

Conference Chairs

Prof. Márcia Maurer Herter, PhD



Márcia Herter is Assistant professor at ISEG – Lisbon School of Economics and Management (University of Lisbon). PhD in Marketing at Neoma Business School (France). Márcia has taught courses at various levels (undergraduate, post-graduated, master, Ph.D.) in several universities in France, Portugal, and Brazil. Her research appears in high quality peer-reviewed ABS-ranked journals, including the Journal of the Academy of Marketing Science, Journal of Service Research, Business Ethics Quarterly, European Journal of Marketing, Journal of Business Research, and Psychology & Marketing and international academic conferences such as the European Marketing Academy (EMAC), the Association for Consumer Research (ACR), and the Academy of Marketing Science (AMS). Her research projects include topics like Social and

Sustainable Marketing, Well-being and Health Marketing, and Sensory Marketing.

Prof. Sandra Cristina Semião Carvalho Miranda de Oliveira, PhD

Sandra Miranda is Assistant Professor at ISEG – Lisbon School of Economics and Management (University of Lisbon). She co-coordinates the Master in Marketing and the Postgraduate Course in Marketing Management. Her research interest focuses on sustainable consumption, addictive behaviors in social media, storytelling in advertising, and other topics. Her research appears in peer-reviewed academic journals, such as Psychology & Marketing, Technological Forecasting & Social Change and Journal of Business Research. She is involved in different scientific research projects and actively participates in scientific conferences. Her membership at AMA and ACR allows interaction with academic scholars in the field of marketing. She helped organize the 7th Global Innovation and Knowledge Academy Conference (GIKA), hosted by ISEG (Portugal, 2017). She is a reviewer for the European Journal of Management Studies (EJMS).



Organizing Committee

Prof. Vitor da Conceição Gonçalves, PhD



Vitor Gonçalves holds a licenciatura in Management from ISEG, a Ph.D. in Business Administration from the FCEE (University of Seville, Spain) and the title of Agregado in Management from the Technical University of Lisbon. His research has been published in international academic journals, industry-oriented books and newspapers. He's an experienced lecturer at various levels: undergraduate, post-graduated, master, Ph.D. and Executive Education, both in Portugal and abroad. He is a Full Professor (since 1994) of Business Administration at ISEG – School of Economics and Management (University of Lisbon). He is the President of ADVANCE Research Centre and a member of the General Council of Universidade de Lisboa (ULisboa).

Previously he was Vice-Rector and Pro-Rector of the Technical University of Lisbon and Dean of ISEG. Besides his academic career, he also has a long experience as a consultant for many public and private organizations in Portugal and abroad. Prof. Vítor da Conceição Gonçalves has also been a member of the Board of Directors of several listed and unlisted companies.

Prof. João José Quelhas Mesquita Mota, PhD



João Mota is a Full Professor of Industrial Marketing at the ISEG - Lisbon School of Economics and Management (University of Lisbon). He is the Strategy & Marketing Department Head. He co-coordinates the Master in Marketing. His research interests are in the area of business networks, namely the boundaries of the firm, buyer-supplier relationships, and strategizing in networks. He has published in Industrial Marketing Management, Journal of Business Research, Journal of Purchasing & Supply Management, Journal of Management Studies, among others.



Prof. Helena Milagre Martins Gonçalves, PhD

Helena Milagre Martins Gonçalves, is a Full Professor of Marketing (with Aggregation in Marketing) at the Dept of Management, ISEG (University of Lisbon). She holds a PhD in Organization and Business Administration from the same university. She has been the Head of the research group "Knowledge, Technology and Strategy" of the Research Center CSG/ADVANCE, of ISEG for more than seven years and the Head of the Master in Marketing for more than 16 years. She is also the head of several executive programs, such as the Postgraduate Program in Sustainability Management (since 2011) and the Postgraduate Program in Digital Marketing (since 2016). Her papers appear in several peer-reviewed academic journals, such as Psychology & Marketing, European Journal of Management, and Journal of Business Research.



Professor Gonçalves is an Associate Editor of the European Journal of Management Studies and belongs to the Editorial review board of the Journal of Business Research and the Journal of Innovation & Knowledge.

Prof. José Cristovão Verissimo, PhD



José Veríssimo is ISEG's Vice-President responsible for Marketing, International and Institutional Relations, and for Alumni. Doctor (PhD) in Business Management from Manchester Business School, University of Manchester, United Kingdom, is Associate Professor with Aggregation in Marketing. Author of several scientific articles in international academic journals. His areas of specialization are service marketing, digital marketing and brand management. He scientifically coordinates the MIM - Master in Management at ISEG, and is the Co-coordinator of the PhD in Agricultural Innovation in Tropical Food Chains, a program in partnership between ISA - Instituto Superior de Agronomia, INIAV - Instituto Nacional de Investigação Agrária e Veterinária, and the ISEG. He joined

academia in 2002 after 20 years of professional experience in the consumer goods industry.

