Curriculum Vitae

ANA PATRÍCIA PINTO DE LIMA

Lecturer in Marketing at the Polytechnic Institute of Porto at ISCAP - Higher School of Accounting and Administration of Porto, since 2007. PhD in Marketing Management and researcher at CEOS (Center for Organizational and Social Studies at the Polytechnic of Porto) with work in retail research, digital marketing, branding, and luxury. In the research area, she regularly participates in international conferences and Erasmus programs. She is currently the director of the Master's Degree in Digital Marketing and is responsible for a professional technical course to improve employability. With experience in consulting areas in Marketing, Sales, and Communication.

Identification

Personal identification

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Languages

Language	Speaking	Reading	Writing	Listening	Peer-review
English	Advanced (C1)	Advanced (C1)	Upper intermediate (B2)	Advanced (C1)	Advanced (C1)

Education

	Degree	Classification
2010/10/01 - 2014/07/20 Attended	Marketing (Doctorate) ISCTE-Instituto Universitário de Lisboa, Portugal	Aprovado
2008/09/15 - 2010/11/10 Attended	Marketing (Master's Degree) Universidade do Porto Faculdade de Economia, Portugal	15
1996/09/20 - 2002/10/02 Attended	Marketing (Licenciate Degree) Instituto Politécnico do Porto, Portugal	15

Affiliation

Teaching in Higher Education

	Category Host institution/organization	Employer
2007/09/01 - Current	Adjunct Teacher (Polytechnic Teacher) Instituto Politécnico do Porto, Portugal	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal

Outputs

Publications

Book	1	Mendonça Silva, P.,. *Conquistas e Desafios: Reflexões para Vendedores. CEOS Publicações*. CEOS Publicações. 2024. Published • Editor
	2	Lima, A.. *Inbound Marketing: Guia Prático para Dominar Ferramentas e Estratégias. Edições CEOS.PP*. Edições CEOS. PP. 2024. Editor
	3	Lima A., Teixeira, S.,. *La relación de los consumidores tribales con las e-RP: Emoción o razón?.*. Spain: Editorial Académica Española. 2012. Published
Book chapter	1	Joaquim Pratas; Ana Pinto Lima; Pedro Mendonça Silva. "Empowering the Sales Force: How AI Is Revolutionizing Modern Sales Management". 2026. 10.1007/978-3-032-22360-9_8

2 Cláudia Candelária; Jorge Remondes; Sandrina Teixeira; Ana Lima. "Exploring Digital Marketing Strategies in Portugal's Tourism Sector: The Living Tours Experience". 2025.

10.1007/978-981-96-5400-0_44

3 Inês Mansiel; Jorge Remondes; José Luís Reis; Ana Lima; Sandrina Teixeira. "The Impact of Data-Driven Marketing on Decision-Making: Tools and Challenges". 2025.

10.1007/978-981-96-3081-3_28

4 Beata Stepien; Ana Pinto de Lima; Lukasz Kryszak; Filipina Grzybowska. "Counterfeit Luxury". 2025.

10.4324/9781003507925-3

5 Bia Moreira; Jorge Remondes; Sandrina Francisca Teixeira; Ana Lima. "Content Marketing on Instagram". In *The Case of an Architecture and Interiors Company*. 2025.

10.4018/979-8-3693-5395-0.ch003

6 Ana Lima; Sandrina Teixeira; Marco Cruz. "The Influence of Social Media Marketing Activity on Purchase Intention in the Beer Sector: Case of SuperBock's Instagram". 2024.

10.1007/978-981-97-1552-7_22

7 Lima, A. "O poder da persuasão nas vendas". In *Conquistas e Desafios: reflexões para vendedores. CEOS Publicações*, 31-33. Silva, P; Freitas Santos, J. & Pinto Lima, A, 2024.

Published

8 José Eduardo Aleixo; José Luís Reis; Sandrina Francisca Teixeira; Ana Pinto de Lima. "Artificial Intelligence Applied to Digital Marketing". 2023.

10.4018/978-1-6684-9324-3.ch002

9 Joana Santos; Ana Pinto Lima; Pedro Mendonça Silva. "The Mediating Role of E-Consumer Informedness Between Digital Usability and Responsible E-Shopping". In *Post-COVID-19 Period*. 2023.

10.4018/978-1-6684-8574-3.ch007

10 Ana Lima; José Duarte Santos; Israel Anjos. "Omni-Channel Challenges and Opportunities for Profitable Customer Relationship". 2022.

10.4018/978-1-6684-3430-7.ch011

11 Ana Pinto de Lima. "Social Selling". 2022.

10.56002/ceos.0007ch

12 Ana Pinto de Lima. "Inbound Marketing". 2022.

10.56002/ceos.0021ch

13 Liliana Câmara; Ana Pinto de Lima. "Gamification of Mobile Applications as a Tool for Optimising the Experience of Museums". 2021.

10.1007/978-981-33-4183-8_16

14 Ana Pinto de Lima; Jorge Pacheco; Pedro Silva. "Wine Marketing Event – The Importance of Emotions in a Wine Tasting for Inexperienced Participants". 266-279. Springer Singapore, 2021.

10.1007/978-981-33-4260-6_24

	15	Lima, A., & Pacheco, J.. "New Trends and Tools for Customer Relationship: Challenges in Digital Transformation. In Educational and Social Dimensions of Digital Transformation in Organizations .". 1-26. IGI Global, 2019. Published
	16	Lima, A., Meneses, R.,. "Marketing Tribal –o Marketing das Comunidades". In *Novos Horizontes do Marketing*. Portugal: Edições D. Quixote, 2014. Published
Conference paper	1	Aleixo, J., Reis, J., Teixeira S., and Lima, A. (2024).. "The Transformative Impact of Artificial Intelligence on Digital Marketing.". Paper presented in *MCIS & CAPSI 2024 (16th Mediterranean Conference on Information Systems and 24th Conference of the Portuguese Association for Information Systems*, 2024. Published
Edited book	1	*Conquistas e Desafios: Reflexões para Vendedores*. 2024. 10.56002/ceos.0089b
Journal article	1	Pedro Mendonça Silva; Sandrina Francisca Teixeira; Ana Pinto Lima. "Exploring The Impact of B2B Marketing Skills on Sales Career Intentions: A Comprehensive Analysis". *Marketing Education Review* (2026): https://doi.org/10.1080/10528008.2025.2584238. 10.1080/10528008.2025.2584238
	2	Pedro Mendonça Silva; Ana Pinto Lima; Sandrina Francisca Teixeira. "The use of sales technology by salespeople as an information source and stimulant for intrapreneurship". *Revista Galega de Economía* (2023): https://doi.org/10.15304/rge.32.2.8606. 10.15304/rge.32.2.8606
	3	Elisabete Teixeira; Ana Lima; Sandrina Teixeira. "Facebook's Features and the Impact on The Purchase Behavior of Consumers of Organic Products - Generation Y And Z.". *Journal of Business and Legal Sciences* (2023): https://doi.org/10.56002/ceos.0001issue_rcej1_4. 10.56002/ceos.0001issue_rcej1_4
	4	Santos, J., & Lima, A. P.. "Estratégias Digitais de Combate aos Impactos da Pandemia Covid-19 no Contexto Empresarial". *International Journal of Marketing, Communication and New Media* (2022): http://dx.doi.org/10.54663/2182-9306.2022.sn11.92-113. Published • 10.54663/2182-9306.2022.sn11.92-113
	5	Teresa Teixeira; Ana Lima; Jorge Pacheco. "A publicidade nas redes sociais como influenciadora da compra por impulso". *Cadernos de Investigação do Mestrado em Negócio Eletrónico CIMNE* (2022): https://doi.org/10.56002/ceos.00050_cimne_1_2. 10.56002/ceos.00050_cimne_1_2
	6	Fernando Silvério da CRUZ, A. P LIMA. "Mídias Sociais: um estudo sob a perspetiva do marketing digital e sua influência sobre o consumidor da geração z (nativos digitais).". *Revista Inova Ciência & Tecnologia / Innovative Science & Technology Journal.* (2019): Published

	7	Stepien, B., Lima, A., & Hinner, M.. "Are Millennials a Global Cohort? Evidence from the Luxury Goods Sector". *Journal of Intercultural Management* 10(2) (2018): 139-158.
	8	Stepien, B. & Lima, A. P. "Luxury Goods' Perception Within Millennials Cohort: Evidence against global homogeneity myth.". *International Journal of Marketing, Communication and New Media* Luxury (2018): 77-101. Stepien, B. & Lima, A. P. (2018).. Published • Open access
	9	Lima, A.P., Rebelo, C. T. e Teixeira, S.. "Tribes and cultural dynamics in the construction of a relationship with the city: Fantasporto - Oporto International Film Festival. Comunicación.". *Revista Internacional de Comunicación Audiovisual, Publicidad y Literatura* 14 (2016): 33-47. http://hdl.handle.net/11441/58962. Published • Open access
	10	Beata Stepien, Ana Pinto Lima, Lutfu Sagbansua, Michael B. Hinner. "Comparing consumers' value perception of luxury goods: is national culture a¿su¿ciently explanatory factor?". *Economics and Business Review* 2 (16) 2 (2016): 74-93. Published
	11	Rindell, A.; Santos, F.P.; De Lima, A.P.. "Two sides of a coin: Connecting corporate brand heritage to consumers' corporate image heritage". *Journal of Brand Management* 22 5 (2015): 467-484. http://www.scopus.com/inward/record.url?eid=2-s2.0-84941653739&partnerID=MN8TOARS. 10.1057/bm.2015.20
	12	Ana Pinto de Lima & Carlos Brito. "An Examination of the Tribal Community Dimensions of ICT Users.". *Journal of Internet Commerce,* 11 4 (2012): 291-308. Published
	13	Ana Lima; Carlos Brito. "An Examination of the Tribal Community Dimensions of ICT Users". (2012): https://hdl.handle.net/10216/71089. 10.1080/15332861.2012.729468
Journal issue	1	Teixeira, S.; Lima, Ana; Valle, L.; Remondes, J.; & Pereira, M. S. (2024). "Studies on the Intersection of Marketing and Design: Trends and Impacts on Consumer Behaviour.". *International Journal of Marketing, Communication and New Media, Special Issue on Marketing & Design, 1-5.* (2024): Published • Invited editor
Magazine article	1	Lima, A., ; Pacheco, J. ; Cruz, M.. Corresponding author: Lima, A.,. "The impact of social media marketing efforts on buying intentions within the brewing sector", Management & Marketing, 2024, DOI: 10.2478/mmcks-2024-0028.
	2	Lima, A; Sukardi, S.. Corresponding author: Lima, A. "aintaining Product Quality, Brand Image and Increasing Usage Motives as an Effort to Increase Nivea Cosmetic's Sales", International Journal of Marketing, Communication and New Media, 2024, doi.org/10.54663/2182-9306.2024.