

**Warning:** [2025-12-24 22:59] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência\_Iscte at that date.

## Marcya Gonzáles-Santiago

### Research Assistant

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



### Contacts

#### E-mail

Marcya\_Stefany\_Santiago@iscte-iul.pt

### Curriculum

Marcya Gonzáles-Santiago holds a Ph.D. in Management with a specialization in Marketing from ISCTE-IUL (Portugal), where she was awarded an FCT doctoral scholarship. Her research focuses on marketing, tourism, hospitality, and digital technologies, particularly in the areas of cruise tourism, sustainability, and customer behavior involving AI, VR, AR, and robotics.

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

Before joining academia, she worked in the tourism and hospitality industry for over ten years, primarily in customer service roles at a luxury cruise company. This experience led to her first scientific publication in 2019, examining the influence of blogs on cruise passenger behavior.

Marcya is a published author and reviewer for scientific journals and has presented her research at international conferences such as IBIMA, Euromed, AMA (American Marketing Association), and RMER. She contributes to higher education through teaching, lectures and academic collaborations in marketing, technology, sustainability, and various areas of tourism— particularly cruise tourism — as well as through the supervision of master's students in Hospitality & Tourism Management and giving invited lectures to PhD students in research and publication courses at ISCTE-IUL. Also, she is currently an assistant professor (professora auxiliar) at Universidade Europeia (Portugal).

### Research Interests

Marketing

Smart tourism

Cruise Tourism
Digital Technology

## Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Ph.D. in Management with specialization in Marketing	2024
ISM University of Management and Economics	M.Sc.	Master of Science (MSc) in International Marketing and Management	2018
Universidad de San Martín de Porres	Licenciate	Tourism and Hotel Management	2008
Universidad de San Martín de Porres	Bachelor of Science	Tourism and Hotel Management	2007

## Supervisions

## Total Citations

Web of Science®	2
Scopus	37

## Publications

### • Scientific Journals

#### - Scientific journal paper

1	González-Santiago, M. S., Loureiro, S. M. C. & Langaro, D. (2025). How T-cruiscape shapes the flow experience of passenger's well-being. International Journal of Hospitality Management. 129 - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 2
2	Gonzales Santiago, M. S & Correia, R. (2019). The Influence of Blogs on the Complain Intention: The Case of the Cruise Ship Industry. Journal of Marketing Research and Case Studies. 2019, 1-16 - Times Cited Google Scholar: 5

#### - Review article

1	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. Journal of Hospitality and Tourism Technology. 15 (2), 285-308 - Times Cited Scopus: 35
---	---

- Times Cited Google Scholar: 43

## • Conferences/Workshops and Talks

### - Publication in conference proceedings

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.), 2022 AMA Summer Academic Conference: Light in the Darkness: Marketing's Role in Driving Positive Change. (pp. 649). Chicago: American Marketing Association.
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. - Times Cited Google Scholar: 3
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).

### - Talk

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. - Times Cited Google Scholar: 1

## Awards

FCT - Doctoral Scholarship (2022.11668.BD) (2022)