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## Ralitza Nikolaeva Nikolaeva

### Investigadora Integrada

BRU-Iscte - Business Research Unit

## Contactos

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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 Institutional Factors in the Voluntary of Corporate Social Responsibility Reporting - The case of global reporting initiative. | Inglês | Iscte       | 2010             |

## Total de Citações

|                 |     |
|-----------------|-----|
| Web of Science® | 589 |
| Scopus          | 549 |

## Publicações

### • Revistas Científicas

#### - Artigo em revista científica

|   |  |
|---|--|
| 1 | <p>Nikolaeva, R., Field, S. &amp; Tskhay, A. (2024). Decarbonizing an energy-hungry world: the dilemma of investing in fossil fuels. <i>Management Decision</i>. 62 (3), 1105-1113</p> <p>- N.º de citações Web of Science®: 5<br/>- N.º de citações Scopus: 6</p>   |
| 2 | <p>Bicho, M., Nikolaeva, R. &amp; Lages, C. (2023). Complementary and alternative medicine legitimation efforts in a hostile environment: The case of Portugal. <i>Sociology of Health and Illness</i>. 45 (4), 890-913</p> <p>- N.º de citações Web of Science®: 4<br/>- N.º de citações Scopus: 5<br/>- N.º de citações Google Scholar: 7</p>  |
| 3 | <p>Bicho, M., Nikolaeva, R., Ferreira, F. &amp; Lages, C. (2022). Perceived success of hybrid microorganisations in a contested category. <i>Journal of Small Business Management</i>. 60 (4), 859-891</p> <p>- N.º de citações Web of Science®: 8<br/>- N.º de citações Scopus: 10<br/>- N.º de citações Google Scholar: 13</p>   |
| 4 | <p>Bhatnagar, A., Nikolaeva, R. &amp; Ghose, S. (2016). Online market entry: the motivations for imitation across retailer types. <i>Managerial and Decision Economics</i>. 37 (3), 151-166</p> <p>- N.º de citações Web of Science®: 9<br/>- N.º de citações Scopus: 7</p>  |
| 5 | <p>Nikolaeva, R., Bhatnagar, A. &amp; Ghose, S. (2015). Exploring curvilinearity through fractional polynomials in management research. <i>Organizational Research Methods</i>. 18 (4), 738-760</p> <p>- N.º de citações Web of Science®: 8<br/>- N.º de citações Scopus: 8</p>  |
| 6 | <p>Nikolaeva, R. (2014). Interorganizational imitation heuristics arising from cognitive frames. <i>Journal of Business Research</i>. 67 (8), 1758-1765</p> <p>- N.º de citações Web of Science®: 38<br/>- N.º de citações Scopus: 34</p>  |
| 7 | <p>Nikolaeva, Ralitzka &amp; Bicho, Marta (2011). The role of institutional and reputational factors in the voluntary adoption of corporate social responsibility reporting standards. <i>Journal of the Academy of Marketing Science</i>. 39 (1), 136-157</p> <p>- N.º de citações Web of Science®: 390<br/>- N.º de citações Scopus: 362<br/>- N.º de citações Google Scholar: 735</p> |
| 8 | <p>Owens, J., Nikolaeva, R., Younkin, N. &amp; Carter, E. (2010). Scratch-off Summer Games at Lettuce Entertain You in Chicago. <i>International Journal of Integrated Marketing Communications</i>. 2 (2), 35-43</p>  |

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| 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)<br>- 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<br>- N.º de citações Web of Science®: 26<br>- N.º de citações Scopus: 22  |
| 12 | Nikolaeva, R. (2006). E-commerce adoption in the retail sector: empirical insights. International Journal of Retail & Distribution Management. 34 (4-5), 369 -387<br>- N.º de citações Web of Science®: 23<br>- 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<br>- N.º de citações Web of Science®: 53<br>- 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<br>- N.º de citações Web of Science®: 25<br>- N.º de citações Scopus: 32  |

#### - 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   |
| 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<br>- 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. London: Palgrave Milliman.<br>- N.º de citações Google Scholar: 13  |
| 2 | Jan Owens, Ralitzia 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). Chicago, USA: Racom Communications. |

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| 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.), <i>The IMC Handbook: Readings and Cases in Integrated Marketing Communications</i> . (pp. 251-264). Chicago, USA: Racom Communications. |
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## • 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.), <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> . (pp. 153-165).: Springer.<br>- N.º de citações Scopus: 4<br>- N.º de citações Google Scholar: 15  |
| 2  | Nikolaeva, R., Dudik, A. & Lages, C. (2017). Implementing an inaugural sustainability reporting process: An abstract. In P. Rossi, N. Krey (Ed.), <i>Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC)</i> . (pp. 49-50). Christchurch: Springer.  |
| 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.), <i>Marketing transformation: Marketing practice in an ever changing world: Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC)</i> . (pp. 177-188). Christchurch, New Zealand: Springer, Cham.<br>- N.º de citações Google Scholar: 3 |
| 4  | Bicho, M., Nikolaeva, R. & Lages, C. (2016). Social enterprise legitimacy spiral in a hostile context. In <i>EURAM 2016 - Manageable cooperation?</i> . Paris: European Academy of Management.   |
| 5  | Bicho, M., Nikolaeva, R. & Lages, C. (2014). Positioning as Strategic Balance: The Case of Complementary and Alternative Medicine (CAM). In <i>Proceedings of the 17th World Marketing Congress, Academy of Marketing Science</i> . Lima   |
| 6  | Nikolaeva, R. (2014). "Demand-Side Perspective of Technology Substitution: Disadopting Landlines for Mobile Phones,". In <i>European Marketing Academy Conference (EMAC) Proceedings</i> . Valencia  |
| 7  | Nikolaeva, R., Bhatnagar, A. & Ghose, S. (2014). "Introducing Non-Linearity to Imitation Theories: An Empirical Test,". In <i>European Academy of Management (EURAM) Proceedings</i> . Valencia  |
| 8  | Nikolaeva, R. (2013). "When Theory Is Not Enough: Imprinting, Inertia, and Non-linear Dynamic Effects". In Leslie Toombs (Ed.), <i>Academy of Management Proceedings</i> . (pp. 14523).: Academy of Management.  |
| 9  | Nikolaeva, R. (2013). The Transition from Complement to Substitute: Determinants of Consumer Disadoption of Old Technologies",. In <i>Proceedings of the 16th Biennial World Marketing Congress, Academy of Marketing Science</i> .  |
| 10 | Bhatnagar, A., Nikolaeva, R. & Ghose, S. (2012). Online Market Entry: The Motivations for Imitation Across Heterogeneous Retailers . In <i>European Marketing Academy Conference</i> . (pp. 0-0). Lisbon   |
| 11 | Nikolaeva, R. & Bicho, M. (2010). Marketing and Institutional Factors Affecting the Adoption of Voluntary Sustainability Reporting. In <i>Academy of Management Annual Meeting</i> .: Academy of Management.   |
| 12 | Nikolaeva, R. (2009). (Non)Proportional Hazards Regression Modeling: An Application to E-commerce. In <i>European Marketing Academy Conference</i> . (pp. 0-0). Nantes: EMAC.  |

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| 13 | Nikolaeva, R., Amit Bhatnagar & Sanjoy Ghose (2008). Imitative versus Economic Factors in Traditional Retailers' Internet Market Entry . In European Marketing Academy Conference. (pp. 0-0). Brighton, England: EMAC. |
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**- Comunicação em evento científico**

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|----|---|
| 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.                      |

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| 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.   |

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| 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. |
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### - 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.<br>- 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.<br>- 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 |