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Nuno Santos

Professor Auxiliar Convidado
Department of Quantitative Methods for Management and Economics (IBS)

Professor Auxiliar Convidado
Department of Digital Technologies (SINTRA)

Research Assistant
BRU-Iscte - Business Research Unit (IBS)
[Data Analytics]

Contacts

E-mail	ndfsb@iscte-iul.pt
Office	D4.06

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2025/2026	2º	Marketing Strategy with Artificial Intelligence		No
2025/2026	2º	Unstructured Data Analytics	Master Degree in Business Analytics;	Yes
2025/2026	2º	Econometrics	Bachelor Degree in Politics, Economics and Society;	No

2025/2026	1º	Data Analysis for Business Intelligence	Master Degree in Integrated Business Intelligence Systems;	Yes
2025/2026	1º	Business Analytics Overview	Institutional Degree in ISCTE Business School;	Yes
2025/2026	1º	Inferential Statistics	Bachelor Degree in Politics, Economics and Society;	No
2025/2026	1º	Innovation Management with Artificial Intelligence		No
2024/2025	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2024/2025	2º	Survey Research Methods	Post Graduation Program in Analytics for Business;	Yes
2024/2025	2º	Applied Project in Data Science I		No
2024/2025	2º	Applied Final Project in Data Science	Bachelor Degree in Data Science;	No
2024/2025	2º	Econometrics	Bachelor Degree in Politics, Economics and Society;	No
2024/2025	2º	Analytic Methods Applied to Management	Bachelor Degree in Digital Technologies and Management;	No
2024/2025	1º	Business Analytics Overview	Institutional Degree in ISCTE Business School;	Yes
2024/2025	1º	Unstructured Data Analytics	Master Degree in Business Analytics;	Yes
2024/2025	1º	Multivariate Data Analysis	Bachelor Degree in Computer Science and Business Management (PL);	No
2024/2025	1º	Inferential Statistics	Bachelor Degree in Politics, Economics and Society;	No
2023/2024	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2023/2024	2º	Survey Research Methods	Post Graduation Program in Analytics for Business;	Yes
2023/2024	2º	Applied Final Project in Data Science	Bachelor Degree in Data Science;	No
2023/2024	2º	Econometrics	Bachelor Degree in Politics, Economics and Society;	No
2023/2024	1º	Business Analytics Strategy and Methods	Post Graduation Program in Analytics for Business;	Yes
2023/2024	1º	Business Analytics Overview	Institutional Degree in ISCTE Business School;	No
2023/2024	1º	Unstructured Data Analytics	Master Degree in Business Analytics;	Yes
2023/2024	1º	Multivariate Data Analysis	Bachelor Degree in Computer Science and Business Management;	No

2023/2024	1º	Inferential Statistics	Bachelor Degree in Politics, Economics and Society;	No
2022/2023	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2022/2023	2º	Survey Research Methods	Post Graduation Program in Analytics for Business;	Yes
2022/2023	2º	Predictive Analytics	Master Degree in Business Analytics;	No
2022/2023	2º	Analytic Methods Applied to Management	Bachelor Degree in Digital Technologies and Management;	No
2022/2023	1º	Business Analytics Overview	Institutional Degree in ISCTE Business School;	No
2022/2023	1º	Unstructured Data Analytics	Master Degree in Business Analytics;	Yes
2022/2023	1º	Multivariate Data Analysis	Bachelor Degree in Computer Science and Business Management;	No
2021/2022	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2021/2022	2º	Survey Research Methods	Post Graduation Program in Analytics for Business;	Yes
2021/2022	1º	Business Analytics Applications		No
2021/2022	1º	Unstructured Data Analytics	Master Degree in Business Analytics;	No
2021/2022	1º	Multivariate Data Analysis	Bachelor Degree in Computer Science and Business Management;	No
2020/2021	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2020/2021	2º	Survey Research Methods	Post Graduation Program in Analytics for Business;	Yes
2020/2021	2º	Business Analytics Project	Post Graduation Program in Analytics for Business;	Yes
2019/2020	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2019/2020	2º	Survey Research Methods	Post Graduation Program in Analytics for Business;	Yes
2018/2019	1º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2016/2017	2º	Regression Applications for Business	Post Graduation Program in Analytics for Business;	Yes
2015/2016	1º	Business Analytics Project		Yes
2015/2016	1º	Seminário 5: Big Data E Business Intellegence No Setor Bancário		Yes

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Eduarda Antunes Dias	From Toxicity to Engagement: Social Media Comment Analysis in a News Organization	--	Developing	Iscte
2	João Pedro Fragoso Pimenta	A Máquina de Sondagens: análise comparativa de modelos de machine learning na previsão de resultados eleitorais	--	Developing	Iscte
3	Marta Guedes Couto	The influence of refereeing on football match outcomes	--	Developing	Iscte
4	João Pedro Narciso Claro	Churn Prediction: The Role of Competitors' Commercial Strategies	--	Developing	Iscte
5	Marcel Felipe Machado Lopes	Proposal of a Variance-Based Case Complexity Index (VCCI) Applied to Judicial Workload Distribution in Brazil	--	Developing	Iscte
6	Rafael Mahomed Alcântara Mateus	Enhancing B2B sales performance in SMEs through AI-driven decision support systems	--	Developing	Iscte
7	António Mataloto Lucas Rosa	Beyond the Game: An Analytic Approach to Football	--	Developing	Iscte
8	Débora Alexandra Ralha de Lima Gonçalves	Automatic Identification Solution for Internal and External Candidates for Recruitment	--	Developing	Iscte
9	Patricia Isabel Pereira Pacheco	Development of an Analytical Model for Customer Segmentation Based on Personas: Applicability and Adaptation in Different Sectors	--	Developing	Iscte
10	Ming Zhuang	Detection of Greenwashing Signals in ESG Reports: A Case Study of DAX Index Companies	--	Developing	Iscte
11	Henrique Alexandre Azevedo Ferreira	Churn Prediction in Insurance: A Study Applied to Customer Retention Strategies	--	Developing	Iscte
12	Rita Sofia Borralho da Silva	Analytical Maturity in the Age of AI: Perspectives from Business Analytics Experts	--	Developing	Iscte

13	Vasco Pinho Marques	Predicting Voluntary Employee Turnover: A Business Analytics Approach to Talent Retention	--	Developing	Iscte
14	Joana Leonor Qiu Zheng	Who are the Right Business Analytics Student Candidates: Finding the attributes that predict academic and professional performance	--	Developing	Iscte
15	João Maria Matias Gomes	Freelancing in Portugal: an analysis based on the profile of self-employed workers in the events sector.	--	Developing	Iscte
16	Ana Teresa Hipólito Marques Marujo	Predicting Air Quality: A Generalized Approach for Air Quality Prediction in Space and Time	--	Developing	Iscte
17	Simão Morgado Martins Mendes Neves	Winning by Data: The Big 5 Football Framework	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ana Sofia Baptista da Silva Leal	Short-Term Churn Prediction in the Prepaid Satellite Television Market of an African Telecommunications Company	Portuguese	Iscte	2025
2	Alexandra Eugénia Kazmina Marques	Prediction of road accidents in freight companies	English	Iscte	2025
3	Mariana Sofia de Lemos Lopes	The Impact of Innovation and Technology on Employer Branding	English	Iscte	2025
4	Pedro Rafael Inês Martins	The impact of digitalisation on traditional media: the outdoor advertising in Portugal	English	Iscte	2025
5	Andreia Filipe Correia Cunha	Perceptions of Portuguese Exporting Companies on Free Trade Agreements between the EU and third countries: the case of footwear, wine, textiles, molds and automotive sectors for Canada, UK, Mexico and Japan.	English	Iscte	2023
6	João Pedro Gaspar Milheiro	Critics Vs Audiences: The different opinions on the Marvel Cinematic Universe	English	Iscte	2023
7	Diogo Joaquim Martins Morgado	A Proposition of Customer Value in a Lifetime Perspective for FMCG Retailers	English	Iscte	2023
8	Ricardo Alexandre Gonçalves Maltez	Machine Learning for the development and validation of predictive models for periodontitis	English	Iscte	2023

9	Sílvia Fernandes Tomaz	The immigrant self-employment in Portugal	Portuguese	Iscte	2022
10	Ana Sofia Gamarro Figo Lourenço	Car Accidents: How much is due to external factors and conditions? A Data Science approach for the Portuguese Road Network	English	Iscte	2022
11	Filipe Correia Ferreira	Predicting Fatigue in Football Matches	English	Iscte	2022
12	Zélia Maria Barroso Fernandes	Importância de uma Estratégia Digital no Contexto das PME Portuguesas	Portuguese	Iscte	2018

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Bruna Filipa Mendes Pereira	The Geography of Taste: Analytical Insights for Sabores do Tí Pereira's Expansion	English	Iscte	2025
2	Carolina de Canilho Pinto Ribeiro Ferreira	Kale to Action- Veggies? Behavior from Transactional Data: Case of Pingo Doce	English	Iscte	2022

Total Citations

Web of Science®	3
Scopus	0

Publications

• Scientific Journals

- Scientific journal paper

1	Santos, N., Proença, Isabel & Canavarro, Mariana (2022). Evaluating Management Practices in Precision Agriculture for Maize Yield with Spatial Econometrics. Standards. 2 (2), 121-135 - Times Cited Web of Science®: 3 - Times Cited Google Scholar: 4

• Books and Book Chapters

- Book author

1	Lavareda, A, Afonso, J.R. & Santos, N. (2024). Portugal e Brasil - Duas Nações em Harmonia. São Paulo. Almedina.

• Other Publications

- Non-peer-reviewed papers

1	Santos, N., Laureano, R. M. S., Martins, S. & Pereira, J. (2016). Leigos para o Desenvolvimento: fundraising dynamics and development of donor's loyalty in a NGDO.

• Conferences/Workshops and Talks

- Talk

1	Morgado, D., Laureano, Raul M. S. & Santos, N. (2024). Customer Lifetime Value-Based Predictive Techniques and Product Recommendation Systems. 5th International Conference on Quality Innovation and Sustainability.

Academic Management Positions

Coordenador (2021 - 2022) Unit/Area: Post Graduation Program in Analytics for Business
Coordenador (2020) Unit/Area: Post Graduation Program in Analytics for Business
Coordenador (2019) Unit/Area: Post Graduation Program in Analytics for Business
Coordenador (2017) Unit/Area: Post Graduation Program in Analytics for Business