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Perfil



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Interesses de Ensino e Investigação

- Consumer Behavior
- E-Marketing
- Business Intelligence and Analytics
- Tourism Marketing

Atividades Académicas

Orientações

Tese de Doutoramento

Fernando Angelino, "GAMIFICATION OF LEARNING FROM A CONSUMERS BEHAVIOR PERSPECTIVE: STUDENTS' MOTIVATION AND ENGAGEMENT IN HIGHER EDUCATION", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Registado, 2018

Pedro Oliveira, "Playing with the Brain through Advertising: Neurophysiological Methods Application to Tourism", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Registado, 2018

Ricardo Ramos, "The shift from traditional web sites to social media and mobile apps", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Registado, 2018

Daniela Langaro, "Does Brand Engagement at the Facebook, improve Customer-based Brand Equity? A structural modeling approach", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Concluído, 2015

João Guerreiro, "Predicting Consumer Decision Making Process: The interplay between emotions and attention during the purchase of cause-related products", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Concluído, 2015

Carla Castro, "Comportamento do Consumidor: Procura de Informação e Compra Online de Seguro Automóvel - aplicação em Portugal", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Concluído, 2013

Monica Borges, "A new conceptual framework to evaluate consumer adoption of mobile TV services", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Concluído, 2013

Cristina Cardigo, "Gift-Receiving and Identity-Threat: Voluntary Disposition as a Coping Strategy", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Concluído, 2013

Mário Siteo, "A Responsabilidade Social Empresarial ? Proposta de Modelo de Avaliação: Estudo em Moçambique", Paulo Miguel Rasquinho Ferreira Rita, Tese de Doutoramento, Concluído, 2011

Atividades Científicas

Artigos Científicos em Revistas Internacionais

Moro, S., Pires, G., Rita, P. & Cortez, P. (2019). A cross-cultural case study of consumers' communications about a new technological product. *Journal of Business Research*. N/A (N/A), [Ciência-IUL](#), Indexada (SCOPUS)

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Brochado, A., Rita, P. & Moro, S. (2019). Discovering the patterns of online reviews of hostels in Beijing and Lisbon. *Journal of China Tourism Research*. 15 (2), 172-191, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Moro, S., Rita, P., Ramos, P. & Esmerado, J. (2019). Analysing recent augmented and virtual reality developments in tourism. *Journal of Hospitality and Tourism Technology*. N/A, [Ciência-IUL](#), Indexada (SCOPUS)

Moro, S., Batista, F., Rita, P., Oliveira, C. & Ribeiro, R. (2019). Are the States United? An analysis of US hotels offers through TripAdvisor's eyes. *Journal of Hospitality & Tourism Research*. N/A, 1-18, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Moro, S., Pires, G., Rita, P. & Cortez, P. (2019). A text mining and topic modelling perspective of ethnic marketing research. *Journal of Business Research*., [Ciência-IUL](#), Indexada (SCOPUS)

Romão, M. T., Moro, S., Rita, P. & Ramos, P. (2019). Leveraging a luxury fashion brand through social media. *European Research on Management and Business Economics*. 25 (1), 15-22, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Brochado, A., Rita, P., Oliveira, C. & Oliveira, F. (2019). Airline passengers perceptions of service quality: themes in online reviews. *International Journal of Contemporary Hospitality Management*. 31 (2), 855-873, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Pina, L. S., Loureiro, S. M. C., Rita, P., Sarmiento, E. M., Bilro, R. G. & Guerreiro, J. (2019). Analysing consumer-brand engagement through appreciative listening on social network platforms. *Journal of Promotion Management*. 25 (3), 304-313, [Ciência-IUL](#), Indexada (SCOPUS)

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Brochado, A. & Rita, P. (2018). Exploring heterogeneity among backpackers in hostels. *Current Issues in Tourism*. 21 (13), 1502-1520, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Moro, S. & Rita, P. (2018). Brand strategies in social media in hospitality and tourism. *International Journal of Contemporary Hospitality Management*. 30 (1), 343-364, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

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Amado, A., Cortez, P., Rita, P. & Moro, S. (2018). Research trends on Big Data in Marketing: a text mining and topic modeling based literature analysis. *European Research on Management and Business Economics*. 24, 1-7, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

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Rita, P., Oliveira, T., Estorninho, A. & Moro, S. (2018). Mobile services adoption in a hospitality consumer context. *International Journal of Culture, Tourism, and Hospitality Research*. 12 (1), 143-158, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

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Paulo Rita, Joaquim Antunes (2014) "A Importância do Marketing no Desenvolvimento de Destinos e Produtos Turísticos", Escolar EditoraRita, P. & Antunes, J. (2014). A Importância do Marketing no Desenvolvimento de Destinos e Produtos Turísticos. In Carlos Costa, Filipa Brandão, Rui Costa & Zélia Breda (Eds) (Ed.), *Turismo nos Países Lusófonos: Conhecimento, Estratégia e Territórios*. Lisboa, Portugal: Escolar Editora., [Ciência-IUL](#)

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Organização e coordenação de eventos

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Outras Atividades

Cargos de Gestão Académica

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing I (2014/2014)

Coordenador da unidade curricular Marketing Simulation Game (Opt) (2014/2014)

Coordenador da unidade curricular Web Marketing e Comércio Electrónico (2014/2014)

Coordenador da unidade curricular Sistemas de Informação de Marketing e Apoio à Decisão (2014/2014)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing (2014/2014)

Coordenador da unidade curricular Marketing Estratégico em Hotelaria e Turismo (2014/2014)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing III (2014/2014)

Coordenador da unidade curricular e-Business (2014/2014)

Coordenador da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2014/2014)

Coordenador da unidade curricular Tópicos Avançados de Gestão I (2014/2014)

Coordenador da unidade curricular Comportamento do Consumidor e Marketing Research (2014/2014)

Membro da Comissão Permanente da Comissão Científica do Departamento de Marketing, Operações e Gestão Geral (2014/2018)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing IV (2015/2015)

Coordenador da unidade curricular Simulador de Vendas (2015/2015)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing II (2015/2015)

Coordenador da unidade curricular e-Business (2015/2015)

Coordenador da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2015/2015)

Coordenador da unidade curricular Sistemas de Informação de Marketing e Apoio à Decisão (2015/2015)

Coordenador da unidade curricular Comportamento do Consumidor e Marketing Research (2015/2015)

Coordenador da unidade curricular Web Marketing e Comércio Electrónico (2015/2015)

Coordenador da unidade curricular Projecto de Investigação em Marketing (2015/2015)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing (2015/2015)

Coordenador da unidade curricular Desenvolvimento e Publicação da Investigação (2015/2015)

Coordenador da unidade curricular Simulador de Marketing (2015/2015)

Coordenador da unidade curricular Tecnologias de Informação para Hotelaria e Turismo (2015/2015)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing I (2016/2016)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing (2016/2016)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing III (2016/2016)

Coordenador da unidade curricular Desenvolvimento e Publicação da Investigação (2016/2016)

Coordenador da unidade curricular Projecto de Investigação em Marketing (2016/2016)

Coordenador de Especialidade em Marketing (2016/2018)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing III (2017/2017)

Coordenador da unidade curricular Internet Marketing (Ch, 6 Ects, Sem.) (2017/2017)

Coordenador da unidade curricular Web Marketing e Comércio Electrónico (2017/2017)

Coordenador da unidade curricular Sistemas de Informação de Marketing e Apoio à Decisão (2017/2017)

Coordenador da unidade curricular E-Business (2017/2017)

Coordenador da unidade curricular Comportamento do Consumidor e Marketing Research (2017/2017)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing I (2017/2017)

Coordenador da unidade curricular Marketing Estratégico em Hotelaria e Turismo (2017/2017)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing (2017/2017)

Coordenador da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2017/2017)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing II (2017/2017)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing IV (2017/2017)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing (2017/2017)

Director do Mestrado em Gestão de Hotelaria e Turismo (2017/2018)

Coordenador da unidade curricular Projecto de Investigação em Marketing (2018/2018)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing II (2018/2018)

Coordenador da unidade curricular Desenvolvimento e Publicação da Investigação (2018/2018)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing IV (2018/2018)

Coordenador da unidade curricular Métodos de Investigação em Hotelaria e Turismo (2018/2018)

Membro do Plenário da Comissão Científica da Escola de Gestão (2018/2018)

Membro da Comissão Permanente da Comissão Científica do Departamento de Marketing, Operações e Gestão Geral (2018/2018)

Coordenador da unidade curricular Tese em Gestão: Especialização em Marketing (2018/2018)

Prémios

Prémio de Melhor Paper - Academia de Marketing - 1992 (Internacional)

Prémios Científicos ISCTE / IBS - 2006

Prémios Científicos ISCTE / IBS - 2008

Prémios Científicos ISCTE / IBS - 2010

Prémios Científicos ISCTE / IBS - 2013

Prémios Científicos ISCTE / IBS - 2015

Prémios Científicos ISCTE / IBS - 2016

Prémios Científicos ISCTE / IBS - 2017

Associações Profissionais

Academia Europeia de Marketing (1990/-)

Associação Europeia de Programas de Doutoramento em Gestão e Administração de Empresas (2008/-)

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