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Sara Morais



Research Interests

AI in Marketing, GenAI, Sustainability, Human-AI Relationship, Smart Retail, Customer Experience

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Management, Marketing Specialization	2026
Massachusetts Institute of Technology	Advanced Studies	MIT Portugal Innovation Workshop (In-Person Program - Selected Participant)	2025
Sapienza Università di Roma	Advanced Studies	Summer School - Innovation, Growth and International Production (In-Person Program)	2025
Massachusetts Institute of Technology (MIT)	Advanced Studies	Executive Education, Strategy and Innovation - Digital Marketing Analytics (Online Program)	2019
ISCTE-Instituto Universitario de Lisboa	M.Sc.	Marketing, Sales Management Major, Sports Management Minor	2014

Universidade de Lisboa - Instituto Superior de Economia e Gestao	Post-graduation	e-Business	2003
ISCTE-Instituto Universitario de Lisboa	Bachelor of Science	Management, Marketing Major	2000

Publications

- **Other Publications**
 - **Master's Dissertation**

1	Morais, S. (2014). SPORTS 4 LIFE – Maximizing Territory Coverage Through Key Account Management. 1-76
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