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Paulo Miguel Rasquinho Ferreira Rita

Research Interests

Consumer Behavior

E-Marketing

Business Intelligence and Analytics

Tourism Marketing

Supervisions

- **Ph.D. Thesis**

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Fernando Angelino	--	English	Developing	Iscte
2	Pedro Oliveira	--	English	Developing	Iscte
3	Ricardo Ramos	--	English	Developing	Iscte
4	Luis Requicha	--	Portuguese	Developing	Iscte
5	Bárbara Leão	--	English	Developing	Iscte
6	Paulo Ferreira	--	English	Developing	Iscte

7	Sérgio Moro	--	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Pedro Miguel Garcia de Oliveira	From Mind to Market - Understanding the Influence of Intelligent Virtual Assistants on Advertising Value and Acceptance from a Neurophysiological Perspective	English	Iscte	2024
2	Ricardo Filipe Carreira Ramos	Internet user behavior change - an evaluation under three dimensions: scholars, professionals, and users.	--	Iscte	2018
3	Daniela Langaro	--	English	Iscte	2015
4	João Guerreiro	--	English	Iscte	2015
5	Bárbara Leão de Carvalho	Modelling consumers? sustainability consciousness impact on sustainable purchase intention	--	Iscte	2015
6	Daniela Langaro da Silva do Souto	How much do you really like it: social networking sites' effectiveness as a communication channel for brands	--	Iscte	2015
7	Sérgio Miguel Carneiro Moro	Feature selection strategies for improving data-driven decision support in bank telemarketing	--	Iscte	2015
8	João Ricardo Paulo Marques Guerreiro	Three essays on cause-related marketing effectiveness	--	Iscte	2015
9	Cristina Cardigo	--	English	Iscte	2013
10	Carla Castro	--	Portuguese	Iscte	2013
11	Monica Borges	--	English	Iscte	2013
12	Ana Cristina de Jesus Cardigo	Last Christmas I Gave You My Heart. Gift-Receiving and identity-threat: voluntary disposition as a coping strategy	English	Iscte	2013
13	Carla Maria Proença de Castro Charters de Azevedo	Comportamento do consumidor: procura de informação e intenção de compra online de seguro automóvel ? aplicação em Portugal	Portuguese	Iscte	2013
14	Nuno Miguel Fortes Fonseca Santos	A privacidade e o comportamento do consumidor online: Um modelo explicativo da intenção de utilizar o comércio eletrónico	English	Iscte	2012
15	Mário Sitoe	--	Portuguese	Iscte	2011

16	Mário Vicente Sitoe	A responsabilidade social empresarial - proposta de modelos de avaliação	Portuguese	Iscte	2011
17	Jimmy Lee Chi Ming	The role of Web quality and brand equity on Web loyalty: an empirical study of portal Web sites	English	Iscte	2009
18	Hélia Maria Gonçalves Pereira	Determinantes da fidelização na compra de produtos turísticos online	Portuguese	Iscte	2009
19	Ana Maria Pinto Lima Vieira Brites Kankura Salazar	Avaliação da Qualidade do Serviço, Satisfação e Intenções de Comportamento dos Consumidores de Hotéis de 4 e 5 Estrelas de Cadeia em Portugal	Portuguese	Iscte	2007
20	Paulo Manuel Roque Águas	Determinação dos Segmentos de Mercado Prioritários - uma Metodologia para Destinos Turísticos	Portuguese	Iscte	2006
21	Joaquim Gonçalves Antunes	Análise dos Determinantes do Marketing Relacional na Satisfação e Fidelização de Clientes. Estudo Aplicado ao Termalismo em Portugal	Portuguese	Iscte	2004

• M.Sc. Dissertations

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Stefania Piccinelli	The impact of the COVID-19 on the airline industry emerging from online comments	English	Iscte	2021
2	Yu Ting	SENTIMENT ANALYSIS IN RESTAURANTS ON SOCIAL MEDIA REVIEWS: The Case of Giethoorn Restaurants	English	Iscte	2020
3	Sara Morgado da Costa	Understanding customer experience in Orlando theme parks through online reviews from TripAdvisor	English	Iscte	2019
4	Sara Filipa Lourenço de Matos	The influence of typical versus atypical ads on sharing intention	English	Iscte	2018
5	Marta Casaca Mealha	UNDERSTANDING THE RECEPTIVITY OF THE USERS TOWARDS A MARKETING CAMPAIGN ON TINDER	English	Iscte	2018
6	Almira Farisa	An Assessment of E-Service Quality, Customer Satisfaction, and Customer Trust on Customer Behavior in Online Shopping	English	Iscte	2018
7	Pedro Alexandre Pina Caniço Albano	O Impacto de Reviews em Formatos de Vídeo VS. Texto na Decisão de Compra do Consumidor	Portuguese	Iscte	2017

8	Ricardo Gil Fonseca Caetano	Main Drivers for Microtransactions as Impulse Purchases in E-Commerce	English	Iscte	2017
9	Muhamad Sabbir Mussá Omarji	Private Label Brands vs. National Brands: The effect of taste on consumers' emotions, perceived taste and willingness to Buy	English	Iscte	2017
10	Anel Imanbay	Main contribution of iconic attractions towards increasing popularity of tourism destinations: An analysis of Twitter posts, images and location.	English	Iscte	2017
11	João Miguel Ferreira Canito	Categorização e classificação de notícias de Big Data em Tecnologias segundo o Quadrante Mágico de Gartner.	Portuguese	Iscte	2017
12	Marta Isabel Henriques Parente Santos	The Electronic Word-of-Mouth in Rural Tourism: The case of Schist Villages	English	Iscte	2017
13	Maria Teresa Guimarães Romão	The Cross-Influence of Social Networks to Leverage Luxury Fashion Brands	English	Iscte	2017
14	Daniela Portugal dos Santos	The Influence of Online Social Media Platforms on the Choice of Restaurants	English	Iscte	2017
15	Ana Lucília Oliveira Rocha	Understanding what Drives Consumers' Electronic Word-of-Mouth Behavior in a Multichannel, Multimedia and Multiscreen Environment	English	Iscte	2016
16	Marta Alpedrinha Ramos de Almeida Nave	Influência dos sentimentos dos turistas nos social media para o desenvolvimento do Turismo.	Portuguese	Iscte	2016
17	Carolina Leana Lopes dos Santos	Melhoria da atratividade internacional das Instituições de ensino superior através de Análise de Sentimentos.	Portuguese	Iscte	2016
18	Inês dos Reis Lebres	The Relation Between Game Fairness and Drop-Out Factors in Massive Multiplayer Online Games	English	Iscte	2016
19	Ana Teresa Nunes Biscaia Correia da Silva	Unveiling the Features of Successful Ebay Sellers of Smartphones - A data mining sales predictive model	English	Iscte	2016
20	Águeda Cabral Moreno	Análise de Sentimentos na classificação de comentários online aplicando técnicas de Text Mining	Portuguese	Iscte	2015
21	Zane Feldmane	Projected and Perceived Image of Latvia as a Tourist Destination	English	Iscte	2015
22	Maria Alexandra Amorim Amado	A Review of the literature on Big Data in Marketing using Text Mining	English	Iscte	2015

23	Ana Catarina dos Santos Calheiros	Sentiment Analysis in Hospitality Using Text Mining: The case of a portuguese Eco-Hotel	English	Iscte	2015
24	Lyublena Georgieva Dimova	Millennials' Travel Motivation and Desired Activities Within a Destination: A comparative study of America and the United Kingdom	English	Iscte	2015
25	Eric Stange	Influencing Factors on User Acceptance of Location-Based Advertising Outside and Inside Retail Stores	English	Iscte	2015
26	Ana Carina Freire Margarido	The impact of Technological Amenities on Customer Experience in Upscale Hotels	English	Iscte	2015
27	Maria Sofia Ravara Cary Frade Grangeio	Determinants of Promotion Attractiveness in Fast Moving Consumer Goods	English	Iscte	2015
28	Maria Madalena Seixas Carlos da Silva Paulo	Understanding Mobile Augmented Reality Adoption: A UTUAT 2 and TTF application in a tourism consumer context	English	Iscte	2015
29	Marta de Almeida Luís Fernandes	Surf Camps, a New Model of Lodging: Customer value, satisfaction and behavioral intentions	English	Iscte	2014
30	João Tiago Coelho de Almeida	R&D Investment in New Product Development Within the Technology Sector	English	Iscte	2014
31	Ana de Oliveira Pais Costa Moura	Consumers Emotions, Perceived Image and Behavioral Intentions Toward Portuguese Gastronomy	English	Iscte	2014
32	Elodie Carreira Zeferino	Measuring Cruiser's Satisfaction of Lisbon and Intention to Return to Portugal as Independent Visitor	English	Iscte	2013
33	Hugo Filipe Antunes de Abreu	The Preferences of Sporting CP Supporters: An analysis based on promoted youth players	English	Iscte	2013
34	Ana Rita Martinho dos Santos	Hedonic Consumption: How does sound please Consumers in Servicescapes	English	Iscte	2012
35	Paulo Jorge Mota Catarino	A adopção do canal online para a compra de produtos turísticos em Portugal	Portuguese	Iscte	2012

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year

1	Ruben Manuel Guedes Mendes	Visibilidade da Marca e Recrutamento: Um estudo sobre o posicionamento das grandes empresas na rede profissional Glassdor	Portuguese	Iscte	2017
2	Joana Pinto Coelho	Stripping Customers' Feedback on Hotels Evaluation Through Data Mining	English	Iscte	2016
3	Bernardo Varela Vala	The Impact of Social Media in Brand Building	English	Iscte	2015
4	António Pedro da Cruz e Silva Estorninho	Understanding the Mobile Hospitality Services Adoption: A UTAUT2 and Perceived Value Application in a Hotel Consumer Context	English	Iscte	2014
5	Ana Filipa de Oliveira Luís	The Impact of Brand Value on Shareholder Value	English	Iscte	2014
6	Janna Eva Sonntag	Online Marketing Communication for a small Guesthouse: Applied to the case of pension Sonntag	English	Iscte	2013
7	Viktoriya Vadymivna Nikolayenko	Analysis of major factors shaping the automotive industry in the long term, including ageing population, urbanization trends and e-commerce business in Europe	English	Iscte	2013
8	Philip Valentin Knaul	A Model of Experimental Shopping for the Automotive Industry: Integrating the concepts of point of sale and multisensory marketing	English	Iscte	2013
9	Tiago Veiga Fernandes	Understanding the mobile consumer - context of use in mobile data services	English	Iscte	2013
10	José Maria Reimão Pinto de França Dória	The Effect of Party Size and Gender on Willingness to Pay in a Restaurant Setting	English	Iscte	2012
11	André Alcântara Ribeiro Leitão	Miami Dream Hostel - Business Plan	English	Iscte	2012
12	Stefanie Zambelli	Visit Orlando 2009 "Orlando é só alegria" Campaing"	English	Iscte	2012
13	Maria Rita Ortigão Silva Santos Marques	The Impact of Sociability on Travellers Intention to Return to Hostels	English	Iscte	2012
14	Lara Maria da Silva Jardim	Crisis Management in Tourism: Madeira Floods - A Case Study	English	Iscte	2012
15	Vera Jorge Franco	Customer care in social media: The case of Portugal Telecom	English	Iscte	2012
16	Ana Isabel Henriques António	A Experiência do consumidor com a Marca - O contributo do facebook em Portugal	Portuguese	Iscte	2012

17	Cândida José Carraça Cigarra	Customer satisfaction and repurchase intention: an application to the telecommunications industry	English	Iscte	2012
18	Benjamin Altrichter	City Marketing: Online communication plan for the city of Lisbon	English	Iscte	2012
19	Diana Maciel Casanova Pinto	The Impact of Source Credibility on Consumers' Responses to Corporate Social Responsability Initiatives	English	Iscte	2012
20	Diogo Alexandre Almeida Alves	Case Study: Lisbon - A Dream Destination?	English	Iscte	2012
21	Nuno Alexandre Gaspar da Silva Oliveira Barroso	The Effects of Product Placement, in Films, on Consumers' Purchase Intentions	English	Iscte	2012
22	Luís Miguel Oliveira do Ângelo	Measuring Store Emotional Experience through Facial Electromyography and Skin Conductance.	--	Iscte	2011
23	Marta Filipa Baptista Gomes	O Comportamento do Consumidor Perante Produtos Verdes.	Portuguese	Iscte	2011
24	Luciana de Oliveira Santos Júnior	--	--	Iscte	2011
25	Eurico Joaquim Duque Ribeiro	Desenvolvimento da Cadeia de Valor do Digital Signage a Partir de Análises Comportamentais e Estudos de Casos	Portuguese	Iscte	2011
26	Inês Paulus	Comunidades Virtuais: A influência das comunidades virtuais no processo de tomada de decisão do consumidor.	Portuguese	Iscte	2010
27	Laura Isabel Antunes Varanda	Inbound Marketing: Estudo sobre a percepção da credibilidade da fonte em comunidades online.	Portuguese	Iscte	2010
28	Inês Lourenço Machado de Andrade e Santos	Marketing Turístico: Estudo sobre a criação e sustentação de novas formas turisticas tendo em conta os novos padrões da sociedade contemporânea.	Portuguese	Iscte	2010

Total Citations

Web of Science®	4549
Scopus	5033

Publications

• Scientific Journals

- Scientific journal paper

1	Barbedo, M., Rita, P. & Ramos, R. (2025). CEOs' and directors' perspective towards environmental sustainability and climate change. Journal of Cleaner Production. 496 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 2
2	Rita, P., Omran, W., Ramos, R. F. & Costa, T. (2025). Exploring the applications of artificial intelligence in marketing: A topic modelling analysis. Tourism and Management Studies. 21 (1), 39-55 - Times Cited Scopus: 1 - Times Cited Google Scholar: 9
3	Costa, S. M., Moro, S., Rita, P. & Alturas, B. (2023). Customer experience through online reviews from TripAdvisor: The case of Orlando theme parks. International Journal of Technology Marketing. 17 (1), 48-77 - Times Cited Scopus: 4 - Times Cited Google Scholar: 9
4	Rita, P., Guerreiro, J. & Matos, S. (2023). The influence of typical versus atypical ads on sharing intention. International Journal of Internet Marketing and Advertising. 19 (3/4), 231-262 - Times Cited Google Scholar: 6
5	Oliveira, P. M., Guerreiro, J. & Rita, P. (2022). Neuroscience research in consumer behavior: A review and future research agenda. International Journal of Consumer Studies. 46 (5), 2041-2067 - Times Cited Web of Science®: 36 - Times Cited Scopus: 37 - Times Cited Google Scholar: 55
6	Rita, P., Guerreiro, J. & Omarji, M. (2021). Autonomic emotional responses to food: private label brands versus national brands. Journal of Consumer Behaviour. 20 (2), 440-448 - Times Cited Web of Science®: 12 - Times Cited Scopus: 12 - Times Cited Google Scholar: 13
7	Rita, P., Ramos, R., Moro, S., Mealha, M. & Radu, L. (2021). Online dating apps as a marketing channel: a generational approach. European Journal of Management and Business Economics. 30 (1) - Times Cited Web of Science®: 20 - Times Cited Scopus: 18 - Times Cited Google Scholar: 42
8	Guerreiro, J. & Rita, P. (2020). How to predict explicit recommendations in online reviews using text mining and sentiment analysis. Journal of Hospitality and Tourism Management. 43, 269-272 - Times Cited Web of Science®: 60 - Times Cited Scopus: 106 - Times Cited Google Scholar: 173
9	Moro, S., Pires, G., Rita, P. & Cortez, P. (2020). A cross-cultural case study of consumers' communications about a new technological product. Journal of Business Research. 121, 438-447 - Times Cited Web of Science®: 21 - Times Cited Scopus: 18 - Times Cited Google Scholar: 39

10	Moro, S., Rita, P., Ramos, P. & Esmerado, J. (2019). Analysing recent augmented and virtual reality developments in tourism. Journal of Hospitality and Tourism Technology. 10 (4), 571-586 - Times Cited Web of Science®: 62 - Times Cited Scopus: 72 - Times Cited Google Scholar: 120
11	Brochado, A., Oliveira, C., Rita, P. & Oliveira, F. (2019). Shopping centres beyond purchasing of luxury goods: A tourism perspective. Annals of Leisure Research. 22 (4), 484-505 - Times Cited Web of Science®: 17 - Times Cited Scopus: 18 - Times Cited Google Scholar: 30
12	Moro, S. & Rita, P. (2019). Identification of common city characteristics influencing room occupancy. International Journal of Tourism Cities. 5 (3), 482-490 - Times Cited Scopus: 4 - Times Cited Google Scholar: 8
13	Brochado, A., Rita, P., Oliveira, C. & Oliveira, F. (2019). Airline passengers' perceptions of service quality: Themes in online reviews. International Journal of Contemporary Hospitality Management. 31 (2), 855-873 - Times Cited Web of Science®: 100 - Times Cited Scopus: 106 - Times Cited Google Scholar: 189
14	Moro, S., Pires, G., Rita, P. & Cortez, P. (2019). A text mining and topic modelling perspective of ethnic marketing research. Journal of Business Research. 103, 275-285 - Times Cited Web of Science®: 57 - Times Cited Scopus: 66 - Times Cited Google Scholar: 110
15	Rita, P., Brochado, A. & Dimova, L. (2019). Millennials' travel motivations and desired activities within destinations: A comparative study of the US and the UK. Current Issues in Tourism. 22 (16), 2034-2050 - Times Cited Web of Science®: 63 - Times Cited Scopus: 67 - Times Cited Google Scholar: 139
16	Romão, M. T., Moro, S., Rita, P. & Ramos, P. (2019). Leveraging a luxury fashion brand through social media. European Research on Management and Business Economics. 25 (1), 15-22 - Times Cited Web of Science®: 38 - Times Cited Scopus: 36 - Times Cited Google Scholar: 82
17	Oliveira, C., Brochado, A., Moro, S. & Rita, P. (2019). Consumer perception of tourist experience through online reviews. Worldwide Hospitality and Tourism Themes. 11 (6), 696-717 - Times Cited Scopus: 23 - Times Cited Google Scholar: 29
18	Pina, L. S., Loureiro, S. M. C., Rita, P., Sarmento, E. M., Bilro, R. G. & Guerreiro, J. (2019). Analysing consumer-brand engagement through appreciative listening on social network platforms. Journal of Promotion Management. 25 (3), 304-313 - Times Cited Web of Science®: 23 - Times Cited Scopus: 40 - Times Cited Google Scholar: 69
19	Brochado, A., Rita, P. & Moro, S. (2019). Discovering the patterns of online reviews of hostels in Beijing and Lisbon. Journal of China Tourism Research. 15 (2), 172-191 - Times Cited Web of Science®: 3 - Times Cited Scopus: 3

20	Loureiro, S. M. C., Rita, P. & Sarmento, E. M. (2019). What is the core essence of small city boutique hotels?. International Journal of Culture, Tourism, and Hospitality Research. 14 (1), 44-62 - Times Cited Web of Science®: 6 - Times Cited Scopus: 11 - Times Cited Google Scholar: 29
21	Pinto, L., Loureiro, S. M. C., Rita, P. & Sarmento, E. M. (2019). Fostering online relationships with brands through websites and social media brand pages. Journal of Promotion Management. 25 (3), 379-393 - Times Cited Web of Science®: 20 - Times Cited Scopus: 30 - Times Cited Google Scholar: 53
22	Moro, S., Batista, F., Rita, P., Oliveira, C. & Ribeiro, R. (2019). Are the States United? An analysis of US hotels' offers through TripAdvisor's eyes. Journal of Hospitality and Tourism Research. 43 (7), 1112-1129 - Times Cited Web of Science®: 14 - Times Cited Scopus: 13 - Times Cited Google Scholar: 22
23	Langaro, D., Rita, P. & Salgueiro, M. F. (2018). Do social network sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. Journal of Marketing Communications. 24 (2), 146-168 - Times Cited Web of Science®: 94 - Times Cited Scopus: 110 - Times Cited Google Scholar: 325
24	Brochado, A. & Rita, P. (2018). Exploring heterogeneity among backpackers in hostels. Current Issues in Tourism. 21 (13), 1502-1520 - Times Cited Web of Science®: 15 - Times Cited Scopus: 17 - Times Cited Google Scholar: 35
25	Rita, P., Oliveira, T., Estorninho, A. & Moro, S. (2018). Mobile services adoption in a hospitality consumer context. International Journal of Culture, Tourism, and Hospitality Research. 12 (1), 143-158 - Times Cited Scopus: 45 - Times Cited Google Scholar: 80
26	Canito, J., Ramos, P., Moro, S. & Rita, P. (2018). Unfolding the relations between companies and technologies under the Big Data umbrella. Computers in Industry. 99, 1-8 - Times Cited Web of Science®: 47 - Times Cited Scopus: 43 - Times Cited Google Scholar: 60
27	Moro, S. & Rita, P. (2018). Brand strategies in social media in hospitality and tourism. International Journal of Contemporary Hospitality Management. 30 (1), 343-364 - Times Cited Web of Science®: 124 - Times Cited Scopus: 138 - Times Cited Google Scholar: 247
28	Moro, S., Rita, P., Oliveira, C., Batista, F. & Ribeiro, R. (2018). Leveraging national tourist offices through data analytics. International Journal of Culture, Tourism, and Hospitality Research. 12 (4), 420-426 - Times Cited Scopus: 7 - Times Cited Google Scholar: 12

29	Santos, C. L., Rita, P. & Guerreiro, J. (2018). Improving international attractiveness of higher education institutions based on text mining and sentiment analysis. International Journal of Educational Management. 32 (3), 431-447 - Times Cited Web of Science®: 37 - Times Cited Scopus: 53 - Times Cited Google Scholar: 87
30	Lebres, I., Rita, P., Moro, S. & Ramos, P. (2018). Factors determining player drop-out in Massive Multiplayer Online Games. Entertainment Computing. 26, 153-162 - Times Cited Web of Science®: 12 - Times Cited Scopus: 12 - Times Cited Google Scholar: 23
31	Moro, S., Rita, P. & Oliveira, C. (2018). Factors influencing hotels' online prices. Journal of Hospitality Marketing and Management. 27 (4), 443-464 - Times Cited Web of Science®: 51 - Times Cited Scopus: 50 - Times Cited Google Scholar: 85
32	Nave, M., Rita, P. & Guerreiro, J. (2018). A decision support system framework to track consumer sentiments in social media. Journal of Hospitality Marketing and Management. 27 (6), 693-710 - Times Cited Web of Science®: 52 - Times Cited Scopus: 53 - Times Cited Google Scholar: 81
33	Amado, A., Cortez, P., Rita, P. & Moro, S. (2018). Research trends on Big Data in Marketing: a text mining and topic modeling based literature analysis. European Research on Management and Business Economics. 24, 1-7 - Times Cited Web of Science®: 224 - Times Cited Scopus: 261 - Times Cited Google Scholar: 544
34	Paulo, M. M., Rita, P., Oliveira, T. & Moro, S. (2018). Understanding mobile augmented reality adoption in a consumer context. Journal of Hospitality and Tourism Technology. 9 (2), 142-157 - Times Cited Web of Science®: 79 - Times Cited Scopus: 79 - Times Cited Google Scholar: 160
35	Cortez, P., Moro, S., Rita, P., King, D. & Hall, J. (2018). Insights from a text mining survey on Expert Systems research from 2000 to 2016. Expert Systems. 35 (3) - Times Cited Web of Science®: 27 - Times Cited Scopus: 31 - Times Cited Google Scholar: 47
36	Coelho, P. S., Rita, P. & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. Journal of Retailing and Consumer Services . 43, 101-110 - Times Cited Web of Science®: 258 - Times Cited Scopus: 237 - Times Cited Google Scholar: 599
37	Moro, S., Cortez, P. & Rita, P. (2018). A divide-and-conquer strategy using feature relevance and expert knowledge for enhancing a data mining approach to bank telemarketing. Expert Systems. 35 (3) - Times Cited Web of Science®: 18 - Times Cited Scopus: 28 - Times Cited Google Scholar: 38

38	Silva, A. T., Moro, S., Rita, P. & Cortez, P. (2018). Unveiling the features of successful eBay smartphone sellers. Journal of Retailing and Consumer Services . 43, 311-324 - Times Cited Web of Science®: 27 - Times Cited Scopus: 22 - Times Cited Google Scholar: 45
39	Calheiros, A. C., Moro, S. & Rita, P. (2017). Sentiment classification of consumer generated online reviews using topic modeling. Journal of Hospitality Marketing and Management. 26 (7), 675-693 - Times Cited Web of Science®: 192 - Times Cited Scopus: 210 - Times Cited Google Scholar: 343
40	Pereira, H., Salgueiro, M. F. & Rita, P. (2017). Online determinants of e-customer satisfaction: application to website purchases in tourism. Service Business. 11 (2), 375-403 - Times Cited Web of Science®: 44 - Times Cited Scopus: 41 - Times Cited Google Scholar: 97
41	Moro, S., Rita, P. & Coelho, J. (2017). Stripping customers' feedback on hotels through data mining: the case of Las Vegas Strip. Tourism Management Perspectives. 23, 41-52 - Times Cited Web of Science®: 75 - Times Cited Scopus: 62 - Times Cited Google Scholar: 127
42	Fortes, N., Rita, P. & Pagani, M. (2017). The effects of privacy concerns, perceived risk and trust on online purchasing behaviour. International Journal of Internet Marketing and Advertising. 11 (4), 307-329 - Times Cited Web of Science®: 28 - Times Cited Scopus: 37 - Times Cited Google Scholar: 105
43	Moro, S., Rita, P. & Cortez, P. (2017). A text mining approach to analyzing Annals literature. Annals of Tourism Research. 66, 208-210 - Times Cited Web of Science®: 33 - Times Cited Scopus: 34 - Times Cited Google Scholar: 40
44	Oliveira, T., Alhinho, M., Rita, P. & Dhillon, G. (2017). Modelling and testing consumer trust dimensions in e-commerce. Computers in Human Behavior. 71, 153-164 - Times Cited Web of Science®: 328 - Times Cited Scopus: 342 - Times Cited Google Scholar: 825
45	Moro, S., Cortez, P. & Rita, P. (2017). A framework for increasing the value of predictive data-driven models by enriching problem domain characterization with novel features. Neural Computing and Applications. 28 (6), 1515-1523 - Times Cited Web of Science®: 12 - Times Cited Scopus: 18 - Times Cited Google Scholar: 33
46	Pereira, H., Salgueiro, M. F. & Rita, P. (2016). Online purchase determinants of loyalty: the mediating effect of satisfaction in tourism. Journal of Retailing and Consumer Services. 30, 279-291 - Times Cited Web of Science®: 101 - Times Cited Scopus: 83 - Times Cited Google Scholar: 294

47	Guerreiro, J., Rita, P. & Trigueiros, D. (2016). A text mining-based review of cause-related marketing literature. Journal of Business Ethics. 139 (1), 111-128 - Times Cited Web of Science®: 142 - Times Cited Scopus: 141 - Times Cited Google Scholar: 236
48	Moro, S. & Rita, P. (2016). Forecasting tomorrow's tourist. Worldwide Hospitality and Tourism Themes. 8 (6), 643-653 - Times Cited Scopus: 19 - Times Cited Google Scholar: 34
49	Fortes, N. & Rita, P. (2016). Privacy concerns and online purchasing behaviour: towards an integrated model. European Research on Management and Business Economics. 22 (3), 167-176 - Times Cited Web of Science®: 131 - Times Cited Scopus: 145 - Times Cited Google Scholar: 364
50	Brochado, A., Rita, P. & Margarido, A. (2016). High tech meets high touch in upscale hotels. Journal of Hospitality and Tourism Technology. 7 (4), 347-365 - Times Cited Scopus: 54 - Times Cited Google Scholar: 95
51	Moro, S., Rita, P. & Vala, B. (2016). Predicting social media performance metrics and evaluation of the impact on brand building: a data mining approach. Journal of Business Research. 69 (9), 3341-3351 - Times Cited Web of Science®: 182 - Times Cited Scopus: 193 - Times Cited Google Scholar: 381
52	Carvalho, B., Salgueiro, M. F. & Rita, P. (2016). Accessibility and trust: the two dimensions of consumers perception on sustainable purchase intention. International Journal of Sustainable Development and World Ecology. 23 (2), 203-209 - Times Cited Web of Science®: 27 - Times Cited Scopus: 23 - Times Cited Google Scholar: 53
53	Moro, S., Cortez, P. & Rita, P. (2015). Business intelligence in banking: a literature analysis from 2002 to 2013 using text mining and latent Dirichlet allocation. Expert Systems with Applications. 42 (3), 1314-1324 - Times Cited Web of Science®: 274 - Times Cited Scopus: 294 - Times Cited Google Scholar: 521
54	Brochado, A., Rita, P. & Gameiro, C. (2015). Exploring backpackers' perceptions of the hostel service quality. International Journal of Contemporary Hospitality Management. 27 (8), 1839-1855 - Times Cited Web of Science®: 49 - Times Cited Scopus: 44 - Times Cited Google Scholar: 99
55	Borges, M. S., Rita, P. & Pagani, M. (2015). An exploratory study into the determinants of adoption of mobile TV services: an integrated value perspective. International Journal of Electronic Business. 12 (1), 70-94 - Times Cited Web of Science®: 3 - Times Cited Scopus: 4 - Times Cited Google Scholar: 5

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50	Cardigo, C. & Rita, P. (2009). The Adoption of Ecologically Conscious Consumer Behaviors: Exploring its Association with Materialism and Lifestyles of Voluntary Simplicity. European Marketing Academy Conference.

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52	Almeida, D. & Rita, P. (2009). Study of customer's perceptual antecedents of value and attitude toward Electronic Marketing Communication tools (e-mail and SMS): An Application to the Tourism Industry. Academy of Marketing Conference. - Times Cited Google Scholar: 2
53	Pereira, H., Rita, P. & Salgueiro, M.F. (2009). The Determinants of Satisfaction of Loyal Customers in the Purchase of Online Tourism Products. Academy of Marketing Conference.
54	Lee, J. & Rita, P. (2009). The Role of Web Quality and Brand Equity on Web Loyalty: An Empirical Study of Portal Web sites. European Marketing Academy Conference.
55	Pereira, H. & Rita, P. (2008). The influence of Relationship Marketing and other motivational factors in the satisfaction and loyalty of online purchase of tourism products. The European Institute of Retailing and Services Studies (EIRASS) International Conference.
56	Salazar, A., Rita, P. & Costa, J. (2008). Dimensions of Consumer Satisfaction in Hospitality Services. European Marketing Academy Conference.
57	Antunes, J. & Rita, P. (2008). Market Segmentation on Health Tourism: An Application to Thermal Spas. European Marketing Academy Conference.

• Other Publications

- Entries/Forewords/Afterwords

1	Rita, P. (2015). Marketing, Business Intelligence e Predictive Analytics. Mercator da Língua Portuguesa.

- Working Papers

1	Lages, C., Lages, L. F. & Rita, P. (2004). The Relationship between E-Marketing Strategy and Performance: A Conceptual Framework in a Web Context. FEUNL Working Paper No. 446 . - Times Cited Google Scholar: 12
2	Rita, P. (1992). An expert support system for promotional budget allocation in national tourist offices. Cardiff Business School Working Paper Series. - Times Cited Google Scholar: 10

- Non-peer-reviewed papers

1	Requicha, L. & Rita, P. (2012). A sucessora da Economia da Informação Comum. Marketeer. 196, 0-0

- Other publications

1	Kozak, M., Rita, P. & Bigné, E. (2018). New frontiers in tourism: destinations, resources, and managerial perspectives. European Journal of Management and Business Economics. 27 (1), 2-5 - Times Cited Web of Science®: 8 - Times Cited Scopus: 13 - Times Cited Google Scholar: 20

2	Langaro, D., Rita, P. & Salgueiro, M.F. (2012). The Role of Social Network Sites in Driving Customer Relationship Loyalty. 41th. Annual Conference European Marketing Academy.
3	Moutinho, L. & Rita, P. (2006). Editorial. Journal of Travel and Tourism Marketing. 21 (4), 1-2 - Times Cited Scopus: 2

- Report

1	Rita, P. (2011). Global Mobile Research Project.
2	Passos, A. M., Tavares, S., Silva, S.A., Rita, P., Mahaffey, A. & Simões, E. (2009). Quality of life in retirement: What I want versus what I should.

Academic Management Positions

Membro (Docente) (2018)
Unit/Area: Plenário da Comissão Científica

Membro (Docente) (2018)
Unit/Area: Comissão Científica

Director (2017 - 2018)
Unit/Area: Master Degree in Hospitality and Tourism Management

Coordenador (2016 - 2018)
Unit/Area: Doctorate Degree (PhD) in Management

Coordenador do 3º Ano (2016)
Unit/Area: Bachelor Degree in Marketing Management

Director (2015 - 2017)
Unit/Area: Master Degree in Hospitality and Tourism Management

Membro (2014 - 2018)
Unit/Area: Comissão Científica

Coordenador do 3º Ano (2014 - 2016)
Unit/Area: Bachelor Degree in Marketing Management

Director (2013 - 2015)
Unit/Area: Master Degree in Hospitality and Tourism Management

Director (2011 - 2014)
Unit/Area: [5564] Marketing

Director (2011 - 2013)
Unit/Area: Master Degree in Hospitality and Tourism Management

Director (2010 - 2011)
Unit/Area: Master Degree in Hospitality and Tourism Management

Director (2010 - 2011)
Unit/Area: [5564] Marketing

Membro (Docente) (2010 - 2013)
Unit/Area: Plenário da Comissão Científica

Membro (2010 - 2014)
Unit/Area: Comissão Científica

Awards

Scientific Awards ISCTE / IBS (2017)

Scientific Awards ISCTE / IBS (2016)

Scientific Awards ISCTE / IBS (2015)

Scientific Awards ISCTE / IBS (2013)

Scientific Awards ISCTE / IBS (2010)

Scientific Awards ISCTE / IBS (2008)

Scientific Awards ISCTE / IBS (2006)

Best Paper Award - Academy of Marketing (1992)

Professional Associations

European Doctoral Association in Management and Business Administration (EDAMBA) (Since 2008)

European Marketing Academy (EMAC) (Since 1990)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Coordination of scientific event (with scientific committee) outside of ISCTE-IUL	European Marketing Academy Conference		2012