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Miguel Alves de Figueiredo

Supervisions

- **M.Sc. Final Projects**

- **Concluded**

| | Student Name | Title/Topic | Language | Institution | Concluding Year |
|---|-------------------------------|---|------------|-------------|-----------------|
| 1 | Sarah Bayar | Business Plan: Implementation of a Portuguese Olive Oil Brand in Brasil | English | Iscte | 2013 |
| 2 | Alicja Pietrasz | Achieving Hostel Guest Satisfaction: Customer Experience Approach. | English | Iscte | 2013 |
| 3 | Luís Manuel Cardoso Fonseca | Plano de Marketing - Lançamento de Novo Conceito de Serviço Após-Venda no Ramo Automóvel. | Portuguese | Iscte | 2010 |
| 4 | Cláudia Sofia Nunes Fernandes | Plano de Marketing de uma Microempresa de Venda Directa ao Domicílio. | Portuguese | Iscte | 2010 |

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|---|-----------------------------|---|------------|-------|------|
| 5 | Inês Gonçalves Ramos Vilela | As Atitudes, Crenças e Comportamentos Preventivos dos Jovens Portugueses Face ao VIH/SIDA e as Campanhas de Marketing Social de Prevenção e Combate à Doença. | Portuguese | Iscte | 2010 |
|---|-----------------------------|---|------------|-------|------|

Publications

- **Books and Book Chapters**

- **Book editor**

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|---|---|--|--|--|--|
| 1 | Bento, P., Pereira, R., Pernas, G., Marques, P. & Figueiredo, M. (2012). Entrepreneurship. Pearson Custom Publishing. | | | | |
|---|---|--|--|--|--|