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## Marcya Gonzáles-Santiago

### Assistente de Investigação

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



### Contactos

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### Currículo

Marcya Gonzáles-Santiago holds a Ph.D. in Management, specializing in Marketing, at ISCTE-IUL. She is a Research Assistant and has been awarded an FCT doctoral scholarship (2022.11668.BD). Her research interests primarily lie in customer behavior, tourism marketing, cruise tourism, and digital technology in tourism/hospitality including AI, VR, AR, and Robots.

Marcya completed her Master's in International Marketing & Management from ISM University of Management and Economics in Vilnius, Lithuania, after earning her Bachelor's and Licenciante Degree in Tourism and Hotel Management from Universidad de San Martín de Porres in Lima, Perú.

Prior to her Master's studies, Marcya worked in the tourism and hospitality industry for over ten years. Most of her experience was in customer service roles at a luxury cruise company. This experience led to her publishing her first scientific article in 2019, which explored the impact of blogs on cruise passenger behavior.

Marcya is also a published author and reviewer for scientific journals and has presented her work at international conferences such as IBIMA, Euromed, AMA (American Marketing Association), and RMER. Furthermore, during her Ph.D. program, she has also been invited as a guest lecturer to discuss the cruise industry and share part of her dissertation research with master's and Ph.d's students.

### Áreas de Investigação

Marketing

Smart tourism

Cruise Tourism

Digital Technology

## Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
ISCTE-Instituto Universitario de Lisboa	Doutoramento	Ph.D. in Management with specialization in Marketing	2024
ISM University of Management and Economics	Mestrado	Master of Science (MSc) in International Marketing and Management	2018
Universidad de San Martín de Porres	Licenciatura	Tourism and Hotel Management	2008
Universidad de San Martín de Porres	Bacharelato	Tourism and Hotel Management	2007

## Total de Citações

Web of Science®	16
Scopus	17

## Publicações

### • Revistas Científicas

#### - Artigo em revista científica

1	González-Santiago, M. S., Loureiro, S. M. C. & Langaro, D. (2025). How T-cruiscape shapes the flow experience of passenger's well-being. <i>International Journal of Hospitality Management</i> . 129
2	González-Santiago, M. S., Loureiro, S. M. C., Langaro, D. & Ali, F. (2024). Adoption of smart technologies in the cruise tourism services: A systematic review and future research agenda. <i>Journal of Hospitality and Tourism Technology</i> . 15 (2), 285-308 - N.º de citações Web of Science®: 16 - N.º de citações Scopus: 17 - N.º de citações Google Scholar: 24
3	Gonzales Santiago, M. S & Correia, R. (2019). The Influence of Blogs on the Complain Intention: The Case of the Cruise Ship Industry. <i>Journal of Marketing Research and Case Studies</i> . 2019, 1-16 - N.º de citações Google Scholar: 4

### • Conferências/Workshops e Comunicações

#### - Publicação em atas de evento científico

1	González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2022). Technologies in the cruise tourism services: A systematic and bibliometric approach. In Flynn, A. G., Mehta, R. P., and Satornino, C. (Ed.), <i>2022 AMA Summer Academic Conference: Light in the Darkness: Marketing's Role in Driving Positive Change</i> . (pp. 649). Chicago: American Marketing Association.
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2	González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2021). The impact of new technologies on the cruise travelers experience: A literature review. In Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos (Ed.), 14th Annual Conference of the EuroMed Academy of Business, Book of Proceedings. (pp. 862-864). Online: EuroMed Press. - N.º de citações Google Scholar: 1
3	González-Santiago, M.S & Correia, Ricardo Alexandre Fontes (2018). Service Recovery Influence on Consumer's Complaint Intention to Obtain Benefits. The Case of the Cruise Ship Industry. In Soliman, K. S. (Ed.), 32nd International Business Information Management Association Conference (IBIMA 2018). (pp. 2160-2175). Sevilla: International Business Information Management Association (IBIMA).

### - Comunicação em evento científico

1	González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2023). Cruise Tourism Sustainability and Society: An Exploration of Stakeholders and Practices. 10th RMER Conference: Sustainable and Responsible Management- A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship.
2	González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2022). Technologies in the Cruise Tourism Services: A Systematic and bibliometric approach. 2022 AMA SUMMER ACADEMIC CONFERENCE.
3	González-Santiago, M., Loureiro, S. M. C. & Langaro, D. (2021). The impact of new technologies on the cruise travelers experience: A literature review . 14th Annual Conference of the EuroMed Academy of Business: Contemporary Business Concepts and Strategies in the new Era. - N.º de citações Google Scholar: 1

## Prémios

FCT - Bolsa de Investigação (2022.11668.BD) (2022)