Luis Pedro Miguel

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

Contacts

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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	Licenciate	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	IADE-European 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.
2024/2025	2º	Writing Scientific and Technical Texts	Bachelor Degree in Economics; Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Social Work (PL); Bachelor Degree in Sociology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Data Science (PL); Bachelor Degree in Anthropology (PL); Bachelor Degree in Marketing Management; Bachelor Degree in Sociology (PL); Bachelor Degree in Data Science; Bachelor Degree in Management; Bachelor Degree in Social Work;	No
2024/2025	2º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

2024/2025	1º	Writing Scientific and Technical Texts	Bachelor Degree in Economics; Bachelor Degree in Industrial Management and Logistics; Bachelor Degree in Finance and Accounting; Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Social Work (PL); Bachelor Degree in Sociology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Human Resources Management; Bachelor Degree in Data Science (PL); Bachelor Degree in Anthropology (PL); Bachelor Degree in Marketing Management; Bachelor Degree in Sociology (PL); Bachelor Degree in Data Science; Bachelor Degree in Management; Bachelor Degree in Social Work;	No
2024/2025	1º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2024/2025	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2023/2024	2º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2023/2024	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2023/2024	1º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2023/2024	1º	Personal Organization and Time Management	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2023/2024	1º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2023/2024	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

2022/2023	2º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2022/2023	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2022/2023	1º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2022/2023	1º	Personal Organization and Time Management	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2022/2023	1º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2022/2023	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2021/2022	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2021/2022	2º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2021/2022	1º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2021/2022	1º	Personal Organization and Time Management	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2021/2022	1º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2021/2022	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

2020/2021	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2020/2021	2º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2020/2021	2º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
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2020/2021	1º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2020/2021	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2019/2020	2º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2019/2020	2º	Personal Organization and Time Management	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2019/2020	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2019/2020	2º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

2019/2020	1º	Personal Organization and Time Management	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2019/2020	1º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2019/2020	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2018/2019	2º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2018/2019	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2018/2019	2º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2018/2019	1º	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2018/2019	1º	Volunteerism and Social Responsibility	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2018/2019	1º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2017/2018	2º	Personal Organization and Time Management	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2017/2018	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2017/2018	2º	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

2017/2018	1°	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2017/2018	1°	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2016/2017	2°	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2016/2017	2°	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2016/2017	2°	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2016/2017	1°	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2016/2017	1°	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2015/2016	2°	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2015/2016	2°	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2015/2016	2°	Personal Branding	Institutional Degree in Softskills; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2015/2016	1°	Study Methods and Techniques	Institutional Degree in Softskills; Bachelor Degree in Political Science; Bachelor Degree in Anthropology; Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

2015/2016	1º	Bibliographical Research and Information Analysis	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No
2014/2015	2º	Technical Report Writing	Bachelor Degree in Industrial Management and Engineering; Bachelor Degree in Anthropology (PL);	No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Alexandra Fernandes Palma Moreira dos Santos	What does it take to be a future leader in Hotel Crisis Management in Florida? Analyzing the training and development of competencies for Crisis Management in luxury hotels in Florida	English	Developing	ISCTE-IUL
2	Winnie Siziba	Turismo médico	English	Developing	ISCTE-IUL

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ana Cláudia Gouveia Caires	The Influence of Sustainable Practices on Customer Satisfaction	English	ISCTE-IUL	2023
2	Ana Carolina Pão Mole Asper Simão	Micro-influencers: how consumers perceive them in terms of trust and engagement regarding sustainability	English	ISCTE-IUL	2023
3	Kornilia Eleftheria Magkou	Marketing communication strategies of Greek Museums to attract tourists. Common practices and emerging trends	English	ISCTE-IUL	2023
4	Winnie Siziba	Factors impacting the selection of a medical tourism destination	English	ISCTE-IUL	2022
5	Despoina Katsipi	Why sailing when cruising? The motivations for choosing sailing tourism; a case study in Greece.	English	ISCTE-IUL	2022

Total Citations

Web of Science®	16

Scopus	15

Publications

• Scientific Journals
- Scientific journal paper

1	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 - Times Cited Web of Science®: 7 - Times Cited Scopus: 8 - Times Cited Google Scholar: 13
2	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 - Times Cited Web of Science®: 9 - Times Cited Scopus: 7

• 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: 2
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: 2
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