

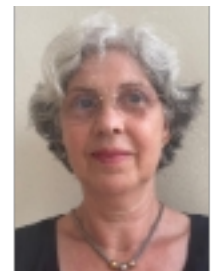
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Maria-Conceição Santos

Professora Associada

BRU-Iscte - Business Research Unit

Department of Marketing, Operation and Management (IBS)



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Curriculum

Maria Santos is Professor on Marketing and member of Business Research Unit (BRU-IUL). She holds a PhD in Management Science, focused on Services Marketing from IAE d'Aix-Marseille III (France). She lectures Marketing Management and Services Marketing at several courses of IBS, as well as Marketing for Technologies at the School of Technology and Architecture (ISTA). As supervisor of PhD, DBA China-ISCTE and Master international students, research have been applied to sustainable consumption and tourism, mega-events, service quality. and entrepreneurial marketing. Internationally, she is member of the Scientific Committee of the Iberoamerican Journal of Strategic Management (RIAE/IJSM), and she taught at the EU TREPAN Program, a joint initiative between ISCTE-IUL and the University of Craiova. Previously, Maria Santos was a co-founder of the Marketing Research Center, GIEM-ISCTE, having been its President from 1997 to 2006. Under GIEM, she coordinated the organization of 4 editions of the Portuguese Service Marketing Conference (1997, 1998, 2002, 2005), which counted on the contribution of leading experts such as Christopher Lovelock (US), Evert Gummesson (Sweden), Mark Casson (Reading, UK), Pierre Eiglier (France), Benny Bricmont (Canada) and David Stokes (Kingston University).

Research Interests

Services Marketing

Tourism and Hospitality management - festivals, events and sustainability
smart consumption and smart cities
Green Marketing and sustainable consumer behaviour
entrepreneurial marketing and crowdfunding
Marketing for Technology and social products

Academic Qualifications

University/Institution	Type	Degree	Period
Babson College, Boston, USA	Technical Specialization Course	"Symposia for Entrepreneurship Educators", an advance course for Educators from Babson College, Boston, US.	2009
UCLA, California, USA	Training Session	Guest Visitor Assistant Professor at UCLA, California, US from January until July.	2000
Institut D'Administration des Entreprises de l' Université de Droit, d'Economie et des Sciences d'Aix-Marseille III	PhD	Organização e Gestão de Empresas	1995
ISCTE-Instituto Universitario de Lisboa	M.Sc.	Mestrado em Gestão de Empresas	1990
Institut D'Administration des Entreprises de l' Université de Droit, d'Economie et des Sciences d'Aix-Marseille III	Advanced Studies	D.E.A. en Sciences de Gestion	1989
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciante	Organização e Gestão de Empresas	1983

External Professional Activities

Period	Employer	Country	Description
1997 - 2006	GIEM - Marketing research center at ISCTE	Portugal	Founder and since the beginning president. Launch of the Graduate course of marketing management and Commercial Direction. Also the 4 Services Portuguese marketing Conference were organized bi annually

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2025/2026	2º	Services Marketing		Yes

2025/2026	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management;	Yes
2024/2025	2º	Services Marketing		Yes
2024/2025	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management;	Yes
2023/2024	2º	Services Marketing		Yes
2023/2024	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management;	Yes
2022/2023	2º	Services Marketing		Yes
2022/2023	1º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management;	Yes
2021/2022	2º	Services Marketing	Institutional Degree in ISCTE Business School;	Yes
2021/2022	1º	Marketing for Technology		Yes
2021/2022	1º	Marketing Management		No
2020/2021	2º	Marketing Management		No
2020/2021	2º	Services Marketing	Institutional Degree in ISCTE Business School;	Yes
2020/2021	2º	Operational Marketing	Bachelor Degree in Management;	No
2020/2021	1º	Marketing for Technology		Yes
2020/2021	1º	Marketing Management		No
2019/2020	2º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management;	Yes
2019/2020	2º	Services Marketing	Institutional Degree in ISCTE Business School;	Yes
2019/2020	1º	Marketing Management		No
2018/2019	2º	Marketing for Technology		Yes
2018/2019	2º	Marketing for Technology		Yes
2018/2019	2º	Services Marketing		Yes
2017/2018	2º	Marketing for Technology	Bachelor Degree in Computer Science and Business Management;	Yes
2017/2018	2º	Services Marketing		Yes
2017/2018	1º	Marketing Management		No

2016/2017	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2016/2017	1°	Marketing Management		No
2015/2016	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2015/2016	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2015/2016	1°	Marketing Management		No
2015/2016	1°	Marketing Management		No
2014/2015	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2014/2015	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2014/2015	1°	Marketing Management		No
2013/2014	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2013/2014	2°	Marketing for Technology	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	Yes
2013/2014	1°	Marketing Management		No

Supervisions

- **Ph.D. Thesis**
- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Mac Vai Iun	Marketing Development in South China: Exploratory Research of Its Current Status, Antecedents and Consequences	English	Developing	Iscte
2	Tang Dihua	Quality Construction of Small-sized Catering Enterprises for Home-based Elderly Care in Yangzhou	English	Developing	Iscte

3	Ondino de Almeida Freire dos Santos	The Religion Impact on Development of a Tourism Destination: The Case of Quissama in Angola	English	Developing	Iscte
4	Leonardo Augusto Carneiro Carvalho	Teenager´s influence in the choice of their private school: a study in the Brazilian context	English	Developing	Iscte
5	Leonardo Augusto Carneiro Carvalho	--	English	Developing	Iscte
6	Ondino de Almeida Freire Dos Santos	--	English	Developing	Iscte
7	Tang Dihua	--	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Yu Zheng	The Influence of Psychological Contract on Customer Loyalty in the Context of Medical Service: Evidence from Chongqing, China	English	Iscte	2024
2	Zhong Liang	Approach to C2F2C (Customer to Factory to Customer) Strategy: A Case Study of the Fanqing Furniture Company	English	Iscte	2020
3	Shang Jun	Involvement and determinants of ancient towns as tourist destinations: a case study of Wuzhen, China.	--	Iscte	2019
4	He Qibing	The relationship between return service recovery and purchase intention of consumers in online shopping	--	Iscte	2019
5	JIANG Xiaoping	--	English	Iscte	2016
6	Jiang Xiaoping	Brand as a Driving Force for Small and Micro Businesses in China	--	Iscte	2016
7	Manuel José Marques Batista	--	Portuguese	Iscte	2015
8	Manuel José Marques Batista	A certificação de alimentos orgânicos - Influência na decisão de compra do consumidor ecologicamente consciente	--	Iscte	2015
9	Virginia Aveiro	--	Portuguese	Iscte	2013
10	Fu Meihua	--	English	Iscte	2013
11	Fu Meihua	Business Model Design Based on Value Chain: The Case of Chengdu SYIMC	English	Iscte	2013

12	Virginia da Ascensão Almeida Madeira de Gouveia Aveiro	A percepção e o nível de congruência dos valores da marca corporativa dos colaboradores e clientes	Portuguese	Iscte	2013
13	Wang Yingjie	Costumer value assessment of Sichuan mobile	English	Iscte	2012
14	Ana Paula Gonçalves C. Henriques de Carvalho Queiroga Santos	Orientações Estratégicas e Performance: Efeitos Sinérgicos e Seu Impacto no Desempenho dos Estabelecimentos Hoteleiros em Portugal	Portuguese	Iscte	2006
15	Bráulio Alexandre Barreira Alturas	Venda Directa: Determinantes da Aceitação do Consumidor	Portuguese	Iscte	2005
16	Andrew Peter de Lancastr	O Relacionamento Comprador-fornecedor, as Percepções dos Determinantes da Cooperação no Contexto de Mercado Electrónico	Portuguese	Iscte	2005
17	Zhang Liong	C2F2C Mode of Furnishing Customization	English	Iscte	--

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Guido Giuseppucci	The sustainable paradox of luxury fashion: "balancing exclusivity and inclusivity"	--	Developing	Iscte
2	Ana Rita Amaro Marques	Comportamento do Consumidor em Marcas Próprias: Uma Abordagem Analítica no Retalho Alimentar Português	--	Developing	Iscte
3	Diogo Alexandre Ferreira Sardinha	Marketing strategies in digital journalism: comparative study between classic newspapers and independent newspapers to build public loyalty	--	Developing	Iscte
4	Gu Tong	The effect of Incentive advertising in mobile games	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	João Pedro Nunes dos Santos Osório Gonçalves	The Transfer of Coolness: How Music Artist Endorsements Shape Brand Coolness and Consumer Responses in the Fashion Industry	English	Iscte	2025

2	Márcia Henriques Pimentel Jerónimo	Analysis of Food Donations: The Impact of Economic, Social and Demographic Conditions	Portuguese	Iscte	2025
3	Ma Jindi	Beauty Product Online Purchasing Behavior Between Guangzhou and Macau Consumers: A Study Based on TAM	English	Iscte	2024
4	Francisco Teixeira Santos	How do brand credibility and personal involvement influence consumers' green brand trust in the presence of greenwashing?	English	Iscte	2024
5	Veronika Bakhchevan	Impact of war-crisis perception on consumer purchasing behaviour: the case in Odesa of consumers' segmentation	English	Iscte	2024
6	João Baptista Tavares Moreira	The Impact of Tourism on Residents' Subjective Well-Being: The Case of the Belém Neighborhood, in Lisbon	Portuguese	Iscte	2024
7	Claudia Mondini	Theme Hotels strategy: customers' visit intention and willingness to pay more	English	Iscte	2023
8	Beatriz Franco Henriques Malta da Silveira	Consumer-brand Relationships in the Eurovision Song Contest, a Study on the Outcomes of Brand Love	English	Iscte	2023
9	Marisol Ley Lozano	Residents' perceptions of social benefits and costs of the Oktoberfest festival in Munich	English	Iscte	2023
10	Bárbara Teixeira Fernandes Garcez da Costa	O papel dos Influencers na intenção de compra sob a esfera do envolvimento com o produto	English	Iscte	2022
11	Jorge Miguel Santiago Polido	HOW RESIDENTS' SUBJECTIVE WELL-BEING AND BENEFIT/COST PERCEPTIONS IMPACT ON THEIR SUPPORT TOWARDS A MUSIC FESTIVAL	English	Iscte	2022
12	Diogo Alberto Pereira Figueiredo	The impact of consumption characteristics on users' perception: Television and film Content	Portuguese	Iscte	2022
13	Wang Zihan	The influence of TikTok on tourism destination decision in the post-pandemic era	English	Iscte	2022
14	Pedro Fernandes de Sales Vieira	A Multidimensional Explanation of Time Spent Listening to Audiobooks	English	Iscte	2022
15	Ziru Hong	The Influence of Online Celebrity Live Streaming E-commerce on Consumers' Purchase Intention	English	Iscte	2022
16	Beatriz Bandeira da Silva Caniço	Customer company role on the criteria formulation of the Mystery shopper	English	Iscte	2022

17	Caroline Bertout	Towards a Sustainable Fashion Industry: Determinants to French Millennials? Buying Intention of Second-Hand Clothes	English	Iscte	2022
18	Philippe Charles-Louis Fernand Coulombier	Online Gaming Platform Choice as a Moderator Between Social Interaction or Time Flexibility and Continuous Purchase Intention: The case of Fortnite	English	Iscte	2022
19	Irfan Dwikinanda	Brand coolness effects on Brand Love, Purchase Intention and Word of mouth: Application to Indonesian Women Modest Sportswear	English	Iscte	2022
20	Anna Caterina Mustacchi	Trust and Social Customer Relationship Management Consequences on donor's intention to donate via social media	English	Iscte	2021
21	Mariana Helena Almeida Ferreira Gomes	Online resale of luxury goods- The new luxury	English	Iscte	2021
22	Vera Faßbender	The determinants for Continuance Intention in Mobile Fitness Apps adopting a Gamification approach	English	Iscte	2021
23	Éilis Gillespie	Can a visit to a Simulated Tourism Environment substitute the impulse to travel and experience the 'real thing'?The Case of The World Showcase at Disney's EPCOT	English	Iscte	2021
24	Eleni Papadopoulou Melea	Film Festivals towards a hybrid form: challenges and opportunities	English	Iscte	2021
25	Natalya Getman	Developing a Digital Nomads Destination from the Ground Up	English	Iscte	2021
26	Léna Morgane Adam	THE INFLUENCE OF DIGITAL TRANSFORMATION ON THE MUSIC INDUSTRY	English	Iscte	2020
27	Carla Patrícia Nobre Marques Carvalho	Airport Management Strategies in Recovery the Air Flight Disruption: The Case in the Lisbon Humberto Delgado Airport	English	Iscte	2019
28	Laure Marguerite Suzanne Evrard	The Search Engine Marketing Strategy (SEM) in e-tourism : a case study of the French OTA (Online Travel Agency) Voyage Privé	English	Iscte	2018
29	Marta Sofia Vitorino Galinha	Marcas de Luxo e Fatores que Influenciam a sua Compra na Recessão Económica	Portuguese	Iscte	2016
30	Tiago Miguel Teixeira Campos Silva	Determinantes do Sucesso do Crowdfunding: O caso da plataforma portuguesa PPL	Portuguese	Iscte	2016

31	Joana Filipa Inácio Pereira	A Qualidade do Serviço de Saúde como Determinante da Satisfação e da Lealdade: A perspectiva dos utentes dos hospitais privados	Portuguese	Iscte	2015
32	Angelica Maria Caceres Hurtado	Wine Market in Colombia:An opportunity for portuguese wine producers/exporters	English	Iscte	2015
33	Pedro Henrique Mendes Palmeiro	The Contribution of 360 Deals of the Recorded Music Industry	English	Iscte	2013
34	Cláudia Sofia da Cruz Rita	Da Reclamação de Clientes à Recuperação do Serviço	Portuguese	Iscte	2012
35	Robson Feijó Baptista	Influência Sócio-Econômica na Satisfação e Lealdade no Comércio de Varejo do Rio de Janeiro	Portuguese	Iscte	2011
36	Joana Martinho Ricardo	Perfis e atitudes dos jovens adultos: análise comparativa entre Portugal e a Polónia.	Portuguese	Iscte	2009
37	Vânia Catarina da Costa Vicente	Transição para a vida adulta:segmentação de jovens europeus.	Portuguese	Iscte	2009

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Rita Pina Fialho	Emerging market trends as a driver for a new product range in a traditional business: Blended Meat Marketing Plan for Montaraz	English	Iscte	2022
2	Miguel Monteiro Reis	Communication Plan: Attracting upscale tourism to El Corte Inglés, the Lisbon Store	English	Iscte	2020
3	Ana Catarina Lopes Mateus	The Effects of Store Atmospherics on the Clients? Rebranding Perception and Satisfaction Level	English	Iscte	2019
4	Maêva Alexia Pepin	EcoMegot Communication Plan: Using creative and impactful strategies for the greater good	English	Iscte	2019
5	Carlota Maria de Matos Taquenho Galiano Tavares	The Relation Between the Music Festival Brand Equity & The Intention to Visit the Host City The Cases of Eurovision & Nos Alive in Lisbon	English	Iscte	2018
6	Inês de Melo Azevedo Noronha Galvão	Plano de Marketing para a marca Kaffa para o lançamento de um novo produto	Portuguese	Iscte	2018

7	Ana Filipa Vaz Almeida da Silva	Consumo de Conteúdos Musicais e de Filmes/Séries Online: Comparação entre Portugal e Europa dos 15	English	Iscte	2017
8	Francisca Maria Pacheco Pinto Remédios	Effects of Rebranding on Brand Equity - Pestana Hotel Group	English	Iscte	2016
9	Eugénio Manuel Pinho da Costa	A Realidade Aumentada em Aeroportos: Estudo de atractividade para um novo produto	Portuguese	Iscte	2015
10	Paul Tavares	An Innovative Food Truck Chain, Strategic Planning Inspired from a Lean Start up Methodology	English	Iscte	2015
11	Catarina da Franca Monteiro de Carvalho	Plano de Comunicação para o Lançamento do Serviço VIP Pintura da DYRUP	Portuguese	Iscte	2013
12	Andreia Vazão Miguel	Challenges faced by a Portuguese IT company on the decision of entering and competing in international Markets	English	Iscte	2013
13	Filipa Daniela Oliveira Ramalho	Plan for the Nonprofit Organization Acreditar in Coimbra	English	Iscte	2013
14	Gonçalo Martins de Carvalho	Plan for Club Med Portugal - A vacation resorts company	English	Iscte	2012
15	Maria João Sabino Barreto de Lara	Influência da Certificação Ambiental no Processo de Decisão de Compra	Portuguese	Iscte	2012
16	Carlos Manuel Ferreira de Almeida Fonseca	Aplicação dos Princípios Lean ao Sistema	Portuguese	Iscte	2012
17	Melissa Anne Centurio Lopes	Building an Integrated Communication Strategy for Spausa Portugal - A Beauty Care Line in the Portuguese Market	English	Iscte	2012
18	Andreia Filipa Proença Pina	O Visionamento de Filmes em Casa e na Sala de Cinema.	--	Iscte	2011
19	Sara Margarida da Silva Oliveira Forte Midões	O Impacto da Congruência entre os Valores da Marca Institucional e os Valores Pessoais na Comunicação Externa da Marca Pelos Colaboradores	Portuguese	Iscte	2011
20	Inês Acabado Loureiro Luz	A Utilização da Internet em Casa: Uma avaliação da Influência das Crianças.	Portuguese	Iscte	2010
21	Maria Amélia Gaspar Mota Correia	O papel do contact center no relacionamento com o cliente: Perspectiva dos operadores de televidas.	Portuguese	Iscte	2010

Total Citations

Web of Science®	110
Scopus	130

Publications

• Scientific Journals

- Scientific journal paper

1	<p>Santos, M-C., Radicchi, E. & Zagnoli, P. (2019). Port's role as a determinant of cruise destination socio-economic sustainability. <i>Sustainability</i>. 11 (17)</p> <p>- Times Cited Web of Science®: 31 - Times Cited Scopus: 38</p>
2	<p>Brochado, A., Santos, M., Oliveira, F. & Esperança, J. (2018). Gambling behavior: Instant versus traditional lotteries. <i>Journal of Business Research</i>. 88, 560-567</p> <p>- Times Cited Web of Science®: 18 - Times Cited Scopus: 14 - Times Cited Google Scholar: 27</p>
3	<p>Santos, M., Brochado, A. & Esperança, J. (2016). Foreign direct investment patterns of global hotel chains. <i>Journal of Business Research</i>. 69 (11), 5235-5240</p> <p>- Times Cited Web of Science®: 18 - Times Cited Scopus: 23 - Times Cited Google Scholar: 32</p>
4	<p>Marques, S. H., Trindade, G. & Santos, M-C. (2016). The importance of atmospherics in the choice of hyper and supermarkets. <i>International Review of Retail, Distribution and Consumer Research</i>. 26 (1), 17-34</p> <p>- Times Cited Scopus: 14</p>
5	<p>Menezes, J., Santos, M., Reis, E. & Marques, C. (2013). The influence of the consumer perceived value on the satisfaction with the grocery retailer relationship: the mediating effect of the risk of unsustainable consumption. <i>Egitania Scientia</i>. 13, 199-210</p> <p>- Times Cited Google Scholar: 1</p>
6	<p>Marques, S. & Santos, M-C. (2012). Store format influence on customer perception of the store environment. <i>International Journal of Applied Behavioral Economics (IJABE)</i>. 1 (4), 9-21</p> <p>- Times Cited Google Scholar: 2</p>
7	<p>Duarte, C., Esperança, J., Curto, J. & Santos, M. (2010). Desmistificação do diferencial de remunerações nas empresas. A segregação como verdadeira determinante. <i>ALCANCE</i>. 17 (4), 383-400</p> <p>- Times Cited Google Scholar: 1</p>
8	<p>Duarte, C., Esperança, J., Curto, J. D., Santos, M-C. & Carapeto, M. (2010). The determinants of gender pay gap in Portuguese private firms. <i>Gender in Management: An International Journal</i>. 25 (6), 438-461</p> <p>- Times Cited Scopus: 5 - Times Cited Google Scholar: 17</p>

9	Vicente, P., Reis, E. & Santos, M. (2009). Using mobile phones for survey research: a comparison with fixed phones. <i>International Journal of Market Research</i> . 51 (5), 613-633 - Times Cited Web of Science®: 39 - Times Cited Scopus: 32 - Times Cited Google Scholar: 96
10	Trigo, V., Calapez, T. & Santos, M. C. (2009). SMEs and internationalization: an empirical study of SMEs in Portugal. <i>Economia Global e Gestão</i> . 14 (3), 9-24 - Times Cited Google Scholar: 24
11	Duarte, C., Santos, M. C. & Carapeto, M. (2009). A perspectiva do género nas políticas de remuneração como requisito de governo justo das sociedades. <i>Revista Portuguesa e Brasileira de Gestão</i> . 8 (3), 35-45 - Times Cited Google Scholar: 7

• Books and Book Chapters

- Book chapter

1	Esperança, J., Amaral-Baptista, M. & Santos, M-C. (2017). Science4you: start-up global nascida em contexto de crise. In Nuno Crespo e Maria João Tomás (Ed.), <i>A internacionalização da economia Portuguesa: casos de sucesso empresarial</i> . (pp. 293-314). Lisboa: Temas e Debates - Círculo de Leitores.
2	Alturas, B. & Santos, M-C. (2009). Direct selling: consumer profile, clusters and satisfaction. In <i>European Retail Research</i> . (pp. 47-68): Gabler Verlag. - Times Cited Scopus: 4 - Times Cited Google Scholar: 16
3	Santos, M-C. (2000). Marketing Tecnológico. In Luis Valadares Tavares (Ed.), chapter in the <i>Engenharia e Tecnologia 2000</i> , . Lisboa: Verbo.

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Santos, M-C. & Marques, C. (2019). Does attending an occasional itinerary music festival drive tourism towards the host city?: The case of Eurovision Song Festival. In <i>Proceedings of the 8th ATMC conference: Advances in Tourism Marketing Conference</i> . Namur
2	Silva, A. F., Trindade, G. & Santos, M. C. (2018). Consumption of musical content and movies/series online in Portugal. In <i>13th Iberian Conference on Information Systems and Technologies, CISTI 2018</i> . Caceres: IEEE . - Times Cited Google Scholar: 2
3	Trindade, G., Silva, Tiago & Santos, M-C. (2017). Determinants of the crowdfunding campaign success in the Areas of Music and Sports. In Álvaro Rocha, Universidade de Coimbra Bráulio Alturas, ISCTE-IUL Carlos Costa, ISCTE-IUL Luís Paulo Reis, Universidade do Minho Manuel Pérez Cota, Universidad de Vigo (Ed.), <i>CISTI'2017 - 12th Iberian Conference on Information Systems and Technologies</i> . Lisboa - Times Cited Web of Science®: 4 - Times Cited Google Scholar: 9
4	Santos, M-C. & Marques, C. (2015). The Impact of Environmental Certification on the shoppers' store choice. In <i>Proceedings of the Trend Marketing Conference 2015 (14th IMTC 2015)</i> .

5	Aveiro, V., Reis, E., Santos, M-C. & Marques, C. (2014). The Influence of Person-Organization Fit for the Corporate Brand Perception according to the Contractual Situation. In Proceedings of the 17th International Academy of Management and Business (IAMB) Conference - IAMB 2014.
6	Menezes, J., Santos, M-C., Reis, E. & Marques, C. (2012). Value and risk of unsustainable consumption on grocery retailing purchases: a conceptual propose. In elbe 2012 (Ed.), Proceedings of the IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012) . (pp. 0-0). Lisbon
7	Aveiro, V., Reis, E., Santos, M-C. & Marques, C. (2012). O Papel do Colaborador na Transmissão dos Valores da Marca Corporativa aos Clientes. In elbe (Ed.), Proceedings of the IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012) . (pp. 0-0). lisbon
8	Susana Maria dos Santos Henriques Marques, Santos, M-C. & Rita Cameira (2011). Store Format Influence On Customer Perception of the Store. In 18th EIRASS Recent Advances in Retailing & Services Science Conference Proceedings. (pp. 0-0).
9	Sonia Dahab, Santos, M-C. & José Paulo Afonso Esperança (2011). Have Global Hotels Adopted Good Governance and Environmental Policies?. In 18th EIRASS Recent Advances in Retailing & Services Science Conference Proceedings. (pp. 0-0).
10	Santos, M-C., Duarte, C., Curto, J., Esperança, J. & Carapeto, M. (2010). The Fable Paradigm of the Gender Pay Gap: Evidence from Portuguese Private Firms. In edited by Atul Gupta, Oxford University, pp. June 28-30, Oxford University, England. (Ed.), Proceedings of the 2010 Oxford Business & Economics Conference (OBEC), edited by Atul Gupta, Oxford University, pp. June 28-30, Oxford University, England. (pp. 0-0). Oxford, England
11	Santos, M-C., Duarte, C. & Duarte, M. (2010). The (Un)Ambiguous Direct Evidence of Hiring Discrimination on Gender: Field Experiments in Portugal . In 3º Encontro Luso-Brasileiro de Estratégia e Slade Brasil, 11 a 13 de Novembro, Universidade de Fortaleza ? UNIFOR, Fortaleza, Brasil. (pp. 0-0). Fortaleza
12	Santos, M-C., Curto, J., Esperança, J., Duarte, C. & Carapeto, M. (2010). The Fable Paradigm of the Gender Pay Gap: Evidence from Portuguese Private Firms. In Proceedings da XX JLEG- Jornadas Luso Espanholas de Cestão Científica, pp. 68, 4 a 5 de Fevereiro, IPS, Setúbal. (pp. 68-0). Setubal, Portugal
13	Santos, M-C., Curto, J., Duarte, C., Carapeto, M. & Esperança, J. (2009). Gender Pay Disparity in Portuguese Firms: Towards the Crackling of the Glass Ceiling?. In Proceedings of the 6th Biennial International Interdisciplinary Conference, GWO-Gender Work and Organization Conference, pp. 120, June 21st ? 23rd. (pp. 0-0).
14	Santos, M-C., Duarte, C. & Simões, J. (2009). Impacte do género nas políticas de remuneração. In Proceedings do 15º Congresso da APDR, pp. 34, 6 a 11 Junho, Universidade Jean Piaget de Cabo Verde. (pp. 0-0). - Times Cited Google Scholar: 3
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18	Alturas, B., Santos, M. da C. & Brites, R. (2006). Direct selling: Finding consumer segments. In 13th Recent Advances in Retailing & Services Science Conference. Book of abstracts. Budapest: EIRASS. - Times Cited Google Scholar: 7
19	Alturas, B., Santos, M. da C. & Pereira, I. (2005). Determinants of consumers' satisfaction and acceptance of direct selling. In Proceedings of the Academy of Marketing Annual Conference 2005 - Marketing: Building Business, Shaping Society. Dublin: Academy of Marketing. - Times Cited Google Scholar: 13
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- Talk

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2	Zagnoli, patrizia, Radicchi, Elena & Santos, M-C. (2019). Port's Role as a Determinant of Cruise Destination Socio-Economic Sustainability. 46th International Scientific Conference on Economic and Social Development, Sustainable Tourist Destinations, Varazdin. - Times Cited Google Scholar: 64
3	Santos, M-C. & Trindade, G. (2019). The mediating effect of intention to repeat the visit to a port of call between city evaluation and satisfaction with the visit. ATMC 2019 - "MARKETING FOR MORE SUSTAINABLE AND COLLABORATIVE TOURISM".
4	Silva, A., Trindade, G. & Santos, M-C. (2018). Consumption of musical content and movies/series online in Portugal. Consumption of musical content and movies/series online in Portugal.
5	Brochado, A. & Santos, M-C. (2017). The couch surfing experience shared online. XIII Iberian International Business Conference.
6	Santos, M-C., Trindade, G., Laureano, Raul M. S., Silva, Tiago, Wolf, Christian & Santos, M. (2017). DIFFERENTIATION CHALLENGES IN SOCIAL CROWDFUNDING. IX International Congress on Teaching Cases related to Public and Nonprofit Marketing.
7	Laureano, Raul M. S., Trindade, G., Abreu, M. Madalena, Santos, M-C., Santos, M., Silva, Tiago...Costa, Bárbara (2017). FUNDRAISING IN ACTION: HOW TO ENSURE THE SUCCESS OF A CROWDFUNDING CAMPAIGN?. IX International Congress on Teaching Cases related to Public and Nonprofit Marketing.
8	Santos, M-C. & Marques, C. (2017). Perceived corporate rebranding and brand equity in a multi-concept global hotel group. XIII Iberian International Business Conference.

9	Santos, M-C., Marques, C. & Remédios, F. (2017). ASSESSING THE IMPACT OF LOGO CHANGES ON THE BRAND EQUITY OF A HOTEL GROUP. European Marketing Academy Conference - EMAC 2017.
10	Batista, M., Reis, E., Marques, C. & Santos, M-C. (2017). A Certificação de Alimentos Orgânicos: Influência na Decisão de Compra do Consumidor Ecologicamente Consciente. XXIII Congresso da Sociedade Portuguesa de Estatística. - Times Cited Google Scholar: 2
11	Brochado, A., Santos, M-C., Oliveira-Brochado, F. & Esperança, J. (2017). Correlates of Lottery Gambling. GIKA 17.
12	Santos, M-C., Brochado, A. & Esperança, J. (2016). FDI patters of interational hotel chains. GIKA 2016.
13	Santos, M-C. & Marques, C. (2015). The Impact of Environmental Certification on the shoppers' store choice. Trend Marketing Conference 2015 (14th IMTC 2015).
14	S. Dahab & Santos, M-C. (2015). Corporate Governance and Environmental Policies of Global Hotels. 4th International Conference on Multinational Enterprises and Sustainable Development MESD 15 .
15	Aveiro, V., Reis, E., Santos, M-C. & Marques, C. (2014). The Influence of Person-Organization Fit for the Corporate Brand Perception according to the Contractual Situation. 17th International Academy of Management and Business (IAMB) Conference - IAMB 2014.
16	Lara, M., Marques, C. & Santos, M-C. (2013). Environmental certifications: Are they reaching the consumers?. 5th Annual Global Management Conference.
17	Menezes, J., Santos, M-C., Reis, E. & Marques, C. (2013). The influence of the consumer perceived value on the satisfaction with the grocery retailer relationship: the mediating effect of the risk of unsustainable consumption. 5th Annual Global Management Conference.
18	Menezes, J., Santos, M-C., Reis, E. & Marques, C. (2012). Value and risk of unsustainable consumption on grocery retailing purchases: a conceptual propose. IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012).
19	Aveiro, V., Reis, E., Santos, M-C. & Marques, C. (2012). O Papel do Colaborador na Transmissão dos Valores da Marca Corporativa aos Clientes. IV Encontro Luso-Brasileiro e I Congresso Ibero-Americano de Estratégia (ELBE 2012).
20	Reis, E., Aveiro, V., Marques, C. & Santos, M-C. (2012). Organizational values and individual values of employees of a postal service company: Do they really fit?. 19th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS 2012).
21	Santos, M-C., S. Dahab & Esperança, J. (2012). Governance and strategic choices of global hotels. 12th International Research Conference In Service Management.
22	Marques, S., Santos, M-C. & Rita Cameira (2011). Store Format Influence on Customer Perception of the Store. 18th EIRASS.
23	Santos, M-C., Martins, L.M. & Pereira, H. (2011). Marketing Planning modulul 4, Support for the International Master of Entrepreneurship and Venture . TREPAN Program supported by Union European, Romanian, University of Craiova and ISCTE-IUL.

24	Santos, M-C., Bernardino, L., Pinto, F. & Roxo, F.V. (2010). Leverage the Market Opportunity by a Customer-Centric Organization: A Special Case in the Hotel Industry in Portugal. Leverage the Market Opportunity by a Customer-Centric Organization: A Special Case in the Hotel Industry in Portugal.
25	Trigo, V., Calapez, T. & Santos, M-C. (2008). SMEs and internationalization: an empirical study of SMEs in Portugal. RentXXII Research in entrepreneurship and small business.
26	Trigo, V., Calapez, T. & Santos, M-C. (2008). SMEs AND GLOBAL MARKETS: do they fit? An empirical study in Portugal. EIASM Conference.
27	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2007). Learning Orientation and Financial Performance in the Hotel Industry: The Mediating Role of Services Innovation. 6th International Congress on marketing Trends.
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29	Santos, M-C., Lages, L. F. & Queiroga, A.P. (2007). Learning orientation and financial performance in the Hotel Industry: The mediating role of Market performance and services innovation. EIRASS 2007 - 14th International conference on Retailing and Services Science.
30	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2007). Learning orientation and financial performance in the Hotel Industry: The mediating role of services innovation. 6th international congress on Marketing Trends.
31	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2006). Market orientation-performance relationship: The Mediating Effects of new services. 13th international Conference on recent Advances in retailing and services Science.
32	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2006). The Mediating Effects of New services on the impact of market orientation and market performance on Financial Performance. 35th European Marketing Academy (EMAC) Conference Athens, Greece: 35th EMAC Conference.
33	Alturas, B., Santos, M-C. & Brites, R. (2006). Direct selling: finding consumer segments. EIRASS 2006 - 13th International conference on Retailing and Services Science.
34	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2006). The mediating effects of New services on Financial performance. EMAC 35th Conference.
35	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2006). Learning orientation and financial performance in the Hotel Industry: The mediating role of services innovation. EMAC 35th Conference.
36	Alturas, B., Santos, M-C. & Pereira, Ivo (2005). Determinants of Consumers' Satisfaction and Acceptance of Direct Selling. Marketing: Building Business, Shaping Society - Academy of Marketing Annual Conference.
37	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2005). Strategic orientations and business performance: An exploratory study. EMAC 34th Conference.
38	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2005). The impact of Market-oriented organizational culture. learning orientation and entrepreneurial proclivity on business performance. EMAC 34th Conference.
39	Queiroga, A.P., Santos, M-C. & Lages, L. F. (2005). The impact of market-oriented organizational culture, learning orientation and entrepreneurial proclivity on business performance. 4th international congress in Marketing Trends.

40	Lancastre, A., Lages, L. F. & Santos, M-C. (2005). The buyer-seller relationship: buyer perspectives of e-cooperation determinants. EMAC 34th Conference.
41	Alturas, B. & Santos, M-C. (2004). Direct Selling: The role of risk in consumers' acceptance and satisfaction . Virtue in Marketing, Academy of Marketing Annual Conference.
42	Alturas, B. & Santos, M-C. (2003). Determinants of direct selling: The consumer perspective . 16th EIASM/EMAC Doctoral Colloquium. - Times Cited Google Scholar: 1
43	Cristina Sousa, Reis, E. & Santos, M-C. (2002). Service Quality in a cross-cultural context. 7th International Research Seminar in Service Management.
44	Santos, M-C. (1996). Standardisation du Service et Perception du client. 4th International Research seminar in Service Management.

• Other Publications

- Other publications

1	Santos, M-C. (2005). Actas da 4ª Conferência Nacional de Marketing de Serviços. Actas da 4ª Conferência Nacional de Marketing de Serviços.
2	Santos, M-C. (2002). Actas da 3ª Conferência Nacional de Marketing de Serviços. Actas da 3ª Conferência Nacional de Marketing de Serviços.
3	Santos, M-C. (1998). Actas da 2ª Conferência Nacional de Marketing de Serviços. 2ª Conferência Nacional de marketing de Serviços.
4	Santos, M-C. (1997). Actas da 1ª Conferência Nacional de Marketing de Serviços. Actas da 1ª Conferência Nacional de Marketing de serviços.
5	Santos, M-C. & Roxo, F.V. (1990). Servuction, A Gestão Marketing de Empresas de Serviços, co-translation and adaptation to the portuguese context from the original "Servuction, Marketing de Services", Pierre Eiglier et Eric Langeard, Mc Graw-Hill. Livro - tradução com adaptação a casos portugueses.

Research Projects

Project Title	Role in Project	Partners	Period
Corporate Governance in Medium Income Countries: The Case of Portugal	Researcher	BRU-Iscte	2007 - 2011

Academic Management Positions

Coordenador de ECTS (2019 - 2022)
Unit/Area: Department of Marketing, Operations and General Management

Coordenador de ECTS (2016 - 2019)
Unit/Area: Department of Marketing, Operations and General Management

Awards

Best paper award EIRASS 2007 (2007)

Best paper award EIRASS 2006 (2006)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Coordination of non-scientific event	4th Portuguese Services Marketing Conference	GIEM-ISCTE e Audax	2005
Coordination of non-scientific event	3rd Portuguese Services Marketing Conference	GIEM-ISCTE	2002
Coordination of non-scientific event	2nd National Services Marketing Conference	GIEM-ISCTE	1998
Coordination of non-scientific event	1st national services marketing conference	GIEM-ISCTE	1997

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	Iberoamerican Journal of Strategic Management (RIAE/IJSM),	2176-0756	Since 2019	English
Member of scientific journal editing staff	Revista Portuguesa e Brasileira de Gestão	1677-206	2001 - 2005	Portuguese