



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), 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

Ciência ID  
901F-8317-52CF  
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[0000-0001-9433-9707](https://orcid.org/0000-0001-9433-9707)  
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<https://www.webofscience.com/wos/author/record/H-7204-2019>

Addresses

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

## Languages

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

## Education

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

## Affiliation

**Science**

|                | Category<br>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<br>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<br>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<br>SFRH/BPD/107886/2015<br><br>Post-doc Fellow<br>Universidade Nova de Lisboa, Portugal<br>The Open University Business School, United Kingdom | Fundação para a Ciência e a Tecnologia, Portugal<br><br>Concluded |

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

## Contract

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

## Outputs

### Publications

|              |   |                                                                                                                                                                                                                                                                                                                                                                              |
|--------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Book         | 1 | Sarmiento, M.; Simões, C.; Farhangmehr, M.. <i>B2B interactions at trade fairs and relationship quality: A conceptual approach</i> . 2014.<br>10.1108/S1069-096420140000021005                                                                                                                                                                                               |
| Book chapter | 1 | Sarmiento, Maria; Susana Marques; Galan - Ladero, Mercedes. "Private label and national brands: a dive into consumers' minds and wallets". In <i>Consumer first-marketing: cuidar al cliente como leitmotiv empresarial</i> , edited by J.A. Gutiérrez; M.J.Pérez; E. Alonso; C. Mieres, 66-85. Colección de libros de la Cátedra Fundación Ramón Areces, 2022.<br>Published |
|              | 2 | Sarmiento, Maria; Marques, Susana; Galan-Ladeiro, Mercedes. "Consumer Behavior during Recessions: A Qualitative Approach: An Abstract". In <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 407-408. Springer International Publishing, 2020.<br>10.1007/978-3-030-42545-6_136                                                    |
|              | 3 | Sarmiento, Maria; Simões, Cláudia. "Interactions with Existing and Potential Customers: The Role of Physical and Virtual Trade Fairs: An Abstract". In <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 853-853. Springer International Publishing, 2019.<br>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; Huber, Claudia Maria; Galan-Ladero, M.. "Social Marketing to Fight Chronic Homelessness: A Case Study". Paper presented in *World Social Marketing Conference, Alicante*, 2025.
- 2 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.
- 3 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.
- 4 Sarmento, Maria; Simões, Cláudia. "The Effects Of Organizational Ambidexterity And Co-Creation On Organization Performance". Paper presented in *Global Marketing Conference at Seoul*, 2023.
- 5 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.
- 6 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.
- 7 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.

- 8 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.
- 9 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.
- 10 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.
- 11 Sarmento, Maria; Simões, Cláudia. "Trade fairs, trade shows and exhibitions: A literature review. Paper presented in AMS World Marketing Congress 2018". 2018.
- 12 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.
- 13 Sarmento, Maria; Marques, Susana; Galan - Ladero, Mercedes. "Consumer attitudes during recessions: an opportunity for retailers. Paper presented in EMAC 2018". 2018.
- 14 Sarmento, Maria; Simões, Cláudia. "Re-thinking trade fairs: A literature review and research agenda. Paper presented in AMA Winter Academic Conference". 2018.
- 15 Sarmento, Maria; Simões, Cláudia. "Understanding interactions at B2B trade fairs: the role of physical and virtual platforms. Paper presented in EMAC 2016". 2016.
- 16 Sarmento, Maria; Simões, Cláudia. "Virtual trade fair receptiveness in B2B markets: an exploratory study. Paper presented in GIKA Conference". 2016.
- 17 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.
- 18 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.

- 19 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.
- 20 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.
- 21 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.
- 22 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "The Role of Trade Fair Interactions in B2B Relationship Quality. Paper presented in EMAC Conference". 2012.
- 23 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.
- 24 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.
- 25 Sarmento, Maria; Farhangmehr, Minoo; Simões, Cláudia. "Buyer-Seller Interactions and Relationship Development: The Trade Fair Context. Paper presented in 38th EMAC Conference". 2009.
- 26 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.
- 27 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.

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Conference poster

- 1 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.

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

### Supervision

|             | Thesis Title<br>Role                                                                                        | Degree Subject (Type)<br>Institution / Organization                                                                                             |
|-------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| 2023 - 2023 | Attending trade fairs: a study of the antecedents and outcomes of visitor's satisfaction<br>Co-supervisor   | Merstrado em Marketing (Master)<br>Universidade do Minho, Portugal                                                                              |
| 2017 - 2017 | Projeto de Criação da Empresa Almithy Adventures<br>Co-supervisor                                           | Mestrado em Gestão do Turismo (Master)<br>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<br>Co-supervisor | Mestrado em Direção Comercial e Marketing (Master)<br>Instituto Superior de Administração e Gestão, Portugal                                    |

### Event participation

|             | Activity description<br>Type of event                                                                                                                                                                        | Event name<br>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- | EMAC 2023<br>European Marketing Academy, Belgium |

Chief, JM) were the leaders of the round table.

Round table

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 Roupas. 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

Dina Andreia de Sousa Oliveira (Master)

Universidade de Aveiro Instituto Superior de Contabilidade e

(Thesis) Arguer

Administração, Portugal

|      |                                                                                                                                                           |                                                                                                                                                         |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2015 | Updating the internal marketing framework<br>(Thesis) Arguer                                                                                              | David Mahamad (Master)<br>Instituto Superior de Administração e Gestão, Portugal                                                                        |
| 2015 | Determinação do Posicionamento B2B Decflex Sodeca Group<br>(Thesis) Arguer                                                                                | Ana Caldeira dos Santos Vieira de Araújo (Master)<br>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<br>(Thesis) Arguer                                    | Marcelo Silva Lamosa (Master)<br>Instituto Superior de Administração e Gestão, Portugal                                                                 |
| 2014 | Gestão integrada de relacionamentos. O caso APCER<br>(Thesis) Arguer                                                                                      | Carla Isabel de Jesus Vasconcelos (Master)<br>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<br>(Thesis) Arguer                                                   | Alphonsine Silva Brito Monteiro (Master)<br>Universidade do Porto Faculdade de Economia, Portugal                                                       |
| 2013 | Candidatura a título de especialista na área de marketing e publicidade<br>Thesis Member                                                                  | Augusto Marques dos Santos (Other)<br>Instituto Superior Politécnico Gaya, Portugal                                                                     |
| 2012 | Feiras e exposições internacionais: um estudo exploratório dos fatores de decisão e motivação de participação numa feira internacional<br>(Thesis) Arguer | Pedro Bruno Silva (Master)<br>Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal                     |
| 2012 | Do Marketing à Publicidade: A experiência numa agência de comunicação<br>(Thesis) Arguer                                                                  | Joana Chamusca Magalhães (Master)<br>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<br>Role                                                                                    | Institution / Organization                |
|----------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 2017 - Current | Member of the Scientific Committee of the International Conference of Applied Business and Management<br>Member | ISAG - European Business School, Portugal |

### Course / Discipline taught

|             | Academic session             | Degree Subject (Type) | Institution / Organization                                                                            |
|-------------|------------------------------|-----------------------|-------------------------------------------------------------------------------------------------------|
| 2022 - 2023 | Metodologias de Investigação | (Mestrado)            | Universidade Lusófona do Porto, Portugal                                                              |
| 2015 - 2016 | Metodologia de Investigação  | (Mestrado)            | Instituto Politécnico do Porto Instituto Superior de Contabilidade e Administração do Porto, Portugal |
| 2015 - 2016 | Marketing Turístico          | (Licenciatura)        | Instituto Politécnico do Porto Instituto                                                              |

|             |                             |                |                                                                       |
|-------------|-----------------------------|----------------|-----------------------------------------------------------------------|
|             |                             |                | Superior de Contabilidade e Administração do Porto, Portugal          |
| 2013 - 2015 | Gestão de Empresas          | (Licenciatura) | Instituto Superior de Tecnologias Avançadas de Lisboa Porto, Portugal |
| 2013 - 2015 | Comportamento do Consumidor | (Licenciatura) | Universidade do Minho, Portugal                                       |
| 1996 - 1998 | Administração de Recursos   | (Licenciatura) | Instituto Superior de Entre Douro e Vouga, Portugal                   |
| 1990 - 1991 | Metodologia de Investigação | (Licenciatura) | 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<br>AEP- Associação Empresarial de Portugal, Portugal |
| 2009 | Recogniton Letter<br>AMS - Academy of Marketing Science, United States  |