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Research Interests

Marketing
Retailing

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	PhD	Gestão	2007
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	M.Sc.	Ciências Empresariais	1998

ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciante	Organização e Gestão de Empresas	1992
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Other Professional Activities

Period	Activity Type	Activity Description	More Info URL
Since 2020	Coordination of executive education programs	Coordenação do Advanced Program em Marketing & Innovation no INDEG ISCTE	View More
Since 2015	Coordination of executive education programs	Coordenação do Executive Master em Marketing Management no INDEG ISCTE	View More

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2024/2025	2º	Retail Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management;	Yes
2024/2025	2º	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2024/2025	1º	Research Seminar in Management	Master Degree in Business Administration; Master Degree in Management;	Yes
2024/2025	1º	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2024/2025	1º	Cultural Marketing	Master Degree in Management and Studies of Culture; Master Degree in Entrepreneurship and Studies of Culture; Master Degree in Studies and Management of Culture; Institutional Degree in ISCTE Business School; Master Degree in Art Markets Management;	Yes
2024/2025	1º	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2023/2024	2º	Blended Communication		Yes
2023/2024	2º	Retail Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management;	Yes
2023/2024	2º	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2023/2024	1º	Research Seminar in Management	Master Degree in Business Administration; Master Degree in Management;	Yes

2023/2024	1°	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2023/2024	1°	Marketing Strategy	Post Graduation Program in Marketing Management;	Yes
2023/2024	1°	Digital Marketing and E-Business	Bachelor Degree in Marketing Management;	Yes
2023/2024	1°	Experience and Consumer Behaviour	Bachelor Degree in Marketing Management;	Yes
2023/2024	1°	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2022/2023	2°	Management of Public Institutions	Institutional Degree in ISCTE Business School;	Yes
2022/2023	2°	Master Dissertation in Management	Master Degree in Management;	Yes
2022/2023	2°	Blended Communication		Yes
2022/2023	2°	Retail Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management;	Yes
2022/2023	2°	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2022/2023	1°	Research Seminar in Management	Master Degree in Business Administration; Master Degree in Management;	Yes
2022/2023	1°	Master Dissertation in Management	Master Degree in Management;	Yes
2022/2023	1°	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2022/2023	1°	Research Project Seminar in International Management	Master Degree in International Management;	Yes
2022/2023	1°	Marketing in Art Markets	Master Degree in Art Markets; Master Degree in Managing Art and Heritage in Global Markets;	Yes
2022/2023	1°	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2021/2022	2°	Management of Public Institutions	Institutional Degree in ISCTE Business School;	Yes
2021/2022	2°	Master Dissertation in Management	Master Degree in Management;	Yes
2021/2022	2°	Blended Communication		Yes

2021/2022	2°	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2021/2022	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Relational Marketing; Post Graduation Program in Key Account Management; Post Graduation Program in Sales Management; Post Graduation Program in Marketing; Post Graduation Program in Marketing and Sports Management; Post Graduation Program in Branding;	Yes
2021/2022	1°	Research Seminar in Management	Master Degree in Business Administration; Master Degree in Management;	Yes
2021/2022	1°	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2021/2022	1°	Cultural Marketing	Master Degree in Management and Studies of Culture; Master Degree in Entrepreneurship and Studies of Culture; Master Degree in Studies and Management of Culture; Institutional Degree in ISCTE Business School; Master Degree in Art Markets Management;	Yes
2021/2022	1°	Research Project Seminar in International Management	Master Degree in International Management;	Yes
2021/2022	1°	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2020/2021	2°	Organization and Leadership in Public Administration	Master Degree in Public Administration and Policies;	Yes
2020/2021	2°	Management of Public Institutions	Institutional Degree in ISCTE Business School;	Yes
2020/2021	2°	Blended Communication		Yes
2020/2021	2°	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2020/2021	1°	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Relational Marketing; Post Graduation Program in Key Account Management; Post Graduation Program in Sales Management; Post Graduation Program in Marketing; Post Graduation Program in Marketing and Sports Management; Post Graduation Program in Branding;	Yes
2020/2021	1°	Research Seminar in Management	Master Degree in Business Administration; Master Degree in Management;	Yes

2020/2021	1º	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2020/2021	1º	Cultural Marketing	Master Degree in Management and Studies of Culture; Master Degree in Entrepreneurship and Studies of Culture; Master Degree in Studies and Management of Culture; Institutional Degree in ISCTE Business School; Master Degree in Art Markets Management;	Yes
2020/2021	1º	Research Project Seminar in International Management	Master Degree in International Management;	Yes
2020/2021	1º	Marketing in Art Markets	Master Degree in Art Markets; Master Degree in Managing Art and Heritage in Global Markets;	Yes
2020/2021	1º	Strategic Marketing	Other programme in Applied Online Post in Marketing & Innovation;	Yes
2020/2021	1º	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2019/2020	2º	Management of Public Institutions	Institutional Degree in ISCTE Business School;	Yes
2019/2020	2º	Blended Communication		Yes
2019/2020	2º	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes
2019/2020	1º	Marketing Management and Planning	Post Graduation Program in Commercial Direction; Post Graduation Program in Relational Marketing; Post Graduation Program in Key Account Management; Post Graduation Program in Sales Management; Post Graduation Program in Marketing; Post Graduation Program in Marketing and Sports Management; Post Graduation Program in Branding;	Yes
2019/2020	1º	Research Seminar in Management	Master Degree in Business Administration; Master Degree in Management;	Yes
2019/2020	1º	Research Seminar in Management of Services and Technology	Master Degree in Management of Services and Technology;	Yes
2019/2020	1º	Cultural Marketing	Master Degree in Management and Studies of Culture; Master Degree in Entrepreneurship and Studies of Culture; Master Degree in Studies and Management of Culture; Institutional Degree in ISCTE Business School; Master Degree in Art Markets Management;	Yes
2019/2020	1º	Operational Marketing	Bachelor Degree in Marketing; Bachelor Degree in Marketing Management; Bachelor Degree in Management;	Yes

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Tânia Sabrina Soares Martins Reigadinha	Viabilidade e Vitalidade do Comércio Tradicional	English	Developing	ISCTE-IUL
2	Sandra Sarabando Filipe	--	English	Developing	ISCTE-IUL
3	Ana Teresa Almadanim	--	English	Developing	ISCTE-IUL

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria Helena Dias Proença	The application of social media for marketing strategies in pharma healthcare	English	ISCTE-IUL	2022
2	Sílvia Rodrigues Cavalinhos	The Impact of mobile devices in the in-store shopping experience	English	ISCTE-IUL	2022
3	Luís Pedro da Rocha Miguel	The influence of ethnocentrism on consumer behaviour and purchase intention of domestic fruit and vegetable	English	ISCTE-IUL	2021
4	Maria Helena Dias Proença	The application of social media for marketing strategies in pharma healthcare	English	ISCTE-IUL	2019
5	Sílvia Rodrigues Cavalinhos	The impact of mobile devices on the in-store shopping experience	English	ISCTE-IUL	2015
6	Luís Pedro da Rocha Miguel	The influence of ethnocentrism on consumer behaviour and purchase intention of domestic fruit and vegetables	English	ISCTE-IUL	2015
7	Sandra Sarabando Filipe	Consumer´s perception of corporate social responsibility as key to successful relationships with grocery retailers	English	ISCTE-IUL	2010

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	João Miguel Rolim Vicente dos Santos Barbosa	E-commerce ? Trust in consumer-to-consumer markets	--	Developing	ISCTE-IUL

2	Pedro Miguel Canas Antunes Lança	The influence of Customer Experience on Customer Engagement	--	Developing	ISCTE-IUL
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- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	João Eduardo Martins Ilha	The impact of sponsoring in Formula 1	English	ISCTE-IUL	2023
2	Marta Alexandra Calhau Bonito	Employer Branding Strategies for Attracting Young Talent: The Expectations of the Portuguese Generation Z towards Employers	Portuguese	ISCTE-IUL	2023
3	Nicole Alexandra Claro Varela	Consumer behaviour: Sustainable products in times of economic crisis	Portuguese	ISCTE-IUL	2023
4	Marina Alves do Rosário	Sustainability Communication in the food and beverage industry in Portugal: an analysis of impact and perception by stakeholders	Portuguese	ISCTE-IUL	2023
5	Ana Rita Branco de Vasconcelos	The influence of the personal branding on consumers purchase intention	Portuguese	ISCTE-IUL	2022
6	Joana Paisana Morais	Cosmetic Industry: Changes in the Consumer Behavior and COVID-19 Impact	English	ISCTE-IUL	2022
7	Maria Garcia Henriques	Digital Marketing Strategy Used By Luxury Brands	English	ISCTE-IUL	2022
8	Alice Santos Chagas	The impact of Brand Activism on the Brand Attitude of Gen Z - the mediating role of Perceived Brand Authenticity	English	ISCTE-IUL	2022
9	Rita Patação Cavaleiro Ângelo	Fast fashion vs. Slow fashion: What is the future?	English	ISCTE-IUL	2022
10	Fernando Manuel Bemposta Pires	What can Private Label Brands do to increase consumer perception of quality, in grocery retail	English	ISCTE-IUL	2022
11	Ana Cristina Xarepe Barroso da Silva Santo	The time to give voice to the brand "Azeite de Portugal"- Communication Plan	Portuguese	ISCTE-IUL	2022
12	Mariana Simões Monteiro	Relationship Marketing and its influence on customer loyalty in the food retail sector	Portuguese	ISCTE-IUL	2022
13	André Filipe Leitão Pereira	Influence of Children's Marketing Campaigns on the Loyalty Process of Parents to the Place of Purchase in the Food Retail Sector	Portuguese	ISCTE-IUL	2022
14	Maria do Mar Paixão Garcia Iglésias Parreira	Artificial Intelligence in FMCG in-store: Are Portuguese Consumers Ready?	Portuguese	ISCTE-IUL	2022

15	Sandra Maria Ribeiro Gaspar	Marie Kondo, a especialista em organização minimalista, abre uma loja online. Foi esta uma decisão de gestão acertada? Marie Kondo, the specialist in minimalist organization, opens an online store. Was this a good management decision?	English	ISCTE-IUL	2022
16	Joana Paisana Morais	Indústria Cosmética: mudanças no comportamento do consumidor e o impacto da COVID-19 Cosmetic Industry: Changes in the Consumer Behavior and COVID-19 Impact	English	ISCTE-IUL	2022
17	Maria do Carmo Cabral de Novaes e Ataíde	Consumer Behaviour: NETFLIX	Portuguese	ISCTE-IUL	2021
18	Mafalda dos Santos Tiago	The Impact of Retailtainment on Purchase Intentions	English	ISCTE-IUL	2021
19	Inês Sofia de Sousa Hígino Claudino	Impact of Relational Marketing and Television Commercials on Brand Awareness and Purchase Intention of Large Retailers	Portuguese	ISCTE-IUL	2021
20	Diogo Alexandre Afonso Luís	The Influence of Packaging on Consumer Purchase Intention of Craft Beer	English	ISCTE-IUL	2021
21	Frederico José Almeida de Colaço Valarinho	Negative electronic word-of-mouth (NWOM): how to avoid and respond to negative online feedback	English	ISCTE-IUL	2021
22	Raquel Ventura Caretas	The print media and influence marketing: the impact of digital influencers on portuguese women's magazines	Portuguese	ISCTE-IUL	2021
23	Beatriz Silva Febra	Consumer behavior and the impact of Digital Marketing on online wine purchase	Portuguese	ISCTE-IUL	2021
24	Marine Gazan	The role of cultural brownfield in the Parisian nightlife: A focus on their offers and sustainability.	English	ISCTE-IUL	2021
25	Rita Fiúza Martins Rua	Fake Healthy Products in the Food Retail: Impact of Marketing and Labeling on Consumer Behaviour	English	ISCTE-IUL	2021
26	Catarina Mendes Dias de Jesus	Do we drink with our eyes? Wine Bottles' Front Label Impact on Consumer Perception	Portuguese	ISCTE-IUL	2021
27	Marine Gazan	The role of cultural brownfield in the Parisian nightlife: A focus on their offers and sustainability.	English	ISCTE-IUL	2021
28	Maria Margarida Mariano Dias	The role of the Tenant Mix in the Positioning and Image of Shopping Centres	English	ISCTE-IUL	2020

29	Rita Paiva Neves	The effects of micro and macro-influencers on Instagram skincare campaigns	English	ISCTE-IUL	2020
30	Catarina Jorge da Fonseca Anjos	The Impact of Instagram Influencer Marketing in the Restaurant Industry	English	ISCTE-IUL	2020
31	Inês Santos do Carmo	Experiential Marketing and its Influence on the Consumer - The Nespresso Case	Portuguese	ISCTE-IUL	2020
32	Cristiana Sofia Vieira da Silva	A Communication Plan for Landescape: A Portuguese Cultural and Adventure Travel Agency	English	ISCTE-IUL	2020
33	Marina Alexandra Silva Gomes	The Role of Digital Influencers on Consumers' Purchase Intention in Fashion	English	ISCTE-IUL	2020
34	Teresa Raquel Leiria da Silva Barrau	Digital Marketing and Luxury Brands	Portuguese	ISCTE-IUL	2020
35	Francisco Barros Martins de Jesus	Critical factors of shopping mall attractiveness for the consumers	Portuguese	ISCTE-IUL	2019
36	Lorena Silveira Batista Genú	Digital marketing: How the beauty market has changed with the emergence of digital influencers	English	ISCTE-IUL	2019
37	Frederico Coelho de Carvalho Morais	Factors that take Consumers to Visit Theme Parks Dedicated to Animals	Portuguese	ISCTE-IUL	2019
38	Márcia Silva Gonçalves	The role of relationship marketing on building B2B partnerships on the non-profit sector	English	ISCTE-IUL	2019
39	Maria Inês Cunha de Eça de Oliveira Martins	Impact of Background Music on Hipermarket Sales	Portuguese	ISCTE-IUL	2019
40	Gustavo Henrique Gontijo Genú	A Digital Marketing Plan for Dona Laranja: Creating a New Juice Brand Using Social Media	English	ISCTE-IUL	2019
41	Tiago Miguel Pereira Fortunato	Access over ownership: A generational analysis	English	ISCTE-IUL	2019
42	Tiago Miguel Pereira Fortunato	Access over ownership: A generational analysis	English	ISCTE-IUL	2019
43	Lorena Silveira Batista Genú	Digital marketing: How the beauty market has changed with the emergence of digital influencers	English	ISCTE-IUL	2019
44	Márcia Silva Gonçalves	The role of relationship marketing on building B2B partnerships on the non-profit sector	English	ISCTE-IUL	2019
45	Gustavo Henrique Gontijo Genú	A Digital Marketing Plan for Dona Laranja: Creating a New Juice Brand Using Social Media	English	ISCTE-IUL	2019

46	Carolina Vasconcelos Marcelino Loia Guerreiro	What are the key drivers of customer's loyalty in yogurts? category? A case study of Pingo Doce	English	ISCTE-IUL	2019
47	Margarida Nunes Anastácio	City Branding - Aveiro: How Aveiro is perceived by its Residents and Tourists?	English	ISCTE-IUL	2019
48	Rodrigo José Soares de Castro	Word of Mouth management: between praxis and theory	Portuguese	ISCTE-IUL	2018
49	Serenela Alves de Andrade	The Role of Naming Sponsors in Summer Music Festivals.	English	ISCTE-IUL	2018
50	António Miguel Dias Mateus	Is there a relationship between news sentiment and marketing?	Portuguese	ISCTE-IUL	2018
51	Rita Isabel Lança dos Santos	A Digital Marketing Strategy In A Fintech Start-up: Advicefront	English	ISCTE-IUL	2018
52	Patrícia Alexandra Sacramento da Costa Ventura	THERE'S A NEW PLAYER IN TOWN: A CASE STUDY OF MERCADONA'S ENTRANCE IN PORTUGAL	English	ISCTE-IUL	2018
53	António Serrenho do Carmo	Business Plan: BOUTIQUE 0	English	ISCTE-IUL	2018
54	Daniel Loivos dos Santos	Marketing Plan for the launch of Redken Brews	English	ISCTE-IUL	2018
55	Serenela Alves de Andrade	The Role of Naming Sponsors in Summer Music Festivals.	English	ISCTE-IUL	2018
56	Joana Isabel Serôdio Pardal	Impacto das alegações nutricionais e de saúde nos consumidores	Portuguese	ISCTE-IUL	2017
57	Sandra Sarabando Filipe	Consumer's perception of corporate social responsibility as key to successful relationships with grocery retailers	English	ISCTE-IUL	2016
58	Ana Filipa Mendes Lourenço	Corporate Reputation in B2B Service Customers	English	ISCTE-IUL	2016
59	Maria Vitória Sá Quental de Melo Lindo	How Gender Affects the Buying-Decision Process Among Consumers of Luxury Goods	English	ISCTE-IUL	2016
60	Raquel Alexandra Fonseca Duran	A Importância das Ativações de Marca na Estratégias de Comunicação das Empresas	Portuguese	ISCTE-IUL	2016
61	Mariana de Pinho Duarte Ferreira da Silva	New Influencers - A Influência dos Bloggers de Moda na Decisão de Compra do Consumidor	English	ISCTE-IUL	2016
62	Teresa Mafalda de Mendonça e Moura Esteves Marcos	Story - Telling and Doing	English	ISCTE-IUL	2015

63	João Pedro Rodrigues Lima Mestre da Conceição	New Brands and New Bands. O Marketing e a Gestão no Lançamento de uma Nova Banda Independente	Portuguese	ISCTE-IUL	2015
64	Kalen Elizabeth Vaughan	How International Nonprofit Organizations can use Facebook to Build Relationships with Potential Donors and Volunteers	English	ISCTE-IUL	2015
65	Cleide Azevedo Pinto de Abreu	Celebrity in the Mirror: The Role of Celebrity Endorsement in Male Grooming Communication	English	ISCTE-IUL	2015
66	Joséphine Gaspar Lopes	Marketing Plan for Workshop and Accessories area of Proóptica	English	ISCTE-IUL	2015
67	Ana Catarina Afonso Lindeza	Os Cartões de Fidelização nas Farmácias Portuguesas	Portuguese	ISCTE-IUL	2014
68	Patrícia Alexandra Realinho Ramos	O Futuro das Marcas Nacionais no Retalho Alimentar - A perspetiva do consumidor	Portuguese	ISCTE-IUL	2014
69	Pedro Manuel Dias Sousa Cordeiro	Quais os Canais de Distribuição que Melhor se Adequam às Necessidades do Segmento sénior?	Portuguese	ISCTE-IUL	2014
70	Ana Sofia Mesquita Tavares Marques	The Influence of Olfactory Marketing on Clients Loyalty	English	ISCTE-IUL	2013
71	Catarina Ferreira da Silva	Qual o Papel das Marcas de Fornecedor, no Mercado de FMCG, com a Crescente Influência das Marcas de Distribuidor?	Portuguese	ISCTE-IUL	2013
72	Catarina Alexandra da Rocha Fornelos	O impacto da Evolução Tecnológica no Mercado Livreiro	Portuguese	ISCTE-IUL	2013
73	Ivo dos Reis Moreira	Homecare em Nutrição Artificial - Uma solução para doentes, profissionais de saúde e hospitais	Portuguese	ISCTE-IUL	2012
74	Sílvia Rodrigues Cavalinhos	A Importância da Marca do Distribuidor no Mercado dos Electrodomésticos.	Portuguese	ISCTE-IUL	2010
75	Carina Maria Rolo Ferreira	A Qualidade do Serviço Prestado nas Farmácias Comunitárias:Expectativas e Percepções dos Clientes.	Portuguese	ISCTE-IUL	2009

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
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1	Mafalda de Oliveira Isabel Meireles Pássaro	Impact of Environmental Sustainability and Circular Economy on Brand Image and Brand Awareness: The Case of IKEA Portugal	Portuguese	ISCTE-IUL	2023
2	Beatriz Maria Esaguy Fernandes dos Santos	The impact of influencer marketing on women's self-esteem and body image	English	ISCTE-IUL	2023
3	Joana Dias Malcato	The role of brand architecture on brand equity: Pestana Hotel Group Case Study	English	ISCTE-IUL	2023
4	Sandra Maria Ribeiro Gaspar	Marie Kondo, the specialist in minimalist organization, opens an online store. Was this a good management decision?	Portuguese	ISCTE-IUL	2022
5	Débora Brito Ribeiro	Social Media Marketing Plan for Quinta do Boiçã	Portuguese	ISCTE-IUL	2021
6	Ana Sofia Ferreira de Almeida	Communication plan for a travel agency: Portugal With	English	ISCTE-IUL	2021
7	Marta Hidalgo Pidemont	E-commerce Loyalty Program for Delta Q in Brazil	English	ISCTE-IUL	2020
8	Fábio Miguel Rodrigues Pinto	Marketing Plan for an Eletronic Prdotuct Subscription Service	Portuguese	ISCTE-IUL	2020
9	Catarina Alexandra Vieira Morcela	How consumers react to different Private-Label Brands?	English	ISCTE-IUL	2020
10	Maria Teresa de Magalhães Fleming Pessoa Gaspar	The Saint-Gobain Weber Presence in the DIY Large Surfaces Market	Portuguese	ISCTE-IUL	2020
11	Inês Cristina dos Santos Marques	Revitalizing a Brand - The Pato Real Brand Case	Portuguese	ISCTE-IUL	2020
12	Carolina Vasconcelos Marcelino Loia Guerreiro	What are the key drivers of customer?s loyalty in yogurts? category? A case study of Pingo Doce	English	ISCTE-IUL	2019
13	João Pedro Dias Soares Santos	How merchandising and layout of IKEA influence the consumer behavior?	English	ISCTE-IUL	2019
14	Margarida Nunes Anastácio	City Branding - Aveiro: How Aveiro is perceived by its Residents and Tourists?	English	ISCTE-IUL	2019
15	Patrícia Alexandra Sacramento da Costa Ventura	THERE?S A NEW PLAYER IN TOWN: A CASE STUDY OF MERCADONA?S ENTRANCE IN PORTUGAL	English	ISCTE-IUL	2018
16	António Serrenho do Carmo	Business Plan: BOUTIQUE 0	English	ISCTE-IUL	2018
17	Sónia de Almeida Tomás Gonçalves	Potential of Blended Learning in the Executive Masters - Católica Lisbon School of Business and Economics	Portuguese	ISCTE-IUL	2018
18	Cátia Alexandra Rolo Guisado	Marketing Plan for GoGo squeeZ	Portuguese	ISCTE-IUL	2018

19	Filipa Monteiro da Cruz	Development of Employer Branding KPI's, for the Young Talent Programmes' initiatives, at Jerónimo Martins	English	ISCTE-IUL	2018
20	Daniel Loivos dos Santos	Marketing Plan for the launch of Redken Brews	English	ISCTE-IUL	2018
21	Rita Isabel Lança dos Santos	A Digital Marketing Strategy In A Fintech Start-up: Advicefront	English	ISCTE-IUL	2018
22	Madalena Maria Igreja Ferrari Sobral	The perfect Dose can be the Right Choice	English	ISCTE-IUL	2017
23	Tiago Bruno Lourinho Heleno Lopes	A Importância das Marcas Próprias e a sua Introdução numa Loja de Especialidade	Portuguese	ISCTE-IUL	2017
24	Miguel Filipe Duarte Castelão	A Marketing Plan to Hotel Castelão	English	ISCTE-IUL	2017
25	Rita Araújo Soromenho de Alvito	Pestana CR7 - Brand Concept Case Study.	English	ISCTE-IUL	2017
26	Pedro de Azeredo Coelho Matos Pereira	Marketing Plan. NOS Introducing Pay-Per-View	English	ISCTE-IUL	2016
27	Maria Leonor Nogueira de Paiva	A Communication Plan for a Portuguese Luxury Multibrand: Stivali	English	ISCTE-IUL	2016
28	Patrícia Jesus Casaca Couto dos Santos Batista	A Importância dos Serviços no Incremento de Vendas no Retalho. Caso prático na empresa AKI Portugal	Portuguese	ISCTE-IUL	2016
29	Matilde Fonseca Tareco	A Social Media Marketing Plan for Quinta da Suratesta	English	ISCTE-IUL	2016
30	Alexandra Catarina Rosa Nicolau Gralho	Retalho organizado VS Retalho independente	Portuguese	ISCTE-IUL	2015
31	Catarina Pina Fialho	Roger & Gallet Brand Repositioning	English	ISCTE-IUL	2015
32	Arthur Gabriel Araújo Jordão	Caso Pedagógico: Arquitectura de Marcas de Sonae Sierra	Portuguese	ISCTE-IUL	2015
33	Marta Barahona Simões da Fonseca Guimarães	Communication Plan for Skittles	English	ISCTE-IUL	2015
34	Rodrigo Gonçalves Martins	"Retailtainment" - Standing out in the portuguese sportswear market	English	ISCTE-IUL	2014
35	Ana Catarina Morgado Alves de Carvalho	Marketing plan for dance material supplier	English	ISCTE-IUL	2014
36	Ana Margarida Nunes Francisquinho	Consumer Attitudes and Perceptions Towards Medicine Types: Brand medicines versus generic medicines	English	ISCTE-IUL	2013
37	Nuno André Rosa Pereira	Portugal as an European Destination Reference in Senior Tourism	English	ISCTE-IUL	2013

38	Mariana Cláudia Simas Pinto	Surprise Gift Card. Plano de Marketing	Portuguese	ISCTE-IUL	2013
39	Yorete Marlene Campos de Azevedo	Primark's E-Marketing Plan	English	ISCTE-IUL	2013
40	Nuno Miguel Ferreira Antunes	Merchandising no Local de Pagamento: Potenciar vendas com o Merchandising no m2 do local de pagamento na loja de pequena dimensão	Portuguese	ISCTE-IUL	2013
41	Ana Luísa Costa Ferreira	Communication Plan of Sonae Sierra's Gift Card Surprise	English	ISCTE-IUL	2013
42	Mafalda Sofia Reis Franklin	Marketing Plan for the Lisbon Zoo	English	ISCTE-IUL	2013
43	Catarina Conde Rosa	In-Store Promotional Campaign - The impact of a New Fragrance	English	ISCTE-IUL	2013
44	Patrícia Alexandra Pedro das Dores	FrescosBio - Agricultura Urbana	Portuguese	ISCTE-IUL	2012
45	Luís Artur Sena Neto Fernandes Barata	Implementação de uma Marca Própria numa Cadeia Retalhista Regional - Caso Ponto Fresco SA	Portuguese	ISCTE-IUL	2012
46	Magda Raquel Pereira Genebra	Winning in a Crisis: Checkouts Model as a way of business growth at Mars Portugal	English	ISCTE-IUL	2012
47	André Filipe Pacheco Seabra	A Relação dos Programas de Fidelização e a Satisfação de Clientes? O caso TMN	Portuguese	ISCTE-IUL	2012
48	Marisa Figueiredo de Oliveira	Creation of an integrated tasting plan in Hypermarkets	English	ISCTE-IUL	2012
49	Patrícia Neto Pena	Case Study: Corticeira Amorim as Portugal's Brand Ambassador	English	ISCTE-IUL	2012
50	João Paulo Caetano Sebastião	Estação de Rádio Infantil: Alegria da Radio	Portuguese	ISCTE-IUL	2012
51	Ana Catarina Santos Rolo	Plano de Negócios Hotel do Templo	Portuguese	ISCTE-IUL	2012
52	Maria Cristina Duarte Agapito	A Gestão de Sortido	Portuguese	ISCTE-IUL	2012
53	David Cortes Ventura	Revitalização de uma Marca - O caso da marca Xau liquido concentrado	Portuguese	ISCTE-IUL	2012
54	Filipa Marques Serra Pereira	Marcas de Luxo em Portugal - Sucesso em contexto de crise económica	Portuguese	ISCTE-IUL	2012
55	Joana Faia Martins Poças Esteves	O Processo de Internacionalização da Marca Koni Store para o Mercado Português através de uma Estratégia de Franchising	Portuguese	ISCTE-IUL	2012

56	Marta Isabel Nunes Rodrigues Martins	Segmentação dos Pontos de Venda - Aplicação da segmentação à rede de Lojas dos CTT - Correios de Portugal	Portuguese	ISCTE-IUL	2012
57	Bárbara Marques da Silva Jansen Verdades	O Crescimento dos Produtos de Marca Própria Caso Pedigree Dog Dry	Portuguese	ISCTE-IUL	2012
58	Margarida Laima Vilhena de Mendonça		--	ISCTE-IUL	2011
59	Ana Sofia Fernandes Conceição Martins	Analisar e Propôr a Melhor Abordagem para Conquistar e Fidelizar Clientes na Área de Restauração em Portugal	--	ISCTE-IUL	2011
60	Nuno Gonçalo Costa Fernandes Marques de Abreu	Análise do Perfil do Cliente Recheio e Desenvolvimento de um Sistema Promocional.	--	ISCTE-IUL	2011
61	Diana Filipa Delgado Marques	O Impacto e a Importância da Gestão de Categorias no Processo de decisão de Compra das Crianças.	--	ISCTE-IUL	2011
62	Susana Oliveira Gonçalves	O Impacto dos Cartões de Fidelidade no Comportamento de Compra do Consumidor. Uma Abordagem ao mercado retalhista	Portuguese	ISCTE-IUL	2011
63	Nara Geise Baltazar Ferreira		--	ISCTE-IUL	2011
64	Honey Jaiantilal Bhanji	O Impacto da Aplicação do e-Commerce num Website	Portuguese	ISCTE-IUL	2011
65	Efraim José Tavares Tavares	Edição Online Sol.	Portuguese	ISCTE-IUL	2010
66	Ana Sofia da Costa Pinheiro Meneses Mesquita	Revitalização de uma Marca - O caso marca Sun.	Portuguese	ISCTE-IUL	2010
67	Ana Sofia Filipe Pereira	A Importância do Planeamento de Marketing: O caso de uma PME portuguesa.	Portuguese	ISCTE-IUL	2010
68	Diogo Miguel Parreira de Gouveia	Plano de Negócios U2B - Unidade de Negócio "Grupo de Farmácia" - universo empresarial UDIFAR.	Portuguese	ISCTE-IUL	2010
69	Alexandra Maria Portugal Galvão de Vasconcelos	Plano de Marketing Orthomol - Lançamento de uma Nova Gama de Produtos pela Empresa Raul Vieira, Lda.	Portuguese	ISCTE-IUL	2010
70	Mário Luís Pereira Cravidão	A Marca de Vinhos Regional Lisboa - O Plano de Comunicação Internacional.	Portuguese	ISCTE-IUL	2009
71	Mónica Sofia de Freitas	Distribution Management in the Health Club Industry - The Impact os a company´s image and the environment when choosing a point of sale (POS).	English	ISCTE-IUL	2009

72	Shahida Mussá Calú	A Criação de Experiências Memoráveis e a Possibilidade de Experimentação antes da Compra como Impulsionadoras de uma Nova Forma de Relacionamento entre a Marca e os Consumidores.	Portuguese	ISCTE-IUL	2009
73	Rita Alexandra Gomes Morais Mendes	Marketing no Ponto de Venda - Importância da diferenciação publicitária no ponto de venda, em diferentes categorias de produtos, no no processo de tomada de decisão de compra dos clientes.	Portuguese	ISCTE-IUL	2009
74	Rita Isabel Lourenço Farinha	Impacto das Marcas Próprias no Orçamento das Famílias.	Portuguese	ISCTE-IUL	2009

Total Citations

Web of Science®	139
Scopus	177

Publications

• Scientific Journals

- Scientific journal paper

1	<p>Miguel, L., Marques, S. & Duarte, A. P. (2023). Characterising the fruit and vegetables consumer ethnocentrism in a southern european country: an assesment of the reliability and validity of the CETSCALE in Portugal. <i>Food Quality and Preference</i>. 105</p> <p>- Times Cited Web of Science®: 7</p> <p>- Times Cited Scopus: 8</p> <p>- Times Cited Google Scholar: 13</p>
2	<p>Cavalinhos, S., Salgueiro, M. F. & Marques, S. (2023). Mobile devices usage in retail setting: Gender and generation preferences. <i>International Journal of Retail & Distribution Management</i>. 51 (13), 64-80</p>
3	<p>Carmo, I. S. do., Marques, S. & Dias, Á. (2022). The influence of experiential marketing on customer satisfaction and loyalty. <i>Journal of Promotion Management</i>. 28 (7), 994-1018</p> <p>- Times Cited Scopus: 16</p> <p>- Times Cited Google Scholar: 33</p>
4	<p>Marques, S., Bilro, R. G., Gonçalves, M. & Raouf, A. R. (2022). Partners we can trust: the role of employee engagement influencing partnerships' relationship quality in the voluntary sector. <i>Management Research: The Journal of the Iberoamerican Academy of Management</i>. 20 (2), 148-168</p> <p>- Times Cited Web of Science®: 4</p> <p>- Times Cited Scopus: 8</p> <p>- Times Cited Google Scholar: 14</p>

5	Gomes, M., Marques, S. & Dias, Á. (2022). The impact of digital influencers' characteristics on purchase intention of fashion products. <i>Journal of Global Fashion Marketing</i> . 13 (3), 187-204 - Times Cited Web of Science®: 20 - Times Cited Scopus: 31 - Times Cited Google Scholar: 88
6	Anjos, C., Marques, S. & Dias, Á. (2022). The impact of Instagram influencer marketing in the restaurant industry. <i>International Journal of Service Science, Management, Engineering, and Technology</i> . 13 (1) - Times Cited Scopus: 6 - Times Cited Google Scholar: 14
7	Miguel, L., Marques, S. & Duarte, A. P. (2022). The influence of consumer ethnocentrism on purchase of domestic fruit and vegetables in Portugal: Application of the extended theory of planned behaviour. <i>British Food Journal</i> . 124 (13), 599-618 - Times Cited Web of Science®: 9 - Times Cited Scopus: 7
8	Cavalinhos, S., Marques, S. & Salgueiro, M.F. (2021). The use of mobile devices instore and the effect on shopping experience: A systematic literature review and research agenda. <i>International Journal of Consumer Studies</i> . 45 (6), 1198-1216 - Times Cited Web of Science®: 30 - Times Cited Scopus: 30
9	Marques, S. H., Cardoso, M. G. M. S. & Lindeza, A. C. A. (2017). Do loyalty cards enhance loyalty in the pharmaceutical sector?. <i>Journal of Relationship Marketing</i> . 16 (2), 143-162 - Times Cited Scopus: 3
10	Filipe, S., Marques, S. H. & Salgueiro, M. D. F. (2017). Customers' relationship with their grocery store: direct and moderating effects from store format and loyalty programs. <i>Journal of Retailing and Consumer Services</i> . 37, 78-88 - Times Cited Web of Science®: 38 - Times Cited Scopus: 32
11	Marques, S. H., Trindade, G. & Santos, M-C. (2016). The importance of atmospherics in the choice of hyper and supermarkets. <i>International Review of Retail, Distribution and Consumer Research</i> . 26 (1), 17-34 - Times Cited Web of Science®: 11 - Times Cited Scopus: 13
12	Brochado, A., Marques, S. & Mendes, P. (2015). Psychographic determinants of private-label adoption: a feasibility study in the Portuguese yogurt market. <i>Tourism and Management Studies</i> . 11 (1), 136-145 - Times Cited Google Scholar: 6
13	Marques, S., Cardoso, M. & Palma, A. (2013). Environmental factors and satisfaction in a specialty store. <i>International Review of Retail, Distribution and Consumer Research</i> . 23 (4), 456-474 - Times Cited Web of Science®: 19 - Times Cited Scopus: 22
14	Marques, S. & Santos, M-C. (2012). Store format influence on customer perception of the store environment. <i>International Journal of Applied Behavioral Economics (IJABE)</i> . 1 (4), 9-21 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 1

• Books and Book Chapters

- Book chapter

1	<p>Freitas, C., Bilro, R.G. & Marques, S. (2023). The influence of customer engagement on destination loyalty from a destination marketing organisation perspective. In Raouf A. Rather and Haywantee Ramkissoon (Ed.), Handbook of customer engagement in tourism marketing. (pp. 115-128). Cheltenham, UK: Edward Elgar Publishing.</p> <p>- Times Cited Scopus: 1 - Times Cited Google Scholar: 1</p>
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	<p>Miguel, L. & Marques, S. (N/A). Exploring purchase behavior of country of origin labelled products using the theory of planned behavior: testing the moderating effect of product category. In EIRASS-Recent Advances in retailing and consumer services. Funchal</p>
2	<p>Bilro, R. G., Serras, S., Cavalinhos, S., Miguel, L. & Marques, S. (2022). How cool is to be engaged with Drunk Elephant? An analysis of usergenerated content campaigns on Instagram. In Proceedings of the 51st Annual EMAC Conference (EMAC 2022). Budapest: EMAC.</p> <p>- Times Cited Google Scholar: 2</p>
3	<p>Marques, S., Lindo, V. & Pereira, H. (2019). How gender affects the buying-decision process among consumers of luxury goods. In 2019 Global Fashion Management Conference at Paris Proceedings. Paris: Global Alliance of Marketing and Management Associations.</p>
4	<p>Marques, S. H. & Vaughn, K. (2019). How international nonprofit organizations can use Facebook to build relationships with potential donors and volunteers. In Vopava, J., Douda, V., Kratochvil, R. and Konecki, M. (Ed.), Proceedings of The 14th IAC 2019. (pp. 51-60). Praga: MAC Prague consulting Ltd.</p>
5	<p>Miguel, L. & Marques, S. (2018). Exploring purchase behaviour of country of origin: "Producers club" brand. In 25th International Conference on Recent Advances in Retailing and Services Science. Madeira Island</p>
6	<p>Marques, S. H., Cardoso, M. G. M. S. & Ramos, P. A. R. (2018). Domestic brands in food retail: the consumer perspective. In 25th Recent Advances In Retailing And Services Science, EIRASS 2018. Funchal</p>
7	<p>Marques, S. H. & Abreu, C. (2018). Celebrity in the mirror: the role of celebrity endorser in men's grooming communication. In 25th Recent Advances In Retailing And Services Science. Funchal</p>
8	<p>Pereira, H. G., Salgueiro, M. F. & Marques, S. H. (2017). How does economic crisis impact on family vacations?. In International Conference on Business and Economic Development. (pp. 374-384). Nova lorque: The Academy of Business and Retail Management (ABRM).</p>
9	<p>Pereira, H., Salgueiro, M.F. & Marques, S. (2017). Portuguese women as wine consumers - the impact of beliefs on the option to drink wine. In International Conference on Business and Economic Development. (pp. 68-78).: The Business & Management Review.</p>
10	<p>Cavalinhos, S. & Marques, S. (2016). The impact of mobile devices on the shopping experience. In Irina Saur-Amaral, Maria do Carmo Leal, Raquel Reis Soares, Rui Cruz (Ed.), International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour 2016. (pp. 451-456). Lisboa: Universidade Europeia.</p>
11	<p>Marques, S. (2016). The value of store choice criteria on consumer behavior. In 18th International Conference on Economics and Business Market Management. (pp. 2007-2011). Paris</p>

12	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. In Academy of Marketing 2016. Newcastle
13	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. In International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behaviour 2016. Lisboa
14	Filipe, S., Marques, S. & Salgueiro, M. (2015). Corporate social responsibility: Is it a pillar in relationships with customers?. In 4th International Conference on Multinational Enterprises and Sustainable Development, (MESD'15). Lisboa
15	Marques, S., Lindeza, A. & Cardoso, M. (2015). Do loyalty cards enhance loyalty? a study in the Portuguese pharmaceutical sector. In Mafalda Nogueira, André Vieira (Ed.), The Portuguese Marketing Conference 15 Proceedings. Porto: IPAM.
16	Filipe, S., Marques, S. & Salgueiro, M.F. (2015). Social responsibility in purchase and consumption: A study of the Portuguese consumer behavior. In Irina Saur-Amaral (Ed.), Proceedings ICIEMC 2015. (pp. 436-450). Aveiro: Edições IPAM.
17	sandra filipe, Marques, S. & Salgueiro, M.F. (2015). Customers' relationship with their main grocery retail: an empirical study in the Portuguese context. In LCBR European Marketing Conference 2015. Lisboa
18	Brochado, A., Mendes, P. & Marques, S. (2014). Private-label proneness: the case of yogurts. In Instituto Politécnico de Leiria (Ed.), XXIV Jornadas Luso Espanholas de Gestão Científica: Comunicações: Livro de Resumos. Leiria: IP Leiria.
19	Marques, S. & Pereira, N. (2014). How to position Portugal as one of the main European destination references in senior tourism. In Joana Neves, José Paulo Esperança (Ed.), 1st Annual International Conference Tourism and Ageing, Proceedings Book. Estoril: AUDAX.
20	Marques, S. & Cardoso, M. (2014). The influence of olfactory marketing on clients` loyalty. In Atas XXIV Jornadas Luso Espanholas de Gestão Científica. Leiria: Instituto Politécnico de Leiria.
21	Brochado, A. & Marques, S. (2014). Understanding the private label prone shopper of yogurts . In Proceedings of the 9th Global Brand Conference of the Academy of Marketing´s Brand Corporate Identity and Reputation Special Interest Group. Hertfordshire: Academy of Marketing.
22	Brochado, A., Marques, S. & Mendes, P. (2014). Psychographic determinants of private label adoption - a feasibility study in the portuguese yogurt market. In Tourism & Management Studies International Conference. Olhão - Times Cited Google Scholar: 1
23	Marques, S. & Freitas, M. (2013). The effect of servicescape in the health club industry. In 3rd Conference of the International Network of Business and Management Journals Conference. Lisboa
24	Marques, S., Cardoso, M. & Palma, A. (2012). The impact of environmental factors in satisfaction. In 19th EIRASS Recent Advances in Reatiling & Services Science Conference. (pp. 0-0). Viena
25	Marques, S., Cardoso, M. & Palma, A. (2012). Environmental factors and satisfaction in a specialty store. In Paulo Rita (Ed.), 41th EMAC Conference. (pp. 0-0). Lisboa

26	Susana Maria dos Santos Henriques Marques, Santos, M-C. & Rita Cameira (2011). Store Format Influence On Customer Perception of the Store. In 18th EIRASS Recent Advances in Retailing & Services Science Conference Proceedings. (pp. 0-0).
27	Marques, S. & Freitas, M. (2010). Distribution Management in the Health Club Industry. In 17th EIRASS. (pp. 0-0). Istambul
28	Marques, S., Salgueiro, M. F. & Carvalho, J. C. de. (2009). The influence of multiple store choice criteria on perceived patronage intentions. In 38th EMAC Conference. Nantes, França: European Marketing Academy.
29	Marques, S. & Salgueiro, M. F. (2008). Store environment: The value of insignia. In Eirass 2008.
30	Marques, S. & Salgueiro, M. de F. (2007). The influence of insignia on store environment. In 36th EMAC Conference. Reykjavik: EMAC.
31	Cunha, S. M. da. & Salgueiro, M. de F. (2007). O efeito moderador da “insígnia” no impacto dos critérios de escolha de um ponto de venda na intenção de voltar. In SPE 2007.
32	Cunha, S. & Salgueiro, M. de F. (2006). A influência da “insígnia / ponto de venda” na envolvente da loja: Análise factorial confirmatória multi-grupos ou multi-nível?. In SPE 2006.
33	Cunha, S. M. da. & Crespo de Carvalho, J. (2006). The influence of sales promotion on consumers’ store choice. In 5th International Congress Marketing Trends. - Times Cited Google Scholar: 5
34	Cunha, S. M. da. & Crespo de Carvalho, J. (2005). The value of sales promotion on store choice. In International Retailing Conference: Understanding Shopping Behavior to Develop Effective Retail Strategies. Reims, France: Academy of Marketing Science.
35	Cunha, S. M. da. & Crespo de Carvalho, J. (2005). The influence of sales promotion on store choice. In 34th EMAC Conference. Milan: European Marketing Academy.
36	Cunha, S. M. da. & Crespo de Carvalho, J. (2004). The value of sales promotion on store choice. In 2004 Fordham Pricing Conference.
37	Cunha, S. M. da. (2004). The influence of sales promotion on store choice criteria. In 33rd EMAC Conference. Murcia, Spain: EMAC.

- Talk

1	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.
2	Marques, S. & Pereira, H. (2019). How gender affects the buying-decision process among consumers of luxury goods. 2019 Global Fashion Management Conference.
3	Marques, S. & Vaughn, K. (2019). How international nonprofit organizations can use facebook to build relationships with potential donors and volunteers. The 14th International Academic Conference.
4	Marques, S., Cardoso, Margarida G. M. S. & Ramos, P. (2018). Domestic Brands in food retail: the consumer perspective. EIRASS - Recent advances in retailing and consumer services.

5	Miguel, L. & Marques, S. (2018). Exploring purchase behavior of country of origin labelled products using the theory of planned behavior: Testing the moderating effect of product category. EIRASS-Recent advances in retailing and consumer services.
6	Marques, S. & Abreu, C. (2018). Celebrity in the mirror: the role of celebrity endorser in men's grooming communication. EIRASS-Recent Advances in retailing and consumer services.
7	Pereira, H., Salgueiro, M.F. & Marques, S. (2017). Portuguese women as wine consumers - the impact of beliefs on the option to drink wine. International Conference on Business and Economic Development.
8	Pereira, H., Salgueiro, M.F. & Marques, S. (2017). How does economic crisis impact on family vacations?. International Conference on Business and Economic Development.
9	Cavalinhos, S. & Marques, S. (2016). The impact of mobile devices on the shopping experience. ICIEMC - International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour.
10	Silvia Cavalinhos & Marques, S. (2016). The impact of mobile devices on the shopping experience. Academy of Marketing 2016.
11	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. Academy of Marketing 2016.
12	Silvia Cavalinhos & Marques, S. (2016). The impact of mobile devices on the shopping experience. International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behaviour 2016.
13	Miguel, L. & Marques, S. (2016). Purchase intentions and behaviour for quality labelled PGI/PDO brands. International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behaviour 2016.
14	Marques, S. (2016). The value of store choice criteria on perceived patronage intentions. 18th International Conference on Economics and Business Market Management.
15	Marques, S., Ana Lindeza & Cardoso, M. G. M. S. (2015). Do loyalty cards enhance loyalty? A study in the Portuguese pharmaceutical sector. Portuguese Marketing Conference.
16	sandra filipe, Marques, S. & Salgueiro, M.F. (2015). Customers' relationship with their main grocery retail: an empirical study in the portuguese context. LBCR European Marketing Conference 2015.
17	sandra filipe, Marques, S. & Salgueiro, M.F. (2015). Corporate Social Responsibility: is it a pillar in relationships with customers?. 4th MESD International Conference.
18	sandra filipe, Marques, S. & Salgueiro, M.F. (2015). Social Responsibility in Purchase and Consumption: a study of the Portuguese Consumer Behaviour. International Conference on Innovation, Entrepreneurship in Marketing and Consumer Behavior - ICIEMC.
19	Marques, S. & Cardoso, Margarida G. M. S. (2014). The Influence of Olfactory Marketing on Clients' Loyalty. XXIV Jornadas Luso Espanholas de Gestao Cientifica.
20	Brochado, A., Mendes, P. & Marques, S. (2014). Private-label proneness: the case of yogurts . XXIV Jornadas Luso Espanholas de Gestao Cientifica.
21	Marques, S. & Brochado, A. (2014). Private label: opportunity or threat?. 9th Global Brand Conference.

22	Marques, S. & Brochado, A. (2014). Understanding the private label prone shopper of yogurts. 9th Global Brand Conference.
23	Brochado, A., Marques, S. & Mendes, P. (2014). Psychographic determinants of private label adoption - a feasibility study in the portuguese yogurt market. Tourism & Management Studies International Conference.
24	Marques, S. & Brochado, A. (2014). Private label proneness: the case of yogurts. XXIV Jornadas Luso Espanholas de Gestão Científica.
25	Marques, S. & Cardoso, M. (2014). The influence of olfactory marketing on client's loyalty . XXIV Jornadas Luso Espanholas de Gestão Científica.
26	Marques, S. & Brochado, A. (2014). Private label: opportunity or threat?. Global Brand Conference.
27	Marques, S. & Nuno Pereira (2014). How to position Portugal as one of the main european destination references in senior tourism. Tourism & Ageing Conference.
28	Brochado, A., Mendes, P. & Marques, S. (2014). Private-label proneness: the case of yogurts . Atas das XXIV JORNADAS LUSO-ESPANHOLAS DE GESTÃO CIENTÍFICA. 1, 1-10
29	Marques, S. & Freitas, M. (2013). The effect of servicescape in the health club industry. 3rd Conference of the International Network of Business and Management Journals Conference.
30	Marques, S. (2013). The effect of servicescape in the health club industry. 3rd Conference of the International Network of Business and Management Journals Conference Proceedings.
31	Marques, S., Cardoso, M. & Palma, A. (2012). Environmental factors and satisfaction in a specialty store. 41th EMAC.
32	Marques, S., Cardoso, M. & Palma, A. (2012). Environmental factors and satisfaction in a specialty store. 41th EMAC Conference, Lisboa, Portugal. 0-0
33	Marques, S., Cardoso, M. & Palma, A. (2012). The Impact of Environmental Factors in Satisfaction. 19th EIRASS.
34	Marques, S., Santos, M-C. & Rita Cameira (2011). Store Format Influence on Customer Perception of the Store. 18th EIRASS.
35	Marques, S. & Freitas, M. (2010). Distribution Management in the Health Club Industry. 17th EIRASS. 0-0
36	Marques, S. & Freitas, M. (2010). Distribution Management in the Health Club Industry. 1st EMAC Regional Conference.
37	Marques, S., Salgueiro, M.F. & Crespo de Carvalho, J. (2009). The influence of multiple store choice criteria on perceived patronage intentions. The European Marketing Academy Conference 2009.
38	Marques, S. & Salgueiro, M.F. (2008). Store environment: the value of insignia. EIRASS 2008 (15th International Conference of the European Institute of Retailing and Services Studies).

• Other Publications

- Non-peer-reviewed papers

1	Brochado, A., Marques, S. & Mendes, P. (2015). Psychographic determinants of private-label adoption: a feasibility study in the Portuguese yogurt market.
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- Recensions in journals

1	Marques, S. (2014). Retail experience management based in persona: the chef in haute cuisine restaurants. Journal of Marketing Management.
2	Marques, S. (2014). Delighting senior guests in hotels: is it a matter of hedonic attricutes?. Tourism & Ageing.
3	Marques, S. (2014). Campervan tourism in an ageing society: a supply-side perspective. Tourism & Ageing .
4	Marques, S. (2014). The effect of developing a portfolio sustainable labels. International Review of Retail, Distribution and Consumer Research.
5	Marques, S. (2014). Persona-fied brands: managing branded persons through service persona. Journal of Marketing Management.
6	Marques, S. (2013). Brand equity, satisfaction and switching costs: an examination of effects in the B2B setting. Marketing Intelligence and Planing.
7	Marques, S. (2013). Do retail alliances enhance customer experience? Examining the relationship between alliance value and customer satisfaction with alliance. Journal of Marketing Management.
8	Marques, S. (2012). Simulating In-Store Lighting and Temperature with Visual Aids: Methodological Propositions and S-O-R Effects. International Review of Retail, Distribution and Consumer Research. 0-0

Academic Management Positions

Director (2023 - 2025)
Unit/Area: [9156] Marketing Management

Coordenador do 2º Ano (2023 - 2025)
Unit/Area: [9156] Marketing Management

Coordenador (2020 - 2021)
Unit/Area: [057] Marketing Management

Coordenador (2020 - 2021)
Unit/Area: [APIM] Applied Online Post in Marketing & Innovation

Coordenador (2019 - 2020)
Unit/Area: [057] Marketing Management

Coordenador (2018 - 2019)
Unit/Area: [057] Marketing Management

Membro (Docente) (2018 - 2022)
Unit/Area: Comissão Científica

Director (2018 - 2022)
Unit/Area: Department of Marketing, Strategy and Operations

Membro (Docente) (2018 - 2022) Unit/Area: Plenário da Comissão Científica
Presidente (2018 - 2022) Unit/Area: Comissão Científica
Director (2017 - 2018) Unit/Area: [057] Marketing Management
Director (2016 - 2017) Unit/Area: [057] Marketing Management
Presidente (2014 - 2018) Unit/Area: Comissão Científica
Membro (Docente) (2014 - 2018) Unit/Area: Comissão Científica
Director (2014 - 2018) Unit/Area: Department of Marketing, Strategy and Operations
Membro (Docente) (2013 - 2014) Unit/Area: Comissão Pedagógica
Membro (Docente) (2013 - 2015) Unit/Area: Plenário do Conselho Pedagógico
Director (2013 - 2016) Unit/Area: [9156] Marketing Management
Membro (Docente) (2011 - 2013) Unit/Area: Plenário do Conselho Pedagógico