

Curriculum Vitae

Maria de Lurdes Marques Amorim de Araújo Faria

Maria Sarmento is a researcher at iBMS - Centre for Research in Business Markets & Society, Minho University, and CEOS - Centre for Organisational and Social Studies, Polytechnic Institute of Porto. She holds a degree in Sociology from Porto University; a Master's in Business Administration (specialization in Marketing) from Minho University; a Ph.D. in Marketing and Strategy from Minho University; and a post-doc from Nova SBE, Lisbon, and Open University Business School, UK. She worked for 23 years at AEP - Portuguese Business Association as the Head of the Image and Communication Department and Marketing Director. In her academic career, she presented several papers at international conferences, such as EMAC - European Marketing Academy Conference, IMP - Industrial Marketing and Purchasing Conference, and Academy of Marketing Science World Marketing Congress. She has published work in Industrial Marketing Management (2015, 2018, 2024) European Journal of Marketing (2019), Journal of Business and Industrial Marketing (2015), Journal of Retailing and Consumer Services (2019), Education and Training (2016), Journal of Convention and Event Tourism (formerly Journal of Convention and Exhibition Management) (2015), Journal of Promotion Management (2016), Journal of Community & Applied Social Psychology (2025, 2026), Journal of Human Behavior in the Social Environment (2025), Critical Social Policy (2025), Journal of Services Marketing (2026), Journal of Consumer Culture (2026) and Portuguese Journal of Marketing (2014). She works as a reviewer for several international journals, such as Industrial Marketing Management, Journal of Business and Industrial Marketing, European Journal of Marketing, International Journal of Contemporary Hospitality Management, and Journal of Convention & Event Tourism.

Identification

Personal identification

Full name
Maria de Lurdes Marques Amorim de Araújo Faria Sarmento

Citation names

Sarmento, Maria

Author identifiers

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Addresses

Rua Sao Joao Bosco, 103 9° dto., Porto Porto, Porto, Portugal (Personal)

Languages

Language	Speaking	Reading	Writing	Listening	Peer-review
Portuguese (Mother tongue)					
English	Intermediate (B1)	Intermediate (B1)	Advanced (C1)	Intermediate (B1)	Intermediate (B1)

Education

	Degree	Classification
2022 Concluded	Pós-doutoramento: Innovation in industrial markets (Post-Doctorate) Universidade Nova de Lisboa, Portugal	
2022 Concluded	Post-doc: Innovation in industrial markets (Postgraduate Certificate) The Open University Business School, United Kingdom	
2011 Concluded	Doutoramento em Marketing e Estratégia (Doctorate) Universidade do Minho Escola de Economia e Gestão, Portugal *"Episódios de socialização em feiras empresariais e relacionamentos de longo prazo: o papel mediador da qualidade da relação" (THESIS/DISSERTATION)*	Aprovado (pré Bolonha)
1998 Concluded	Mestrado em Gestão de Empresas com especialização em Marketing (Master's Degree) Universidade do Minho Escola de Economia e Gestão, Portugal *"A importância da participação em feiras na estratégia de marketing" (THESIS/DISSERTATION)*	Muito Bom
1989 Concluded	Licenciatura em Sociologia (Licenciate Degree) Universidade do Porto Instituto de Sociologia, Portugal *"Absentismo na Empresa. Um estudo de caso" (THESIS/DISSERTATION)*	15

Affiliation

Science

	Category Host institution/organization	Employer
2025 - Current	Researcher (Research)	Minho University - iBMS - Centre for Research in Business Markets & Society. , Portugal
2016 - Current	Researcher (Research)	Instituto Politécnico do Porto Centro de Estudos Organizacionais e Sociais, Portugal
2016 - 2022	Postdoc (Research)	Universidade Nova de Lisboa Nova School of Business and Economics, Portugal
2016 - 2022	Postdoc (Research)	The Open University Business School, United Kingdom

Teaching in Higher Education

	Category Host institution/organization	Employer
2022 - 2023	Invited Assistant Professor (University Teacher)	Universidade Lusófona do Porto Faculdade de Ciências Económicas Sociais e da Empresa, Portugal
2015 - 2016	Assistant (Polytechnic Teacher)	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2013 - 2015	Teacher Coordinator (Polytechnic Teacher)	Instituto Superior de Tecnologias Avançadas de Lisboa Porto, Portugal
2013 - 2015	Invited Assistant Professor (University Teacher)	Universidade do Minho, Portugal

1996 - 1998	Invited Assistant (Polytechnic Teacher)	Instituto Superior de Entre Douro e Vouga, Portugal
1990 - 1992	Invited Assistant Professor (University Teacher)	Escola Superior de Educação de Paula Frassinetti Centro de Investigação Paula Frassinetti, Portugal

Positions / Appointments

	Category Host institution/organization	Employer
2011 - 2013	Marketing Director	AEP- Associação Empresarial de Portugal, Portugal
2004 - 2011	Head of the Communication and Image Office and the Business and Members Office	AEP- Associação Empresarial de Portugal, Portugal
1998 - 2003	Head of the Communication and Image Office	AEP- Associação Empresarial de Portugal, Portugal
1990 - 1997	Technical of Professional Training and Communication	AEP- Associação Empresarial de Portugal, Portugal

Projects

Grant

	Designation	Funders
2016 - 2022	Innovation in Industrial Markets SFRH/BPD/107886/2015 Post-doc Fellow Universidade Nova de Lisboa, Portugal The Open University Business School, United Kingdom	Fundação para a Ciência e a Tecnologia, Portugal Concluded

2007 - 2011	Applying a relationship marketing perspective to B2B trade fairs: The role of socialization episodes SFRH / BD / 29961 / 2006 PhD Student Fellow Universidade do Minho, Portugal	Fundação para a Ciência e a Tecnologia, Portugal Concluded
1995 - 1996	The role of trade fairs in companies' marketing strategy JNICT Research Fellow Universidade do Minho, Portugal	JNICT - Junta Nacional de Investigação Científica e Tecnológica, Portugal Concluded

Contract

	Designation	Funders
2011/01/01 - 2013/12/31	Projecto Estratégico - UI 4021 - 2011-2012 PEst-OE/EGE/UI4021/2011 Universidade do Minho, Portugal	Fundação para a Ciência e a Tecnologia, Portugal Concluded

Outputs

Publications

Book	1	Sarmento, M.; Simões, C.; Farhangmehr, M.. *B2B interactions at trade fairs and relationship quality: A conceptual approach*. 2014. 10.1108/S1069-096420140000021005
Book chapter	1	Sarmento, Maria; Susana Marques; Galan - Ladero, Mercedes. "Private label and national brands: a dive into consumers' minds and wallets". In *Consumer first-marketing: cuidar al cliente como leitmotiv empresarial*, edited by J.A. Gutiérrez; M.J.Pérez; E. Alonso; C. Mieres, 66-85. Colección de libros de la Cátedra Fundación Ramón Areces, 2022. Published
	2	Sarmento, Maria; Marques, Susana; Galan-Ladeiro, Mercedes. "Consumer Behavior during Recessions: A Qualitative Approach: An Abstract". In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 407-408. Springer International Publishing, 2020. 10.1007/978-3-030-42545-6_136
	3	Sarmento, Maria; Simões, Cláudia. "Interactions with Existing and Potential Customers: The Role of Physical and Virtual Trade Fairs: An Abstract". In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 853-853. Springer International Publishing, 2019. 10.1007/978-3-030-02568-7_232

	4	Maria Sarmento; Cláudia Simões. "Trade Fairs, Trade Shows, and Exhibitions: A Literature Review: An Abstract". In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 227-227. Springer International Publishing, 2019. 10.1007/978-3-030-02568-7_57
	5	Sarmento, Maria; Galan-Ladero, Mercedes; Marques, Susana. "Consumer Attitudes During Periods of Economic Downturn: Embodying Responsible Behaviors". In *Advances in National Brand and Private Label Marketing*, 17-22. Springer International Publishing, 2018. 10.1007/978-3-319-92084-9_3
	6	Sarmento, Maria; Simões, Cláudia; Farhangmehr, Minoo. "B2B Interactions at Trade Fairs and Relationship Quality: A Conceptual Approach". In *Field Guide to Case Study Research in Business-to-Business Marketing and Purchasing*, 167-189. Emerald Group Publishing Limited, 2014. 10.1108/s1069-0964_2014_0000021005
Conference abstract	1	Sarmento, Maria; Lopes, Teresa; Marques, Susana. "Dignity in Practice: The Social Impact of Everyday Service Encounters in Vulnerable Contexts". Paper presented in *14th Servsig Conference – Shaping the Future Through Service, University of Minho, 10-12 June 2026*, *Braga*, 2026.
	2	Sarmento, Maria; Lopes, Teresa; Marques, Susana. "Adapting to Disruption: Cultural Dynamics and Consumer Well-Being in the COVID-19 Context". Paper presented in *14th Servsig Conference – Shaping the Future Through Service, University of Minho, 10-12 June 2026*, 2026.
	3	Sarmento, Maria; Huber, Claudia Maria; Galan-Ladero, M.. "Social Marketing to Fight Chronic Homelessness: A Case Study". Paper presented in *World Social Marketing Conference*, *Alicante*, 2025.
	4	Sarmento, Maria; Simões, Cláudia; Lages, Luis Filipe. "Measuring the effects of organizational ambidexterity and co-creation on organization performance. Does the size matter?". Paper presented in *European Marketing Academy Annual Conference (EMAC)*, 2023.
	5	Sarmento, Maria; Simões, Cláudia; Lages, Luis Filipe. "Understanding the effects of organizational ambidexterity and co-creation on organizational performance: Structured abstract". Paper presented in *World Marketing Congress*, 2023.
	6	Sarmento, Maria; Simões, Cláudia. "The Effects Of Organizational Ambidexterity And Co-Creation On Organization Performance". Paper presented in *Global Marketing Conference at Seoul*, 2023.
	7	Galan-Ladero, M. Mercedes; Sarmento, Maria; Marques, Susana. "Es el comportamiento del consumidor más o menos responsable en una situación de crisis económica? Un estudio longitudinal del caso de Portugal. Paper presented in XIX International Congress on Public and Nonprofit Marketing". 2020.

8 Galan-Ladeiro, Mercedes; Sarmento, Maria; Marques, Susana. "Marcas de fabricante versus marcas de distribuidor: hacia una mejor comprensión dela actitud del consumidor. Paper presented in AEMARK- XXXI Congreso Internacional de Marketing". 2019.

9 Sarmento, Maria; Marques, Susana; Galan - Ladero, Mercedes. "Consumer behavior during recessions: a qualitative approach. Paper presented in Academy of Marketing Science World Marketing Congress". 2019.

10 Sarmento, Maria; Galan - Ladero, Mercedes; Marques, Susana. "Consumer attitudes towards private labels and national brand promotions: effects of price and personality-related variables. Paper presented in EMAC 2019 Annual Conference". *hamburg*, 2019.

11 Marques, Susana; Sarmento, Maria; Estima, Ana. "The implications of sustainability for marketing departments and marketing professional: a theoretical perspective. Paper presented in 8 th International Conference on Social Responsibility, Ethics, & Sustainable Business". *Braga*, 2019.

12 Sarmento, Maria; Marques, Susana; Galan - Ladero, Mercedes. "Consumer attitudes during periods of economic downturn: embodying responsible behaviours. Paper presented in Research on National Brand and Private Label Marketing International Conference". *Barcelona*, 2018.

13 Sarmento, Maria; Simões, Cláudia. "Trade fairs, trade shows and exhibitions: A literature review. Paper presented in AMS World Marketing Congress 2018". 2018.

14 Sarmento, Maria; Simões, Cláudia. "Interactions with existing and potential customers: The role of physical and virtual trade fairs. Paper presented in AMS World Marketing Congress 2018". 2018.

15 Sarmento, Maria; Marques, Susana; Galan - Ladero, Mercedes. "Consumer attitudes during recessions: an opportunity for retailers. Paper presented in EMAC 2018". 2018.

16 Sarmento, Maria; Simões, Cláudia. "Re-thinking trade fairs: A literature review and research agenda. Paper presented in AMA Winter Academic Conference". 2018.

17 Sarmento, Maria; Simões, Cláudia. "Understanding interactions at B2B trade fairs: the role of physical and virtual platforms. Paper presented in EMAC 2016". 2016.

18 Sarmento, Maria; Simões, Cláudia. "Virtual trade fair receptiveness in B2B markets: an exploratory study. Paper presented in GIKA Conference". 2016.

19 Sarmento, Maria; Simões, Cláudia; Farhangmehr, Minoo. "Visitors' main reasons for interaction with important suppliers at B2B trade fairs: An exploratory study. Paper presented in MAG Scholar Global Business, Marketing and Tourism Conference". 2015.

20 Sarmento, Maria; Farhangmehr, Minoo. "Predicting the entrepreneurial motivation among higher education students: The role of entrepreneurship education. Paper presented in MAG Scholar Global Business, Marketing and Tourism Conference". 2015.

21 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "Visitors' motives for B2B trade fair participation: The secondary role of the buying function. Paper presented in EMAC Conference". Paper presented in *Visitors' motives for B2B trade fair participation: The secondary role of the buying function. Paper presented in EMAC Conference*, 2015.

22 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "Business relationships in the context of B2B trade fairs: a qualitative study. Paper presented in San Francisco International Business and Education Conference". 2015.

23 Marques, Susana; Sarmento, Maria. "Receptivity to advertising in social networks: an empirical replication with Portuguese users. Paper presented in ICMC 2013 – International Conference of Marketing & Consumer Behaviour". 2013.

24 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "The Role of Trade Fair Interactions in B2B Relationship Quality. Paper presented in EMAC Conference". 2012.

25 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "The Role of Trade Fair Interactions in B2B Relationship Quality. Paper presented in 26th IMP-Industrial Marketing and Purchasing Conference". 2010.

26 Sarmento, Maria; Simões, Cláudia; Farhangmehr, Minoo. "B2B Interactions at Trade Fairs and Relationship Quality: A Conceptual Approach. Paper presented in The Global Marketing Conference". 2010.

27 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "Buyer-Seller Interactions and Relationship Development: The Trade Fair Context. Paper presented in 38th EMAC Conference". 2009.

28 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "Buyer-Seller Interactions and Relationship Quality: The Trade Fair Context. Paper presented in XIX Jornadas Hispano Lusas de Gestión Científica". 2009.

29 Sarmento, Maria; Farhangmehr, Minoo; Cláudia, Simões. "Interacções entre Compradores e Vendedores em Mercados Industriais: Implicações no Desempenho Relação. Paper presented in 2º Encontro Luso-Brasileiro de Estratégia". 2008.

Conference paper	1	Sarmento, Maria; Huber, Claudia Maria; GALAN-LADERO, MERCEDES. "BEYOND SKILLS: HOW SOCIAL MARKETING INITIATIVES ENABLE EMPLOYABILITY AND DIGNITY AMONG PEOPLE EXPERIENCING HOMELESS". Paper presented in *25th International Congress on Public and Nonprofit Marketing*, 2026.
Conference poster	1	Sarmento, Maria; Huber, Claudia Maria; GALAN-LADERO, MERCEDES. "LA INCLUSIÓN A TRAVÉS DEL MERCADO: UNA PERSPECTIVA DE MARKETING SOCIAL SOBRE EL TRABAJO, EL CONSUMO Y LA REINSERCIÓN SOCIAL". Paper presented in *XXXVII Congreso Internacional de Marketing AEMARK 2026*, 2026.
	2	Sarmento, Maria; Huber, Claudia Maria; GALAN-LADERO, MERCEDES. "Marketing responsable para un futuro sostenible: análisis de los retos estructurales e individuales del sinhogarismo crónico". Paper presented in *AEMARK - XXXVI Congreso Internacional de Marketing*, 2025.
Journal article	1	Claudia Huber; Maria Sarmento; Carla Magalhães; Mercedes Galan-Ladero. "From Social Exclusion to Employability: Relational Pathways to Inclusion Among People Experiencing Homelessness". *Journal of Community & Applied Social Psychology* (2026): https://doi.org/10.1002/casp.70277. 10.1002/casp.70277
	2	Sarmento, Maria. "Negotiating dignity in service encounters: advancing transformative service research". *Journal of Services Marketing* (2026): 1-13. https://doi.org/10.1108/jsm-09-2025-0610. 10.1108/jsm-09-2025-0610
	3	Sarmento, Maria; Lopes, Teresa. "Lockdown Lives: A Consumer Culture Theory Perspective on Consumption and Moral Selves". *Journal of Consumer Culture* (2026): Published
	4	Sarmento, Maria. "Balancing care and control: Emotional labour and dignity in a solidarity restaurant". *Critical Social Policy* (2025): https://doi.org/10.1177/02610183251388369. 10.1177/02610183251388369
	5	Sarmento, Maria; Huber, Claudia; Magalhães, Carla. "Mapping Marginalization: A Multilevel Exploration of Chronic Homelessness". *Journal of Community & Applied Social Psychology* 35 4 (2025): https://doi.org/10.1002/casp.70135. 10.1002/casp.70135
	6	Sarmento, Maria; Huber, Claudia. "Resilience among the chronically homeless: Insights from a longitudinal ethnographic study". *Journal of Human Behavior in the Social Environment* (2025): 1-32. https://doi.org/10.1080/10911359.2025.2516638. 10.1080/10911359.2025.2516638
	7	Sarmento, Maria; Simões, Cláudia; Lages, Luís Filipe. "From organizational ambidexterity to organizational performance: The mediating role of value co-creation". *Industrial Marketing Management* 118 (2024): 175-188. http://dx.doi.org/10.1016/j.indmarman.2024.02.010. 10.1016/j.indmarman.2024.02.010

8 Galan-Ladero, M. Mercedes; Sarmento, Maria; Marques, Susana. "Social Marketing to achieve the Sustainable Development Goals (SDGs) in 2030 Agenda by the United Nations". *International Review on Public and Nonprofit Marketing* 20 3 (2023): 521-527. http://dx.doi.org/10.1007/s12208-023-00381-7.

10.1007/s12208-023-00381-7

9 Sarmento, Maria; Simões, Cláudia. "Trade fairs as engagement platforms: the interplay between physical and virtual touch points". *European Journal of Marketing* 53 9 (2019): 1782-1807. http://dx.doi.org/10.1108/ejm-10-2017-0791.

10.1108/ejm-10-2017-0791

10 Sarmento, Maria; Marques, Susana; Galan - Ladero, Mercedes. "Consumption dynamics during recession and recovery: A learning journey". *Journal of Retailing and Consumer Services* 50 (2019): 226-234. http://dx.doi.org/10.1016/j.jretconser.2019.04.021.

10.1016/j.jretconser.2019.04.021

11 Sarmento, Maria; Simões, Cláudia. "The evolving role of trade fairs in business: A systematic literature review and a research agenda". *Industrial Marketing Management* 73 (2018): 154-170. http://dx.doi.org/10.1016/j.indmarman.2018.02.006.

10.1016/j.indmarman.2018.02.006

12 Farhangmehr, Minoo; Gonçalves, Paulo; Sarmento, Maria. "Predicting entrepreneurial motivation among university students". *Education + Training* 58 7/8 (2016): 861-881. http://dx.doi.org/10.1108/et-01-2016-0019.

10.1108/et-01-2016-0019

13 Sarmento, Maria; Farhangmehr, Minoo. "Grounds of Visitors' Post-Trade Fair Behavior: An Exploratory Study". *Journal of Promotion Management* 22 5 (2016): 735-750. http://dx.doi.org/10.1080/10496491.2016.1185496.

10.1080/10496491.2016.1185496

14 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "Participating in Business-to-Business Trade Fairs: Does the Buying Function Matter?". *Journal of Convention & Event Tourism* 16 4 (2015): 273-297. http://dx.doi.org/10.1080/15470148.2015.1043608.

10.1080/15470148.2015.1043608

15 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "A relationship marketing perspective to trade fairs: insights from participants". *Journal of Business & Industrial Marketing* 30 5 (2015): 584-593. http://dx.doi.org/10.1108/jbim-01-2013-0024.

10.1108/jbim-01-2013-0024

16 Sarmento, Maria; Simões, Cláudia; Farhangmehr, Minoo. "Applying a relationship marketing perspective to B2B trade fairs: The role of socialization episodes". *Industrial Marketing Management* 44 (2015): 131-141. http://dx.doi.org/10.1016/j.indmarman.2014.10.010.

10.1016/j.indmarman.2014.10.010

17 Sarmento, Maria; Minoo Farhangmehr; Cláudia, Simões. "Marketing Relacional: conceitos e desafios". *Revista Portuguesa de Marketing* 24 1 (2009): 7-20. http://www.rpm.pt/artigo.aspx?a=165.

Published • http://www.rpm.pt/artigo.aspx?a=165

Journal issue

1 Galan-Ladeiro, Mercedes; Sarmento, Maria; Marques, Susana. "Social Marketing and Sustainable Development Goals (SDGs)". *International Review on Public and Nonprofit Marketing* (2023): https://link.springer.com/article/10.1007/s12208-023-00381-7.

In press • Invited editor

Thesis / Dissertation	1	Sarmento, Maria de Lurdes. "A relationship marketing perspective to B2B trade fairs: The role of socialization episodes". PhD, 2011. http://hdl.handle.net/1822/19726.
	2	Sarmento, Maria. "The role of trade fairs in companies' marketing strategy". Master, Universidade do Minho, 1998.
	3	Sarmento, Maria. "Companies absenteeism: a case study". Degree, Universidade do Porto Instituto de Sociologia, 1989.
Working paper	1	Sarmento, Maria de Lurdes; Farhangmehr, Minoo; Cláudia, Simões. 2008. "Marketing relacional: conceitos e desafios". http://hdl.handle.net/1822/16130.

Activities

Oral presentation

	Presentation title	Event name Host (Event location)
2010/08	Doctoral Consortium - Apresentação do Projecto de Doutoramento	IMP(Industrial Marketing and Purchasing Group) (Budapeste, Hungary)
2009/07	Doctoral Consortium - Apresentação do Projecto de Doutoramento	1st Biennial AMS (Academy of Marketing Science) (Oslo, Norway)
2009/06	Apresentação Projecto de Doutoramento	Seminar on Consumption Theory (Ankara, Turkey)
2008/03	Interacções entre compradores e vendedores em feiras industriais: uma perspectiva de marketing relacional	Apresentação pública do projecto de Doutoramento Universidade do Minho (Braga, Portugal)

Supervision

	Thesis Title Role	Degree Subject (Type) Institution / Organization
2023 - 2023	Attending trade fairs: a study of the antecedents and outcomes of visitor's satisfaction	Merstrado em Marketing (Master) Universidade do Minho, Portugal

	Co-supervisor	
2017 - 2017	Projeto de Criação da Empresa Almithy Adventures Co-supervisor	Mestrado em Gestão do Turismo (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2013 - 2013	Recetividade à publicidade nas redes sociais. Estudo empírico com utilizadores portugueses Co-supervisor	Mestrado em Direção Comercial e Marketing (Master) Instituto Superior de Administração e Gestão, Portugal

Event participation

	Activity description Type of event	Event name Institution / Organization
2023 - 2023	This round table provided an opportunity for participants to get acquainted with how to write fair, thorough, and constructive reviews. Martin Schreier (Editor-in-Chief, IJRM) and Hari Sridhar (Editor-in-Chief, JM) were the leaders of the round table. Round table	EMAC 2023 European Marketing Academy, Belgium
2011 - 2011	Interveniente no painel: Entre as politicas e o mercado - que papel para o terceiro sector? em representação da AEP Meeting	Sustentabilidade das Organizações do Terceiro Sector CERCIAG, Portugal

Jury of academic degree

	Theme Role	Candidate name (Type of degree) Institution / Organization
2024	Digital marketing and sustainable consciousness: the potential role of artificial intelligence in changing consumer behavior in the fashion industry (PhD proposal evaluation) (Thesis) Arguer	Luzia Amorim (PhD) Universidade do Minho, Portugal
2021	Motivações e Barreiras para o Consumo Colaborativo de Roupa. Um estudo Qualitativo com Consumidores Portugueses (Thesis) Main arguer	Karina Faria Silva (Master)

2021	O papel da Comunicação no Ponto de venda e dos Eventos para a Retail Brand Experience -O caso da FNAC do Gaia Shopping (Thesis) Main arguer	Viviana Cláudia Oliveira (Master) Universidade de Aveiro, Portugal
2020	Customer (dis) engagement and brand democratization. Understanding the customer-brand power gap (progression evaluation) (Thesis) Arguer	Muhammad Zakria (PhD) Universidade do Minho, Portugal
2019	Customer (dis) engagement and brand democratization. Understanding the customer-brand power gap (Thesis) Arguer	Muhammad Zakria (PhD) Universidade do Minho, Portugal
2018	Estratégias de marketing e comunicação digital low-budget para PME a operar em mercados B2B: o caso da Distribuidora Aveirense (Thesis) Arguer	Daniela Sofia da Silva Vieira (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2018	Estudo das associações à marca na perspectiva do consumidor: Aplicação da metodologia brand concept map à marca Yammi (Thesis) Arguer	Dina Andreia de Sousa Oliveira (Master) Universidade de Aveiro Instituto Superior de Contabilidade e Administração, Portugal
2015	Updating the internal marketing framework (Thesis) Arguer	David Mahamad (Master) Instituto Superior de Administração e Gestão, Portugal
2015	Determinação do Posicionamento B2B Decflex Sodeca Group (Thesis) Arguer	Ana Caldeira dos Santos Vieira de Araújo (Master) Universidade Católica Portuguesa Centro Regional do Porto, Portugal
2014	A Função Marketing em Contexto de PME – Uma Experiência Empresarial no Sector Têxtil e de Vestuário (Thesis) Arguer	Marcelo Silva Lamosa (Master) Instituto Superior de Administração e Gestão, Portugal
2014	Gestão integrada de relacionamentos. O caso APCER (Thesis) Arguer	Carla Isabel de Jesus Vasconcelos (Master) Universidade Portucalense Infante D Henrique Departamento de Ciências Económicas e Empresariais, Portugal
2013	O Marketing das cidades como uma abordagem para o desenvolvimento: o caso do Mindelo (Thesis) Arguer	Alphonsine Silva Brito Monteiro (Master) Universidade do Porto Faculdade de Economia, Portugal

2013	Candidatura a título de especialista na área de marketing e publicidade Thesis Member	Augusto Marques dos Santos (Other) Instituto Superior Politécnico Gaya, Portugal
2012	Feiras e exposições internacionais: um estudo exploratório dos fatores de decisão e motivação de participação numa feira internacional (Thesis) Arguer	Pedro Bruno Silva (Master) Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2012	Do Marketing à Publicidade: A experiência numa agência de comunicação (Thesis) Arguer	Joana Chamusca Magalhães (Master) Instituto Superior de Administração e Gestão, Portugal

Ad Hoc journal article review

	Journal title (ISSN)	Publisher
2024 - Current	Industrial Marketing Management	Science Direct
2018 - Current	European Journal of Marketing (0309-0566)	Emerald (MCB UP)
2018 - Current	Journal of Marketing Communications (1466-4445)	Informa UK (Taylor & Francis)
2018 - Current	Area Development and Policy (2379-2957)	Informa UK (Taylor & Francis)
2017 - Current	The Professional Geographer	
2017 - Current	Studies in Higher Education (1470-174X)	Informa UK (Taylor & Francis)
2017 - Current	Education & Training	
2017 - Current	Journal of Marketing Management (1472-1376)	Informa UK (Taylor & Francis)
2016 - Current	EMAC - European Marketing Conference	
2015 - Current	International Journal of Contemporary Hospitality Management (0959-6119)	Emerald
2015 - Current	Journal of Convention & Event Tourism (1547-0156)	Informa UK (Taylor & Francis)
2015 - Current	Academy of Marketing Science World Marketing Conference	

Association member

	Society Organization	Role
2022/05/05 - Current	Ibero-American Network for Research in Sustainable Development	Researcher

Committee member

	Activity description Role	Institution / Organization
2017 - Current	Member of the Scientific Committee of the International Conference of Applied Business and Management Member	ISAG - European Business School, Portugal

Course / Discipline taught

	Academic session	Degree Subject (Type)	Institution / Organization
2022 - 2023	Metodologias de Investigação	(Master's Degree)	Universidade Lusófona do Porto, Portugal
2015 - 2016	Metodologia de Investigação	(Master's Degree)	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2015 - 2016	Marketing Turistico	(Licenciate Degree)	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2013 - 2015	Gestão de Empresas	(Licenciate Degree)	Instituto Superior de Tecnologias Avançadas de Lisboa Porto, Portugal
2013 - 2015	Comportamento do Consumidor	(Licenciate Degree)	Universidade do Minho, Portugal
1996 - 1998	Administração de Recursos	(Licenciate Degree)	Instituto Superior de Entre Douro e Vouga, Portugal
1990 - 1991	Metodologia de Investigação	(Licenciate Degree)	Escola Superior de Educação de Paula Frassinetti, Portugal

Interview (newspaper / magazine)

	Activity description	Newspaper / Forum
2013	A eficácia da Comunicação resulta de uma adequada estratégia de marketing-mix (entrevista concedida enquanto Directora de Marketing, Comunicação e Associados da AEP).	Designarte (Designações 03)

2004	Registo de Marcas é ponto de partida para qualquer empresa (entrevista concedida enquanto Directora do Gabinete de Comunicação, Informação e Associados da AEP)	Revista Marcas e Patentes

Other jury / evaluation

	Activity description	Institution / Organization
2013 - 2013	Participação no processo de Auto-Avaliação do Ciclo de Estudos – Mestrado em Empreendedorismo e Inovação, como entidade externa em representação da AEP	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal
2012 - 2012	Participação no processo de Auto-Avaliação do Ciclo de Estudos – Licenciatura em Gestão de Actividades Turísticas, como entidade externa em representação da AEP	Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal

Distinctions

Other distinction

2013	Recognition Letter	AEP- Associação Empresarial de Portugal, Portugal
2009	Recogniton Letter	AMS - Academy of Marketing Science, United States