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## Ricardo Godinho Bilro

### Professor Auxiliar (com Agregação)

BRU-Iscte - Business Research Unit

Department of Marketing, Operation and Management (IBS)



### Contacts

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### 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 Behaviour

Services Marketing

Artificial intelligence in marketing

Customer Experience (CX)

## 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	<a href="#">View More</a>
2024	Expert participation in other institutions	Visiting professor at EM Strasbourg Business School	<a href="#">View More</a>
2023	Expert participation in other institutions	Visiting Professor at Université Gustave Eiffel	<a href="#">View More</a>
2023	Expert participation in other institutions	Visiting Professor at Laurea University of Applied Sciences	<a href="#">View More</a>
2022	Expert participation in other institutions	Guest lecturer to the University of Malta	<a href="#">View More</a>

2021	Expert participation in other institutions	Guest lecturer to the University of Glasgow	<a href="#">View More</a>
2017 - 2021	Sustained professional work	Docente do ensino superior politécnico - Instituto Português de Administração de Marketing (IPAM)	<a href="#">View More</a>
2017 - 2020	Sustained professional work	Tutor and Examiner - Global MBA - Queen Mary University of London	<a href="#">View More</a>
Since 2022	Expert participation in other institutions	Grants reviewer for the National Science Center, Poland	<a href="#">View More</a>

## Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2026/2027	2º	Advanced Topics in Management II	Doctorate Degree (PhD) in Business Administration;	No
2026/2027	2º	E-Tourism	Institutional Degree in ISCTE Business School;	Yes
2026/2027	2º	Research Project in Management	Doctorate Degree (PhD) in Management;	No
2026/2027	2º	Services Marketing	Institutional Degree in ISCTE Business School;	Yes
2026/2027	2º	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	Yes
2025/2026	2º	Advanced Topics in Management II	Doctorate Degree (PhD) in Business Administration;	No
2025/2026	2º	E-Tourism	Institutional Degree in ISCTE Business School;	Yes
2025/2026	2º	Research Project in Management	Doctorate Degree (PhD) in Management;	No
2025/2026	2º	Master Dissertation		Yes
2025/2026	2º	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	Yes
2025/2026	1º	Marketing Management and Planning	Post Graduation Program in Marketing;	Yes
2025/2026	1º	Research Seminar in Management	Master Degree in Business Administration;	No
2025/2026	1º	E-Commerce	Post Graduation Program in Marketing Management;	Yes
2025/2026	1º	E-Tourism		Yes

2025/2026	1°	Digital Transformation Strategy for Executives	Master Degree in Applied Management;	Yes
2025/2026	1°	Operational Marketing	Bachelor Degree in Marketing Management; Bachelor Degree in Management;	No
2024/2025	2°	Large Events & Event Management		Yes
2024/2025	2°	Shopping Tourism & Luxury Retail Management		Yes
2024/2025	2°	E-Tourism	Institutional Degree in ISCTE Business School;	Yes
2024/2025	2°	Master Dissertation		Yes
2024/2025	2°	Marketing and Management of Culture		Yes
2024/2025	2°	Operational Marketing	Bachelor Degree in Management;	No
2024/2025	2°	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	Yes
2024/2025	1°	Marketing Management and Planning	Post Graduation Program in Marketing;	Yes
2024/2025	1°	E-Commerce	Post Graduation Program in Marketing Management;	Yes
2024/2025	1°	Large Events & Event Management		Yes
2024/2025	1°	Shopping Tourism & Luxury Retail Management		Yes
2024/2025	1°	E-Tourism		Yes
2024/2025	1°	Digital Transformation Strategy for Executives	Master Degree in Applied Management;	Yes
2024/2025	1°	Marketing Strategy and Innovation in Service Design	Module in Marketing Strategy and Innovation in Service Design;	Yes
2024/2025	1°	Service Design and Strategic Marketing with Design Thinking	Other programme in Applied Program Mobility 360° : Transport Management;	Yes
2023/2024	2°	Project of Marketing		Yes
2023/2024	2°	Large Events & Event Management		Yes
2023/2024	2°	Shopping Tourism & Luxury Retail Management		Yes

2023/2024	2º	E-Tourism	Institutional Degree in ISCTE Business School;	Yes
2023/2024	2º	Operational Marketing	Bachelor Degree in Management;	No
2023/2024	2º	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	Yes
2023/2024	1º	Marketing Management and Planning	Post Graduation Program in Marketing;	Yes
2023/2024	1º	E-Commerce	Post Graduation Program in Marketing Management;	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	Bachelor Degree in Management;	No
2022/2023	2º	Work Project in Hospitality and Tourism Management		Yes
2022/2023	2º	Dissertation in Hospitality and Tourism Management	Master Degree 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	Institutional Degree in ISCTE Business School;	Yes
2022/2023	2º	Operational Marketing		No
2022/2023	2º	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	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	Post Graduation Program in Marketing;	No

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

2021/2022	1°	Large Events & Event Management		Yes
2021/2022	1°	Shopping Tourism & Luxury Retail Management		Yes
2021/2022	1°	Operational Marketing	Bachelor Degree in Management;	No
2020/2021	2°	Work Project in Hospitality and Tourism Management		Yes
2020/2021	2°	Dissertation in Hospitality and Tourism Management		Yes
2020/2021	2°	Wine Tourism & Wine Business		Yes
2020/2021	2°	Large Events & Event Management		Yes
2020/2021	2°	Shopping Tourism & Luxury Retail Management		Yes
2020/2021	2°	E-Tourism		Yes
2020/2021	2°	Internship in Hospitality and Tourism Management		Yes
2020/2021	2°	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	No
2020/2021	1°	Work Project in Hospitality and Tourism Management		Yes
2020/2021	1°	Dissertation in Hospitality and Tourism Management		Yes
2020/2021	1°	Operational Marketing	Bachelor Degree in Management;	No
2019/2020	2°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2019/2020	2°	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		Yes
2019/2020	2°	Operational Marketing	Bachelor Degree in Management;	No
2019/2020	2°	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	No
2019/2020	1°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes

2019/2020	1°	Operational Marketing	Bachelor Degree in Management;	No
2018/2019	2°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2018/2019	2°	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		Yes
2018/2019	2°	Professional Presentations		No
2018/2019	2°	Services Marketing		No
2018/2019	2°	Operational Marketing	Bachelor Degree in Management;	No
2018/2019	2°	Innovation in Marketing: Creativity, New Products and Design	Master Degree in Marketing;	No
2018/2019	1°	Strategic Marketing in Hospitality and Tourism	Master Degree in Hospitality and Tourism Management;	No
2018/2019	1°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2018/2019	1°	Marketing Management		No
2018/2019	1°	Operational Marketing	Bachelor Degree in Management;	No
2017/2018	2°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2017/2018	2°	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		Yes
2017/2018	2°	Technical Report Writing		No
2017/2018	2°	Professional Presentations		No
2017/2018	1°	Study Methods and Techniques	Institutional Degree in Softskills;	No
2017/2018	1°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		Yes
2016/2017	2°	Entrepreneurship II - the Entrepreneurial Process: Innovation in Practice		No

2016/2017	2°	Technical Report Writing		No
2016/2017	2°	Professional Presentations		No
2016/2017	1°	Study Methods and Techniques		No
2015/2016	2°	Study Methods and Techniques		No
2015/2016	2°	Entrepreneurship I - Introduction to Entrepreneurship and Business Opportunities		No
2015/2016	2°	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	Ana Cristina de Oliveira Chaves	An Examination of ESG Strategy Reporting in the Hospitality Industry: An Empirical Investigation	English	Developing	Iscte
3	Yang Yi	Marketing strategy for home appliance brand building in the new media era - Tiktok and Red as examples	English	Developing	Iscte
4	Hou Gang	Enhancing Customer Value through Effective Membership System Design and Optimisation in the Baijiu Industry	English	Developing	Iscte
5	Seyed Mohammad Mirmahdi Komejani	Playing for Love: Unveiling Customer Engagement through Gamified Romantic Advertising	English	Developing	Iscte
6	WU SHANSHAN SHANSHAN	The Impact of AI Streamer Live Streaming on Consumer Purchase Intention in Different Countries	--	Developing	Iscte
7	Ashraaqat 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	Olusoji Paul Akinola	The effects of AI powered social commerce technology on customer experience	English	Iscte	2026
2	He Xiaoqiang	The Impact of C2M Enterprise Digital Transformation and Cross Border Cooperation on Sustainable Competitive Advantage	English	Iscte	2025
3	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
4	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	Carolina Rodrigues Clemente	The Impact of Shocking Advertising on Brand Perception	--	Developing	Iscte
2	Adriana Filipa Cordeiro Simão	From Overload to Engagement: The Impact of AI Recommendations on Consumer Behavior	--	Developing	Iscte
3	Beatriz Leite Silva	Crafting a Digital Voice: The Social Media Strategy of Gleba as a Purpose-Driven Brand	--	Developing	Iscte
4	Filipa Isabel Alferes Carapinha	M.M Cafés: Brand Expansion into the B2C Market	--	Developing	Iscte

**- Concluded**

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Davide Miori	User Perceptions of AI-Driven Personalization and Its Influence on Retention Intention in Subscription-Based Digital Platforms	English	Iscte	2026
2	Nuno Castelo Ribeiro	When Tragedy Attracts: Understanding the Motivations behind Dark Tourism	English	Iscte	2025

3	Alice da Costa Pereira	Designing a Creative Process Model for Start-ups	English	Iscte	2025
4	Margarida Cândido Claudino	Limits of Personalization: The Impact of Artificial Intelligence on Brand Positioning Perception	English	Iscte	2025
5	Beatriz de Marques Castro	New Luxury and Brand Advocacy in European Hotels: A Text Mining Analysis of Guest Reviews	English	Iscte	2025
6	Dara Albertina Pinto Veloso	Full-Service or Low-Cost Airlines? A TPB Examination of Perceived Value, Perceived Quality, and Consumer Choice	English	Iscte	2025
7	Matilde Freitas Ribeiro de Lima	How Blockchain technology impacts loyalty programs and the willingness of consumers to adopt them	English	Iscte	2024
8	Catarina Maurício Domingos	AI-enhanced content in Marketing Campaigns: Analysing how AI-enhanced content can leverage Purchase Intention and Brand Advocacy	English	Iscte	2024
9	Margarida de Brito Serafim Cardoso Matias	From pixels to purchase: Analyzing perceived value and willingness to purchase AI-Generated Luxury Fashion	English	Iscte	2024
10	João José Pontes Marques	Artificial Intelligence in Marketing: Enhancing Brand Loyalty through AI-Powered Personalization Direct Campaigns in Fashion Industry	English	Iscte	2024
11	Milica Popara	The Role of Peripheral Services in Esports Tourism in Driving Participation and Recommendations	English	Iscte	2024
12	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
13	Filipa Correia Pinto Hipolito Baptista	Unlocking Premium: Exploring the Interplay of Personality Traits and External Factors in Freemium Business Models	English	Iscte	2023
14	Rita Bárbara de Sousa Faria Simões Raposo	FACTORS INFLUENCING PURCHASE INTENTION AND LOYALTY TOWARDS PRIVATE LABEL PRODUCTS	English	Iscte	2023
15	Mafalda Moreira de Melo e Faro	Brand Authenticity: exploring antecedents and outcomes in Heritage Tourism	English	Iscte	2023
16	Renske Marije Ten Have	Investigating the factors of brand loyalty in e-commerce through brand engagement and brand switching behavior	English	Iscte	2023

17	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
18	Mariana Gonzaga Esteves Nunes Guiomar	CAN BRAND ACTIVISM, WHEN MEDIATED BY BRAND AUTHENTICITY, GENERATE BRAND LOVE AND BRAND ADVOCACY	English	Iscte	2023
19	Marta Caramelo Augusto	How does the consumers' perception of their body image influence their relationship with brands that promote body dissatisfaction?	English	Iscte	2023
20	Isabel Lourenço Martins Pedro	The Role of Micro-Influencers for Luxury Fashion Brands	English	Iscte	2023
21	Ana Luiza Beck Santos	The use of sentiment analysis to identify visitors? perceptions of Central European capital cities	English	Iscte	2023
22	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
23	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
24	Sara Gabriela Louro Bonifácio	Does social commerce (s-commerce) influence Instagram buying behavior: an empirical research	English	Iscte	2022
25	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
26	Evanthia Koutoulaki	THE INFLUENCE OF SOCIAL MEDIA FOOD CONTENT ON THE GREEK TRAVEL DESTINATION IMAGE.	English	Iscte	2022
27	Thirza Jacqueline Anna Martens	Marketing plan for FOREO: introducing the innovative skincare brand in the Netherlands	English	Iscte	2021
28	Mário Ezequiel Coimbra Marmelada	Packaging and visual storytelling in portuguese vintage brands	English	Iscte	2021
29	Victoria Constanze Sauter	THE ROLE OF MASSTIGE STRATEGIES ON BRANDING: GERMAN CUSTOMERS RELATIONSHIP WITH MOBILE BRANDS, ITS STATUS AND PRESTIGE?	English	Iscte	2021

30	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
31	Amanda Nicole Macintyre	Beverage Tourism as Heritage: Whisky and Heritage Tourism in Scotland	English	Iscte	2021
32	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
33	Kate Louise Bittle	REDESIGNING THE COMMUNICATION STRATEGY TO REBRAND ANGEL NAIL SPA: AN IN-COMPANY PROJECT	English	Iscte	2021
34	Catarina Calisto de Freitas	The role of Customer Engagement in building Destination Loyalty - An Analysis of Turismo do Centro de Portugal	English	Iscte	2021
35	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
36	Rita Curião de Oliveira Pires	The impact of massclusivity strategies on the brand image of luxury fashion brands	Portuguese	IPAM	2020
37	João Pedro Ribeiro Franco	Online Engagement on Esports Streams	English	Iscte	2020
38	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
39	Catarina Alexandra Barreira Ribeiro	The Role of IMDb Online Community Engagement on the Motivation and Intention to Watch Movies	English	Iscte	2020
40	Carolina Mariquito Meira	Talha Wine as a Differentiation Factor of Alentejo's Wine Tourism Offer	English	Iscte	2020
41	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
42	Filipa Rodrigues Soares Barata	The Role Of Massclusivity Campaigns In Consumer Response And Perceptions: The Attitude Toward Luxury Brands	English	Iscte	2020
43	Daniele Baggi	THE TASTE OF TRAVEL: HOW FOOD IMPACTS AND MODIFIES PEOPLE'S TRAVEL DECISIONS	English	Iscte	2020

44	João Luís Carrilho Fortes da Cunha	The Adversities of doing Business in China: Why Western Companies Fail	English	Iscte	2020
45	Mariana Lima de Souza Pinto	There is more than "Social" and "Selling" in Social Selling: analyzing the concept and its implications	Portuguese	IPAM	2019
46	Alexandre Assunção das Neves	The role of rational and emotional appeals on advertising	Portuguese	IPAM	2019
47	Mariana Pereira da Silva	Analysing Consumers Relationship with Banking on Social Media: The Influence of Consumer-Brand Engagement and Brand Love	English	Iscte	2019
48	Mariana Sequeira Neves	Exploring Customer Interaction and Management Response in Luxury Hospitality through Online Reviews in Social Media	English	Iscte	2019
49	Sara Martins Gonçalves	The Impact of Celebrities Vs Youtubers on Brand Trust, Brand Love and Brand Loyalty	English	Iscte	2019
50	Inês Oliveira Milheiro da Costa	The Impact of Influencer Marketing on Consumer Purchase Intentions and Brand Attitude: the Instagrammers	English	Iscte	2019
51	David André Galvão Raposo	The Role of Advertising, Influencers and Celebrity Endorsement on Brand Love: The Youtuber's Effect	English	Iscte	2019
52	Raquel Gomes Freire Gonçalves	Brand Sabotage: Managing Social Media and Reputational Crises in Utility Companies	English	Iscte	2019
53	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
54	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
55	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
56	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

	<b>Student Name</b>	<b>Title/Topic</b>	<b>Language</b>	<b>Institution</b>	<b>Concluding Year</b>
1	Filipa da Silva Luís Ferreira Reis	D'Água Bar – Floating Bar in Saint Tropez	English	Iscte	2026
2	Inês Castanheira Marques dos Santos	Marketing Plan for International Expansion of Tim Hortons in Portugal	English	Iscte	2026
3	José Manuel Tomás Mendes da Silva	TRANSITION TO THE AGENCY MODEL IN THE AUTOMOTIVE SECTOR, PREMIUM SEGMENT.	Portuguese	Iscte	2025
4	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
5	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
6	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
7	Margarida Lascas de Paiva Trindade	Solo travel: Market growth and consequent practical application in the PayPerPlan travel agency	Portuguese	Iscte	2023
8	Marta Santamaría Donapetry	Analysis of Korean Wine Market and Exportation of Galician Wines to South Korea	English	Iscte	2022
9	Maria Margarida Caetano Gaspar	Overtravels: a business plan that aims to change the Portuguese holiday paradigm	English	Iscte	2021
10	Andreia Filipa Gama Miguel Tiago	New service launch at Europalco - offer of a 3d printer service	Portuguese	IPAM	2020
11	Teresa Koch Rodrigues	How to eliminate queues at the nationality service in the IRN organization	Portuguese	IPAM	2020
12	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
13	Ricardo Miguel Pinto Lopes	Integrated Marketing Communication and implementation of digital materials: an in-company project at Leo Burnett	Portuguese	IPAM	2019
14	Raquel Cristina Pereira Vilhena Amaro	Monte do Zambujeiro: Agrotourism business plan	Portuguese	IPAM	2019

15	Ana Beatriz Castelo Branco das Neves	Business Plan MILL BAY: Rural Tourism Accommodation - Salir do Porto	Portuguese	IPAM	2019
16	Gabriel Vasconcelos Palla Beirão	Development of a Marketing Plan to Launch the Brand "Love your Dog"	English	Iscte	2019
17	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®	1172
Scopus	1288

## 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. <i>Multidisciplinary Business Review</i> . 18 (2), 68-89 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 1
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. <i>European Journal of Tourism Research</i> . 40 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 1
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#### • Books and Book Chapters

##### - Book chapter

1	Bilro, R.G. (2026). MarTech. In Vanessa Ratten (Ed.), <i>International Encyclopedia of Business Management</i> . (pp. 95-97). Cambridge, Massachusetts: Academic Press.
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## • 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.
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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®: 3 - Times Cited Google Scholar: 2
39	Pina, L. S., Loureiro, S. M. C., Rita, P., Sarmiento, 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 - Times Cited Google Scholar: 1
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	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.
7	Bilro, R.G. (2023). Exploring the Distilled Realms: A Study on Whiskey and the Travellers' Motivations. Academy of Marketing Conference - AM2023.
8	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.
9	Bilro, R.G. (2023). The Impact of Voice Assistants on Consumer Intention to Use Self-Driving Cars. Academy of Marketing Conference - AM2023.

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	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
26	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.
27	Bilro, R.G. (2018). The role of consumer brand-engagement in a digital marketing era. Research Seminars BRU-IUL.
28	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.
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 Enterprises 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: Master Degree in Hospitality and Tourism Management

## Awards

2026 MSc in Marketing Best Lecturer Award (2026)

ISCTE Research Award 2025 (2025)

ISCTE Research Award 2024 (2024)

ISCTE Research Award 2023 (2023)

Postgraduate in Digital Marketing best lecturer award - ISCTE Executive Education (2023)

ISCTE Research Award 2022 (2022)

Postgraduate in Digital Marketing best lecturer award - ISCTE Executive Education (2022)

ISCTE Research Award 2021 (2021)

ISCTE Research Award 2020 (2020)

Best paper award at Global Fashion Management Conference 2019 - GAMMA (Global Alliance of Marketing and Management Associations) (2019)

ISCTE Scientific Award 2019 (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	Electronic Commerce Research	1572-9362 / Q1 (T5)	Since 2026	English
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