

CURRICULUM VITAE SANDRA MARIA CORREIA LOUREIRO

COMMUNICATION	Telephone: 00351 30 9950081 Mobile: 00351 962 906 208 E-mail: sandramloureiro@netcabo.pt or sandra.loureiro@iscte.pt
CITIZENSHIP	Portuguese
PRESENT POSITION	Assistant Professor Marketing, Operations and General Management Department Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forças Armadas 1649-026 Lisbon, D422
ACADEMIC QUALIFICATIONS	PhD 2006 University of Extremadura (Spain) (<i>sobresaliente cum laude por unanimidad</i>) and Register at Nova University of Lisbon (UNL n° 14/2006) Program: Marketing and International Commerce Dissertation topic: <i>Total Quality Management and consumer behaviour in Rural Tourism context</i> Master of Science in Socio-organizational Systems of the Economic Activity 2002 Technical University of Lisbon (ISEG) Undergraduate (with a curricular plan of 5 years) in Chemical Engineering 1991; Technical University of Lisbon (IST)
AWARDS	Best Paper Premier Award 2012 Global Marketing Conference (comprises EMAC, ANZMAC, KSMS, and Japan association of marketing). Acceptance rate for a paper 36% “The effect of online shopping orientation on perceived behavioural control and attitude toward online purchasing of clothes”
Teach and research Evaluation	Very good (2006-2008); Excellent (2009-2011); Excellent 2012
International Invitations	Visiting Rollins College –USA(Florida)-2010, 2011 Visiting Simmons College -USA(Boston-Massachusetts)-2011 Visiting Younsei University -South Korea(Seoul)-2011
Chair and discussant Invitation to be part of the publication who’s who in the world (2011, 2012)	Chair at: ANZMAC, KAMS-GMC, EuroMed

SUMMARY OF PROFESSIONAL APPOINTMENTS

- Sept. 2012 -Present** **Assistant Professor**
Marketing, of Marketing, Operations and General Management Department
Instituto Universitário de Lisboa ISCTE-IUL
Director of Master in Marketing
Current teaching: Relationship Marketing (Master), Operational Marketing(Undergraduate), Tools of Marketing Communication (Master), Seminar of scientific development in marketing (PhD course)
- From 2007 to 2012** **Assistant Professor**
Department of Economy, Management and Industrial Engineering
University of Aveiro
Regent of 2nd cycle (Master) courses: Quality Management in Services. Marketing Research, Brand Management and New Products Development, Consumer Behaviour.
Teach Consumer Behaviour in PhD course of Marketing and Strategy.
Co-director of Undergraduate and Master in Management (3 years)
- From 1998 to 2007** Assistant, later Assistant Professor and Associate Professor at Group Lusófona- Lusófona University (Statistics, Management of operations and production, Marketing)
- During 2007** Collaborator in the area of the statistical development (including software statistical) and marketing studies (structural equations and segmentation of markets) in the company Markttest.
- From 1991 to 2000** Teacher at High Schools and at Professional Training Centres (Chemistry, Physics, Statistics, Mathematics).

1-RESEARCH

The core of my research is consumer behaviour and has three main interests: tourism marketing, consumer-brand relationship and corporate social relationship. In this way we can regard several topics, such as: rural tourism, wine tourism, and related issues, brand and image destination, tourism and consumption experience, place attachment, satisfaction, loyalty, committed to the brand, willingness to sacrifice, cool brand, love brand, social networking and brand relationship.

MAIN RESEARCH PROJECTS

Project FCT PTDC/EGE-ECO/121862/2010: “CREST: consumer- website brand relationship”. This project proposal will be divided and managed independently. Project coordinator: Sandra Loureiro

Project FCT PTDC/HIS-ARQ/114077/2009: “Funerary practices in Alentejo’s Recent Prehistory and socio-economic proceeds of heritage rescue projects” (Instituto Politécnico de Tomar, ISEG-SOCIUS) and 12 researchers, 1/1/2010-30/12/2013 Coordinator principal: António Carlos Neves de Valera,

Project FCT PTDC/CS-GEO/104894/2008: “The overall rural tourism experience and sustainable local community development” 3 universities: Universidade de Aveiro, Universidade de Trás-os-Montes e Alto Douro, Instituto Politécnico de Viseu) and 12 researchers, Coordinator principal: Ekisabeth Kastenholz

International Project on Wine Consumption and cultural differentiates in three continents 2010-2011 (Europe, Australia, and South America), four universities and seven researchers (Sandra Loureiro (University of Aveiro Portugal), Silvia Cacho (IPADE Mexico), Prof. Judy Drennan, Constanza Bianchi, Bill Proud (Queensland University of Technology Australia), Nathalie Guibert and Bertrand Belvaux (University of Paris 2 / Sorbonne Universities France)).

PUBLICATIONS

My publications include the following refereed journals, refereed conference proceedings, and book chapters. (ABDC 2010 means Australian Business Deans Council 2010)

INTERNATIONAL REFEREED JOURNALS

Loureiro, S.M.C., Almeida, M. & Rita, P. (2013). The effect of atmospheric cues and involvement on pleasure and relaxation: The spa hotel context. *International Journal of Hospitality management*, 35 (December) 35–43. (ISI Thompson indexed) doi: <http://dx.doi.org/10.1016/j.ijhm.2013.04.011>

Loureiro, S.M.C., Koo, Dong-Mo, & Ribeiro, L. (2013). Effects of Atmospherics on Emotions and Intention with Respect to Involvement under Different Shopping Environments. *Journal of Global Scholars of Marketing Science* (accepted Forthcoming) (ISSN 2163-9159) (indexed EElectronic Marketing (ELMAR) and the Korea Citation Index (KCI)) (online 20 August) 1-25. doi: 10.1080/21639159.2013.820880

Loureiro, S.M.C. & Kaufmann, H. R. (2013). The impact of islands image on tourists’ satisfaction and place identity. *Journal for International Business and Entrepreneurship Development*, 7(1), 52-62 doi: 10.1504/JIBED.2013.052131

Dos Santos Martins, Loureiro, S.M.C., Amorim, M. (2013). Quality and Sustainability in Higher Education Institutions: Key Factors. *International Journal of Management Cases (IJMC)*, 15 (4), 315-330.

Loureiro, S.M.C., Veríssimo, Â. & Cayolla, R. (2013). The effect of Portuguese Nation Brand on Cognitive Brand Image: Portuguese and Canadian comparison. *International Journal of Management Cases*, 15 (4), 247-264.

Estrela, R. & Loureiro, S.M.C. (2013). Advertising self-regulation and complaints: a comparative study in Portugal and Spain. *South Asian Journal of Marketing and Management Research*, 3(8), 68-79.

Sarkar, B. & Loureiro, S. M. C. (2013). A framework to analyse the effect of hotel websites stimuli on emotions, attitude and intentions moderated by sensory curiosity; language of instruction; classification of hotel; and annual income of customer. *TOURISM & MANAGEMENT STUDIES (journal special issues,*

Strategic Management, Entrepreneurship & Innovation), vol.1, 331-342.

Araújo, A.F.B. & Loureiro, S.M.C. (2013). The role of cinema on the tourist destination image formation process (O papel do cinema na formação da imagem de destinos turísticos), **TOURISM & MANAGEMENT STUDIES** (journal special issues, Strategic Management, Entrepreneurship & Innovation), Vol.1, 40-53.

Veríssimo, M. & Loureiro, S.M.C. (2013). Experience marketing and the luxury travel industry. **TOURISM & MANAGEMENT STUDIES** (journal special issues, Strategic Management, Entrepreneurship & Innovation), vol.1, 296-302.

Loureiro, S.M.C., Miranda, F.J. & Pires, A. R. (2012). Driving forces behind participation and satisfaction with social networking sites, **International Journal of Virtual Communities and Social Networking**, 4(4), 33-51. DOI: 10.4018/jvcsn.2012100103

Laruccia, M. M., Tristão, J. A. M. & Loureiro, S.M.C. (2012). A Conceptual Approach for Cannibalism Between Goods. **Chinese Business Review**, 11(11), 989-995. <http://www.davidpublishing.org/show.html?9407>

Loureiro, S., Sardinha, I. & Reijnders, L. (2012). The effect of corporate social responsibility dimensions on consumer satisfaction and perceived value: the case of the automobile sector in Portugal. **Journal of Cleaner Production**, 37(December), 172-178 (ISI Thompson indexed) doi: 10.1016/j.jclepro.2012.07.003

Kaufmann, H. R., Loureiro, S.M.C., Basile, G. & Vrontis, D (2012). The Increasing Dynamics between Consumers, Social Groups and Brands. **Qualitative Market Research: An International Journal**, 15(4), 404 – 419. (B inWie 2001) doi: 10.1108/13522751211257088

Loureiro, S.M. C. & Kaufmann, H. R. (2012). Explaining Love of Wine Brands. **Journal of Promotion Management**, 18(3), 329-343. DOI:10.1080/10496491.2012.696460 (Special issue: Marketing communication of brands and products in new era).

Loureiro, S.M.C., Kaufmann, H. R., & Vrontis, D. (2012). Brand Emotional Connection and Loyalty. **Journal of Brand Management** (online24 February 2012), 20(1), 13-27 | doi:10.1057/bm.2012.3

Loureiro, S. & Miranda G., F. (2012). DUAQUAL: la calidad percibida por docentes y discentes del servicio de una secretaria universitaria. **Cuadernos de Gestión**, 12 (1), 107-122 (ISSN: 1131-6837 Electronic - ISSN: 1988-2157) doi: 10.5295/cdg.100251sc.

Almeida, M. & Loureiro, S. (2012). Estímulos Influenciadores do Prazer e do Relaxamento: o Contexto do SPA em hotel termal em Portugal, **Journal of Tourism and Development**, 3 (17/18), 1481-1493

Pires, A. & Loureiro, S. (2012). O Efeito das dimensões do Estilo de Vida de um Destino Turístico na Satisfação Global e no Passa-palavra: O caso da Barragem de Alqueva **Journal of Tourism and Development**, 1 (17/18), 161-173.

Loureiro, S. & Miranda G., F. (2011), Brand Equity and Brand Loyalty in the Internet Banking Context: FIMIX-PLS market segmentation. **Journal of Service Science and Management**, 4 (4), 476-485 (ISI Thompson indexed) doi:10.4236/jssm.2011.44054.

Loureiro, S. M. C. & Kastenholz, E. (2011). Corporate reputation, satisfaction, delight, and loyalty towards rural lodging units. *International Journal of Hospitality Management*, 30(3), 575–583 (ISI Thompson indexed) doi: 10.1016/j.ijhm.2010.10.007

Santana, S. & Loureiro, S. (2010). Assessing benefits and risks of online shopping in Spain and Scotland. *Portuguese Journal of Management Studies*-ISEG, 15(2), 161- 172 (special issue on management international systems).

Loureiro, S. (2010). Satisfying and delighting the rural tourists. *Journal of Travel and Tourism Marketing*, 27(4), 396-408 (ISI Thompson indexed) doi: 10.1080/10548408.2010.481580

Loureiro, S. & Miranda G., F. (2010). Calidad y satisfacción en el servicio de urgencias hospitalarias: análisis de un hospital de la zona centro de Portugal. *Investigaciones Europeas de Dirección y Economía de la Empresas*, 16(2), 27-41.

Loureiro, S. & Miranda G., F. J. (2009). Perceived Quality in Rural Lodgings of Spain and Portugal: RURALQUAL Scale. *Portuguese Journal of Management Studies*-ISEG, 14(1), 33-52

Loureiro, S. & Miranda G., F. J. (2008). The importance of quality, satisfaction, trust and image in relation to rural tourism loyalty. *Journal of Travel and Tourism Marketing*, 25 (2), 117-136 (ISI Thompson indexed) doi: 10.1080/10548400802402321

Loureiro, S. & Miranda G., F. J. (2006). Calidad, satisfacción y fidelidad en el turismo rural: Un análisis hispano-portugués. *Papers de Turisme*, 40, 49-65.

REFEREED BOOK CHAPTERS

Loureiro, S. M. C. (2013). The remarkable consumer experience of brands as drivers to a deep consumer-brand relationship In Doug Evans (ed.) *Psychology of Branding*. **NOVA** publishers (accepted forthcoming).

Loureiro, S. (2013). Antecedents and outcomes of participation in social networking sites. In Berthold Lausen, Dirk van den Poel & Alfred Ultsch (editors), *Algorithms from & for Nature and Life-Studies in Classification, Data Analysis, and Knowledge Organization*. **Springer**: Berlin-Heidelberg-New York (accepted: forthcoming).

Loureiro, S. M. C. (2012). Consumer-brand relationship: foundation and state of art. In Hans Ruediger Kaufmann & Mohammad Fateh Ali Khan Panni (editors), *Customer- Centric Marketing Strategies: Tools for Building Organizational Performance*, chapter 20 (pp. 413-434). **IGI Global**: Hershey, Pennsylvania, USA.

Chapter DOI: 10.4018/978-1-4666-2524-2.ch020

DOI: 10.4018/978-1-4666-2524-2, ISBN13: 9781466625242, ISBN10: 1466625244, EISBN13: 9781466625259

Sandra Loureiro has another contribution to this book as *Editorial Advisory Board*.

Loureiro, S. M. C. (2012). Tourism in rural areas: foundation, quality, and experience, In Murat Kasimoglu (editor), *Visions for Global Tourism Industry - Creating and Sustaining Competitive Strategies*, chapter 21 (pp.441-460). **InTech**: Rijeka (ISBN ISBN 978-953-51-0520-6)

<http://www.intechopen.com/articles/show/title/tourism-in-rural-areas-foundation-quality-and-experience>.

Loureiro, S. (2011). Love and Loyalty in Car Brands: Segmentation Using Finite Mixture Partial Least Squares. In Wolfgang Gaul, Andreas Geyer-Schulz, Schmidt-Thieme and Jonas Kunze (editors), Challenges at the Interface of Data Analysis-Computer Science and Organization, chapter 50, (pp. 503-510). **Springer**: Berlin-Heidelberg-New York
<http://ebooks.narotama.ac.id/files/Challenges%20at%20the%20Interface%20of%20Data%20Analysis,%20Computer%20Science,%20and%20Optimization/Chapter%2050%20%20Love%20and%20Loyalty%20in%20Car%20Brands;%20Segmentation%20Using%20Finite%20Mixture%20Partial%20Least%20Squares.pdf>

Loureiro, S. & Santana, S. (2010). Effect of consumer perceptions of web site brand personality and web site brand association on web site brand image. In H. Locarek-Junge and C. Weihs (editors), Classification as a Tool for Research - Studies in Classification, Data Analysis, and Knowledge Organization (pp. 743-750). **Springer**: Berlin-Heidelberg-New York. (ISSN: 1431-8814, ISBN: 978-3-642-10745-0, e-ISBN: 978-3-642-10745-0, DOI: 10.1007/978-3-642-10745-0)

REFEREED CONFERENCE PROCEEDINGS

Proceedings of conferences with rate of acceptance of 45% or less

Cunha, N.; Loureiro, S.M.C.; & Rego, A. (2013). Relationship quality drives and outcomes: a systematic literature review approach. In Demetris Vrontis, Yaakov Weber and Shlomo Tarba (Eds.) Conference book Proceedings of 6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business Challenges through Management Innovation (p.563-590). Estoril, Portugal: EuroMed Press (ISBN: 978-9963-711-16-1) (**ISI Web Knowledge**)

Loureiro, S.M.C.; Filipe, Y.; & Pires, A. R. (2013). Exploring the antecedents of brand equity in service industry In Demetris Vrontis, Yaakov Weber and Shlomo Tarba (Eds.) Conference book Proceedings of 6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business Challenges through Management Innovation (p.1031-1044). Estoril, Portugal: EuroMed Press (ISBN: 978-9963-711-16-1) (**ISI Web Knowledge**)

Pires, A.R.; & Loureiro, S.M.C.(2013). A study on antecedents and impacts of engagement and participation in brand communities in Portugal. In Demetris Vrontis, Yaakov Weber and Shlomo Tarba (Eds.) Conference book Proceedings of 6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business Challenges through Management Innovation (p.1407-1426). Estoril, Portugal: EuroMed Press (ISBN: 978-9963-711-16-1) (**ISI Web Knowledge**)

De Araujo, A. & Loureiro, S. M.C. (2013). The effect of negative plot films on destination image: the case of Brazil. In Conference book Proceedings of Global Management Conference May 22-25, 2013 (forthcoming)

Verissimo de Araujo, M. & Loureiro, S.M.C. (2013) Experience marketing and hospitality industry: how hotels can arouse customer's senses and emotions. In Conference book Proceedings of Global Management Conference May 22-25, 2013 (forthcoming)

dos Santos Martins, H.; Loureiro, S. M. C.; & Castro Amorim, M. P. (2013) Critical Success Factors on Production Engineering Teaching: A Study with a Qualitative Approach Using In-Depth Interviewing. In Conference book Proceedings of Global Management Conference May 22-25, 2013 (forthcoming)

Sarkar, B. & Loureiro, S. M. C (2013). Attitude and Intentions Toward Verbal Messages In Print Advertising: Comparison India and Portugal Marketing. In Conference book Proceedings of Global Management Conference May 22-25, 2013 (forthcoming)

Loureiro, S.M.C. & Lopes, R. (2013). Cool brands: the social conscience and sustainability as new trends. In Ming Lin and Len Tiu Wright (org.), Proceedings of 8th **Global Brand Conference** of the **Academy of Marketing**-Theme: Brand, Corporate Identity and Reputation and Sustainability (pp.752-761). Date: April 3-5, 2013, Catholic University of Portugal (Oporto, Portugal).

Loureiro, S. M. C. & De Araújo, C. (2013) Luxury Values as drivers for Consumer Behaviour: Luxury Clothes Brand Context. In Ming Lin and Len Tiu Wright (org.), Proceedings of 8th **Global Brand Conference** of the **Academy of Marketing**.-Theme: Brand, Corporate Identity and Reputation and Sustainability (pp.490-497). Date: April 3-5, 2013, Catholic University of Portugal (Oporto, Portugal).

CUNHA, N. LOUREIRO, S. M. C & Rego, Arménio (2013) Exploring the attitudes of bottle wine distributors toward the wine producers in the Portuguese wine sector. In Claudio Vignali and Gianpaolo Vignali (eds.) Conference book Abstract Proceedings of 10th CIRCLE International Conference (p.150-151).UK: Access Press. ISBN 978-0-9562471-8-6 3rd - 6th April 2013 ISSN

dos Santos Martins, H.; Loureiro, S. M. C.; & Castro Amorim, M. P. (2013) Quality and Sustainability in Higher Education Institutions: Key Factors. In Claudio Vignali and Gianpaolo Vignali (eds.) Conference book Proceedings of 10th CIRCLE International Conference (p.114-115).UK: Access Press. ISBN 978-0-9562471-8-6 3rd - 6th April 2013

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Loureiro, S.M.C., Veríssimo, Â. & Cayolla, R. (2013) The effect of Portuguese Nation Brand on Cognitive Brand Image: Portuguese and Canadian comparison. In Claudio Vignali and Gianpaolo Vignali (eds.) 10th Conference book Proceedings of 10th CIRCLE International Conference, (p.103-104). UK: Access Press. ISBN 978-0-9562471-8-6 3rd - 6th April 2013
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Loureiro, S.M.C. & De Araújo, C. M.B. (2012). How Individual and Social Luxury Values Affect Customers' attitude, Behavioural Control and Subjective Norms: Insights from Brazilian Luxury Clothes Market. In Jenni Romaniuk (Ed.) Conference book Proceedings of **ANZMAC** conference- Sharing the Cup of Knowledge' Australia, PANDORA electronic collection
<http://pandora.nla.gov.au/pan/25410/20130308-0715/anzmac.info/conference/2012/papers/index.html>

dos Santos Martins, Harley; Loureiro, Sandra Maria Correia; Castro Amorim, Marlene Paula (2012). Critical success factors as drivers to quality and sustainable in higher education institutions. In Demetris Vrontis, Yaakov Weber, Hans Ruediger Kaufmann, and Shlomo Tarba (Eds.) Conference book Proceedings of 5th **EuroMed** Conference of the EuroMed Academy of Business Research- Building New Business Models For Success Through Competitiveness and Responsibility (p.457-477). Glion-Montreux, Switzerland: EuroMed Press (ISBN: 978-9963-711-07-9) (**ISI Web Knowledge**)
http://unic.ac.cy/media/email/2012/business-school/EuroMed_eBook_5_Glion-Montreux_October_2012_Final.pdf

Loureiro, S.M.C. & Ribeiro, L. (2012). The impact of online atmospheric cues on emotions and word-of-mouth: gender differentiation. In Demetris Vrontis, Yaakov Weber, Hans Ruediger Kaufmann, and Shlomo Tarba (Eds.) Conference book Proceedings of 5th **EuroMed** Conference of the EuroMed Academy of Business Research- Building New Business Models For Success Through Competitiveness and Responsibility (p.828-844). Glion-Montreux, Switzerland: EuroMed Press (ISBN: 978-9963-711-07-9) (**ISI Web Knowledge**)

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Loureiro, S.M.C., Pires, A.R., & Kaufmann, A. R. (2012). Sustainability attitudes and behaviours in higher education: a cross-cultural comparison In Demetris Vrontis, Yaakov Weber, Hans Ruediger Kaufmann, and Shlomo Tarba (Eds.) Conference book Proceedings of 5th **EuroMed** Conference of the EuroMed Academy of Business Research- Building New Business Models For Success Through Competitiveness and Responsibility (p.845-864). Glion-Montreux, Switzerland: EuroMed Press (ISBN: 978-9963-711-07-9) **(ISI Web Knowledge)**

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Martins, H. S., Loureiro, S. M. C. & Amorim, M. P. C. (2012). Um framework para os fatores críticos de sucesso no ensino superior que fundamentam aspectos de qualidade e sustentabilidade. In Daniel Lugend and Jair W. de F. Manfrinato (Eds.) Anais do XIX Simpósio de engenharia de produção (05-07 of November 2012, campus of UNESP), City Bauru-SP, Brazil. <http://www.simpep.feb.unesp.br/anais.php>

Loureiro, S.M.C. and Almeida M. (2012). The effect of atmospheric cues and place attachment on pleasure and relaxation: the spa hotel context In Seung-Hee Lee (ed.) Proceeding of 2012 **Global Marketing Conference**-Globalization and Marketing Performance (pp.2075-2093). Seoul: Chungbuk National University (Republic of Korea)

Loureiro, S.M.C. and Lopes R.(2012). Brand credibility and self-brand connection as drivers to cool brands In Seung-Hee Lee (ed.) Proceeding of 2012 **Global Marketing Conference**- Globalization and Marketing Performance (pp.1551-1569). Seoul: Chungbuk National University (Republic of Korea)

Loureiro, S.M.C. (2012). Brand experience and willingness to sacrifice for a brand. In Seung-Hee Lee (ed.) Proceeding of 2012 **Global Marketing Conference**-Globalization and Marketing Performance (pp.57-74). Seoul: Chungbuk National University (Republic of Korea)

Santos, A. & Loureiro, S.M.C.(2012).The effect of online shopping orientation on perceived behavioural control and attitude toward online purchasing of clothes In Seung-Hee Lee (ed.) Proceeding of 2012 **Global Marketing Conference**-Globalization and Marketing Performance (pp.1236-1253). Seoul: Chungbuk National University (Republic of Korea)

Loureiro, S. Cacho, S., Drennan, J., Bianchi, C., Belvaux, B., Guibert, N. & Proud, B. (2012). Exploring Brand Love in the Wine Sector: An International Segmentation Perspective. In Michael Breazeale, Marc Fetscherin, Susan Fournier, and T. C. Melewar (org.) Proceeding of the 3rd **International Conference-Consumer brand relationship**. Boston, Massachusetts (USA)

Loureiro, S. & Lopes, R. (2012). The Social Side of Cool Brands. In Michael Breazeale, Marc Fetscherin, Susan Fournier, and T. C. Melewar (org.) Proceeding of the 3rd **International Conference-Consumer brand relationship**. Boston, Massachusetts (USA)

Pinho, A., Loureiro, S. & Kastenholz, E. (2012).The effects on heterosexuals of advertising targeting homosexuals: the moderate effects of gender, culture and personality traits. In Margaret Morrison (University of Tennessee) (Ed.) .Conference book Proceedings of **American Academy of Advertising** conference <http://aaasite.org/Proceedings.html>

Loureiro, S.M.C. (2011). Consumer's Love and Willingness to Sacrifice for a Brand. In Martin MacCarthy (Ed.) Conference book Proceedings of **ANZMAC** conference-Marketing in the Age of Consumerism: Jekyll or Hyde? Australia, PANDORA electronic collection ISSN 1447-3275 <http://pandora.nla.gov.au/tep/25410>

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(**ISI Web Knowledge**) http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

Loureiro, S. & Kaufmann, H. R. (2011). The effect of dimensions of destination image on satisfaction and place identity: the case of Sao Tome and Principe islands. In Demetris Vrontis, Yaakov Weber, Hans Ruediger Kaufmann, and Shlomo Tarba (Eds.) Conference book Proceedings of 4th **EuroMed** Conference of the EuroMed Academy of Business Research-Challenges in a Turbulent Era (p.1129-1138). Elounda, Greece: EuroMed Press (ISBN: 978-9963-711-01-7)

(**ISI Web Knowledge**) http://www.emrbi.com/main.asp?sel_nav1=154&sel_nav2=165&cat=site

Loureiro, S. (2011). Antecedents and outcomes of participation in social networking sites. In H. Berthold Lausen, Alfred Ultsch, and Dirk van den Peol (Eds.), Proceedings of the 35th Annual Conference **GFKL** (p.121) Germany, Frankfurt am Main: Goethe University Frankfurt (31August-2 September 2011).

Santana, S., Loureiro, S. & Cerdeira, J. (2011). Dimensions of job characteristics as predictors of job satisfaction and professional satisfaction. In H. Berthold Lausen, Alfred Ultsch, and Dirk van den Peol (Eds.), Proceedings of the 35th Annual Conference **GFKL** (p.121) Germany, Frankfurt am Main: Goethe University Frankfurt (31August-2 September 2011).

Belvaux, B., Guibert, N., Bianchi, C. Cacho-Elizondo, S., Loureiro, S. Drennan, J. & Proud, B. (2011). An International Segmentation of the Wine Market based on Consumers Values and Motivations. In Vicente Pinilla and Gwyn Campbell (org.) Fourth International Conference on Economics, Management Sciences and History of Wine (June 29 – July 1). University of Zaragoza, Spain.

Loureiro, S. (2011). Effects of Corporate Social Responsibility in Affective Commitment and Loyalty. In Ming Lin and Len Tiu Wright (org.) Proceedings of 7th **Global Brand Conference** of the **Academy of Marketing** - Brand, Identity and Reputation: Exploring, Creating New Realities and Fresh Perspectives on Multi-Sensory Experiences (pp. 83-85). Oxford: Said Business School (UK) (ISSN: 0-9549730-6-2) (online, p.89-91 Ink: http://www.ambrandsig.org/images/GBC_2011_Oxford_Conference_proceedings.pdf

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Loureiro, S. (2011). Are brand experienced customers, brand lovers and committed consumers more willing to sacrifice? In Michael Breazeale, Marc Fetscherin, Susan Fournier, and T. C. Melewar (org.) Proceeding of the 2nd **International Colloquium-Consumer brand relationship**, (p.17). Orlando: Rollins College (USA).

Cacho-Elizondo, S.; Bianchi, C.; Guibert, N.; Drennan, J.; Loureiro, S.; Proud, B., & Belvaux, B. (2011). Brand Love across Cultures: A Cross-cultural Study on Wine Consumption, Values and Preferences. In Michael Breazeale, Marc Fetscherin, Susan Fournier, and T. C. Melewar (org.) Proceeding of the 2nd **International Colloquium-Consumer brand relationship**, (p.18). Orlando: Rollins College (USA).

Loureiro, S. (2010). Brand Love Perceived by Car Users: Segmentation Using FIMIX-PLS. In Wolfgang Gaul, Wolfgang Gaul, Andreas Geyer-Schulz, Schmidt-Thieme (Eds) Proceedings of 34th Annual Conference of the German Classification Society (**GfKI**) (pp. 122) Germany, Karlsruhe: Karlsruhe Institute of Technology.

Dias, A., Pereira, R., & Loureiro, S.M.C. (2010). Dynamic Capabilities: Towards a construct linking marketing capabilities and performance. In D.Vrontis, Y. Weber, R. Kaufmann, and S. Tarba, (Eds.) Proceedings of 3rd **EuroMed** Conference of the EuroMed Academy of Business-Business Developments Across- Countries And Cultures (p. 1341-1346) Cyprus, Nicosia: EuroMed Press (ISBN: 978-9963-634-85-5) (**ISI Web Knowledge**).

Estrela, R. & Loureiro, S.M.C.. (2010). Advertising self-regulation in Portugal and Spain: a comparative study. In D.Vrontis, Y. Weber, R. Kaufmann, and S. Tarba, (Eds.) Proceedings of 3rd **EuroMed** Conference of the EuroMed Academy of Business-Business Developments Across- Countries And Cultures (pp.399-408) Cyprus, Nicosia: EuroMed Press (ISBN: 978-9963-634-85-5) (**ISI Web Knowledge**).

Kaufmann, H.R., Loureiro, S.M.C., Basile, G., Vrontis, D. (2010). New Consumer Role in Brand Community: From Attractiveness to an Active Member and Embedded Learning. In D.Vrontis, Y. Weber, R. Kaufmann, and S. Tarba, (Eds.) Proceedings of 3rd **EuroMed** Conference of the EuroMed Academy of Business-Business Developments Across- Countries And Cultures (pp.537-549) Cyprus, Nicosia: EuroMed Press (ISBN: 978-9963-634-85-5) (**ISI Web Knowledge**).

Loureiro, S. (2010). Brand love as a driver of strengthening the relationship and the trust with the brand: an empirical study on car sector. In Eun Young Kim (ed.) Proceeding of 2010 **Global Marketing Conference**-Marketing in a Turbulent Environment, (pp.362-373). Seoul: Chungbuk National University (Republic of Korea) (ISSN: 1976-8699).

Loureiro, S., Lienbacher, E., & Walter, E. (2010). Effects of customer value on internet banking corporate reputation and satisfaction: a comparative study in Portugal and Austria. In Eun Young Kim (ed.) Proceeding of 2010 **Global Marketing Conference**-Marketing in a Turbulent Environment, (pp.1977-1990). Seoul: Chungbuk National University (Republic of Korea) (ISSN: 1976-8699).

Loureiro, S. (2010). Symbolic image, satisfaction, and delight in retail sector: FIMIX-PLS market segmentation (abstract only) In Eun Young Kim (ed.) Proceeding of 2010 **Global Marketing Conference**-Marketing in a Turbulent Environment, (pp.2153). Seoul: Chungbuk National University (Republic of Korea) (ISSN: 1976-8699).

Loureiro, S. & Dias-Sardinha, I. (2010). Determinants of Corporate Social Responsibility for Consumer Satisfaction and Brand Perceived Value. In José Paulo Esperança et al. (org.) Proceedings of **GIRA Global Conference**- Corporate Governance, Innovation, Social and Environmental Responsibility (pp.

65), Lisbon: ISCTE

Loureiro, S. & Santana, S. (2010). Web site brand image, relationship, and credibility as determinants of e-shopper loyalty. In Suzanne C. Beckmann, Torsten Ringberg, and Thomas Ritter (eds.) *Proceeding of the 39th International EMAC Conference-The six senses: the essentials of marketing*, (pp. 115). Copenhagen: Copenhagen Business School Handelshøjskolen (ISBN: 978-87-92569-01-1)

Loureiro, S., Kaufmann, H., & Basile, G. (2010). Social consumer evaluation and embedded learning. In Michael Breazeale, Marc Fetscherin, Susan Fournier, and T. C. Melewar (org) *Proceeding of the 1st International Colloquium-Consumer brand relationship*, (pp.23). Orlando: Rollins College (USA).

Loureiro, S. (2010). The effects of perceived value, brand relationship, and brand love on loyalty intentions: an empirical study. In Michael Breazeale, Marc Fetscherin, Susan Fournier, and T. C. Melewar (org.) *Proceeding of the 1st International Colloquium-Consumer brand relationship*, (pp.23-24). Orlando: Rollins College (USA).

Loureiro, S. & Santana, S. (2010). Web site brand attributes and e-shopper loyalty- A Comparative Study of Spain and Scotland, In Joaquim Filipe e José Cordeiro (Eds), *Proceeding of the 6th WEBIST International conference on Web Information Systems and Technologies*, Vol. 2, (pp.257-262). Setúbal: INSTICC (<http://www.webist.org/>) (ISBN: 978-989-674-025-2). (ISI Web Knowledge)

Loureiro, S. (2010). Compromisso com a qualidade no turismo rural: uma análise em dois países transfronteiriços. In E. Figueiredo, E. Kastenholz et al. (Eds), *Livro de actas do 4^o CER Mundos rural em Portugal, múltiplos olhares, múltiplos futuros* (pp.436-445), Aveiro: Aveiro University (www.sper.pt/4cer/) e-book.

Loureiro, S. (2009). Segmentation Using Finite Mixture Partial Least Squares: loyalty and satisfaction perceived by customers of the supermarkets in Portugal. In V. E. Vinci, M. e Tenenhaus, R. Guan (Eds.), *Proceedings of the 6th International Conference on Partial Least Squares and Related Methods* (pp.264-269), Beijing: Publishing House of Electronics Industry (ISI Web Knowledge).

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Neves, J. & Loureiro, S. (2009). Global Evaluation and Loyalty of Lisbon as a Tourist Destination – Portugal. In D.Vrontis, Y. Weber, R. Kaufmann, and S. Tarba, (Eds.) *Proceedings of 2nd EuroMed Conference of the EuroMed Academy of Business-Managerial and Entrepreneurial Developments in the Mediterranean Area*, (pp. 1210-1219). Cyprus, Nicosia: EuroMed Press (ISBN: 978-9963-634-76-7) (ISI Web Knowledge).

Loureiro, S. & Santana, S. (2009). Website brand image: a comparison of website from Scotland and Spain. In H. Locarek-Junge and C. Weihs (Eds.), *Proceedings of the 11th Bi-Annual Meeting of ifcs e 33th Annual Conference GFKL* (contribute n^o 386) Germany, Dresden: Dresden University of Technology.

NATIONAL (PORTUGUESES) REFEREED JOURNALS

Loureiro, S. (2008). Gestão da Qualidade em Alojamentos de Turismo no Espaço Rural. *COGITUR-Journal of tourism studies*, 1, 41-72 (ISSN: 1647-0125).

Loureiro, S. & Miranda G., F. J. (2008). Qualidade Percebida do serviço em alojamentos rurais de Portugal. *Portuguese Journal of Accounting and Management*, 5, 37-72 (ISSN: 1645-9237).

Loureiro, S. (2006). Qualidade Percebida do serviço em alojamentos rurais de Portugal e Espanha: análise oferta e procura. *Revista Lusófona de Humanidades e Tecnologias*, 11, 136-148 (ISSN 1646-3951).

COLLABORATION IN SCIENTIFIC JOURNALS

Referee of **Tourism Management**

Referee of **Journal of Hospitality & Tourism Research**

Referee of **European Journal of Innovation Management**

Referee of **Computers in Human Behaviour**

Referee of **Revista Turismo & Desenvolvimento (RT&D)** or Journal of Tourism & Development

Referee of **International Journal of Hospitality Management**

Referee of **Investigaciones Europeas de Dirección y Economía de la Empresas (IEDEE)**

Editorial Board of International Journal of Business Research and Development

Member of the Editorial Council of COGITUR - Journal of tourism studies

Referee of International Conference INVITUR 2010-Research in Tourism: The State of the Art and Future Perspectives

Referee of International Conference INVITUR 2012- Tourism in times of change

Referee of 1st International Colloquium on the Consumer-Brand Relationship- Rollins College.USA

Referee of 2nd International Colloquium on the Consumer-Brand Relationship- Rollins College.USA

Referee of 3rd International Conference on the Consumer-Brand Relationship- Rollins College.USA

Referee of 40th International EMAC Conference (The Day After – Inspiration, Innovation, Implementation) - Faculty of Economics, University of Ljubljana.

Referee of 41th International EMAC Conference (Marketing to Citizens-Going beyond customers and consumers) –ISCTE-IUL

Referee of 42th International EMAC Conference (Lost in translation- MARKETING IN AN INTERCONNECTED WORLD) –Turkey

Referee of ANZMAC conference 2011(Australian & New Zealand Marketing Academy) Theme: Marketing in the Age of Consumerism: Jekyll or Hyde?

Referee of ANZMAC conference 2013(Australian & New Zealand Marketing Academy) Theme: "ENGAGING WITH OUR FUTURE"

Referee of KSMS-GMC 2012 (Korean Academy of Marketing) Theme: Globalization and Marketing Performance

Referee of 6th EuroMed (Academy of Business) conference Theme: Confronting Contemporary Business Challenges through Management Innovation.

PARTICIPATION AND COMUNICATION IN INTERNATIONAL CONFERENCES (rate of acceptance of 45% or less)

6th Annual EuroMed Conference (The EuroMed Academy of Business)

Presentation title: A study on antecedents and impacts of engagement and participation in brand communities in Portugal

Presentation title: Exploring the antecedents of brand equity in service industry
23rd and 24th September 2013, in Portugal, in Estoril's Congress Center

5th Global Management Conference (Globalization, sustainability and development)

Presentation title: Strategic Marketing for Tourism: The 2014 FIFA World Cup (Duch, Loureiro and Vieira)
Presentation title: Critical Success Factors on Production Engineering Teaching: A Study with a Qualitative Approach Using In-Depth Interviewing

Date: May 22– May 25, 2013, Instituto Universitário d Lisboa (ISCTE-IUL), Lisbon, Portugal

8th Global Brand Conference of the Academy of Marketing

Presentation title: Cool brands: the social conscience and sustainability as new trends.

Presentation title: Luxury Values as drivers for Consumer Behaviour: Luxury Clothes Brand Context.

Date: April 3-5, 2013, Catholic University of Portugal, Oporto, Portugal.

TMS – MANAGEMENT STUDIES - International Conference - Algarve 2012

Presentation title: A framework to analyse the effect of hotel websites stimuli on emotions, attitude and intentions moderated by sensory curiosity; language of instruction; classification of hotel; and annual income of customer

Presentation title: O papel do cinema na formação da imagem de destinos turísticos

Presentation title: O Efeito da Norma Subjetiva, Percepção de Controlo, Atitude e Experiência Passada na Intenção de Compra de Marcas de Roupas de Luxo no Brasil

Presentation title: Experience marketing and the luxury travel industry
21-24 of November 2012

5th Annual EuroMed Conference (The EuroMed Academy of Business)- **Co-chair session and discussant**

5th Annual EuroMed Conference (The EuroMed Academy of Business)

Presentation title: Critical success factors as drivers to quality and sustainable in higher education institutions (track organizations)

Presentation title: The impact of online atmospheric cues on emotions and word-of-mouth: gender differentiation (track Marketing)

Presentation title: Sustainability attitudes and behaviours in higher education: a crosscultural comparison (track Marketing) co-presentation with Ana Pires

4-5 October 2012, Glion-Montreux, Switzerland

Global Marketing Conference (Korean Academy of Marketing Science)-Globalization and Marketing Performance- **Chair section on Corporate Brand and Heritage Brand**

Presentation title: The effect of online shopping orientation on perceived behavioural control and attitude toward online purchasing of clothes **BEST PAPER PREMIER AWARD**

Presentation title: Brand experience and willingness to sacrifice for a brand

Presentation title: Brand credibility and self-brand connection as drivers to cool brands

Presentation title: The effect of atmospheric cues and place attachment on pleasure and relaxation: the spa hotel context July 19-22, 2012, COEX, Seoul, Republic of Korea

3rd International Conference on Consumer Brand Relationship

Presentation title: The Social Side of Cool Brands

Presentation title: Exploring Brand Love in the Wine Sector: An International Segmentation Perspective.
June 4-6 of 2012, Simmons School of Management, Boston, Massachusetts, U.S.A.

AAA 2012 Conference-American Academy of Advertising (South Carolina-USA)

Presentation title: The effects on heterosexuals of advertising targeting homosexuals: the moderate effects of gender, culture and personality traits. Overall rating of the paper 8 (with "1" indicating "weak" and "10" indicating "strong"). The Theoretical Framework of the paper rate 9 (excellent). March 15-18 of 2012 South-Carolina USA

Anzmac 2011 Conference- 14th Conference (Australian & New Zealand Marketing Academy)- **Chair section (3 chair section)**

Theme: Marketing in the Age of Consumerism: Jekyll or Hyde?

Presentation title: Consumer's Love and Willingness to Sacrifice for a Brand.

Presentation title: Characteristics of Cool Brands: The Development of a Scale.

Presentation title: Antecedents and Outcomes of Participation in Brand Communities: The Portuguese Perspective.

Presentation title: The Effect of Atmosphere on Emotions and Online Shopping Intention: Age Differentiation.

Presentation title: A Conceptual Approach for Cannibalism Between Goods.

28 – 30 November 2011, Perth Convention Exhibition Centre Perth, Monash University, Western Australia

4th Annual EuroMed Conference (The EuroMed Academy of Business)- **Co-chair session and discussant**

4th Annual EuroMed Conference (The EuroMed Academy of Business)

Presentation title: The influence of brand image and brand satisfaction on wine love and loyalty (track Wine business and globalization)

Presentation title: The effect of dimensions of destination image on satisfaction and place identity: the case of Sao Tome and Principe islands (track Marketing)

19-22 October 2011, Technological Educational Institute of Crete, Agios Nikolaos Campus, Crete, Greece

35th Annual Conference of the German Classification Society (GfKI) e 12th Bi-Annual Meeting of ifcs

Presentation title: Antecedents and outcomes of participation in social networking sites

Presentation title: Dimensions of job characteristics as predictors of job satisfaction and professional satisfaction

30th August to 2nd September 2011, Frankfurt am Main, Germany

7th Global Brand Conference of the AM Brand, Corporate Identity and Reputation SIG

Presentation title: Effects of corporate social responsibility on affective commitment and loyalty
April 6th – 9th 2011

Lady Margaret Hall, University of Oxford, UK

2nd International Colloquium on Consumer Brand Relationship

Presentation title: Are brand experienced customers, brand lovers and committed consumers more willing to sacrifice?

Presentation title: Brand Love across Cultures: A Cross-cultural Study on Wine Consumption, Values and Preferences.

March 22-24 of 2011, Rollins College, Winter Park –Orlando, U.S.A.

3rd Annual EuroMed Conference (The EuroMed Academy of Business)- **Chair session and discussant on Branding**

3rd Annual EuroMed Conference (The EuroMed Academy of Business)

Presentation title: New consumer role in brand community: from attractiveness to an active member and embedded learning (track 36)

Presentation title: Dynamic Capabilities: Towards a construct linking marketing capabilities and performance (track 8)

Presentation title: Advertising self-regulation in Portugal and Spain: a comparative study

4-5 November of 2010 University of Nicosia, Cyprus

Global Marketing Conference 2010 (Korean Academy of Marketing Science)-Marketing in a Turbulent world

Presentation title: Brand love as a driver of strengthening the relationship and the trust with the brand: an empirical study on car sector (track: Consumer Psychology)

Presentation title: Effects of customer value on internet banking corporate reputation and satisfaction: a comparative study in Portugal and Austria (track: Service Marketing)

Presentation title: Symbolic image, satisfaction, and delight in retail sector: FIMIX-PLS market segmentation (track: Advancing Research Methods in Marketing)

September 9-12, 2010, Keio University, Tokyo, Japan

GIRA Global Conference 2010-Corporate Governance, Innovation, Social and Environmental Responsibility

Presentation title: Determinants of Corporate Social Responsibility for Consumer Satisfaction and Brand Perceived Value (Theme: Business Ethics and Corporate Social Responsibility)

September 9-10, 2010, ISCTE-IUL, Portugal

34th Annual Conference of the German Classification Society (GfKI)

Presentation title: Brand love perceived by car users: Segmentation Using FIMIX-PLS (track: marketing data and recommendations)

July 21 -23, 2010, Universität Karlsruhe - Karlsruhe Institute of Technology, Germany.

39th International EMAC Conference- The 6 Senses, the Essentials of Marketing

Presentation title: Web site brand image, relationship, and credibility as determinants of e-shopper loyalty, (track: new technologies and E-marketing)

June 1-4 2010, Copenhagen Business School, Denmark

1st International Colloquium on Consumer Brand Relationship

Presentation title: The effects of perceived value, brand relationship, and brand love on loyalty intentions: an empirical study

Presentation title: Social Consumer Evolution and Embedded Learning
April 22-24 of 2010, Rollins College, Winter Park –Orlando, U.S.A.

6th WEBIST International conference on Web Information Systems and Technologies

Presentation title: Web site Brand Attributes and e-shopper Loyalty - A Comparative Study of Spain and Scotland, (track: society, E-business and E-government)
7-10 April of 2010, in Valencia, Spain.

2nd Annual EuroMed Conference (The EuroMed Academy of Business) - Managerial and Entrepreneurial Developments in the Mediterranean Area

Presentation title: “Global Evaluation and Loyalty of Lisbon as a Tourist Destination – Portugal”, 26 to 28 de October of 2009, in Salerno, University of Salerno, Italy.

6th International Conference on PLS and Related Methods

Presentation title: “Segmentation Using Finite Mixture Partial Least Squares: loyalty and satisfaction perceived by customers of the supermarkets in Portugal”, in track *Consumer Satisfaction measurement*, 4 to 7 of September of 2009, in Beihang University, China. (abstract indexed in ISI WEB KNOWLEDGE)

11th Bi-Annual Meeting of ifcs e 33th Annual Conference GFKL em Dresden 2009

Presentation title: “Website brand image: a comparison of website from Scotland and Spain”, on track *Marketing and Management Science VI*, in Dresden University of Technology, 15 of March of 2009, Germany.

Poster session

EMAC 2012

Assessing Brand Love in the wine Sector: A Multi-Country Study

Silvia Cacho-Elizondo, IPADE Business School
Judy Dremnan, Queensland University of Technology
Nathalie Guibert, University of Paris 2
Sandra Maria Correia Loureiro, University of Aveiro
Constanza Bianchi, Queensland University of Technology
Belvaux Bertrand, University of Paris 2

Measuring the Characteristics of Cool Brands and their Relationship with Brand Connection

Sandra Maria Correia Loureiro, University of Aveiro
Rui Lopes, University of Aveiro

Contributions to the Development of a Tourist Experience Scale

Elisabeth Kastenholz, University of Aveiro
Sandra Loureiro, University of Aveiro
Carlos Marques, University of Trás-os-Montes e Alto Douro
Maria João Carneiro, University of Aveiro

PARTICIPATION IN LUSO-BRASILIAN CONFERENCE

IV CER Mundos rural em Portugal, múltiplos olhares e múltiplos futuros
Título da apresentação: “Compromisso com a qualidade no turismo rural: uma análise em dois países transfronteiriços”, 4-6 Fevereiro 2010, Universidade de Aveiro, Portugal

2-TEACHING EXPERIENCE

TEACHING PHILOSOPHY

My teaching philosophy is based on variety of teaching methods, recognition of individual differences, and a genuine interest in students' learning lead to enthusiastic and motivated students.

During my years of teaching (from high school to graduate university programs) I have created innovative learning experiences for students with the application of video-conferencing technology, use of web site assessment, case study, team teaching and the writing of diverse course programs, and e-learning.

I have also been working closely with research students to complete their Doctoral, Masters and publication of their work in journals and conference proceedings.

In each class session, the students are motivated to seek information and knowledge in an independent way, to communicate them in a reflected way and to participate in discussions in a constructive way.

The professor's role is focused, among other aspects, on:

- Create an appropriate and motivator environment for the research and in-class discussions of information;
- Provide a set of materials for exploration;
- Transmit knowledge about the themes to be discussed in class;
- Guide students in the research-learning process and
- Support and help students in their works and presentations.

The student should:

- Be prepared to follow up the lessons and discussions, through appropriate readings before each class session;
- Participate in the discussions in a constructive and informed way;
- Participate in the works developed in group;
- Prepare and present works;
- Guarantee the quality of the individual work and group work, committing with high criteria of integrity, that allow to exclude the copy, the plagiarism, the purchase of works and the bad use of the informatics equipment available.

COURSES EXPERIENCE

Since September 2012: Assistant Professor at ISCTE-IUL

Operational Marketing, Marketing Management;

PhD course- Seminar of scientific development in marketing

Master courses-Tools of Marketing Communication, Relationship Marketing (coordinator).

Director of Master in Marketing (a full time program)

Since September 2007-2012: Assistant Professor at **University of Aveiro**, Department of Economy, Management and Industrial Engineering.

Curricular units for the courses of 2nd cycle (Master), Regent of: **Quality Management in Services** (course of **Management and Tourism**), **Marketing Research**, **Brand Management**, **New Products Development** and **Consumer Behaviour**.

Since 2010 collaboration in units of Consumer Behaviour and Service and Industrial Marketing in 3rd cycle courses (PhD courses): Marketing and Strategy and Management and Industrial Engineering.

During 2007: Associate Professor at Lusófona University of Lisbon, in the Master of Communication science, Marketing and Advertising - Component of Marketing.

1st. semester: **Quantitative Methods** and **Seminary Project in Applied Communication I** 2nd. Semester: **Management Strategy of Marketing**.

From September of 1998 to September of 2006: Assistant and Assistant /Adjunto Professor and later (2006) Coordinator Professor of:

Probabilities and Statistics and Mathematics at Instituto Superior de Humanidades e Tecnologias (I.S.H.T.), in the course of Accounting and Administration and Computer science Management;

Quality Management (implementation of a quality management system; audits of quality; human resource management for quality; quality tools: QFD, FMEA, SPC, Pareto diagram, SERVQUAL) at Instituto Superior de Humanidades e Tecnologias, in the course of Management of Tourism and Hotels companies.

At the same time (from 2001): Auxiliary Professor and coordinator of:

Mathematical Methods (Econometrics) at University Lusófona, in the courses of Management (1st Cycle) and Tourism (1st Cycle);

Operation and Production Management (lean production and anthropocentric model; productivity; types of implantation and criteria of analysis; planning of the production and stock: Gant, PERT, CPM, MRP, JIT, KANBAN) at University Lusófona, in the course of Management (1st Cycle);

Marketing (elaboration of marketing strategies; SWOT analysis; BCG and McKinsey models; positioning; market segmentation; strategy for products, brand, communication, price and distribution; innovation and launch of new products) at University Lusófona, in the course of Management (1st Cycle) and in the course of Applied Communication (1st Cycle).

From October of 1991 to December of 2000: Teacher at High Schools and at Professional Training Centres (Physics, Chemistry, Mathematics, Quality Techniques, Statistics).

RESEARCH SUPERVISIONS

Masters Theses

Completed:

Margarida Alexandra da Silva Fernandes (2008): "Deleite e fidelidade do consumidor em Turismo no espaço rural (Delight and customer loyalty in Rural Tourism)", Master thesis University of Aveiro.

Carla Arminda Rodrigues Monteiro (2008): "Gestão da Qualidade nos Serviços Hospitalares - Gestão das Reclamações (Quality Management in the Hospital Services - Management of Complaints)" - Master thesis University of Aveiro

Noémia Lay Aguiar Gomes (2008): "Avaliação da qualidade na prestação de serviços em secretarias universitárias (Evaluation of quality in the services of university departments)", Master thesis University of Aveiro

Inês Perdiz Arrais (2009): "O comportamento do consumidor face a questões ambientais (Consumer behavior in the face of environmental issues)" - Master thesis University of Aveiro (co-supervision)

Cristina Perez Rico (2009): "Benefícios e Riscos Percebidos pelos Consumidores Online (Perceived Risks and Benefits by Online Consumers)" - Master thesis University of Aveiro (co-supervision)

Carlos Fernández García (2009): "A imagem da marca Website e o Comportamento do Consumidor (The brand image and Website Consumer Behavior)", Master thesis University of Aveiro

Sonia das Neves Mendes (2009): "Qualidade e orientação para o mercado numa empresa do sector eléctrico (Quality and market orientation in a company in the electricity sector)" - Master thesis University of Aveiro

Daniela Patrícia Cardoso Ramos (2009): "Gestão da Qualidade e satisfação em três marcas de automóveis ligeiros (Quality and satisfaction in three car brands)" - Master thesis University of Aveiro

Maria Reis Morais Gonçalves (2009) "Qualidade dos serviços em jardins-de-infância do distrito de Aveiro (Quality of services in kindergarten in the district of Aveiro)" - Master thesis University of Aveiro

Maria João Simões Salgueiro (2009) "Relacionamento com a marca e amor à marca no sector automobilístico (Relationship with the brand and love brand in the automotive sector)" - Master thesis University of Aveiro

Cátia Regina Pereira Gomes (2009): "Responsabilidade social percebida por consumidores do sector automóvel (Corporate social responsibility perceived by consumers in the automotive sector)" - Master thesis University of Aveiro

Tania Graciete Teixeira da Cunha (2009): "Marketing relacional e lealdade nos serviços bancários online (Relationship marketing and loyalty in online banking)" - Master thesis University of Aveiro

Filipe M. L. Goulão (2010): "Determinantes do valor da marca na banca online (Determinants of brand equity in online banking)" - Master Thesis Lusófona University

Anabela Martins Farinha (2010): "Marketing relacional e internacionalização: um caso de estudo (Relationship marketing and internationalization: a case study)" - Master thesis University of Aveiro.

Joana da Conceição Lopes Alves (2010): "Orientação para o mercado, qualidade e responsabilidade social numa PME (Market orientation, quality and social responsibility in SMEs)" - Master thesis University of Aveiro

Ana Sofia Antunes Azinheira Gonçalves (2010): "Desenvolvimento de novos produtos na indústria de veículos comerciais (Development of new products in the commercial vehicle industry)" - Master's thesis University of Aveiro.

Hugo Daniel Oliveira Rios (2010): "The market orientation of the Portuguese cork industry" - Master thesis University of Aveiro.

Mariana Neves Anileiro da Maia Ribeiro (2010): "Apoio ao domicílio: impacto e qualidade percebida pelo cliente (Support home: impact and quality perceived by the customer)" - Master thesis University of Aveiro (co-orientation).

Raquel Sofia de Almeida Batista (2011): "Qualidade percebida pelos utentes das IPSS de Oliveira do Hospital (Quality perceived by the users of IPSS Oliveira do Hospital)" - Master thesis University of Aveiro (co-orientation).

Osvaldo Fernandes Gomes Viana (2011): "Imagem de São Tomé e Príncipe do ponto de vista do turista (Image of Sao Tome and Principe from the standpoint of the tourist)" - Master thesis Lusófona University.

Amândio da Gama Afonso (2011): "Turismo em São Tomé e Príncipe: realidade ou utopia? (Tourism in Sao Tome and Principe: reality or utopia?)" - Master thesis Lusófona University.

Maria José Abreu Trindade (2011): "Re-uso de embalagens intactas: uma alternativa para conter o excesso de resíduos sólidos no ambiente (Re-use of packaging intact: an alternative to contain excess waste on the environment)" - Master thesis Lusófona University.

Lara Marques Ribeiro (2011): "Lojas físicas versus virtuais: comparação entre idades e género (Physical versus virtual stores: a comparison between ages and gender)" - Master Thesis University of Aveiro.

Ana Regina Dias Pires (2011): "Factores de participação em comunidades de marca em Portugal (Factors of participation in brand communities in Portugal)" - Master thesis University of Aveiro.

Thiago Costa Duch (2011): "Marketing Turístico: O Destino João Pessoa e a Copa do Mundo 2014 (Tourism Marketing: The João Pessoa destination and the World Cup 2014)"- Master Thesis University of Aveiro (co-orientation).

Aida Pereira dos Santos (2011): "Orientação do consumidor para a compra de roupa online (Orientation of the consumer to buy clothes online)" – Master Thesis, IPAM Aveiro.

Bruna Sofia Machado Duarte (2011): "O papel das redes sociais online no marketing empresarial (The role of social networks in online marketing business)" - Master thesis University of Aveiro.

Lucia Ferreira Martins (2011): "Orientação mercado, qualidade e responsabilidade social: pme-alumínios (Market orientation, quality and social responsibility: SME-aluminum)"-Master Thesis University of Aveiro.

Rui Alexandre Sousa Lopes (2011): "Development of a scale to measure cool brands" - Master thesis University of Aveiro.

Joana Patrícia Martins de Resende (2011): "Determinantes para a Participação nas Redes Sociais (Determinantes for Participation in Social Networking)" - Master thesis University of Aveiro (ISCA).

Ana Patrícia Marques da Fonseca Monteiro (2011): "Internacionalização da PT inovação na África do Sul – estudo de caso (Internationalization of PT Innovation in South Africa - case study)" - Master thesis University of Aveiro (ISCA).

Marta Almeida (2011): "Efeito do ambiente SPA nas emoções e intenções (The Effect of SPA atmosphere on emotions and intentions)" -Master thesis University of Aveiro.

Alexandra Raquel Guimarães Alves (2011): " O envolvimento das IPSS com o sistema de Gestão da Qualidade Total (Implementation of Quality Management in Nonprofit Organizations)" - Master thesis University of Aveiro.

Angela Marina Janeiro Veríssimo (2012):" Portugal's nation brand image: portuguese and canadian comparisons" - Master thesis University of Aveiro.

Yesica Yudith da Silva Filipe (2012):"Antecedents of brand equity: the case of continente, edp and vodafone" - Master thesis University of Aveiro.

Cristiano Mineiro Branco de Araujo (2012):"Antecedentes da intenção de compra: mercado de roupa de luxo no Brasil (Antecedents of purchase intention: luxury clothing market in Brazil)"- Master thesis University of Aveiro.

Sofia Laura Gouveia de Freitas (2012). "Qualidade da informação online em turismo: ilhas (Quality of tourism information online: islands)"- Master thesis University of Aveiro

João Tiago da Cruz Carvalheiro (2012). "Antecedentes do comprometimento afetivo com automóveis de luxo (Antecedents of affective behaviour with luxury cars" - Master thesis University of Aveiro

André Dinis Santos Nogueira (2012). "Valores associados ao luxo na relação entre a marca e o consumidor (Values associated with luxury in consumer-brand relationship)" - Master thesis University of Aveiro

Ana Beatriz Costa Silva (2012). "As marcas de distribuidor e o comportamento do consumidor (Own brand and consumer behaviour)"- Master thesis ISCAA-University of Aveiro

Baishali Sarkar (2012). "Attitude and intentions towards words and brand stimuli in print ad"- Master thesis University of Aveiro

Arthur Filipe Barbosa de Araújo (2012). "Films and destination image when violence is based on history"-- Master thesis University of Aveiro

Medéia Veríssimo Silva de Araújo (2012) "Experience marketing and the luxury hospitality industry" -- Master thesis University of Aveiro

Daniela Cristina Silva Tavares (2012). "Sustentabilidade, preocupação ambiental e reciclagem: ensino superior (Sustainability, environmental concern and recycling: higher education)"-- Master thesis University of Aveiro

Andreia Catarina Valente dos Santos Lopes (2012). "Orientação para o mercado e qualidade percebida: supermercados Aveiro (Market orientation and perceived quality: supermarket Aveiro)"- Master thesis University of Aveiro.

Nadine Raquel Jesus Silva (2013). "Luxury Brands- Freeport Outlet Context"- Master thesis, Instituto Universitário de Lisboa (ISCTE-IUL).

Sérgio Nuno Telo Simões Penedo (2013). "A Experiência do Turismo Rural e a Intenção de Comportamento-Rural tourism experience and behavioural intention"- Master thesis, Instituto Universitário de Lisboa (ISCTE-IUL).

Projects to Undergraduate Course

Completed:

Daniela Patrícia Cardoso Ramos (2008), "Quality: theory into practice" - (University of Aveiro and Renault company CACIA).

Maria João Simões Salgueiro (2008): "The Role of Training in business" - (University of Aveiro and company Bosch Thermotechnology SA Vulcan).

Cátia Regina Pereira Gomes (2008): "A study on recruitment and selection: as processes essential to the performance of organizations" - (University of Aveiro).

COURSE DEVELOPMENT AND DELIVERY

From 1991 until 2006 I developed and taught a wide range of subjects for undergraduate courses, such as: organic and inorganic chemistry, physics, mathematical analysis, multivariate statistics, operations and production management, marketing, econometrics, and Marketing Management.

Recently, after 2006, I developed and taught in **post graduate courses**: chair of **brand management**, chair of **marketing research**, chair of **new product development**, chair of **quality management in services**, chair of **consumer behaviour**.

After 2013, I developed and taught in **post graduate courses** the **unity of Tools for Marketing Communication (chair) and Relationship Marketing (chair)**.

Preparation of Documents

Preparation of several documents, presentations (power-point) and topics (in word and pdf) to the courses and use of e-learning.:

Tools for Marketing Communication (presentation slides)

Consumer Behaviour (48 pages)

Concepts of Marketing (90 pages).

Concepts of regression: linear and non-linear (67 pages).

Concepts of Operations and Production Management (40 pages)

Concepts of Quality Management industry and services: 100 pages).

Probability and statistics: theoretical / practical (40 pgs.)

Concepts of Lean and Anthropocentric Theory (40 pages).

3- THESIS EXAMINER, COURSE DEVELOPMENT, UNIVERSITY MANAGEMENT AND OTHER ACTIVITIES

THESIS EXAMINER

PHD

Rui Manuel Fialho Franganito (2008): "*Cooperación e innovación en el proceso de creación y gestión del conocimiento en el sector textil y del vestido. El caso portugués*"- jury PhD in Business Dirección y Gestion Marketing, **Universidad de Sevilla** (SPAIN).

Paulo Jorge dos Santos Almeida (2010): "*La imagen de un destino turístico como antecedente de la decisión de visita: análisis comparativo entre los destinos*"- jury PhD in Management, Marketing and International Commerce, **University of Extremadura** (SPAIN).

Maria do Socorro Nunes Gadelha (2013): "*Estudio de satisfacción del usuario de sistemas de información en hospitales universitarios del nordeste (Brasil)*"- jury PhD in Management, Marketing and International Commerce, **University of Extremadura** (SPAIN).

José Manuel García Gallego (2013, July): "El Efecto Región de Origen en el comportamiento de compra de los consumidores extremeños"- jury PhD in Management, Marketing and International Commerce, **University of Extremadura** (SPAIN).

Cristina Cardigo (2013, July): "Last Christmas I gave you my heart-Gift-receiving and identity-threat: Voluntary disposition, as a coping strategy"- jury PhD in Marketing, **Instituto Universitário de Lisboa- ISCTE** (Portugal).

MASTER

Participated in Several Master jury member as Discussant

Elisabete Magalhães Filipe (2008), "*Adaptação cultural do Produto: o caso ABYSS & HABIDECOR*" – Jury Master in the Department of Languages and Culture, University of Aveiro.

Bruno Alexandre Miranda de Ataíde (2009): "*Construção dum plano de marketing: aplicação prática ao lançamento dum produto automóvel em Portugal*" - Jury Master in the School of Communication, Arts and Information Technology – Lusófona University of Lisbon.

Duarte Nuno Ferreira Monteiro (2010): "*O conceito de valor para o consumidor: uma abordagem sob a óptica Laddering*"- Jury Master in the School of Communication, Arts and Information Technology - Lusófona University of Lisbon.

Eugénia Maria das Neves Silva Lopes (2010): “*Reposicionamento da marca Portugal*” - Jury Master in the School of Communication, Arts and Information Technology - Lusófona University of Lisbon.

Cármem Lúcia Machado Rodrigues (2010): “Sustentabilidade de um projecto turístico no Douro: um aldeamento turístico no Conselho de Alijó” - Jury Master in the Institute of New Professions-Lisbon.

Sara Ferreira Sá Couto (2012): “O impacto do turismo na qualidade de vida e bem-estar do turista”-. Jury Master in Lusófona University of Lisbon

João Pedro Mota Vicente de Medeiros Barbosa (2012): “Avaliação do grau de satisfação dos turistas na ilha de São Miguel-Açores”- Jury Master in Lusófona University of Lisbon

José Maria Reimão Pinto de França Doria (2012). “The effect of party size and gender on willingness to pay in a restaurant setting”-ISCTE-IUL.

João Pedro Tavares Correia (2012). “O financiamento de documentários através de ações de Crowdfunding”. Jury Master in University of Aveiro

Cláudia Cristina da Luz Louro (2013). “Factores críticos de sucesso para a criação da marca Beja” - Jury Master in Lusófona University of Lisbon

Participated in Several Master jury member as President

Hernâni Manuel Gonçalves Oliveira (2010): “*A marcação CE e as directivas Nova Abordagem*”- President of the jury Thesis, University of Aveiro DEGEI

Daniel Alberto Oliveira Vaz (2011): “Análise da competitividade do cluster portuário” - President of the jury Thesis, University of Aveiro DEGEI

Rosa Isabel de Almeida Nogueira (2011): “internacionalização e ensino superior: o caso da Universidade de Aveiro” - President of the jury Thesis, University of Aveiro DEGEI

Ana Cláudia Silva Godinho (2011): “Qualidade, satisfação e lealdade nos serviços de saúde”- President of the jury Thesis, University of Aveiro DEGEI

Ana Catarina Domingues da Silva (2011): “A lealdade num contexto de hospitalização privada: estudo de caso”- President of the jury Thesis, University of Aveiro DEGEI

Sara Maria Regala da Fonseca (2011): “A relação entre a qualidade, satisfação e intenções de comportamento”- President of the jury Thesis, University of Aveiro DEGEI

Tânia Couto Paiva (2011): “Determinantes da performance baseados no processo de orçamentação”- President of the jury Thesis, University of Aveiro DEGEI

Ana Rita de Castro Sousa (2011): “Decisões da estrutura de capital: empresas portuguesas em Angola”- President of the jury Thesis, University of Aveiro DEGEI

At Instituto Universitário de Lisboa-ISCTE-IUL participated as a President in several master jury (2013):

Filipa Daniela Oliveira Ramalho

Mário Guilherme Santos da Silva

Heloísa de Jesus

Paulo Miguel Pereira Baumhammer Costa

Fábio Luís de Carvalho Barreira Costa

Xiao Wu

Hugo Filipe Antunes de Abreu
Mafalda Sofia Reis Franklin
Philip Valentin Knaul
Carlos Jorge Sousa Gameiro
Carlos Jorge Sousa Gameiro
Ana Luísa Costa Ferreira
Samuel António Ferreira Antunes Santos Jorge
João Pedro Rafael Marques
Yorete Marlene Campos De Azevedo
Ana Sofia Faustino Rodrigues
Ana Isabel Gomes Queirós
João Paulo Coelho dos Santos
Nidia Rodrigues Gouveia Teiga
Nikolai Nölle
Maria Joana Magalhães de Pinho
Miguel Jesus Rito Calado
Pedro Maria da Cunha Policarpo Ferreira Mendes
Raquel Rodrigues Antão

Participated in Several PhD jury member of ongoing Project Research

I have been invited to be jury in several PhD proposal thesis and ongoing projects PhD thesis in several Portuguese Universities, such as: University of Minho (PhD in Marketing and Strategic (PhD students João Pedro Dinis Araujo de Sousa), University of Trás-os-Montes e Alto Douro (PhD student Joaquim António Loureiro de Sousa, Ana Teresa Bernardo Guia), and ISCTE business School-University of Lisbon (PhD students: Paulo Jorge Ferreira, Sandra Sarabando Filipe).

UNIVERSITY MANAGEMENT

From May 2003 to September 2006: Chairman of the Scientific Council of the Institute of Humanities and Technology (Lusófona University group): several functions have been carried out, such as: the debate of scientific issues related with the courses; chair and moderate meetings of the Scientific Council, and analyse proposals for future teachers.

I was responsible for preparation of the courses program and conditions according to Bolonha (Diário da República – I série A, nº60 de 24 de Março de 2006).

From July 2008 to July 2011: Co-Director of Management courses, 1st and 2nd cycles, of the Department of Economics, Management and industrial Engineering, University of Aveiro.

Several functions were performed:

- Assist in preparing the evaluation report on the implementation of Bologna process;
- Elaboration of Reports of Master of Management course
University of Aveiro;
- Selection of students for master's degree;
- Responsible for the equivalence of courses and degrees.

From 2008 to 2012: Member of the scientific committee of the Master in Management from the University of Aveiro

From February of 2013.-director of Master in Marketing-ISCTE-IUL

Organization of Scientific Events

Member of the scientific Committee of the International Conference on Rural tourism-the ORTE Conference, DEGEI-University of Aveiro, 5th-7th September 2013.

Member of the Committee of the Workshop "The Theoretical Foundations and applications of web-based survey methods - Web-based Survey Methods Workshops at Universities in South Europe," DEGEI- University of Aveiro, September 11, 2009.

RESEARCH CENTERS AND INTERNATIONAL SCIENTIFIC ASSOCIATIONS

Research centers SOCIUS ISEG-UTL (Technical University of Lisbon).
Research centers GOVCOPP - DEGEI- University de Aveiro (from 2007 to 2012)
Research centers UNIDE-IUL (ISCTE-IUL)
European Institute for Advanced in Management (EIASM)
European Marketing Academy (EMAC)
Korean Academy of Marketing Science (KAMS)
EuroMed Academy of Business
American Academy of Advertising (AAA)
Pesquisa em Administração (Brasil)
Academia dos Docentes de Marketing do Ensino Superior (ADMES)

Other Professional Associations

Member of the Engineering Order in Portugal (nº 26147).

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REGISTRATION IMOM-scale to measure the level of internationalization and market orientation of an organization. Reference Proc. No. 628/2009, No. 733/2009 Registration, Legal 515/2009/DPI/RO on 02/10/2009.

REGISTRATION Cbud-scale to measure beliefs, attitudes and behaviours in the purchase, use and disposal of clothing.

September 2013

Sandra Maria Correia Loureiro