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Public Profile

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Nuno Teixeira

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitário de Lisboa	M.Sc.	Marketing	2011
ISCTE-Instituto Universitário de Lisboa	Licenciate	Organização e Gestão de Empresas	1999

Other Professional Activities

Period	Activity Type	Activity Description	More Info URL
Since 2020	Sustained professional work	Assessoria ao Secretário Geral	--
Since 2017	Consulting activities	Consultoria em Business Intelligence, Estudos de Mercado, Data Science e Inteligência Artificial	--

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Market Research	Bachelor Degree in Marketing Management;	No

2025/2026	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2025/2026	1º	Artificial Intelligence for Managers		Yes
2025/2026	1º	Digital Marketing Trends	Other programme in Advanced Program in Applied Digital Marketing;	Yes
2025/2026	1º	Applied Artificial Intelligence Project		Yes
2024/2025	2º	Artificial Intelligence for Managers		Yes
2024/2025	2º	Digital Sales	Other programme in Applied Online Sales Management;	Yes
2024/2025	2º	Digital Marketing Trends	Other programme in Advanced Program in Applied Digital Marketing;	Yes
2024/2025	2º	Applied Artificial Intelligence Project		Yes
2024/2025	2º	Market Research	Bachelor Degree in Marketing Management;	No
2024/2025	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2024/2025	1º	Applied Artificial Intelligence Project		Yes
2024/2025	1º	Digital Business Models and Marketing Trends		Yes
2023/2024	2º	Applied Artificial Intelligence Project		Yes
2023/2024	2º	Tools of Marketing Communication		No
2023/2024	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2023/2024	1º	Digital Business Models and Marketing Trends		Yes
2022/2023	2º	New Trends in Marketing		No
2022/2023	2º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2022/2023	2º	Tools of Marketing Communication		No
2022/2023	1º	Digital Business Models and Marketing Trends		Yes
2021/2022	2º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2021/2022	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes

2021/2022	1º	Consumer Behaviour and Marketing Research	Master Degree in Marketing;	No
2021/2022	1º	Digital Business Models and Marketing Trends		Yes
2020/2021	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2020/2021	1º	Consumer Insights		Yes
2020/2021	1º	Consumer Behaviour and Marketing Research	Master Degree in Marketing;	No
2020/2021	1º	Digital Business Models and Marketing Trends		Yes
2019/2020	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2019/2020	1º	Experience and Consumer Behaviour	Bachelor Degree in Marketing Management;	No
2019/2020	1º	Digital Business Models and Marketing Trends		No
2018/2019	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2018/2019	1º	Marketing Management		No
2018/2019	1º	Digital Business Models and Marketing Trends		No
2017/2018	1º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2017/2018	1º	Digital Business Models and Marketing Trends		No
2016/2017	2º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2016/2017	2º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2016/2017	1º	Digital Business Models and Marketing Trends		No
2016/2017	1º	Digital Business Models and Marketing Trends		No
2015/2016	2º	Marketing Research	Post Graduation Program in Marketing Management;	Yes
2014/2015	2º	Marketing Research		Yes

2013/2014	1º	Marketing Research		No
2011/2012	2º	Market Studies in Culture		No
2009/2010	1º	Market Research		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Diana Raquel Silva Franco	Building Brand Equity in Commoditized Markets: The Case of the Still Bottled Water Industry in Portugal	Portuguese	Delivered	Iscte
2	Thelma Carolina Pereira Adão da Silva	Smart Tree Project	--	Developing	Iscte
3	Marie Geest	Building a Culture of Prevention: Internal Communication for Quality in Engineering	--	Developing	Iscte
4	João Pedro Borges de Sá Pires	Plano de Negócios: Tundra Rebelde Lda.	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ding Chunmei	3D Printing Technology - Strategies for market penetration and brand building: Commercial development plan for Company M	English	Iscte	2025
2	Ge Xueyuan	Experiential Marketing in Restaurants: The Role of Experience Personalization in the Case of Huo Fengxiang	English	Iscte	2025
3	Maria Carta Gaudich	The Impact of Augmented Reality in Cosmetic Brands: The influence of Virtual Try-on tools on the decision-making process of Portuguese women	English	Iscte	2024
4	José Nuno Oliveira Borges Rodrigues Teixeira	Business and Marketing Plan applied to a Wine Project	Portuguese	Iscte	2024
5	Maria Beatriz Valente de Almeida e Silva	The Potential of Artificial Intelligence for Marketing in the Portuguese Hotel Industry	Portuguese	Iscte	2024

6	Filipa Martins e Sousa	The influence of Tiktok on the purchase and perception of dupes (duplicated) products of makeup among young Portuguese people between 18 and 30 years old.	Portuguese	Iscte	2024
7	Susana Filipa Ferreira dos Santos de Melo e Silva	Business Plan in the Portuguese Jewelry Industry.	Portuguese	Iscte	2023
8	Cristina Barbosa Valença	Communication Plan for "The Secret Pot Portugal	Portuguese	Iscte	2023
9	Apolline Valérie Denise Pasquale	Equiworld: a mobile application to improve the practice of horse riding to equestrians, an innovative business plan	English	Iscte	2022
10	Ema Simões Conceição	Perceptions on online apparel shopping - a gender perspective	English	Iscte	2021
11	Catarina Betencourt da Costa Rodrigues dos Santos	Impact of the Virtual Assistant's Interactive Dimensions in the Portuguese Young Adults' Customer Experience Expectations and Patronage Intentions, In the Retail Context	English	Iscte	2021
12	Filipa Alexandra Libório Fialho	Chatbots? Impact in the Relationship between Young Adult Consumers and the Portuguese Banking Sector	English	Iscte	2019
13	João Oliveira Mota	User Generated Content e Implicações Específicas ao Sector do Turismo	Portuguese	Iscte	2017
14	Mariana Pestana de Brito	O Impacto dos Wearable Devices no Comportamento dos Utilizadores	Portuguese	Iscte	2016
15	Célia Maria Ramos Serra Reis Barroso	Perfil, Comportamentos, Usos, Atitudes e Escolhas de Consumo e Bem-Estar na População Sénior Portuguesa	Portuguese	Iscte	2014
16	Heloísa de Jesus Costa	Building Consumer-Brand Relationship Through Mobile Marketing	English	Iscte	2013

• M.Sc. Final Projects

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Jiasheng Liu	Commercial Development Plan of Company L	English	Delivered	Iscte
2	Xiaofang Zhang	Commercial Development Plan of ZD Interactive Murder Mistery Game Stores	English	Delivered	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Raquel Marques Sério Moreira de Oliveira	The Impact of Artificial Intelligence on Customer Relationship Management—The Lyca Mobile Case Study	Portuguese	Iscte	2025
2	Yan Jin	Strategic Transformation Roadmap to Enhance Competitive Advantage and Sustainable Growth for Quzhou Tengyue Network Co., Ltd.	English	Iscte	2025
3	Lanhua Zhao	mlb's localized marketing in the chinese market	English	Iscte	2025
4	José Duarte Oliveira Borges Rodrigues Teixeira	Business Plan: UniShare	Portuguese	Iscte	2025
5	Xiaofang Zhang	Business plan of ZD Interactive Company Offline Murder Mystery Game Store	English	Iscte	2025
6	Jiasheng Liu	Marketing Improvement Plan of L Company cruise tourism product	English	Iscte	2025
7	João Pedro Montez Alves	Marketing and Communication plan for MARC	Portuguese	Iscte	2024
8	Rodrigo José Frutuoso Menino	Development of an Internal Marketing and Organizational Communication Plan at Sogenave.	Portuguese	Iscte	2024
9	Joana Rodrigues Nunes Aguiar dos Santos	Optimizing Merchandising Strategies in the Soft Drinks Sector: A Case Study of Coca-Cola Europacific Partners	English	Iscte	2024
10	Rodrigo Miguel Madureira Godinho Serra Correia	Launch and Development of Consumer Choice in African Markets	Portuguese	Iscte	2024
11	Ge Xueyuan	Plan to increase customer loyalty at Huo Fengxiang Restaurant in Xinghua	English	Iscte	2024
12	Ding Chunmei	Research on Marketing Strategy of New 3D Printer of Company M	English	Iscte	2024
13	Ana Sofia Bessa Gomes da Costa	Business plan to launch a complementary offer of foreigner relocation services for a luxury real estate company	Portuguese	Iscte	2023
14	Francisco Dias de Oliveira Baptista Morão	Plan to dynamize and develop the home segment of the FNAC e-marketplace	English	Iscte	2022

15	Mateo Nikolli	Digital Transformation in Healthcare: An Innovative Business Plan For an Application Digitizing Physical Rehabilitation	English	Iscte	2021
16	Pedro Manuel Duro Mouro da Silva Cardoso	Marketing Strategy for the Launch of a Mobile Application	English	Iscte	2020
17	António Alexandre Gomes Afonso	Customer Journey in B2B Automotive Market - Renting Sector in Portugal	Portuguese	Iscte	2020
18	João Pedro Henriques Guerra e Ova Lopes	Caffeine: Mobile Kiosk for Coffee and Coffee Derivatives	English	Iscte	2019
19	Ricardo Crespo Silva Marques	Mobile's Role on Cintramédica's Physiotherapy Customer Journey	Portuguese	Iscte	2019
20	Stanislav Konnov	Digital Marketing plan for Tamea International	English	Iscte	2019
21	Liliana Ribeiro Santos	Integrated Marketing Communication - MB WAY case	Portuguese	Iscte	2019
22	Manon Clémentine Jeanne Drouet	CASE STUDY: ?J?IRAI DEGUSTER CHEZ VOUS?, AN ACTIVATION OF THE EXPERIENTIAL MARKETING STRATEGY OF CASTILLON COTES DE BORDEAUX	English	Iscte	2018
23	Fabiana Raquel Fontes Oliveira	Criação de Plano de Comunicação Digital para ONGD: O caso da Rosto Solidário	Portuguese	Iscte	2017
24	Rita Machado Mesquita	Clube Smart: Um canal de fidelização de clientes	Portuguese	Iscte	2016
25	Marta Sofia Viana da Fonseca Campelo	Nestlé Sobremesas Case Study: Communicating a new brand extension	English	Iscte	2016
26	Sandra Alvarez Dias Baptista Vieira da Fonseca	O Impacto do Lançamento de Loja POP UP na Propensão de Compra da Marca La Redoute	Portuguese	Iscte	2016
27	Pedro Filipe Henriques Emídio	KitKat Case Study - Celebrate the Breaker's Break: applying a global campaign idea to portuguese market	English	Iscte	2015
28	Maria Filipa Freitas Xavier Guimarães	Desenvolvimento da Estratégia de Comunicação Online de Franquias de Retalho Alimentar - Caso Meu Super	Portuguese	Iscte	2015
29	Dewi Alismah Wirokarto	Online Branding to Generation Z	English	Iscte	2013
30	Ana Paula Mónica de Sousa	Caso Pedagógico - Internacionalização da Marca Fly London	Portuguese	Iscte	2013

31	Tiago André Neves de Almeida Pereira	Orientações Estratégicas para Acrescentar Valor à Oferta Dirigida a Segmentos Premium de Clubes de Futebol: O Red Pass do Sport Lisboa e Benfica	Portuguese	Iscte	2013
32	Pedro Camossa Coelho de Figueiredo Costa	Como Aumentar as Assistências dos Jogos de Futebol da Associação Académica de Coimbra - O.A.F.	Portuguese	Iscte	2013
33	Joana Isabel Ferreira Ramos	A alteração de comportamento nas compras por impulso, no sector alimentar, face à recessão económica	Portuguese	Iscte	2013
34	Mariana de Almeida Garcia	Blogs de Moda: A influência nos consumidores e a importância para as marcas	Portuguese	Iscte	2013
35	Tommaso Matteo Ferreira Barbosa Veronesi	Where2Go	English	Iscte	2013
36	Vera Morgado Moreira	Integrated Communication Plan for Philadelphia Brand	English	Iscte	2013
37	Rita dos Santos Marques de Resende	A Influência do Blogue Marketing no Processo de Tomada de Decisão das Consumidoras de Produtos Cosméticos	Portuguese	Iscte	2012
38	Bianca Brecha Júlio	Oliveira da Serra's innovative plot placement - Case Study	Portuguese	Iscte	2012
39	Catarina Ferreira Baltazar	Gestão e Crises num Ambiente Online: Caso ENSITEL	Portuguese	Iscte	2012
40	Catarina Isabel Martins Catalão Dionísio	Acceptance and Attitudes Towards Mobile Promotions in Young Portuguese Adults	English	Iscte	2012
41	João Paulo Caetano Sebastião	Estação de Rádio Infantil: Alegria da Radio	Portuguese	Iscte	2012
42	Patrícia Miguel Lopes Antunes Ribeiro	Indústria Farmacêutica de investigação e Desenvolvimento ? As estratégias a implementar em Portugal para minimizar o impacto das medidas de contenção da despesa no sector do medicamento em ambulatório?	Portuguese	Iscte	2012

Publications

• Books and Book Chapters

- Book editor

1	luizammoutinho@gmail.com, Teixeira, N. & Zeferino, A. (2022). Marketing Futureland - Antecipação e Resposta ao Futuro do Marketing. Lisboa. Lidel. - Times Cited Google Scholar: 6

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Teixeira, N., Pereira, H. G. & Dionísio, P. (2018). Online consumer generated content it's for real! the rise of social influence marketing. In 7th International Conference on Business and Economic Development, ICBED 2018. (pp. 358-366).: The Academy of Business and Retail Management.

- Talk

1	Pereira, H., Dionísio, J. & Teixeira, N. (2018). Online Consumer Generated Content it's for real! The Rise of Social Influence Marketing. IECBD.