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Marcya González-Santiago

Research Assistant

BRU-Iscte - Business Research Unit



Contacts

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Curriculum

Marcya González-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 and tourism, with particular emphasis on AI-enabled tools and generative technologies in marketing and tourism, immersive technologies (VR/AR), service automation, and sustainability, especially in relation to consumer behavior and technology-mediated experiences. She completed her Master's in International Marketing & Management at ISM University of Management and Economics (Vilnius, Lithuania), after earning her Bachelor's and Licenciate 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, bringing strong practical insight into her teaching, research, and academic leadership.

Marcya is a published author and reviewer for international scientific journals and has presented her research at international conferences, including IBIMA, Euromed, the American Marketing Association (AMA), and RMER. She contributes to higher education through teaching, academic collaboration, and the supervision of master's students in Management and Hospitality & Tourism Management, as well as invited lectures to PhD students in research and scientific publication courses at ISCTE-IUL. She is currently Assistant Professor (Professora Auxiliar) at Universidade Europeia (Portugal), where she teaches undergraduate courses in Tourism and Hotel Management and serves as Program Director of the B.A. in Tourism (English).

Research Interests

Marketing

Tourism
Smart Tourism
AI-Enabled Innovation
Digital Technologies

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

External Professional Activities

Period	Employer	Country	Description
Since 2025	Universidade Europeia - Faculty of Social Sciences and Technology	Portugal	
Since 2022	Iscte Business School	Portugal	

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Tomás Pessoa Marques Pinheiro Alves	The impact of digitalisation on hotel customer loyalty: The role of AI-enabled services	--	Developing	Iscte
2	Bruna Rodrigues	Overtourism in Lisbon: Exploring the Impact of Cruise Ship Arrivals on Local Destinations	--	Developing	Iscte
3	João Maria da Câmara Melo Shearman Egea	Sustainable Reverse Logistics in Tourism Events: Waste and Material Return Management	--	Developing	Iscte

Total Citations

Web of Science®	2
Scopus	39

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. <i>International Journal of Hospitality Management</i> . 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. <i>Journal of Marketing Research and Case Studies</i> . 2019, 1-16 - Times Cited Google Scholar: 6

- 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. <i>Journal of Hospitality and Tourism Technology</i> . 15 (2), 285-308 - Times Cited Scopus: 37 - Times Cited Google Scholar: 51
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• 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: 2
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)

Research Networks

Research Network Name	Representative Role	Period
BRU-Iscte (Business Research Unit)	Research Assistant	Since 2022
Centre for Transdisciplinary Development Studies (CETRAD)	Research Collaborator	Since 2026

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of scientific event committee	7th XR International conference	ISCTE-IUL	2022