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Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
Purdue University	Doutoramento	Gestão	2002
Amrican University - Bulgaria	Bacharelato	Gestão	1996

Atividades Profissionais Externas

Período	Empregador	País	Descrição
Desde 2014	Womenwinwin	--	Webinar

Orientações

• Teses de Doutoramento

- Em curso

	Nome do Estudante	Título/Tópico	Língua	Estado	Instituição
1	Marta Bicho	Market legitimacy in the diffusion of a market category: the case of complementary and alternative medicine	Inglês	Em curso	Iscte
2	João P Paixão	Fit To Grow The Role of Marketing Capabilities in Firm Growth	Inglês	Em curso	Iscte
3	João Azambuja	Innovation through Ambidexterity in Multi-channel Retailing	Inglês	Em curso	Iscte
4	Helena Rodrigues	Building Identity: An expanded perspective of workspace in service	Inglês	Em curso	Iscte

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	João António Pereira Paixão	Experiential Marketing - Bridging the Gap Between Value Creation to Customers and Value Capture By Firms	Inglês	Iscte	2020
2	João Carlos Barbeiro Azambuja	Innovation trough Technology Adoption in E-commerce Retailing	--	Iscte	2018
3	Marta Liliana Nunes Bicho	Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category	--	Iscte	2016

• Projetos Finais de Mestrado

- Terminadas

	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Catarina Pinto da Silva	The Importance of Language Standardization/Adaptation Strategies on European Web Retail	Inglês	Iscte	2016
2	Marta Liliana Nunes Bicho	Marketing and Instutional Factors in the Voluntary of Corporate Socail Responsibility Reporting - The case of global reporting initiative.	Inglês	Iscte	2010

Total de Citações

Web of Science®	600
Scopus	564

Publicações

- **Revistas Científicas**

- Artigo em revista científica

1	Nikolaeva, R., Field, S. & Tskhay, A. (2024). Decarbonizing an energy-hungry world: the dilemma of investing in fossil fuels. Management Decision, 62(3), 1105?1113. https://doi.org/10.1108/MD-03-2022-0314 - N.º de citações Web of Science®: 5 - N.º de citações Scopus: 7
2	Bicho, M., Nikolaeva, R. & Lages, C. (2023). Complementary and alternative medicine legitimation efforts in a hostile environment: The case of Portugal. Sociology of Health and Illness, 45(4), 890?913. https://doi.org/10.1111/1467-9566.13625 - N.º de citações Web of Science®: 5 - N.º de citações Scopus: 6 - N.º de citações Google Scholar: 8
3	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2022). Perceived success of hybrid microorganisations in a contested category. Journal of Small Business Management, 60(4), 859?891. https://doi.org/10.1080/00472778.2020.1740536 - N.º de citações Web of Science®: 9 - N.º de citações Scopus: 11 - N.º de citações Google Scholar: 15
4	Bhatnagar, A., Nikolaeva, R. & Ghose, S. (2016). Online market entry: the motivations for imitation across retailer types. Managerial and Decision Economics, 37(3), 151?166. https://doi.org/10.1002/mde.2708 - N.º de citações Web of Science®: 9 - N.º de citações Scopus: 7
5	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2015). Exploring curvilinearity through fractional polynomials in management research. Organizational Research Methods, 18(4), 738?760. https://doi.org/10.1177/1094428115584006 - N.º de citações Web of Science®: 9 - N.º de citações Scopus: 9
6	Nikolaeva, R. (2014). Interorganizational imitation heuristics arising from cognitive frames. Journal of Business Research, 67(8), 1758?1765. https://doi.org/10.1016/j.jbusres.2014.03.001 - N.º de citações Web of Science®: 39 - N.º de citações Scopus: 34
7	Nikolaeva, Ralitza & Bicho, Marta (2011). The role of institutional and reputational factors in the voluntary adoption of corporate social responsibility reporting standards. Journal of the Academy of Marketing Science, 39(1), 136?157. https://doi.org/10.1007/s11747-010-0214-5 - N.º de citações Web of Science®: 395 - N.º de citações Scopus: 370 - N.º de citações Google Scholar: 750

8	Owens, J., Nikolaeva, R., Younkin, N. & Carter, E. (2010). Scratch-off Summer Games at Lettuce Entertain You in Chicago. International Journal of Integrated Marketing Communications, 2(2), 35?43.
9	Nikolaeva, R., Yoon, E. & Carter, E. (2009). Art Institute of Chicago. International Journal of Integrated Marketing Communications, 1(2), 72?84.
10	Nikolaeva, R., Kalwani, M. U., Robinson, W. T. & Sriram, S. (2009). Survival determinants for online retailers. Review of Marketing Science, 7(1). https://doi.org/10.2202/1546-5616.1075 - N.º de citações Scopus: 6
11	Nikolaeva, R. (2007). The dynamic nature of survival determinants in e-commerce. Journal of the Academy of Marketing Science, 35(4), 560?571. https://doi.org/10.1007/s11747-007-0018-4 - N.º de citações Web of Science®: 28 - N.º de citações Scopus: 24
12	Nikolaeva, R. (2006). E?commerce adoption in the retail sector: empirical insights. International Journal of Retail & Distribution Management, 34(4-5), 369?387. https://doi.org/10.1108/09590550610660288 - N.º de citações Web of Science®: 23 - N.º de citações Scopus: 23
13	Nikolaeva, R. & Sriram, S. (2006). The moderating role of consumer and product characteristics on the value of customized on-line recommendations. International Journal of Electronic Business, 11(2), 101?123. https://doi.org/10.2753/JEC1086-4415110205 - N.º de citações Web of Science®: 53 - N.º de citações Scopus: 30
14	Nikolaeva, R. (2005). Strategic determinants of Web site traffic in on-line retailing. International Journal of Electronic Commerce, 9(4), 113?132. https://doi.org/10.1080/10864415.2003.11044344 - N.º de citações Web of Science®: 25 - N.º de citações Scopus: 33

- Editorial

1	Bento, P., Nikolaeva, R., Simaens, A., Berg, N. & Lengler, J. (2016). Time for a pause. Global Economics and Management Review (GEMREV), 21(1-2), 1?1. https://doi.org/10.1016/j.gemrev.2017.02.001
2	Bento, P., Nikolaeva, R., Simaens, A., Berg, N. & Lengler, J. (2014). Why Global Economics and Management Review?. Global Economics and Management Review (GEMREV), 19(1-2), 1?2. https://doi.org/10.1016/j.gemrev.2015.03.001 - N.º de citações Google Scholar: 1
3	Bento, P., Nikolaeva, R., Simaens, A., Berg., N. & Lengler, J. (2013). Note from the Editors. Global Economics and Management Review (GEMREV), 18(1).

• Livros e Capítulos de Livros

- Capítulo de livro

1	Nikolaeva, R. & Dello Russo, S. (2016). Office Design and Dignity at Work in the Knowledge Economy. In Michael Pirson & Monika Kostera (Ed.), Dignity and Organizations. Palgrave Milliman. - N.º de citações Google Scholar: 15

2	Jan Owens, Ralitza Nikolaeva, Neil Younkin & Ella Carter (2011). Scratch-off Summer Games at Lettuce Entertain You in Chicago. In J. Steven Kelly and Susan K. Jones (Ed.), The IMC Handbook: Readings and Cases in Integrated Marketing Communications (pp. 369?380). Racom Communications.
3	Ralitza Nikolaeva, Eunsang Yoon & Ella Carter (2011). Direct Mail Marketing at the Art Institute of Chicago. In J. Steven Kelly and Susan K. Jones (Ed.), The IMC Handbook: Readings and Cases in Integrated Marketing Communications (pp. 251?264). Racom Communications.

• Conferências/Workshops e Comunicações

- Publicação em atas de evento científico

1	Bicho, M., Nikolaeva, R. & Lages, C. (2019). Social Enterprise Legitimacy in a Hostile Market. In P. Rossi, N. Krey (Ed.), Developments in Marketing Science: Proceedings of the Academy of Marketing Science (pp. 153?165). Springer. https://doi.org/10.1007/978-3-030-02568-7_46 - N.º de citações Scopus: 4 - N.º de citações Google Scholar: 16
2	Nikolaeva, R., Dudik, A. & Lages, C. (2017). Implementing an inaugural sustainability reporting process: An abstract. In P. Rossi, N. Krey (Ed.), Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC) (pp. 49?50). Springer. https://doi.org/10.1007/978-3-319-68750-6_15
3	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. A. F. (2017). Exploring the success factors of hybrid micro-enterprises. In Rossi, P. and Krey, N. (Ed.), Marketing transformation: Marketing practice in an ever changing world: Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC) (pp. 177?188). Springer, Cham. https://doi.org/10.1007/978-3-319-68750-6_56 - N.º de citações Google Scholar: 3
4	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social enterprise legitimacy spiral in a hostile context. EURAM 2016 - Manageable cooperation?. European Academy of Management.
5	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM). Proceedings of the 17th World Marketing Congress, Academy of Marketing Science.
6	Nikolaeva, R. (2014). “Demand-Side Perspective of Technology Substitution: Disadopting Landlines for Mobile Phones,”. European Marketing Academy Conference (EMAC) Proceedings.
7	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2014). “Introducing Non-Linearity to Imitation Theories: An Empirical Test,”. European Academy of Management (EURAM) Proceedings.
8	Nikolaeva, R. (2013). “When Theory Is Not Enough: Imprinting, Inertia, and Non-linear Dynamic Effects”. In Leslie Toombs (Ed.), Academy of Management Proceedings (pp. 14523). Academy of Manangement. https://doi.org/10.5465/AMBPP.2013.14523
9	Nikolaeva, R. (2013). The Transition from Complement to Substitute: Determinants of Consumer Disadoption of Old Technologies”,. Proceedings of the 16th Biennial World Marketing Congress, Academy of Marketing Science.
10	Bhatnagar, A., Nikolaeva, R. & Ghose, S. (2012). Online Market Entry: The Motivations for Imitation Across Heterogeneous Retailers. European Marketing Academy Conference (pp. 0?0).

11	Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. Academy of Management Annual Meeting. Academy of Management.
12	Nikolaeva, R. (2009). (Non)Proportional Hazards Regression Modeling: An Application to E-commerce. European Marketing Academy Conference (pp. 0?0). EMAC.
13	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2008). Imitative versus Economic Factors in Traditional Retailers' Internet Market Entry. European Marketing Academy Conference (pp. 0?0). EMAC.

- Comunicação em evento científico

1	Bicho, M., Nikolaeva, R. & Lages, C. (2019). The Search for Strategic Balance by a Marginalized Market Category: Similarity or Distinctiveness?. Leadership & Society Forum,.
2	Bicho, M., Nikolaeva, R. & Lages, C. (2018). Social Enterprise Legitimacy in a Hostile Market.. AMS 21st World Marketing Congress,.
3	Bicho, M., Nikolaeva, R. & Lages, C. (2018). Hybrid Organizations' Legitimacy Quest in a Hostile Environment. 34th EGOS Colloquium,.
4	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. (2017). Hybrid Micro-Enterprises – Founding Motives and the Meaning of Success. European Academy of Management Conference,.
5	Bicho, M., Nikolaeva, R., Lages, C. & Ferreira, F. (2017). Hybrid Micro-Enterprises – Founding Motives and the Meaning of Success. 1st IESE-LUISS Conference on Responsibility, Sustainability and Social Entrepreneurship,.
6	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2017). Exploring the Success Factors of Hybrid Micro-Enterprises. 2017 AMS World Marketing Congress,.
7	Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social Enterprise Legitimacy Spiral in a Hostile Context. European Academy of Management Conference (EURAM),.
8	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Value Creation Challenges of a Marginalized Category in Social Entrepreneurship. European Academy of Management Conference (EURAM),.
9	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Inter-category Positioning as Strategic Balance in a Marginalized Market Category. European Academy of Management Conference (EURAM),.
10	Bicho, M., Nikolaeva, R., Ferreira, F. & Lages, C. (2015). Managing Strategic Paradoxes in Social Enterprises Decision Making. Audencia Nantes Doctoral Summer School 2015,.
11	Bicho, M., Nikolaeva, R. & Lages, C. (2015). Social Entrepreneurs' Motivations and Value Creation Dimensions. European Marketing Academy (EMAC) Conference,.
12	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2014). "Shaping Imitation Theories: An Empirical Test for Curvilinearity,". INOVA Seminar Series,.
13	Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2014). "Introducing Non-Linearity to Imitation Theories: An Empirical Test,". European Academy of Management (EURAM) Annual Conference,.

14	Nikolaeva, R. (2014). “Demand-Side Perspective of Technology Substitution: Disadopting Landlines for Mobile Phones,”. European Marketing Academy Conference (EMAC),.
15	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM),. 17th World Marketing Congress, Academy of Marketing Science,.
16	Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance when Lacking Legitimacy: The Case of Complementary and Alternative Medicine (CAM). ESG Next Generation Workshop for PhD Students,.
17	Bicho, M., Nikolaeva, R. & Lages, C. (2013). Market legitimacy of a Marginalized Category: The Case of Complementary and Alternative Medicine (CAM). European Group for Organizational Studies (EGOS) Conference,.
18	Nikolaeva, R. (2013). “When Theory Is Not Enough: Imprinting, Inertia, and Non-linear Dynamic Effects,”. Academy of Management Annual Meeting,.
19	Nikolaeva, R. (2013). “The True Nature of Non-Linear Dynamic Effects: A Methodology to the Rescue of Imprecise Theory,”. 16th Biennial World Marketing Congress, Academy of Marketing Science,.
20	Nikolaeva, R. (2013). “The Transition from Complement to Substitute: Determinants of Consumer Disadoption of Old Technologies,”. 16th Biennial World Marketing Congress, Academy of Marketing Science,.
21	Nikolaeva, R. (2013). “Consumer Disadoption of Old Technologies: The Case of Fixed to Mobile Substitution,”. INFORMS Marketing Science Conference,.
22	Bicho, M., Nikolaeva, R. & Lages, C. (2012). Market Legitimacy in the Diffusion of a Construed Category: The Case of Complementary and Alternative Medicine. EDAMBA Summer Academy,.
23	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2012). Shaping Imitation: A Test of Competing Theories in the Context of Retailers' Adoption of E-commerce. 28th European Group of Organization Studies Colloquium,.
24	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2012). Shaping Imitation: A Test of Competing Theories in the Context of Retailers' Adoption of E-commerce. 34th ISMS Marketing Science Conference,.
25	Nikolaeva, R. (2011). Interorganizational Imitation through the Lens of Cognitive Frames". 27th European Group of Organizational Studies Colloquium,.
26	Ralitza Nikolaeva, Amit Bhatnagar & Sanjoy Ghose (2011). Imitation Motives in Retailers' Adoption of the Internet Channel. Amit Bhatnagar and Sanjoy Ghose ? Academy of Marketing Science Biennial World Marketing Congress,.
27	Ralitza Nikolaeva (2011). The Framing of Interorganizational Imitation. Academy of Marketing Science Biennial World Marketing Congress,, 0?0.
28	Nikolaeva, R. & Bicho, M. (2010). Reputation and Legitimacy Drivers of Voluntary Sustainability Reporting. Global Marketing Conference,.
29	Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. Academy of Management Annual Meeting,.
30	Nikolaeva, R. (2010). Institutional Theory and the Role of Marketing in the Adoption of Voluntary Sustainability Reporting. INFORMS Marketing Science Conference,.

31	Nikolaeva, R. (2009). (Non)Proportional Hazards Regression Modeling: An Application to E-commerce. Marketing Dynamics Conference,.
32	Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2009). The Role of Imitation in Retailers' Adoption of the Internet Channel. Management Research Center Seminar Series, ISCTE,.
33	Nikolaeva, R., Eunsang Yoon & Ella Carter (2008). Direct Mail Marketing at the Art Institute of Chicago. DMEF Interactive Marketing Research Summit,.
34	Nikolaeva, R. (2008). Writing a Case and Student Learning. Chicago Association of Direct Marketing Educational Foundation Academic Update,.

• Outras Publicações

- Working paper

1	Nikolaeva, R. (2014). "Post-shakeout Performance, Survivor Bias and the Meaning of Success". Business Research Unit – ISCTE working paper series,.

- Outras publicações

1	Nikolaeva, R., Lages, C., Bicho, M. & marta_liliana_bicho@iscte.pt (2016). Three essays on managers' strategic decisions to legitimacy constraints in a marginalized market category.. - N.º de citações Google Scholar: 1
2	Nikolaeva, R., Lages, C., Bicho, M. & martanbicho@gmail.com (2010). Marketing and institutional factors in the voluntary adoption of corporate social responsibility reporting: the case of global reporting initiative.. https://doi.org/BICHO, Marta - Marketing and institutional factors in the voluntary adoption of corporate social responsibility reporting: the case of global reporting initiative [Em linha]. Lisboa: ISCTE, 2010. Dissertação de mestrado. [Consult. Dia Mês Ano] Disponível - N.º de citações Google Scholar: 1

Actividades de Edição/Revisão Científica

Tipo de Actividade	Título da Revista	ISSN/Quartil	Período	Língua
Membro de equipa editorial de revista	Sustainability	2071-1050 / Q2	Desde 2020	Inglês
Membro de equipa editorial de revista	Journal of the Academy of Marketing Science	0092-0703 / Q1 (T5)	Desde 2020	Inglês
Membro de equipa editorial de revista	Management Decision	0025-1747 / Q1	--	Inglês