty?: Evidence from AR-powered heritage. In Roland T. Rust (Ed.), <i>Global Fashion Management Conference Proceeding</i> . (pp. 391-396). Milão: GAMMA.
3	Nascimento, J., Afonso, M. R. N. da S. & Loureiro, S. M. C. (2023). The influence of awe and augmented reality (AR) for driving tourists' loyalty towards religious destinations. In Rust, R. T., Peres, R., Robinson, L., Nishio, C., and Garrett, T. (Ed.), <i>2023 Global Marketing Conference at Seoul Proceedings "Marketing & Management Transformation in the Challenging Digital Environment"</i> . (pp. 640-645). Seoul, Republic of Korea: Global Alliance of Marketing and Management Associations.
4	Nascimento, J. & Loureiro, S. M. C. (2023). The impact of augmented and virtual reality for sustainable tourism. In Timothy Jung, M. Claudia tom Dieck, Sandra Maria Correia Loureiro (Ed.), <i>Extended Reality and Metaverse. XR 2022. Springer Proceedings in Business and Economics</i> . (pp. 148-156). Lisboa: Springer. - Times Cited Scopus: 8 - Times Cited Google Scholar: 14

5	Nascimento, J. & Loureiro, S. (2022). Three routes for sustainable consumer behaviours. In Harrigan, P., and Brush, G. (Ed.), ANZMAC 2022: Reconnect & Reimagine: Conference Proceedings. (pp. 95-98). Perth: ANZMAC.
6	Nascimento, J. & Loureiro, S. M. C. (2021). Green purchase behavior: A systematic review. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 14th Annual Conference of the EuroMed Academy of Business: Contemporary Business Concepts and Strategies in the new Era. (pp. 920-924). Online: EuroMed Press.

- Talk

1	Nascimento, J. & Loureiro, S. M. C. (2023). Disruptive technologies in traditional heritage tourism: How to leverage loyalty with AR. AIRSI2023: The metaverse conference.
2	Nascimento, J. & Loureiro, S. M. C. (2022). The impact of Augmented and Virtual Reality for Sustainable Tourism . 7th XR international conference 2022.

Research Projects

Project Title	Role in Project	Partners	Period
SMart Industrial Tourism in the Mediterranean	Researcher	BRU-Iscte (Management), BRU-Iscte, Prato - Leader (Italy), XATIC - (Spain), MDT - (Italy), HCIA - (Greece), eZAVOD - (Slovenia), EFRI - (Croatia)	2024 - 2026