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Academic Qualifications

University/Institution	Type	Degree	Period
Instituto Superior Técnico - UTL	PhD	Engenharia de Sistemas	2000
Instituto Superior Técnico - UTL	M.Sc.	Investigação Operacional	1988
Faculdade de Ciências - UL	Licenciate	Matemática	1983

External Professional Activities

Period	Employer	Country	Description

1999 - 2000	Instituto Superior de Psicologia Aplicada.	Portugal	
1997 - 1999	Fundação para a Ciência e Tecnologia	Portugal	
1990 - 1997	Nova School of Business and Economics	Portugal	
1980 - 1984	NOVA School of Science and Technology	Portugal	

Other Professional Activities

Period	Activity Type	Activity Description	More Info URL
2020 - 2021	Expert participation in other institutions	Participação em projeto de ISEL - "Short-term Electric Load Forecasting"	--

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	1º	Applied Project in Data Science	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2026/2027	1º	DataAnalysisApplied to Management	Master Degree in Management;	No
2025/2026	2º	Supervised Learning Methods	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2025/2026	1º	Applied Project in Data Science	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2025/2026	1º	DataAnalysisApplied to Management	Master Degree in Management;	No
2023/2024	2º	Supervised Learning Methods	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2023/2024	1º	Data Analysis in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	Yes
2023/2024	1º	Applied Project in Data Science	Bachelor Degree in Data Science (PL);	No
2023/2024	1º	Data Analysis for Management		No
2022/2023	2º	Supervised Learning Methods	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes

2022/2023	1º	Data Analysis in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	Yes
2022/2023	1º	Applied Project in Data Science	Bachelor Degree in Data Science (PL);	No
2022/2023	1º	Data Analysis for Management		No
2021/2022	2º	Supervised Learning Methods	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2021/2022	1º	Data Analysis in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	Yes
2021/2022	1º	Applied Project in Data Science	Bachelor Degree in Data Science (PL);	No
2021/2022	1º	Data Analysis for Management		No
2020/2021	2º	Supervised Learning Methods	Bachelor Degree in Data Science (PL); Bachelor Degree in Data Science;	Yes
2020/2021	1º	Data Analysis in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	Yes
2020/2021	1º	Data Analysis for Management		No
2019/2020	2º	Supervised Learning Methods Fundamentals		Yes
2019/2020	2º	Statistics and Data Analysis I	Bachelor Degree in Psychology;	Yes
2019/2020	1º	Data Analysis in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	Yes
2019/2020	1º	Data Analysis for Management		No

Supervisions

- **Ph.D. Thesis**

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria José de Pina da Cruz Amorim	On Clustering Stability	English	Iscte	2016
2	Maria José de Pina da Cruz Amorim	On clustering stability	--	Iscte	2016
3	Cláudia Marisa Vasconcelos Silvestre.	Clustering with Discrete Mixture Models - An integrated approach for model selection	Portuguese	Iscte	2015

4	Cláudia Marisa Vasconcelos Silvestre	Clustering with discrete mixture models: an integrated approach for model selection	--	Iscte	2015
5	Anabela de Fátima Domingues Cardoso Marques	--	English	Iscte	2014
6	Anabela de Fátima Domingues Cardoso Marques	Análise discriminante sobre variáveis qualitativas	--	Iscte	2014
7	Ana Alexandra Antunes Figueiredo Martins	Avaliação de soluções em multidimensional unfolding	Portuguese	Iscte	2009
8	Jaime Raúl Seixas Fonseca	A Determinação do Número de Grupos em Análise de Agrupamento Via Estimação de Modelos de Mistura	Portuguese	Iscte	2008
9	Armando B. Mendes	--	Portuguese	IST	2005

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ana Rita Ribeiro Costa Medina	Cruise Passenger Satisfaction according to cruising experience: A user-generated content analysis	English	Iscte	2024
2	Catarina Rosa Domingos	Business Plan: Monte Rita Mateus Country House, Rural Tourism in Luz de Tavira	English	Iscte	2023
3	Inês Maria Adão Runa	Rural Tourism Development in Portugal: Analysis of Generations Y and Z	English	Iscte	2022
4	Mariana Simões Monteiro	Relationship Marketing and its influence on customer loyalty in the food retail sector	Portuguese	Iscte	2022
5	Ana Filipa Camarão Martins	Ericeira?s Destination Personality and the impact of the World Surfing Reserve recognition: the Local Stakeholders? perspective	English	Iscte	2021
6	Dina Isabel Ramos Dinis Fernandes	Ai se ela "CAE". Segmentação de Empresas Alternativa à Classificação Portuguesa de Atividades Económicas	Portuguese	Iscte	2017
7	Eugénia de Jesus Madeira Inácio	The Development and Internationalization of Rural Tourism in Inland North Centre of Alentejo Region: Focusing on the Brazilian Tourists	English	Iscte	2017
8	Ana Sofia Mesquita Tavares Marques	The Influence of Olfactory Marketing on Clients Loyalty	English	Iscte	2013
9	Joel Adilson da Costa Prata	--	Portuguese	Iscte	2011

10	José António G. V. Guerra	--	English	UAC	2010
11	Carlos Alberto Figueiral Azevedo	--	English	Iscte	2009
12	Ana Alhandra Duarte	--	English	Iscte	2009
13	Ana Margarida Gomes Alexandre	Customer Lifetime Value na Banca.	Portuguese	Iscte	2009
14	Ana Teresa Freitas	--	Portuguese	Iscte	2008
15	Cristina Martins	--	Portuguese	UP	2008
16	Sónia Pargana	--	Portuguese	Iscte	2007
17	João Aleixo	--	Portuguese	IST	2007
18	Susana Tavares	--	Portuguese	Iscte	2006
19	Nélia Cabete	--	English	IST	2005
20	Paulo Semblano	--	English	Iscte	2005
21	Neuza Brito de Jesus	--	English	IST	2005
22	Cristina Mendes Ventura	--	English	IST	2004
23	Cristina Estevinho	--	English	UP	--
24	Ana Lúcia Silva	--	English	IST	--

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Pedro Miguel da Cunha Machado	Ergocare - Projeto de Elaboração de um Plano de Vendas	Portuguese	Iscte	2016
2	Catarina Da Silva E Gama Ataíde De Noronha Sêrro	Personalized Services: Competitive Advantage in the Portuguese Retail Banking Market	English	Iscte	2013
3	Catarina Conde Rosa	In-Store Promotional Campaign - The impact of a New Fragance	English	Iscte	2013
4	Daniela Duarte da Silva	Online Buying Behavior in Entertainment Products	English	Iscte	2012
5	Erika de Melo Monteiro Almeida	Portuguese Online Consumer and Buying Behavior for Home Products	Portuguese	Iscte	2012
6	José António Nobre Cardoso	Online Buying Behavior in Tecnological and Office Produtcts	English	Iscte	2012

7	Inês Rubio Cabrita	Portuguese Online Searching and Buying Behavior for Personal Lifestyle Products and Services	English	Iscte	2012
8	Diogo Alexandre da Costa Marçal	Estudo de Reputação dos Ex-Alunos do ISCTE Bussiness School	Portuguese	Iscte	2012
9	Filipa de Sousa Gomes	Marketing Sensorial: Os efeitos do aroma no ponto de venda	Portuguese	Iscte	2012
10	Maria Cristina Duarte Agapito	A Gestão de Sortido	Portuguese	Iscte	2012
11	Marta Isabel Nunes Rodrigues Martins	Segmentação dos Pontos de Venda - Aplicação da segmentação à rede de Lojas dos CTT - Correios de Portugal	Portuguese	Iscte	2012
12	Ana Catarina Chainho Gonçalves	How to Make the Communication of Perishable Products More Effective?	English	Iscte	2012
13	Ana Patrícia de Jesus Palma	O Impacto da Envolvente da Loja na Satisfação do Consumidor - O caso da loja FNAC.	--	Iscte	2011

Total Citations

Web of Science®	218
Scopus	263

Publications

- **Scientific Journals**

- Scientific journal paper

1	Penela, D., Cardoso, M. G. M. S. & Gregory, A. M. (2026). Recognizing cognitive, affective, and sensory aspects in accommodation choice for families of children with ASD and ADHD. International Journal of Hospitality Management, 134. https://doi.org/10.1016/j.ijhm.2026.104564 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1
2	Cardoso, M. G. M. S. & Martins, A. A. (2025). The performance of distances between time series: An in-depth comparison. Expert Systems, 42(8). https://doi.org/10.1111/exsy.70093
3	Kastenholz, E., Cardoso, M. & Inácio, E. (2025). Rural tourism in inland Alentejo: The potential of the Brazilian market. Millennium,(20e). https://doi.org/10.29352/mill0220e.41546

4	Martins, A. A., Vaz, D. C., Silva, T. A. N., Cardoso, M. & Carvalho, A. (2024). Clustering of wind speed time series as a tool for wind farm diagnosis. Mathematical and Computational Applications, 29(3). https://doi.org/10.3390/mca29030035 - Times Cited Web of Science®: 7 - Times Cited Scopus: 9
5	Martins A. F., Penela, D. & Cardoso, M. G. M. S. (2023). Understanding the personality of Europe's only world surfing reserve. Consumer Behavior in Tourism and Hospitality, 18(2), 215?227. https://doi.org/10.1108/CBTH-05-2022-0115 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1
6	Martins, A. A. A. F., Lagarto, J., Canacsinh, H., Reis, F. & Cardoso, M. G. M. S. (2022). Shortterm load forecasting using time series clustering. Optimization and Engineering, 23(4), 2293?2314. https://doi.org/10.1007/s11081-022-09760-1 - Times Cited Web of Science®: 11 - Times Cited Scopus: 11
7	Andrade, A. A., Cardoso, M. G. M. S. & Lopes, Vitor V. (2021). Logical rules characterization of online consumer trust. International Transactions of Operations Research, 28(3), 1393?1416. https://doi.org/10.1111/itor.12630 - Times Cited Web of Science®: 3 - Times Cited Scopus: 4
8	Cardoso, M. G. M. S. (2020). Picturing agreement between clustering solutions using multidimensional unfolding: an application to greenhouse gas emissions data. Journal of the Operational Research Society, 71(2), 195?208. https://doi.org/10.1080/01605682.2018.1549648 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1
9	Pereira, H. G., Cardoso, M. & Dionísio, P. (2017). The determinants of website purchases: the role of e-customer loyalty and word-of-mouth. International Journal of Electronic Marketing and Retailing, 8(2), 136?156. https://doi.org/10.1504/IJEMR.2017.10006409 - Times Cited Web of Science®: 2 - Times Cited Scopus: 9
10	Marques, S. H., Cardoso, M. G. M. S. & Lindeza, A. C. A. (2017). Do loyalty cards enhance loyalty in the pharmaceutical sector?. Journal of Relationship Marketing, 16(2), 143?162. https://doi.org/10.1080/15332667.2016.1242398 - Times Cited Web of Science®: 2 - Times Cited Scopus: 3
11	Marques, A., Ferreira, A. S. & Cardoso, M. G. M. S. (2017). Performance of combined models in discrete binary classification. Methodology, 13(1), 23?37. https://doi.org/10.1027/1614-2241/a000117
12	Marques, A., Ferreira, A. S. & Cardoso, M. G. M. S. (2016). Combining models in discrete discriminant analysis. International Journal of Data Analysis Techniques and Strategies, 8(2), 143?160. https://doi.org/10.1504/IJDATS.2016.077483 - Times Cited Scopus: 1
13	Amorim, M. J. & Cardoso, M. G. M. S. (2015). Clustering stability and ground truth: numerical experiments. International Journal of Artificial Intelligence and Knowledge Discovery, 5(4), 27?33.
14	Amorim, M. J. & Cardoso, M. G. M. S. (2015). Comparing clustering solutions: the use of adjusted paired indices. Intelligent Data Analysis, 19(6), 1275?1296. https://doi.org/10.3233/IDA-150782 - Times Cited Web of Science®: 3 - Times Cited Scopus: 1

15	Silvestre, C., Cardoso, M. G. M. S. & Figueiredo, M. (2015). Feature selection for clustering categorical data with an embedded modeling approach. Expert Systems, 32(3), 444?453. https://doi.org/10.1111/exsy.12082 - Times Cited Web of Science®: 26 - Times Cited Scopus: 23
16	Baudry, J.-P., Cardoso, M. G. M. S., Celeux, G., Amorim, M. J. & Ferreira, A. S. (2015). Enhancing the selection of a model-based clustering with external categorical variables. Advances in Data Analysis and Classification, 9(2), 177?196. https://doi.org/10.1007/s11634-014-0177-3 - Times Cited Web of Science®: 14 - Times Cited Scopus: 11
17	Matos, D., Marques, N. C. & Cardoso, M. G. M. S. (2014). Stock market series analysis using self-organizing maps. Revista de Ciências da Computação, 9(9), 79?90.
18	Marques, S., Cardoso, M. & Palma, A. (2013). Environmental factors and satisfaction in a specialty store. International Review of Retail, Distribution and Consumer Research, 23(4), 456?474. https://doi.org/10.1080/09593969.2013.785442 - Times Cited Web of Science®: 19 - Times Cited Scopus: 23
19	Marques, A., Ferreira, A. S. & Cardoso, M. G. M. S. (2013). Selection of variables in Discrete Discriminant Analysis. Biometrical Letters, 50(1). https://doi.org/10.2478/bile-2013-0013
20	Martins, A. A. A. F., Cardoso, M. & Pinto, I. M. S. (2012). Mapping atmospheric pollutant emissions in European countries. Intelligent Data Analysis, 16(1), 153?164. https://doi.org/10.3233/IDA-2011-0515 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1
21	Martins, M.C. & Cardoso, M. G. M. S. (2012). Cross-validation of segments of credit card holders. Journal of Retailing and Consumer Services, 19(6), 629?636. https://doi.org/10.1016/j.jretconser.2012.08.004 - Times Cited Scopus: 3
22	Martins, A. A. A. F. & Cardoso, M. G. M. S. (2011). A multidimensional unfolding picture is worth thousand electoral numbers. Portuguese Journal of Quantitative Methods, 1(2), 53?62.
23	Susana, T., Cardoso, M. & Dias, J. G. (2010). The heterogeneous best-worst choice method in market research. International Journal of Market Research, 52(4), 533?546. https://doi.org/10.2501/S1470785309201430 - Times Cited Web of Science®: 2 - Times Cited Scopus: 3 - Times Cited Google Scholar: 5
24	Martins, A.A.A.F., Cardoso, M. G. M. S. & Pinto, I. (2009). Using Multidimensional Unfolding in Plant Breeding Programs. Biometrical Letters,.
25	Martins, A. A. A. F., Pinto, I. M. S. & Cardoso, M. G. M. S. (2009). Multidimensional Unfolding and the use of alternative input scales. Journal of Targeting, Measurement and Analysis for Marketing, 17(3), 195?204. https://doi.org/10.1057/jt.2009.10 - Times Cited Scopus: 3
26	Cardoso, M. & Carvalho, A. P. (2009). Quality indices for (practical) clustering evaluation. Intelligent Data Analysis, 13(5), 725?740. https://doi.org/10.3233/IDA-2009-0390 - Times Cited Web of Science®: 18 - Times Cited Scopus: 16

27	Martins, M. C. & Cardoso, M. G. M. S. (2008). Evaluation of clusters of credit cards holders. Revista de Ciências da Computação, 3(3), 1?11.
28	Jesus, N. B. & Cardoso, M. G. M. S. (2007). Análise de agrupamento incremental - segmentação de pontos de retalho. Revista de Ciências da Computação, 2(2), 26?38.
29	Fonseca, J. R. S. & Cardoso, M. G. M. S. (2007). Mixture-model cluster analysis using information theoretical criteria. Intelligent Data Analysis, 11(2), 155?173. https://doi.org/10.3233/ida-2007-11204 - Times Cited Web of Science®: 94 - Times Cited Scopus: 83
30	Armando B. Mendes & Cardoso, M. G. M. S. (2006). Clustering supermarkets: the role of experts. Journal of Retailing and Consumer Services, 13(4), 231?247. https://doi.org/10.1016/j.jretconser.2004.11.005 - Times Cited Scopus: 13
31	Silva, A. L. & Cardoso, M. G. M. S. (2005). Predicting supermarket sales: the use of regression trees. Journal of Targeting, Measurement and Analysis for Marketing, 13(3), 239?249. https://doi.org/10.1057/palgrave.jt.5740150
32	Cardoso, M. G. M. S. & Chambel, L. (2005). A valuation model for cut diamonds. International Transactions of Operations Research, 12(4), 417?436. https://doi.org/10.1111/j.1475-3995.2005.00516.x - Times Cited Scopus: 10
33	Cardoso, M. G. M. S. & Moutinho, L. (2003). A logical type discriminant model for profiling a segment structure. Journal of Targeting, Measurement and Analysis for Marketing, 12(1), 27?41. https://doi.org/10.1057/palgrave.jt.5740096
34	Cardoso, M. G. M. S., Themido, I. H. & Moura Pires, F. (1999). Evaluating a clustering solution: an application in the tourism market. Intelligent Data Analysis, 3(6), 491?510. https://doi.org/10.3233/IDA-1999-3606 - Times Cited Scopus: 10

- Review article

1	Cardoso, M. G. M. S. & Chambel, L. (2026). Predicting lab-grown diamond prices: A comparative view. International Journal of Data Science and Analytics, 22(1). https://doi.org/10.1007/s41060-026-01048-2

• Books and Book Chapters

- Book author

1	Dionísio, J., Pereira, H. & Cardoso, M. (2012). Comportamentos de procura de informação e compra online. Confederação do Comércio e Serviços de Portugal.

- Book editor

1	Ferreira, M. A. M., Menezes, R. & Cardoso, M. G. M. S. (2001). Temas em Métodos Quantitativos 2. Edições Sílabo.

- Book chapter

1	Pinto, I. M. S. & Cardoso, M. G. M. S. (2015). Measuring the effect of Marketing actions: the role of Matching. In Luiz Moutinho and Kun-Huang Huarng (Ed.), Quantitative Modeling in Marketing and Management (pp. 491?506). World Scientific. - Times Cited Scopus: 1
2	Ferreira, A. & Cardoso, M. G. M. S. (2013). Evaluating discriminant analysis results. In João Lita da Silva, Frederico Caeiro, Isabel Natário, Carlos A. Braumann (Ed.), Advances in regression, survival analysis, extreme values, Markov: Processes and other statistical applications (pp. 155?162). Sringer. https://doi.org/10.1007/978-3-642-34904-1_16 - Times Cited Scopus: 1
3	Tavares, S., Dias, J. G. & Cardoso, M. (2013). Análise conjunta baseada em preferências vs escolhas. Selecção de uma Escola de Gestão. In Bacelar-Nicolau, H., F. Sousa, C. Ferreira (Ed.), Classificação e Análise de Dados. Métodos e Aplicações (pp. 37?48). Edição CLAD.
4	Tavares, S., Dias, J. G. & Cardoso, M. (2013). Análise conjunta baseada em preferências vs escolhas Seleção de uma Escola de Gestão.. Classificação e Análise de Dados ? Métodos e Aplicações (pp. 37?48).
5	Cardoso, M. G. M. S. (2012). Logical discriminant models. In Luiz Moutinho. Kun-Huang Huarng (Ed.), Quantitative modelling in marketing and management (pp. 223?254). World Scientific Publishing. https://doi.org/10.1142/9789814407724_0008 - Times Cited Scopus: 6
6	Cardoso, M. (2011). Logical Discriminant Models. In Luiz Moutinho and Graeme D Hutcheson (Ed.), 1.The SAGE Dictionary of Quantitative Management Research (pp. 163?165). SAGE Publications Ltd.
7	Cardoso, M. (2011). Latent Segments Analysis. In Luiz Moutinho and Graeme D Hutcheson (Ed.), The SAGE Dictionary of Quantitative Management Research (pp. 158?160). SAGE Publications Ltd.
8	Cardoso, M. (2011). Data Mining. In Luiz Moutinho and Graeme D Hutcheson (Ed.), The SAGE Dictionary of Quantitative Management Research (pp. 71?73). SAGE Publications.
9	Tavares, S., Cardoso, M. & Dias, J. G. (2009). Best-Worst: Uma metodologia na avaliação da importância de atributos. Temas em Métodos em Métodos Quantitativos VI. (pp. 0?0).

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Cardoso, M. G. M. S. & Martins, A. A. (2022). The performance of a combined distance between time series. In Bispo, R., Henriques-Rodrigues, L., Alpizar-Jara, R., and Carvalho, M. de. (Ed.), Recent Developments in Statistics and Data Science. SPE 2021. Springer Proceedings in Mathematics & Statistics (pp. 71?83). Springer. https://doi.org/10.1007/978-3-031-12766-3_6 - Times Cited Scopus: 1
2	Cardoso, M. G. M. S., Martins, A. & Lagarto, J. (2019). Combining various dissimilarity measures for clustering electricity market prices. In Milheiro, P., Pacheco, A., Sousa, B. de., Alves, I. F., Pereira, I., Polidoro, M. J., & Ramos, S. (Ed.), Estatística: Desafios Transversais às Ciências com Dados. Atas do XXIV Congresso da Sociedade Portuguesa de Estatística (pp. 197?212). Sociedade Portuguesa de Estatística.
3	Marques, S. H., Cardoso, M. G. M. S. & Ramos, P. A. R. (2018). Domestic brands in food retail: the consumer perspective. 25th Recent Advances In Retailing And Services Science, EIRASS 2018.

4	Cardoso, M. G. M. S., Laureano, R. D. & Serrão, C. (2017). Cybersecurity culture in Portuguese organizations: An exploratory analysis. In Reis, L. P., Rocha, A., Alturas, B., Costa, C. and Cota, M. P. (Ed.), 2017 12th Iberian Conference on Information Systems and Technologies (CISTI) (pp. 2090?2094). IEEE. https://doi.org/10.23919/CISTI.2017.7976008 - Times Cited Web of Science®: 2 - Times Cited Google Scholar: 9
5	Marques, S., Lindeza, A. & Cardoso, M. (2015). Do loyalty cards enhance loyalty? a study in the Portuguese pharmaceutical sector. In Mafalda Nogueira, André Vieira (Ed.), The Portuguese Marketing Conference 15 Proceedings. IPAM.
6	Amorim, M. J. & Cardoso, M. G. M. S. (2015). Clustering Stability and Ground Truth: Numerical Experiments. Proceedings of the 7th International Joint Conference on Knowledge Discovery, Knowledge Engineering and Knowledge Management (pp. 259?264). - Times Cited Web of Science®: 1 - Times Cited Scopus: 1
7	Pereira, H., Cardoso, M. G. M. S. & Pedro Dionísio (2014). Online Buying Behavior in Technological and Office Products. Shopper Marketing & Pricing Conference Proceedings. Published by Stockholm School of Economics.
8	Amorim, M. J. & Cardoso, M. G. M. S. (2014). Paired Indices for Clustering Evaluation - Correction for agreement by chance. ICEIS 2014 - 16th International Conference on Enterprise Information Systems. https://doi.org/10.5220/0004868301640170
9	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2014). Online buying behavior in Technological and Office Products. In Stockholm School of Economics (Ed.), Shopper Marketing and Pricing Conference (pp. 81?84). Stockholm School of Economics.
10	Marques, S. & Cardoso, M. (2014). The influence of olfactory marketing on clients` loyalty. Atas XXIV Jornadas Luso Espanholas de Gestão Científica. Instituto Politécnico de Leiria.
11	Pereira, H., Dionísio, J. & Cardoso, M. G. M. S. (2013). Portuguese online consumer and buying behavior for home products. EIRASS.
12	Pereira, H., Cardoso, M. G. M. S. & Dionísio, J. (2013). Lifestyle Products and Services Online. EIRASS.
13	Silvestre, C., Cardoso, M. G. M. S. & Figueiredo, M.A.T. (2013). Clustering and Selecting Categorical Features. Progress in Artificial Intelligence - Lecture Notes in Computer Science (pp. 331?342). - Times Cited Web of Science®: 2 - Times Cited Scopus: 1
14	Silvestre, C. , Cardoso, M. & Figueiredo, M. (2013). Clustering and selecting categorical features. In Correia, L., Reis, L. P., and Cascalho, J. (Ed.), Progress in Artificial Intelligence. EPIA 2013. Lecture Notes in Computer Science (pp. 331?342). Springer. https://doi.org/10.1007/978-3-642-40669-0_29
15	Cardoso, M. (2012). Environmental Factors and Satisfaction in a Specialty Store. EMAC 2012 ? European Marketing Academy 41st Annual Conference (pp. 0?0).
16	Marques, S., Cardoso, M. & Palma, A. (2012). The impact of environmental factors in satisfaction. 19th EIRASS Recent Advances in Reatiling & Services Science Conference (pp. 0?0).
17	Marques, S., Cardoso, M. & Palma, A. (2012). Environmental factors and satisfaction in a specialty store. In Paulo Rita (Ed.), 41th EMAC Conference (pp. 0?0).

18	Pereira, H., Trigo, V., Dionísio, J., Cardoso, M., Miranda, N., Raminhos, R....Seabra, P. (2012). Video for travel: Determinants of Video Content Usage Relations. In University for Business Engineering and Management, Banja Luka (Ed.), International Conference on Social and Technological Development (STED 2012) (pp. 0?0).
19	Amorim, M. J. & Cardoso, M. (2012). Clustering cross-validation and mutual information indices. In Ed. by Ana Colubi, Konstantinos Fokianos, Gil Gonzalez-Rodriguez and Erricos John Kontoghiorghes (Ed.), 20th International Conference on Computational Statistics (COMPSTAT 2012) (pp. 39?52).
20	Martins, Ana & Cardoso, M. (2009). Avaliação do impacto de escalas alternativas em Multidimensional Scaling Unfolding. Estatística, da teoria prática. Actas do XV Congresso da Sociedade Portuguesa de Estatística (pp. 351?363).
21	Fonseca, J. R. S. & Cardoso, M. G. M. S. (2005). Retail clients latent segments. In Bento, C., Cardoso, A., and Dias, G. (Ed.), Progress in Artificial Intelligence. EPIA 2005. Lecture Notes in Computer Science (pp. 348?358). Springer. https://doi.org/10.1007/11595014_35 - Times Cited Web of Science®: 8 - Times Cited Scopus: 8

- Talk

1	Medina, A. & Cardoso, M. G. M. S. (2025). Cruise Passenger Satisfaction and the Role of Past Experience: Analysis of User-Generated Content. 31sth Recent Advances in Retailing and Consumer Science Conference,.
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Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	Journal of Retailing and Consumer Services	--	--	English
Member of scientific journal editing staff	Journal of Modelling in Management	--	--	English