INSTITUTO UNIVERSITÁRIO DE LISBOA

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Public Profile

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Mónica Mendes Ferreira

Professora Auxiliar Convidada
BRU-Iscte - Business Research Unit
Department of Marketing, Operation and Management (IBS)



Contacts

E-mail	Monica.Ferreira@iscte-iul.pt
Office	D4.26
Telephone	217650471 (Ext: 279426)

Curriculum

Mónica Mendes Ferreira is a Visiting Assistant Professor at ISCTE Business School and a researcher at BRU. She works in the social sciences area(s), emphasising Economics and Management. Her academic background is interdisciplinary, combining a degree in Marketing and Communication, a Postgraduate Diploma in Organisational Behaviour and Management, and a PhD in Management with a specialisation in Marketing and a focus on Human-Artificial Intelligence Engagement. She has published scientific articles in top journals as a co-author, two book chapters, and proceedings from conferences. Have extensive teaching experience, from a bachelor's in Marketing and Management to different master's and post-degree and Executive Education. At a professional level, over 20 years of experience in various sectors such as FMCG, Mass Media, Advertising Agencies, Associations, and Consulting. Her current research interests include consumer behaviour, digital marketing, social media, branding, communication, tourism marketing and the connections between marketing and VR, AR and AI.

Research Interests

Marketing Management, Brand Management and Communication, Digital Mkt, Consumer Behaviour, VR, AI, AR, Tourism

Gaming

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Management - Specialization in Marketing	2021
ISCTE-Instituto Universitário de Lisboa	PhD	Gestão	2019
ISPA, Instituto Superior de Psicologia Aplicada	Post-graduation	Comportamento Organizacional e Gestão	2002
Instituto Politécnico de Lisboa - Escola Superior de Comunicação Social	Licenciate	Publicidade e Marketing	1996
Instituto Politécnico de Lisboa - Escola Superior de Comunicação Social	Bachelor of Science	Publicidade e Marketing	1994

External Professional Activities

Period	Employer	Country	Description
Since 2024	Lusiada University	Portugal	
2024 - 2025	ISEG	Portugal	
2023 - 2024	European University	Portugal	
2022 - 2023	IADE	Portugal	
2005 - 2008	ISCTE - GIEM	Portugal	
1997 - 2001	ESCS	Portugal	
1997 - 1997	ISCTE	Portugal	

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	Yes
2026/2027	2º	Personal Marketing	Institutional Degree in ISCTE Business School;	No
2026/2027	1º	Marketing Fundamentals		No
2026/2027	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	No

2025/2026	2º	Marketing Fundamentals	Bachelor Degree in Management;	No
2025/2026	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	Yes
2025/2026	1º	Marketing Fundamentals	Bachelor Degree in Finance and Accounting;	No
2024/2025	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	Yes
2024/2025	1º	Marketing Management		No
2024/2025	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	Yes
2023/2024	2º	Blended Comunication		Yes
2023/2024	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	Yes
2023/2024	1º	Marketing Management		No
2023/2024	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	Yes
2022/2023	2º	Blended Comunication		Yes
2022/2023	2º	Marketing in Tourism		Yes
2022/2023	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	No
2022/2023	1º	Marketing Management		No
2022/2023	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	No
2021/2022	2º	Blended Comunication		No
2021/2022	2º	Marketing Communication	Institutional Degree in ISCTE Business School;	No
2021/2022	2º	Tools of Marketing Communication	Institutional Degree in ISCTE Business School;	No
2021/2022	1º	Marketing Communications		No
2021/2022	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	No
2020/2021	2º	Blended Comunication		No
2020/2021	2º	Tools of Marketing Communication	Institutional Degree in ISCTE Business School;	No
2020/2021	1º	Marketing 3.0		Yes

2020/2021	1º	Operational Marketing	Bachelor Degree in Management;	No
2020/2021	1º	Integrated Marketing Communication	Bachelor Degree in Marketing Management;	No
2020/2021	1º	Distribution Channels		No
2020/2021	1º	Marketing Management	Master Degree in Business Administration;	No
2019/2020	2º	Blended Comunication		No
2019/2020	2º	Tools of Marketing Communication	Institutional Degree in ISCTE Business School;	No
2019/2020	1º	Marketing and Brand Management		Yes
2019/2020	1º	Operational Marketing	Bachelor Degree in Management;	No
2019/2020	1º	Distribution Channels		Yes
2018/2019	2º	Brand Creation and Management		No
2018/2019	2º	Blended Comunication		No
2018/2019	2º	Tools of Marketing Communication		No
2018/2019	2º	Distribution Channels		No
2018/2019	1º	Marketing and Brand Management		Yes
2018/2019	1º	Operational Marketing	Bachelor Degree in Management;	No
2017/2018	2º	Brand Creation and Management		No
2017/2018	2º	Trade Marketing and Omnichannel Experiences	Post Graduation Program in Marketing Management;	Yes
2017/2018	2º	Tools of Marketing Communication		No
2017/2018	2º	Distribution Channels		No
2017/2018	1º	Marketing and Brand Management		Yes
2017/2018	1º	Marketing Management		No
2017/2018	1º	Operational Marketing	Bachelor Degree in Management;	No
2016/2017	2º	Brand Creation and Management		No
2016/2017	2º	Trade Marketing and Omnichannel Experiences	Post Graduation Program in Marketing Management;	Yes

2016/2017	2º	Business Management		No
2016/2017	2º	Marketing Management		No
2016/2017	2º	Tools of Marketing Communication		No
2016/2017	1º	Marketing and Brand Management		Yes
2016/2017	1º	Marketing Management		No
2016/2017	1º	Operational Marketing	Bachelor Degree in Management;	No
2015/2016	2º	Brand Creation and Management		No
2015/2016	2º	Marketing Management Project 2		Yes
2015/2016	2º	Business Management		Yes
2015/2016	2º	Marketing Management		No
2015/2016	2º	Tools of Marketing Communication		No
2015/2016	1º	Marketing and Brand Management		Yes
2015/2016	1º	Estratégia Digital		No
2015/2016	1º	Segmentação De Mercado, Marketing Relacional E Gestão Da Experiência Do Cliente		Yes
2015/2016	1º	Marketing Estratégico De Serviços Financeiros		Yes
2015/2016	1º	Segmentação De Mercado, Marketing Relacional E Gestão Da Experiência Do Cliente_ce		Yes
2015/2016	1º	Marketing Management		No
2015/2016	1º	Operational Marketing	Bachelor Degree in Management;	No
2014/2015	2º	Marketing Management		No
2014/2015	2º	Operational Marketing	Bachelor Degree in Management;	No
2014/2015	2º	Tools of Marketing Communication		No
2014/2015	1º	Marketing Management		No
2014/2015	1º	Operational Marketing	Bachelor Degree in Management;	No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Beatriz Cavaleira dos Santos Tavares Pinto	Retailtainment	English	Developing	Iscte
2	Cristiano Nuno Ferreira Flor	MARKETING DIGITAL	English	Developing	Iscte
3	Beatriz Santos Ferreira	Galp: A New Intervention Field	--	Developing	Iscte
4	Joana Duarte Barbosa	The Digitalization of the In-Store Experience: Impact on Customer Loyalty and Intention to Return to the Point of Sale	--	Developing	Iscte
5	Rita Lousã Marques Lucas dos Santos	From Event to Emotion: How Brand Experiences Shared on Social Media Create Emotional Connections Between Consumers and Brands	--	Developing	Iscte
6	Tiago Barbosa Lopes da Silva	The Hybridization of Trade Marketing Strategies in Higher Education:A Comparative Analysis between Portuguese and International Universities.	--	Developing	Iscte
7	Maria Luísa Telhada da Costa Tovar Faro	The +351 brand's communication strategy on Instagram	Portuguese	Developing	Iscte
8	Sofia Pires da Costa Lopes	Perceived Sponsor Authenticity and Football Fans' Behavioural Intentions: The Role of Sponsor Attitudes	English	Developing	Iscte
9	Márcia Loureiro Rodrigues	A Communication Plan to Drive Digital Adoption Among Dawn Foods B2B Customers – Bridging Tradition and Innovation	English	Developing	Iscte
10	Ana Catarina Torres Andrade	How Social Media Affects Generation Z's Behavior in Football Consumption in Portugal	Portuguese	Developing	Iscte
11	Tomás Soares de Abreu	Influência de conteúdos digitais nas decisões de compra	--	Developing	Iscte
12	Catarina Amaral Ferreira da Costa	Novas Tendências de Comunicação no Setor da Cosmética	--	Developing	Iscte

13	Francisca Sousa Maia	A importância do storytelling no setor dos vinhos	English	Developing	Iscte
14	Francisco Miguel Branco Leal Ferreira	A Portuguese Import Company - Brasil Case	English	Developing	Iscte
15	João Silva Mendes Santiago	De uma terra de agricultores a um polo tecnológico: o projeto "Terceira Tech Island"	English	Developing	Iscte
16	Raquel Pontes Ahrens Teixeira	Novas Tendências em Retalho: Uma aplicação em loja no setor do turismo	English	Developing	Iscte
17	Francisco Miguel Branco Leal Ferreira	Analysis of possible differences in terms of restaurant experience among restaurant management, employees and customers	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Guilherme Carlos Sousa Santos Franco	The impact of sponsor brands at summer festivals on consumers' perception of Brand Coolness.	--	Iscte	2024
2	Inês Filipa de Oliveira Alves	Factors Affecting House Purchase intention of Portuguese Millennials: An extended Theory of Planned Behaviour.	English	Iscte	2023
3	Joana Filipa Januário Lopes	The Influence of Augmented Reality on the Purchasing Decision Process of Online Fashion Consumers	Portuguese	Iscte	2023
4	Catarina Alexandra Marques Gonçalves	Dance as a Communication Tool and its Impact on Consumer Well-being	Portuguese	Iscte	2023
5	Pedro Filipe Sobral Costa	Consumer Behavior in e-Commerce	English	Iscte	2023
6	Mafalda Lousa Campos	Barriers to Women in the Gaming Industry	English	Iscte	2023
7	Ana Carolina dos Santos Silva	Impact of virtual reality on the purchase intent of touristic products.	Portuguese	Iscte	2023
8	Cristiano Nuno Ferreira Flor	Social Media Marketing as a Brand Awareness strategy: a private healthcare perspective in Portugal	Portuguese	Iscte	2022
9	Rita Neves Matos Relvas Marino	Sensory Experience: colors and packaging	Portuguese	Iscte	2022
10	Carlota Maria Estevão da Silva	Consumer behavior in sensory marketing: Color Psychology	Portuguese	Iscte	2022

11	Nuno Miguel Pasadas Bexiga	The Impact of Communication Tools on Customer Engagement in the Hotel Industry	Portuguese	Iscte	2022
12	Marta Alexandre Leão Gameiro Ferreira	The role of emotional advertising strategies on Music Events' attendance	English	Iscte	2022
13	Maria Luís Branco Simões	Impact of Digital Influencers on Consumer Behavior: Macro and Micro Influencers on Instagram	Portuguese	Iscte	2022
14	Sara Luísa Meijer Loja	Media's Influence on the 21st Century Society: A Global Criminological Systematic Review	English	Iscte	2022
15	Bernardo Nunes Brito da Mana	Communication Tools in Humanitarian Organisations	English	Iscte	2022
16	Catarina Almeida Marques	Customer Loyalty Through Gamification: MB Way Case Study	English	Iscte	2022
17	Beatriz Cavaleira dos Santos Tavares Pinto	The Role of Retailtainment on Generation Z Behavioral Intentions in Shopping Centers	English	Iscte	2022
18	Ricardo Xavier Souto Ferreira da Silva	The effects of Formula 1 drivers in fan engagement	English	Iscte	2022
19	Francisco Serpa dos Santos Figueiredo	The Impact of Dog-Human Bond on the Selection Criteria of Dog Food	English	Iscte	2022
20	João Paulo Casimiro da Costa Amaral Rato	What makes you watch it when you can play it? The Evolution of Gaming Streaming and the Motivational Factors concerning Viewership	English	Iscte	2022
21	Ricardo Marques Morgado Costa Reis	The relation between masstige marketing and brand equity across generations in the context of a changing watch industry	Portuguese	Iscte	2021
22	Luís Carlos Carvalho Carapinha	Communicating in the highly regulated tobacco industry: The case of Philip Morris	English	Iscte	2021
23	Joana Seabra de Azevedo Lima	Portuguese Recruiters perceptions of online contents during screening and the impact on their hiring decisions	English	Iscte	2021
24	Inês Sofia Galhardas Pinto Gonçalves	Pedagogical Case of Portuguese Football Federation - The impact of business expansion of Canal 11	English	Iscte	2021
25	Pedro Miguel Bicho Fadista	Sports Media Landscape ? Investigating Parasocial Interactions, Behaviours and the impact of sport absence due to Lockdown	English	Iscte	2021

26	Jéssica Nazarina Miguel Cahete	Traditional Banking at Digital Age. Are they keeping up with changes in consumer behavior? Millennials perception in the Portuguese Market	English	Iscte	2021
27	Raquel Pontes Ahrens Teixeira	THE USE OF CO-CREATION IN CAMPING AND ITS RELATIONSHIP WITH CUSTOMER ENGAGEMENT	English	Iscte	2021
28	João Carlos Porfírio Modesto	Marketing Communication Plan ? TREE Real Estate Experience	English	Iscte	2021
29	Miguel Matos Delgado	The Impact of Technology in the decision-making process of a tourism destination	English	Iscte	2021
30	Leonor David de Paiva Gardete Correia	Celebrity Endorsement with Music Artists: The case study of Fruut and Universal Music Portugal.	English	Iscte	2021
31	Fábio Miguel Iglésias Braga	The influence and impact of Artificial Intelligence in the Consumer Decision-Making Process: Comparing Generation X with Millennials	English	Iscte	2021
32	Tiago Miguel Gago Esteves Cabrita	Impact of Online Interaction in Brand Equity Dimensions for Hospitality.	English	Iscte	2021
33	João Eduardo Seixas Carlos da Silva Paulo	The Importance of Online Searches in Strategic Targeting a Destination: The Madeira Case	Portuguese	Iscte	2021
34	Patrícia Paixão Diniz	Factors that influence the Luxury Purchase Intention: Comparison between theGenerations X and Y	Portuguese	Iscte	2021
35	Júlia Maria Simões Grácio	The impact of Influencer Marketing on Brand Equity: The perceptions of Generation Y and Generation Z	English	Iscte	2021
36	Bruno Rogério Neves Loureiro	The Impact of Streaming Services and Video-On-Demand on the Cinematic Exhibition Industry: Taking an Experiential Approach	English	Iscte	2019
37	Tiago Marques Prata	How does Service Quality Affects Casino Players? Satisfaction	English	Iscte	2019
38	João Tavares Fernando	The role of Loyalty in Private label Consumer based Brand Equity	English	Iscte	2019
39	Raquel da Fonte Barata da Silva	Co-Creation of Tourism Experiences and the Use of Social Media (ICTS) As Key Tools for Innovation and Value Creation in the Tourism Industry	English	Iscte	2019

40	Gonçalo Filipe Monteiro Grade	Multi Level Marketing and the impact on distributors' loyalty of (un)success factors - an approach to measure loyalty	English	Iscte	2019
41	Manuel Maria Mourinha Caeiro Ramalho	How Can Private Label Brand Investment Affect Consumers? The Case Study of Leroy Merlin	English	Iscte	2019
42	Márcia Filipa Martins Botelho	The Impact of Influencers in the Consumer?s Purchase Intention: The Cosmetic Industry	English	Iscte	2019
43	Fábia Patrícia Fidalgo Fino	Virtual Reality and Artificial Intelligence applied to Consumer Experience: A Scenario Based Approach	English	Iscte	2018
44	Rita Martinho Rosa	Attitude and Intention to use Carsharing in Portugal: Users and Non-Users	English	Iscte	2018
45	Huang Shunying	Generational analysis on tourists' travel behaviors: Exploring Chinese outbound tourists	English	Iscte	2018
46	Miguel Ângelo Martins	DOES ETHICS IN ADVERTISEMENT AFFECT CONSUMPTION AND BRAND LOYALTY IN THE PORTUGUESE BEER MARKET?MILLENNIALS VS GENERATION X PERCEPTION	English	Iscte	2018
47	Cláudia Sofia Outeiro Cipriano	Can native advertising and branded content on Instagram affect brand equity levels?	English	Iscte	2018
48	Ana Mafalda Ricardo Morgado Costa	Zara's Case Study - The Strategy of the Fast Fashion Pioneer	English	Iscte	2017
49	Federico Cavalli	Food Marketing Guerrilla Version - Practical Case: Tritico, an italian bakery	English	Iscte	2017
50	Daniel Sousa Drumond	An Assessment of how Brand Awareness Influences Brand Recognition through Product Placement, Applied to the Automotive Industry and Computers	English	Iscte	2017
51	Sara Alexandra Gonçalves Rodrigues	Costumer Journey: A new approach for retailers	English	Iscte	2017
52	Inês Furtado Menezes	Contrast Between Youtubers and Traditional Celebrities: Impact in brand awareness, purchase intention and brand loyalty	English	Iscte	2017
53	Manon Marie Margaux Hallouin	The Impact of Brand Portfolio Management on the Identification Process of Sport Consumers	English	Iscte	2017
54	Sandra dos Santos Pires	Why Storytelling is the Future of Branding	English	Iscte	2016

55	Catarina Sofia Leonor Revez	The Blog as a New Tool of The Marketing Communication Mix	English	Iscte	2016
56	Beatriz Margarida Trindade Almiro de Menezes e Castro	The Role of Social Media Marketing in the Decision Making Process Affecting Portuguese Consumers Considering the Horeca Business Segment	English	Iscte	2016
57	Inês Sofia Inácio Bom	The Impact of Youtube Recommendations on Consumer's Decision-Making Process	English	Iscte	2016

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Mariana da Silva Rodrigues	Communication Plan for a Coffee Brand: Nicola	Portuguese	Iscte	2024
2	Maria Rosa Medeiros Toste	Digital Marketing Plan for Social Media - Cross And Run	Portuguese	Iscte	2022
3	Mafalda Pereira Mendes Baptista da Costa	Innovative business plan - WELL-BEING CONCEPT	Portuguese	Iscte	2021
4	Cláudia Filipa Ferreira Clara Mota da Silva	Parkaki - your parking place in Lisbon	Portuguese	Iscte	2021
5	João Silva Mendes Santiago	100 years of Sport Club Lusitânia: A communication plan for a centenary season	English	Iscte	2021
6	Rita Figueiredo de Carvalheira Almeida	EDP Serviço Universal Rebranding Communication Plan	English	Iscte	2021
7	Joana Rita Branco Santos	The Impact of Interactive Screens on Store Atmosphere - A case study of Leroy Merlin	English	Iscte	2021
8	Maria Mafalda de Brito Guerreiro Alves	Music festivals and cultural initiatives as a way of revitalizing inland PortugalThe Case Study of BONS SONS Festival	English	Iscte	2021
9	Aline Nowacki	CASE STUDY ON CUSTOMER EXPERIENCE ENHANCEMENT AT ING, LUXEMBOURG	English	Iscte	2018
10	Ricardo Filipe Samora Tavares	In-company project: Corporate Innovation within a national postal company with almost 500 years	English	Iscte	2018
11	Inês Conde Rodrigues Coutinho Marques	Bandida do Pomar - Breaking the Status quo through communication strategy	English	Iscte	2018
12	David José do Carmo Chalbert Cardeira Gonçalinho	Raising your Arms Towards Branding: How Narta Founds ints Place in a Mature Market	English	Iscte	2017

13	Rebeca Oram Soares Filipe de Assunção	Caso Leroy Merlin - Fidelização de Clientes	Portuguese	Iscte	2017
14	Joana Cardoso Fava Reis Pereira	Developling a Communication Strategy to enter the Mariculture Market	English	Iscte	2017
15	Ana Margarida Costa Barroca da Graça	Marketing Plan: Sentir Aveiro	Portuguese	Iscte	2017
16	Bernardo da Cruz Medeiros Francisco	Crisis Communication Management: Macdonald´s case study	English	Iscte	2016
17	Joana Marta de Jesus Fernandes Pereira	Marketing Plan for Produto da Madeira: Stakeholders approach for place branding strategies	English	Iscte	2016
18	Gaurav Kumar Gadiraju	Impact of Social Media In Sports Marketing	English	Iscte	2016
19	Mafalda Crespo Nunes de Abreu	Implementação de uma Estratégia de Comunicação na Marca Paladar Pronto	Portuguese	Iscte	2016

Total Citations

Web of Science®	25
Scopus	37

Publications

- **Scientific Journals**

- Scientific journal paper

1	Loureiro, S. M. C., Sarmento, E. M., Vinagre, F. & Ferreira, M. (2025). Human branding: From attachment strength to loyalty. Journal of Marketing Communications, 31(4), 371?392. https://doi.org/10.1080/13527266.2023.2245826 - Times Cited Web of Science®: 5 - Times Cited Scopus: 5 - Times Cited Google Scholar: 8
2	Ferreira, Mónica Mendes, Pereira, H., Ashfaq, M. & Loureiro, S. M. C. (2023). Tourist-virtual assistant communication: the power of attachment and authenticity. Anatolia, 34(4), 566?578. https://doi.org/10.1080/13032917.2022.2096653 - Times Cited Web of Science®: 10 - Times Cited Scopus: 12 - Times Cited Google Scholar: 16

3	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Pereira, H. (2022). You are only mine: Engage with voice assistant while find destinations and accommodations. Journal of Promotion Management, 28(2), 189?204. https://doi.org/10.1080/10496491.2021.1987986 - Times Cited Web of Science®: 10 - Times Cited Scopus: 20 - Times Cited Google Scholar: 23

• Books and Book Chapters

- Book chapter

1	Ferreira, Mónica Mendes (2020). Embedding Virtual Reality and Artificial Intelligence in Integrated Marketing Communications. Managerial Challenges and Social Impacts of Virtual and Augmented Reality (pp. 13?43). IGI Global Scientific Publishing. https://doi.org/10.4018/978-1-7998-2874-7.ch002 - Times Cited Google Scholar: 3
2	Ferreira, Mónica Mendes, Pereira, H. & Loureiro, S. M. C. (2020). Communication tools in the customer's journey: Application to the tourism sector. In Sandra Maria Correia Loureiro, Hans Ruediger Kaufmann (Ed.), Exploring the power of electronic word-of-mouth in the services industry (pp. 288?316). IGI Global. https://doi.org/10.4018/978-1-5225-8575-6.ch016 - Times Cited Google Scholar: 7

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Loureiro, S. M. C., Ferreira, M. M., Bilro, R. G. & Marques, L. (2023). How artificial intelligence tools influence customer experience and avoidance of similarity. In Rust, R. T., Peres, R., Robinson, L., Nishio, C., and Garrett, T. (Ed.), 2023 Global Marketing Conference at Seoul: Marketing and management transformation in the challenging digital environment (pp. 646?649). Global Alliance of Marketing and Management Associations. https://doi.org/10.15444/GMC2023.07.07.04 - Times Cited Google Scholar: 2
2	Ferreira, M. M., Loureiro, S. M. C. & Pereira, H. (2021). Virtual reality and artificial intelligence: Co-creation process between consumers and firms in an area of smart cities. In M. Claudia tom Dieck, Timothy H. Jung, Sandra M. C. Loureiro (Ed.), Augmented reality and virtual reality: New trends in immersive technology, Conference Proceedings (pp. 239?250). Springer. https://doi.org/10.1007/978-3-030-68086-2_18 - Times Cited Google Scholar: 3
3	Ferreira, M. M., Loureiro, S. M. C. & Pereira, H. (2020). The role of virtual reality and artificial intelligence in marketing relationship communications. 2020 Global Marketing Conference at Seoul Proceedings (pp. 981?983). Global Alliance of Marketing and Management Associations. https://doi.org/10.15444/GMC2020.07.06.02
4	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Pereira, H. (2020). Virtual reality and artificial intelligence in an area of smart cities. 6th International AR VR Conference.

- Talk

1	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Bilro, R.G. (2023). How artificial intelligence tools influence customer experience and avoidance of similarity. Global Marketing Conference - GAMMA,.

2	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Bilro, R.G. (2023). A memorable experience in the metaverse led to a desire to revisit: the moderate role of Kama Muta, arousal and dominance.. 8th International XR-Metaverse XR meets the Metaverse,.
3	Ferreira, Mónica Mendes & Loureiro, Sandra Maria Correia (2020). The role of virtual reality and artificial intelligence in marketing relationship communications. Global Marketing Conference - GAMMA,.
4	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Pereira, H. (2020). Virtual reality and artificial intelligence: co-creation process between consumers and firms in an area of smart cities. 6th International AR VR Conference: Augmented Reality and Virtual Reality - New trends in immersive technology,.

- **Other Publications**

- Doctoral Thesis

1	Ferreira, Mónica Mendes (2022). Human-artificial intelligence engagement exploring the perspectives of users and tourism managers...

Awards

Best Professor in PG Top Management Hospitality and Tourism, INDEG - Executive Education (2017)

Best Professor in PG Top Management Hospitality and Tourism, INDEG - Executive Education (2016)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of scientific event committee	9th International XR-Metaverse Conference - Where Reality Meets Imagination	IAITI	2024
Member of scientific event's organizing committee	7th International XR Conference - Extended Realities (XR) in Times of Crisis	Iscte; Manchester Metropolitan University	2022
Member of scientific event's organizing committee	7ª Conferência Internacional XR		2022
Member of scientific event's organizing committee	6th International Conference of AR/VR, Immersive Tech and the Future of Smart Cities	IAITI	2020
Member of scientific event's organizing committee	Exploring the Future of Management: Facts, Fashion and Fado	Euram	2020

Diffusion Activities

Activity Type	Event Title	Activity Description	Year

Talk/Conference in public diffusion event	Digital transformation in attraction, recruitment and retention processes	Speaker at the Conference of the Human Resource Management Bachelor at Lusófona University	2023
Participation in general diffusion news tv show	It's a brand's war against Russia	Participation in the TV news of RTP3	2022
Coordination of knowledge diffusion event	Brands belong to consumers	CNN Portugal - comment on the response of brands to the conflict between Russia and Ukraine	2022
Publication in general diffusion news outlet	The weight of the consumer in the war of brands against the invader	APAN on view - Opinion Article	2022
Publication in general diffusion news outlet	It's a brand's war against Russia.	Program on Radio Observador: "It's a war of brands against Russia" Companies cut ties with Russia. Mónica Mendes Ferreira points to the "responsibility of moving public order".	2022
Publication in general diffusion news outlet	Pink rate. Why is buying products for women more expensive than for men?	CNN Portugal review	2022
Publication in general diffusion news outlet	The consumer's weight in the war of brands against the invader	The subject of the article is an analysis of how big brands are reacting to the war in Ukraine. Bearing in mind the importance of brands having an agenda that speaks of values, causes and activism, it is important to assess the position that brands take in this war.	2022
Talk/Conference in public diffusion event	Digital transformation in museums: Impacts on the visitor's experience and the reach of the brand.	Speaker at the conference of the Musseum project of the Lusófona University with the topic Strategic Marketing in Cultural Tourism	2019