



Curriculum Vitae

José Duarte da Rocha Santos

José Duarte da Rocha Santos has a degree in Business Sciences with a specialization in Marketing from the Instituto Superior de Línguas e Administração. Master in Marketing from Universidade Portucalense. PhD in Management from the University of Vigo. Specialist in Marketing and Advertising, having obtained the title in accordance with Decree-Law No. 206/2009, of August 31st. From 1998 to 2002, he developed various roles in the commercial, marketing and management areas, essentially in companies in the technology sector. From 2003 to 2018, he participated as a trainer and consultant in the area of management and marketing in several projects, most financed by European funds. Teaching in higher education since 1999 in the areas of management and marketing. He is currently a professor in the field of marketing at the Instituto Superior de Contabilidade e Administração do Porto / Politécnico do Porto. Researcher at the Center for Organizational and Social Studies of the Polytechnic of Porto (CEOS.PP).

Identification

Personal identification

Full name

José Duarte da Rocha Santos

Citation names

Santos, José Duarte

Author identifiers

Ciência ID

811F-A8A7-0016

ORCID iD

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Email addresses

jdsantos@iscap.ipp.pt (Professional)

Websites

<http://pt.linkedin.com/in/jdsantosnet> (Professional)

Knowledge fields

Social Sciences - Economics and Business - Business and Management

Languages

Language	Speaking	Reading	Writing	Listening	Peer-review
Portuguese (Mother tongue)					
English	Intermediate (B1)	Upper intermediate (B2)	Intermediate (B1)	Intermediate (B1)	Intermediate (B1)
Spanish; Castilian	Beginner (A1)	Upper intermediate (B2)	Beginner (A1)	Intermediate (B1)	Intermediate (B1)
French	Beginner (A1)	Intermediate (B1)	Beginner (A1)	Elementary (A2)	Beginner (A1)

Education

	Degree	Classification
2016/01/19 Concluded	Business Management and Direction (Doctorate) Universidade de Vigo, Spain <i>"The critical factors of success in the adoption of a CRM strategy" (THESIS/DISSERTATION)</i>	Sobresaliente cum laude
2012 Concluded	Title of Specialist in Marketing and Advertising (Others) Instituto Superior Politécnico Gaya, Portugal	
2004 Concluded	Marketing (Master's Degree) Universidade Portucalense Infante Dom Henrique, Portugal <i>"The Internet's enhancement of individualized relationship marketing" (THESIS/DISSERTATION)</i>	Muito Bom
2000 Concluded	Marketing (Postgraduate Program) Universidade Portucalense Infante Dom Henrique, Portugal	15
1996 Concluded	Business Sciences with specialization in Marketing (Licenciate Degree) ISLA Instituto Politécnico de Gestão e Tecnologia, Portugal	13

Affiliation

Teaching in Higher Education

	Category Host institution/organization	Employer
2022/09/01 - Current	Adjunct Teacher (Polytechnic Teacher)	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2018 - 2022/08/31	Invited Adjunct Teacher (Polytechnic Teacher)	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2017 - 2022/08/31	Teacher Coordinator (Polytechnic Teacher)	Instituto Superior Politécnico Gaya, Portugal
2010/09 - 2018	Invited Assistant (Polytechnic Teacher)	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2004/03 - 2017	Adjunct Teacher (Polytechnic Teacher)	Instituto Superior Politécnico Gaya, Portugal
1999/09 - 2004/03	Assistant (Polytechnic Teacher)	Instituto Superior Politécnico Gaya, Portugal

Positions / Appointments

	Category Host institution/organization	Employer
2022/10/01 - Current	Director of CTeSP in Point of Sale Commercial Management	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2020/09/01 - 2022/08/31	Organic Unit Director Instituto Superior Politécnico Gaya - Escola Superior de Ciências Empresariais, Portugal	Instituto Superior Politécnico Gaya - Escola Superior de Ciências Empresariais, Portugal

2018 - 2022/08/31	Coordinator of CTeSP in Digital Marketing	Instituto Superior Politécnico Gaya, Portugal
2022 - 2022	Coordinator of the Postgraduate Course in Management, Innovation and Digital Technology	Instituto Superior Politécnico Gaya, Portugal
2022 - 2022	Coordinator of the Postgraduate Course in Digital Transformation in Sales	Instituto Superior Politécnico Gaya, Portugal
2018 - 2019	Coordinator of the Postgraduate Course in Business, Design and Market Management	Instituto Superior Politécnico Gaya, Portugal
2007/09 - 2010/08	Organic Unit Sub-director Instituto Superior Politécnico Gaya - Escola Superior de Ciências e Tecnologia, Portugal	Instituto Superior Politécnico Gaya - Escola Superior de Ciências e Tecnologia, Portugal
2001/09 - 2010/08	Coordinator of the Degree in Management Informatics	Instituto Superior Politécnico Gaya, Portugal

Projects

Grant

	Designation	Funders
2021/12/01 - 2024/12/31	DEMS - Developing E-marketing Skills for the Business Market 2021-1-PL01-KA220-HED-032208 Principal investigator Instituto Politécnico do Porto Centro de Estudos Organizacionais e Sociais, Portugal	Concluded

Contract

	Designation	Funders
2021 - 2021	The impact of digitalization on job security and quality in the post-Covid era - Co-Principal Investigator (Co-PI)	Concluded

Outputs

Publications

Book	1	<i>Business Sustainability: Innovation in Entrepreneurship & Internationalisation</i> . 2026. 10.1007/978-3-031-99147-9
	2	Sara Santos; Santos, José Duarte; Paulo Botelho Pires; Inês Veiga Pereira. <i>Cases on Effective Digital Marketing for Competitive Organizations</i> . United States: IGI Global. 2025. In press · Editor
	3	<i>Leveraging Digital Marketing for Tourism</i> . 2025. 10.1007/978-3-031-88582-2
	4	<i>Cases on Effective Digital Marketing for Competitive Organizations</i> . 2025. 10.4018/979-8-3693-5395-0
	5	Almeida, Fernando Luís Ferreira de; José C. Morais; Santos, José Duarte; Almeida, Fernando Luís Ferreira de; José Carlos Morais; Santos, José Duarte. <i>Digital Sustainability: Inclusion and Transformation</i> . ISPGAYA 2023. Cham., Switzerland: Springer Nature. 2024. Published
	6	Santos, José Duarte; Pires, Paulo Botelho; Nicholas Grigoriou. <i>Leveraging AI for Effective Digital Relationship Marketing</i> . United States: IGI Global. 2024. Published · Editor
	7	Pires, Paulo Botelho. <i>A Empresa Digital com WordPress</i> . Edição de autor. 2022. Published
	8	Santos, José Duarte; Almeida, Fernando Luís Ferreira de. <i>The Business Plan Reference Manual for IT Businesses</i> . River Publishers. 2018. Published
	9	Santos, José Duarte; Lousã, Mário J. D.. <i>Como fazer trabalhos académicos</i> . Portugal: Porto Editora. 2018. Published
	10	Santos, José Duarte (811F-A8A7-0016); Lousã, Mário J. D.; Ana, Paula C.. <i>Guia do aluno bem sucedido</i> . Vila Nova de Gaia, Portugal: Instituto Superior Politécnico Gaya. 2010. Published
	11	Santos, José Duarte. <i>CRM offline & online</i> . Vila Nova de Gaia, Portugal: Instituto Superior Politécnico Gaya. 2006. Published

Book chapter	1	Sara Santos; José Duarte Santos; Paulo Botelho Pires. "Social Media and Artificial Intelligence: Information, Bias, and Trust". 2026. 10.1007/978-3-031-75316-9_96-1
	2	Paulo Botelho Pires; John Petter Pimentel; José Duarte Santos. "A Unified Model of Consumer Value, Product Attributes, and Motivation in the Mobile Phone Market". 2026. 10.1007/978-3-032-16284-7_32
	3	José Duarte Santos; Elisabete Martins; Paulo Botelho Pires. "The Impact of Digital Influencers on Body Satisfaction and on Gender and Beauty Stereotypes". 2026. 10.1007/978-3-032-16284-7_20
	4	Pedro Liberato; Bruno Sousa; Miguel Brito; Dália Liberato; José Duarte Santos. "Film Tourism and the Image of the Destination: Preliminary Impacts on Host Communities". 2026. 10.1007/978-3-031-99151-6_23
	5	Maria do Rosário Guedes; Catarina Delgado; Paulo Botelho Pires; José Duarte Santos. "E-Commerce Determinants of Customer Satisfaction with Sustainable Logistics Service Quality in the Apparel Sector". 2026. 10.1007/978-3-031-99151-6_15
	6	Sara Oliveira; Bruno Barbosa Sousa; José Duarte Santos; Paulo Botelho Pires. "The Use of Content Marketing Through LinkedIn Company Pages by Portuguese Tour Operators". 2026. 10.1108/978-1-83708-786-020261007
	7	Pedro Liberato; Dália Liberato; Telma Martins; Bruno Barbosa Sousa; José Duarte Santos. "DMO Marketing Strategies: Fostering Digital Hosting in Tourism Destinations". 2026. 10.1108/978-1-83708-786-020261008
	8	Pires, Paulo Botelho; Santos, José Duarte; Pereira, Inês Veiga. "Artificial Neural Networks: History and State of the Art". In <i>Encyclopedia of Information Science and Technology, Sixth Edition</i> , 1-25. IGI Global, 2025. Published • 10.4018/978-1-6684-7366-5.ch037
	9	Pires, Paulo Botelho; Santos, José Duarte; Pereira, Inês Veiga. "Marketing: History and Development of Its Definition". In <i>Encyclopedia of Information Science and Technology, Sixth Edition</i> , 1-17. IGI Global, 2025. Published • 10.4018/978-1-6684-7366-5.ch059
	10	Paulo Botelho Pires; José Duarte Santos; Pedro Quelhas de Brito; Catarina Delgado. "Transversal Digital Marketing Curriculum Design". 2025. 10.1007/978-981-96-3077-6_20
	11	Paulo Botelho Pires; José Duarte Santos; Pedro Quelhas de Brito. "Integration of Online Communication Channels and Online Consumer Behavior". 2025. 10.1007/978-981-97-3698-0_33
	12	Patrícia Correia; José Duarte Santos; Bruno Barbosa Sousa; Paulo Botelho Pires. "The Use of LinkedIn Company Page by the Portuguese Pharmaceutical Sector". 2025. 10.1007/978-981-96-3081-3_37
	13	Paulo Botelho Pires; José Duarte Santos. "ProUban Apparel Brand". In <i>Functional Apparel - Internationalization Through Digital Media</i> . 2025. 10.4018/979-8-3693-5395-0.ch010

- 14 Paulo Botelho Pires; José Duarte Santos. "Navigating Global Markets Through Digital Internationalization Strategies". In *Catalysing Portuguese Firms' Global Expansion*. 2025.
10.4018/979-8-3373-1787-8.ch005
- 15 Paulo Botelho Pires; José Duarte Santos. "Navigating Digital Persuasion". In *Strategies in Green Cosmetic Social Media*. 2025.
10.4018/979-8-3373-2357-2.ch003
- 16 Paulo Botelho Pires; José Duarte Santos; Ana Isabel Torres. "Hyper-Personalised Marketing with Generative AI and Predictive Models". In *A Systematic Review*. 2025.
10.4018/979-8-3373-2502-6.ch004
- 17 Pires, Paulo Botelho; Santos, José Duarte. "Online Store Selection: Identifying the Constructs". In *The Impact of Digitalization on Current Marketing Strategies*, 57-77. Emerald Publishing Limited, 2024.
10.1108/978-1-83753-686-320241004
- 18 Pires, Paulo Botelho; Morais, Cláudia Filipa Silva; Delgado, Catarina; Santos, José Duarte. "Purchase Intention of Sustainable Fashion". In *Advances in Marketing, Customer Relationship Management, and E-Services*, 95-111. IGI Global, 2024.
10.4018/979-8-3693-3049-4.ch006
- 19 Santos, José Duarte; Sousa, B.; Pires, P. B.. "Internal Marketing Supported by Digital Marketing". In *Digital Marketing: Analyzing its Transversal Impact*, 215-234. CRC Press, 2024.
Published
- 20 Torres, Ana Isabel; Paulo, Darkio Lourenço Siqueira; Santos, José Duarte; Pires, Paulo Botelho. "Return on AI". In *Advances in Marketing, Customer Relationship Management, and E-Services*, 353-384. United States: IGI Global, 2024.
Published • 10.4018/979-8-3693-5340-0.ch012
- 21 Paulo Botelho Pires; José Duarte Santos. "Artificial Neural Networks and Discrete Choice Models: Comparing and Contrasting". 2024.
10.1007/978-981-97-1552-7_5
- 22 Paulo Botelho Pires; José Duarte Santos; Ricardo Silva. "Relationship Marketing in the Age of Digital Marketing". 2024.
10.1201/9781003384960-10
- 23 Anna Maria Trzaskowska; Paulo Botelho Pires; José Duarte Santos; Trzaskowska, A. M.; Pires, P. B.; Santos, José Duarte. "The Digital Research Revolution". In *Digital Marketing: Analyzing its Transversal Impact*, edited by Paulo Botelho Pires; José Duarte da Rocha Santos; Inês Veiga Pereira, 67-90. CRC Press, 2024.
Published • 10.1201/9781003384960-6
- 24 José Duarte Santos; Bruno Sousa; Paulo Botelho Pires. "Internal Marketing Supported by Digital Marketing". 2024.
10.1201/9781003384960-15
- 25 Rodrigues, Ana Catarina; Pires, Paulo Botelho; Delgado, Catarina; Santos, José Duarte. "Green Cosmetics". In *Handbook of Research on Achieving Sustainable Development Goals With Sustainable Marketing*, 41-67. IGI Global, 2023.
Published • 10.4018/978-1-6684-8681-8.ch003

- 26 Pires, Paulo Botelho; Santos, José Duarte. "Digital Marketing Perspectives". In *Advances in Marketing, Customer Relationship Management, and E-Services*, 1-27. IGI Global, 2023.
Published · 10.4018/978-1-6684-8958-1.ch001
- 27 Pires, Paulo Botelho; Santos, José Duarte. "Artificial Intelligence and Marketing - Progressive or Disruptive Transformation?: A review of the literature". In *Confronting Security and Privacy Challenges in Digital Marketing*, 95-118. IGI Global, 2023.
Published · 10.4018/978-1-6684-8958-1.ch005
- 28 Morais, Cláudia Filipa; Pires, Paulo Botelho; Delgado, Catarina; Santos, José Duarte. "Intention to Purchase Sustainable Fashion". In *Social Media and Online Consumer Decision Making in the Fashion Industry*, 160-185. IGI Global, 2023.
Published · 10.4018/978-1-6684-8753-2.ch010
- 29 Pires, Paulo Botelho; Santos, José Duarte. "Artificial Neural Networks and Discrete Choice Models: Sales Forecast in Supermarket Products". In *Management and Marketing for Improved Retail Competitiveness and Performance*, 236-261. United States: IGI Global, 2023.
Published · 10.4018/978-1-6684-8574-3.ch012
- 30 Silva, Ricardo Jorge; Pires, Paulo Botelho; Delgado, Catarina; Santos, José Duarte. "Intra-Hospital Virtual Communities and Well-Being of Cancer Patients". In *Effective Digital Marketing for Improving Society Behavior Toward DEI and SDGs*, 24-47. IGI Global, 2023.
Published · 10.4018/978-1-6684-8984-0.ch002
- 31 José Duarte Santos. "The Role of Social Shopping in the Growth of Social Commerce". In *Digital Marketing Trends*, 35-38. Portugal: CEOS Publicações, 2022.
Published · 10.56002/ceos.0010ch
- 32 Santos, José Duarte; Luísa Rodrigues; Justino Marco Lourenço. "The Potential of 5G Technology Applied to Tourism Marketing". In *Promoting Organizational Performance Through 5G and Agile Marketing*, 28-21. United States: IGI Global, 2022.
Published · 10.4018/978-1-6684-5523-4.ch002
- 33 Ana Lima; Santos, José Duarte; Israel Anjos. "Omni-Channel Challenges and Opportunities for Profitable Customer Relationship". In *Sales Management for Improved Organizational Competitiveness and Performance*, 204-226. IGI Global, 2022.
Published · 10.4018/978-1-6684-3430-7.ch011
- 34 Santos, José Duarte; Inês Veiga Pereira; Mariana Cardoso Passos. "The Concept of Sustainability Supported by Green Marketing in Digital Communication Applied to Textile Fashion". In *Promoting Organizational Performance Through 5G and Agile Marketing*, 96-121. IGI Global, 2022.
Published · 10.4018/978-1-6684-5523-4.ch006
- 35 Pereira, Inês Veiga; Santos, José Duarte; Nunes de Carvalho, Inês. "Colour Theory in Healthcare Corporate Identity". In *Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector*, 168-187. United States: IGI Global, 2021.
Published · 10.4018/978-1-7998-7263-4.ch008
- 36 Pires, Paulo Botelho; Barros, António Correia; Santos, José Duarte. "THEIA". In *Cases on Digital Strategies and Management Issues in Modern Organizations*, 119-149. United States: IGI Global, 2021.
Published · 10.4018/978-1-7998-1630-0.ch006

- 37 Singh, Surabhi; Santos, José Duarte. "Investigating the Critical Success Factors of Artificial Intelligence-Driven CRM in J. K. Tyres". In *Advances in Marketing, Customer Relationship Management, and E-Services*, 115-126. United States: IGI Global, 2021.
Published • 10.4018/978-1-7998-7959-6.ch007
- 38 Santos, José Duarte; Castelo, José Pita. "The Adoption of a CRM Strategy Based on the Six-Dimensional Model". In *Cases on Digital Strategies and Management Issues in Modern Organizations*, 255-270. United States: IGI Global, 2021.
Published • 10.4018/978-1-7998-1630-0.ch011
- 39 Santos, José Duarte; Duarte, Paulo C.. "A influência dos portais imobiliários no processo de decisão de compra". In *Marketing Digital: Estudos e Pesquisas*, 17-58. Efeito Sete Publicações, 2021.
Published
- 40 Santos, José Duarte; José Pita Castelo; Fernando Almeida. "Critical Success Factors in a Six Dimensional Model CRM Strategy". In *Encyclopedia of Organizational Knowledge, Administration, and Technology*, 2105-2118. IGI Global, 2021.
Published • 10.4018/978-1-7998-3473-1.ch145
- 41 Roque, João; Santos, José Duarte; Simões, Jorge; Almeida, Fernando Luís Ferreira de (3716-5F4F-E080). "Exploring the Organizational and Technological Implications on Strategic Business Model Change". In *Dynamic Strategic Thinking for Improved Competitiveness and Performance*, edited by Georgette Andraz; Helder Carrasqueira; Rosaria Pereira; Rita Baleiro, 28-51. United States: IGI Global, 2020.
Published • 10.4018/978-1-7998-4552-2.ch002
- 42 Santos, José Duarte; Mayer, S; Steffen Mayer. "Social Networks and Cultural Differences: Adidas's Case on Twitter and Sina Weibo". In *Analyzing Global Social Media Consumption*, 121-137. United States: IGI Global, 2020.
Published • 10.4018/978-1-6684-6307-9.ch064
- 43 Santos, José Duarte; Alves, Gisela Maia. "Marketing relacional". In *Marketing aplicado à moda portuguesa*, 91-117. Lisboa, Portugal: Chiado Books, 2019.
Published
- 44 Santos, José Duarte; Alves, Gisela Maia. "Ligação relacional do consumidor de moda: caso Micaela Oliveira". In *Marketing aplicado à moda portuguesa*, 245-261. Lisboa, Portugal: Chiado Books, 2019.
Published
- 45 Santos, José Duarte; Almeida, Fernando Luís Ferreira de. "Marketing and Technologies Platforms in Smart F-Store". In *Managing Diversity, Innovation, and Infrastructure in Digital Business*, 139-159. United States, 2018.
Published • 10.4018/978-1-5225-5993-1.ch007
- 46 Castelo, José Pita. "The Six Dimensions of Adoption of a CRM Strategy". In *Diverse Methods in Customer Relationship Marketing and Management*, 17-43. United States: IGI Global, 2018.
Published • 10.4018/978-1-5225-5619-0.ch002
- 47 Monteiro, J.; Santos, J.D.; Almeida, F.. "The involvement of new ideas in products and services innovation: A technological approach". In *Handbook of Research on Effective Project Management through the Integration of Knowledge and Innovation*. IGI Global, 2015.
Published • <http://dx.doi.org/10.4018/978-1-4666-7536-0.ch009>

- 48 Santos, José Duarte; Almeida, Fernando; Monteiro, José Augusto. "New Product Launch". In *Global Innovation Science Handbook*, 763-783. New York, United States: McGraw-Hill Professional, 2014.
Published
-
- Conference paper
- 1 Maldonado, I.; Pires, Paulo Botelho; Costa Oliveira, Helena; Santos, José Duarte. "International Air Traffic and Urban Economic Management in a Medium-Sized City". Paper presented in *7th International Conference on Tourism Technology & Systems (ICOTTs'2025), Ilha do Sal*, 2025.
 - 2 Pires, Paulo Botelho; Santos, José Duarte. "Artificial Neural Networks and Discrete Choice Models: Comparing and Contrasting". Paper presented in *ICMarkTech (International Conference on Marketing and Technologies) 2023, Praga*, 2023.
Published
 - 3 Araújo, Joana; Santos, José Duarte. "Athletes' Personal Branding & Brand Image: a bibliometric analysis.". Paper presented in *ICMarktech 2023, Praga*, 2023.
Accepted
 - 4 Martins, Adriana; Sousa, Bruno; Liberato, Dália; Santos, José Duarte; Liberato, Pedro. "Diversity in Tourism Demand and the Revisiting of Sustainable and Pilgrimage Destinations: An Approach to the Ways of St. James". Paper presented in *ISPGAYA International Congress, under the theme "Digital sustainability: inclusion and transformation", Vila Nova de Gaia*, 2023.
Published • 10.1007/978-3-031-57650-8_19
 - 5 Prisco, Mariana; Pires, Paulo Botelho; Delgado, Catarina; Santos, José Duarte. "Understanding the Constructs Related to Customer Experience in Online Stores". Paper presented in *ISPGAYA International Congress, under the theme "Digital sustainability: inclusion and transformation", Vila Nova de Gaia*, 2023.
Published • 10.1007/978-3-031-57650-8_29
 - 6 Rosa, Aguinaldo; Sousa, Bruno; Liberato, Pedro; Santos, José Duarte. "Citybranding: Generation of Brands in the Cities of Mindelo and Praia, Cape Verde". Paper presented in *ISPGAYA International Congress, under the theme "Digital sustainability: inclusion and transformation", Vila Nova de Gaia*, 2023.
Published • 10.1007/978-3-031-57650-8_30
 - 7 Rodrigues, Ana Catarina; Pires, Paulo Botelho; Delgado, Catarina; Santos, José Duarte. "Buying Consideration Drivers of Environmentally Friendly Cosmetics". Paper presented in *ISPGAYA International Congress, under the theme "Digital sustainability: inclusion and transformation", Vila Nova de Gaia*, 2023.
Accepted • 10.1007/978-3-031-57650-8_31
 - 8 Torres, Ana; Pilar, Pedro; Santos, José Duarte; Pereira, Inês Veiga; Pires, Paulo Botelho. "Analyzing Driving Factors of User-generated Content on YouTube and its Influence on Consumers Perceived Value". Paper presented in *ICMarkTech (International Conference on Marketing and Technologies) 2022, Santiago de Compostela*, 2022.
Published • 10.1007/978-981-19-9099-1_47
 - 9 Oliveira, Ricardo; Pereira, Inês Veiga; Santos, José Duarte; Torres, Ana; Pires, Paulo Botelho. "Online shopping experience on satisfaction and loyalty on Luxury Brand Websites". Paper presented in *ICMarkTech (International Conference on Marketing and Technologies) 2022, Santiago de Compostela*, 2022.
Published • 10.1007/978-981-19-9099-1_52

- 10 Pereira, Inês Veiga; Araújo, Joana; Santos, José Duarte; Caldeira, Carla; Pereira, Diana; Santos, José Duarte; Guimarães, Cristina; et al. "The relationship between corporate social responsibility and customer satisfaction: literature review". Paper presented in *Multidimensional Sustainability: Transitions and Convergences - ISPGAYA 2022, Vila Nova de Gaia, 2022*.
Published · 10.1007/978-3-031-24892-4_11
- 11 Santos, José Duarte; Catarina Passos ; Pereira, Inês Veiga. "Marketing mix and Online communication for sustainable marketing of textile fashion: a case study". Paper presented in *ICABM2022 International Conference of Applied Business and Management, 2022*.
Published
- 12 Nelson Neves; Susana Sá; João Carlos Monteiro; Santos, José Duarte; Justino Lourenço; José Carlos Morais. "Higher education institutions accessibility: a comparative analysis of access to content on institutional sites". Paper presented in *EDULEARN22 Conference, 2022*.
Published · 10.21125/edulearn.2022.1396
- 13 Justino Lourenço; Susana Sá; Nelson Neves; João Carlos Monteiro; Santos, José Duarte; José Carlos Morais. "Results of the evaluation of curricular units in the area of mathematics in higher education courses: a pre and post covid 19 comparative study". 2022.
Published · 10.21125/edulearn.2022.1292
- 14 José Morais; Justino Lourenço; Santos, José Duarte; João Monteiro; Nelson Neves; Susana Sá. "Conceptions on higher education professors about use of technologies in the learning process: a comparative study". Paper presented in *INTED2022 Conference, 2022*.
Published · 10.21125/inted.2022.1048
- 15 José Carlos Pereira de Morais; João Monteiro; Santos, José Duarte; Luís Abranches Soveral; Nelson Neves; Susana Sá. "Distance Learning: Learning Seen by Higher Educations Students Under Covid 19". Paper presented in *EDULEARN21, Online, 2021*.
Published · 10.21125/edulearn.2021.0621
- 16 Santos, José Duarte; Monteiro, José Augusto; Almeida, Fernando. "The level of technology on Social Customer Relationship Management". Paper presented in *International Conference on Marketing and Consumer Behaviour (ICMC), Porto, 2013*.
Published
- 17 Santos, José Duarte; Pita, José Castelo. "As dimensões formulação, filosofia, melhores práticas, organização e recursos humanos, processos e tecnologia na adopção de uma estratégia de CRM". Paper presented in *XX Jornadas Luso-Espanholas de Gestão Científica, Setúbal, 2010*.
Published
- 18 Monteiro, José Augusto; Santos, José Duarte. "Mobile office CRM: um estudo exploratório de dimensões e funcionalidades disponibilizadas à automatização da força de vendas". Paper presented in *Conferência da Associação Portuguesa de Sistemas de Informação (CAPSI), Viseu, 2009*.
Published
- 19 Santos, José Duarte; Pita, José Castelo. "A gestão de métricas como uma boa prática na adopção de uma estratégia de CRM". Paper presented in *XI Seminário Luso-Espanhol de Economia Empresarial, Faro, 2009*.
Published

- 20 Lourenço, J.M.; Santos, José Duarte. "Emerging technologies in m-CRM | Tecnologias emergentes no m-CRM". Paper presented in 4^a Conferência Ibérica de Sistemas e Tecnologias de Informação (CISTI), Póvoa do Varzim, 2009.
Published

Edited book

- 1 *Digital Marketing Advanced in Tourism*. 2026.
10.1108/978-1-83708-786-0
- 2 Pires, Paulo Botelho; Santos, José Duarte; Pereira, Inês Veiga. Corresponding author: Pires, Paulo Botelho, ed. *Digital Marketing: Analyzing its Transversal Impact*. CRC Press. 2024.
Published • Editor
- 3 *Leveraging AI for Effective Digital Relationship Marketing*. 2024.
10.4018/979-8-3693-5340-0
- 4 Almeida, Fernando Luís Ferreira de; José Carlos Morais; Santos, José Duarte, ed. *Multidimensional Sustainability: Transitions and Convergences - Proceedings of ISPGAYA 2022*. Springer Cham. 2023.
Published • Editor
- 5 Pires, Paulo Botelho; Santos, José Duarte; Pereira, Inês Veiga; Ana Isabel Torres, ed. *Confronting Security and Privacy Challenges in Digital Marketing*. United States: IGI Global. 2023.
Published • Editor
- 6 Inês Veiga Pereira; Pires, Paulo Botelho; Santos, José Duarte, ed. *Effective Digital Marketing for Improving Society Behavior Toward DEI and SDGs*. IGI Global. 2023.
Published • Editor
- 7 Santos, José Duarte, ed. *Sales Management for Improved Organizational Competitiveness and Performance*. United States: IGI Global. 2022.
Published • 10.4018/978-1-6684-3430-7 • Editor
- 8 José Duarte da Rocha Santos, ed. *Promoting Organizational Performance Through 5G and Agile Marketing*. United States: IGI Global. 2022.
Published • 10.4018/978-1-6684-5523-4 • Editor
- 9 Pereira, Inês Veiga; Santos, José Duarte; Pereira, Inês Veiga; Pires, Paulo Botelho, ed. *Management and Marketing for Improved Competitiveness and Performance in the Healthcare Sector*. United States: IGI Global. 2021.
Published • 10.4018/978-1-7998-7263-4 • Editor
- 10 Santos, José Duarte, ed. *Cases on Digital Strategies and Management Issues in Modern Organizations*. United States: IGI Global. 2021.
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Journal article

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Journal issue	1	Silva, Pedro Mendonça; Santos, José Duarte; Fragata, Anabela; Remondes, Jorge. "Marketing, sustainability, and internationalisation: Strategies and organisational performance for global competitiveness". <i>International Journal of Marketing, Communication and New Media</i> 17 (2025): http://u3isjournal.isvouga.pt/index.php/ijmcmn/issue/view/70 . Published
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Report	1	Santos, José Duarte; José C. Morais. 2020. <i>Relatório de Verificação EQAVET-Escola Profissional de Espinho / Espinho</i> . http://areareservada.qualidade.anqep.gov.pt/garantiaqualidade/uploads/pedidos/1211_auditoriafinal.pdf .
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Thesis / Dissertation	1	Santos, José Duarte. "Los factores críticos del éxito en la adopción de una estrategia de CRM". PhD, 2016.
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Other		
Other output	1	Fuentes de información electrónica en CRM. 2006. Santos, José Duarte.

Activities

Supervision

	Thesis Title Role	Degree Subject (Type) Institution / Organization
2024 - 2024	Práticas de Marketing Digital: Relatório de Estágio na empresa BRANDUP – Idealbrand Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2023	O impacto das campanhas Google Ads nas marcas: Estágio na Wise Pirates Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2023	Contributo das LinkedIn Company Pages para o social selling: estudo aplicado às farmácias portuguesas Supervisor	Negócio Eletrónico (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2023	O Papel do Social Shopping como estratégia de E-Commerce Supervisor	Negócio Eletrónico (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2023	A influência das redes sociais nos padrões de beleza Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2021 - 2021	Gaming Influencers: estudo preliminar em Portugal Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2021 - 2021	Papel da comunicação digital no desenvolvimento sustentável da moda têxtil Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2020 - 2020	Content marketing e brand engagement na rede social Facebook Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2018 - 2018	O potencial do social selling através do LinkedIn: um estudo de caso Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal

2018 - 2018	O papel dos portais imobiliários na criação de oportunidades de negócio Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2017 - 2017	O papel do conteúdo no Facebook para o customer engagement: um estudo aplicado ao setor das telecomunicações Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2016 - 2016	Os concursos no Facebook: contributos para o relacionamento com o cliente Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2014 - 2014	A influência do modelo de aceitação da tecnologia na adoção da rede social Facebook na perspetiva do perfil pessoal Supervisor	Marketing Digital (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal

Event organisation

	Event name Type of event (Role)	Institution / Organization
2024 - 2024	ISPGAYA International Congress, under the theme "Business Sustainability Innovation in Entrepreneurship & Internationalisation" (2024/10/24 - 2024/10/25) Congress (Member of the Organising Committee)	Instituto Superior Politécnico Gaya, Portugal
2023 - 2023	ISPGAYA International Congress, under the theme "Digital sustainability: inclusion and transformation" (2023/09/26 - 2023/09/27) Congress (Member of the Organising Committee)	Instituto Superior Politécnico Gaya, Portugal
2022 - 2022	ISPGAYA International Congress, under the theme "Multidimensional sustainability: transitions and convergences" (2022/09/29 - 2022/09/30) Congress (Member of the Organising Committee)	Instituto Superior Politécnico Gaya, Portugal

Event participation

	Activity description Type of event	Event name Institution / Organization
2023/11/30 - 2023/12/02	Paper communication: "Integration of online communication channels and online consumer behavior" Conference	ICMarkTech (International Conference on Marketing and Technologies) 2023 Ceská zemedelská univerzita v Praze, Czech Republic
2022 - 2022	Paper communication "Analyzing Driving Factors of User-generated Content on YouTube and its Influence on Consumers Perceived Value" Conference	ICMarkTech (International Conference on Marketing and Technologies) 2022 Universidade de Santiago de Compostela, Spain
2010/02/04 - 2010/02/05	Paper communication: As dimensões formulação, filosofia, melhores práticas, organização e recursos humanos, processos e tecnologia na adopção de uma estratégia de CRM Conference	XX Luso-Spanish Scientific Management Conference Instituto Politécnico de Setúbal, Portugal
2009/11/12 - 2009/11/13	Paper communication: A gestão de métricas como uma boa prática na adopção de uma estratégia de CRM Seminar	XI Luso-Spanish Seminar on Business Economics Universidade do Algarve Escola Superior de Gestão Hotelaria e Turismo, Portugal

Jury of academic degree

	Theme Role	Candidate name (Type of degree) Institution / Organization
2024/12/16	A importância das realidades mistas no desenvolvimento do turismo (Thesis) Main arguer	Ivan Lucas Oliveira Gonçalves (Master) Instituto Politécnico do Cávado e do Ave Escola Superior de Hotelaria e Turismo, Portugal
2024/11/26	Relatório de estágio curricular na empresa Anca Design Studio (Thesis) Main arguer	André Filipe Moreira Dias (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2024/09	Estratégias de Marketing Digital nas PME: o caso da região de Viana do Castelo (Thesis) Main arguer	Filipe Daniel Traila Rocha Páris e Vasconcelos (Master) Instituto Politécnico de Viana do Castelo Escola Superior de Ciências Empresariais, Portugal
2024	Avaliação do ROI de projetos de inteligência artificial no marketing: uma análise sobre os retornos tangíveis e intangíveis (Thesis) Main arguer	Darkio Lourenço Siqueira Paulo (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal

2024	Validação do Modelo de Edelman e Singer: Contexto de Elevado e Baixo Envolvimento (Thesis) Main arguer	Catarina Alexandre de Brito Ferreira (Master) Universidade do Porto Faculdade de Economia, Portugal
2024	A importância da Comunicação Digital para a Gestão de Projetos na Prio (Thesis) Main arguer	Inês Almeida Hipólito (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2024	Plano de Comunicação Integrada de Marketing: O caso da Geladaria Amicini (Thesis) Arguer	Luis David Carbo Valle (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2024	Desenvolvimento de conteúdos e campanhas publicitárias para meios sociais: Relatório de estágio na empresa Wise Pirates (Thesis) Main arguer	Joana Rita da Silva Miranda (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023	Avaliação da satisfação profissional na corporação dos Bombeiros de Lourosa - estudo de caso (Thesis) Main arguer	Lara Raquel Pereira (Master) Universidade Lusíada Porto, Portugal
2023	Otimização do ecossistema digital Amorim Cork Flooring (Thesis) Main arguer	Tiago Duarte Carvalho (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2023	Marketing digital: relatório de estágio na empresa Penguin Ballon, Lda (Thesis) Main arguer	Vanessa Carolina Fernandes de Almeida (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2023	Relatório de Estágio: Blue Bolt Agency (Thesis) Main arguer	João Luís Grilo e Castro (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023	O papel do employer branding e do marketing interno na captação e retenção de talentos: um estudo (Thesis) Main arguer	Catarina de Jesus Rodrigues (Master) Associação de Politécnicos da Região Norte, Portugal
2023	Publicidade nos Hospitais Privados Portugueses: um fator de decisão do utente (Thesis) Main arguer	Flávia Miranda Barbosa (Master) Universidade do Porto, Portugal

2023	O papel da responsabilidade social no envolvimento nas redes sociais e brand attachment das marcas de moda - estudo de caso da geração Z (Thesis) Main arguer	Margarida Caramelo Lopes (Master) Instituto Politécnico de Viseu Escola Superior de Educação de Viseu, Portugal
2023	A importância do Live Streaming como ferramenta de Publicidade e MKT: um estudo de caso sobre Casimiro Miguel (Thesis) Main arguer	Lauro Maciel Trapia (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023	O impacto do brand attachment no segmento luxury do setor automóvel: uma abordagem à marca Porsche (Thesis) Main arguer	Abílio Fernando Bragança Milheiro (Master) Instituto Politécnico do Cávado e do Ave Escola Superior de Hotelaria e Turismo, Portugal
2023	Uso da Inteligência Artificial e Algoritmos no Marketing Digital: O Caso da Amazon (Thesis) Main arguer	Rui Emanuel da Cruz Silva Rodrigues (Master) Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal
2023	O impacto das campanhas Google Ads nas marcas: Estágio na Wise Pirates Supervisor	Jacinta Ferrão Brito (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023	Contributo das LinkedIn Company Pages para o social selling: estudo aplicado às farmácias portuguesas Supervisor	Patrícia de Sá Correia (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023	O Papel do Social Shopping como estratégia de E-Commerce Supervisor	Branca Isabel Mendonça Barbosa (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023	A influência das redes sociais nos padrões de beleza Supervisor	Elisabete Pinho Fernandes Martins (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2022	O poder dos influenciadores digitais na tomada de decisão dos consumidores: um estudo aplicado ao turismo em Portugal (Thesis) Main arguer	Diana Isabel Duarte Menezes. (Master) Associação de Politécnicos da Região Norte, Portugal
2022	Os antecedentes da lealdade à marca no e-commerce (Thesis) Main arguer	Isabel João Marques Gomes (Master) Universidade do Minho Escola de Engenharia, Portugal

2022	Novas abordagens de comunicação online para empresas B2B em contexto de pandemia - o caso dos webminars na Air Liquide (Thesis) Main arguer	Ana Santiago Costa (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2022	A Experiência do Cliente em Lojas On-line: Modelo Conceptual (Thesis) Main arguer	Mariana Prisco Pala Filipe (Master) Universidade do Porto Faculdade de Economia, Portugal
2022	O efeito da responsabilidade corporativa na imagem e no valor da marca (Thesis) Main arguer	Joana Cristina Azevedo Araújo (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2022	Citybranding: geração das marcas de Mindelo e Praia - Cabo Verde (Thesis) Main arguer	Aguinaldo Barros Amante da Rosa (Master) Instituto Politécnico do Cávado e do Ave Escola Superior de Hotelaria e Turismo, Portugal
2022	As determinantes da intenção de compra de cosmética verde (Thesis) Main arguer	Ana Catarina Costa Rodrigues (Master) Universidade do Porto Faculdade de Economia, Portugal
2022	O impacto do Celebrity Endorsement na Intenção de Compra: o caso das Celebridades Desportivas nas Redes Sociais (Thesis) Main arguer	Francisco André Araújo Moreira (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2022	Influência dos fatores de escolha e a utilização dos canais de comunicação digitais na tomada de decisão dos alunos pelo Ensino Profissional em Portugal (Thesis) Main arguer	Tiago André da Silva Couto (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2022	O impacto da experiência de compra em websites de marcas de luxo (Thesis) Main arguer	Ricardo António Freitas Oliveira (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2022	A importância do digital para o controlo de gestão industrial (Thesis) Main arguer	Diogo José Pinto Correia (Master) Universidade Portucalense Infante Dom Henrique, Portugal
2022	A diversidade na procura turística e a revisita de destinos turísticos religiosos e de peregrinação: uma abordagem aos caminhos de Santiago (Thesis) Main arguer	Adriana Ferreira Mendes (Master) Instituto Politécnico do Cávado e do Ave Escola Superior de Hotelaria e Turismo, Portugal

2021	A compra por impulso online sob influência da publicidade nas redes sociais (Thesis) Main arguer	Miguel José Ribeiro de Sousa (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2021	A Valorização do Omnicanal no Retalho da Moda na Ótica do Consumidor (Thesis) Main arguer	Israel Barbosa dos Anjos (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2021	Gaming Influencers: estudo preliminar em Portugal Supervisor	Diogo Magalhães Lemos (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2021	Papel da comunicação digital no desenvolvimento sustentável da moda têxtil Supervisor	Mariana Cardoso Passos (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2020	Lean HealthCare: impacto das barreiras de implementação na triagem do Hospital de Santo António (Thesis) Main arguer	Patrícia de Oliveira Faria (Master) Universidade do Porto Faculdade de Economia, Portugal
2020	Running Tour: fatores de influência na decisão do Turista (Thesis) Main arguer	Thiago Alberto de Carvalho Costa (Master) Universidade do Porto Faculdade de Economia, Portugal
2020	Content marketing e brand engagement na rede social Facebook Supervisor	Paula Alexandra Azevedo Alves (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2018	Impacto do Marketing e das Marcas no Processo de Decisão de Compra de Alimentos para uma Dieta Base Vegetal (Thesis) Main arguer	Maria Benedita Lemos Magalhães Calém Holzer (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2018	O potencial do social selling através do LinkedIn: um estudo de caso Supervisor	Alda Christina Maia (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2018	Avaliação de desempenho de campanhas de e-mail marketing em redes de afiliação: estudo de caso Comparador Alarms (Thesis) Main arguer	Hugo Miguel da Silva Raposo Ribeiro (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal

2018	O papel dos portais imobiliários na criação de oportunidades de negócio Supervisor	Paulo Daniel Felizardo Correia Duarte (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2017	O papel do conteúdo no Facebook para o customer engagement: um estudo aplicado ao setor das telecomunicações Supervisor	André Tavares da Mota (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2017	O design das lojas e as promoções de venda como determinantes da compra online por impulso (Thesis) Arguer	Filipa Raquel Rodrigues Gonçalves (Master) Universidade do Porto Faculdade de Economia, Portugal
2017	O papel das redes sociais na fidelização dos clientes (Thesis) Main arguer	Daniela Filipa Antunes Ventura (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2017	A Intenção de Participar no Social Commerce: Perfil, Comportamento e Motivações (Thesis) Arguer	Daniela Filipa Rodrigues da Silveira (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2017	O papel do conteúdo no Facebook para o customer engagement: um estudo aplicado ao setor das telecomunicações Supervisor	André Tavares da Mota (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2016	Os concursos no Facebook: contributos para o relacionamento com o cliente Supervisor	Sara Raquel Branco Simões (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2014	Neuromarketing e o consumidor virtual (Thesis) Main arguer	Sandra Verónica Alves Moreira (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2014	A influência do modelo de aceitação da tecnologia na adoção da rede social Facebook na perspetiva do perfil pessoal Supervisor	Daniela Bárbara de Sousa Ferreira (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2014	A importância e utilização da internet como fonte de informação para o enoturista que visita regiões portuguesas (Thesis) Main arguer	Ana Teresa Oliveira Nunes (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal

Ad Hoc journal article review

	Journal title (ISSN)	Publisher
2023 - Current	International Journal of Social Media and Online Communities	
2022 - Current	Administrative Sciences	
2022 - Current	Sustainability	
2022 - Current	Journal of Consumer Behaviour	
2020 - Current	International Journal of Marketing, Communication and New Media	
2024 - 2024	Systems	
2023 - 2023	2023 EURAM Conference	
2023 - 2023	Heliyon	
2023 - 2023	International Congress "Digital Sustainability: Inclusion and Transformation"	
2023 - 2023	Business Strategy and Development	
2022 - 2022	International Business Review	
2022 - 2022	International Journal of Environmental Research and Public Health	
2022 - 2022	Journal of Digital Business and Marketing	
2022 - 2022	European Journal of Innovation Management	
2022 - 2022	International Congress "Multidimensional sustainability: transitions and convergences"	
2022 - 2022	Journal of Risk and Financial Management	
2021 - 2022	International Journal of Environmental Research and Public Health	
2021 - 2022	Journal of Open Innovation: Technology, Market, and Complexity	
2021 - 2021	Polish Political Science Yearbook	
2021 - 2021	Education Sciences	
2002 - 2020	Politécnica	

Association member

	Society Organization	Role
2017 - Current	Center for Organizational and Social Studies of the Polytechnic Institute of Porto (CEOS.PP)	Integrated Member
2013/04 - 2018	Centro de Estudos em Ciências Empresariais e Jurídicas do ISCAP	Member

Committee member

	Activity description Role	Institution / Organization
2023 - 2024	Self-assessment commission for the Degree in Marketing course Member	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2012/09 - 2022/08	Member of the Technical-Scientific Council Member	Instituto Superior Politécnico Gaya, Portugal
2020 - 2022	Member of the Board of Directors of the Higher School of Business Sciences of the Gaya Polytechnic Institute Member	Instituto Superior Politécnico Gaya Escola Superior de Ciências Empresariais, Portugal
2020 - 2022	Member of the Board of Directors of the Instituto Superior Politécnico Gaya Member	Instituto Superior Politécnico Gaya, Portugal
2020 - 2022	Director of the Higher School of Business Sciences at the Gaya Polytechnic Institute Director	Instituto Superior Politécnico Gaya Escola Superior de Ciências Empresariais, Portugal
2012 - 2022	Member of the accreditation committee in area 345-Management and Administration, at Instituto Superior Politécnico Gaya Member	Instituto Superior Politécnico Gaya, Portugal
2018 - 2020	Member of the Board of Directors of the Higher School of Science and Technology of the Gaya Polytechnic Institute Member	Instituto Superior Politécnico Gaya Escola Superior de Ciência e Tecnologia, Portugal
2018 - 2018	Member of the self-assessment committee for the degree in Management at Instituto Superior Politécnico Gaya. Member	Instituto Superior Politécnico Gaya, Portugal

2015 - 2016	Member of the self-assessment committee for the degree in Management at Instituto Superior Politécnico Gaya Member	Instituto Superior Politécnico Gaya, Portugal
2012/09 - 2015	Member of the Pedagogical Council Member	Instituto Superior Politécnico Gaya, Portugal
2001/09 - 2010/08	Member of Scientific Council Member	Instituto Superior Politécnico Gaya, Portugal
2001/09 - 2010/08	Member of the Pedagogical Council Member	Instituto Superior Politécnico Gaya, Portugal
2001 - 2010	Member of the Board of Directors of the Higher School of Science and Technology of the Gaya Polytechnic Institute Member	Instituto Superior Politécnico Gaya - Escola Superior de Ciências e Tecnologia, Portugal
2008 - 2008	Member of the internal committee for the accreditation of the degree in Management Information Technology at Instituto Superior Politécnico Gaya. Member	Instituto Superior Politécnico Gaya, Portugal

Conference scientific committee

	Conference title	Conference host
2024 - 2024	ISPGAYA International Congress, under the theme "Business sustainability: Innovation in Entrepreneurship & Internationalisation"	Instituto Superior Politécnico Gaya
2023/11/30 - 2023/12/02	4th Digital Marketing and Branding Workshop, integrated into ICMarTech'23 - International Conference on Marketing and Technologies	Czech University of Life Sciences Prague
2023/10/26 - 2023/10/27	ISPGAYA International Congress, under the theme "Digital sustainability: inclusion and transformation"	Instituto Superior Politécnico Gaya
2023/10/12 - 2023/10/12	I International Conference of the Entre Douro e Vouga Region (ICEDV 2023)	ISVouga
2023 - 2023	1st International Conference Innovation and Transformation in the Digital Age	University College London
2022/12/01 - 2022/12/03	3rd Digital Marketing and Branding Workshop, integrated into ICMarTech'22	Universidade de Santiago de Compostela

International Conference on Marketing and Technologies

2022/09/29 - 2022/09/30	ISPGAYA International Congress, under the theme "Multidimensional sustainability: transitions and convergences"	Instituto Superior Politécnico Gaya
2022/03/09 - 2022/03/10	ISPGAYA Business Science Conferences, under the theme "The development of sustainability"	Instituto Superior Politécnico Gaya
2021/12/02 - 2021/12/04	2nd Digital Marketing and Branding Workshop, integrated into ICMarkTech'21 - International Conference on Marketing and Technologies	University of La Laguna
2021 - 2021	"CBO Postgraduate Conference 2021", the first International Conference aimed at postgraduate researchers	Universidade Portucalense
2020/10/08 - 2020/10/10	1st Digital Marketing and Branding Workshop, integrated into ICMarktech'20 - International Conference on Marketing and Technologies	ISCTE – Instituto Universitário de Lisboa
2010 - 2010	III ISPGaya Management IT Conference	Instituto Superior Politécnico Gaya
2009 - 2009	II CIDIne International Congress	Instituto Superior Politécnico Gaya
2009 - 2009	II ISPGaya Management IT Conference	Instituto Superior Politécnico Gaya
2008 - 2008	1st ISPGaya Management IT Conference	Instituto Superior Politécnico Gaya

Evaluation committee

	Activity description Role	Institution / Organization	Funding entity
2020 - 2020	EQAVET Expert Specialist	Agência Nacional para a Qualificação e o Ensino Profissional (ANQEP), Portugal	

Journal scientific committee

	Journal title (ISSN)	Publisher
2023 - Current	Open Access Organization and Management Review	
2023 - Current	International Journal of Marketing, Innovation and Strategy	

2023 - Current	International Journal of Social Media and Online Communities
2022 - Current	Perspectivas Contemporâneas
2022 - Current	Journal of Digital Business and Marketing
2022 - Current	Science Journal of Business and Management
2019 - Current	IGI Global
2018 - 2021	International Journal of Services and Operations Management
2018 - 2018	International Journal of Economic Behavior
2003/01/01 - 2011/12/31	Politécnica
2003 - 2011	Politécnica

Other jury / evaluation

	Activity description	Institution / Organization
2012 - Current	Specialist Title - José Manuel de Araújo Magano	Instituto Superior Politécnico Gaya, Portugal
2012 - Current	Specialist Title - Gilda Cristina Pereira Teixeira de Oliveira Veloso	Instituto Superior Politécnico Gaya, Portugal
2023 - 2024	Alternate member of the Jury for the Re-entry and Change of Institution-Course Regimes: CTeSP Technology Management for Innovation	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2024	Member of the Jury for the Re-entry and Change of Institution-Course Regimes: CTeSP Public Relations and Event Organization	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2024	Member of the Jury for the Re-entry and Change of Institution-Course Regimes: CTeSP Point of Sale Commercial Management	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2023 - 2023	Specialist Title - Tomé Seíça Neves Marques Rodrigues	Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2022 - 2023	Alternate member of the Jury for the Re-entry and Change of Institution-Course Regimes: CTeSP Technology Management for Innovation	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2022 - 2023	Member of the Jury for the Re-entry and Change of Institution-Course	Instituto Politécnico do Porto Instituto Superior de Contabilidade e

Regimes: CTeSP Public Relations and Event Organization

Administração do Porto, Portugal

2022 - 2023	Member of the Jury for the Re-entry and Change of Institution-Course Regimes: CTeSP Point of Sale Commercial Management	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2006 - 2022	Member of the jury for special access and entry competitions for a degree in Management Informatics.	Instituto Superior Politécnico Gaya, Portugal
2006 - 2022	Member of the jury for special access and entry competitions for a degree in Management at Instituto Superior Politécnico Gaya.	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - Dulce Amália Teixeira Gomes	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - João Gonçalves Afonso	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - Jorge Daniel de Lima Pacheco	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - José Manuel Pizarro	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - Martim Pedro Roquette de Gouveia Durão	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - Cristina Marisa Lumini Gregório	Instituto Superior Politécnico Gaya, Portugal
2021 - 2021	Specialist Title - Paulo Alexandre de Aguiar Pinto Matos dos Santos	Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2020 - 2020	Specialist Title - José Miguel Cachulo Pereira	Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2019 - 2019	Specialist Title - Paulo Sérgio Teixeira Costa	Instituto Superior de Ciências da Informação e da Administração, Portugal
2018 - 2018	Public assessment tests of Pedagogical and Technical-Scientific competence. "Market orientation: contributions to value and marketing planning". Author: Master Paulo Jorge Pinheiro Gonçalves.	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2015 - 2015	Specialist Title - José Augusto Rosa Bastos	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2015 - 2015	Specialist Title - António Garcia Nunes	Instituto Superior de Ciências da

Morão

Informação e da Administração,
Portugal

2013 - 2013

Specialist Title - Augusto Jorge Gomes
Marques do SantosInstituto Superior Politécnico Gaya,
Portugal

2012 - 2012

Specialist Title - Paulo Rui Lopes Miguel

Instituto Superior Politécnico Gaya,
Portugal