

Zaila Maria Oliveira

Identification

Personal identification

Full name
Zaila Maria Oliveira

Citation names

Oliveira, Zaila
Oliveira, Z.

Author identifiers

Ciência ID
511F-C11A-1CA7
ORCID iD
[0000-0002-7002-7626](#)

Email addresses

zoliveira@umaia.pt (Professional)
zmo@iscap.ipp.pt (Professional)

Telephones

Mobile phone
913897281 (Personal)

Knowledge fields

Social Sciences - Other Social Sciences

Education

	Degree	Classification
2017/09/22 Concluded	Gestão (Doutoramento) Major in Especialidade: Marketing e Estratégia Universidade do Porto Faculdade de Economia, Portugal "Aferição de Métodos de Medição da Imagem de Destino Turístico." (THESIS/DISSERTATION)	

Affiliation

Teaching in Higher Education

	Category Host institution/organization	Employer
2025/09/01 - Current	Adjunct Teacher (Polytechnic Teacher)	Instituto Politécnico do Porto, Portugal
2023/09/18 - Current	Invited Assistant Professor (University Teacher)	Instituto Politécnico do Porto, Portugal
2022/09/01 - Current	Assistant Professor (University Teacher)	Universidade da Maia, Portugal
2022/02/22 - 2023/08/31	Invited Assistant Professor (University Teacher)	Universidade de Aveiro, Portugal

Outputs

Publications

Book	1	Teixeira, S.; Oliveira, Z.; Souza, E.. <i>Preface</i> . 2023.
	2	Teixeira, S.; Oliveira, Z.; Souza, E.. <i>Using influencer marketing as a digital business strategy</i> . 2023. 10.4018/9798369305515
Book chapter	1	Laryssa Silva; Zaila Oliveira; Sara Teixeira. "The Impact of the Aviation Hub for Tourism in Ceara, Brazil". 2024. 10.4018/979-8-3693-7021-6.ch003
	2	Pinto, M.O.; Teixeira, S.; Oliveira, Z.. "Self-promotion strategies on Instagram: A case study of a digital micro-influencer". 300-324. 2024.
	3	Teixeira, S.; Oliveira, Z.M.. "Determining consensus on the acceptance and actions of metaverse marketing in the Portuguese market". 84-107. 2024.
	4	Zaila Oliveira; Sara Teixeira; Sandrina F. Teixeira. "The Attitude of Portuguese Consumers of Green Cosmetics: The Influence of Environmental Concern and Health Concern.". In <i>The Influence of Environmental Concern and Health Concern</i> . 2024. 10.4018/978-1-6684-9277-2.ch008

- 5 Zaíla Oliveira; Sara Teixeira; Sandrina Teixeira; Joaquim Monteiro Pratas. "The Use of Social Media: Influence of Content Marketing for Brazilian Health Industry SMEs". In *Connecting With Consumers Through Effective Personalization and Programmatic Advertising*, 243-267. 2023.
10.4018/978-1-6684-9146-1.ch013
- 6 Barbosa, B.; Oliveira, Z.; Teixeira, S.F.; Gomes, V.P.. "Understanding Google Ads metrics for SME". 123-144. 2021.
- 7 Maia, I. L.; Brito, M. I. S. de; Oliveira, Z. M.; Magalhães Neto, A. B.; Morais, D. M. C.. "Sustentabilidade e as organizações: um estudo de caso sobre a aplicação de marketing sustentável em uma indústria de água mineral.". In *Compartilhando Saberes Científicos-Uniesp*, 96-113. Brazil, 2021.
- 8 Oliveira, Z.M.; Souza, C.M.A; Pessoa, R.A; Oliveira, O.V.; Araujo, F.C.M.. "O Perfil do Consumidor Universitário de E-Commerce de Fortaleza". In *Tópicos de Marketing*, 110-119. Brazil: Poisson, 2018.

Conference paper	1	Roriz, D.; Teixeira, S.; Oliveira, Z.. "Factors that influence the purchase intention of sustainable clothing". 2024.
	2	Pratas,J.; Oliveira, Z.; Teixeira, S.. "Decoding Loyalty: Analyzing the Relationship between Consumer Motivations to Adhere and Key Features Driving ongoing Participation in Loyalty Programs". 2024.
	3	Teixeira, S.; Oliveira, Z.; Teixeira, S. F.. "Digital marketing and sustainable tourism: a bibliometric analysis". 2024.
	4	Oliveira, Z.; Alcantara, L.; Teixeira S.; Teixeira, S. F.. "Perspective Of Social Media in The Influence of Decisions to Purchase Beauty Products In Fortaleza (Brazil)". 2024.
	5	Francisco, M.; Teixeira S. F; Reis J. L.; Oliveira, Z.; Teixeira S.. "Purchase decision process: consumer involvement and the perceived risks of habitual wine consumers". 2024.
	6	Teixeira S.; Oliveira, Zaila. Corresponding author: Teixeira S.. "Mobile Marketing determinants in consumer's purchase intention". <i>Praga</i> , 2023. In press
	7	Pratas, Joaquim; Amorim, C.; Oliveira, Zaila; Carlos, V.; Reis, J.. "Retail Chatbots main topics and research over time: A bibliometric and content analysis.". <i>Praga</i> , 2023. In press
	8	Flávia Rodrigues; José Luís Reis; Sandrina Teixeira; Oliveira, Zaila. "Website analysis to improve the performance of companies and the relationship with their customers, in time of the COVID19 pandemic: the case study of the MO brand". <i>Cuenca</i> , 2023. Published

- 9 Pratas, J.; Oliveira, Zaila. Corresponding author: Pratas, J.. "QR codes research in marketing: A bibliometric and content analysis". *Santiago de Compostela*, 2022.
Published
- 10 Oliveira, Zaila. "Explorando as mudanças no comportamento do consumidor online: os impactos da pandemia no comportamento de compra dos brasileiros". *Aveiro*, 2022.
Published
- 11 Oliveira, Zaila. "Tourism Segmentation: City Marketing in Environmental Tourism, the case of the TAMAR Project". *Porto*, 2021.
Published
- 12 "A imagem turística de Portugal no Brasil: a influência dos atributos na formação da imagem de um destino turístico". 2008.

Journal article

- 1 Alves, Joana; Teixeira, Sara; Oliveira, Zaila; Teixeira, Sandrina. "Factors influencing brands' reputation on social media". *Management & Marketing* 19 4 (2024): 692-709. <https://doi.org/10.2478/mmcks-2024-0031>.
10.2478/mmcks-2024-0031
- 2 Shojaei, A.S.; Barbosa, B.; Oliveira, Z.; Coelho, A.M.R.. "Perceived greenwashing and its impact on eco-friendly product purchase". *Tourism and Management Studies* 20 2 (2024): 1-12. <http://www.scopus.com/inward/record.url?eid=2-s2.0-85186948215&partnerID=MN8TOARS>.
Published · 10.18089/tms.20240201
- 3 Belem Barbosa, Zaila Oliveira, Valentina Chkoniya, Mehdi Mahdavi. "Significance of verbal and visual cues in communicating perfume properties over the Internet". *Observatorio (OBS*) Journal* (2023): <https://obs.obercom.pt/index.php/obs/article/view/2289/188188272>.
<https://doi.org/10.15847/obsOBS17420232289>.
- 4 Barbosa, B.; Oliveira, Zaila; Chkoniya, V.; Mahdavi, Mehdi. "Significance of verbal and visual cues in communicating perfume properties over the Internet". *Observatorio (OBS*)* 17 4 (2023): 88-106.
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- 5 Zaila Maria Oliveira; Tatiana Monteiro Holanda; Sandrina Teixeira; Sara Teixeira. "Understanding the difficulties of leadership in the context of social entrepreneurship". *Dutch Journal of Finance and Management* (2023): <https://doi.org/10.55267/djfm/14057>.
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- 6 Teixeira, S., Oliveira, Z., Teixeira, S., & Teixeira, S.. "Understanding the Impact of Online Communication Strategies on Consumer Purchase Intention for Green Cosmetics". *Sustainability* (2023): <https://www.mdpi.com/2071-1050/15/20/14784>.
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- 7 Oliveira, Zaila Maria; Teixeira, Sara; Souza, Elnivan; Souza, Cristiane; Pessoa, Rosângela. "Reverse Logistics: an approach to raising awareness of the risks caused by the incorrect disposal of expired drugs". *Dutch Journal of Finance and Management* 6 1 (2023): <https://doi.org/10.55267/djfm/13423>.
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- 8 Souza, Elnivan; Forte, Sergio; Teixeira, Sara; Oliveira, Zaila Maria; Teixeira, Sandrina. "Revisiting Strategy and Performance Concepts in the Strategy Tripod Framework". *Dutch Journal of Finance and Management* 6 1 (2023): <https://doi.org/10.55267/djfm/13422>.
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- 9 Oliveira, Zaila; Silva, A. F.; Teixeira, S.. "Factors Affecting the Relationship between Brands and Digital Consumer in Portugal". *International Journal of Marketing, Communication and New Media* 11 20 (2023): 226-256.
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- 10 Sandrina Teixeira; Belem Barbosa; Hugo Cunha; Zaila Oliveira. "Exploring the Antecedents of Organic Food Purchase Intention: An Extension of the Theory of Planned Behavior". *Sustainability* 14 1 (2021): 242-242. <http://dx.doi.org/10.3390/su14010242>.
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- 11 Barbosa, B.; Mahdavi, M.; Oliveira, Z.; Chkoniya, V.. "Buying perfume in the digital age: A study on e-shoppers' perceptions and typologies". *Asian Journal of Business and Accounting* 14 1 (2021): 1-32. <http://www.scopus.com/inward/record.url?eid=2-s2.0-8511939629&partnerID=MN8TOARS>.
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- 12 "Eu não vejo, mas Sou Vista- um estudo sobre o consumo de roupas por pessoas com deficiência visual". *REMARK. REVISTA BRASILEIRA DE MARKETING* 19 (2020): 197-215. <http://dx.doi.org/10.5585/remark.v19i1.17140>.
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- 14 "Comportamento de Compra do Consumidor em Mercados de Moda Informa". *REVISTA GESTÃO EM ANÁLISE* 8 (2019): 149-162.
10.12662/2359-618xregea
- 15 "Scents of celebrities: Endorsers? impact on buyers? online perfume purchase". *Management & Marketing. Challenges for the Knowledge Society* 14 (2019): 304-317. <http://dx.doi.org/10.2478/mmcks-2019-0022>.
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Magazine article

- 1 Barroso, T.B.; Oliveira, Z. "O marketing digital na conexão das relações de consumo", 2021
<https://doi.org/10.54663/2182-9306.2021.v9n17.27-47>
- 2 Meneses, N. E. O; Oliveira, Z.M. "Liderança Feminina: os desafios da mulher no mercado empresarial brasileiro", *Diálogos Acadêmicos*, 2015