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Sandra Maria Correia Loureiro

Professora Associada (com Agregação)

Departamento de Marketing, Operações e Gestão Geral (IBS)

Investigadora Integrada

BRU - Business Research Unit (IBS)

[Contabilidade, Marketing e Gestão]



Contactos

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Currículo

Sandra Maria Correia Loureiro is Professor at ISCTE-IUL and a researcher in the UNIDE and SOCIUS. She is the Director of Portuguese Marketing & Management SBU of GAMMA (Global Alliance of Marketing and Management Associations). Her current research interests include relationship marketing (Brand coolness), tourism marketing and the connections between marketing and VR, AR and AI. She has publications with academics from different countries in the world, such as USA, UK, Germany, Spain, Austria, South Korean, China, Australia, Cyprus, Greece, Israel, Italy, Mexico, Chile, Malaysia, Brasil. Her papers were published in a variety of peer reviewed journals, such as Journal of Marketing (ABS 4*), Journal of Retailing (ABS 4), Tourism Management (ABS 4), Journal of Business Research (ABS 3), International journal of Hospitality Management (ABS 3), Journal of Cleaner Production, Journal of retailing and consumer services, Journal of Travel & Tourism Marketing, Journal of service management, International Journal of Tourism Research or Journal of Brand Management and at well reputed international conferences, such as EMAC, ANZMAC, GAMMA-GMC, World Marketing Congress. She has acted as a reviewer for several international journals and conferences. She has participated in several research projects funded by the EU and FCT (Foundation for Science and Technology) She won several awards, such as: the 2012 Best Paper Premier Award presented by the Global Marketing Conference (comprised of EMAC, ANZMAC, KSMS, and the Japanese Association of Marketing), Highly Commended paper Award 2014 - 7th EuroMed Conference and EuroMed Research Business Institute (EMRBI), Highly Commended paper Award 2016 - 9th EuroMed Conference and EuroMed Research Business Institute (EMRBI), Best Paper Award 2016- ICCMI 2016, Best Paper Award TomiWorld 2017 and Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence for paper 'Exploring behavioural branding, brand love and brand co-creation' published in Journal of Product & Brand Management, Best

Paper Honour Award at 2019 Global Fashion Management conference-GAMMA (among others).

Áreas de Investigação

Relationship marketing (Brand coolness)

hospitality tourism marketing

marketing and connections with VR, AR and AI

Outras Actividades Profissionais

Período	Empregador	País	Descrição
2007 - 2012	Univeridade de Aveiro	--	ensino e investigação
2007 - 2007	Marktest (market studies company)	--	New product develop and I&D research
1998 - 2007	Universidade Lusófona	--	ensino
1991 - 2000	Instituto do Emprego e Formação Profissional e Ensino Secundário público	--	ensino profissional

Qualificações Académicas

Universidade/Instituição	Tipo	Curso	Período
Universidade de Aveiro	Agregação	Apresentação de provas públicas de agregação	2016
Universidad de Extremadura	Doutoramento	Marketing and International Commerce	2006
Universidad de Extremadura	Diploma de Estudos Avançados	Organización de empresas (business organization)	2004
ISEG-Universidade de Lisboa	Mestrado	Socio-organizational Systems of the Economic Activity	2002
Instituto do Emprego e Formação Profissional	Curso de Especialização Técnica	Curso de Formação Pedagógica de Formadores e Sistema de Aprendizagem	1997
Instituto Superior Técnico-Universidade de Lisboa	Licenciatura	Chemical Engineering	1991

Atividades Letivas

Ano Letivo	Sem.	Nome da Unidade Curricular	Curso(s)	Coord
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2019/2020	1º	Marketing Estratégico em Hotelaria e Turismo	Gestão de Hotelaria e Turismo;	Sim
2019/2020	1º	Seminário de Desenvolvimento Científico em Marketing	Gestão;	Sim
2019/2020	1º	Tese em Gestão: Especialização em Marketing	Gestão;	Sim
2019/2020	1º	Tese em Gestão: Especialização em Marketing I	Gestão;	Sim
2019/2020	1º	Tese em Gestão: Especialização em Marketing III	Gestão;	Sim
2019/2020	1º	Tese em Gestão do Turismo I	Gestão do Turismo;	Sim
2019/2020	1º	Tese em Gestão do Turismo III	Gestão do Turismo;	Sim
2019/2020	1º	Dissertação em Gestão de Hotelaria e Turismo (Dght)	Gestão de Hotelaria e Turismo;	Sim
2019/2020	1º	Tese em Gestão do Turismo (120 Ects)	Gestão do Turismo;	Sim
2019/2020	2º	Projecto de Investigação em Marketing	Gestão;	Sim
2019/2020	2º	Desenvolvimento e Publicação da Investigação	Gestão;	Não
2019/2020	2º	Tese em Gestão: Especialização em Marketing II	Gestão;	Sim
2019/2020	2º	Tese em Gestão: Especialização em Marketing IV	Gestão;	Sim
2019/2020	2º	Tese em Gestão do Turismo II	Gestão do Turismo;	Sim
2019/2020	2º	Tese em Gestão do Turismo IV	Gestão do Turismo;	Sim
2019/2020	2º	Ferramentas de Comunicação de Marketing	Escola de Gestão;	Sim
2019/2020	2º	Inovação e Criatividade em Marketing	Marketing;	Sim
2019/2020	2º	Marketing Relacional	Marketing;	Sim

• Teses de Doutoramento

- Terminadas

	Tipo de Orientação	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Orientador	Ricardo Godinho Bilro	The role of consumer-brand engagement in a digital marketing era	Inglês	ISCTE-IUL	2018
2	Orientador	Fernando Jorge Almeida Oliveira Brochado	What makes an exceptional cuisine that worth a special journey?	Inglês	ISCTE-IUL	2018
3	Orientador	Namércio Cunha	Relationship quality: wine producers and distributors	Inglês	Universidade de Aveiro	2016
4	Orientador	Ricardo Manuel de Mariz Rozeira de Almeida Cayolla	Brand sacrifice: when consumers are deeply committed to a brand	Inglês	University of Aveiro	2015
5	Orientador	Harley dos Santos Martins	QUALITY, SUSTAINABILITY AND CSF: THE CASE OF HIGHER EDUCATION INSTITUTION IN BRASIL	Inglês	University of Aveiro	2014

• Dissertações de Mestrado

- Em curso

	Tipo de Orientação	Nome do Estudante	Título/Tópico	Língua	Estado	Instituição
1	Orientador	Marco António Neves Marques	How can Marketing 3.0 improve Customer Relationship Management in Banco Português de Investimento towards Credit Card Products	--	Em curso	ISCTE-IUL
2	Orientador	Teresa Viana Pereira	Impacto de Real-Time Marketing no User-Generated Content e na lealdade do consumidor	--	Em curso	ISCTE-IUL
3	Orientador	Pedro Miguel Ribeiro de Almeida Proença Bilro	Como é que o Marketing Experiencial afeta a Imagem da Marca.	--	Em curso	ISCTE-IUL
4	Orientador	Mariana de Oliveira Berga Rodrigues	A aplicação da Realidade Virtual no Storytelling para melhorar a experiência dos clientes	--	Em curso	ISCTE-IUL
5	Orientador	Ana Catarina Horta Lopes	Como pode Omnichannel melhorar os outcomes de Customer Engagement?	--	Em curso	ISCTE-IUL

6	Orientador	Teresa Maria Rebelo de Andrade Castro Blanco	Como experiências positivas em museus afetam a percepção de coolness e levam a repetição de visita e recomendação da mesma.	--	Em curso	ISCTE-IUL
7	Orientador	João Filipe Botica Ferreira	Impacto do Brand Coolness no processo de decisão de compra no mercado de fast food	--	Em curso	ISCTE-IUL
8	Orientador	Maria João Lima Rodrigues	Neuromarketing	--	Em curso	ISCTE-IUL
9	Orientador	Nalina Remtula	O poder e valor da mulher no mundo do marketing	--	Em curso	ISCTE-IUL
10	Orientador	Carolina Guilherme Salazar	Relação entre Marketing e Revenue Management na Indústria Hoteleira	--	Em curso	ISCTE-IUL
11	Orientador	Carolin Katharina Kirchfeld	Estratégias eficazes de marketing em eventos de E-Sports / Determinantes da lealdade em eventos de e-Sports - Um estudo de caso da Electronic Sports League (ESL)	--	Em curso	ISCTE-IUL
12	Orientador	Ivo Middendorf	A influência da filantropia de dados nas relações marca-consumidor	--	Em curso	ISCTE-IUL
13	Orientador	Leonor Maria Freire Rosa	Como o marketing relacional e emocional levam à fidelização de clientes	--	Em curso	ISCTE-IUL
14	Orientador	Alina Maximova	Dimensões do consumo de marcas de luxo por diferentes culturas: mercado português vs russo	--	Em curso	ISCTE-IUL

- Terminadas

	Tipo de Orientação	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
1	Orientador	José António Monteiro Pereira	Ódio à Marca: uma abordagem construtiva da teoria	Inglês	ISCTE-IUL	2019
2	Orientador	Catarina Fernandes da Costa e Silva	Uma Comparação sobre a Percepção do Amor à Marca: Economias Desenvolvidas versus Economias Emergentes	Inglês	ISCTE-IUL	2019

3	Co-Orientador	Joana Andrade Dias Posser Villar	Como experiências multisensoriais num ambiente virtual afectam a intenção de retorno: O papel da flexibilidade cognitiva, do sentimento de poder e das características de personalidade	Inglês	ISCTE-IUL	2019
4	Orientador	Ana Margarida Narquel Coelho	A Devoção do Consumidor Português da Geração Y pelas Marcas de Fast Fashion	Português	ISCTE-IUL	2019
5	Orientador	Carolina Ferreira Correia	Condutores de Emoções e Intenção de Compra num Supermercado em Realidade Virtual: Papel das Imagens Mentais, Envolvimento com o Produto e Presença	Inglês	ISCTE-IUL	2019
6	Orientador	Ana Filipa do Amparo Leitão Afonso	Como é que a Experiência do Turista e a sua Percepção de Autenticidade Impactam as Intenções Comportamentais e o Valor Percebido pelo Turista?	Inglês	ISCTE-IUL	2019
7	Orientador	Sara Maria Ribeiro da Silva	A Influência dos Valores e Crenças Pessoais na Avaliação da Experiência e Compromisso do Cliente: Indústria Hoteleira	Português	ISCTE-IUL	2019
8	Orientador	Sara Inês Lago Duarte e Silva	Explorando Drivers do Bem-Estar do Consumidor em Festivais de Música: Uma Abordagem de Marketing Relacional	Inglês	ISCTE-IUL	2019
9	Orientador	Diana Balhote Rodrigues	Cinismo da Marca: Desenvolvimento inicial de uma escala.	Inglês	ISCTE-IUL	2019
10	Orientador	Yuan Jing	Como os Estudantes universitários da China veem a Experiência da Marca, a Personalidade da Marca e o Amor à Marca: Efeito moderado do envolvimento do produto	Inglês	ISCTE-IUL	2019
11	Orientador	Ana Rita Pires Morgadinho	O Impacto das Redes Sociais no Comportamento do Consumidor	Inglês	ISCTE-IUL	2019
12	Orientador	Ana de Noronha Pinote	A Influência de Memórias Passadas, Idade, Género, Propensão à Nostalgia e Estado de Espírito do Consumidor na Eficácia de Anúncios Nostálgicos.	Inglês	ISCTE-IUL	2019
13	Orientador	Jaqueline Machado Salvador	Desenvolvimento de uma estratégia de comunicação para a empresa Anjo d'água swimwear	Português	ISCTE-IUL	2018

14	Orientador	Maria Felício Crespo	The effects of virtual shoe store on consumer engagement and behavioral intention through telepresence, emotional and cognitive states: exploring two background music beat	Inglês	ISCTE-IUL	2018
15	Orientador	Inês Filipa de Sousa Moura	Driving consumer co-creation of value through consumer engagement: an investigation on antecedents and consequences of consumer engagement in the airline industry	Inglês	ISCTE-IUL	2018
16	Orientador	Sónia João Chagas Jesus	EXPLORAR COMO OS RISCOS TANGÍVEIS E A ANIMOSIDADE PODEM AFETAR A IMAGEM DE UM DESTINO E A INTENÇÃO DE REVISITAR UM DESTINO TURÍSTICO: UM ESTUDO COMPARATIVO ENTRE LISBOA E O RIO DE JANEIRO	Inglês	ISCTE-IUL	2018
17	Orientador	Maria de Almeida e Silva Branco Amaral	How cool is advertising-evoked nostalgia in the eyes of the Millennials?	Inglês	ISCTE-IUL	2018
18	Orientador	Tiago José Maniés Ferro	COMO É QUE O TURISTA PERCEBE DOIS DESTINOS INSULARES COM CULTURA IDÉNTICA, MAS CARACTERÍSTICAS DEMOGRÁFICAS DISTINTAS, ATRAVÉS DAS REDES SOCIAIS? - O CASO DA MADEIRA E DA BERMUDA	Inglês	ISCTE-IUL	2018
19	Orientador	Gonçalo Silva Gomes	A INFLUÊNCIA DO WORD-OF-MOUTH ELETRÓNICO NA INTENÇÃO DE COMPRA DE SMARTPHONES: Amigos ou Influenciadores Digitais?	Português	ISCTE-IUL	2018
20	Orientador	Lisandra Josefa Abreu Figueira	Turismo de Cruzeiro: Factores que influenciam a intenção de regressar a Lisboa.	Inglês	ISCTE-IUL	2018
21	Orientador	Diana Lourenço Macau	Exploring Antecedents and Outcomes of Perceived Authenticity by Tourists at Lisbon Museums.	Inglês	ISCTE-IUL	2018
22	Orientador	Francisco Pio Correia	Audio branding empowerment: a dissertation proposal about the interactive process between brands and consumer behaviour	Inglês	ISCTE-IUL	2017
23	Orientador	Luísa Maria dos Santos Jorge Teixeira Pinto	Exploring the Role of Portuguese Brands' Actions on Social Media on Consumer Engagement	Inglês	ISCTE-IUL	2017

24	Orientador	Inês Santos Gonçalves	Luxury cruises: The well-being perception of tourists about their experiences in-cruise	Inglês	ISCTE-IUL	2017
25	Orientador	Adriana Carpinteiro de Oliveira e Costa	Luxury Fashion Clothes and Accessories: The role of envy on desire to purchase	Inglês	ISCTE-IUL	2017
26	Orientador	Isabella Lazarini Silveira Attili	The New Luxury is not Gold, it is Green: Communicating Sustainability within the Luxury Market - The case of the brazilian luxury fashion brand Osklen	Inglês	ISCTE-IUL	2017
27	Orientador	Cristiana Matos Lopes	"I Love you Benfica": An Original Fan Typology Based on the Analysis of the Relationship Between S. L. Benfica and its Fans	Inglês	ISCTE-IUL	2017
28	Orientador	Lídia Silveira Pina	The Perception of Active Listening Practice on Social Networks as a Determinant of Brand Engagement	Inglês	ISCTE-IUL	2017
29	Co-Orientador	Manwir Singh	Brand Orientation and Performance Implications - A Resource-Based Perspective of Boss Menswear	Inglês	ISCTE-IUL	2017
30	Orientador	Jessica Maria Serra	Online Marketing Communication: A Netnography into different types of fashion brands	Inglês	ISCTE-IUL	2017
31	Orientador	Maria Guerra Vitorino Maximiano	Antecedents and Outcomes of Consumer Experience and Engagement for Luxury Fashion Consumers	Inglês	ISCTE-IUL	2017
32	Orientador	João Pedro Grácio Lopes	Co-Created Corporate Social Responsibility Initiatives on Social Media	Inglês	ISCTE-IUL	2017
33	Orientador	Inês Macedo Abreu	A Influência do Celebrity Endorsement nas Atitudes do Consumidor: O contexto do Instagram	Português	ISCTE-IUL	2016
34	Orientador	Jan Patrick Middendorf	Can Anti-Ageing Experiences and Mindfulness Contribute to Enhance Well-Being and Reduce Cognitive Age of German Elderly?	Inglês	ISCTE-IUL	2016
35	Orientador	Goulwen Gurvan le Bellego	Automotive Market: Does Corporate Brand Reputation and Brand Authenticity Lead to Brand Attachment	Inglês	ISCTE-IUL	2016
36	Orientador	Rui Pedro Rio Torto Ramos Martins	Foodservice Tendencies in 2015 and 2016 and the Impact of Lifestyle and Social Media	Inglês	ISCTE-IUL	2016

37	Orientador	Maria Inês Lameiras Marques	The Role of Positive and Negative Brand Engagement on Affective Commitment and Self-Expression Word-of-Mouth, using Extraversion as a Moderator: The brand communities context	Inglês	ISCTE-IUL	2016
38	Orientador	Ana Patricia Abreu Lopes Augusto Martins	Compromisso dos Turistas com o Turismo Cultural de Lisboa	Português	ISCTE-IUL	2016
39	Orientador	Manuel Maria Gonçalves Reis	Lovemarks: Comportamento do Consumidor Português Associado a Clubes de Futebol	Português	ISCTE-IUL	2016
40	Orientador	Luisa Cavallero	Website Quality Elements and Online Shopper Behavior: Adapting the Unified Theory of Acceptance and use of Technology to Fashion Retailers' Websites	Inglês	ISCTE-IUL	2016
41	Orientador	Tatjana Michaela Constanze Gorgus	Online Brand Engagement. An Investigation on Antecedents and Outcomes within the Social Media Environment	Inglês	ISCTE-IUL	2016
42	Orientador	Diab Alsalem	The Impact of Generation Y's Customer Experience on Banking Sector	Inglês	ISCTE-IUL	2016
43	Orientador	Ana Filipa Luís Fialho	Effects of In-Flight Ambience, Space and Staff on Relationship Quality and Behavioural Intentions of Air Passengers: The moderator role of mindfulness	Inglês	ISCTE-IUL	2015
44	Orientador	Duarte Manuel dos Santos Duarte Gomes Viana	Marketing Plan for Club del Gourmet and SuperCor	Inglês	ISCTE-IUL	2015
45	Orientador	Frederik Alexander Van Den Berg	The Role of the Record Label in the Digital Age	Inglês	ISCTE-IUL	2015
46	Orientador	Toby Jake Donaldson	Brand Love & the Ideal Self: an Investigation Into Anthropomorphic Function in Brand Love Relationships	Inglês	ISCTE-IUL	2015
47	Orientador	Miguel Lobato Contreiras	Eficácia dos Anúncios Nostálgicos e não Nostálgicos, com ou sem Marcadores de Probabilidade, em Portugal e no Brasil: Atitudes face a duas marcas globais e intenções de compra dos seus produtos	Português	ISCTE-IUL	2015
48	Orientador	Rodrigo José Marques Carvalho do Espírito Santo	Análise ao Cluster do Calçado em Portugal: comparação de players e perspectivas futuras para o sector	Português	ISCTE-IUL	2015

49	Orientador	Filipa Dias Lima	A Influência da Música na Experiência da Arte: Emoções, Recordações e Intenções de Consumo	Português	ISCTE-IUL	2015
50	Orientador	Inês Tavares Costa	Loving Fashion: Creating new trends	Inglês	ISCTE-IUL	2015
51	Orientador	Antonia Radic	The Effect of Rural Tourism Experience on Overall Satisfaction, Happiness and Behavioural Intentions: Insights from Dalmatia in Croatia	Inglês	ISCTE-IUL	2015
52	Co-Orientador	Gonçalo Filipe Cardoso da Silva Marques	Factores que Afectam a Satisfação e Fidelização do Consumidor: O caso dos programas de fidelização Continente/Galp Energia e Pingo Doce/BP	Português	ISCTE-IUL	2014
53	Orientador	Daniel Filipe Marques Vieira	Marca do Distribuidor VS. Marca do Produtor: Atitude e atracção à marca por parte do consumidor	Português	ISCTE-IUL	2014
54	Orientador	Diogo Francisco Maio Gonçalves	Analyzing the Senior Consumers' Attitude Toward Advertising: Traditional and new media	Inglês	ISCTE-IUL	2014
55	Orientador	Sofia Isabel Barbosa de Oliveira	The Portuguese Fashion Consumer's Shopping Orientations and Channel Selection in a Multichannel Environment	Inglês	ISCTE-IUL	2014
56	Orientador	Ricardo Jorge Godinho Bilro	Create, Build and Manage Online Brands for Internet Companies	Inglês	ISCTE-IUL	2014
57	Orientador	Raquel Maia Rebelo Varandas de Carvalho	The Impact of Luxury Values and Luxury Marketing Factors on Generation Y'S Behavioural Intentions	Inglês	ISCTE-IUL	2014
58	Orientador	Daniela Gonçalves Gomes	Importância de Estabelecer e Gerir Relações nas Redes Sociais: Caso das empresas portuguesas e brasileiras	Português	ISCTE-IUL	2014
59	Orientador	Filipe André Miguel dos Santos	Influência da Publicidade, País de Origem e País de Fabrico na Formação do Brand Equity e da Lealdade à Marca: O sector dos Smartphones	Português	ISCTE-IUL	2014
60	Orientador	Amílcar Paulo Muchanga	O Impacto da Liberalização do Transporte Aéreo no Mercado Português - Low Costs Vs Companhias Regulares: TAP, Easyjet e Ryanair. Regulares	Português	ISCTE-IUL	2014

61	Orientador	Rogério Quirino da Silva Correia	Caracterização da empresa e da marca TAP: posicionamento, motivações e satisfação do cliente	Português	University Lusófona	2013
62	Orientador	Tomás Fernandes Homem Samuel da Silva	Brand Equity nos Clubes Desportivos. O Caso do Sport Lisboa e Benfica	Português	ISCTE-IUL	2013
63	Co-Orientador	Elodie Carreira Zeferino	Measuring Cruiser's Satisfaction of Lisbon and Intention to Return to Portugal as Independent Visitor	Inglês	ISCTE-IUL	2013
64	Orientador	Nadine Raquel Jesus Silva	Luxury Brands - Freeport Outlet Context	Inglês	ISCTE-IUL	2013
65	Orientador	Arthur Filipe Barbosa de Araújo	Films and destination image when violence is based on history	Inglês	ISCTE-IUL	2012
66	Orientador	Ana Beatriz Costa Silva	Own brand and consumer behaviour	Inglês	University of Aveiro- ISCAA	2012
67	Orientador	João Tiago da Cruz Carvalheiro	Antecedents of affective behaviour with luxury cars	Inglês	University of Aveiro	2012
68	Orientador	Andreia Catarina Valente dos Santos Lopes	Market orientation and perceived quality: supermarket Aveiro	Inglês	University of Aveiro	2012
69	Orientador	Cristiano Mineiro Branco de Araujo	Antecedents of purchase intention: luxury clothing market in Brazil	Inglês	University of Aveiro	2012
70	Orientador	Medéia Veríssimo Silva de Araújo	Experience marketing and the luxury hospitality industry	Inglês	University of Aveiro	2012
71	Orientador	Angela Marina Janeiro Veríssimo	Portugal's nation brand image: Portuguese and Canadian comparisons"	Inglês	University of Aveiro	2012
72	Orientador	Baishali Sarkar	Attitude and intentions towards words and brand stimuli in print ad	Inglês	University of Aveiro	2012
73	Orientador	André Dinis Santos Nogueira	Values associated with luxury in consumer-brand relationship	Inglês	University of Aveiro	2012
74	Orientador	Sofia Laura Gouveia de Freitas	Quality of tourism information online: islands	Inglês	University of Aveiro	2012
75	Orientador	Daniela Cristina Silva Tavares	Sustainability, environmental concern and recycling: higher education	Inglês	University of Aveiro	2012
76	Orientador	Yesica Yudith da Silva Filipe	Antecedents of brand equity: the case of continente, EDP and vodafone	Inglês	University of Aveiro	2012
77	Orientador	Aida Pereira dos Santos	Orientation of the consumer to buy clothes online	Inglês	IPAM-Aveiro	2011

78	Orientador	Alexandra Raquel Guimarães Alves	Implementation of Quality Management in Nonprofit Organizations	Inglês	University of Aveiro	2011
79	Orientador	Ana Regina Dias Pires	Factors of participation in brand communities in Portugal	Inglês	University of Aveiro	2011
80	Orientador	Ana Patrícia Marques da Fonseca Monteiro	Internationalization of PT Innovation in South Africa - case study	Inglês	University of Aveiro	2011
81	Orientador	Maria José Abreu Trindade	Re-uso de embalagens intactas: uma alternativa para conter o excesso de resíduos sólidos no ambiente	Inglês	University of Aveiro	2011
82	Orientador	Rui Alexandre Sousa Lopes	Development of a scale to measure cool brands	Inglês	University of Aveiro	2011
83	Orientador	Oswaldo Fernandes Gomes Viana	Imagem de São Tomé e Príncipe do ponto de vista do turista	Português	University Lusófona	2011
84	Orientador	Bruna Sofia Machado Duarte	The role of social networks in online marketing business	Inglês	University of Aveiro	2011
85	Co-Orientador	Thiago Costa Duch	Tourism Marketing: The João Pessoa destination and the World Cup 2014	Inglês	University of Aveiro	2011
86	Orientador	Marta Almeida	The Effect of SPA atmosphere on emotions and intentions	Inglês	University of Aveiro	2011
87	Orientador	Lara Marques Ribeiro	Physical versus virtual stores: a comparison between ages and gender	Inglês	University of Aveiro	2011
88	Orientador	Joana Patrícia Martins de Resende	Determinantes for Participation in Social Networking	Inglês	University of Aveiro	2011
89	Orientador	Lucia Ferreira Martins	Market orientation, quality and social responsibility: SME-aluminum	Inglês	University of Aveiro	2011
90	Orientador	Raquel Sofia de Almeida Batista	Quality perceived by the users of IPSS Oliveira do Hospital	Inglês	University of Aveiro	2011
91	Orientador	Hugo Daniel Oliveira Rios	The market orientation of the Portuguese cork industry	Inglês	University of Aveiro	2010
92	Orientador	Joana da Conceição Lopes Alves	Market orientation, quality and social responsibility in SMEs	Inglês	University of Aveiro	2010
93	Orientador	Filipe M. L. Goulão	Determinants of brand equity in online banking	Inglês	University Lusófona	2010
94	Co-Orientador	Mariana Neves Anileiro da Maia Ribeiro	Support home: impact and quality perceived by the customer	Inglês	University of Aveiro	2010

95	Orientador	Ana Sofia Antunes Azinheira Gonçalves	(Development of new products in the commercial vehicle industry)	Inglês	University of Aveiro	2010
96	Orientador	Anabela Martins Farinha	Relationship marketing and internationalization: a case study	Inglês	University of Aveiro	2010
97	Orientador	Amândio da Gama Afonso	Turismo em São Tomé e Príncipe: realidade ou utopia	Português	University Lusófona	2010
98	Orientador	Maria João Simões Salgueiro	Relationship with the brand and love brand in the automotive sector	Inglês	University of Aveiro	2009
99	Orientador	Daniela Patrícia Cardoso Ramos	Quality and satisfaction in three car brands	Inglês	University of Aveiro	2009
100	Orientador	Carlos Fernández García	The brand image and Website Consumer Behavior	Inglês	University of Aveiro	2009
101	Orientador	Inês Perdiz Arrais	Consumer behavior in the face of environmental issues	Inglês	University of Aveiro	2009
102	Orientador	Cátia Regina Pereira Gomes	Corporate social responsibility perceived by consumers in the automotive sector	Inglês	University of Aveiro	2009
103	Orientador	Maria Reis Morais Gonçalves	Quality of services in kindergarten in the district of Aveiro	Inglês	University of Aveiro	2009
104	Orientador	Sonia das Neves Mendes	Quality and market orientation in a company in the electricity sector	Inglês	University of Aveiro	2009
105	Co-Orientador	Cristina Perez Rico	Perceived Risks and Benefits by Online Consumers	Inglês	University of Aveiro	2009
106	Orientador	Tania Graciete Teixeira da Cunha	Relationship marketing and loyalty in online banking	Inglês	University of Aveiro	2009
107	Orientador	Margarida Alexandra da Silva Fernandes	Deleite e fidelidade do consumidor em Turismo no espaço rural (Delight and customer loyalty in Rural Tourism)	Inglês	University of Aveiro	2008
108	Orientador	Carla Arminda Rodrigues Monteiro	Quality Management in the Hospital Services - Management of Complaints	Inglês	University of Aveiro	2008
109	Orientador	Noémia Lay Aguiar Gomes	Evaluation of quality in the services of university departments	Inglês	University of Aveiro	2008

• Projetos Finais de Mestrado

- Terminadas

	Tipo de Orientação	Nome do Estudante	Título/Tópico	Língua	Instituição	Ano de Conclusão
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1	Orientador	Inês Filipa de Sousa Moura	Levando à co-criação de valor através do engajamento do consumidor: uma investigação dos antecedentes e consequentes do engajamento do consumidor em companhias aéreas	Inglês	ISCTE-IUL	2018
2	Orientador	Maria Felício Crespo	Os efeitos da Loja Virtual de Sapatos no Compromisso do Consumidor e Intenção Comportamental através da Telepresença, Estados Emocionais e Cognitivos: Exploração de dois estilos de música ambiente	Inglês	ISCTE-IUL	2018
3	Orientador	Jaqueline Machado Salvador	Plano de comunicação para a empresa anjo d'água swimwear	Português	ISCTE-IUL	2018
4	Orientador	Paulo Jorge Padrão Anes	Case study: the market is calling for biolage R.A.W."- Master thesis, Instituto Universitário de Lisboa	Inglês	ISCTE-IUL	2017
5	Orientador	Vítor Manuel Henriques dos Santos Duarte	The positive impact of product range optimization in the private label of a multinational retail company	Inglês	ISCTE-IUL	2017
6	Orientador	Francisco Maria de Almeida Tavares Pio Correia	Audio Branding Empowerment - A Dissertation proposal about the interactive process between brands and consumer behavior	Inglês	ISCTE-IUL	2017
7	Orientador	Vítor Manuel Henriques dos Santos Duarte	The Positive Impact of Product Range Optimization in the Private Label of a Multinational Retail Company.	Inglês	ISCTE-IUL	2017
8	Orientador	Paulo Jorge Padrão Anes	Case Study: The Market is Calling for Biolage R.A.W	Inglês	ISCTE-IUL	2017
9	Orientador	João Carlos Nogueira Galelo	Social Networking in Nonprofit Organizations: The case of Amnesty International Portugal	Inglês	ISCTE-IUL	2016
10	Orientador	Constantin Witt-Doerring	An Empiric Analysis of the Online Market for the Adventure Travel Industry and the Resulting Opportunities for the Startup Adventurer	Inglês	ISCTE-IUL	2015
11	Orientador	Ana Cláudia da Silva Castro	Plano de Comunicação Digital - 3M Portugal	Português	ISCTE-IUL	2015
12	Orientador	Mário Pedro dos Santos Marcelino de Matos Soares	Plano de Negócio Turismo Rural Casa do Lagar	Português	ISCTE-IUL	2014

13	Orientador	Maria Clara Laso Pinto	Explore the Perception of Millennial Generation About CSR in Fashion Luxury Brands	Inglês	ISCTE-IUL	2014
14	Co-Orientador	Pedro Miguel dos Santos Coelho	Emotional Branding and Logo Design: Exploratory study in the information technology market	Inglês	ISCTE-IUL	2013
15	Orientador	Joana Lobo Machado Ribeiro e Castro	Sazonalidade no Turismo. Novos Desafios à Sustentabilidade - O caso prático do Troiaresort	Português	ISCTE-IUL	2013
16	Orientador	Sérgio Nuno Telo Simões Penedo	A Experiência do Turismo Rural e a Intenção de Comportamento	Português	ISCTE-IUL	2013

Total de Citações

Web of Science®	810
Scopus	1275

Publicações

• Revistas Científicas

- Artigo em revista científica

1	Langaro, D., Loureiro, S. M. C. & Coutreiras, M (2020). THE IMPACT OF NOSTALGIA AND PROBABILITY MARKERS ON THE EFFECTIVENESS OF ADVERTISING CREATIVE STRATEGIES. Journal of Promotion Management.
2	Loureiro, S. M. C., Guerreiro, J. & Faizan Ali (2020). 20 years of research on virtual reality and augmented reality in tourism context: A text-mining approach. Tourism Management. 77, 104028 - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 3
3	Liliana Rodrigues da Costa & Loureiro, S. M. C. (2019). The Importance of Employees' Engagement on the Organizational Success. Journal of Promotion Management. 25 (3), 328-336 - N.º de citações Scopus: 1
4	Loureiro, S. M. C. & Lopes, J. (2019). How Corporate Social Responsibility Initiatives in Social Media Affect Awareness and Customer Engagement. Journal of Promotion Management. 25 (3), 419-438 - N.º de citações Scopus: 1
5	Shosh Shahrabani, Sharon Teitler-Regev, Helena Desivilya Syna, Evangelos Tsoukatos, Ambrosio, V., Loureiro, S. M. C....Fotini Voulgaris (2019). The effects of socio-political context on Tourism. EuroMed Journal of Business. ahead-of-print (ahead-of-print)
6	Loureiro, S. M. C. & Eduardo Moraes Sarmiento (2019). Exploring the Determinants of Instagram as a Social Network for Online Consumer-Brand Relationship. Journal of Promotion Management. 25 (3), 354-366 - N.º de citações Scopus: 2

7	Monteiro, P., Guerreiro, J. & Loureiro, S. M. C. (2019). Understanding the role of visual attention on wines' purchase intention: an eye-tracking study. <i>International Journal of Wine Business Research</i> . ahead-of-print (ahead-of-print)
8	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. <i>Journal of Hospitality Marketing and Management</i> . 28 (2), 147-171 - N.º de citações Web of Science®: 4 - N.º de citações Scopus: 7
9	Loureiro, S. M. C., Jaime Romero & Bilro, R.G. (2019). Stakeholder engagement in co-creation processes for innovation: A systematic literature review and case study. <i>Journal of Business Research</i> . ahead-of-print
10	Loureiro, S. M. C. (2019). Promoting Brand Relationships. <i>Journal of Promotion Management</i> . 25 (3), 301-303
11	Loureiro, S. M. C., Roschk, H. & Lima, F. (2019). The role of background music in the visitors' experience of art exhibition: Music, Memory, and Art Appraisal. <i>International Journal of Arts Management</i> . 22 (1), 4-24
12	Loureiro, S. M. C., Breazeale, M. & Radic, A. (2019). Happiness from rural experience in Dalmatia: exploring the role of tourist mindfulness as moderator. <i>Journal of Vacation Marketing</i> . 25 (3), 279 -300
13	Catherine Prentice, Xuequn Wang & Loureiro, S. M. C. (2019). The influence of brand experience and service quality on customer engagement. <i>Journal of Retailing and Consumer Services</i> . 50, 50-59 - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 3
14	Loureiro, S. M. C., Rita, P. & Eduardo Moraes Sarmiento (2019). What is the core essence of small city boutique hotels?. <i>International Journal of Culture, Tourism and Hospitality Research</i> . ahead-of-print (ahead-of-print)
15	Omar S. Itani, Abdul-Nasser Kassar & Loureiro, S. M. C. (2019). Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness. <i>International Journal of Hospitality Management</i> . 80, 78-90 - N.º de citações Web of Science®: 2 - N.º de citações Scopus: 10
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17	Japutra, A., Loureiro, S. M. C., Sebastian Molinillo & Yuksel Ekinci (2019). Travellers' mindsets and theory of planned behaviour. <i>Tourism Management Perspectives</i> . 30, 193-196 - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 1
18	Loureiro, S. M. C. & Jesus, Sónia (2019). How perceived risk and animosity towards a destination may influence destination image and intention to revisit: the case of Rio de Janeiro. <i>Anatolia</i> . 30 (4), 497-512 - N.º de citações Web of Science®: 1 - N.º de citações Scopus: 2
19	Loureiro, S. M. C., Japutra, A. & David Kwun (2019). Signalling effects on symbolic status and travellers' well being in the luxury cruise industry. <i>International Journal of Tourism Research</i> . 21 (5), 639-654

20	Caleb Warren, Rajeev Batra, Loureiro, S. M. C. & Richard P. Bagozzi (2019). Brand Coolness. <i>Journal of Marketing</i> . 002224291985769 - N.º de citações Scopus: 4
21	Loureiro, S. M. C., Serra, J. & Guerreiro, J. (2019). How fashion brands engage on social media: a netnography approach. <i>Journal of Promotion Management</i> . 25 (3), 367-378 - N.º de citações Scopus: 1
22	Loureiro, S. M. C., Nikolaos Stylos & Miranda, F. (2019). Exploring how mindfulness may enhance perceived value of travel experience. <i>The Service Industries Journal</i> . 1-25 - N.º de citações Scopus: 2
23	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. <i>Journal of Promotion Management</i> . 25 (3), 304-313 - N.º de citações Scopus: 2
24	Loureiro, S. M. C. (2019). Exploring the role of atmospheric cues and authentic pride on perceived authenticity assessment of museum visitors. <i>International Journal of Tourism Research</i> . 21 (4), 413-426
25	Loureiro, S. M. C., Guerreiro, J., Eloy, S., Langaro, D. & Panchapakesan, P. (2019). Understanding the use of Virtual Reality in Marketing: a text mining-based review. <i>Journal of Business Research</i> . 100, 514-530 - N.º de citações Web of Science®: 2 - N.º de citações Scopus: 8
26	Santana, S. & Loureiro, S. M. C. (2019). Analysing drivers and outcomes of job and professional satisfaction at health centres in Portugal. <i>Benchmarking: An International Journal</i> . 26 (4), 1357-1375
27	Pinto, L., Loureiro, S. M. C., Rita, P. & Eduardo Moraes Sarmento (2019). Fostering Online Relationships With Brands Through Websites and Social Media Brand Pages. <i>Journal of Promotion Management</i> . 25 (3), 379-393 - N.º de citações Scopus: 1
28	Loureiro, S. M. C. & Sarmento, E. M. (2019). Place attachment and tourist engagement of major visitor attractions in Lisbon. <i>Tourism and Hospitality Research</i> . 19 (3), 368-381 - N.º de citações Web of Science®: 2 - N.º de citações Scopus: 3
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33	<p>Loureiro, S. M. C., Sarmiento, E. M. & Galelo, J. (2018). Exploring sources and outcomes of trust and commitment to nonprofit organizations: the case of Amnesty International Portugal. <i>International Journal of Non-profit and Voluntary Sector Marketing</i>. 23 (3)</p> <p>- N.º de citações Web of Science®: 1</p> <p>- N.º de citações Scopus: 1</p>
34	<p>Loureiro, S. M. C. (2018). Tell what you want but do not irritate me: a senior perspective about advertising. <i>Journal of Promotion Management</i>. 24 (2), 198-214</p>
35	<p>Loureiro, S. M. C. & Kaufmann, H. R. (2018). The role of online brand community engagement on positive or negative self-expression word-of-mouth. <i>Cogent Business and Management</i>. 5 (1)</p> <p>- N.º de citações Web of Science®: 1</p> <p>- N.º de citações Scopus: 1</p>
36	<p>Loureiro, S. M. C. & Ferreira, E.S. (2018). Engaging visitors in cultural and recreational experience at museums. <i>Anatolia</i>. 29 (4), 581-592</p> <p>- N.º de citações Web of Science®: 1</p> <p>- N.º de citações Scopus: 3</p>
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38	<p>Loureiro, S. M. C. & Koo, D.-M. (2018). Following up the article "Effects of atmospherics on emotions and intention with respect to involvement in different shopping environments" by Loureiro, Koo, and Ribeiro. <i>Journal of Global Scholars of Marketing Science</i>. 28 (2), 208-213</p>
39	<p>Loureiro, S. M. C., Maximiano, M. & Panchapakesan, P. (2018). Engaging fashion consumers in social media: the case of luxury brands. <i>International Journal of Fashion Design, Technology and Education</i>. 11 (3), 310 -321</p> <p>- N.º de citações Scopus: 5</p>
40	<p>Loureiro, S. M. C., Cavallero, L. & Miranda, F. J. (2018). Fashion brands on retail websites: customer performance expectancy and e-word-of-mouth. <i>Journal of Retailing and Consumer Services</i>. 41, 131-141</p> <p>- N.º de citações Web of Science®: 5</p> <p>- N.º de citações Scopus: 5</p>
41	<p>Loureiro, S. M. C., Koo, D.-M. & Breazeale, M. (2018). The role of need for self-expression and arousal to commit university students for environmental responsibility behaviours. <i>World Review of Entrepreneurship, Management and Sustainable Development</i>. 14 (1-2), 62-79</p>
42	<p>Sarmiento, E., Loureiro, S. & Martins, R. (2017). Foodservice tendencies and tourists' lifestyle: new trends in tourism. <i>Revista Turismo e Desenvolvimento</i>. 1 (27-28), 2265-2277</p>
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45	Loureiro, S. M. C., Sarmiento, E. M. & Middendorf, J. (2017). New-age elderly in Germany - how to live better with healthy experiences. <i>Revista Turismo e Desenvolvimento</i> . 1 (27-28), 2179-2191
46	Prentice, C. & Loureiro, S. M. C. (2017). An asymmetrical approach to understanding configurations of customer loyalty in the airline industry. <i>Journal of Retailing and Consumer Services</i> . 38, 96-107 - N.º de citações Web of Science®: 7 - N.º de citações Scopus: 10
47	Loureiro, S. M. C., Ferreira, E. M. & Witt-Döring, C. (2017). Perceptions of the teutonic online market and opportunities for adventure travel industry. <i>Revista Turismo e Desenvolvimento</i> . 1 (27-28), 1435-1445
48	Loureiro, S. M. C., Gorgus, T. & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: the role of brand love on enhancing electronic-word-of-mouth. <i>Online Information Review</i> . 41 (7), 985-1005 - N.º de citações Web of Science®: 9 - N.º de citações Scopus: 10
49	Cunha, N. & Loureiro, S. (2017). Wine tourism activities as facilitators of relationship quality in wine sector. <i>Revista Turismo e Desenvolvimento</i> . 1 (27-28), 1023-1029
50	Loureiro, S. M. C. (2017). Exploring the attractiveness of manufacturer brands and retailer own-brands in supermarket context. <i>International Journal of Retail & Distribution Management</i> . 45 (10), 1095-1113 - N.º de citações Web of Science®: 5 - N.º de citações Scopus: 6
51	Loureiro, S. M. C. & da Cunha, N. P. (2017). Wine prestige and experience in enhancing relationship quality and outcomes: wine tourism in Douro. <i>International Journal of Wine Business Research</i> . 29 (4), 434-456 - N.º de citações Web of Science®: 7 - N.º de citações Scopus: 9
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53	Loureiro, S. M. C. (2017). Medical tourists' emotional and cognitive response to credibility and Servicescape. <i>Current Issues in Tourism</i> . 20 (15), 1633-1652 - N.º de citações Web of Science®: 14 - N.º de citações Scopus: 14
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60	Loureiro, S. M. C. & Kaufmann, H. R. (2016). Committing Millennials towards recycling and environmental preservation. <i>Journal of Promotion Management</i> . 22 (2), 224-237 - N.º de citações Scopus: 2
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63	Loureiro, S. M. C. & Gomes, D. G. (2016). Companies-publics relationships on Facebook: Portuguese and Brazilian context. <i>Journal of Promotion Management</i> . 22 (5), 705-718 - N.º de citações Scopus: 6
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70	da Cunha, N. P., Loureiro, S. M. C. & Rego, A. (2015). Exploring the attitudes of bottled wine distributors toward wine producers in the Portuguese wine sector. <i>Journal of International Food and Agribusiness Marketing</i> . 27 (1), 15-32 - N.º de citações Scopus: 2
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76	Dias-Sardinha, I., Ross, D. & Loureiro, S. M. C. (2014). Rescue archaeology heritage valuation in Europe's largest dam – Alqueva: ex-situ products as elements of creative tourism. <i>PASOS Revista de Turismo y Patrimonio Cultural</i> . 12 (3), 623-634
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82	Loureiro, S. M. C., Lopes, R. & Kaufmann, H.R. (2014). How brand personality, brand identification and service quality influence service brand equity. <i>Cogent Business and Management</i> . 1 (1), 1-12 - N.º de citações Scopus: 6
83	Cayolla, R. & Loureiro, S. M. C. (2014). Fans club brand relationship: football passion. <i>International Journal of Business and Globalisation</i> . 12 (1), 82-97 - N.º de citações Scopus: 5
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2	Loureiro, S. M. C. & Kaufmann, H.R. (2020). Exploring the Power of Electronic Word-of-Mouth in the Services Industry. Hershey, PA. IGI Global.
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133	Loureiro, S.M.C. & Kaufmann, H. A. (2011). The effect of dimensions of destination image on satisfaction and place identity: the case of Sao Tome and Principe islands. In Demetris Vrontis, Yaakov Weber, Hans Ruediger Kaufmann, and Shlomo Tarba (Ed.), EuroMed. (pp. 1129-1138). Elounda: EuroMed Press.
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140	Loureiro, S.M.C., Lienbacher, E. & Walter, E. (2010). Effects of customer value on internet banking corporate reputation and satisfaction: a comparative study in Portugal and Austria. In Eun Young Kim (Ed.), Global Marketing Conference-Marketing in a Turbulent Environment. (pp. 1977-1990). Tokyo: GMC.
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- Comunicação em evento científico

1	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.
2	Rosado-Pinto, F. & Loureiro, S. M. C. (2019). Authenticity in international marketing field: systematic literature review. 12th Annual Conference of the EuroMed Academy of Business.
3	Rosado-Pinto, F. & Loureiro, S. M. C. (2019). Customer engagement: growing relevance in marketing research. 12th Annual Conference of the EuroMed Academy of Business.
4	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.
5	Amorim, I., Guerreiro, J., Eloy, S. & Loureiro, S. M. C. (2019). HOW AUGMENTED REALITY INFLUENCES BRAND ENGAGEMENT AND WILLINGNESS TO BUY A study in a real-world retail environment. 5th International AR & VR Conference.
6	Angelino, F., Loureiro, S. M. C. & Bilro, R.G. (2019). Exploring the future of virtual reality and gamification in learning environments: students motivation and engagement in higher education. 15th China-Europe International Symposium on Software Engineering Education.
7	Loureiro, S. M. C., Guerreiro, J. & Japutra, A. (2019). How escapism in a virtual reality fashion stores induces behavioral intentions. 2019 Global Fashion Management Conference at Paris .
8	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 .
9	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.
10	Loureiro, S. M. C., Guerreiro, J., Eloy, S., Souto, D. & Panchapakesan, P. (2019). Understanding the use of virtual reality in Marketing: A text-mining based review. Research Seminars BRU-IUL .

11	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. 48th annual European Marketing Academy annual conference - EMAC.
12	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. 48th annual European Marketing Academy annual conference - EMAC.
13	Loureiro, S. M. C. (2019). The tourist experience mirrored in social networks: a text mining approach. The tourist experience mirrored in social networks: a text mining approach.
14	Crespo, M., Loureiro, S. M. C. & Guerreiro, J. (2019). HOW ATMOSPHERIC CUES IN A VIRTUAL REALITY FASHION STORES AFFECT THE SENSE OF PRESENCE. 2019 Global Fashion Management Conference at Paris.
15	Liliana Rodrigues da Costa & Loureiro, S. M. C. (2019). The power of people: when people and culture are the key to organisations success. 12th Annual Conference of the EuroMed Academy of Business.
16	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.
17	Loureiro, S. M. C. & Lopes, J. (2018). Corporate social responsibility initiatives influence customer awareness and empowerment. GAMMA-Global Marketing Conference-Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management .
18	Loureiro, S. M. C. (2018). Research Seminars associated to BRU-IUL. Research Seminars associated to BRU-IUL.
19	Loureiro, S. M. C. (2018). Tertulia 'Now we have more tourists?. Now we have more tourists.
20	Loureiro, S. M. C. (2018). Artificial Intelligence for Tourism and Hospitality. BU Artificial Intelligence for Tourism and Hospitality.
21	Pinto, L., Loureiro, S. M. C., Rita, P. & Eduardo Moraes Sarmiento (2018). Exploring how brands create and maintain online relationships through their websites, facebook and instagram brand pages. GAMMA-Global Marketing Conference-Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management .
22	Loureiro, S. M. C. & Eduardo Moraes Sarmiento (2018). The role of word-of-mouth and celebrity endorsement in online consumer-brand relationship: the context of instagram. GAMMA-Global Marketing Conference-Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management .
23	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.
24	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.
25	Renzi, M.F., Loureiro, S. M. C., Toni, M. & Panchapakesan, P. (2018). Relationship between destination affect and intention to visit: the case of destination dislike. 47th International EMAC conference-People Make Marketing .

26	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.
27	Loureiro, S. M. C. (2018). Research Seminars associated to PhD Tourism Management: doctoral days. Research Seminars associated to PhD Tourism Management: doctoral days.
28	Loureiro, S. M. C., Serra, J. & Guerreiro, J. (2018). Fashion Brands Communicating and Interacting in Instagram: A Netnography Approach. 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. & Lima, F. (2017). The background music at art galleries experience in Lisbon. Proceeding of 2017 Global Fashion Management Conference 2017.
31	Loureiro, S. M. C. & Bilro, R.G. (2017). Consumer-brand engagement through website stimuli. 10th Euromed conference of the Euromed academy of business research.
32	Loureiro, S. M. C. & Oliveira, F. (2017). Excellent cooking worth a detour! Dimensions of the overall experience offered by culinary arts. Conference book Proceedings of 7th GIKA Conference Proceedings "Innovation, Knowledge, Judgment and decision-making as virtuous cycles".
33	Loureiro, S. M. C. & Stylos, N. (2017). Employing mindfulness, images and experience evaluation to predict perceived value of travel experience: the role of perceived authenticity. Conference book Proceedings of 47th International EMAC conference-Leaving Footprints.
34	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.
35	Loureiro, S. M. C. (2017). The experience of multichannel purchase in the construction of customer value. Marketing Research Seminar: Research project ECO2015-69103-R.
36	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. The European Marketing Academy Conference - EMAC 2017.
37	Loureiro, S. M. C. & Gonçalves, I. (2017). Examining brand credibility and corporate reputation as drivers of brand prestige and pride in luxury cruise industry. Conference book proceedings of the 4th world research summit for tourism and hospitality: Innovation, Partnerships and Sharing.
38	Loureiro, S. M. C., Marques, M. I. & Kaufmann, H.R. (2017). I hate this brand! The effect of negative engagement on self-expression word-of-mouth. Proceeding of the 5th International Consumer-brand relationship.
39	Loureiro, S. M. C. & Ferreira, E.S. (2017). Tourist engagement: the role of place attachment and place authenticity. Conference book proceedings of the 4th world research summit for tourism and hospitality: Innovation, Partnerships and Sharing.
40	da Cunha, N. P. & Loureiro, S. M. C. (2017). Brand Power and Brand Focus as facilitators of relationship Quality in the wine sector. Proceeding of the 5th International Consumer-brand relationship.

41	Loureiro, S. M. C. & Ferreira, E.S. (2017). How customer experience attributes influence customer satisfaction and online bank credibility. Conference book proceedings of 10th Euromed conference of the Euromed academy of business research- global and national business theories and practice: bridging the past with the future.
42	Loureiro, S. M. C. (2017). Research Seminars associated to BRU-IUL 2017. Research Seminars associated to BRU-IUL 2017.
43	Loureiro, S. M. C. & Kaufmann, H.R. (2017). Love and respect in the soccer industry. Conference book proceedings of 10th Euromed conference of the Euromed academy of business research- global and national business theories and practice: bridging the past with the future.
44	Amorim, M. & Loureiro, S. M. C. (2017). Effect of website performance expectancy on customer satisfaction: online fashion performance. Proceeding of 2017 Global Fashion Management Conference 2017.
45	Loureiro, S. M. C. & G. Le Bellego (2016). Brand authenticity versus brand reputation: automobile sector. Conference book Proceedings of ANZMAC- Marketing in a Post-Disciplinary Era. 430-436
46	Loureiro, S. M. C. & I. Costa (2016). Some antecedents and outcomes of passionate desire for fashion clothes and accessories. Conference book proceedings of 9th Euromed conference of the Euromed academy of business research- innovation, entrepreneurship and Digital Ecosystems. 532-547
47	Loureiro, S. M. C. & Panchapakesan, P. (2016). It is all about desires! Motivation to engage in medical tourism practices and subjective well-being. Proceeding of 2016 GAMMA-Global Marketing Conference -Bridging Asia and the World: Global Platform for interface between Marketing and Management. 1081-1091
48	Loureiro, S. M. C. & Ferreira, E.S. (2016). Engaging tourists with museums in the destination Lisbon. Conference book Proceedings of ANZMAC-Marketing in a Post-Disciplinary Era. 1020-1029
49	Loureiro, S. M. C. & Ferreira, E.S. (2016). ENGAGING THE ELDERLY TOURISTS WITH MUSEUMS. Proceedings of the International conference on Tourism and Ageing. 1-16
50	da Cunha, N. P. & Loureiro, S. M. C. (2016). Heritage and Social Events as facilitators of Relationship Quality in wine sector. Proceedings of the International conference on Tourism and Ageing. 1-5
51	S.h. Shahrabani, F. voulgaris, H. Desivilya-syna, E. Tsoukatos, V. Ambrósio & Loureiro, S. M. C. (2016). Factors shaping young tourists ' intentions to travel to Greece, Israel and Portugal: universal or idiosyncratic perceptions of young Greeks, Israelis and Portuguese?. Conference book proceedings of 9th Euromed conference of the Euromed academy of business research- innovation, entrepreneurship and Digital Ecosystems. 2003-2004
52	J. Galelo & Loureiro, S. M. C. (2016). Cocriação em redes sociais de organizações não-governamentais: o caso da amnistia internacional. Proceeding of the workshop on Sustainability, third sector and social networks (Socius). 1-20
53	Loureiro, S. M. C. (2016). Attachment in retailing sector: retailer own-brands or manufacturer brands? . Conference book proceedings of 9th Euromed conference of the Euromed academy of business research- innovation, entrepreneurship and Digital Ecosystems. 513-531
54	Loureiro, S. M. C. & J. Middendorf (2016). LIVING THE LIVE WITH HEALTHY EXPERIENCES: NEW-AGE ELDERLY IN GERMANY . Proceedings of the International conference on Tourism and Ageing. 1-18

55	Bilro, R.G. & Loureiro, S. M. C. (2016). Brand stimulus on online consumer purchase: attractiveness, intention and actual behaviour. Academy of Marketing Doctoral Colloquium .
56	Loureiro, S. M. C. & F. Lima (2016). Managing the brand art gallery: art visualization and overall evaluation. Proceeding of 2016 GAMMA-Global Marketing Conference -Bridging Asia and the World: Global Platform for interface between Marketing and Management. 1050-1061
57	Ferreira, E.S. & Loureiro, S. M. C. (2016). Captivating tourists to Museums: young versus senior museum visitors. Proceedings of the International conference on Tourism and Ageing. 1-11
58	Loureiro, S. M. C. (2016). In-flight attributes and mindful passengers: Relationship quality and behavioural intentions configurations. Proceeding of 2016 GAMMA-Global Marketing Conference-Bridging Asia and the World: Global Platform for interface between Marketing and Management. 1032-1033
59	Loureiro, S. M. C., Ferreira, E.S., Lopes, R. & K. N. Jin (2015). Feeling better while waiting: the influence of intrinsic cues of hospital lobby in Portugal and South Korea. Proceeding of the 2015 MAG Scholar Global Business, Marketing and Tourism Conference.
60	Loureiro, S. M. C. & Lopes, R. (2015). I am so cool! Capturing the core Essence of the cool Boutique hotel. Conference book proceedings of the 3rd world research summit for tourism and hospitality and 1st USA-China tourism research summit: transforming partnerships (track: Marketing, branding and management).
61	C. Magalhães, Ferreira, E.S., Loureiro, S. M. C. & Lopes, R. (2015). I love you but not unconditionally. Perceptions about luxury fashion brands. Proceeding of the 2015 MAG Scholar Global Business, Marketing and Tourism Conference.
62	Loureiro, S. M. C., Ferreira, E.S. & Lopes, R. (2015). Internet in the intermediation role of travel agents: The Portuguese case. Proceeding of the 2015 MAG Scholar Global Business, Marketing and Tourism Conference.
63	Loureiro, S. M. C. & Lopes, R. (2015). I want that smartphone! Sources of brand equity. Conference book proceedings of 8th EuroMed conference of the Euromed academy of business research- Innovation, entrepreneurship and sustainable value chain in a dynamic environment .
64	Loureiro, S. M. C. (2015). Being a mindful tourist improves the lived rural experience? Insights from rural tourism experience. Proceeding of the 44th International EMAC conference-Collaboration in Research.
65	Loureiro, S. M. C. & D. Gonçalves (2015). I am avoiding it! A seniors' perspectives about advertising. Conference book proceedings of 8th EuroMed conference of the Euromed academy of business research- Innovation, entrepreneurship and sustainable value chain in a dynamic environment . 2412-2415
66	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).
67	X. Ambrósio & Loureiro, S. M. C. (2015). Attitude and emotions of young Portuguese tourists toward international risk destinations. Conference book proceedings of 8th EuroMed conference of the Euromed academy of business research- Innovation, entrepreneurship and sustainable value chain in a dynamic environment. 2234-2438
68	Brochado, A. & Loureiro, S. M. C. (2014). Wine consumer behaviours: exploring the drivers of wine brand equity and willingness to pay price premium. XXIV JORNADAS LUSO-ESPANHOLAS DE GESTÃO CIENTÍFICA.

69	Loureiro, S. M. C. (2014). Excitement, sophistication and uniqueness as drivers to consumer-luxury car brand relationship. Conference book proceedings of 7th Euromed conference of the Euromed academy of business research- The Future of Entrepreneurship . 913-917
70	Loureiro, S. M. C. (2014). Relationship quality as a function of luxury car brand image and personality. Proceedings of the 17th World Marketing Congress of the Academy of Marketing Science. 1-7
71	Zeferino, E.C., Loureiro, S. M. C. & Rita, P. (2014). How Visitors of Luxury Cruises Perceive a Tourist Destination: Internal Determinants, Satisfaction and Intention to Return. INVTUR.
72	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.
73	Brochado, A., Rita, P. & Loureiro, S. M. C. (2014). Assessing the role of perceived value on mobile data service usage: gender and age as moderators . XXIV JORNADAS LUSO-ESPAÑHOLAS DE GESTÃO CIENTÍFICA.
74	R. Bilro & Loureiro, S. M. C. (2014). Create, build and manage online brands for internet companies. Conference book proceedings of 7th Euromed conference of the Euromed academy of business research- The Future of Entrepreneurship . 1757-1762
75	Araújo, A. F. & Loureiro, S. M. C. (2013). The effect of negative plot films on destination image: the case of Brazil. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis. 327-339
76	Loureiro, S. M. C. & Lopes, R. (2013). Cool brands: the social conscience and sustainability as new trends. Proceedings of 8th Global Brand Conference of the Academy of Marketing-Theme: Brand, Corporate Identity and Reputation and Sustainability. 752-761
77	Brochado, A. & Loureiro, S. M. C. (2013). Exploring how luxury values can influence the brand relationships through brand tribalism and brand reputation. ANZMAC 2013 – Australian and New Zealand Marketing Academy Conference.
78	Cunha, N., Loureiro, S. M. C. & Rego, A. (2013). Relationship quality drives and outcomes: a systematic literature review approach. Conference book Proceedings of 6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business Challenges through Management Innovation. 764-778
79	Loureiro, S. M. C. & de Araújo, C. (2013). Luxury Values as drivers for Consumer Behaviour: Luxury Clothes Brand Context. Proceedings of 8th Global Brand Conference of the Academy of Marketing.-Theme: Brand, Corporate Identity and Reputation and Sustainability. 490-497
80	Loureiro, S. M. C., Veríssimo, A. & Cayolla, R. (2013). The effect of Portuguese Nation Brand on Cognitive Brand Image: Portuguese and Canadian comparison. Conference book Proceedings of 10th CIRCLE International Conference. 103-104
81	Loureiro, S. M. C. & Oliveira-Brochado, A. (2013). Brand Relationships for Luxury Values: The Role of Brand Tribalism and Brand Reputation. ANZMAC conference-Engaging with our future.
82	Pires, A. R. & Loureiro, S.M.C. (2013). A study on antecedents and impacts of engagement and participation in brand communities in Portugal 2013. Conference book Proceedings of 6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business Challenges through Management Innovation. 1820-1836

83	Sarkar, B. & Loureiro, S. M. C. (2013). Attitude and Intentions Toward Verbal Messages In Print Advertising: Comparison India and Portugal. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis . 83-94
84	Duch, T., Loureiro, S., Brochado, A. & Vieira, A. L. (2013). World Cup Brazil: Insights into a Sports Tourism Event. TMS 2013 - TOURISM & MANAGEMENT STUDIES INTERNATIONAL CONFERENCE .
85	Cayolla, R. & Loureiro, S. M. C. (2013). Football fans and their clubs: exploring the passion and the extreme connection. Conference book Proceedings of 10th CIRCLE International Conference. 113-114
86	Loureiro, S. M. C., Filipe, Y. & Pires, A. R. (2013). Exploring the antecedents of brand equity in service industry . Conference book Proceedings of 6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business Challenges through Management Innovation . 1434-1447
87	dos Santos Martins, Harley, Loureiro, S. M. C. & Amorim, M. (2013). Critical Success Factors on Production Engineering Teaching: A Study with a Qualitative Approach Using In-Depth Interviewing. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis . 151-160
88	Cayolla, R. & Loureiro, S. M. C. (2013). Consequences of Being Deeply in Love: the Fan-football Club Relationship Consequences of Being Deeply in Love: the Fan-football Club Relationship. ANZMAC conference- Engaging with our future.
89	Cunha, N., Loureiro, S. M. C. & Rego, A. (2013). Exploring the attitudes of bottle wine distributors toward the wine producers in the Portuguese wine sector. Conference book Proceedings of 10th CIRCLE International Conference. 150-151
90	Brochado, A., Loureiro, S. & Barbosa, C. (2013). Slightly Sparkling by Nature: Green Wine Brand Knowledge. TMS ALGARVE 2013 – TOURISM & MANAGEMENT STUDIES INTERNATIONAL CONFERENCE.
91	Veríssimo, M. & Loureiro, S. M. C. (2013). The effect of negative plot films on destination image: the case of Brazil. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis. 327-339
92	dos Santos Martins, Harley, Loureiro, S. M. C. & Amorim, M. (2013). Quality and Sustainability in Higher Education Institutions: Key Factors. Conference book Proceedings of 10th CIRCLE International Conference. 114-115
93	Loureiro, S.M.C. & Cacho, S. (2012). Exploring Brand Love in the Wine Sector: An International Segmentation Perspective. CONSUMER-BRAND RELATIONSHIP.
94	Loureiro, S.M.C. & Lopes, Rui (2012). The Social Side of Cool Brands. Consumer-brand relationship.
95	Cacho, S. & Loureiro, S.M.C. (2011). Brand Love across Cultures: A Cross-cultural Study on Wine Consumption, Values and Preferences. 2nd International Colloquium-Consumer brand relationship.
96	Loureiro, S.M.C. (2011). Are brand experienced customers, brand lovers and committed consumers more willing to sacrifice? . 2nd International Colloquium-Consumer brand relationship.
97	Santana, S., Loureiro, S.M.C. & Cerdeira, J. (2011). Dimensions of job characteristics as predictors of job satisfaction and professional satisfaction. 35th Annual Conference GFKL .
98	Loureiro, S.M-C. (2011). Antecedents and outcomes of participation in social networking sites. 35th Annual Conference GFKL .

99	Loureiro, S.M.C. (2010). Brand Love Perceived by Car Users: Segmentation Using FIMIX-PLS. 34th Annual Conference of the German Classification Society (Gfkl) .
100	Loureiro, S.M.C. (2010). The effects of perceived value, brand relationship, and brand love on loyalty intentions: an empirical study. 1st International Colloquium-Consumer brand relationship.
101	Loureiro, S.M.C. (2010). Social consumer evaluation and embedded learning. 1st International Colloquium-Consumer brand relationship,.
102	Loureiro, S.M.C. (2010). Web site Brand Attributes and e-shopper Loyalty - A Comparative Study of Spain and Scotland. 6th WEBIST International conference on Web Information Systems and Technologies.
103	Loureiro, S.M.C. & Sardinha, I. (2010). Determinants of Corporate Social Responsibility for Consumer Satisfaction and Brand Perceived Value. GIRA Global Conference- Corporate Governance, Innovation, Social and Environmental Responsibility.
104	Loureiro, S.M.C. (2010). Symbolic image, satisfaction, and delight in retail sector: FIMIX-PLS market segmentation. Global Marketing Conference-Marketing in a Turbulent Environment,.
105	Loureiro, S.M.C. (2009). Website brand image: a comparison of website from Scotland and Spain. 11th Bi-Annual Meeting of ifcs e 33th Annual Conference GFKL .
106	Loureiro, S.M.C. (2009). Global Evaluation and Loyalty of Lisbon as a Tourist Destination Portugal. 2nd Annual EuroMed Conference (The EuroMed Academy of Business) .
107	Loureiro, S. M.C. (2009). Segmentation Using Finite Mixture Partial Least Squares: loyalty and satisfaction perceived by customers of the supermarkets in Portugal. 6th International Conference on PLS and Related Methods.
108	Loureiro, S.M.C. & Santana, S. (2009). Website brand image: a comparison of website from Scotland and Spain. 11th Bi-Annual Meeting of ifcs e 33th Annual Conference GFKL .

Cargos de Gestão Académica

Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2021)
Unidade/Área: Marketing

Coordenadora da unidade curricular Análise da Performance em Gestão (2021)
Unidade/Área: Gestão Geral

Coordenadora da unidade curricular Marketing Relacional (2020)
Unidade/Área: Marketing

Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2020)
Unidade/Área: Marketing

Coordenadora da unidade curricular Tese em Gestão do Turismo II (2020)
Unidade/Área: Gestão Geral

Coordenadora de Especialidade em Marketing (2020 - 2022)
Unidade/Área: Gestão

Coordenadora da unidade curricular Tese em Gestão: Especialização em Marketing II (2020)
Unidade/Área: Gestão Geral

Coordenadora da unidade curricular Tese em Gestão do Turismo IV (2020) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2020) Unidade/Área: Marketing
Coordenadora da unidade curricular Projecto de Investigação em Marketing (2020) Unidade/Área: Marketing
Coordenadora da unidade curricular Tese em Gestão do Turismo III (2019) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Marketing Estratégico em Hotelaria e Turismo (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Tese em Gestão do Turismo I (2019) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Tese em Gestão: Especialização em Marketing (2019) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Tese em Gestão do Turismo (120 Ects) (2019) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Dissertação em Gestão de Hotelaria e Turismo (Dght) (2019) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Tese em Gestão: Especialização em Marketing I (2019) Unidade/Área: Gestão Geral
Directora do Doutoramento em Gestão do Turismo (2019 - 2021) Unidade/Área: Gestão do Turismo
Coordenadora da unidade curricular Estratégia de Negócio e da Marca (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Projecto de Investigação em Marketing (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing Relacional (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Expressão e Identidade da Marca (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Desenvolvimento e Publicação da Investigação (2019) Unidade/Área: Marketing
Coordenadora da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2018) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing e Inovação em Turismo (2018) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing Estratégico em Hotelaria e Turismo (2018) Unidade/Área: Marketing

Coordenadora da unidade curricular Projeto de Investigação em Gestão do Turismo (2018) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2018) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing Relacional (2018) Unidade/Área: Marketing
Coordenadora de Especialidade em Marketing (2018 - 2020) Unidade/Área: Gestão
Coordenadora da unidade curricular Gestão de Serviços A Clientes (2017) Unidade/Área: Marketing
Directora do Doutoramento em Gestão do Turismo (2017 - 2019) Unidade/Área: Gestão do Turismo
Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2017) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing e Inovação em Hospitalidade e Turismo (2017) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Marketing Relacional (2017) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing 3.0 (2016) Unidade/Área: Marketing
Coordenadora da unidade curricular Animação de Equipas Comerciais e Negociação (2016) Unidade/Área: Marketing
Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2016) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing Relacional (2016) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing e Inovação em Hospitalidade e Turismo (2016) Unidade/Área: Gestão Geral
Coordenadora da unidade curricular Estratégia de Negócio e da Marca (2016) Unidade/Área: Marketing
Coordenadora da unidade curricular Trabalho de Projecto em Marketing (2015) Unidade/Área: Marketing
Coordenadora da unidade curricular Animação de Equipas Comerciais e Negociação (2015) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing Relacional (2015) Unidade/Área: Marketing
Coordenadora da unidade curricular Estratégia de Negócio e da Marca (2015) Unidade/Área: Marketing
Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2015) Unidade/Área: Marketing
Coordenadora da unidade curricular Dissertação em Marketing (2015) Unidade/Área: Marketing
Coordenadora da unidade curricular Marketing 3.0 (2015) Unidade/Área: Marketing

Coordenadora da unidade curricular Dissertação em Marketing (2014)
Unidade/Área: Marketing

Coordenadora da unidade curricular Trabalho de Projecto em Marketing (2014)
Unidade/Área: Marketing

Prémios

Top peer reviewer 2019: economics and business Publons Web of Science group (2019)

Top peer reviewer 2019: cross-field Publons Web of Science group (2019)

Prémio de melhor paper na conferência 2019 Global Fashion Management GAMMA (2019)

Outstanding contribution in reviewing to the quality of the journal for Journal of Business Research 2018 (2018)

Outstanding contribution in reviewing to the quality of the journal for Electronic Commerce Research and Applications 2018 (2018)

Prémio Científico do ISCTE-IUL 2018 (2018)

Outstanding contribution in reviewing to the quality of the journal for Journal of Hospitality and Tourism Management since 2017. (2018)

Highly Commended paper Award para o artigo: "Wine prestige and experience in enhancing relationship quality and outcomes" published in International Journal of Wine Business Research, selected by the editorial team as Highly Commended in the 2018 Emerald Literati Awards (2018)

Outstanding contribution in reviewing to the quality of the journal for Journal of Retailing and Consumer Services 2018. (2018)

Certificate reviewer Awarded since December 2011 (42 reviews) presented to Sandra Loureiro in recognition of the review contributed to the journal Computers in Human Behavior (2018)

Certificate reviewer Awarded since January 2013 (18 reviews) presented to Sandra Loureiro in recognition of the review contributed to the journal International Journal of Hospitality Management (2018)

Certificate reviewer Awarded since December 2012 presented to Sandra Loureiro in recognition of the review contributed to the journal European Research on Management and Business Economics. (2018)

Outstanding contribution in reviewing to the quality of the journal for Tourism Management 2018. (2018)

Outstanding contribution in reviewing to the quality of the journal for Journal of Destination Marketing & Management since 2017 (2018)

Best Paper Award TomiWorld 2017 for Marketing, Promotion & Consumer Behavior to the paper "Clarifying Customer Brand Engagement Boundaries: A Systematic Literature Review Approach" (2017)

Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence for paper 'Exploring behavioural branding, brand love and brand co-creation' (2017)

Prémio Científico do ISCTE-IUL 2017 (2017)

Highly Commended paper Award 2016 9th EuroMed Conference and EuroMed Research Business Institute (EMRBI) "Attachment in retailing sector: retailer own-brands or manufacturer brands?". (2016)

Best Paper Award 2016- ICCMI 2016 "It is all about Exhibitionism! The fashion passionate desire of e-buyers" (2016)

JGSMS i-10 High Citation-Impact Award (2016)

Prémio Científico do ISCTE-IUL 2015 (2015)

Outstanding contribution in reviewing to the quality of the journal for International Journal of Hospitality Management (2015)
Outstanding contribution in reviewing to the quality of the journal for Tourism Management (2015)
Highly Commended paper Award 2014 (2014)
Prémio Científico do ISCTE-IUL 2014 (2014)
Best Paper Premier Award 2012 of the Global Marketing Conference (EMAC, ANZMAC, KSMS, Japan) (2012)

Associações Profissionais

Korean Academy of Marketing Science (KAMS) (Desde 2010)
European Marketing Academy (EMAC) (Desde 2010)
EuroMed Academy of Business (Desde 2009)
European Institute for Advanced in Management (EIASM) (Desde 2008)
Ordem dos Engenheiros (Desde 1992)

Organização/Coordenação de Eventos

Tipo de Organização/Coordenação	Título do Evento	Entidade Organizadora	Ano
Membro de comissão científica de evento científico	TechnologiesICMarktech'19 – International Conference on Marketing and Technologies	ISMAI	2019
Coordenação geral de evento científico (com comissão científica) no ISCTE-IUL	Organization of International seminar on "Cutting Edge Issues in Marketing Research by Journal Editors".	ISCTE-Instituto Universitário de Lisboa	2019
Membro de comissão científica de evento científico	THE 12TH ANNUAL EUROMED ACADEMY OF BUSINESS CONFERENCE	EMRBI BUSINESS CONFERENCE	2019
Membro de comissão organizadora de evento científico	Lab III: AR (Augmented Reality) & VR (Virtual Reality) implications for Management	EURAM-ISCTE	2019
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	2019 GAMMA-2019 Global Fashion Management Conference-TRACK CHAIR	GAMMA-Korean Academy of Marketing Science	2019
Membro de comissão científica de evento científico	15th China-Europe International Symposium on Software Engineering Education	NOVA University	2019
Coordenação geral de evento científico (com comissão científica) no ISCTE-IUL	Research Seminars associated to BRU-IUL: invitation of professors Philipp Rauschnabe (full professor at Universität der Bundeswehr München) and Prof. Ana Maria Costa Soares (assistant professor Universidade do Minho) in May 10, 2019	ISCTE-Instituto Universitário de Lisboa	2019
Membro de comissão organizadora de evento científico	Research Seminars associated to BRU-IUL: invitation of professors for two days: Prof. António Azevedo (assistant professor at University Minho, Prof. João Guerreiro (Assistant professor at ISCTE) in April, 24, 2019	ISCTE-Instituto Universitário de Lisboa	2019

Coordenação geral de evento científico (com comissão científica) no ISCTE-IUL	Seminários de investigação PhD Tourism Management, doctoral days: Prof. Eduardo Moraes Sarmento	ISCTE-IUL	2018
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	11th EuroMed Conference of the EuroMed Academy of Business Research-Research Advancements in National and Global Business Theory and Practice	Academy of Business Research	2018
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	2018 Global Marketing Conference-GAMMA-TRACK CHAIR	Korean Academy of Marketing Science	2018
Membro de comissão organizadora de evento científico	Seminário de investigação associado à BRU-IUL: invitation of professors, such as Prof. Avichai Shuv-Ami (Associate Professor in the Department of Marketing, School of Business Administration, Peres Academic Center in Israel) and Prof. Victoria Bellou (Associate Professor in the Department of Economics, University of Thessaly in Greece, and is a member at the Greek Open University)	ISCTE-IUL	2018
Membro de comissão organizadora de evento não científico	Abertura de PhD Tourism Management	ISCTE-IUL	2017
Membro de comissão organizadora de evento científico	Seminários de investigação: Prof. Hans Ruedinger Kaufmann (University of Nicosia)	ISCTE-IUL	2017
Membro de comissão científica de evento científico	Seminários de investigação e master in marketing:invitation of professors, Prof. Tony Apéria (Stockholm University)	ISCTE-IUL	2017 - 2018
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	10th EuroMed Conference of the EuroMed Academy of Business Research-GLOBAL AND NATIONAL BUSINESS THEORIES AND PRACTICE: BRIDGING THE PAST WITH THE FUTURE	Academy of Business Research	2017
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	2017 Global Fashion Management Conference	Korean Academy of Marketing Science	2017
Membro de comissão científica de evento científico	INVTUR	University of Aveiro	2017
Membro de comissão organizadora de evento científico	Tourism & Ageing Conference	ISCTE-IUL	2016
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	9th EuroMed Conference of the EuroMed Academy of Business Research- innovation, entrepreneurship and Digital Ecosystems	Academy of Business Research	2016
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	GAMMA-Global Marketing conference	Korean Academy of Marketing Science	2016
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	8th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business	Academy of Business Research	2015
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	GAMMA-Global Marketing conference	Korean Academy of Marketing Science	2015
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	7th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business	Academy of Business Research	2014

Membro de comissão científica de evento científico	INVTUR	University of Aveiro	2014
Membro de comissão científica de evento científico	ORTE Conference-International Conference on Rural Tourism- Re-inventing rural tourism and the rural	University of Aveiro	2013
Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL	6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business	Academy of Business Research	2013
Membro de comissão científica de evento científico	INVTUR	University of Aveiro	2012

Actividades de Edição/Revisão Científica

Tipo de Actividade	Título da Revista	ISSN/Quartil	Período	Língua
Membro de equipa editorial de revista	International Journal of Internet Marketing and Advertising	1741-8100 / Q3	Desde 2019	Inglês
Membro de equipa editorial de revista	Journal of creative communications	0973-2594 / Q2	Desde 2019	Inglês
Membro de equipa editorial de revista	The Journal of High Technology Management Research	1047-8310 / Q3	Desde 2019	Inglês
Membro de equipa editorial de revista	Clothing and textiles research Journal	0887-302X / Q1	Desde 2019	Inglês
Membro de equipa editorial de revista	Journal of promotion management	1049-6491 / Q3	Desde 2017	Inglês