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Research Interests

Marketing

Consumer Behaviour

Agro Marketing

Agro Business

Retail

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE Business School	PhD	Gestão-Especialização Marketing	2021
ISCTE	Post-graduation	Marketing Management	2010
ISCTE	Other type of qualification	Gestão Empresarial	2003

Universidade de Trás os Montes e Alto Douro	Licenciante	Engenharia Zootecnica	1998
University College North Wales	Other type of qualification	World Animal Production	1994
Escola Superior Agraria de Santarem	Other type of qualification	Engenharia de Produção Animal	1992

External Professional Activities

Period	Employer	Country	Description
Since 2023	European University	Portugal	
Since 2021	IAD-University	Portugal	Professor of Consumer Behaviour and Public Relations and Event management.
Since 2003	DM2 Martins, SL	Spain	

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Writing Scientific and Technical Texts	Institutional Degree in Softskills;	No
2025/2026	1º	Study Methods and Techniques	Institutional Degree in Softskills;	No
2025/2026	1º	Personal Branding	Institutional Degree in Softskills;	No
2024/2025	2º	Writing Scientific and Technical Texts	Institutional Degree in Softskills;	No
2024/2025	2º	Study Methods and Techniques	Institutional Degree in Softskills;	No
2024/2025	1º	Writing Scientific and Technical Texts	Institutional Degree in Softskills;	No
2024/2025	1º	Study Methods and Techniques	Institutional Degree in Softskills;	No
2024/2025	1º	Personal Branding	Institutional Degree in Softskills;	No
2024/2025	1º	Final Intensive Weekend	Other programme in ESG: Reporting and Sustainable Management;	No
2023/2024	2º	Study Methods and Techniques	Institutional Degree in Softskills;	No
2023/2024	2º	Technical Report Writing		No
2023/2024	1º	Study Methods and Techniques	Institutional Degree in Softskills;	No
2023/2024	1º	Personal Organization and Time Management		No

2023/2024	1°	Volunteerism and Social Responsibility		No
2023/2024	1°	Personal Branding	Institutional Degree in Softskills;	No
2022/2023	2°	Study Methods and Techniques		No
2022/2023	2°	Technical Report Writing		No
2022/2023	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2022/2023	1°	Personal Organization and Time Management		No
2022/2023	1°	Volunteerism and Social Responsibility		No
2022/2023	1°	Personal Branding	Institutional Degree in Softskills;	No
2021/2022	2°	Technical Report Writing		No
2021/2022	2°	Volunteerism and Social Responsibility		No
2021/2022	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2021/2022	1°	Personal Organization and Time Management		No
2021/2022	1°	Volunteerism and Social Responsibility		No
2021/2022	1°	Personal Branding	Institutional Degree in Softskills;	No
2020/2021	2°	Technical Report Writing		No
2020/2021	2°	Volunteerism and Social Responsibility		No
2020/2021	2°	Personal Branding		No
2020/2021	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2020/2021	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2020/2021	1°	Personal Organization and Time Management		No
2020/2021	1°	Volunteerism and Social Responsibility		No
2020/2021	1°	Personal Branding	Institutional Degree in Softskills;	No

2019/2020	2°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2019/2020	2°	Personal Organization and Time Management		No
2019/2020	2°	Technical Report Writing		No
2019/2020	2°	Personal Branding	Institutional Degree in Softskills;	No
2019/2020	1°	Personal Organization and Time Management		No
2019/2020	1°	Technical Report Writing		No
2019/2020	1°	Personal Branding	Institutional Degree in Softskills;	No
2018/2019	2°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2018/2019	2°	Technical Report Writing		No
2018/2019	2°	Personal Branding	Institutional Degree in Softskills;	No
2018/2019	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2018/2019	1°	Volunteerism and Social Responsibility		No
2018/2019	1°	Personal Branding	Institutional Degree in Softskills;	No
2017/2018	2°	Personal Organization and Time Management		No
2017/2018	2°	Technical Report Writing		No
2017/2018	2°	Personal Branding	Institutional Degree in Softskills;	No
2017/2018	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2017/2018	1°	Personal Branding	Institutional Degree in Softskills;	No
2016/2017	2°	Study Methods and Techniques		No
2016/2017	2°	Technical Report Writing		No
2016/2017	2°	Personal Branding		No
2016/2017	1°	Study Methods and Techniques		No
2016/2017	1°	Personal Branding		No
2015/2016	2°	Study Methods and Techniques		No

2015/2016	2º	Technical Report Writing		No
2015/2016	2º	Personal Branding		No
2015/2016	1º	Study Methods and Techniques		No
2015/2016	1º	Bibliographical Research and Information Analysis		No
2014/2015	2º	Technical Report Writing		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Lara Clemente	City Branding, Perception and Overtourism: A Study of Tourists and Residents in Venice	--	Developing	Iscte
2	Cláudia Castro Soares Tomé	Second-hand Luxury: Anti-consumption or new form of Status and Political View	--	Developing	Iscte
3	Gonçalo José Pacheco Plácido dos Santos	From Practice to Strategy: ESG Sustainability in Prisca's Reality	Portuguese	Developing	Iscte
4	Tiago Cordeiro Rodrigues	Mobile Apps advertisement: Should companies invest in this strategy	English	Developing	Iscte

5	Bernardo Manuel Moedas da Costa	The objective of this study focuses on analyzing the degree of impact that standardsEnvironment, Social and Governance (ESG) have a role in creating value for companies, morespecifically, in companies present in an index that serves as a general market regulatorof North American investments S&P 500. Based on the theoretical evolution of investment practicescorporate social responsibility and corporate sustainability, the aim is to assess howway the adoption of these practices contributes to the economic and reputational valorization of4companies, in addition to examining their direct and indirect effects on the creation of value forstakeholders.This research was structured with the aim of identifying and examining a sampleof companies that publish sustainability reports, seeking to obtain an analysisconcrete information about the application of ESG standards and the financial results obtained from these practices.The selection of companies for analysis will be based on criteria such a	--	Developing	Iscte
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- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	João Maria Bentes Pimenta Baptista Rodrigues	The Impact Of The Consumers' Perception On The Loyalty Relationship With A Music Artist	--	Iscte	2025
2	Winnie Siziba	Turismo médico	English	Iscte	2024
3	Vanja Abramovic	Corporate Social Responsibility Effect on Customer Trust and Loyalty in the Retail Fuel Industry in Montenegro	English	Iscte	2024
4	Anita Yona Chenga	Sustainable Signals, Sceptical Minds: Probing Advertising Factors Leading to Greenwashing Perception	English	Iscte	2024
5	Ilka Stauvermann	Analysis of the Actual and Potential Impact of Marine Wildlife Tourism Operators on Marine Conservation in the Azores	English	Iscte	2024

6	Ana Cláudia Gouveia Caires	The Influence of Sustainable Practices on Customer Satisfaction	English	Iscte	2023
7	Ana Carolina Pão Mole Asper Simão	Micro-influencers: how consumers perceive them in terms of trust and engagement regarding sustainability	English	Iscte	2023
8	Kornilia Eleftheria Magkou	Marketing communication strategies of Greek Museums to attract tourists. Common practices and emerging trends	English	Iscte	2023
9	Winnie Siziba	Factors impacting the selection of a medical tourism destination	English	Iscte	2022
10	Despoina Katsipi	Why sailing when cruising? The motivations for choosing sailing tourism; a case study in Greece.	English	Iscte	2022

Total Citations

Web of Science®	42
Scopus	47

Publications

• Scientific Journals

- Scientific journal paper

1	<p>Miguel, L., Marques, S. & Duarte, A. P. (2023). Characterising the fruit and vegetables consumer ethnocentrism in a southern european country: an assesment of the reliability and validity of the CETSCALE in Portugal. Food Quality and Preference. 105</p> <p>- Times Cited Web of Science®: 14</p> <p>- Times Cited Scopus: 14</p> <p>- Times Cited Google Scholar: 28</p>
2	<p>Miguel, L., Marques, S. & Duarte, A. P. (2022). The influence of consumer ethnocentrism on purchase of domestic fruit and vegetables in Portugal: Application of the extended theory of planned behaviour. British Food Journal. 124 (13), 599-618</p> <p>- Times Cited Web of Science®: 28</p> <p>- Times Cited Scopus: 26</p>

• Books and Book Chapters

- Book chapter

1	<p>Casaca, L. & Miguel, L. (2024). The influence of personalization on consumer satisfaction: Trends and challenges. In Albérico Travassos Rosário, Rui Nunes Cruz, and Luis Bettencourt Moniz (Ed.), Data-driven marketing for strategic success. (pp. 256-292). Pennsylvania: Igi-Global.</p> <p>- Times Cited Scopus: 7</p>
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Miguel, L. & Marques, S. (N/A). Exploring purchase behavior of country of origin labelled products using the theory of planned behavior: testing the moderating effect of product category. In EIRASS-Recent Advances in retailing and consumer services. Funchal
2	Cavalinhos, S., Bilro, R. G. & Miguel, L. (2022). How veganism impacts tourists attitudes toward tourism destinations: An empirical study. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022) . Budapest: EMAC.
3	Bilro, R. G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022). Budapest: EMAC. - Times Cited Google Scholar: 1
4	Casquilho-Martins, I. , Belchior-Rocha, H. & Miguel, L. (2021). Looking at b-learning and online experience in higher education during COVID-19. In Gómez Chova, L., López Martínez, A., and Candel Torres, I. (Ed.), EDULEARN21 Proceedings. (pp. 7171-7180). Online Conference: IATED Academy. - Times Cited Google Scholar: 4
5	Miguel, L. & Marques, S. (2018). Exploring purchase behaviour of country of origin: “Producers club” brand. In 25th International Conference on Recent Advances in Retailing and Services Science. Madeira Island
6	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. In Academy of Marketing 2016. Newcastle
7	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. In International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behaviour 2016. Lisboa

- Talk

1	Bilro, R.G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. European Marketing Academy annual conference - EMAC 2022.
2	Casquilho-Martins, I., Belchior-Rocha, H. & Miguel, L. (2021). Looking at b-learning and online experience in higher education during COVID-19. EDULEARN21 - 13th annual International Conference on Education and New Learning Technologies.
3	Miguel, L. & Marques, S. (2018). Exploring purchase behavior of country of origin labelled products using the theory of planned behavior: Testing the moderating effect of product category. EIRASS-Recent advances in retailing and consumer services.
4	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. Academy of Marketing 2016.
5	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behaviour 2016.

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of scientific event's organizing committee	7th International XR conference	University of Manchester-ISCTE	2022

Diffusion Activities

Activity Type	Event Title	Activity Description	Year
Publication in general diffusion news outlet	How to do it- An distant approach		2021