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Ricardo F. Ramos

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Curriculum

Ricardo F. Ramos holds a Ph.D. in Management with a specialization in Marketing. He is an Assistant Professor at Escola Superior de Tecnologia e Gestão de Oliveira do Hospital, Polytechnic Institute of Coimbra (ESTGOH-IPC), and Information Management School, Universidade NOVA de Lisboa (NOVA-IMS).His research pursuits span a diverse spectrum in the marketing field, encompassing areas such as Consumer Behavior applied in the Tourism and Hospitality, and Sport Marketing. Ricardo is actively involved in various projects that explore textual data to uncover new findings. His work has been published in esteemed journals such as the International Journal of Hospitality Management, Journal of Air Transport Management, Journal of Hospitality and Tourism Technology, and European Research on Management and Business Economics.

Research Interests

- Marketing
- Consumer Behavior
- Tourism and Hospitality
- Text Mining
- Sport Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE	PhD	Gestão, especialização em Marketing	2018
Universidade de Lisboa Faculdade de Motricidade Humana	M.Sc.	Gestão do Desporto	2015
Instituto Politécnico de Setúbal Escola Superior de Educação	Licenciate	Desporto	2012

Supervisions

• Ph.D. Thesis

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Zhang Tianyuan	A Data-Driven Approach to Improve Customer Churn Prediction Based on Telecom Customer Segmentation	English	Iscte	--

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	João Filipe Peixoto Pereira	The Shift in consumer behaviour in Portuguese retail companies due to the pandemic	English	Delivered	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Inês Alexandra Santos Galhoz	Airlines' Environmental Sustainability Actions and CSR Impact on Customer Behavior	English	Instituto Politécnico de Coimbra	2023
2	Diogo Costa Lima	Customer Satisfaction in the Pet Food Subscription-based Online Services	English	Instituto Politécnico de Coimbra	2023
3	Tânia Gomes Costa	Artificial Intelligence in Marketing: a text mining and topic modeling approach	English	Universidade NOVA de Lisboa	2023
4	Sofia Cardoso dos Santos Coelho	How a Cross-Media Strategy – Out of Home and Mobile – affects Brand Trust	English	Universidade NOVA de Lisboa	2023

5	Michelle Amorim Juster	Real-time big data processing and automation of interactions as a driver and booster of online customer engagement	Portuguese	Universidade NOVA de Lisboa	2023
6	Paulo Renato Saraiva Ribeiro	The impact of restaurante containment measures on consumer perceived service quality, satisfaction, and revisit intentions – A contribution to Future Pandemics	English	Instituto Politécnico de Coimbra, Escola Superior de Tecnologia e Gestão de Oliveira do Hospital	2023
7	Catarina Maria Cachulo Lemos	A importância da tecnologia Blockchain para o Marketing	Portuguese	Escola Superior de Tecnologia e Gestão de Oliveira do Hospital, Instituto Politécnico de Coimbra	2022
8	Francisco Manuel de Mendonça e Costa Pereira	COVID-19 and Airline passenger satisfaction	English	Iscte	2021
9	Cláudia Sofia de Sousa Barreiros	The influence of price dispersion and price fairness in channel booking choices at trivago using star rating atribute: A survey research	English	Universidade Nova de Lisboa (NOVA-IMS)	2021
10	João Filipe Peixoto Pereira	Can we sense a shift in consumer behaviour in portuguese retail companies due to the pandemic?	English	Iscte	2021
11	Francisco Manuel de Mendonça e Costa Pereira	The impact of the COVID-19 pandemic on European airlines' passenger satisfaction	English	Iscte	2021
12	Carolina Maria Ranita Rodrigues de Coco	Dress with finesse - How people see logotypes as status	English	Iscte	2021
13	Mamadou Gadiaga	The strategic motivation factors for IT outsourcing decision in the banking sector	English	Iscte	2021
14	Frederico Carlos Campos de Carvalho	What satisfaction is perceived through online reviews from customers in mountain hotels? A qualitative and sentiment analysis	English	Iscte	2021
15	Cátia Lopes dos Santos	Redes Colaborativas: Fatores de Sucesso para uma Estratégia de Marketing e Comercialização	English	Iscte	2021
16	Brigite Alexandra Gonçalves Gameiro	Determinantes de sucesso na tomada de decisão em Startups inovadoras	English	Iscte	2021
17	Ariana Patrício Cardoso Furtado	Perceção dos utilizadores relativamente à qualidade dos hotéis de 4 e 5 estrelas de pequenas ilhas africanas: O caso de Cabo Verde	English	Iscte	2021

18	Alexandre de Oliveira Sakato	Estudo dos Estilos de Liderança nas Forças Armadas de Angola	English	Iscte	2021
19	David Gonçalo de Araújo Rodrigues	Hotel Online Reviews: What influences sentiment and rating?	English	Iscte	2020
20	Marta Casaca Mealha	Understanding the receptivity of users towards a marketing campaign on Tinder	English	Iscte	2018
21	Leandro Miguel Bartolomeu da Cruz Costa	Business intelligence and Portuguese's public admistration absenteeism	English	Iscte	2018
22	Leandro Miguel Bartolomeu da Cruz Costa	Explaining Portuguese?s Public Administration Absenteeism Through Data Mining	English	Iscte	2018
23	Marta Casaca Mealha	UNDERSTANDING THE RECEPTIVITY OF THE USERS TOWARDS A MARKETING CAMPAIGN ON TINDER	English	Iscte	2018

- **M.Sc. Final Projects**

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Joana Filipe Anjo Beja	Estágio: The Loop Company	English	Iscte	2021
2	Eduardo Miguel Trindade Crespo	Plano de Marketing Turístico de Constância: Promoção e Desenvolvimento turístico-cultural de Camões em Constância	English	Iscte	2021

Total Citations

Web of Science®	709
Scopus	749

Publications

- **Scientific Journals**

- Scientific journal paper

1	Muneeb, F., Ramos, R. F., Wanke, P. & Lashari, F. (N/A). Revamping sustainable strategies for hyper-local restaurants: A multi-criteria decision-making framework and resource-based view. FIIB Business Review, N/A. https://doi.org/10.1177/23197145231161232 - Times Cited Web of Science®: 7 - Times Cited Scopus: 10 - Times Cited Google Scholar: 15
2	Rita, P., Ramos, R., Oliveira, P. M. & Simões, M. N. (N/A). Playing to win: The impact of gamified loyalty programs in grocery retail. Spanish Journal of Marketing - ESIC, N/A. https://doi.org/10.1108/SJME-10-2024-0276 - Times Cited Google Scholar: 1
3	Freitas, L., Omran, W. & Ramos, R. F. (N/A). Psychological factors influencing public perception of space tourism. Tourism Recreation Research, N/A. https://doi.org/10.1080/02508281.2026.2640399
4	Rita, P., Ramos, R., Vong, C. & Barreiros, C. (2026). The influence of price dispersion and price fairness on the choice of hotel and OTA: The moderating effect of hotel star classification. European Journal of Tourism Research, 42. https://doi.org/10.54055/ejtr.v42i.4172 - Times Cited Google Scholar: 1
5	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. https://doi.org/10.18089/tms.20250103 - Times Cited Web of Science®: 7 - Times Cited Scopus: 6 - Times Cited Google Scholar: 26
6	Omran, W., Casais, B. & Ramos, R. F. (2025). Attributes of virtual and augmented reality tourism mobile applications predicting tourist behavioral engagement. International Journal of Human–Computer Interaction, 41(21), 13335?13348. https://doi.org/10.1080/10447318.2025.2470293 - Times Cited Web of Science®: 7 - Times Cited Scopus: 9 - Times Cited Google Scholar: 13
7	Quintal, S., Ramos, R. F., Rita, P. & Oliveira, P. (2025). AR smart glasses: The feeling of groundedness mediator effect. International Journal of Human–Computer Interaction, 41(17), 10674?10684. https://doi.org/10.1080/10447318.2024.2436043 - Times Cited Web of Science®: 6 - Times Cited Scopus: 5 - Times Cited Google Scholar: 8
8	Barbedo, M., Rita, P. & Ramos, R. (2025). CEOs' and directors' perspective towards environmental sustainability and climate change. Journal of Cleaner Production, 496. https://doi.org/10.1016/j.jclepro.2025.145143 - Times Cited Web of Science®: 2 - Times Cited Scopus: 1 - Times Cited Google Scholar: 8
9	Biscaia, R., Ramos, R. F., Yoshida, M. & Kim, Y. (2024). Service quality in spectator sports: A review and research agenda. International Journal of Consumer Studies, 48(6). https://doi.org/10.1111/ijcs.13086 - Times Cited Web of Science®: 13 - Times Cited Scopus: 12 - Times Cited Google Scholar: 34

10	Ramos, R., Rita, P. & Moro, S. (2024). Exploring the intersections of tourism and hospitality: A review and research agenda. Tourism and Management Studies, 20(4), 27?45. https://doi.org/10.18089/tms.20240403 - Times Cited Scopus: 9 - Times Cited Google Scholar: 13
11	Lima, D., Ramos, R. F. & Oliveira, P. M. (2024). Customer satisfaction in the pet food subscription-based online services. Electronic Commerce Research, 24(2), 745?769. https://doi.org/10.1007/s10660-024-09807-8 - Times Cited Web of Science®: 26 - Times Cited Scopus: 21 - Times Cited Google Scholar: 40
12	Coco, C., Rita, P., Ramos, R. & Fortes, N. (2024). Dress with finesse: Why people wear clothes with logos. International Journal of Fashion Design, Technology and Education, 17(2), 260?275. https://doi.org/10.1080/17543266.2023.2277257 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
13	Rita, P., Guerreiro, J., Ramos, R. & Caetano, R. G. (2024). The role of microtransactions in impulse buying and purchase intention in the video game market. Entertainment Computing, 50. https://doi.org/10.1016/j.entcom.2024.100693 - Times Cited Web of Science®: 11 - Times Cited Scopus: 18 - Times Cited Google Scholar: 54
14	Carvalho, F., Ramos, R. F. & Fortes, N. (2024). Customer satisfaction in mountain hotels within UNESCO Global Geoparks: An empirical study based on sentiment analysis of online consumer reviews. Tourism and Management Studies, 20(1), 35?47. https://doi.org/10.18089/tms.20240103 - Times Cited Web of Science®: 12 - Times Cited Scopus: 10 - Times Cited Google Scholar: 17
15	Ribeiro, P., Ramos, R. F. & Moro, S. (2024). Restaurant containment measures and perceived service quality: Implications for future pandemics. Consumer Behavior in Tourism and Hospitality, 19(1), 116?130. https://doi.org/10.1108/CBTH-06-2023-0081 - Times Cited Web of Science®: 13 - Times Cited Scopus: 9 - Times Cited Google Scholar: 21
16	Galhoz, I., Ramos, R. F. & Biscaia, R. (2024). Airline environmental sustainability actions and CSR impact on customer behavior. Research in Transportation Business and Management, 53. https://doi.org/10.1016/j.rtbm.2024.101111 - Times Cited Web of Science®: 19 - Times Cited Scopus: 18 - Times Cited Google Scholar: 36
17	Ramos, R., Rita, P. & Vong, C. (2024). Mapping research in marketing: Trends, influential papers and agenda for future research. Spanish Journal of Marketing - ESIC, 28(2), 187?206. https://doi.org/10.1108/SJME-10-2022-0221 - Times Cited Web of Science®: 14 - Times Cited Scopus: 28 - Times Cited Google Scholar: 40

18	Pereira, F., Costa, J. M., Ramos, R. F. & Raimundo, A. (2023). The impact of the COVID-19 pandemic on airlines' passenger satisfaction. Journal of Air Transport Management, 112. https://doi.org/10.1016/j.jairtraman.2023.102441 - Times Cited Web of Science®: 33 - Times Cited Scopus: 25 - Times Cited Google Scholar: 54
19	Ramos, R., Rita, P. & Moro, S. (2023). Are social media and mobile applications threatening retail websites?. International Journal of Internet Marketing and Advertising, 18(1), 58?81. https://doi.org/10.1504/IJIMA.2023.128150 - Times Cited Web of Science®: 4 - Times Cited Scopus: 6 - Times Cited Google Scholar: 5
20	Moro, S., Pires, G., Rita, P., Cortez, P. & Ramos, R. F. (2023). Discovering ethnic minority business research directions using text mining and topic modelling. Journal of Research in Marketing and Entrepreneurship, 25(1), 83?102. https://doi.org/10.1108/JRME-01-2022-0004 - Times Cited Web of Science®: 9 - Times Cited Scopus: 5 - Times Cited Google Scholar: 26
21	Ramos, R. F., Biscaia, R., Moro, S. & Kunkel, T. (2023). Understanding the importance of sport stadium visits to teams and cities through the eyes of online reviewers. Leisure Studies, 42(5), 693?708. https://doi.org/10.1080/02614367.2022.2131888 - Times Cited Web of Science®: 42 - Times Cited Scopus: 38 - Times Cited Google Scholar: 75
22	Coelho, P. S., Rita, P. & Ramos, R. F. (2023). How the response to service incidents change customer–firm relationships. European Journal of Management and Business Economics, 32(2), 168?184. https://doi.org/10.1108/EJMBE-05-2021-0157 - Times Cited Web of Science®: 7 - Times Cited Scopus: 8 - Times Cited Google Scholar: 18
23	Rita, P., Ramos, R. F., Borges-Tiago, M. & Rodrigues, D. (2022). Impact of the rating system on sentiment and tone of voice: A Booking.com and TripAdvisor comparison study. International Journal of Hospitality Management, 104. https://doi.org/10.1016/j.ijhm.2022.103245 - Times Cited Web of Science®: 75 - Times Cited Scopus: 81 - Times Cited Google Scholar: 137
24	Rita, P. & Ramos, R. F. (2022). Global research trends in consumer behavior and sustainability in e-commerce: A bibliometric analysis of the knowledge structure. Sustainability, 14(15). https://doi.org/10.3390/su14159455 - Times Cited Web of Science®: 78 - Times Cited Scopus: 87 - Times Cited Google Scholar: 163
25	Lemos, C., Ramos, R. F., Moro, S. & Oliveira, P. M. (2022). Stick or Twist – The raise of blockchain applications in marketing management. Sustainability, 14(7). https://doi.org/10.3390/su14074172 - Times Cited Web of Science®: 20 - Times Cited Scopus: 25 - Times Cited Google Scholar: 49

26	Tianyuan, Z., Moro, S. & Ramos, R. F. (2022). A data-driven approach to improve customer churn prediction based on telecom customer segmentation. Future Internet, 14(3). https://doi.org/10.3390/fi14030094 - Times Cited Web of Science®: 46 - Times Cited Scopus: 58 - Times Cited Google Scholar: 105
27	Furtado, A., Ramos, R. F., Maia, B. & Costa, J. M. (2022). Predictors of hotel clients' satisfaction in the Cape Verde Islands. Sustainability, 14(5). https://doi.org/10.3390/su14052677 - Times Cited Web of Science®: 16 - Times Cited Scopus: 18 - Times Cited Google Scholar: 32
28	Quezado, T., Cavalcante, W. Q., Fortes, N. & Ramos, R. F. (2022). Corporate social responsibility and marketing: A bibliometric and visualization analysis of the literature between the Years 1994 and 2020. Sustainability, 14(3). https://doi.org/10.3390/su14031694 - Times Cited Web of Science®: 32 - Times Cited Scopus: 31 - Times Cited Google Scholar: 68
29	Ramos, R., Rita, P. & Moro, S. (2021). Is this the beginning of the end for retail websites? A professional perspective. International Journal of Internet Marketing and Advertising, 15(3), 260?280. https://doi.org/10.1504/IJIMA.2021.115422 - Times Cited Web of Science®: 7 - Times Cited Scopus: 7 - Times Cited Google Scholar: 15
30	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). https://doi.org/10.1108/EJMBE-10-2019-0192 - Times Cited Web of Science®: 20 - Times Cited Scopus: 20 - Times Cited Google Scholar: 48
31	Chaile, V., Moro, S., Carneiro, A. & Ramos, R. F. (2021). Aplicação das redes neuronais artificiais para classificação das operações de perfuração: O caso de poços deepwater de exploração e produção. RISTI - Revista Ibérica de Sistemas e Tecnologias de Informação/Iberian Journal of Information Systems and Technologies (RISTI),(43), 5?20. https://doi.org/10.17013/risti.43.5-20 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
32	Moro, S., Ramos, R. & Rita, P. (2021). What drives job satisfaction in IT companies?. International Journal of Productivity and Performance Management, 70(2), 391?407. https://doi.org/10.1108/IJPPM-03-2019-0124 - Times Cited Web of Science®: 46 - Times Cited Scopus: 38 - Times Cited Google Scholar: 143
33	Leandro, C., Ramos, R. & Moro, S. (2019). Anticipating the duration of public administration employees' future absences. Public Administration Issues, 6, 23?40. - Times Cited Scopus: 2 - Times Cited Google Scholar: 1
34	Ramos, R., Rita, P. & Moro, S. (2019). From institutional websites to social media and mobile applications: a usability perspective. European Research on Management and Business Economics, 25(3), 138?144. https://doi.org/10.1016/j.iedeen.2019.07.001 - Times Cited Web of Science®: 60 - Times Cited Scopus: 58 - Times Cited Google Scholar: 119

- Review article

1	Ramos, R. F., Biscaia, R., Kaplanidou, K. & Kharouf, H. (2026). Place branding through sport events: A systematic review and future directions. European Sport Management Quarterly, 26(3), 363?392. https://doi.org/10.1080/16184742.2025.2552688 - Times Cited Web of Science®: 4 - Times Cited Scopus: 10 - Times Cited Google Scholar: 13
2	Santos, P. H. dos., Ramos, R. F., Cruz, J. E. & Brom, P. C. (2026). Traceability in sustainable agribusiness: A systematic review and future research directions. Sustainable Production and Consumption, 63, 124?137. https://doi.org/10.1016/j.spc.2026.01.005 - Times Cited Web of Science®: 3 - Times Cited Scopus: 4 - Times Cited Google Scholar: 6
3	Omran, W., Ramos, R. F. & Casais, B. (2024). Virtual reality and augmented reality applications and their effect on tourist engagement: A hybrid review. Journal of Hospitality and Tourism Technology, 15(4), 497?518. https://doi.org/10.1108/JHTT-11-2022-0299 - Times Cited Web of Science®: 64 - Times Cited Scopus: 65 - Times Cited Google Scholar: 108
4	Ramos, R. F. & Rita, P. (2024). Structure of REDEE and EJMBE research: A bibliometric analysis. European Journal of Management and Business Economics, 33(1), 1?19. https://doi.org/10.1108/EJMBE-04-2022-0109 - Times Cited Web of Science®: 5 - Times Cited Scopus: 5 - Times Cited Google Scholar: 9

• Books and Book Chapters

- Book chapter

1	Wong, D. & Ramos, R. F. (2024). Japan's football diplomacy. Continental perspectives on the geopolitical economy of football (pp. 69?77). Routledge.
2	Keogh, J.G., Ramos, R. F., Gómez, J.M. & Rejeb, A. (2024). Retail supply chains: The growing importance of technology and supply chain standards for enhancing efficiency, visibility, transparency, and trust at the digital-physical B2B systems interface. In Laurette Dubé, Maxime C. Cohen, Nathan Yang, and Bassem Monla (Ed.), Precision retailing: Driving results with behavioral insights and data analytics (pp. 359?378). University of Toronto Press.

• Conferences/Workshops and Talks

- Talk

1	Chung, H.-C, Manley, A., Wang, Y., Han, F., Moro, S., Ramos, R. F....Sun, B. (2024). Temporal and Seasonal Analysis of Sentiment and Emotions in TripAdvisor Reviews of Six Chinese Cities. AESOP Annual Congress,.
2	Wang, Y., Vichnevetskaia, A., Manley, A., Moro, S., Ramos, R. F. & Chung, H.-C. (2024). How Do International Social Media Users Perceive Chinese Cities? The Case Study of Suzhou, China’s Heritage City Destination. Changing Cities 2024 Conference,.

3	Wang, Y., Manley, A., Ramos, R. F. & Moro, S. (2024). Destination Image of Chinese Cities through the Lens of International Social Media Users: A Case Study of Suzhou Historic City on YouTube. AESOP Annual Congress,.
4	Quezado, T., Quezado, W., Fortes, N. & Ramos, R. F. (2021). Responsabilidade social corporativa e marketing: uma análise bibliométrica e de visualização da literatura entre os anos de 1994 e 2020. IX Encontro de Marketing da ANPAD – EMA 2021,. - Times Cited Google Scholar: 2
5	Ramos, R. F., Rita, P. & Moro, S. (2017). Internet user behavior change: Scholar perspective. North American Society for Sport Management,.
6	Ramos, R. F., Rita, P. & Moro, S. (2017). Internet user behavior change: Professionals' perspective. Sport Management Association for Australia & New Zealand,.
7	Ramos, R. F., Rita, P. & Moro, S. (2016). Internet user behavior change –an evaluation under three dimensions: scholars, professionals, and users. EDAMBA Summer Research Academy 2016,.
8	Ramos, R. F., Mascarenhas, M., Biscaia, R. & Pereira, E. (2015). Online sport consumption: Influence of consumers' motivations and concerns on their actual behavior and future purchase intentions. European Association of Sport Management,. - Times Cited Google Scholar: 1

Awards

EDAMBA Ph. D. Thesis Competition 2020 (2020)