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Public Profile

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Research Interests

hybrid organizations

legitimacy

market categories

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Marketing	2016

Total Citations

Web of Science®	445

Scopus	446

Publications

• Scientific Journals

- Scientific journal paper

1	Vieira, J. & Bicho, M. (2026). Trendy brands: What makes a brand perceived as trendy. Journal of Brand Management, 33(6), 521?543. https://doi.org/10.1057/s41262-026-00437-z - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
2	Pereira, A. R. , Portela, P. , Bicho, M. & da Silva, M. M. (2024). Evaluating a reference model for SAV in urban areas. World Electric Vehicle Journal, 15(11), 1?17. https://doi.org/10.3390/wevj15110491 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
3	Carvalho, E. & Bicho, M. (2023). Social entrepreneur perceived success by integrating cognitive mapping and MCDA. Journal of Management, Spirituality and Religion, 20(4), 406?432. https://doi.org/10.51327/KJOF5806 - Times Cited Web of Science®: 1 - Times Cited Scopus: 2 - Times Cited Google Scholar: 5
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. Journal of Retailing and Consumer Services, 74. https://doi.org/10.1016/j.jretconser.2023.103438 - Times Cited Web of Science®: 10 - Times Cited Scopus: 11 - Times Cited Google Scholar: 15
5	Bicho, M., Nikolaeva, R. & Lages, C. (2023). Complementary and alternative medicine legitimation efforts in a hostile environment: The case of Portugal. Sociology of Health and Illness, 45(4), 890?913. https://doi.org/10.1111/1467-9566.13625 - Times Cited Web of Science®: 5 - Times Cited Scopus: 6 - Times Cited Google Scholar: 8
6	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2022). Perceived success of hybrid microorganisations in a contested category. Journal of Small Business Management, 60(4), 859?891. https://doi.org/10.1080/00472778.2020.1740536 - Times Cited Web of Science®: 9 - Times Cited Scopus: 11 - Times Cited Google Scholar: 15
7	Nikolaeva, Ralitza & Bicho, Marta (2011). The role of institutional and reputational factors in the voluntary adoption of corporate social responsibility reporting standards. Journal of the Academy of Marketing Science, 39(1), 136?157. https://doi.org/10.1007/s11747-010-0214-5 - Times Cited Web of Science®: 396 - Times Cited Scopus: 370 - Times Cited Google Scholar: 751

• Books and Book Chapters

- Book chapter

1	Pires de Almeida, F. & Bicho, M. (2020). A Road Map for Implementing Impact Investing: The Case of Multinational Companies. In Elsa de Morais Sarmento and Paul Herman (Ed.), Global Handbook of Impact Investing. 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.), Corporate Social Responsibility in the Digital Age (Developments in Corporate Governance and Responsibility (pp. 165?185). Emerald Group Publishing Limited. https://doi.org/10.1108/S2043-052320150000007010 - Times Cited Web of Science®: 22 - Times Cited Scopus: 40 - Times Cited Google Scholar: 99

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Bicho, M., Pacheco, Natalia & Martinez, L. M. (2021). The role of customer and service provider mindfulness on trust recovery after a service failure. Proceedings of the European Marketing Academy.
2	Bicho, M., Nikolaeva, R. & Lages, C. (2019). Social Enterprise Legitimacy in a Hostile Market. In P. Rossi, N. Krey (Ed.), Developments in Marketing Science: Proceedings of the Academy of Marketing Science (pp. 153?165). Springer. https://doi.org/10.1007/978-3-030-02568-7_46 - Times Cited Scopus: 4 - Times Cited Google Scholar: 16
3	Lucian, R. & Bicho, M. (2019). Crowdfunding practices for social projects: an experiment of co-creation. In P. Rossi, N. Krey (Ed.), Developments in Marketing Science: Proceedings of the Academy of Marketing Science (pp. 559?568). Springer. https://doi.org/10.1007/978-3-030-02568-7_152
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.), Marketing transformation: Marketing practice in an ever changing world: Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC) (pp. 177?188). Springer, Cham. https://doi.org/10.1007/978-3-319-68750-6_56 - Times Cited Google Scholar: 3
5	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social enterprise legitimacy spiral in a hostile context. EURAM 2016 - Manageable cooperation?. European Academy of Management.
6	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM). Proceedings of the 17th World Marketing Congress, Academy of Marketing Science.
7	Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. Academy of Management Annual Meeting. Academy of Management.

- Talk

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. 28th Recent Advances in Retailing and Consumer Science (RARCS),.
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 Responsability, 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,.

• Other Publications

- Other publications

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.. - Times Cited 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.. https://doi.org/BICHO, Marta - Marketing and institutional factors in the voluntary adoption of corporate social responsibility reporting: the case of global reporting initiative [Em linha]. Lisboa: ISCTE, 2010. Dissertação de mestrado. [Consult. Dia Mês Ano] Disponível - Times Cited Google Scholar: 1