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Research Interests

Marketing Desportivo

Retalho

Marca

Novas tendências de marketing

Academic Qualifications

University/Institution	Type	Degree	Period

ISCTE-Instituto Universitario de Lisboa	Aggregation	Gestão	2018
L'École des Hautes Études Commerciales	PhD	Organização e Gestão de Empresas	1992
Jouy-en-Josas	M.Sc.	Altos Estudos Comerciais	1988
Universidade de Paris Dauphine	M.Sc.	Estratégia Comercial	1987
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciate	Organização e Gestão de Empresas	1983
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciate	Sociologia	1978

External Professional Activities

Period	Employer	Country	Description
Since 2008	AUDAX ISCTE (Future Cast Lab)	Portugal	Member of the Scientific Council and Researcher
2000 - 2004	IMR	Portugal	
1994 - 2002	Emirec Communication	Portugal	
1993 - 1998	Forglo (Tracy International)	Portugal	
1984 - 1985	Stephens Brothers School Factory	Portugal	
1983 - 1984	Microbelo	Portugal	
1976 - 1981	COOLI - Books Commercialization	Portugal	

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Sports Marketing	Post Graduation Program in Marketing;	Yes
2024/2025	2º	Marketing Workshops		No
2024/2025	2º	Final Project in Marketing	Bachelor Degree in Marketing Management;	No
2024/2025	2º	Sales Team Management and Negotiation		No
2024/2025	1º	Political Marketing	Institutional Degree in ISCTE Business School;	Yes

2024/2025	1º	Project in Sports Management and Marketing 1	Post Graduation Program in Marketing;	Yes
2024/2025	1º	Marketing Management		No
2024/2025	1º	Sales Management		Yes
2024/2025	1º	Sales Negotiation		Yes
2024/2025	1º	Sports Marketing	Post Graduation Program in Marketing;	Yes
2023/2024	2º	Marketing Workshops		Yes
2023/2024	2º	Sports Marketing		Yes
2023/2024	2º	Placebranding Positioning	Other programme in Pós graduação em Placebranding e Placemarketing;	Yes
2023/2024	2º	Webinar Placebranding E Placemarketing	Other programme in Pós graduação em Placebranding e Placemarketing;	No
2023/2024	2º	Final Project in Marketing	Bachelor Degree in Marketing Management;	Yes
2023/2024	2º	Sales Team Management and Negotiation		Yes
2023/2024	1º	Political Marketing	Institutional Degree in ISCTE Business School;	Yes
2023/2024	1º	Project in Sports Management and Marketing 1	Post Graduation Program in Marketing;	Yes
2023/2024	1º	Marketing Management		No
2023/2024	1º	Sales Management		Yes
2023/2024	1º	Sales Negotiation		Yes
2023/2024	1º	Sports Marketing	Post Graduation Program in Marketing;	Yes
2022/2023	2º	Marketing Workshops		Yes
2022/2023	2º	Final Project in Marketing	Bachelor Degree in Marketing Management;	Yes
2022/2023	2º	Sales Team Management and Negotiation		Yes
2022/2023	1º	Political Marketing		Yes
2022/2023	1º	Sales Management		Yes

2022/2023	1º	Experience and Consumer Behaviour		Yes
2022/2023	1º	Sales Negotiation		Yes
2022/2023	1º	Integrated Marketing Communication		Yes
2022/2023	1º	Sports Marketing	Post Graduation Program in Marketing;	Yes
2021/2022	2º	Marketing Workshops		Yes
2021/2022	2º	Communication and Systems		No
2021/2022	2º	Retail Marketing	Bachelor Degree in Marketing Management;	Yes
2021/2022	2º	Sales Team Management and Negotiation		Yes
2021/2022	1º	Political Marketing	Post Graduation Program in Political Advising and Media;	Yes
2021/2022	1º	Project in Sports Management and Marketing 1	Post Graduation Program in Marketing;	Yes
2021/2022	1º	Project in Sports Management and Marketing 1	Post Graduation Program in Marketing;	Yes
2021/2022	1º	Communication and Systems		No
2021/2022	1º	Sales Management		Yes
2021/2022	1º	Experience and Consumer Behaviour		Yes
2021/2022	1º	Sales Negotiation		Yes
2021/2022	1º	Integrated Marketing Communication		Yes
2021/2022	1º	Distribution Channels		Yes
2021/2022	1º	Sports Marketing	Specialization Degree in Sports Management and Marketing; Post Graduation Program in Marketing;	Yes
2021/2022	1º	Sports Marketing	Specialization Degree in Sports Management and Marketing; Post Graduation Program in Marketing;	Yes
2020/2021	2º	Marketing Workshops		Yes
2020/2021	2º	Communication and Systems		No
2020/2021	2º	Marketing Management	Bachelor Degree in Human Resources Management;	Yes

2020/2021	2º	Retail Marketing	Bachelor Degree in Marketing Management;	Yes
2020/2021	2º	Sales Team Management and Negotiation		Yes
2020/2021	1º	Political Marketing	Post Graduation Program in Political Advising and Media;	Yes
2020/2021	1º	Project in Sports Management and Marketing 1	Specialization Degree in Sports Management and Marketing; Post Graduation Program in Marketing;	Yes
2020/2021	1º	Project in Sports Management and Marketing 1	Specialization Degree in Sports Management and Marketing; Post Graduation Program in Marketing;	Yes
2020/2021	1º	Workshop Omnichannel		Yes
2020/2021	1º	Marketing Management		Yes
2020/2021	1º	Experience and Consumer Behaviour		Yes
2020/2021	1º	Sales Negotiation	Bachelor Degree in Marketing Management;	Yes
2020/2021	1º	Integrated Marketing Communication		Yes
2020/2021	1º	Distribution Channels		Yes
2020/2021	1º	Sports Marketing	Specialization Degree in Sports Management and Marketing; Post Graduation Program in Marketing;	Yes
2020/2021	1º	Sports Marketing	Specialization Degree in Sports Management and Marketing; Post Graduation Program in Marketing;	Yes
2019/2020	2º	Political Marketing		Yes
2019/2020	2º	Marketing Communication		No
2019/2020	2º	Retail Marketing	Bachelor Degree in Marketing Management;	Yes
2019/2020	2º	Sales Team Management and Negotiation		No
2019/2020	1º	Political Marketing	Post Graduation Program in Political Advising and Media;	Yes
2019/2020	1º	Project in Sports Management and Marketing 1	Post Graduation Program in Marketing;	Yes
2019/2020	1º	Sales Management		No
2019/2020	1º	Experience and Consumer Behaviour		Yes

2019/2020	1º	Sales Negotiation	Bachelor Degree in Marketing Management;	Yes
2019/2020	1º	Integrated Marketing Communication		No
2019/2020	1º	Distribution Channels		No
2019/2020	1º	Sports Marketing	Post Graduation Program in Marketing;	Yes

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Ana Comporta	--	Portuguese	Developing	Iscte
2	Maria Manuel Guimarães	--	English	Developing	Iscte
3	Maria Estarreja	--	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria Alves Machado de Sousa de Macedo	Influence of different sponsorship contexts in the Bios*-Consumer brand relationship model (BCBR model) mutualism and antagonism clusters and purchase intention	--	Iscte	2017
2	Ma Fei	Cosmeceutical Products in China?s Retail Pharmacies: a Consumers? Satisfaction Study	--	Iscte	2016
3	Ana Maria Vitorino Ferreira Comporta	A influência da avaliação da comunicação da marca na formação da reputação corporativa. A visão dos clientes empresariais	--	Iscte	2015
4	Ana Patrícia Pinto de Lima	A interdependência entre as marcas e as comunidades de marca ? Os casos da Vespa e da Harley Davidson	Portuguese	Iscte	2014
5	Luísa Cláudia Lopes Agante	As influências sobre as crianças na escolha de marcas de roupa e calçado	Portuguese	Iscte	2010
6	Joana Pinto Leite César Machado Ortigão de Oliveira	A identidade corporativa em situação de fusão. Como se juntam nomes e logótipos e como as pessoas os percebem	Portuguese	Iscte	2009

7	Ana Filipa da Rocha de Castro e Côrte-Real	A Atitude das Crianças Face Às Mascotes das Marcas	--	Iscte	2007

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Sofia Saraiva Ferreira Mendes Castilho	Integration of Generative Artificial Intelligence in Marketing Higher Education	--	Developing	Iscte
2	Maria Natario Caiado de Carreira Gonçalves	Factors influencing Alumni engagement with the institution: enhancing the contribution of the Alumni community to Iscte.	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Nádia Irine Mendes Gonçalves	Influence Marketing on Instagram: The role of the digital influencer	Portuguese	Iscte	2023
2	Jurrian Martina	A Glimpse into the Future: The influence of Virtual Reality and Augmented Reality on the Fitness industry	English	Iscte	2023
3	Carolina Pereira Perez	The interest of official competitions for women's under-13 soccer athletes	Portuguese	Iscte	2022
4	Inês de Castro Côrte-Real Farinha Beirão	The Impact of Covid on consumer behaviour: The product category of sauces	English	Iscte	2022
5	Vasco Costa Pisa	Changes in consumer behavior in the purchase and consumption of the restaurant sector caused by the lockdown	English	Iscte	2022
6	Afonso Venes	Impacts of the Covid-19 Pandemic: Consumer Behaviour in the Coffee Market	English	Iscte	2022
7	Hugo Miguel Marques da Costa	New Habits of Purchase and Consuption in the Cleaning Products Category after the Covid-19 Lockdowns	English	Iscte	2022
8	Madalena Lucas de Almeida Nunes	The impact of Sport Sponsorship on Brand Equity	English	Iscte	2022
9	Gabriel Antunes da Encarnação	The Impact of Servuction and Experience Dimensions on Portuguese Music Festivals Visitors Loyalty	Portuguese	Iscte	2021

10	Diogo Matos dos Santos de Magalhães Oliveira	Sponsorship in Sports Marketing: The effects of sports sponsorship on football fans? sponsor awareness, exposure, attitude, perceived congruence, purchase intentions and simultaneous sponsorship with a rival club	English	Iscte	2019
11	Maria Eugénia Gorjão Bertrand de Sousa Barriga	Artificial Intelligence Applied to Marketing Management ? Trends and Projections According to Specialists	English	Iscte	2019
12	Gonçalo Gomes Cunha	Impact evaluation of major running events in Lisbon	Portuguese	Iscte	2019
13	Catarina Martins Reis	Mega Sport Events Attraction to Lisbon	English	Iscte	2018
14	João Pedro Henriques Magalhães	Marketing Budget Optimisation: Key Metrics and Trends, According to Specialists	English	Iscte	2018
15	Júlio Miguel Moreira Almeida	Sports spectatorship in Lisbon - how leveraging consumers' motivations can increase attendance and community spirit	English	Iscte	2018
16	Inês Alexandra Henriques Martins	Lisboa Desporto - How to attract and maintain motivated non-professional athletes	English	Iscte	2018
17	Raquel Patrícia Matos Sousa	THE IMPACT OF NEW RETAIL TRENDS IN THE CONTEXT OF CONVENIENCE STORES	English	Iscte	2018
18	Mariana Ventura Rodrigues	New Trends In Store Atmosphere: An application to the telecommunication sector	English	Iscte	2017
19	Filipe de Amaral Pedro Bota de Mendonça	New Trends in Marketing: The impact in convenience store's atmosphere	English	Iscte	2017
20	Mafalda dos Santos Simões	New Trends in Store Atmosphere: An Application to the Banking Sector	English	Iscte	2017
21	Filipa Loja Gomes Ferreira Evangelista	The Impact of New Trends in Supermarket Environment: The Case of the Olive Oil Sector	English	Iscte	2017
22	Dharmite Tushar Narendra	The Influence of New Trends in Store Atmospherics on Customer Experience in a Convenience Store Environment in Portugal	English	Iscte	2017
23	Enoque Jerónimo Nhatinombe Massango	Internacionalização como Estratégia de Competitividade: O caso do Grupo Soico	Portuguese	Iscte	2016
24	Marco António Vicente Madeira Barruncho	Estádio 2.0 - O Futebol do Futuro Estudo de caso do Sport Lisboa e Benfica Manchester City	Portuguese	Iscte	2015

25	Pedro Miguel Correia Nunes	Segmentação do Mercado de Acesso à Internet Segundo Critérios Comportamentais	Portuguese	Iscte	2013
26	Pedro Miguel Oliveira de Carvalho	A Importância e o Futuro do E_book no Mercado Livreiro em Portugal	Portuguese	Iscte	2012
27	João Pedro Ferreira Alves dos Santos	O seu Sofá no Estádio do Futuro. Tecnologia - Revolucionando a experiência do adepto	Portuguese	Iscte	2012
28	Sara Souto	Tribal Marketing	Portuguese	ISCEM	--
29	Mac Vai Ium	Marketing in a small place	Portuguese	Universidade de Macau	--
30	Miguel Lage	The tribal dimension of consumption of products related to football clubs	Portuguese	ISEG	--
31	Carlos Reis	Effect of planogram configuration on linear profitability	Portuguese	--	--
32	Paula Hortinha	Application of the Logit model to the private label of a retail distribution chain	Portuguese	Universidade Católica de Lisboa	--

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Tiago Rodrigues Peralta	HMS Triathlon Series and its Projections for the Year 2025	Portuguese	Iscte	2024
2	Jéssica Schepens Pires de Melo	Sport Clube União Torreense: A carnival every 15 days	English	Iscte	2021
3	João Hugo Borges Barreto Silva	BUSINESS PLAN: LOST DOC, AN EFFICIENT WAY TO FIND AND DELIVER LOST ITEMS TO THEIR OWNERS.	English	Iscte	2021
4	Francisco Martins Bação Saraiva	Que características os sócios do Sporting CP pretendem para o próximo presidente?	English	Iscte	2019
5	André Pinto da Costa	New Trends in Convenience Stores	English	Iscte	2018
6	Tiago Filipe Aleixo da Paula	Recruiting, Educating and Retaining Customers:The Case of Listerine	English	Iscte	2017
7	Felipe Martins Brand da Costa	A Case Study on International Marketing - The challenge of a european fireplace company entering the brazilian market	English	Iscte	2014
8	Ricardo Manuel da Silva Sá Pinto	O Impacto da Liderança do Treinador na Fase de Transição do Futebol de Formação para o Futebol Profissional	Portuguese	Iscte	2013

9	José Miguel Pereira Diamantino de Matos	Apostas Desportivas Online Comportamento e Perfil do Apostador Português	Portuguese	Iscte	2013
10	Amélia Maria de Brito Pires Eusébio	Na Imagem da Marca e na Atitude do Consumidor. Estudo exploratório da transferência da imagem no patrocínio e avaliação do seu impacto na intenção de compra da marca	Portuguese	Iscte	2013
11	Marta Sofia Abrantes Lousada	From bookstores to digital era - How and why the information-seeking behavior is changing in education and which are the main factors that cause those changes and its impacts and challenges on the future of this business	English	Iscte	2012
12	Gonçalo Pedro de Sousa de Leite Peixoto	L'Oréal Professionnel Homme Case Study	English	Iscte	2012
13	Sofia Rodrigues Brito de Abreu	University students: buying behavior of books and illegal copy market	English	Iscte	2012
14	Erika de Melo Monteiro Almeida	Portuguese Online Consumer and Buying Behavior for Home Products	Portuguese	Iscte	2012
15	Filipa Inês da Graça Sousa	Retailtainment - Popota fun experience	English	Iscte	2012
16	Cátia Alexandra dos Santos Reis	O Electronic Word-of-Mouth nas Comunidades Virtuais - Uma análise à presença da Westrags blogues de moda	English	Iscte	2012
17	Daniela Duarte da Silva	Online Buying Behavior in Entertainment Products	English	Iscte	2012
18	Afonso Manuel Costa Gaspar da Silva Domingos	Volvo Ocean Race: O retorno do investimento dos patrocinadores	Portuguese	Iscte	2012
19	Danyel Gil Porato	Construir uma Campanha de Comunicação: Caso Diesel - L'Oreal Brandstorm 2010	Portuguese	Iscte	2012
20	Joana Prieto Afonso de Neville e Lencastre	DIESEL - Reinforcing the Brand with a New Product	English	Iscte	2012
21	Isabel Gonçalves Branco	--	--	Iscte	2011
22	Francisco José Mairos Ferreira	O Impacto da Crise Financeira de 2008 no Comportamento dos Investidores.	--	Iscte	2011
23	João Pedro Real de Sousa Ribeiro	--	--	Iscte	2011
24	José António Serrenho Vinagre	--	--	Iscte	2011

25	Rita António Mendes Rainha	Análise da Regularidade de Participação em Convenções de Fitness. Estudo de caso: Convenção Internacional de actividade física "O Corpo em Movimento" 2007 a 2010	Portuguese	Iscte	2011
26	João Pedro Medeiros Cardoso	Patrocínios Desportivos: A Sagres e a Liga Portuguesa de Futebol Profissional.	--	Iscte	2011
27	Nuno Alexandre dos Reis Teixeira	O papel da recomendação online no processo de tomada de decisão dos jovens portugueses.	--	Iscte	2011
28	Isabel Rita Soromenho Silva Santos Sequeira	Caso Pedagógico Delta Q - Estratégia Integrada de Comunicação.	--	Iscte	2011
29	Luís Miguel de Sousa Sobral	Public e Tendering in Portugal - VortalGOV Case Study.	Portuguese	Iscte	2011
30	Valter Jorge Alcoforado Barreira	Business Networking: As necessidades de aquisição de competências dos executivos em Portugal.	Portuguese	Iscte	2011
31	Carla Cristina Gonçalves Gaspar	Qualidade da Prestação dos Serviços, na Fidelização e Retenção de Clientes do Health Club EVERY.BODY	Portuguese	Iscte	2011
32	Ana Cristina Dinis da Silva Fanha Vicente Soares	Caso: Público - A Comunicação na Era da Mudança.	Portuguese	Iscte	2010
33	Hugo Miguel Ramos Sousa	Patrocínios Desportivos, Dimensões mais Valorizadas numa Celebridade Desportiva por um Patrocinador.	Portuguese	Iscte	2010
34	Marta da Silva Lopes	Corrida Novas Oportunidades - Porquê Participar?	Portuguese	Iscte	2010
35	Cláudia Patrícia Vicente Canedo	Caso Gamebox - Como Inverter a Tendência de Estagnação de Vendas	Portuguese	Iscte	2010
36	Henrique António Cardoso Martins	A Imagem da Arbitragem no Futebol de 11.	Portuguese	Iscte	2010
37	Miguel Vasconcelos Esteves de Azevedo	Patrocínios no Futebol em Portugal - O caso do Sport Lisboa e Benfica.	Portuguese	Iscte	2010
38	Ana Rita Antunes dos Santos	Como Atrair mais Público para os Jogos das Modalidades do Sport Lisboa e Benfica.	Portuguese	Iscte	2009

Total Citations

Web of Science®	102
Scopus	308

Publications

• Scientific Journals

- Scientific journal paper

1	Dionísio, P., Brochado, A., Leal, C. & Bouchet, A. (2022). Stakeholders' perspectives on hosting large-scale sports events. Event Management, 26(2), 275?295. https://doi.org/10.3727/152599521X16192004803548 - Times Cited Web of Science®: 7 - Times Cited Scopus: 7 - Times Cited Google Scholar: 20
2	Brochado, A., Dionísio, P., Leal, M. do C., Bouchet, A. & Conceição, H. (2022). Organizing sports events: The promoters' perspective. Journal of Business and Industrial Marketing, 37(6), 1291?1298. https://doi.org/10.1108/JBIM-10-2020-0451 - Times Cited Web of Science®: 9 - Times Cited Scopus: 11 - Times Cited Google Scholar: 19
3	Brochado, A., Dionísio, P. & Leal, M. C. (2018). Sponsoring the football national team. Journal of Business and Industrial Marketing, 33(5), 625?637. https://doi.org/10.1108/JBIM-03-2017-0076 - Times Cited Web of Science®: 11 - Times Cited Scopus: 10 - Times Cited Google Scholar: 21
4	Pereira, H. G., Cardoso, M. & Dionísio, P. (2017). The determinants of website purchases: the role of e-customer loyalty and word-of-mouth. International Journal of Electronic Marketing and Retailing, 8(2), 136?156. https://doi.org/10.1504/IJEMR.2017.10006409 - Times Cited Web of Science®: 2 - Times Cited Scopus: 9
5	Abreu, M. E., Laureano, R. M. S., Sharifah, F. S. A., Vinhas da Silva, R. & Dionísio, J. (2015). Managing volunteerism behaviour: the drivers of donations practices in religious and secular organisations. Journal of General Management, 40(3), 39?54. https://doi.org/10.1177/030630701504000304 - Times Cited Web of Science®: 7 - Times Cited Scopus: 5 - Times Cited Google Scholar: 21
6	Abreu, M. E., Laureano, R. M. S., Vinhas da Silva, R. & Dionísio, J. (2015). Volunteerism, compassion and religiosity as drivers of donations practices. International Journal of Non-profit and Voluntary Sector Marketing, 20(3), 256?276. https://doi.org/10.1002/nvsm.1526 - Times Cited Scopus: 27 - Times Cited Google Scholar: 56
7	Dionísio, J., Leal, M. & Vinhas da Silva, Rui (2014). Tribal marketing in sports. Revista Internacional de Deportes Colectivos,(19), 17?27.
8	Dionísio, P., Leal, C., Pereira, H. & Salgueiro, M. F. (2013). Piracy among undergraduate and graduate students: influences on unauthorized book copies. Journal of Marketing Education, 35(2), 191?200. https://doi.org/10.1177/0273475313491578 - Times Cited Scopus: 12

9	Dionísio, P., Leal, C. & Moutinho, L. (2008). Fandom affiliation and tribal behaviour: A sports marketing application. Qualitative Market Research: An International Journal, 11(1), 17?39. https://doi.org/10.1108/13522750810845531 - Times Cited Scopus: 139
10	Dionísio, J., Leal, M., Leal, M. Carmo & Moutinho, L. (2008). A Phenomenological Research Study on Sports Fandom in Portugal: A Comparative Study of Surfing and Football. Journal of Euromarketing, 17(3-4), 233?253. https://doi.org/10.1080/10496480802640353 - Times Cited Scopus: 7
11	Moutinho, L., Dionísio, P. & Leal, C. (2007). Surf tribal behaviour: a sports marketing application. Marketing Intelligence & Planning, 25(7), 668?690. https://doi.org/10.1108/02634500710834160 - Times Cited Web of Science®: 61 - Times Cited Scopus: 75

• 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	Dionísio, J., Pereira, H. & Cardoso, M. (2012). Comportamentos de procura de informação e compra online. Confederação do Comércio e Serviços de Portugal.
6	Moutinho, L., Dionísio, J., Rodrigues, J. & Pereira, H. (2012). Marketing Trends - Antecipar o futuro para inspirar o presente. Bnomics.
7	Dionísio, J. & Leal, M. (2011). 25 Anos da história de distribuição em Portugal. Uniarme.
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	Dionísio, J. (2009). Casos de sucesso em Marketing Desportivo. Livros d'Hoje.
11	Rodrigues, J. & Dionísio, J. (2009). B-Mercator, Blended Marketing. Dom Quixote.
12	Dionísio, J., Rodrigues, J, Lendrevie, J & Lindon, D (2004). Mercator XXI – Teoria e Prática do Marketing. Dom Quixote.
13	Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (2000). Mercator 2000 – Teoria e Prática do Marketing. Dom Quixote.

14	Dionísio, J., Rodrigues, J., Lendrevie, J. & Brochand, B. (1999). Publicitor. Dom Quixote.
15	Dionísio, J., Rodrigues, J., Lindon, D & Lendrevie, J (1996). Mercator – Teoria e prática de Marketing. Dom Quixote.
16	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.

- Book chapter

1	Leal, C., Dionísio, J. & Brochado, A. (2020). National Team Fans: Is Passion Enough to Leverage Sponsor Brands?. Multidisciplinary Perspectives on Media Fandom (pp. 192?218). IGI Global. https://doi.org/10.4018/978-1-7998-3323-9.ch011 - Times Cited Google Scholar: 1
2	Dionísio, J. (2014). Marketing Desportivo – O Marketing da Paixão. Novos Horizontes do Marketing. Dom Quixote.
3	Dionísio, J. (2012). Políticas Públicas para a promoção da imagem externa. In Maria de Lurdes Rodrigues e Pedro Adão e Silva (Ed.), Políticas Públicas em Portugal (pp. 439?450). Imprensa Nacional - Casa da Moeda; ISCTE-IUL.
4	Dionísio, J. (2003). Cordão Humano por Timor. Novas formas de mobilização popular. Campo de Letras.
5	Dionísio, J. (2001). A Distribuição como sector de actividade económica. eBusiness e Distribuição – Sectores em Mudança. Bertrand Editora.
6	Dionísio, J. & Romero, J. (1993). Cenoura Case. Cases in Marketing of Services: an International Collection.

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Teixeira, N., Pereira, H. G. & Dionísio, P. (2018). Online consumer generated content it's for real! the rise of social influence marketing. 7th International Conference on Business and Economic Development, ICBED 2018 (pp. 358?366). The Academy of Business and Retail Management.
2	Pereira, H., Salgueiro, M.F., Dionísio, J. & Joana Pinho (2014). Fashion and Beauty Advertising Models' Age and its Impact on Over 50 Female Consumers' Purchase Intention. Tourism and Ageing Conference, 2014.
3	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2014). Online buying behavior in Technological and Office Products. In Stockholm School of Economics (Ed.), Shopper Marketing and Pricing Conference (pp. 81?84). Stockholm School of Economics.
4	Pereira, H., Dionísio, J. & Cardoso, M. G. M. S. (2013). Portuguese online consumer and buying behavior for home products. EIRASS.

5	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2013). Lifestyle Products and Services Online. EIRASS.
6	Pereira, H., Dionísio, J. & Leal, M. (2013). The Hostel Market: a successful case of service strategy. International Network of Business and Management Journals.
7	Teixeira, N., Dionísio, J. & Pereira, H. (2013). Online Consumer Generated Content and the Role of Social Influence Marketing. International Network of Business & Management Journals.
8	Machado, J., Vacas-de-Carvalho, L., Lencastre, P. & Dionísio, J. (2012). Brand Logo Design: Examining consumer responses to name and logo characteristics. In International Marketing Trends Conference (Ed.), Proceedings of the 11th International Marketing Trends Conference, Venice, 19-21 January 2012. (pp. 0?0). International Marketing Trends Conference.
9	Machado, J., Vacas-de-Carvalho, L., Lencastre, P. & Dionísio, J. (2012). Brand mergers: How attitudes influence brand identity preferences. In EMAC (Ed.), EMAC: Lisbon, 20-24 May (pp. 0?0). EMAC.
10	Pereira, H., Trigo, V., Dionísio, J., Cardoso, M., Miranda, N., Raminhos, R....Seabra, P. (2012). Video for travel: Determinants of Video Content Usage Relations. In University for Business Engineering and Management, Banja Luka (Ed.), International Conference on Social and Technological Development (STED 2012) (pp. 0?0).
11	Machado, J., Vacas-de-Carvalho, L., Lencastre, P. & Dionísio, J. (2011). Rebranding mergers: how important is the figurativeness of the brand's signs?. In International Marketing Trends Conference (Ed.), Proceedings of the 10th International Marketing Trends Conference, Paris: ESCP-EAP, 20-22 January 2011 (pp. 0?0). International Marketing Trends Conference.

- Talk

1	Brochado, A., Dionísio, J., Leal, C. & Adrien Bouchet (2024). Inside the game: Understanding motivations and constraints in sports4all. European Marketing Academy regional Conference,.
2	Leal, M. Carmo & Dionísio, J. (2019). How do the Portuguese choose the bed to lay their heads on?. Navigating the future of Management, International Conference,.
3	Pereira, H., Dionísio, J. & Teixeira, N. (2018). Online Consumer Generated Content it's for real! The Rise of Social Influence Marketing. IECBD,.
4	Dionísio, J., Brochado, A. & Leal, C. (2017). Sponsoring a nation – brand attributes of the Portuguese national team. 16th International Marketing Trends Conference,.
5	Dionísio, J., Leal, M. & Vinhas da Silva, Rui (2014). Tribal Marketing in Sports. II Congreso Internacional de Actividad Fýsica y Deportes,.
6	Pereira, H., Salgueiro, M.F., Dionísio, J. & Joana Pinho (2014). Fashion and Beauty Advertising Models' Age and its Impact on Over 50 Female Consumers' Purchase Intention. Tourism and Ageing Conference, 2014,.
7	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2014). Online buying behavior in Technological and Office Products. Shopper Marketing and Pricing Conference,, 81?84.
8	Pereira, H., Dionísio, J. & Cardoso, M. (2013). Lifestyle Products and Services Online. Recent Advances in Retailing & Services Science Conference,.

9	Pereira, H., Dionísio, J. & Leal, M. (2013). The Hostel Market: a successful case of service strategy. International Network of Business and Management Journals – INBAM,.
10	Teixeira, N., Dionísio, J. & Pereira, H. (2013). Online Consumer Generated Content and the Role of Social Influence Marketing. International Network of Business and Management Journals – INBAM,.
11	Dionísio, J., Pereira, H. & Cardoso, M. (2013). Portuguese online consumer and buying behavior for home products. Recent Advances in Retailing & Services Science Conference,.
12	Machado, J., Lencastre, P., Dionísio, J. & Vacas-de-Carvalho, L. (2012). Brand mergers: How attitudes influence consumer identity. Marketing to Citizens - Going beyond Customers and Consumers,.
13	Dionísio, J. & Leal, M. (2012). Marketing FutureCast Lab - Prospecting Trends for a Better Future. Academy of Marketing Science - World Marketing Congress,.
14	Machado, J., Vacas-de-Carvalho, L., Lencastre, P. & Dionísio, J. (2012). Brand Logo Design: Examining consumer responses to name and logo characteristics. Proceedings of the 11th International Marketing Trends Conference, Venice, 19-21 January 2012,.
15	Pereira, H., Trigo, V., Dionísio, J., Cardoso, M., Miranda, N., Raminhos, R....Seabra, P. (2012). Video for travel: Determinants of Video Content Usage Relations. International Conference on Social and Technological Development (STED 2012),.
16	Machado, J., Vacas-de-Carvalho, L., Lencastre, P. & Dionísio, J. (2011). Rebranding mergers: how important is the figurativeness of the brand's signs?. Proceedings of the 10th International Marketing Trends Conference, Paris: ESCP-EAP, 20-22 January 2011,.
17	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2009). A brand triangle to avoid brand myopia. Proceedings of the Thought Leaders International Conference on Brand Management,.
18	Dionísio, J., Lencastre, P. & Côrte-Real, A.R. (2008). Children Attitudes toward Brand Mascots: Mascots Design and Children Recognition. Proceedings of the 3rd International Conference on Pluridisciplinary Perspectives on Child and Teen Consumption,.
19	Dionísio, J., Lencastre, P. & Côrte-Real, A.R. (2007). Children and brand mascots. Proceedings of the 6th International Marketing Trends Congress,.
20	Dionísio, J., Lencastre, P. & Côrte-Real, A.R. (2007). Mascots: an important brand signal among children. ICORIA - European Advertising Academy – 6th International Conference,.
21	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2007). Names and Logos Memorisation: an empirical research. Proceedings of the Thought Leaders International Conference on Brand Management,.
22	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2006). Mascots Recognition among Children. Proceedings of the Child and Teen Consumption, 2nd International Conference on Pluridisciplinary Perspectives on Child and Teen Consumption,.
23	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2006). Children Attitudes toward brand mascots. Proceedings of the 35th European Marketing Academy Conference (EMAC),.
24	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2006). Mascots Design and Children Recognition. Proceedings of the Thought Leaders International Conference on Brand Management,.

25	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2006). How children interpret different design characteristics of the brand mascots?. Proceedings of the 36th European Marketing Academy Conference (EMAC),.
26	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2005). Children and brands. Proceedings of the 34th European Marketing Academy Conference (EMAC),.
27	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2005). Brand, mascots and children: a qualitative approach. Proceedings of the 4th International Conference on Research in Advertising, ICORIA,.
28	Dionísio, J., Côrte-Real, A.R. & Lencastre, P. (2004). The Figurativeness of Brand Signs. Proceedings of the 33rd European Marketing Academy Conference (EMAC),.

• Other Publications

- Non-peer-reviewed papers

1	Sarmento, S., Pereira, J., Sousa, M., Dionísio, J., Cordeiro, Graça Índias, Pereira, M.F....Luis Monteiro Rodrigues et Al (2016). Gafchromic XR-QA2 film as a complementary dosimeter for hand-monitoring in CTF-guided biopsies. Journal of Applied Clinical Medical Physics, 17(1), 316?327. https://doi.org/10.1120/jacmp.v17i1.5725 - Times Cited Web of Science®: 5 - Times Cited Scopus: 6 - Times Cited Google Scholar: 6

Research Projects

Project Title	Role in Project	Partners	Period
DIGI-SOC - Digital skills and cross-domain entrepreneurship for societal challenges, KA220-HED - Cooperation partnerships in higher education | ERASMUS+ 2021-2023	Researcher	IT-Iscte, BRU-Iscte, Unibo (IT) - (Italy), INRAE - (France), UAB - (Spain), UNIL - (Switzerland), TUKE - (Slovakia), MIUN - (Sweden), CZI - Leader (Poland), EUBA - (Slovakia), TAMK - (Finland)	2021 - 2023

Academic Management Positions

Director (2022 - 2024)
Unit/Area: Department of Marketing, Operations and General Management

Director (2022 - 2023)
Unit/Area: Bachelor Degree in Marketing Management

Director (2022 - 2025)
Unit/Area: Department of Marketing, Operations and General Management

Membro (Docente) (2022 - 2026)
Unit/Area: Comissão Científica

Presidente (2022 - 2025)
Unit/Area: Comissão Científica

Vogal Executivo (2022 - 2028)
Unit/Area: Audax-IUL

Membro (Docente) (2021 - 2023)
Unit/Area: Plenário do Conselho Científico

Membro (Docente) (2021 - 2025)
Unit/Area: Conselho Geral

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

Coordenador do 2º Ano (2020 - 2022)
Unit/Area: Bachelor Degree in Marketing Management

Director (2020 - 2022)
Unit/Area: Bachelor Degree in Marketing Management

Membro (Docente) (2019 - 2021)
Unit/Area: Plenário do Conselho Científico

Coordenador do 2º Ano (2018 - 2020)
Unit/Area: Bachelor Degree in Marketing Management

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

Membro (Docente) (2018 - 2022)
Unit/Area: Plenário da Comissão Científica

Membro (2018 - 2022)
Unit/Area: Comissão Científica

Director (2017 - 2020)
Unit/Area: Bachelor Degree in Marketing Management

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

Coordenador do 2º Ano (2016 - 2017)
Unit/Area: Bachelor Degree in Marketing Management

Director (2016 - 2017)
Unit/Area: Bachelor Degree in Marketing Management

Coordenador do 2º Ano (2016)
Unit/Area: Bachelor Degree in Marketing Management

Membro (2014 - 2018)
Unit/Area: Comissão Científica

Coordenador do 2º Ano (2014 - 2016)
Unit/Area: Bachelor Degree in Marketing Management

Director (2011 - 2013)
Unit/Area: [058] Marketing and Sports Management

Director (2011 - 2013)
Unit/Area: Post Graduation Program in Marketing Management

Membro (Docente) (2010 - 2014)
Unit/Area: Plenário do Conselho Científico

Director (2010 - 2011)
Unit/Area: [058] Marketing and Sports Management

Director (2010 - 2011)
Unit/Area: Post Graduation Program in Marketing Management

Membro (Docente) (2010 - 2014)
Unit/Area: Plenário da Comissão Científica

Director (2010 - 2014)
Unit/Area: Department of Marketing, Operations and General Management

Presidente (2010 - 2014)
Unit/Area: Comissão Científica

Membro (Docente) (2010 - 2014)
Unit/Area: Comissão Científica