Warning: [2026-02-04 14:45] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Ricardo Godinho Bilro

Professor Auxiliar (com Agregação)
Department of Marketing, Operation and Management (IBS)

Integrated Researcher
BRU-Iscte - Business Research Unit (IBS)
[Marketing Group]

Contacts

E-mail	Ricardo.Bilro@iscte-iul.pt
Office	D4.31
Post Box	303

Curriculum

Ricardo Godinho Bilro is an Assistant Professor with habilitation in Marketing at ISCTE – Instituto Universitário de Lisboa. He teaches across Undergraduate, Master's, Doctoral, and Executive Education programmes. He holds a PhD in Management, with a specialisation in Marketing, from ISCTE Business School and currently serves as Director of the Erasmus Mundus joint master's degree programme in Tourism, Development and Culture (TourDC).

He is a guest lecturer at the University of Glasgow in the UK and the University of Malta within the TourDC programme and has held Visiting Professor appointments at several international institutions, including EM Strasbourg Business School in Strasbourg, France, TH Köln in Cologne, Germany, Laurea University of Applied Sciences in Helsinki, Finland, and Université Gustave Eiffel in Paris, France.

As a researcher at ISCTE's Business Research Unit, his work focuses on digital transformation, technology adoption, consumer engagement, and services marketing. His research has been published in leading international journals, including the Journal of Travel Research (ABS 4), Journal of Business Research (ABS 3), Psychology and Marketing (ABS 3), International Journal of Contemporary Hospitality Management (ABS 3), and Journal of Business and Industrial Marketing (ABS 2), among others. He regularly presents his research at major international conferences, such as the European Marketing Academy Conference, the World Marketing Congress of the Academy of Marketing Science, the Global Marketing Conference (GAMMA/GFMAC), and the Academy of Marketing Conference. He also serves as an Editorial Board Member for several international journals.

Ricardo has received several distinctions for his academic and teaching excellence, including the Best Professor Award for the postgraduate programme in Digital Marketing at ISCTE Executive Education in 2022 and 2023, the Best Paper Award at

TomiWorld 2017, and the Best Conference Paper Award at GAMMA GFMAC 2019.

Research Interests

Digital Transformation

Technology Adoption

Consumer Engagement

Services Marketing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	Aggregation	Provas Públicas de Agregação	2024
ISCTE-Instituto Universitario de Lisboa	PhD	Doutoramento em Gestão, com especialização em Marketing	2018
ISCTE-Instituto Universitario de Lisboa	Advanced Studies	Gestão, com especialização em Marketing	2015
ISCTE-Instituto Universitario de Lisboa	M.Sc.	Marketing	2014
INDEG-ISCTE	Post-graduation	Marketing	2007
Universidade Técnica de Lisboa	Licenciate	Gestão e Administração Pública	2000

Other Professional Activities

Period	Activity Type	Activity Description	More Info URL
2024	Expert participation in other institutions	Visiting Professor at TH Köln - Cologne University of Applied Sciences	View More
2024	Expert participation in other institutions	Visiting professor at EM Strasbourg Business School	View More
2023	Expert participation in other institutions	Visiting Professor at Université Gustave Eiffel	View More
2023	Expert participation in other institutions	Visiting Professor at Laurea University of Applied Sciences	View More
2022	Expert participation in other institutions	Guest lecturer to the University of Malta	View More
2021	Expert participation in other institutions	Guest lecturer to the University of Glasgow	View More
2017 - 2021	Sustained professional work	Docente do ensino superior politécnico - Instituto Português de Administração de Marketing (IPAM)	View More

2017 - 2020	Sustained professional work	Tutor and Examiner - Global MBA - Queen Mary University of London	View More
Since 2022	Expert participation in other institutions	Grants reviewer for the National Science Center, Poland	View More

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Advanced Topics in Management II		No
2025/2026	2º	E-Tourism		Yes
2025/2026	2º	Research Project in Management		No
2025/2026	2º	Master Dissertation		Yes
2025/2026	2º	Innovation in Marketing: Creativity, New Products and Design		Yes
2025/2026	1º	Marketing Management and Planning		Yes
2025/2026	1º	Research Seminar in Management		No
2025/2026	1º	E-Commerce		Yes
2025/2026	1º	E-Tourism		Yes
2025/2026	1º	Operational Marketing		No
2024/2025	2º	Large Events & Event Management		Yes
2024/2025	2º	Shopping Tourism & Luxury Retail Management		Yes
2024/2025	2º	E-Tourism		Yes
2024/2025	2º	Master Dissertation		Yes
2024/2025	2º	Marketing and Management of Culture		Yes
2024/2025	2º	Operational Marketing		No
2024/2025	2º	Innovation in Marketing: Creativity, New Products and Design		Yes
2024/2025	1º	Marketing Management and Planning		Yes

2024/2025	1º	E-Commerce		Yes
2024/2025	1º	Large Events & Event Management		Yes
2024/2025	1º	Shopping Tourism & Luxury Retail Management		Yes
2024/2025	1º	E-Tourism		Yes
2024/2025	1º	Digital Transformation Strategy for Executives		Yes
2024/2025	1º	Marketing Strategy and Innovation in Service Design		Yes
2024/2025	1º	Service Design and Strategic Marketing with Design Thinking		Yes
2023/2024	2º	Project of Marketing		Yes
2023/2024	2º	Large Events & Event Management		Yes
2023/2024	2º	Shopping Tourism & Luxury Retail Management		Yes
2023/2024	2º	E-Tourism		Yes
2023/2024	2º	Operational Marketing		No
2023/2024	2º	Innovation in Marketing: Creativity, New Products and Design		Yes
2023/2024	1º	Marketing Management and Planning		Yes
2023/2024	1º	E-Commerce		Yes
2023/2024	1º	Large Events & Event Management		Yes
2023/2024	1º	Shopping Tourism & Luxury Retail Management		Yes
2023/2024	1º	E-Tourism		Yes
2023/2024	1º	Operational Marketing		No
2022/2023	2º	Work Project in Hospitality and Tourism Management		Yes
2022/2023	2º	Dissertation in Hospitality and Tourism Management		Yes

2022/2023	2º	Wine Tourism & Wine Business		Yes
2022/2023	2º	Large Events & Event Management		Yes
2022/2023	2º	Shopping Tourism & Luxury Retail Management		Yes
2022/2023	2º	E-Tourism		Yes
2022/2023	2º	Operational Marketing		No
2022/2023	2º	Innovation in Marketing: Creativity, New Products and Design		Yes
2022/2023	1º	Managing Hospitality and Guest Service Organizations		Yes
2022/2023	1º	Work Project in Hospitality and Tourism Management		Yes
2022/2023	1º	Marketing Management and Planning		No
2022/2023	1º	Dissertation in Hospitality and Tourism Management		Yes
2022/2023	1º	Project of Marketing		Yes
2022/2023	1º	Wine Tourism & Wine Business		Yes
2022/2023	1º	Large Events & Event Management		Yes
2022/2023	1º	Shopping Tourism & Luxury Retail Management		Yes
2022/2023	1º	E-Tourism		Yes
2022/2023	1º	Digital Transformation Strategy for Executives		Yes
2022/2023	1º	Operational Marketing		No
2021/2022	2º	Work Project in Hospitality and Tourism Management		Yes
2021/2022	2º	Dissertation in Hospitality and Tourism Management		Yes
2021/2022	2º	Large Events & Event Management		Yes
2021/2022	2º	Shopping Tourism & Luxury Retail Management		Yes

2021/2022	2º	Internship in Hospitality and Tourism Management		Yes
2021/2022	2º	Operational Marketing		No
2021/2022	2º	Innovation in Marketing: Creativity, New Products and Design		Yes
2021/2022	1º	Managing Hospitality and Guest Service Organizations		Yes
2021/2022	1º	Work Project in Hospitality and Tourism Management		Yes
2021/2022	1º	Marketing Management and Planning		No
2021/2022	1º	Dissertation in Hospitality and Tourism Management		Yes
2021/2022	1º	Project of Marketing		Yes
2021/2022	1º	Large Events & Event Management		Yes
2021/2022	1º	Shopping Tourism & Luxury Retail Management		Yes
2021/2022	1º	Operational Marketing		No
2020/2021	2º	Work Project in Hospitality and Tourism Management		Yes
2020/2021	2º	Dissertation in Hospitality and Tourism Management		Yes
2020/2021	2º	Wine Tourism & Wine Business		Yes
2020/2021	2º	Large Events & Event Management		Yes
2020/2021	2º	Shopping Tourism & Luxury Retail Management		Yes
2020/2021	2º	E-Tourism		Yes
2020/2021	2º	Internship in Hospitality and Tourism Management		Yes
2020/2021	2º	Innovation in Marketing: Creativity, New Products and Design		No
2020/2021	1º	Work Project in Hospitality and Tourism Management		Yes

2020/2021	1º	Dissertation in Hospitality and Tourism Management		Yes
2020/2021	1º	Operational Marketing		No
2019/2020	2º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2019/2020	2º	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		Yes
2019/2020	2º	Operational Marketing		No
2019/2020	2º	Innovation in Marketing: Creativity, New Products and Design		No
2019/2020	1º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2019/2020	1º	Operational Marketing		No
2018/2019	2º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2018/2019	2º	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		Yes
2018/2019	2º	Professional Presentations		No
2018/2019	2º	Services Marketing		No
2018/2019	2º	Operational Marketing		No
2018/2019	2º	Innovation in Marketing: Creativity, New Products and Design		No
2018/2019	1º	Strategic Marketing in Hospitality and Tourism		No
2018/2019	1º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2018/2019	1º	Marketing Management		No
2018/2019	1º	Operational Marketing		No

2017/2018	2º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2017/2018	2º	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		Yes
2017/2018	2º	Technical Report Writing		No
2017/2018	2º	Professional Presentations		No
2017/2018	1º	Study Methods and Techniques		No
2017/2018	1º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2016/2017	2º	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		No
2016/2017	2º	Technical Report Writing		No
2016/2017	2º	Professional Presentations		No
2016/2017	1º	Study Methods and Techniques		No
2015/2016	2º	Study Methods and Techniques		No
2015/2016	2º	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		No
2015/2016	2º	Technical Report Writing		No

Supervisions

- **Ph.D. Thesis**
  - **Ongoing**

	Student Name	Title/Topic	Language	Status	Institution
1	Honggang Wang	The Role of Innovation in the Consumer-Based Hospital Brand Equity	English	Developing	Iscte
2	Yang Yi	Marketing strategy for home appliance brand building in the new media era - Tiktok and Red as examples	English	Developing	Iscte

3	Ana Cristina de Oliveira Chaves	An Examination of ESG Strategy Reporting in the Hospitality Industry: An Empirical Investigation	English	Developing	Iscte
4	Hou Gang	Enhancing Customer Value through Effective Membership System Design and Optimisation in the Baijiu Industry	English	Developing	Iscte
5	Olusoji Paul Akinola	The effects of AI powered social commerce technology on customer experience	English	Delivered	Iscte
6	Seyed Mohammad Mirmahdi Komejani	Playing for Love: Unveiling Customer Engagement through Gamified Romantic Advertising	English	Developing	Iscte
7	Ashraqat Sherin Helmy Hassan Hussien Nassar	The Balancing Act: Investigating Programmatic Advertising and User Privacy through a User-centric Lens	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	He Xiaoqiang	The Impact of C2M Enterprise Digital Transformation and Cross Border Cooperation on Sustainable Competitive Advantage	English	Iscte	2025
2	Muhammad Saleh Al-Reesh	The role of customer inspiration and relationship quality in engaging the online experience: insights from Kuwait and Portugal	English	Iscte	2022
3	Fernando José de Aires Angelino	Exploring university students' engagement in learning through gamification, transmedia and virtual reality	English	Iscte	2020

• M.Sc. Dissertations
- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Adriana Filipa Cordeiro Simão	From Overload to Engagement: The Impact of AI Recommendations on Consumer Behavior	--	Developing	Iscte
2	Beatriz Leite Silva	Crafting a Digital Voice: The Social Media Strategy of Gleba as a Purpose-Driven Brand	--	Developing	Iscte

	Student Name	Title/Topic				
3	Davide Miori	Predictive AI & User Retention: How Ethical and Technological Perceptions Influence Trust and Retention Intention in AI-Driven Subscription Services	--	Developing	Iscte	
4	Filipa Isabel Alferes Carapinha	M.M Cafés: Brand Expansion into the B2C Market	--	Developing	Iscte	
5	Filipa da Silva Luís Ferreira Reis	D'Água Bar – Floating Bar in Saint Tropez	--	Developing	Iscte	
6	Inês Castanheira Marques dos Santos	Marketing Plan for International Expansion of Tim Hortons in Portugal	English	Developing	Iscte	
7	Carolina Rodrigues Clemente	The Impact of Shocking Advertising on Brand Perception	--	Developing	Iscte	

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Nuno Castelo Ribeiro	When Tragedy Attracts: Understanding the Motivations behind Dark Tourism	English	Iscte	2025
2	Alice da Costa Pereira	Designing a Creative Process Model for Start-ups	English	Iscte	2025
3	Margarida Cândido Claudino	Limits of Personalization: The Impact of Artificial Intelligence on Brand Positioning Perception	English	Iscte	2025
4	Beatriz de Marques Castro	New Luxury and Brand Advocacy in European Hotels: A Text Mining Analysis of Guest Reviews	English	Iscte	2025
5	Dara Albertina Pinto Veloso	Full-Service or Low-Cost Airlines? A TPB Examination of Perceived Value,Perceived Quality, and Consumer Choice	English	Iscte	2025
6	Matilde Freitas Ribeiro de Lima	How Blockchain technology impacts loyalty programs and the willingness of consumers to adopt them	English	Iscte	2024
7	Catarina Maurício Domingos	AI-enhanced content in Marketing Campaigns: Analysing how AI-enhanced content can leverage Purchase Intention and Brand Advocacy	English	Iscte	2024
8	Margarida de Brito Serafim Cardoso Matias	From pixels to purchase: Analyzing perceived value and willingness to purchase AI-Generated Luxury Fashion	English	Iscte	2024

9	João José Pontes Marques	Artificial Intelligence in Marketing: Enhancing Brand Loyalty through AI-Powered Personalization Direct Campaigns in Fashion Industry	English	Iscte	2024
10	Milica Popara	The Role of Peripheral Services in Esports Tourism in Driving Participation and Recommendations	English	Iscte	2024
11	Beatriz de Jesus Galheto Coelho	A Revolutionary Toy Story: The Impact Smart Toys have towards parent's perception and decision-making purchase process	English	Iscte	2024
12	Filipa Correia Pinto Hipolito Baptista	Unlocking Premium: Exploring the Interplay of Personality Traits and External Factors in Freemium Business Models	English	Iscte	2023
13	Rita Bárbara de Sousa Faria Simões Raposo	FACTORS INFLUENCING PURCHASE INTENTION AND LOYALTY TOWARDS PRIVATE LABEL PRODUCTS	English	Iscte	2023
14	Mafalda Moreira de Melo e Faro	Brand Authenticity: exploring antecedents and outcomes in Heritage Tourism	English	Iscte	2023
15	Renske Marije Ten Have	Investigating the factors of brand loyalty in e-commerce through brand engagement and brand switching behavior	English	Iscte	2023
16	Adriana Catarina de Almeida Gomes Craveiro	How the use of Blockchain technology can guarantee product originality to the consumer: an Empirical Study	Portuguese	Iscte	2023
17	Mariana Gonzaga Esteves Nunes Guiomar	CAN BRAND ACTIVISM, WHEN MEDIATED BY BRAND AUTHENTICITY, GENERATE BRAND LOVE AND BRAND ADVOCACY	English	Iscte	2023
18	Marta Caramelo Augusto	How does the consumers' perception of their body image influence their relationship with brands that promote body dissatisfaction?	English	Iscte	2023
19	Isabel Lourenço Martins Pedro	The Role of Micro-Influencers for Luxury Fashion Brands	English	Iscte	2023
20	Ana Luiza Beck Santos	The use of sentiment analysis to identify visitors? perceptions of Central European capital cities	English	Iscte	2023
21	Leonor Moura Canastra	The acceptance and resistance factors influencing consumers? intention to use virtual shopping assistants and the role of relationship quality	English	Iscte	2022
22	Mariana Lazáro Vitória	The use of Artificial Intelligence in Luxury Fashion Retail: the use of Robots and Virtual Assistants to increase Purchase Intention in physical stores	English	Iscte	2022

23	Sara Gabriela Louro Bonifácio	Does social commerce (s-commerce) influence Instagram buying behavior: an empirical research	English	Iscte	2022
24	Tiago Maria Manso Gonçalves Malhadeiro	The Relevance of Voice Assistants on Intention to Use: an Empirical Research on the Self-driving Industry	English	Iscte	2022
25	Evanthia Koutoulaki	THE INFLUENCE OF SOCIAL MEDIA FOOD CONTENT ON THE GREEK TRAVEL DESTINATION IMAGE.	English	Iscte	2022
26	Thirza Jacqueline Anna Martens	Marketing plan for FOREO: introducing the innovative skincare brand in the Netherlands	English	Iscte	2021
27	Mário Ezequiel Coimbra Marmelada	Packaging and visual storytelling in portuguese vintage brands	English	Iscte	2021
28	Victoria Constanze Sauter	THE ROLE OF MASSTIGE STRATEGIES ON BRANDING: GERMAN CUSTOMERS RELATIONSHIP WITH MOBILE BRANDS, ITS STATUS AND PRESTIGE?	English	Iscte	2021
29	Sandra Espino Mendoza	HOW TO PROPEL DOMESTIC TOURISM ACTIVITY IN AN INDUSTRIAL CITY THROUGH WINE TOURISM: A PROJECT BASED IN THE STATE OF AGUASCALIENTES, MEXICO.	English	Iscte	2021
30	Amanda Nicole Macintyre	Beverage Tourism as Heritage: Whisky and Heritage Tourism in Scotland	English	Iscte	2021
31	Madalena Baptista Veltman	The Luxury Fashion fitting the mass-market: How Luxury Fashion Brands can use social media Masstige campaigns to leverage Brand Love	English	Iscte	2021
32	Kate Louise Bittle	REDESIGNING THE COMMUNICATION STRATEGY TO REBRAND ANGEL NAIL SPA: AN IN-COMPANY PROJECT	English	Iscte	2021
33	Catarina Calisto de Freitas	The role of Customer Engagement in building Destination Loyalty - An Analysis of Turismo do Centro de Portugal	English	Iscte	2021
34	Fernando Dias	The role of personal interaction and brand attributes in loyalty and the intention to repeat purchases at opticians in Portugal	Portuguese	IPAM	2020
35	Rita Curião de Oliveira Pires	The impact of massclusivity strategies on the brand image of luxury fashion brands	Portuguese	IPAM	2020
36	João Pedro Ribeiro Franco	Online Engagement on Esports Streams	English	Iscte	2020

37	Sara Alexandra Lopes Serras	Exploiting the Impact of User-Generated Content on Brand Coolness and Consumer Brand Engagement: A Text-Mining Approach.	English	Iscte	2020
38	Catarina Alexandra Barreira Ribeiro	The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies	English	Iscte	2020
39	Carolina Mariquito Meira	Talha Wine as a Differentiational Factor of Alentejo?s Wine Tourism Offer	English	Iscte	2020
40	Ana Rita de Olival Mendonça	Consumer-brand engagement in OTC medication: can pharmaceutical companies increase brand usage intent by improving perceived social media activity?	English	Iscte	2020
41	Filipa Rodrigues Soares Barata	The Role Of Massclusivity Campaigns In Consumer Response And Perceptions: The Attitude Toward Luxury Brands	English	Iscte	2020
42	Daniele Baggi	THE TASTE OF TRAVEL: HOW FOOD IMPACTS AND MODIFIES PEOPLE?S TRAVEL DECISIONS	English	Iscte	2020
43	João Luís Carrilho Fortes da Cunha	The Adversities of doing Business in China: Why Western Companies Fail	English	Iscte	2020
44	Mariana Lima de Souza Pinto	There is more than "Social" and "Selling" in Social Selling: analyzing the concept and its implications	Portuguese	IPAM	2019
45	Alexandre Assunção das Neves	The role of rational and emotional appeals on advertising	Portuguese	IPAM	2019
46	Mariana Pereira da Silva	Analysing Consumers Relationship with Banking on Social Media: The Influence of Consumer-Brand Engagement and Brand Love	English	Iscte	2019
47	Mariana Sequeira Neves	Exploring Customer Interaction and Management Response in Luxury Hospitality through Online Reviews in Social Media	English	Iscte	2019
48	Sara Martins Gonçalves	The Impact of Celebrities Vs Youtubers on Brand Trust, Brand Love and Brand Loyalty	English	Iscte	2019
49	Inês Oliveira Milheiro da Costa	The Impact of Influencer Marketing on Consumer Purchase Intentions and Brand Attitude: the Instagrammers	English	Iscte	2019
50	David André Galrão Raposo	The Role of Advertising, Influencers and Celebrity Endorsement on Brand Love: The Youtuber's Effect	English	Iscte	2019
51	Raquel Gomes Freire Gonçalves	Brand Sabatoge: Managing Social Media and Reputational Crises in Utility Companies	English	Iscte	2019

	Student Name	Title/Topic	Language	Institution	Concluding Year
52	António Jorge Alvoeiro Fernandes	How Motivations for Esports Consumption Influence the Esports Sponsorship Response: The Favourability, Brand Awareness and Purchase Intention Effects	English	Iscte	2018
53	Pedro Augusto Albano Nobre	Exploring the cross-cultural effect on consumer-brand relationship and engagement through social media platforms: The Kérastase Example.	English	Iscte	2018
54	Maria Rita Gonçalves Mendes Nunes Cabaço	The importance of Hedonism in the commitment relationship between consumers and brands through Online Brand Communities	Portuguese	Iscte	2018
55	Joana Fonseca dos Santos	EXPLORING THE IMPACT OF MASSCLUSIVITY CAMPAIGNS ON BRAND LOVE THROUGH ONLINE BRAND COMMUNITIES	English	Iscte	2018

• M.Sc. Final Projects
- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	José Manuel Tomás Mendes da Silva	TRANSITION TO THE AGENCY MODEL IN THE AUTOMOTIVE SECTOR, PREMIUM SEGMENT.	Portuguese	Iscte	2025
2	Inês Rodrigues Ferreira	BUSINESS PLAN FOR Development of a Business Plan for the Creation of a Marketing and Social Media Consulting Agency in Portugal	Portuguese	Iscte	2025
3	Carolina Alves Soares	How to Enhance Customer Loyalty Through Social Media Marketing:An In-Company Influencer-Based Strategic Communication Project for Pierre Fabre's Children's Stomatology Department	English	Iscte	2025
4	Mariana Figueira Lopes	In-Company Project: Strategic Branding and Marketing Plan to Launch Century 21 Portugal's New Luxury Real Estate Segment	English	Iscte	2025
5	Margarida Lascas de Paiva Trindade	Solo travel: Market growth and consequent practical application in the PayPerPlan travel agency	Portuguese	Iscte	2023
6	Marta Santamaría Donapetry	Analysis of Korean Wine Market and Exportation of Galician Wines to South Korea	English	Iscte	2022
7	Maria Margarida Caetano Gaspar	Overtravels: a business plan that aims to change the Portuguese holiday paradigm	English	Iscte	2021

8	Andreia Filipa Gama Miguel Tiago	New service launch at Europalco - offer of a 3d printer service	Portuguese	IPAM	2020
9	Teresa Koch Rodrigues	How to eliminate queues at the nationality service in the IRN organization	Portuguese	IPAM	2020
10	Maike Baun	Development of a social media communication strategy for the marine conservation NGO Sea Shepherd Portugal focused on awareness and donation increase	English	Iscte	2020
11	Ricardo Miguel Pinto Lopes	Integrated Marketing Communication and implementation of digital materials: an in-company project at Leo Burnett	Portuguese	IPAM	2019
12	Raquel Cristina Pereira Vilhena Amaro	Monte do Zambujeiro: Agrotourism business plan	Portuguese	IPAM	2019
13	Ana Beatriz Castelo Branco das Neves	Business Plan MILL BAY: Rural Tourism Accommodation - Salir do Porto	Portuguese	IPAM	2019
14	Gabriel Vasconcelos Palla Beirão	Development of a Marketing Plan to Launch the Brand "Love your Dog"	English	Iscte	2019
15	Margarida Catalão Fontan Macias	How to Improve Customer Retention and Lifetime Value on Subscription Based Models: In Company Project with "The Bam and Boo" Toothbrush	English	Iscte	2019

Total Citations

Web of Science®	1050
Scopus	1200

Publications

• Scientific Journals
- Scientific journal paper

1	Al-Reesh, M. S., Loureiro, S. M. C. & Bilro, R. G. (2025). Cultural influences on online experiences, relationship quality, and customer engagement: A comparative study between Kuwait and Portugal. Multidisciplinary Business Review. 18 (2), 68-89
2	Bilro, R. G., MacIntyre, A., Marques, S. H. & Custódio, C. M. (2025). The influence of Scotch whisky as cultural alcoholic beverage on travel motivations. European Journal of Tourism Research. 40
3	Loureiro, S. M. C., Bilro, R. G., Guerreiro, J., Lee, M. J. & Han, H. (2025). ChatGPT coolness-desirable framework for tourism and hospitality. Journal of Travel Research. N/A

4	Bilro, R. G., Loureiro, S. M. C. & Baggi, D. (2025). Local food, global journeys: The interplay of food motivations and social media influencing food tourism. Journal of Foodservice Business Research. N/A - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 2
5	Aleem, A., Loureiro, S. M. C. & Bilro, R. G. (2024). Luxury fashion consumption: A review, synthesis and research agenda. Spanish Journal of Marketing - ESIC. 28 (2), 149-164 - Times Cited Web of Science®: 29 - Times Cited Scopus: 30 - Times Cited Google Scholar: 55
6	Loureiro, S. M. C., JiménezBarreto, J., Bilro, R. G. & Romero, J. (2024). Me and my AI: Exploring the effects of consumer selfconstrual and AIbased experience on avoiding similarity and willingness to pay. Psychology and Marketing. 41, 151-167 - Times Cited Web of Science®: 23 - Times Cited Scopus: 22 - Times Cited Google Scholar: 27
7	Bilro, R. G. & Loureiro, S. M. C. (2023). I am feeling so good! Motivations for interacting in online brand communities. Journal of Research in Interactive Marketing. 17 (1), 61-77 - Times Cited Web of Science®: 39 - Times Cited Scopus: 43 - Times Cited Google Scholar: 69
8	Loureiro, S. M. C., Bilro, R. G. & Neto, D. (2023). Working with AI: Can stress bring happiness?. Service Business. 17, 233-255 - Times Cited Web of Science®: 34 - Times Cited Scopus: 48 - Times Cited Google Scholar: 83
9	Bilro, R. G., Loureiro, S. M. C. & Souto, P. (2023). A systematic review of customer behavior in business-to-business markets and agenda for future research. Journal of Business and Industrial Marketing. 38 (13), 122-142 - Times Cited Web of Science®: 25 - Times Cited Scopus: 25 - Times Cited Google Scholar: 79
10	Ferreira, E.S., Loureiro, S. M. C., Bilro, R.G. & Ferro, T. M. (2022). Analyzing Madeira and Bermuda as two different destinations: A text mining approach. Journal of Promotion Management. 28 (6), 687-701 - Times Cited Web of Science®: 1 - Times Cited Scopus: 6 - Times Cited Google Scholar: 8
11	Angelino, F. J., Loureiro, S. M. C. & Bilro, R.G. (2022). Exploring tourism students' engagement through telepresence, pleasantness of the experience and memory: A virtual reality approach. Journal of Promotion Management. 28 (5), 669-685 - Times Cited Web of Science®: 12 - Times Cited Scopus: 16 - Times Cited Google Scholar: 22
12	Loureiro, S. M. C. & Bilro, R. G. (2022). The role of commitment amongst tourists and intelligent virtual assistants. Journal of Promotion Management. 28 (2), 175-188 - Times Cited Web of Science®: 5 - Times Cited Scopus: 16 - Times Cited Google Scholar: 18

13	Bilro, R.G., Loureiro, S. M. C. & Dos Santos, J. F. (2022). Masstige strategies on social media: The influence on sentiments and attitude toward the brand. International Journal of Consumer Studies. 46 (4), 1113-1126 - Times Cited Web of Science®: 70 - Times Cited Scopus: 79 - Times Cited Google Scholar: 128
14	Bilro, R. G., Loureiro, S. M. C. & Angelino, F. J. (2022). The role of creative communications and gamification in customer engagement in higher education: A sentiment analysis approach. Journal of Creative Communications. 17 (1), 7-21 - Times Cited Web of Science®: 18 - Times Cited Scopus: 21 - Times Cited Google Scholar: 49
15	Japutra, A., Loureiro, S. M. C., Li, T., Bilro, R. G. & Han, H. (2022). Luxury tourism: where we go from now?. Asia Pacific Journal of Tourism Research. 27 (8), 871-890 - Times Cited Web of Science®: 13 - Times Cited Scopus: 10 - Times Cited Google Scholar: 16
16	Marques, S., Bilro, R. G., Gonçalves, M. & Raouf, A. R. (2022). Partners we can trust: the role of employee engagement influencing partnerships' relationship quality in the voluntary sector. Management Research: The Journal of the Iberoamerican Academy of Management. 20 (2), 148-168 - Times Cited Web of Science®: 8 - Times Cited Scopus: 12 - Times Cited Google Scholar: 22
17	Bilro, R. G. & Dias, F. (2022). Now I can see: How brand interactions influence channel loyalty and purchase intention in optical physical stores. Management Research: The Journal of the Iberoamerican Academy of Management. 20 (3), 229-243 - Times Cited Web of Science®: 1 - Times Cited Scopus: 3 - Times Cited Google Scholar: 7
18	Angelino, F. J., Loureiro, S. M. C. & Bilro, R.G. (2021). Analysing students' engagement in higher education through transmedia and Learning Management Systems: a text mining approach. International Journal of Innovation and Learning. 30 (4), 484-502 - Times Cited Web of Science®: 2 - Times Cited Scopus: 6 - Times Cited Google Scholar: 7
19	Loureiro, S. M. C., Bilro, R. G. & Angelino, F. J. (2021). Virtual reality and gamification in marketing higher education: A review and research agenda. Spanish Journal of Marketing - ESIC. 25 (2), 179-216 - Times Cited Web of Science®: 51 - Times Cited Scopus: 62 - Times Cited Google Scholar: 132
20	Bilro, R.G. & Cunha, J. F. Da (2021). An exploratory study of Western firms' failure in the Chinese market: a network theory perspective. Journal of Chinese Economic and Foreign Trade Studies. 14 (2), 149-168 - Times Cited Web of Science®: 16 - Times Cited Scopus: 10 - Times Cited Google Scholar: 26

21	Loureiro, S. M. C., Japutra, A., Molinillo, S. & Bilro, R.G. (2021). Stand by me: analyzing the tourist–intelligent voice assistant relationship quality. International Journal of Contemporary Hospitality Management. 33 (11), 3840-3859 - Times Cited Web of Science®: 72 - Times Cited Scopus: 81 - Times Cited Google Scholar: 98
22	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2020). How brand authenticity and consumer brand engagement can be expressed in reviews: a text mining approach. Journal of Promotion Management. 26 (4), 457-480 - Times Cited Web of Science®: 32 - Times Cited Scopus: 38 - Times Cited Google Scholar: 80
23	Loureiro, S. M. C., Bilro, R.G. & Japutra, A. (2020). The effect of consumer-generated media stimuli on emotions and consumer brand engagement. Journal of Product and Brand Management. 29 (3), 387-408 - Times Cited Web of Science®: 95 - Times Cited Scopus: 98 - Times Cited Google Scholar: 166
24	Loureiro, S. M. C., Romero, J. & Bilro, R. G. (2020). Stakeholder engagement in co-creation processes for innovation: a systematic literature review and case study. Journal of Business Research. 119, 388-409 - Times Cited Web of Science®: 182 - Times Cited Scopus: 205 - Times Cited Google Scholar: 367
25	Bilro, R.G., Loureiro, S. M. C. & Guerreiro, J. (2019). Exploring online customer engagement with hospitality products and its relationship with involvement, emotional states, experience and brand advocacy. Journal of Hospitality Marketing and Management. 28 (2), 147-171 - Times Cited Web of Science®: 138 - Times Cited Scopus: 148 - Times Cited Google Scholar: 276
26	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
27	Bilro, R.G., Loureiro, S. M. C. & Faizan Ali (2018). The role of website stimuli of experience on engagement and brand advocacy. Journal of Hospitality and Tourism Technology. 9 (2), 204-222 - Times Cited Web of Science®: 86 - Times Cited Scopus: 90 - Times Cited Google Scholar: 178
28	Bilro, R. G. & Loureiro, S. M. C. (2016). Framework for success of online brand management: a systematic literature review. World Review of Entrepreneurship, Management and Sustainable Development. 12 (2-3), 300-317 - Times Cited Web of Science®: 1 - Times Cited Scopus: 2 - Times Cited Google Scholar: 8

- Review article

1	Bilro, R. G. & Loureiro, S. M. C. (2020). A consumer engagement systematic review: synthesis and research

agenda. Spanish Journal of Marketing - ESIC. 24 (3)
  - Times Cited Web of Science®: 70
  - Times Cited Scopus: 83
  - Times Cited Google Scholar: 180

• Books and Book Chapters

- Book chapter

1	Bilro, R.G. (2026). MarTech. In Vanessa Ratten (Ed.), International Encyclopedia of Business Management. (pp. 95-97). Cambridge, Massachusetts: Academic Press.
2	Bilro, R.G., Custódio, C.M. & Marques, S. (2026). Luxury Fashion. In Vanessa Ratten (Ed.), International Encyclopedia of Business Management. (pp. 103-106). Cambridge, Massachusetts: Academic Press.
3	Ana Luiza Beck, Bilro, R.G. & Loureiro, S. M. C. (2025). Unveiling the motivations: a text-mining analysis of tourist motivations in the heart of Europe. In Nikolaos Stylos; Jeremy Zwiegelaar; (Ed.), Handbook on Big Data Marketing and Management in Tourism and Hospitality. (pp. 56-74). Cheltenham, UK: Edward Elgar Publishing.

4	Bilro, R. G. & Koutoulaki, E. (2024). From plate to post: Exploring the impact of foodstagramming on Greece's travel destination image. In Raouf Ahmad Rather (Ed.), Consumer brand relationships in tourism: An international perspective. (pp. 363-383). Cham: Springer.
	  - Times Cited Scopus: 2
	  - Times Cited Google Scholar: 2

5	Freitas, C., Bilro, R.G. & Marques, S. (2023). The influence of customer engagement on destination loyalty from a destination marketing organisation perspective. In Raouf A. Rather and Haywantee Ramkissoon (Ed.), Handbook of customer engagement in tourism marketing. (pp. 115-128). Cheltenham, UK: Edward Elgar Publishing.
	  - Times Cited Scopus: 2
	  - Times Cited Google Scholar: 3

6	Raouf, A. R., Khan, I., Bilro, R.G. & Cain, L. (2023). Impact of Social Media Involvement on Brand Co-Creation during the COVID-19 Outbreak in the Tourism Industry. In Raouf Ahmad Rather (Ed.), Brand Co-Creation Tourism Research: Contemporary issues and Challenges. Palm Beach, Florida: AAP - Apple Academic Press.
	  - Times Cited Scopus: 1
	  - Times Cited Google Scholar: 2

7	Loureiro, S. M. C. & Bilro, R. G. (2022). Feeling economy. In Dimitrios Buhalis (Ed.), Encyclopedia of tourism management and marketing. (pp. 229-231). Cheltenham, United Kingdom: Edward Elgar Publishing.
8	Loureiro, S. M. C. & Bilro, R.G. (2020). Be or not be online engaged: Exploring the flow from stimuli to e-WOM on online retail consumers. In Sandra Maria Correia Loureiro, Hans Ruediger Kaufmann (Ed.), Exploring the power of electronic word-of-mouth in the services industry. (pp. 18-34). Hershey: IGI Global. - Times Cited Google Scholar: 12
9	Bilro, R.G., Loureiro, S. M. C. & Angelino, F. J. (2020). Implications of gamification and virtual reality in higher education. In Sandra Maria Correia Loureiro (Ed.), Managerial challenges and social impacts of virtual and augmented reality. (pp. 111-124). Hershey: IGI Global. - Times Cited Google Scholar: 7

10	Japutra, A., Bilro, R.G. & Loureiro, S. M. C. (2020). Beyond virtual and augmented reality: AI-assisted mixed reality and its impacts on society. In Sandra Maria Correia Loureiro (Ed.), Managerial challenges and social impacts of virtual and augmented reality. (pp. 252-265). Hershey: IGI Global. - Times Cited Google Scholar: 3
11	Bilro, R.G. & Loureiro, S. M. C. (2020). Exploring consumer-brand engagement in online environments designed for tourism. In ukasz Burkiewicz, Agnieszka Knap-Stefaniuk (Ed.), Management Tourism Culture: Studies and reflections on tourism management. (pp. 247-264). Kraków: Ignatianum University Press. - Times Cited Google Scholar: 6
12	Alreesh, M., Loureiro, S. M. C. & Bilro, R. G. (2020). Inspiring consumers online: A proposed framework comparing different cultures. In Rocha, Á., Peter, M. K., Loureiro, S., Reis, J. L., Cayolla, R., and Bogdanovic, Z. (Ed.), Marketing and Smart Technologies. Smart Innovation, Systems and Technologies. (pp. 671-676). Lisboa: Springer Singapore.
13	Bilro, R. G. & Loureiro, S. M. C. (2020). An exploratory study of social selling on LinkedIn: The concept and its implications. In Rocha, Á., Peter, M. K., Loureiro, S., Reis, J. L., Cayolla, R., and Bogdanovic, Z. (Ed.), Marketing and Smart Technologies. Smart Innovation, Systems and Technologies. (pp. 429-439). Lisboa: Springer Singapore. - Times Cited Google Scholar: 1
14	Loureiro, S. M. C. & Bilro, R. G. (2020). How committed I am with tourist-intelligent virtual assistants?. In Rocha, Á., Peter, M. K., Loureiro, S., Reis, J. L., Cayolla, R., and Bogdanovic, Z. (Ed.), Marketing and Smart Technologies. Smart Innovation, Systems and Technologies. (pp. 3-9). Lisboa: Springer Singapore.

• Conferences/Workshops and Talks
- Publication in conference proceedings

1	Bilro, R.G., Loureiro, S. M. C., Guerreiro, J., Rodrigues, M. B. & Custódio, C.M. (2025). The influence of AI-powered personalization on brand loyalty in the fashion industry. In 2025 Global Marketing Conference at Hong-Kong Proceedings. (pp. 69-74). Hong-Kong: Global Alliance of Marketing and Management Associations.
2	Loureiro, S. M. C., Rodrigues, M. B., Gonçalves, D. & Bilro, R.G. (2025). Understanding attitudes toward artificial intelligence: the role of self-efficacy and social presence. In 2025 Global Marketing Conference at Hong-Kong Proceedings. (pp. 139-143). Hong-Kong: Global Alliance of Marketing and Management Associations.
3	Domingos, C.M., Bilro, R.G., Loureiro, S. M. C. & Custódio, C.M. (2025). AI-driven content strategies: enhancing consumer engagement and loyalty. In 2025 Global Marketing Conference at Hong-Kong Proceedings. (pp. 78-82). Hong-Kong: Global Alliance of Marketing and Management Associations.
4	Nassar, A. & Bilro, R.G. (2025). A systematic review of programmatic advertising literature. In Demetris Vrontis; Yaakov Weber; Evangelos Tsoukatos (Ed.), 18th Annual Conference of the EuroMed Academy of Business. (pp. 1351-1352). Porto: Euromed Press.
5	Ganhão, M., Loureiro, S. M. C., Guerreiro, J., Bilro, R.G. & Rodrigues, M. B. (2024). Cognitive, affective, and social drivers of music fan-related behavior. In Vincent Jeseo, Jasmine Parajuli (Ed.), Marketing in a multicultural and vibrant world: Proceedings for the 2024 AMS World Marketing Congress. (pp. 59-68). Cham, Switzerland: Springer. - Times Cited Scopus: 1 - Times Cited Google Scholar: 1

6	Bilro, R. G., Loureiro, S. M. C. & Matias, M. (2024). Analysing AI-generated luxury fashion: The perceived value and customer's purchase intention. In Roland T. Rust (Ed.), 2024 Global Fashion Management Conference at Milan. (pp. 397-401). Milão: Global Alliance of Marketing & Management Associations.
7	Loureiro, S. M. C., Ganhão, M., Guerreiro, J. & Bilro, R.G. (2024). Music can be trendy and cool. In Roland T. Rust (Ed.), 2024 Global Fashion Management Conference at Milan. (pp. 372-374). Milão: Global Alliance of Marketing & Management Associations.
8	Rodrigues, M. B., Loureiro, S. M. C., Gonçalves, B., Guerreiro, J. & Bilro, R. G. (2024). The VR experience and purchase intentions in the real state. In Vincent Jeseo, Jasmine Parajuli (Ed.), Marketing in a multicultural and vibrant world: Proceedings for the 2024 AMS World Marketing Congress. (pp. 81-86). Cham, Switzerland: Springer.
9	Bilro, R. G. & Custódio, C. M. (2023). The impact of voice assistants on consumer intention to use self-driving cars. In Kerrigan, F. (Ed.), Proceedings of Academy of Marketing 2023 Annual Conference and Doctoral Colloquium: From Revolution to Revolutions . (pp. 121-122). Birmingham, UK: Academy of Marketing.
10	Custódio, C. M. & Bilro, R. G. (2023). Exploring the distilled realms: A study on whiskey and the travellers' motivations. In Kerrigan, F. (Ed.), Proceedings of Academy of Marketing 2023 Annual Conference and Doctoral Colloquium: From Revolution to Revolutions. (pp. 277-278). Birmingham, UK: Academy of Marketing.
11	Loureiro, S. M. C., Ferreira, M. M., Bilro, R. G. & Marques, L. (2023). How artificial intelligence tools influence customer experience and avoidance of similarity. In Rust, R. T., Peres, R., Robinson, L., Nishio, C., and Garrett, T. (Ed.), 2023 Global Marketing Conference at Seoul: Marketing and management transformation in the challenging digital environment. (pp. 646-649). Seoul, Republic of Korea: Global Alliance of Marketing and Management Associations. - Times Cited Google Scholar: 2
12	Sauter, V., Bilro, R. G. & Loureiro, S. M. C. (2023). A study of the impact of masstige strategies on brand coolness and brand happiness. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 16th Annual Conference of the EuroMed Academy of Business. Business Transformation in Uncertain Global Environments. (pp. 1233-1235). Vilnius, Lithuania: EuroMed Press. - Times Cited Google Scholar: 2
13	Rodrigues, A. F., Loureiro, S. M. C. & Bilro, R. G. (2023). The power of connection: Exploring the role of identification in the emotional relationship between humans and robots in the hospitality industry. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 16th Annual Conference of the EuroMed Academy of Business. Business Transformation in Uncertain Global Environments . (pp. 1201-1203). Vilnius, Lithuania: EuroMed Press.
14	Cavalinhos, S., Bilro, R. G. & Miguel, L. (2022). How veganism impacts tourists attitudes toward tourism destinations: An empirical study. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022) . Budapest: EMAC.
15	Bilro, R. G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022). Budapest: EMAC. - Times Cited Google Scholar: 1
16	Akinola, P. O., Bilro, R. G. & Loureiro, S. M. C. (2022). AI powered social commerce technology and customer experience: A systematic literature review. In Vrontis, D., Weber, Y., and Tsoukatos, E. (Ed.), 15th Annual Conference of the EuroMed Academy of Business: Sustainable Business Concepts and Practices. (pp. 1016-1019). Palermo: EuroMed Press. - Times Cited Google Scholar: 1

17	Freitas, C. C. de. & Bilro, R. G. (2021). Does tourist's engagement influence destination loyalty? An analysis of Turismo do Centro de Portugal. In Christou, E., Fotiadis, A., & Alexandris, K. (Ed.), TOURMAN 2021 Book of Abstracts - 4th International Scientific Conference. (pp. 182-183). Thessaloniki: International Hellenic University.
18	Loureiro, S. M. C., Bilro, R. G. & Angelino, F. J. (2021). Creating memories and engagement in college student through virtual reality. In M. Claudia tom Dieck, Timothy H. Jung, Sandra M. C. Loureiro (Ed.), Augmented reality and virtual reality: New trends in immersive technology, Conference proceedings. (pp. 167-179). Lisboa: Springer. - Times Cited Google Scholar: 5
19	Gomes, P., Bilro, R.G. & Abreu, R. (2021). The effect of artificial intelligence-based services on tourist's satisfaction, loyalty and word-of-mouth. In Carlos Flavián, Daniele Belanche, Carlos Orús (Ed.), Proceedings of AIRSI 2021-Technologies 4.0 in Tourism, Servces & Marketing. (pp. 113-116). Zaragoza: Zaragoza University.
20	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2020). Tourist-hotel relationship: the role of customer experience and brand authenticity. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 639-644). Seul: Global Alliance of Marketing and Management Associations.
21	Loureiro, S. M. C., Bilro, R. G., Japutra, A. & Molinillo, S. (2020). Relationships between tourists and intelligent virtual assistants: Promoting the love ties. In Carlos Flavián (Ed.), AIRSI2020 Conference Proceedings. (pp. 62-65). Zaragoça: Zaragoza University.
22	Guerreiro, J., Loureiro, S. M. C., Bilro, R. G. & Villar, J. (2020). Multisensory experiences in virtual environments: The role of sense of power, cognitive flexibility and personality traits. In Proceedings of the 49th European Marketing Academy Conference (EMAC). Budapest: European Marketing Academy (EMAC).
23	Bilro, R. G., Loureiro, S. M. C., Guerreiro, J. & Raposo, D. (2020). An empirical study on influencers and their engagement factors: The YouTubers' perspective. In Proceedings of the 49th European Marketing Academy Conference (EMAC). Budapest: European Marketing Academy (EMAC).
24	Alreesh, M., Loureiro, S. M. C. & Bilro, R. G. (2020). Firm performance through online engagement: The role of experience and customer inspiraton. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 1621-1624). Seul: Global Alliance of Marketing and Management Associations.
25	Policarpo, P., Guerreiro, J., Loureiro, S. M. C. & Bilro, R. G. (2020). Exploring young artists' digital performance: the impact of online community engagement and co-creation on brand love. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 480-484). Seul: Global Alliance of Marketing and Management Associations.
26	Bilro, R. G., Loureiro, S. M. C., Guerreiro, J. & Raposo, D. (2020). How influencers and digital interaction can impact customer-brand relationship and engagement. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 465-467). Seul: Global Alliance of Marketing and Management Associations.
27	Bilro, R. G., Loureiro, S. M. C., Rosado-Pinto, F. & Costa, I. (2020). The impact of influencer marketing and instagrammers on consumer purchase intentions and brand attitude. In 2020 Global Marketing Conference at Seoul Proceedings. (pp. 478-479). Seul: Global Alliance of Marketing and Management Associations. - Times Cited Google Scholar: 4
28	Loureiro, S. M. C., Angelino, F. & Bilro, R. G. (2019). Gamification in higher education: Text mining approach. In Vrontis, D., Weber, Y. and Tsoukatos, E. (Ed.), 12th Annual Conference of the EuroMed Academy of Business: Business Management Theories and Practices in a Dynamic Competitive Environment. (pp. 1716-1718). Thessaloniki, Greece: EuroMed Press.

29	Crespo, M., Loureiro, S. M. C., Bilro, R.G. & Guerreiro, J. (2019). How atmospheric cues in a virtual reality fashion stores affect the sense of presence. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 819-823). Paris: Global Alliance of Marketing and Management Associations. - Times Cited Google Scholar: 1
30	Angelino, F., Loureiro, S. M. C. & Bilro, R. G. (2019). Exploring the future of virtual reality and gamification in learning enviornments: Students motivation and engagement in higher education. In CEISEE 2019: 15th China-Europe International Symposium on Software Engineering Education, Conference proceedings. Lisboa: IEEE. - Times Cited Google Scholar: 2
31	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2019). Insights into brand authenticity and customer engagement in a restaurant setting: A text mining approach . In Proceedings of the 48th EMAC Conference. Hamburg: EMAC. - Times Cited Google Scholar: 1
32	Nobre, P., Bilro, R.G. & Loureiro, S. M. C. (2019). The influence of cross-cultural effect on Kérastase (L'oreal Group) consumer-brand relationship and engagement. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 804-809). Paris: Global Alliance of Marketing and Management Associations. - Times Cited Google Scholar: 4
33	Bilro, R.G., Dos Santos, J. F. & Loureiro, S. M. C. (2019). The impact of Massclusivity campaigns on perceptions and brand love of Gucci online brand communities' members. In Proceedings of the 48th EMAC Conference. Hamburg: EMAC. - Times Cited Google Scholar: 1
34	Cabaço, M. G., Bilro, R.G. & Loureiro, S. M. C. (2019). Exploring the rewards dimension of engagement in consumer-fashion brand relationship. In 2019 Global Fashion Management Conference at Paris. (pp. 534-535). Paris: Global Alliance of Marketing and Management Associations.
35	Loureiro, S. M. C., Bilro, R.G. & Ferro, T. (2019). Are they sisters?: Using text mining approach to understand perceptions about Madeira and Bermuda. In Proceedings of the 48th EMAC Conference. Hamburg: EMAC.
36	Bilro, R.G., Loureiro, S. M. C. & Cabaço, M. G. (2019). Do hedonic rewards at online communities affect consumer-fashion brand engagement? a PLS approach. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 589-593). Paris: Global Alliance of Marketing and Management Associations.
37	Santos, J. F., Bilro, R.G. & Loureiro, S. M. C. (2019). Analysing the impact of massclusivity campaigns on luxury and mass-market fashion brands. In 2019 Global Fashion Management Conference at Paris Proceedings. (pp. 810-811). Paris: Global Alliance of Marketing and Management Associations.
38	Bilro, R. G., Loureiro, S. M. C. & Guerreiro, J. (2018). Analysing customer engagement on social network platforms devoted to tourism and hospitality. In Global Marketing Conference. (pp. 239-240). Tokyo: Global Alliance of Marketing and Management Associations. - Times Cited Web of Science®: 2 - Times Cited Google Scholar: 2
39	Pina, L. S., Loureiro, S. M. C., Rita, P., Sarmento, E. M., Bilro, R. G. & Guerreiro, J. (2018). The perception of active listening practice on social networks. In Global Marketing Conference. (pp. 1098-1106). Tokyo: Global Alliance of Marketing and Management Associations. - Times Cited Web of Science®: 1
40	Bilro, R. G., Loureiro, S. M. C. & Marques, M. I. (2018). Online brand communities: when consumers are negatively engaged. In 21st World Marketing Congress of the Academy of Marketing Science. Porto

41	Loureiro, S. M. C. & Bilro, R. (2018). How can stimuli and emotions help increase brand advocacy. In 21st World Marketing Congress of the Academy of Marketing Science. Porto - Times Cited Google Scholar: 4
42	Bilro, R. & Loureiro, S. (2017). Clarifying customer brand engagement boundaries: A systematic literature review approach. In Tihomir Vraneševi, Claudia Seabra, Doris Perui, Miroslav Mandi, Irena Pandža (Ed.), 6th International M-Sphere Conference For Multidisciplinarity in Business and Science: Book of Abstracts. Viseu: Accent.
43	Loureiro, S. & Bilro, R. (2017). Como podem os estímulos e as emoções contribuir para aumentar a defesa da marca?: uma análise exploratória usando PLS. In Maria de Fátima Salgueiro, Paula Vicente, Teresa Calapez, Catarina Marques, Maria Eduarda Silva (Ed.), Atas do XXIII Congresso da Sociedade Portuguesa de Estatística. Lisboa: Sociedade Portuguesa de Estatística.
44	Bilro, R. G. & Loureiro, S. M. C. (2017). Consumer-brand engagement through website stimuli. In Demetris Vrontis, Yaakov Weber, Evangelos Tsoukatos (Ed.), 10th Annual Conference of the EuroMed Academy of Business. (pp. 1951-1954). Rome: EuroMed Press. - Times Cited Google Scholar: 1
45	Bilro, R.G., Loureiro, S. M. C. & Marques, M. I. (2017). Leaving footprints on online brand communities: the role of positive and negative engagement on commitment. In EMAC (Ed.), Conference book proceedings of the 46th European Marketing Academy Conference - EMAC 2017.
46	Loureiro, S. M. C., Bilro, R. G. & Koo, D.-M. (2015). Committing consumers to sustainability: Portugal and South Korea outlooks. In 4th International Conference on Multinational Enterprises and Sustainable Development, (MESD'15). Lisboa
47	Bilro, R. & Loureiro, S. (2014). Create, build and manage online brands for internet companies. In Demetris Drontis, Yaakov Weber and Shlomo Tarba (Ed.), Proceedings of the 7th Annual Conference of the EuroMed Academy of Business. (pp. 2030-2033). Kristiansand: EuroMed Press.

- Talk

1	Bilro, R.G. (2025). The influence of AI-powered personalization on brand loyalty in the fashion industry. 2025 Global Marketing Conference at Hong-Kong.
2	Bilro, R.G. (2025). AI-driven content strategies: enhancing consumer engagement and loyalty. 2025 Global Marketing Conference at Hong-Kong.
3	Bilro, R.G. (2024). Analysing ai-generated luxury fashion: the perceived value and customer's purchase intention. 2024 Global Fashion Management Conference.
4	Guerreiro, J., Bilro, R.G., Loureiro, S. M. C., Flávian, Ferreira, Santana...Monsanto (2023). How to Create Value in Tourism Through AI & XR. Nova SBE – SCV Summit.
5	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Bilro, R.G. (2023). How artificial intelligence tools influence customer experience and avoidance of similarity. Global Marketing Conference - GAMMA .
6	Bilro, R.G. (2023). Exploring the Distilled Realms: A Study on Whiskey and the Travellers' Motivations. Academy of Marketing Conference - AM2023.

7	Rodrigues, A. F., Loureiro, S. M. C. & Bilro, R.G. (2023). The power of connection: exploring the role of identification in the emotional relationship between humans and robots in the hospitality industry. The 16th annual Euromed academy of business conference.
8	Bilro, R.G. (2023). The Impact of Voice Assistants on Consumer Intention to Use Self-Driving Cars. Academy of Marketing Conference - AM2023.
9	Sauter, V., Bilro, R.G. & Loureiro, S. M. C. (2023). A study of the impact of masstige strategies on brand coolness and brand happiness. The 16th annual Euromed academy of business conference.
10	Ferreira, Mónica Mendes, Loureiro, S. M. C. & Bilro, R.G. (2023). A memorable experience in the metaverse led to a desire to revisit: the moderate role of Kama Muta, arousal and dominance. 8th International XR-Metaverse XR meets the Metaverse.
11	Bilro, R.G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. European Marketing Academy annual conference - EMAC 2022.
12	Freitas, C.C. & Bilro, R.G. (2021). Does Tourist's Engagement Influence Destination Loyalty? An Analysis of Turismo do Centro de Portugal. TOURMAN 2021 - 4th International Scientific Conference .
13	Gomes, P., Bilro, R.G. & Abreu, R. (2021). The effect of artificial intelligence-based services on tourist's satisfaction, loyalty and word-of-mouth. AIRSI2021 - Technologies 4.0 in Tourism, Services & Marketing.
14	Bilro, R.G. (2020). Social media and brand dilution risk for luxury brands. EMAC and JCR/IJRM author development workshop.
15	Loureiro, S. M. C., Bilro, R.G. & Angelino, F. J. (2020). Creating Memories and Engagement in College Student Through Virtual Reality. 6th International AR VR Conference.
16	Bilro, R.G. & Loureiro, S. M. C. (2020). An exploratory study of social selling on LinkedIn: the concept and its implications. ICMarktech'20.
17	Guerreiro, J., Loureiro, S. M. C., Bilro, R.G. & Policarpo, P. (2020). Exploring young artists' digital performance: the impact of online community engagement and co-creation on brand love. 2020 Global Marketing Conference at Seoul.
18	Rosado-Pinto, F., Loureiro, S. M. C. & Bilro, R.G. (2020). Tourist-hotel relationship: the role of customer experience and brand authenticity. Global Marketing Conference- GAMMA 2020.
19	Cabaço, M. G., Bilro, R.G. & Loureiro, S. M. C. (2019). Exploring the rewards dimension of engagement in consumer-fashion brand relationship. 2019 Global Fashion Management Conference at Paris.
20	Dos Santos, J. F., Bilro, R.G. & Loureiro, S. M. C. (2019). Analysing the impact of massclusivity campaigns on luxury and mass-market fashion brands. 2019 Global Fashion Management Conference at Paris.
21	Nobre, P., Bilro, R.G. & Loureiro, S. M. C. (2019). The influence of cross-cultural effect on Kérastase (L'oreal Group) consumer-brand relationship and engagement. 2019 Global Fashion Management Conference at Paris.
22	Angelino, F., Loureiro, S. M. C. & Bilro, R.G. (2019). Exploring the future of virtual reality and gamification in learning enviornments: students motivation and engagement in higher education. 15th China-Europe International Symposium on Software Engineering Education.

23	Bilro, R.G., Loureiro, S. M. C. & Ferro, T. M. (2019). Are they sisters? Using text mining approach to understand perceptions about Madeira and Bermuda. 48th annual European Marketing Academy annual conference - EMAC .
24	Bilro, R.G., Loureiro, S. M. C. & Cabaço, M. G. (2019). Do hedonic rewards at online communities affect consumer-fashion brand engagement? A PLS approach. 2019 Global Fashion Management Conference at Paris.
25	Bilro, R.G., Loureiro, S. M. C. & M. I. Marques (2018). Online brand communities: when consumers are negatively engaged. 21st World Marketing Congress of the Academy of Marketing Science.
26	Bilro, R.G. (2018). The role of consumer brand-engagement in a digital marketing era. Research Seminars BRU-IUL.
27	Loureiro, S. M. C. & Bilro, R.G. (2018). How Can Stimuli and Emotions Help Increase Brand Advocacy. 21st World Marketing Congress of the Academy of Marketing Science. - Times Cited Google Scholar: 1
28	Bilro, R.G., Loureiro, S. M. C. & Guerreiro, J. (2018). Analysing Customer Engagement on Social Network Platforms Devoted to Tourism and Hospitality. 2018 Global Marketing Conference at Tokyo.
29	Bilro, R.G. & Loureiro, S. M. C. (2017). Clarifying customer brand engagement boundaries - a systematic literature review approach. 6th Annual Conference of the Association for Promotion of Multidisciplinarity in Science and Business (M-SPHERE).
30	Loureiro, S. M. C. & Bilro, R.G. (2017). Consumer-brand engagement through website stimuli. 10th Euromed conference of the Euromed academy of business research.
31	Bilro, R.G., Loureiro, S. M. C. & Guerreiro, J. (2017). Leaving footprints on online brand communities: the role of positive and negative engagement on commitment. The European Marketing Academy Conference - EMAC 2017.
32	Bilro, R.G. & Loureiro, S. M. C. (2017). Drivers of customer-brand engagement in a digital marketing era. Ciência 2017 - Encontro com a ciência e tecnologia em Portugal.
33	Bilro, R.G. & Loureiro, S. M. C. (2016). Brand stimulus on online consumer purchase: attractiveness, intention and actual behaviour. Academy of Marketing Doctoral Colloquium .
34	Loureiro, S. M. C., Bilro, R.G. & Koo, D.-M. (2015). Committing Consumers to Sustainability: Portugal and South Korea Outlooks. 4th International Conference on Multinational Entreprises and Sustainable Development (MESD).
35	Bilro, R.G. & Loureiro, S. M. C. (2014). Create. Build and Manage Online Brands For Internet Companies. 7th Euromed conference of the Euromed academy of business research- The Future of Entrepreneurship.

Academic Management Positions

Director (2025 - 2026)
Unit/Area: [0379] Erasmus Mundus in Tourism Development & Culture

Sub-diretor (2024 - 2025) Unit/Area: Department of Marketing, Operations and General Management
Director (2023 - 2025) Unit/Area: [0379] Erasmus Mundus in Tourism Development & Culture
Director (2021 - 2023) Unit/Area: [0379] Erasmus Mundus in Tourism Development & Culture
Director (2021 - 2023) Unit/Area: [027] Hospitality and Tourism Management

Awards

ISCTE Research Award 2024 (2024)
ISCTE Research Award 2023 (2023)
Postgraduate in Digital Marketing best teacher award - ISCTE Executive Education (2023)
ISCTE Research Award 2022 (2022)
Postgraduate in Digital Marketing best teacher award - ISCTE Executive Education (2022)
ISCTE Research Award 2021 (2021)
ISCTE Research Award 2020 (2020)
ISCTE Scientific Award 2019 (2019)
Best paper award at Global Fashion Management Conference 2019 - GAMMA (Global Alliance of Marketing and Management Associations) (2019)
Best Paper Award TomiWorld for Marketing, Promotion, and Consumer Behavior - 6th M-SPHERE Conference (2017)

Professional Associations

Academy of Marketing Science (Since 2018)
European Marketing Academy (EMAC) (Since 2017)
European Institute for Advanced in Management (EIASM) (Since 2016)
Academy of Marketing (Since 2016)
Associação Portuguesa dos Profissionais de Marketing - APPM (Since 2006)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of scientific event committee	ARTIIS 2026 - International Conference on Research in Technologies, Information, Innovation and Sustainability	Universidade do Minho	2026

Member of scientific event committee	ICMarkTech'25 - The 2025 International Conference on Marketing and Technologies	University of Valencia	2025
Member of scientific event committee	ARTIIS 2025 - International Conference on Advanced Research in Technologies, Information, Innovation and Sustainability	Corporación Universitaria Rafael Núñez (UNINÚÑEZ)	2025
Member of scientific event committee	TechDiComM 2025 - Technological Strategies on Digital Communication and Marketing	Corporación Universitaria Rafael Núñez (UNINÚÑEZ) / Instituto Politécnico de Leiria	2025
Member of scientific event committee	ICMarkTech'24 - The 2024 International Conference on Marketing and Technologies	University of Azores	2024
Member of scientific event committee	ARTIIS 2024 - The International Conference on Advanced Research in Technologies, Information, Innovation and Sustainability	Universidad Andrés Bello, Santiago de Chile	2024
Member of scientific event committee	TechDiComM 2024 - Technological Strategies on Digital Communication and Marketing	Universidade de Vigo \ Instituto Politécnico de Leiria	2024
Member of scientific event committee	ICMarkTech'23 - The 2023 International Conference on Marketing and Technologies	Universidade de Santiago de Compostela	2023
Member of scientific event committee	ARTIIS 2023 - The International Conference on Advanced Research in Technologies, Information, Innovation and Sustainability	UPSE, Ecuador / Algoritmi Research Centre, Portugal / UdiMA, Spain	2023
Member of scientific event committee	TechDiComM 2023 - Technological Strategies on Digital Communication and Marketing	Universidade de Vigo e Instituto Politécnico de Leiria	2023
Member of scientific event committee	2023 XR-Metaverse Conference	University of Nevada, Las Vegas / MMU - Manchester Metropolitan University	2023
Member of scientific event committee	ICMarkTech'22 - The 2022 International Conference on Marketing and Technologies	Universidade de Santiago de Compostela	2022
Member of scientific event committee	IV International Symposium on Network Science – SINS	CLISSIS (Portugal) / CRIE (Brasil)	2022
Member of scientific event committee	TechDiComM 2022 - Technological Strategies on Digital Communication and Marketing	Universidade de Santiago Compostela, Spain / Algoritmi Research Centre, Portugal	2022
Member of scientific event's organizing committee	ARVR2022: 7th International AR VR Conference	ISCTE-IUL / MMU - Manchester Metropolitan University	2022
Member of scientific event committee	ICMarktech'21 – International Conference on Marketing and Technologies	Universidad de La Laguna	2021
Member of scientific event committee	TechDiComM 2021 - Technological Strategies on Digital Communication and Marketing	UEPC - Ecuador / Algoritmi Research Centre, Portugal	2021
Member of scientific event committee	Global Conference on Services and Retail Management (GLOSERV 2021)	University of South Florida, Florida, USA	2021

Member of scientific event's organizing committee	ARVR2020: 6th International AR VR Conference	ISCTE-IUL / MMU - Manchester Metropolitan University	2020
Member of scientific event committee	ARVR2020: 6th International AR VR Conference	ISCTE-IUL / MMU - Manchester Metropolitan University	2020
Member of scientific event committee	ICMarktech'20 – International Conference on Marketing and Technologies	ISCTE-IUL / ISMAI	2020

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	Services Marketing Quarterly	1533-2969 / Q2	Since 2025	English
Member of scientific journal editing staff	Journal of Foodservice Business Research	1537-8020 / Q2	Since 2025	English
Member of scientific journal editing staff	Journal of Hospitality Marketing and Management	1936-8623 / Q1 (T5)	Since 2024	English
Member of scientific journal editing staff	Perspectives on Culture	2081-1446	Since 2022	English