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Paula Rodrigues

Research Interests

Consumer-Brand Relationship, Brand Management, Consumer Behavior

Academic Qualifications

University/Institution	Type	Degree	Period
Universidade do Porto, Faculdade de Economia	PhD	PhD	2008

Total Citations

Web of Science®	270
Scopus	338

Publications

- **Scientific Journals**
 - Scientific journal paper

1	Rodrigues, P., Sousa, A. & Brochado, A. (2025). Cryptocurrencies in Portugal: Trust and adoption among young
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	adults. International Journal of Bank Marketing. 43 (10), 2136-2165 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 2
2	Borges, A. P., Rodrigues, P., Brochado, A. & Sousa, A. (2025). Mindfulness as a mediating mechanism between health importance and positive mental well-being. International Journal of Pharmaceutical and Healthcare Marketing. 19 (3), 773-793 - Times Cited Google Scholar: 1
3	Rodrigues, P., Borges, A. P., Brochado, A. & Sousa, A. (2023). COVID-19 vaccine hesitation and brand choice uncertainty. International Journal of Pharmaceutical and Healthcare Marketing. 17 (4), 495-516 - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 1
4	Brochado, A., Rodrigues, P., Sousa, A., Borges, A. P., Veloso, M. & Gómez-Suárez, M. (2023). Resilience and sustainable urban tourism: Understanding local communities' perceptions after a crisis. Sustainability. 15 (18) - Times Cited Web of Science®: 8 - Times Cited Scopus: 9 - Times Cited Google Scholar: 22
5	Rodrigues, P., Branco, Francisco Castelo & Borges, Ana Pinto (2019). Consumer perceptions of corporate social responsibility and its impact on purchasing in economic crisis. Global Business and Economics Review. 25 (5) - Times Cited Scopus: 3
6	Rodrigues, Clarinda & Rodrigues, P. (2019). Brand love matters to Millennials: the relevance of mystery, sensuality and intimacy to neo-luxury brands. Journal of Product & Brand Management. 28 (7) - Times Cited Web of Science®: 113 - Times Cited Scopus: 116
7	Brandão, Amélia, Eva Pinho & Rodrigues, P. (2019). Antecedents and consequences of luxury brand engagement in social media. Spanish Journal of Marketing - ESIC. 23 (2), 163-183 - Times Cited Web of Science®: 50 - Times Cited Scopus: 55
8	Ferreira, P., Rodrigues, P. & Rodrigues (2019). Brand love as mediator of the brand experience-satisfaction-loyalty relationship in a retail fashion brand. Management and Marketing. 14 (3) - Times Cited Web of Science®: 35 - Times Cited Scopus: 40
9	Borges, A. P., Vieira, E. P. & Rodrigues, P. (2019). The perception of corporate social responsibility of the city of Porto. International Journal of Tourism Cities. 5 (2), 130-145 - Times Cited Scopus: 6
10	Ferreira, P. & Rodrigues, P. (2018). Engagement as an antecedent of the satisfaction-performance relation: a study with line managers. International Journal of Human Resources Development and Management. 18 (1/2), 32-50 - Times Cited Web of Science®: 7 - Times Cited Scopus: 8
11	Rodrigues, P., Brandão, A. & Rodrigues, C. (2018). The importance of self in brand love in consumer-luxury brand relationships. Journal of Customer Behaviour. 17 (3), 189-210 - Times Cited Web of Science®: 10

12	Rodrigues, P., Barros, T. & Martins, C. (2018). The value of luxury: social, individual and functional dimensions. <i>International Journal of Marketing, Communication and New Media. Special Issue (4)</i> , 57-76
13	Borges, A.P., Rodrigues, P. & Matias, Á. (2016). Customer satisfaction and expenditure behaviour in musical festivals: The optimus primavera sound case study. <i>Tourism Economics</i> . 22 (4) - Times Cited Web of Science®: 24 - Times Cited Scopus: 23
14	Rodrigues, P. & Martins, F.V. (2016). Perceptual and behavioural dimensions: measuring brand equity consumer based. <i>Journal of Fashion Marketing and Management</i> . 20 (4) - Times Cited Web of Science®: 20 - Times Cited Scopus: 19
15	Rodrigues, P. (2016). Individual cultural values and consumer's choice of national brands. <i>Global Business and Economics Review</i> .
16	Pinto Borges, A., Cardoso, C. & Rodrigues, P. (2016). Consumer's love for functional brands: the Aspirin case. <i>International Journal of Pharmaceutical and Healthcare Marketing</i> . 20 (4) - Times Cited Scopus: 13
17	Rodrigues, P. & Borges, A.P. (2015). Corporate social responsibility and its impact in consumer decision-making. <i>Social Responsibility Journal</i> . 11 (4) - Times Cited Scopus: 35

• Books and Book Chapters

- Book author

1	Rodrigues, P. (2018). Chiado Editora.
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- Book chapter

1	Rodrigues, P., Sousa, A., Borges, A. P., Brochado, A. & Isabel Barbosa (2023). Human(oid): Virtual Social Media Influencers. In R. Bansal, S. Qalati, & A. Chakir (Eds.), <i>Influencer Marketing Applications Within the Metaverse</i> . (pp. 1-12).: IGI Global. - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
2	Rodrigues, P., Gómez-Suárez, M, Brochado, A., Veloso, M., Borges, A. & Matias, A. (2022). COVID crisis and the impact on smart tourism, sustainable development and local communities. In Demetris Vrontis, Alkis Thrassou Yaakov Weber, S. M. Riad Shams Evangelos Tsoukatos, Leonidas Efthymiou (Ed.), <i>Business under crisis: Avenues for innovation, entrepreneurship and sustainability</i> . (pp. 157-179).: Springer. - Times Cited Scopus: 4 - Times Cited Google Scholar: 9

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Rodrigues, P. (2018). Determinants and outcomes of brand hate: an anti-brand community perspective on strong negative brand emotions. In 47th EMAC Annual Conference.
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- Talk

1	Rodrigues, P. (2019). Mediated Effect of Religious Commitment Between Individual Cultural Values And Brand Love In Millennial Consumers. 2019 AMS World Marketing Congress .
2	Rodrigues, P. (2019). Moderate effects of negative emotions in brand love. GFCM Conference.
3	Rodrigues, P. (2018). Consumer-Brand Relationship – Two rival model to explain the consumer relationship with a luxury brand. 11th Annual EuroMed Academy of Business Conference.
4	Rodrigues, P. (2018). The role of brand experience and brand authenticity in creating brand love: a cross-cultural comparative study. GAMMA - Global Marketing Conference at Tokyo.
5	Rodrigues, P. (2018). Corporate social responsibility, brand engagement and brand love when you visit a city. GAMMA - Global Marketing Conference at Tokyo.
6	Rodrigues, P. (2018). How entrepreneurial orientation and stakeholder engagement shape innovation at family business. 11th Annual EuroMed Academy of Business Conference.
7	Rodrigues, P. (2018). Mediation effect of Brand Experience between Destination Brand Personality and Brand Love: The Porto city case. 11th Annual EuroMed Academy of Business Conference.
8	Rodrigues, P. (2018). Consumer Perception in the Probability of Buying Luxury Brands. Academy of Marketing Science World Marketing Congress (WMC).
9	Rodrigues, P. (2018). Tourist engagement and the identification with the brand of destination: the case of re(visit) the city of Porto. GAMMA - Global Marketing Conference at Tokyo.

• Other Publications

- Other publications

1	Rodrigues, P., Raquel Reis & Isabel Cantista (2014). Consumer Behavior: How the “Brand Love” Affects you. Ideas in Marketing: Finding the New and Polishing the Old. - Times Cited Scopus: 3
2	Raquel Reis, Rodrigues, P., Moritz von Schwedler & Elizabeth Real de Oliveira (2014). Social Responsibility in Higher Education: Students’ Perceptions. Ideas in Marketing: Finding the New and Polishing the Old. - Times Cited Scopus: 1