Warning: [2026-11-06 02:07] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Miguel Jorge da Cruz Lage

Contacts

E-mail	Miguel.Lage@iscte-iul.pt
Telephone	217903918 (Ext: 279426)

Academic Qualifications

University/Institution	Type	Degree	Period
Universidade de Lisboa - Instituto Superior de Economia e Gestao	M.Sc.	Marketing	2009
Universidade Nova de Lisboa - Nova School of Business and Economics	Licenciate	Economia	2001

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	1º	Customer Experience and Customer Centricity	Post Graduation Program in Marketing Management;	Yes
2025/2026	1º	Customer Experience and Customer Centricity	Post Graduation Program in Marketing Management;	Yes
2024/2025	1º	Customer Experience and Customer Centricity	Post Graduation Program in Marketing Management;	Yes

2023/2024	2º	New Trends in Marketing		Yes
2023/2024	1º	Consumer Behavior		Yes
2023/2024	1º	Customer Experience and Customer Centricity	Post Graduation Program in Marketing Management;	Yes
2022/2023	2º	Consumer Behavior		Yes
2022/2023	1º	New Trends in Marketing		Yes
2021/2022	2º	Consumer Behavior		Yes
2021/2022	2º	New Trends in Marketing		Yes
2021/2022	1º	New Trends in Marketing		Yes
2020/2021	2º	New Trends in Marketing		Yes
2020/2021	2º	Marketing Trends	Post Graduation Program in Business Management;	Yes
2020/2021	1º	Sales Management Go Digital	Post Graduation Program in Commercial Direction;	Yes
2020/2021	1º	New Trends in Marketing and Innovation		Yes
2020/2021	1º	Consumer Behaviour and Marketing Research	Master Degree in Marketing;	No
2019/2020	2º	New Trends in Marketing		Yes
2019/2020	1º	Consumer Behaviour and Marketing Research	Master Degree in Marketing;	No
2019/2020	1º	Digital Business Models and Marketing Trends		Yes

Supervisions

- **M.Sc. Dissertations**

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Vasco Schneider do Nascimento Nunes Diogo	Valorization of Mixed Polyolefin Fractions through Recycled Plastic Profiles for Outdoor Applications	--	Developing	Iscte

2	Malaz Abdelmagid Suliman Mohamed	Jionco - From Portugal to China: Identifying High-Potential Food Categories Through Chinese Consumer Behaviour	English	Developing	Iscte
3	Beatriz Paradinha Videira	Determinants of purchase intention for electric vehicles in the premium segment in Portugal	Portuguese	Developing	Iscte
4	Carolina Jorge Santos Bogalho	The perception of brand coolness across cultures and generations	English	Developing	Iscte
5	André Filipe Cordeiro da Silva	The Impact of Jersey Sponsorship on Brand Awareness and Purchase Intentions among Sports Supporters	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Longtian Ying	Marketing plan of Haers Thermos in the European Market	English	Iscte	2026
2	Xu Ruoxuan	Commercial Development Plan for VR Glasses of X Technology Company	English	Iscte	2025
3	Zhong Juan	Commercial Development Plan of X Financial Software Company's product	English	Iscte	2025
4	Wang Fen	Commercial Development Plan of W company Chinese traditional Hanfu clothing	English	Iscte	2025
5	Nabela Huwaida Ryani	Sonic branding: How sonic logo contour affect consumers' perceived brand personality and brand recall	English	Iscte	2021
6	Chloé Claire Marinier	THE ROLE OF INFLUENCERS ON CONSUMER INVOLVEMENT, BELIEF AND PURCHASE INTENT IN THE HEALTHY FOOD INDUSTRY	English	Iscte	2021
7	Gonçalo Miguel Ribeiro de Sá Pereira Caetano	The Effect of Football Sponsorship in Fans Purchase Intention - An Application to Beer Products	English	Iscte	2019
8	Carolina Pires Lucas	Understanding luxury fashion products consumption in retail outlets: A perspective of Portuguese women	English	Iscte	2019
9	Isabel Taveira de Aroso Martins da Costa	The Relaunch Of Serie Expert - A L'Oréal Professionnel's Portfolio Brand	English	Iscte	2018
10	Catarina Isabel Gomes Ferreira	The effect of socialization variable on fast fashion unplanned consumption	Portuguese	Iscte	2018

11	Filipa Oliveira Martins	RED PASS, Então?	Portuguese	Iscte	2017
12	Cláudia Patrícia Rodrigues Barbosa	Sharing Economy: Drivers and barriers to portuguese travelers use peer-to-peer accomodation rentals	English	Iscte	2017
13	Diogo Filipe Cabaço de Almeida	A emergência low cost: Drivers que influenciam o comportamento do consumidor na escolha do ginásio	Portuguese	Iscte	2017
14	Rita Quintanilha Mendonça Fernandes Monteiro	Adesão por Parte de Digital Immigrants à Nova Era Digital	Portuguese	Iscte	2017
15	Cláudia Martins Ribeiro	Why do consumers buy luxury shoes, bags, and watches? A link between the need for luxury accessories and one's self concept.	Portuguese	Iscte	2017
16	Cláudia Pereira Delgado	Chanel or Channel the Motivations Behind the Purchase of Counterfeit Luxury Fashion Goods and the Post-Purchase Satisfaction with the Same	English	Iscte	2016
17	Ana Sofia da Silva Ribeiro	Are MovieTheaters Doomed? An in-depth look at how millennials behavior is changing towards the digital	English	Iscte	2016
18	Tiago Miguel Viveiros Pisa	The Impact of the Wristwatch on The Self	English	Iscte	2016
19	Alina Lekstutyte	Experiential Marketing Practices Leading to Consumer Loyalty in Restaurant Business	English	Iscte	2016
20	Cyrielle Elise Marie Hadamitzki	The Impact of User Generated Content Restaurant Reviews	English	Iscte	2016
21	Mafalda Pestana Nascimento Ferreira de Almeida	O Impacto da Comunicação em Blogues em Portugal: A perspectiva dos intervenientes	Portuguese	Iscte	2015
22	Rute Ferreira Morgado	Critical Analysis of The Budget Accommodation Sector In Lisbon: Hostels Visitors' Profile And Marketing Strategies	English	Iscte	2014
23	Marta Alexandra Ribeiro Amador	Colourless, Tasteless, and Odourless: The impact of bottled water brand personality on consumer behavior	English	Iscte	2014
24	Paulo Miguel Pereira Baumhammer	Four Wheels and One Board: Studying the Skateboard Tribe and Their Loyalty Towards Skateboarding Brands	English	Iscte	2013
25	Mário Guilherme Santos da Silva	The Impact of Youtube Brand's Channels on Brand Related Attitudes: Affective commitment, affective brand loyalty and purchase intention	English	Iscte	2013

26	Gil Miguel Mendes Francisco	O Impacto das Redes Sociais Online nas PME Excelência: Perspectivas dos Gestores de Topo	Portuguese	Iscte	2013
27	Carlos Jorge Faustino Lázaro	Análise da Utilização dos Smartphones no Contexto do Mercado Português	Portuguese	Iscte	2012

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Longtian Ying	Marketing plan of Haers Thermos in the European Market	English	Iscte	2025
2	Sini Yu	Business plan for a comprehensive pet platform in East China	English	Iscte	2025
3	Sini Yu	Commercial Development Plan for a Comprehensive Pet Platform in East China	English	Iscte	2025
4	Yuefei Ying	Marketing plan for company A's eye daily products	English	Iscte	2025
5	Yuefei Ying	Commercial development plan for company A's eye daily products	English	Iscte	2025
6	Leonor Gamanho Esteves Ramalhinho Mendes	Business Plan: Launch of a Sushi Restaurant in Cascais	English	Iscte	2024
7	Wang Fen	Marketing plan of W company Chinese traditional Hanfu clothing	English	Iscte	2024
8	Xu Ruoxuan	Research on VR Glasses Marketing Strategy of X Technology Company	English	Iscte	2024
9	Zhong Juan	Marketing plan of Financial Software Company	English	Iscte	2024
10	Luís Rocha Pessanha Viegas	Innovative Business Plan: An App called Find2Fit	English	Iscte	2023
11	Flávia Patrícia Teixeira Lopes	Marketing Plan for ?Academia Kids Doutor Finanças?	Portuguese	Iscte	2020
12	Juliette Claude Rachel Duhau	HOW PARFUMS CHRISTIAN DIOR COULD ADDRESS ITS EXISTING MAKE-UP RANGE DIOR BACKSTAGE TO MEN? ? HOW TO SELL MAKE-UP TO MEN?	English	Iscte	2020
13	Margarida do Vale Cardoso Vidal da Silva	SnackWill: Launching a new brand of healthy snacks in the market	English	Iscte	2018

14	Kristina Bucinskaite	New approach to e-marketing: building and using different customer profiles to personalize the communication. Stilnest case	English	Iscte	2018
15	Inês Moreira Correia de Castro	Communication Plan for Samsung Galaxy a 2017 Edition: How to communicate for millennials	English	Iscte	2017
16	Mariana Barbosa Valdez Dias	Mobile Applications as na Influencer Tool in the Decision-Making Process of Wine Purchasing - App Deco Vinhos	English	Iscte	2017
17	Tobias Gutsche	Drop-Shipping Apparel Products to German Football Fans by Pepperminds	English	Iscte	2016
18	Patrícia Alexandra Ferro Morgado	Implementação de um Serviço de Telemedicina no Seguro de Saúde Multicare	Portuguese	Iscte	2015
19	Mafalda Melo Gouveia Petra	Customer Journey - A Customer Experience and Decision Making Tool in the E-Commerce Context	English	Iscte	2015
20	Nuno Filipe Marques Gonçalves	O Impacto da "Lei das 125" no Mercado dos Motociclos em Portugal	Portuguese	Iscte	2014
21	Tiago João Gaspar Sampaio	E-Customer Care Metrics Improvement Plan. The case of a food retailer chain	English	Iscte	2014
22	Ana Rita da Silva Luizo	O FANDOM: Relação entre tipologias de adepto e intenção de compra	Portuguese	Iscte	2014
23	Carlota Davies Grancha Machado	O papel dinâmico do marketing tribal no mundo Apple	Portuguese	Iscte	2012
24	Gonçalo Miguel Poço de Abreu Pinho	Marketing de Guerrilha: Uma mais valia para as marcas no mercado Português	Portuguese	Iscte	2012
25	Ana Filipa Barbosa Pena Machado	Going Retro in a High-Tech World: How analog lomographic cameras survived the advent of digital cameras	English	Iscte	2012
26	Filipa de Sousa Gomes	Marketing Sensorial: Os efeitos do aroma no ponto de venda	Portuguese	Iscte	2012
27	Catarina Cabrita Tenreiro	O Comportamento do Consumidor na Compra de Produtos Turísticos ONLINE.	--	Iscte	2011
28	Miguel Duarte Ferreira de Moser Belo	As Atitudes dos Jovens em Relação à Comunicação da Igreja Católica.	Portuguese	Iscte	2010
29	Teresa Isabel Pereira Parreira Silva Fernandes	As Percepções dos Utentes dos Hospitais Públicos e Privados Portugueses: Uma Perspectiva Comparativa.	Portuguese	Iscte	2010

Publications

- **Conferences/Workshops and Talks**

- Talk

1	Pereira, H. & Lage, M. (2012). Market Driving Sustainable Trends. EMAC 2012,.