Curriculum Vitae

# Maria Madalena Eça Guimarães de Abreu

Madalena  Abreu is Assistant Professor at Coimbra Business School | ISCAC, Polytechnic Institute of Coimbra, in the scientific area of Management, Finance and Marketing. She holds a Ph.D. in Business Administration with specialisation in Marketing from ISCTE-IUL, University Institute of Lisbon (2012), a M.Sc. in Business Administration (2003) and an MBA - Postgraduate Degree in Business Sciences (2001) from ISCTE-IUL.

Her main area of research is marketing. She is particularly interested in public and non-profit marketing and fundraising. She is an associate member of CEOS.PP.
She coordinates the Postgraduate in Fundraising, the Postgraduate in Events, Protocol and Strategic Communication and the Postgraduate in Territorial Branding and is a founding member of the Territorial Branding Observatory of Coimbra Business School.
She is Vice-President of the Pedagogical Council of Coimbra Business School | ISCAC and member of the General Council of the Polytechnic Institute of Coimbra.

She is the author of more than 10 scientific papers in academic journals and more than 70 in scientific conferences. She has organized and participated in scientific commissions in more than 15 scientific events.
She is the supervisor of more than 40 MSc theses in the field of marketing.
She has been a lecturer in various masters and postgraduate courses in social economy marketing at different universities.
She is the author of the book "Religious Marketing".

More information is available at https://orcid.org/ 0000-0002-5442-2589.

## Identification

### Personal identification

Full name
Maria Madalena Eça Guimarães de Abreu

### Citation names

Abreu, Madalena
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Maria Madalena Abreu

### Author identifiers

Ciência ID
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Researcher Id
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## Email addresses

mabreu@iscac.pt (Professional)
madalenaabreuportugal@gmail.com (Professional)

## Addresses

ISCAC Quinta Agrícola - Bencanta Coimbra, 3045-601 Coimbra, Coimbra, Portugal (Professional)

## Websites

https://www.iscac.pt/index.php?m=22_125&n=161 (Professional)

## Knowledge fields

Social Sciences - Economics and Business - Business and Management

## Languages

| Language | Speaking | Reading | Writing | Listening | Peer-review |
|---|---|---|---|---|---|
| Portuguese (Mother tongue) | | | | | |
| English | Advanced (C1) | Advanced (C1) | Advanced (C1) | Advanced (C1) | Advanced (C1) |
| French | Intermediate (B1) | Advanced (C1) | Intermediate (B1) | Upper intermediate (B2) | Upper intermediate (B2) |
| German | Beginner (A1) | Beginner (A1) | Beginner (A1) | Beginner (A1) | Beginner (A1) |
| Spanish; Castilian | Intermediate (B1) | Upper intermediate (B2) | Elementary (A2) | Upper intermediate (B2) | Elementary (A2) |

## Education

| | Degree | Classification |
|---|---|---|
| 2008<br>Concluded | Gestão (Doctorate)<br>Major in Especialidade: Marketing<br><br>ISCTE-Instituto Universitário de Lisboa, Portugal<br>*"Drivers of dination practices: Altruism and religiosity revisited" (THESIS/DISSERTATION)* | |
| 2001/06/01 - 2003/06/01<br>Concluded | Gestão de Empresas (Master's Degree)<br>Major in https://www.iscte-iul.pt/tese<br><br>ISCTE-Instituto Universitário de Lisboa, Portugal | muito bom |
| 2000/01/02 - 2001/03/01<br>Concluded | Ciências Empresariais MBA (Postgraduate Program)<br>Major in MBA<br><br>ISCTE-Instituto Universitário de Lisboa, Portugal | 15 |

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|---|---|---|
| 1998/02/01 - 1999/04<br>Concluded | Curso de Especialização Gestor de Produto na Indústria Têxtil e do Vestuário (Technological Specialization Degree)<br>Major in Têxtil e Vestuário<br><br>academia Citeve, Portugal | 16 |
| 1989/10/01 - 1994/11/01<br>Concluded | Organização e Gestão de Empresas (Licenciate Degree)<br><br>Universidade de Coimbra Faculdade de Economia, Portugal | 15 |

## Affiliation

### Teaching in Higher Education

| | Category<br>Host institution/organization | Employer |
|---|---|---|
| 2025/02/10 - Current | Teacher Coordinator (Polytechnic Teacher)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal<br>(...) | Instituto Politécnico de Coimbra, Portugal |
| 2016 - 2019 | Adjunct Teacher (Polytechnic Teacher) | Instituto Politécnico de Coimbra, Portugal |
| 2016 - 2017 | Assistant (University Teacher) | Universidade Católica Portuguesa Católica Porto Business School, Portugal |
| 2014 - 2016 | Invited Assistant Professor (University Teacher) | Universidade Católica Portuguesa Católica Porto Business School, Portugal |
| 2013 - 2016 | Adjunct Teacher (Polytechnic Teacher) | Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |

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|---|---|---|
| 2013 - 2014 | Invited Assistant (University Teacher) | Universidade de Coimbra Faculdade de Direito, Portugal |
| 2013 - 2014 | Assistant Professor (University Teacher) | Universidade Católica Portuguesa Católica Porto Business School, Portugal |

### Positions / Appointments

| | Category<br>Host institution/organization | Employer |
|---|---|---|
| 2016 - 2019 | Coordenação ou direção de centro de investigação, departamento ou equivalente | Instituto Politécnico de Coimbra, Portugal |

## Projects

### Grant

| | Designation | Funders |
|---|---|---|
| 2024/10/23 - Current | Pilgrimage routes: historical, heritage, religious, spiritual and sustainability dimensions<br>27204<br>Scientific Initiation Fellow | Ongoing |

## Outputs

### Publications

| | | |
|---|---|---|
| Book | 1 | *Drivers of donation practices: Altruism and religiosity revisited*. Germany. 2017. |
| Book chapter | 1 | Ana Beatriz Saltão; Beatriz Gaspar; Ana Francisca Alves; Maria Madalena Abreu. "Marketing the Future Plate – The Case of Too Good To Go". 2026.<br>10.1007/978-3-032-12879-9_31 |
| | 2 | Inês Serra; Patrícia Costa; Mariana Carvalho; Madalena Abreu. "The Role of Digital Influencers in the Purchase Intention Process". 2026.<br>10.1007/978-3-032-12879-9_13 |

3 Madalena Abreu; Margarida Franca; Clara Almeida Santos; Victor Santos. "Digital Marketing in Religious Tourism: Spreading God's Word via Digital Media at the Shrine of Fátima". 2026.

10.1108/978-1-83708-786-020261004

4 Margarida Franca; Abreu, Madalena Eça de; Santos, Clara Almeida. "Spreading Gods Word via Digital Media at the Shrine of Fatima". In *Digital Marketing Advanced in Tourism: Theoretical Bases and Applications*. Emerald Publishing, 2025.

Accepted

5 Franca, Margarida; Abreu, Madalena; Azevedo, António. "Immersive and Transformative Spiritual Experiences: From the Inner Self to the Sense of Belonging to a Community". In *Tourism, Hospitality & Event Management*, 51-71. Springer Nature Switzerland, 2025.

10.1007/978-3-031-79074-4_4

6 Rasteiro, Deolinda M.L.D.; Pedrosa, Isabel; Abreu, Madalena; Deolinda M.L.D. Rasteiro; Isabel Pedrosa; Madalena Abreu. "SDG10: Reduced Inequalities. Fight Against Hunger and Food Waste: Case Study at IPC". In *Innovation, Resilience, Leadership and Sustainability in Higher Education*, 139-155. Switzerland: Springer Nature Switzerland, 2025.

Published • 10.1007/978-3-031-99713-6_10

7 Sousa, Brenda; Silva, Daniele; Apura, Marco; Rasteiro, Deolinda M.L.D.; Natividade, Eduardo; Domingues, Inês; Pedrosa, Isabel; Abreu, Madalena. "SDG 12: Responsible Consumption and Production: Using PBL to Foster Engagement and Empower Students with Sustainable Practices". In *Innovation, Resilience, Leadership and Sustainability in Higher Education*, 175-193. Springer Nature Switzerland, 2025.

10.1007/978-3-031-99713-6_12

8 Belem Barbosa; Madalena Abreu. "Religious Marketing in the Age of Digitalization and the Metaverse". 2025.

10.4018/979-8-3373-4591-8.ch012

9 Abreu, Madalena Eça; Ghazaryan, Elina; Cuche, Timoteo; Alves, Rodrigo José Gomes. "Marketing the downtown of Coimbra via a local agency". 2022.

https://doi.org/10.34628/d6gm-8416

10 Filipa Almeida; Madalena Abreu; Nuno Cadete. "We Stay Well Together: A Social Marketing Campaign". 293-302. Springer International Publishing, 2021.

10.1007/978-3-030-83286-5_17

11 Joana Rodrigues; Lara Mendes Bacalhau; Maria Madalena Eça de Abreu. "ORGANO GOLD ; OG CARES FOUNDATION – "EVERYONE DESERVES A CHANCE", GIVE BACK – UM CASO DE MARKETING EMPRESARIAL E MARKETING SOCIAL DE MÃOS DADAS". 372-386. Editora Artemis, 2021.

10.37572/edart_30082145325

12 André Viegas; Lara Mendes Bacalhau; Maria Madalena Eça de Abreu. "MARKETING DIGITAL – PASSADO, PRESENTE E FUTURO – AS TENDÊNCIAS E O CASO DA ICLIO". 387-400. Editora Artemis, 2021.

10.37572/edart_30082145326

13 Sónia Rocha; Lara Mendes Bacalhau; Maria Madalena Eça de Abreu. "TIMWE – UM PARCEIRO DIGITAL DE SUCESSO NO MARKETING SOCIAL-PÚBLICO E EMPRESARIAL". 401-415. Editora Artemis, 2021.

10.37572/edart_30082145327

14 Ana Filipa Almeida; Lara Mendes Bacalhau; Maria Madalena Eça de Abreu. "ASSISTÊNCIA MÉDICA INTERNACIONAL (AMI) – O PODER DOS SOCIAL MEDIA NA AJUDA ÀS ONG-D'S". 322-344. Editora Artemis, 2021.

10.37572/edart_28082144625

15 Hugo Faria; Maria Madalena Eça de Abreu; Lara Mendes Bacalhau. "RENAULT - EXPANSÃO E INTERNACIONALIZAÇÃO DA MARCA NO BRASIL". 365-371. Editora Artemis, 2021.

10.37572/edart_30082145324

16 Abreu, M.. "Nonprofit Marketing: A European Perspective on Donations and Religiousness". 347-356. 2016.

10.1007/978-3-319-24148-7_106

17 Santos, Márcia Rafaela Cadete dos; Laureano, Raul Manuel Silva; Abreu, Madalena Eça de; Santos, Márcia Rafaela Cadete dos Laureano, Raul Manuel Silva Abreu, Madalena Eça de. "Nonprofit management research: teams, design and recent topic trends". UALg ESGHT, 2014.

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Conference paper

1 Abreu, Madalena; Sousa, S.. "Giving and Happiness: Exploring the Relationship Between Prosocial Behavior and Subjective Well-Being". Paper presented in *Final International Conference of the EU funded WISER Horizon project: Happiness and Sustainability.*, 2026.

In press

2 Abreu, Madalena; Sousa, S.; Sousa, H. . Corresponding author: Sousa, S.. "Harnessing Artificial Intelligence for Sustainable Tourism Marketing: Insights from a Systematic Literature Review". *Granada*, 2025.

Accepted

3 Sousa, S.; Abreu, Madalena; Botelho, G. ; Madeira, R.. "Wine in the Digital Age: The Impact of Covid-19 on Distribution and Communication in Bairrada, Beira Interior, and Dão.". Paper presented in *The Landscapes Across the Mediterranean (CrossMED) 2nd Edition Conference.*, *Granada*, 2025.

Accepted

4 Madalena Abreu; Sara Sousa. "Cultivating Inner Peace, Innovate Education and Building the Community: The Case of Schoenstatt". 2025.

10.22492/issn.2189-101x.2025.16

5 "An insight into the Journey of Digital Nomads in Portugal". 2024.

10.58869/2024.icabm.02

6 Abreu, Madalena. "Digital Marketng in Portuguese Religious Organiza¿ons". Paper presented in *23rd XXIII International Congress on Public and Nonprofit Marketing*, *Covilhã*, 2024.

Published

7 Abreu, M.; Jordão, B.. "The Strategy Implementation of Account-Based Marketing (ABM)—The Stratio Case". 2024.

10.1007/978-3-031-60221-4_8

8 Jordão, Bárbara Figueiredo Carvalho Ferreira; De Abreu, Mandalena Eça. "Implementation of the ABM Strategy". 2023.

10.23919/cisti58278.2023.10211748

9 Duarte, P.; Abreu, M.. "Web Marketing Trends—Case Study of Trigénius". 2023.
10.1007/978-981-19-9099-1_43

10 Madalena Eca de Abreu; Joana Simoes; Diogo Judice; Isabel Pedrosa. "Using CRM in B2B Marketplaces". 2022.
10.23919/cisti54924.2022.9820206

11 de Abreu, Mandalena Eca; Viegas, Soraia; Barbosa, Belem. "Order tracking systems An analysis of B2B customer satisfaction". 2022.

12 de Abreu, M.E.; Viegas, S.; Barbosa, B.. "Order tracking systems An analysis of B2B customer satisfaction,Sistemas de rastreamento de encomendas Uma análise da satisfação dos clientes B2B". 2022.
10.23919/CISTI54924.2022.9820380

13 Silva, J.S.; Saldanha, R.; Pereira, V.; Raposo, D.; Boavida, F.; Rodrigues, A.; Abreu, M.. "WeDoCare: A system for vulnerable social groups". 2019.
10.1109/CSCI49370.2019.00201

14 Costa, A.; Abreu, M.; Barbosa, B.. "Millennials' trends in luxury marketing: The ecoturism,Tendências dos millennials no Marketing de Luxo: O ecoturismo". 2019.
10.23919/CISTI.2019.8760822

15 Viegas, A.; Abreu, M.M.; Pedrosa, I.. "State-of-The-Art in wearable technology: Medical area applications,Estado da Arte da Wearable Technology: Aplicações na área médica". 2016.
10.1109/CISTI.2016.7521565

16 David, S.; De Abreu, M.E.; Trigo, A.. "CharX - A proposal for a collaborative information system for the eXchange of goods between charities". 2014.
10.1145/2618168.2618169

Journal article

1 Abreu, Madalena; Ladeira, Frederico; Laureano, Raul M. S.; Madalena Abreu; Frederico Ladeira; Raul M. S. Laureano. Corresponding author: Abreu, Madalena. "Strategic Fundraising Analytics: Predicting Donor Behavior in Non-Governmental Organizations". *Journal of Technology in Human Services* (2026): 1-21. https://doi.org/10.1080/15228835.2026.2738146.
Published • 10.1080/15228835.2026.2738146

2 Sara Sousa; Madalena Abreu; Henrique Sousa; Yulia Pogodina; Ashley Costa. "Exploring Consumer`s Behavior Regarding Organic Food in Portugal". *Portuguese Journal of Finance, Management and Accounting* (2026): https://publons.com/wos-op/publon/82957824/.
10.54663/2183-3826.2026.V12.N23.21-40

3 Madalena Abreu. "From Contemplation to Connection: Empathy and Encounter in European Monasteries". *Foundations of Empathy - Understanding Its Role in Healing, Society, and Human Connection [Working Title]* (2026): https://publons.com/wos-op/publon/83124890/.
10.5772/INTECHOPEN.1015008

4 de Abreu, Madalena Eca. "Spiritual Journeys and Transformative Spaces: Pilgrimage, Religious Marketing, and Digital Nomadism in Contemporary Catholic Refuges". *Marketing Dynamism & Sustainability-Things Change, Things Stay the Same.* (2026): https://publons.com/wos-op/publon/86504688/.
10.1007/978-3-032-19947-8_22

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|---|---|
| 5 | de Abreu, Madalena Eca; Sampaio, Luana Pinheiro. "An insight into the Journey of Digital Nomads in Portugal". *International Journal of Marketing, Communication and New Media* (2025): https://publons.com/wos-op/publon/76324192/.<br>10.54663/2182-9306.2025.SPECIALISSUEMBP.158-169 |
| 6 | Rodrigues, M.J.M.; de Abreu, M.M.E.G.; da Silva, A.M.F.G.. "Impact of marketing skills on strategy definition and SME performance,Impacto das competências de marketing na definição da estratégia e na performance das PME". *RISTI - Revista Iberica de Sistemas e Tecnologias de Informacao* 2019 E24 (2019): 74-89. http://www.scopus.com/inward/record.url?eid=2-s2.0-85077586411&partnerID=MN8TOARS. |
| 7 | de Abreu, M.E.; Laureano, R.M.S.; da Silva, R.V.; Dionísio, P.. "Volunteerism, compassion and religiosity as drivers of donations practices". *International Journal of Nonprofit and Voluntary Sector Marketing* 20 3 (2015): 256-276. http://www.scopus.com/inward/record.url?eid=2-s2.0-85030444328&partnerID=MN8TOARS.<br>10.1002/nvsm.1526 |
| 8 | de Abreu, M.E.; Laureano, R.M.S.; Alwi, S.F.S.; da Silva, R.V.; Dionísio, P.. "Managing volunteerism behaviour". *Journal of General Management* 40 3 (2015): 39-54. http://www.scopus.com/inward/record.url?eid=2-s2.0-84930814667&partnerID=MN8TOARS.<br>10.1177/030630701504000304 |
| 9 | Madalena EEa Abreu; Raul M. S. Laureano; Rui Vinhas da Silva; Pedro Dionnsio. "Drivers of Donations: Does Religiosity Make a Difference?". *SSRN Electronic Journal* (2013): https://publons.com/wos-op/publon/16585153/.<br>10.2139/SSRN.2380097 |
| 10 | Madalena Abreu. "The brand positioning and image of a religious organisation: an empirical analysis". *International Journal of Nonprofit and Voluntary Sector Marketing* 11 2 (2006): 139-146. http://dx.doi.org/10.1002/nvsm.49.<br>10.1002/nvsm.49 |
| 11 | Cabrine-Santos, M; dos Santos, VM; de Lima, MA; de Abreu, MEA; Lages-Silva, E; Ramirez, LE. "Genitourinary changes in hamsters infected and reinfected with Trypanosoma cruzi". *Memorias do Instituto Oswaldo Cruz* (2003): https://publons.com/wos-op/publon/12748775/.<br>10.1590/S0074-02762003000400018 |

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|---|---|---|
| Thesis / Dissertation | 1 | Teixeira, Filipa Madalena Abreu Alves. "Relatório estágio profissional". Master, 2019. http://hdl.handle.net/10362/80928. |


## Activities

### Oral presentation

| | Presentation title | Event name<br>Host (Event location) |
|---|---|---|
| 2024/11/27 | "Inspiring Holy Women - Religious Tourism in the Rhine Valley" | Congresso Mundial de Turismo do Interior. In comunicações orais.<br>Associação Ibérica de Turismo do |

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|---|---|---|
| | | Interior (Caceres, Spain) |
| 2024/06/28 | Marketing the Future Plate - The Case of Too Good To Go | CISTI'2024 - 19th Iberian Conference on Information Systems and Technologies<br>University of Salamanca (Salamanca, Spain) |
| 2024/06/06 | The Role of Digital Influencers In The Purchase Intention Process | CISTI'2024 - 19th Iberian Conference on Information Systems and Technologies<br>University of Salamanca (Salamanca, Spain) |

## Supervision

| | Thesis Title<br>Role | Degree Subject (Type)<br>Institution / Organization |
|---|---|---|
| 2023 - 2023 | Observatório de Brandig Territorial<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2023 - 2023 | A importância do branding no processo de internacionalização da marca:um estudo de caso da marca Embraer S. A.<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2023 - 2023 | Impacto da adoção de ferramentas de marketing sensorial: o caso da região das Caldas da Rainha<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2023 - 2023 | Digital Marketing in Portuguese Religious Organizations<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2022 - 2022 | O papel do marketing territorial na atração de investimento para o concelho de Leiria<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2022 - 2022 | O contributo da prospeção de cllientes em empresas B2B. Relatório de Estágio na empresa TUU - Building Design Magagement, Lda.<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |

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| 2022 - 2022 | Marketing sensorial em contexto online<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2022 - 2022 | Como pode o marketing digital, enquanto estratégia de comunicação, auxiliar a fidelização de clientes?<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2022 - 2022 | O impacto do sistema de rastreamento de encomendas na satisfação dos clientes B2B<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2022 - 2022 | Marketing Digital na CH\|Coimbra Business Consulting<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2021 - 2021 | A importância do CRM e o seu impacto no relacionamento com os clientes<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2021 - 2021 | Eficácia de uma estratégia de Inbound Marketing<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2021 - 2021 | Perspetivas para a criação de um Convention Bureau na região centro de Portugal<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2021 - 2021 | Como trabalhar a comunicação da Ordem dos Engenheiros<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2021 - 2021 | Marketing the downtown of Coimbra: the APBC case<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |

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| 2021 - 2021 | Impacto de Marketing digital na NERC e a sua envolvente<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2021 - 2021 | Disrupt!Canvas: a template for sketching and assessing potentially disruptive business<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2019 - 2019 | A importância do marketing e relações públicas no El Corte Inglês, em Lisboa<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2019 - 2019 | Incursão pelo mundo do marketing digital: o caso de um estágio na Fucking Amazing<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2019 - 2019 | As tendências dos millennials de luxo: o ecoturismo<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2019 - 2019 | Impacto das competências de marketing na definição da estratégia e na performance das PME<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2019 - 2019 | Estágio na Liminal Martech Specialists<br>Supervisor | Contabilidade e Fiscalidade Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2019 - 2019 | Estágio Curricular: LOBA Customer Experience Design<br>Supervisor | Marketing e Negócios Internacionais (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2016 - 2016 | Mais transparência, mais donativos? A relação entre o Fundraising, a accountability e o seu reflexo nos donativos<br>Supervisor | Economia Social (Master)<br>Universidade Católica Portuguesa Católica Porto Business School, Portugal |

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|---|---|---|
| 2016 - 2016 | Plano de Marketing para o sucesso no mercado. O caso da introdução de um novo aditivo na alimentação de suínos<br>Supervisor | Gestão de Empresas Agrícolas (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2015 - 2015 | Plataforma colaborativa online de troca de bens entre organizações de solidariedade social<br>Supervisor | Sistemas de Informação de Gestão (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2014 - 2014 | Green marketing e a sustentabilidade empresarial:eEstudo de caso da empresa Pecol Sistemas de Fixação S A<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2014 - 2014 | Marketing digital: uso das redes sociais nas organizações do terceiro setor O caso Sermais.org<br>Supervisor | Sistemas de Informação de Gestão (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2013 - 2013 | Relatório de Estágio. A gestão nas redes sociais dos centros comerciais: análise de diferentes estratégias. Dolce Vita de Coimbra<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2013 - 2013 | A internacionalização em países emergentes:eEstratégia e marketing. Estudo de caso da empresa Efapel: Empresa Fabril de Produtos Electricos, S. A.<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2013 - 2013 | Relatório de estágio na empresa MBM Mobile™. Retorno do investimento nas ferramentas de marketing digital na empresa MBM Mobile™<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2013 - 2013 | Satisfação e fidelização do cliente bancário<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |
| 2013 - 2013 | O marketing, a ética e a comunicação na área da saúde: o caso curativa<br>Supervisor | Gestão Empresarial (Master)<br>Instituto Politécnico de Coimbra Instituto Superior de Contabilidade e Administração de Coimbra, Portugal |

## Association member

| | Society Organization | Role |
|---|---|---|
| 2023/07/21 - Current | Centro de Estudos Organizacionais e Sociais do Politécnico do Porto (CEOS. PP) | Colaboradora |

## Conference scientific committee

| | Conference title | Conference host |
|---|---|---|
| 2024/12/05 - 2024/12/07 | ICMarkTech 2024 – The 2024 International Conference on Marketing and Technologies | Regional Civil Engineering Laboratoty, Azores |
| 2024/07/03 - 2024/07/06 | INTERNATIONAL CONGRESS ON PUBLIC AND NONPROFIT MARKETING", | Universidade da Beira Interior, Covilhã & Universidade Católica Portuguesa, Porto, Portugal |
| 2024/06/20 - 2024/06/21 | ICABM2024 Scientific Committee | ISAG – European Business School, Porto, Portugal |
| 2023/12/15 - 2023/12/15 | XV Congresso Internacional de Casos Docentes em Marketing Público e Não Lucrativo | Leon, Espanha. |
| 2023/11/30 - 2023/12/02 | ICMarkTech'23 - The 2023 International Conference on Marketing and Technologies | https://www.icmarktech.org/index.php/en/ |
| 2022/12/01 - 2022/12/03 | The 2022 International Conference on Marketing and Technologies | University of Santiago de Compostela, in Spain |
| 2022/07/14 - 2022/07/15 | ICABM 2022 - 4ft edition of the International Conference of Applied Business and Management | ISAG – European Business School, Porto, Portugal |
| 2022/07/14 - 2022/07/14 | ICABM 2022 - 4ft edition of the International Conference of Applied Business and Management | ISAG – European Business School, Porto, Portugal |
| 2022/07/07 - 2022/07/08 | IAPNM 2022 "Uniting Marketing Efforts for the Common Good: a challenge for four sectors", t International Congress on Public and Nonprofit Marketing | School of Economics and Management, University of Minho, Portugal |
| 2022/06/14 - 2022/06/15 | ISAG – European Business School, Porto, Portugal, (ICABM 2020) | ISAG – European Business School, Porto, Portugal, |
| 2018/06/21 - 2018/06/22 | ICABM2018 - segunda edição da Conferência Internacional de Gestão e Negócios no ISAG | European Business School, Porto |
| 2016/12/16 - 2016/12/16 | AIMPN / IAPNM 2016, VIII Congresso de marketing Público e não lucrativo | International Association on Public and Nonprofit Marketing (AIMPN / IAPNM), Porto |
| 2015/12/18 - 2015/12/18 | AIMPN / IAPNM 2015, VII International Congress on Teaching Cases related to Public and Nonprofit Marketing | International Association on Public and Nonprofit Marketing (AIMPN / IAPNM), "Cialso TingkeMar", Jerez de la Frontera, Spain. |

| | | |
|---|---|---|
| 2013/12/13 - 2013/12/13 | V Congreso Internacional de Casos Docentes en Marketing Público y No Lucrativo | Badajoz, Espanha |

## Journal scientific committee

| | Journal title (ISSN) | Publisher |
|---|---|---|
| 2024/12/03 - Current | Journal of Global Marketing | Taylor & Francis |
| 2024/02/01 - Current | International Review on Public and Nonprofit Marketing | Springer |
| 2024/02/01 - Current | International Review on Public and Nonprofit Marketing | Springer |

# Distinctions

## Title

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|---|---|---|
| 2025 | Coordinating Professor | Instituto Politécnico de Coimbra, Portugal |