

**Aviso:** [2026-05-22 00:15] este documento é uma impressão do portal Ciência\_Iscte e foi gerado na data indicada. O documento tem um propósito meramente informativo e representa a informação contida no portal Ciência\_Iscte nessa data.

## Marta Bicho

### Investigadora Integrada

BRU-Iscte - Business Research Unit



### Contactos

#### E-mail

Marta\_Liliana\_Bicho@iscte-iul.pt

### Áreas de Investigação

empresas híbridas

legitimação

categorias de mercado

### Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
ISCTE-Instituto Universitario de Lisboa	Doutoramento	Marketing	2016

### Total de Citações

#### Web of Science®

432

## Publicações

### • Revistas Científicas

#### - Artigo em revista científica

1	Vieira, J. & Bicho, M. (N/A). Trendy brands: What makes a brand perceived as trendy. <i>Journal of Brand Management</i> . N/A
2	Pereira, A. R. , Portela, P. , Bicho, M. & da Silva, M. M. (2024). Evaluating a reference model for SAV in urban areas. <i>World Electric Vehicle Journal</i> . 15 (11), 1-17 - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 1 - N.º de citações Google Scholar: 2
3	Carvalho, E. & Bicho, M. (2023). Social entrepreneur perceived success by integrating cognitive mapping and MCDA. <i>Journal of Management, Spirituality and Religion</i> . 20 (4), 406-432 - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 2 - N.º de citações Google Scholar: 4
4	Martinez, L. M., Pacheco, N., Ramos, F. R. & Bicho, M. (2023). Would you try it again? Dual effects of customer mindfulness on service recovery. <i>Journal of Retailing and Consumer Services</i> . 74 - N.º de citações Web of Science®: 8 - N.º de citações Scopus: 7 - N.º de citações Google Scholar: 12
5	Bicho, M., Nikolaeva, R. & Lages, C. (2023). Complementary and alternative medicine legitimization efforts in a hostile environment: The case of Portugal. <i>Sociology of Health and Illness</i> . 45 (4), 890-913 - N.º de citações Web of Science®: 2 - N.º de citações Scopus: 3 - N.º de citações Google Scholar: 5
6	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2022). Perceived success of hybrid microorganisations in a contested category. <i>Journal of Small Business Management</i> . 60 (4), 859-891 - N.º de citações Web of Science®: 8 - N.º de citações Scopus: 9 - N.º de citações Google Scholar: 11
7	Nikolaeva, Ralitzka & Bicho, Marta (2011). The role of institutional and reputational factors in the voluntary adoption of corporate social responsibility reporting standards. <i>Journal of the Academy of Marketing Science</i> . 39 (1), 136-157 - N.º de citações Web of Science®: 390 - N.º de citações Scopus: 358 - N.º de citações Google Scholar: 729

### • Livros e Capítulos de Livros

#### - Capítulo de livro

1	Pires de Almeida, F. & Bicho, M. (2020). A Road Map for Implementing Impact Investing: The Case of Multinational Companies. In Elsa de Moraes Sarmiento and Paul Herman (Ed.), <i>Global Handbook of Impact Investing</i> .: Wiley.
2	Imran Ali, Ana Isabel Jiménez-Zarco & Bicho, M. (2015). Using Social Media for CSR Communication and Engaging Stakeholders. In Ana Adi, Georgiana Grigore, David Crowther (Ed.), <i>Corporate Social Responsibility in the Digital Age (Developments in Corporate Governance and Responsibility)</i> . (pp. 165-185): Emerald Group Publishing Limited. - N.º de citações Web of Science®: 22 - N.º de citações Scopus: 38 - N.º de citações Google Scholar: 98

## • Conferências/Workshops e Comunicações

### - Publicação em atas de evento científico

1	Bicho, M., Pacheco, Natalia & Martinez, L. M. (2021). The role of customer and service provider mindfulness on trust recovery after a service failure. In <i>Proceedings of the European Marketing Academy</i> . Madrid
2	Bicho, M., Nikolaeva, R. & Lages, C. (2019). Social Enterprise Legitimacy in a Hostile Market. In P. Rossi, N. Krey (Ed.), <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> . (pp. 153-165): Springer. - N.º de citações Scopus: 4 - N.º de citações Google Scholar: 14
3	Lucian, R. & Bicho, M. (2019). Crowdfunding practices for social projects: an experiment of co-creation. In P. Rossi, N. Krey (Ed.), <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> . (pp. 559-568): Springer.
4	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. A. F. (2017). Exploring the success factors of hybrid micro-enterprises. In Rossi, P. and Krey, N. (Ed.), <i>Marketing transformation: Marketing practice in an ever changing world: Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC)</i> . (pp. 177-188). Christchurch, New Zealand: Springer, Cham. - N.º de citações Google Scholar: 2
5	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social enterprise legitimacy spiral in a hostile context. In <i>EURAM 2016 - Manageable cooperation?</i> . Paris: European Academy of Management.
6	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM). In <i>Proceedings of the 17th World Marketing Congress, Academy of Marketing Science</i> . Lima
7	Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. In <i>Academy of Management Annual Meeting</i> : Academy of Management.

### - Comunicação em evento científico

1	Martinez, L. M., Pacheco, N., Bicho, M. & Ramos, F.R. (2022). The role of customer mindfulness on post-purchase intentions after a double deviation. <i>28th Recent Advances in Retailing and Consumer Science (RARCS)</i> .
---	--

2	Bicho, M., Lages, C. & Simões, C. (2019). Identity and Optimal Distinctiveness by Contested Transformative Services: the Case of Complementary and Alternative Medicine (CAM) . International Conference on Social Responsibility, Ethics and Sustainable Business.
3	Santos & Bicho, M. (2019). Public Policy, Policy-Making and Social Entrepreneurship: The Case of Portugal and the UK. European Academy of Management (EURAM) Conference.
4	Bicho, M., Nikolaeva, R. & Lages, C. (2019). The Search for Strategic Balance by a Marginalized Market Category: Similarity or Distinctiveness?. Leadership & Society Forum.
5	Santos & Bicho, M. (2019). Public Policy, Policy-Making and Social Entrepreneurship: The Case of Portugal and the UK. 5th Symposium on Ethics and Social Responsibility Research .
6	Bicho, M., Nikolaeva, R. & Lages, C. (2018). Social Enterprise Legitimacy in a Hostile Market. AMS 21st World Marketing Congress.
7	Lucian, R. & Bicho, M. (2018). Crowdfunding Practices for Social Projects: An Experiment of Co-Creation. AMS 21st World Marketing Congress.
8	Bicho, M., Nikolaeva, R. & Lages, C. (2018). Hybrid Organizations' Legitimacy Quest in a Hostile Environment. 34th EGOS Colloquium.
9	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. (2017). Hybrid Micro-Enterprises – Founding Motives and the Meaning of Success. European Academy of Management Conference.
10	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. (2017). Hybrid Micro-Enterprises – Founding Motives and the Meaning of Success. 1st IESE-LUISS Conference on Responsibility, Sustainability and Social Entrepreneurship.
11	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2017). Exploring the Success Factors of Hybrid Micro-Enterprises. 2017 AMS World Marketing Congress.
12	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social Enterprise Legitimacy Spiral in a Hostile Context. European Academy of Management Conference (EURAM).
13	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2015). Managing Strategic Paradoxes in Social Enterprises Decision Making. Audencia Nantes Doctoral Summer School 2015.
14	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Social Entrepreneurs' Motivations and Value Creation Dimensions. European Marketing Academy (EMAC) Conference.
15	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Value Creation Challenges of a Marginalized Category in Social Entrepreneurship. European Academy of Management Conference (EURAM) .
16	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Inter-category Positioning as Strategic Balance in a Marginalized Market Category. European Academy of Management Conference (EURAM).
17	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM),. 17th World Marketing Congress, Academy of Marketing Science.
18	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance when Lacking Legitimacy: The Case of Complementary and Alternative Medicine (CAM). ESG Next Generation Workshop for PhD Students.

19	Cláudia Costa, Lages, L. F., Hortinha, P. & Bicho, M. (2013). CSR As a Catalyst of Exploratory Innovation in High Technology Firms. European Marketing Academy (EMAC) Conference.
20	Bicho, M., Nikolaeva, R. & Lages, C. (2013). Market legitimacy of a Marginalized Category: The Case of Complementary and Alternative Medicine (CAM). European Group for Organizational Studies (EGOS) Conference.
21	Bicho, M. (2012). Market Legitimacy in the Diffusion of a Newly Construed Category: The Case of Complementary and Alternative Medicine (CAM). EMAC Doctoral Colloquium.
22	Bicho, M., Nikolaeva, R. & Lages, C. (2012). Market Legitimacy in the Diffusion of a Construed Category: The Case of Complementary and Alternative Medicine. EDAMBA Summer Academy.
23	Nikolaeva, R. & Bicho, M. (2010). Reputation and Legitimacy Drivers of Voluntary Sustainability Reporting. Global Marketing Conference.
24	Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. Academy of Management Annual Meeting.

## • Outras Publicações

### - Outras publicações

1	Bicho, M. & Pegado, Nuno Miguel Coimbra Teixeira (2018). Overcoming organisational tensions : strategic actions taken by social enterprises.
2	Bicho, M. & Santos, Isabel Maria Ribeiro Oliveira (2018). Public policy, policy-making and social entrepreneurship : the case of Portugal and the UK.
3	Bicho, M. & Silva, Gonçalo Espanha Torrado da (2018). Investment in Hybrid Organizations in Healthcare.
4	Bicho, M. & Coco, Daniela Sofia Ranita Rodrigues de (2018). Consumers' perception of quality and factors of purchase in the context of a social enterprise : an exploratory study based on Cozinha com Alma.
5	Bicho, M. & Mei, Silas (2018). The impact of acquisitions of small social enterprises by giant multinational corporations on the consumers' brand perception of the acquired firm : the case of Ben & Jerry's.
6	Bicho, M. & Petrolo, Francesco (2018). Social impact measurement on social enterprises : systematic review and recommendations.
7	Farinha, Nuno João Marques, Bicho, M. & Robalo, Ana Luísa Correia (2016). O Marketing Experimental e a Experiência criada pelas marcas: Estudo de caso IKEA.
8	Nikolaeva, R., Lages, C., Bicho, M. & marta_liliana_bicho@iscte.pt (2016). Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category. - N.º de citações Google Scholar: 1
9	Nikolaeva, R., Lages, C., Bicho, M. & martanbicho@gmail.com (2010). Marketing and institutional factors in the voluntary adoption of corporate social responsibility reporting: the case of global reporting initiative. - N.º de citações Google Scholar: 1