

Sandra Maria Correia Loureiro

Perfil



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Perfil no Google Scholar	Consultar o perfil Google scholar
Escola no portal Ciência-IUL	Consultar o perfil Ciência-IUL

Interesses de Ensino e Investigação

- consumer-brand relationships
- hospitality tourism
- marketing tourism

Qualificações

Tipo	Programa	Instituição	Ano
Agregação	Apresentação de provas públicas de agregação	Universidade de Aveiro	2016
Doutoramento	Marketing and International Commerce	Universidad de Extremadura	2006
Diploma de Estudos Avançados	Organización de empresas (business organization)	Universidad de Extremadura	2004
Mestrado	Socio-organizational Systems of the Economic Activity	ISEG-Universidade de Lisboa	2002
Curso de Especialização Tecnológica	Curso de Formação Pedagógica de Formadores e Sistema de Aprendizagem	Instituto do Emprego e Formação Profissional	1997
Licenciaturas	Chemical Engineering	Instituto Superior Técnico-Universidade de Lisboa	1991

Atividades Académicas

Unidades curriculares

Desenvolvimento e Publicação da Investigação

Desenvolvimento e Publicação da Investigação

Desenvolvimento e Publicação da Investigação (Coordenador)

Dissertação em Gestão de Hotelaria e Turismo (Dght) (Coordenador)

Ferramentas de Comunicação de Marketing (Coordenador)

Ferramentas de Comunicação de Marketing (Coordenador)

Ferramentas de Comunicação de Marketing (Coordenador)

Gestão de Serviços A Clientes (Coordenador)

Inovação e Criatividade em Marketing (Coordenador)

Inovação e Criatividade em Marketing (Coordenador)

Marketing e Inovação em Turismo (Coordenador)

Marketing Estratégico em Hotelaria e Turismo (Coordenador)

Marketing Estratégico em Hotelaria e Turismo (Coordenador)

Marketing Relacional (Coordenador)

Marketing Relacional (Coordenador)

Marketing Relacional (Coordenador)

Projecto de Investigação em Marketing (Coordenador)

Projecto de Investigação em Marketing (Coordenador)

Projeto de Investigação em Gestão do Turismo (Coordenador)

Seminário de Desenvolvimento Científico em Marketing (Coordenador)

Seminário de Desenvolvimento Científico em Marketing (Coordenador)

Seminário de Investigação em Marketing

Tese em Gestão do Turismo (120 Ects) (Coordenador)

Tese em Gestão do Turismo I (Coordenador)

Tese em Gestão do Turismo II (Coordenador)

Tese em Gestão do Turismo III (Coordenador)

Tese em Gestão do Turismo IV (Coordenador)

Tese em Gestão: Especialização em Marketing (Coordenador)

Tese em Gestão: Especialização em Marketing I (Coordenador)

Tese em Gestão: Especialização em Marketing II (Coordenador)

Tese em Gestão: Especialização em Marketing III (Coordenador)

Tese em Gestão: Especialização em Marketing IV (Coordenador)

Orientações

Dissertação de mestrado

Marco António Neves Marques, "How can Marketing 3.0 improve Customer Relationship Management in Banco Português de Investimento towards Credit Card Products ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Registado, 2019

Tese de doutoramento

Ricardo Godinho Bilro, "The role of consumer-brand engagement in a digital marketing era", Sandra Maria Correia Loureiro, Tese de doutoramento, Concluído, 2018

Fernando Jorge Almeida Oliveira Brochado, "What makes an exceptional cuisine that worth a special journey?", Sandra Maria Correia Loureiro, Tese de doutoramento, Concluído, 2018

Dissertação de mestrado

Jaqueline Machado Salvador, "Desenvolvimento de uma estratégia de comunicação para a empresa Anjo d'água swimwear", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Maria Felício Crespo, "The effects of virtual shoe store on consumer engagement and behavioral intention through telepresence, emotional and cognitive states: exploring two background music beat", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Inês Filipa de Sousa Moura, "Driving consumer co-creation of value through consumer engagement: an investigation on antecedents and consequences of consumer engagement in the airline industry", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Sónia João Chagas Jesus, "EXPLORAR COMO OS RISCOS TANGÍVEIS E A ANIMOSIDADE PODEM AFETAR A IMAGEM DE UM DESTINO E A INTENÇÃO DE REVISITAR UM DESTINO TURÍSTICO: UM ESTUDO COMPARATIVO ENTRE LISBOA E O RIO DE JANEIRO", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Maria de Almeida e Silva Branco Amaral, "How cool is advertising-evoked nostalgia in the eyes of the Millennials?", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Gonçalo Silva Gomes, "A INFLUÊNCIA DO WORD-OF-MOUTH ELETRÓNICO NA INTENÇÃO DE COMPRA DE SMARTPHONES: Amigos ou Influenciadores Digitais?", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Tiago José Maniês Ferro, "COMO É QUE O TURISTA PERCEBE DOIS DESTINOS INSULARES COM CULTURA IDÊNTICA, MAS CARACTERÍSTICAS DEMOGRÁFICAS DISTINTAS, ATRAVÉS DAS REDES SOCIAIS? - O CASO DA MADEIRA E DA BERMUDA", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Lisandra Josefa Abreu Figueira, "Turismo de Cruzeiro: Factores que influenciam a intenção de regressar a Lisboa.", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Projecto final

Inês Filipa de Sousa Moura, "Levando à co-criação de valor através do engajamento do consumidor: uma investigação dos antecedentes e consequentes do engajamento do consumidor em companhias aéreas", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2018

Maria Felício Crespo, "Os efeitos da Loja Virtual de Sapatos no Compromisso do Consumidor e Intenção Comportamental através da Telepresença, Estados Emocionais e Cognitivos: Exploração de dois estilos de música ambiente", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2018

Jaqueline Machado Salvador, "Plano de comunicação para a empresa anjo d'água swimwear", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2018

Dissertação de mestrado

Diana Lourenço Macau, "Exploring Antecedents and Outcomes of Perceived Authenticity by Tourists at Lisbon Museums.", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2018

Projecto final

Francisco Maria de Almeida Tavares Pio Correia, "Audio Branding Empowerment - A Dissertation proposal about the interactive process between brands and consumer behavior", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2017

Vítor Manuel Henriques dos Santos Duarte, "The Positive Impact of Product Range Optimization in the Private Label of a Multinational Retail Company.", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2017

Paulo Jorge Padrão Anes, "Case Study: The Market is Calling for Biolage R.A.W ", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2017

Paulo Jorge Padrão Anes, "Case study: the market is calling for biolage R.A.W.- Master thesis, Instituto Universitário de Lisboa", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2017

Vítor Manuel Henriques dos Santos Duarte, "The positive impact of product range optimization in the private label of a multinational retail company", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2017

Dissertação de mestrado

Francisco Pio Correia, "Audio branding empowerment: a dissertation proposal about the interactive process between brands and consumer behaviour", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Luísa Maria dos Santos Jorge Teixeira Pinto, "Exploring the Role of Portuguese Brands' Actions on Social Media on Consumer Engagement", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Isabella Lazarini Silveira Attili, "The New Luxury is not Gold, it is Green: Communicating Sustainability within the Luxury Market - The case of the brazilian luxury fashion brand Osklen ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Adriana Carpinteiro de Oliveira e Costa, "Luxury Fashion Clothes and Accessories:The role of envy on desire to purchase ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Inês Santos Gonçalves, "Luxury cruises: The well-being perception of tourists about their experiences in-cruise ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Cristiana Matos Lopes, "'I Love you Benfica': An Original Fan Typology Based on the Analysis of the Relationship Between S. L. Benfica and its Fans ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Lídia Silveira Pina, "The Perception of Active Listening Practice on Social Networks as a Determinant of Brand Engagement ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Maria Guerra Vitorino Maximiano, "Antecedents and Outcomes of Consumer Experience and Engagement for Luxury Fashion Consumers", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

João Pedro Grácio Lopes, "Co-Created Corporate Social Responsibility Initiatives on Social Media ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Jessica Maria Serra, "Online Marketing Communication: A Netnography into different types of fashion brands ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Manwir Singh, "Brand Orientation and Performance Implications - A Resource-Based Perspective of Boss Menswear ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2017

Projecto final

João Carlos Nogueira Galelo, "Social Networking in Nonprofit Organizations:The case of Amnesty International Portugal ", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2016

Tese de doutoramento

Namércio Cunha, "Relationship quality: wine producers and distributors", Sandra Maria Correia Loureiro, Tese de doutoramento, Concluído, 2016

Dissertação de mestrado

Inês Macedo Abreu, "A Influência do Celebrity Endorsement nas Atitudes do Consumidor: O contexto do Instagram ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Goulwen Gurvan le Bellego, "Automotive Market: Does Corporate Brand Reputation and Brand Authenticity Lead to Brand Attachment ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Jan Patrick Middendorf, "Can Anti-Ageing Experiences and Mindfulness Contribute to Enhance Well-Being and Reduce Cognitive Age of German Elderly? ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Rui Pedro Rio Torto Ramos Martins, "Foodservice Tendencies in 2015 and 2016 and the Impact of Lifestyle and Social Media ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Maria Inês Lameiras Marques, "The Role of Positive and Negative Brand Engagement on Affective Commitment and Self-Expression Word-of-Mouth, using Extraversion as a Moderator: The brand communities context ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Manuel Maria Gonçalves Reis, "Lovemarks: Comportamento do Consumidor Português Associado a Clubes de Futebol ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Ana Patricia Abreu Lopes Augusto Martins, "Compromisso dos Turistas com o Turismo Cultural de Lisboa ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Tatjana Michaela Constanze Gorgus, "Online Brand Engagement. An Investigation on Antecedents and Outcomes within the Social Media Environment", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Luisa Cavallero, "Website Quality Elements and Online Shopper Behavior: Adapting the Unified Theory of Acceptance and use of Technology to Fashion Retailers' Websites", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Diab Alsalem, "The Impact of Generation Y's Customer Experience on Banking Sector", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2016

Projecto final

Constantin Witt-Doerring, "An Empiric Analysis of the Online Market for the Adventure Travel Industry and the Resulting Opportunities for the Startup Adventurer", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2015

Ana Cláudia da Silva Castro, "Plano de Comunicação Digital - 3M Portugal ", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2015

Tese de doutoramento

Ricardo Manuel de Mariz Rozeira de Almeida Cayolla , "Brand sacrifice: when consumers are deeply committed to a brand", Sandra Maria Correia Loureiro, Tese de doutoramento, Concluído, 2015

Dissertação de mestrado

Ana Filipa Luís Fialho, "Effects of In-Flight Ambience, Space and Staff on Relationship Quality and Behavioural Intentions of Air Passengers: The moderator role of mindfulness", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Frederik Alexander Van Den Berg, "The Role of the Record Label in the Digital Age", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Toby Jake Donaldson, "Brand Love & the Ideal Self: an Investigation Into Anthropomorphic Function in Brand Love Relationships", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Duarte Manuel dos Santos Duarte Gomes Viana, "Marketing Plan for Club del Gourmet and SuperCor ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Miguel Lobato Contreiras, "Eficácia dos Anúncios Nostálgicos e não Nostálgicos, com ou sem Marcadores de Probabilidade, em Portugal e no Brasil: Atitudes face a duas marcas globais e intenções de compra dos seus produtos", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Filipa Dias Lima, "A Influência da Música na Experiência da Arte: Emoções, Recordações e Intenções de Consumo", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Rodrigo José Marques Carvalho do Espírito Santo, "Análise ao Cluster do Calçado em Portugal: comparação de players e perspectivas futuras para o sector", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Inês Tavares Costa, "Loving Fashion: Creating new trends", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Antonia Radic, "The Effect of Rural Tourism Experience on Overall Satisfaction, Happiness and Behavioural Intentions: Insights from Dalmatia in Croatia ", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2015

Projecto final

Mário Pedro dos Santos Marcelino de Matos Soares, "Plano de Negócio Turismo Rural Casa do Lagar", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2014

Maria Clara Laso Pinto, "Explore the Perception of Millennial Generation About CSR in Fashion Luxury Brands", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2014

Tese de doutoramento

Harley dos Santos Martins, "QUALITY, SUSTAINABILITY AND CSF: THE CASE OF HIGHER EDUCATION INSTITUTION IN BRASIL", Sandra Maria Correia Loureiro, Tese de doutoramento, Concluído, 2014

Dissertação de mestrado

Daniel Filipe Marques Vieira, "Marca do Distribuidor VS. Marca do Produtor: Atitude e atracção à marca por parte do consumidor", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Gonçalo Filipe Cardoso da Silva Marques, "Factores que Afectam a Satisfação e Fidelização do Consumidor: O caso dos programas de fidelização Continente/Galp Energia e Pingo Doce/BP", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Diogo Francisco Maio Gonçalves, "Analyzing the Senior Consumers' Attitude Toward Advertising: Traditional and new media", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Raquel Maia Rebelo Varandas de Carvalho, "The Impact of Luxury Values and Luxury Marketing Factors on Generation Y'S Behavioural Intentions", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Sofia Isabel Barbosa de Oliveira, "The Portuguese Fashion Consumer's Shopping Orientations and Channel Selection in a Multichannel Environment", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Ricardo Jorge Godinho Bilro, "Create, Build and Manage Online Brands for Internet Companies", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Filipe André Miguel dos Santos, "Influência da Publicidade, País de Origem e País de Fabrico na Formação do Brand Equity e da Lealdade à Marca: O sector dos Smartphones", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Amílcar Paulo Muchanga, "O Impacto da Liberalização do Transporte Aéreo no Mercado Português - Low Costs Vs Companhias Regulares: TAP, Easyjet e Ryanair. Regulares", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Daniela Gonçalves Gomes, "Importância de Estabelecer e Gerir Relações nas Redes Sociais: Caso das empresas portuguesas e brasileiras", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2014

Elodie Carreira Zeferino, "Measuring Cruiser's Satisfaction of Lisbon and Intention to Return to Portugal as Independent Visitor", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2013

Nadine Raquel Jesus Silva, "Luxury Brands - Freeport Outlet Context", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2013

Projecto final

Joana Lobo Machado Ribeiro e Castro, "Sazonalidade no Turismo. Novos Desafios à Sustentabilidade - O caso prático do Troiaresort", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2013

Sérgio Nuno Telo Simões Penedo, "A Experiência do Turismo Rural e a Intenção de Comportamento", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2013

Pedro Miguel dos Santos Coelho, "Emotional Branding and Logo Design: Exploratory study in the information technology market", Sandra Maria Correia Loureiro, Projecto final, Concluído, 2013

Dissertação de mestrado

- Rogério Quirino da Silva Correia , "Caracterização da empresa e da marca TAP: posicionamento, motivações e satisfação do cliente", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2013
- Tomás Fernandes Homem Samuel da Silva, "Brand Equity nos Clubes Desportivos. O Caso do Sport Lisboa e Benfica", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2013
- Daniela Cristina Silva Tavares, "Sustainability, environmental concern and recycling: higher education", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Cristiano Mineiro Branco de Araujo , "Antecedents of purchase intention: luxury clothing market in Brazil", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- André Dinis Santos Nogueira, "Values associated with luxury in consumer-brand relationship", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Angela Marina Janeiro Veríssimo , "Portugal's nation brand image: Portuguese and Canadian comparisons?", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Arthur Filipe Barbosa de Araújo , "Films and destination image when violence is based on history", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Sofia Laura Gouveia de Freitas , "Quality of tourism information online: islands", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Andreia Catarina Valente dos Santos Lopes, "Market orientation and perceived quality: supermarket Aveiro", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Ana Beatriz Costa Silva , "Own brand and consumer behaviour", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Yesica Yudith da Silva Filipe , "Antecedents of brand equity: the case of continente, EDP and vodafone", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Medéia Veríssimo Silva de Araújo, "Experience marketing and the luxury hospitality industry", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- João Tiago da Cruz Carvalheiro , "Antecedents of affective behaviour with luxury cars", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Baishali Sarkar , "Attitude and intentions towards words and brand stimuli in print ad", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2012
- Osvaldo Fernandes Gomes Viana , "Imagem de São Tomé e Príncipe do ponto de vista do turista", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Lucia Ferreira Martins , "Market orientation, quality and social responsibility: SME-aluminum", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Lara Marques Ribeiro , "Physical versus virtual stores: a comparison between ages and gender", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Ana Patrícia Marques da Fonseca Monteiro , "Internationalization of PT Innovation in South Africa - case study", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Aida Pereira dos Santos , "Orientation of the consumer to buy clothes online", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Rui Alexandre Sousa Lopes , "Development of a scale to measure cool brands", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Ana Regina Dias Pires , "Factors of participation in brand communities in Portugal", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Marta Almeida , "The Effect of SPA atmosphere on emotions and intentions", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Raquel Sofia de Almeida Batista , "Quality perceived by the users of IPSS Oliveira do Hospital", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011
- Bruna Sofia Machado Duarte , "The role of social networks in online marketing business", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011

Maria José Abreu Trindade , "Re-uso de embalagens intactas: uma alternativa para conter o excesso de resíduos sólidos no ambiente", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011

Joana Patrícia Martins de Resende , "Determinantes for Participation in Social Networking", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011

Thiago Costa Duch , "Tourism Marketing: The João Pessoa destination and the World Cup 2014", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011

Alexandra Raquel Guimarães Alves , "Implementation of Quality Management in Nonprofit Organizations", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2011

Joana da Conceição Lopes Alves , "Market orientation, quality and social responsibility in SMEs", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Mariana Neves Anileiro da Maia Ribeiro , "Support home: impact and quality perceived by the customer", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Filipe M. L. Goulão , "Determinants of brand equity in online banking", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Amândio da Gama Afonso , "Turismo em São Tomé e Príncipe: realidade ou utopia", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Ana Sofia Antunes Azinheira Gonçalves , "(Development of new products in the commercial vehicle industry)", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Anabela Martins Farinha , "Relationship marketing and internationalization: a case study", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Hugo Daniel Oliveira Rios , "The market orientation of the Portuguese cork industry", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2010

Inês Perdiz Arrais , "Consumer behavior in the face of environmental issues", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Tania Graciete Teixeira da Cunha , "Relationship marketing and loyalty in online banking", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Sonia das Neves Mendes , "Quality and market orientation in a company in the electricity sector", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Maria João Simões Salgueiro , "Relationship with the brand and love brand in the automotive sector", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Cristina Perez Rico , "Perceived Risks and Benefits by Online Consumers", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Daniela Patrícia Cardoso Ramos , "Quality and satisfaction in three car brands", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Cátia Regina Pereira Gomes , "Corporate social responsibility perceived by consumers in the automotive sector", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Carlos Fernández García , "The brand image and Website Consumer Behavior", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Maria Reis Morais Gonçalves , "Quality of services in kindergarten in the district of Aveiro", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2009

Carla Arminda Rodrigues Monteiro , "Quality Management in the Hospital Services - Management of Complaints", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2008

Noémia Lay Aguiar Gomes , "Evaluation of quality in the services of university departments", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2008

Margarida Alexandra da Silva Fernandes , "Deleite e fidelidade do consumidor em Turismo no espaço rural (Delight and customer loyalty in Rural Tourism", Sandra Maria Correia Loureiro, Dissertação de mestrado, Concluído, 2008

Atividades Científicas

Artigos Científicos em Revistas Internacionais

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- Loureiro, S. M. C. & Oliveira-Brochado, A. (2013). Brand Relationships for Luxury Values: The Role of Brand Tribalism and Brand Reputation. ANZMAC conference-Engaging with our future., [Ciência-IUL](#)

Veríssimo, M. & Loureiro, S. M. C. (2013). The effect of negative plot films on destination image: the case of Brazil. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis. 327-339, [Ciência-IUL](#)

dos Santos Martins, Harley, Loureiro, S. M. C. & Amorim, M. (2013). Critical Success Factors on Production Engineering Teaching: A Study with a Qualitative Approach Using In-Depth Interviewing. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis . 151-160, [Ciência-IUL](#)

Sarkar, B. & Loureiro, S. M. C. (2013). Attitude and Intentions Toward Verbal Messages In Print Advertising: Comparison India and Portugal. Proceedings of the 5th Global Management Conference on Managing Globalization in Times of Economic Crisis . 83-94, [Ciência-IUL](#)

Loureiro, S.M.C. & Lopes, Rui (2012). The Social Side of Cool Brands. Consumer-brand relationship., [Ciência-IUL](#)

Loureiro, S.M.C. & Cacho, S. (2012). Exploring Brand Love in the Wine Sector: An International Segmentation Perspective. cONSUMER-BRAND RELATIONSHIP., [Ciência-IUL](#)

Loureiro, S.M-C. (2011). Antecedents and outcomes of participation in social networking sites. 35th Annual Conference GFKL ., [Ciência-IUL](#)

Cacho, S. & Loureiro, S.M.C. (2011). Brand Love across Cultures: A Cross-cultural Study on Wine Consumption, Values and Preferences. 2nd International Colloquium-Consumer brand relationship., [Ciência-IUL](#)

Santana, S., Loureiro, S.M.C. & Cerdeira, J. (2011). Dimensions of job characteristics as predictors of job satisfaction and professional satisfaction. 35th Annual Conference GFKL ., [Ciência-IUL](#)

Loureiro, S.M.C. (2011). Are brand experienced customers, brand lovers and committed consumers more willing to sacrifice? . 2nd International Colloquium-Consumer brand relationship., [Ciência-IUL](#)

Loureiro, S.M.C. (2010). The effects of perceived value, brand relationship, and brand love on loyalty intentions: an empirical study. 1st International Colloquium-Consumer brand relationship., [Ciência-IUL](#)

Loureiro, S.M.C. & Sardinha, I. (2010). Determinants of Corporate Social Responsibility for Consumer Satisfaction and Brand Perceived Value. GIRA Global Conference- Corporate Governance, Innovation, Social and Environmental Responsibility., [Ciência-IUL](#)

Loureiro, S.M.C. (2010). Social consumer evaluation and embedded learning. 1st International Colloquium-Consumer brand relationship., [Ciência-IUL](#)

Loureiro, S.M.C. (2010). Brand Love Perceived by Car Users: Segmentation Using FIMIX-PLS. 34th Annual Conference of the German Classification Society (GfKI) ., [Ciência-IUL](#)

Loureiro, S.M.C. (2010). Web site Brand Attributes and e-shopper Loyalty - A Comparative Study of Spain and Scotland. 6th WEBIST International conference on Web Information Systems and Technologies., [Ciência-IUL](#)

Loureiro, S.M.C. (2010). Symbolic image, satisfaction, and delight in retail sector: FIMIX-PLS market segmentation. Global Marketing Conference-Marketing in a Turbulent Environment., [Ciência-IUL](#)

Loureiro, S.M.C. & Santana, S. (2009). Website brand image: a comparison of website from Scotland and Spain. 11th Bi-Annual Meeting of ifcs e 33th Annual Conference GFKL ., [Ciência-IUL](#)

Loureiro, S.M.C. (2009). Global Evaluation and Loyalty of Lisbon as a Tourist Destination Portugal. 2nd Annual EuroMed Conference (The EuroMed Academy of Business) ., [Ciência-IUL](#)

Loureiro, S. M.C. (2009). Segmentation Using Finite Mixture Partial Least Squares: loyalty and satisfaction perceived by customers of the supermarkets in Portugal. 6th International Conference on PLS and Related Methods., [Ciência-IUL](#)

Loureiro, S.M.C. (2009). Website brand image: a comparison of website from Scotland and Spain. 11th Bi-Annual Meeting of ifcs e 33th Annual Conference GFKL ., [Ciência-IUL](#)

Comunicações Nacionais

Apresentação Oral

Bilro, R.G. & Loureiro, S. M. C. (2017). Drivers of customer-brand engagement in a digital marketing era. Ciência 2017 - Encontro com a ciência e tecnologia em Portugal., [Ciência-IUL](#)

Organização e coordenação de eventos

Seminários de investigação PhD Tourism Management, doctoral days: Prof. Eduardo Moraes Sarmento (2018) , Coordenação geral de evento científico (com comissão científica) no ISCTE-IUL (Internacional)

11th EuroMed Conference of the EuroMed Academy of Business Research-Research Advancements in National and Global Business Theory and Practice (2018) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

2018 Global Marketing Conference-GAMMA-TRACK CHAIR (2018) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

Seminário de investigação associado à BRU-IUL: invitation of professors, such as Prof. Avichai Shuv-Ami (Associate Professor in the Department of Marketing, School of Business Administration, Peres Academic Center in Israel) and Prof. Victoria Bellou (Ass (2018) , Membro de comissão organizadora de evento científico (Internacional)

Abertura de PhD Tourism Management (2017) , Membro de comissão organizadora de evento não científico (Internacional)

10th EuroMed Conference of the EuroMed Academy of Business Research-GLOBAL AND NATIONAL BUSINESS THEORIES AND PRACTICE: BRIDGING THE PAST WITH THE FUTURE (2017) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

2017 Global Fashion Management Conference (2017) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

INVTUR (2017) , Membro de comissão científica de evento científico (Internacional)

Seminários de investigação: Prof. Hans Ruedinger Kaufmann (University of Nicosia) (2017) , Membro de comissão organizadora de evento científico

Seminários de investigação e master in marketing:invitation of professors, Prof. Tony Apéria (Stockholm University) (2017) , Membro de comissão científica de evento científico (Internacional)

9th EuroMed Conference of the EuroMed Academy of Business Research- innovation, entrepreneurship and Digital Ecosystems (2016) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

Tourism & Ageing Conference (2016) , Membro de comissão organizadora de evento científico (Internacional)

GAMMA-Global Marketing conference (2016) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

8th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business (2015) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

GAMMA-Global Marketing conference (2015) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

7th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business (2014) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

INVTUR (2014) , Membro de comissão científica de evento científico (Internacional)

ORTE Conference-International Conference on Rural Tourism- Re-inventing rural tourism and the rural (2013) , Membro de comissão científica de evento científico (Internacional)

6th EuroMed Conference of the EuroMed Academy of Business Research- Confronting Contemporary Business (2013) , Coordenação geral de evento científico (com comissão científica) fora do ISCTE-IUL (Internacional)

INVTUR (2012) , Membro de comissão científica de evento científico (Internacional)

Outras Atividades

Atividades Profissionais

Instituto do Emprego e Formação Profissional e Ensino Secundário público, ensino profissional (1991/2000)

Marktest (market studies company), New product develop and I&D research (2007/2007)

Univeridade de Aveiro, ensino e investigação (2007/2012)

Universidade Lusófona, ensino (1998/2007)

Cargos de Gestão Académica

Coordenadora da unidade curricular Dissertação em Marketing (2014/2014)

Coordenadora da unidade curricular Trabalho de Projecto em Marketing (2014/2014)

Coordenadora da unidade curricular Trabalho de Projecto em Marketing (2015/2015)

Coordenadora da unidade curricular Dissertação em Marketing (2015/2015)

Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2015/2015)

Coordenadora da unidade curricular Estratégia de Negócio e da Marca (2015/2015)

Coordenadora da unidade curricular Marketing Relacional (2015/2015)

Coordenadora da unidade curricular Animação de Equipas Comerciais e Negociação (2015/2015)

Coordenadora da unidade curricular Marketing 3.0 (2015/2015)

Coordenadora da unidade curricular Marketing e Inovação em Hospitalidade e Turismo (2016/2016)

Coordenadora da unidade curricular Marketing Relacional (2016/2016)

Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2016/2016)

Coordenadora da unidade curricular Animação de Equipas Comerciais e Negociação (2016/2016)

Coordenadora da unidade curricular Marketing 3.0 (2016/2016)

Coordenadora da unidade curricular Estratégia de Negócio e da Marca (2016/2016)

Directora do Doutoramento em Gestão do Turismo (2017/2019)

Coordenadora da unidade curricular Marketing Relacional (2017/2017)

Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2017/2017)

Coordenadora da unidade curricular Marketing e Inovação em Hospitalidade e Turismo (2017/2017)

Coordenadora da unidade curricular Gestão de Serviços A Clientes (2017/2017)

Coordenadora da unidade curricular Marketing Estratégico em Hotelaria e Turismo (2018/2018)

Coordenadora da unidade curricular Projeto de Investigação em Gestão do Turismo (2018/2018)

Coordenadora da unidade curricular Marketing e Inovação em Turismo (2018/2018)

Coordenadora da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2018/2018)

Coordenadora da unidade curricular Marketing Relacional (2018/2018)

Coordenadora de Especialidade em Marketing (2018/2020)

Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2018/2018)

Coordenadora da unidade curricular Tese em Gestão do Turismo I (2019/2019)

Coordenadora da unidade curricular Marketing Estratégico em Hotelaria e Turismo (2019/2019)

Coordenadora da unidade curricular Tese em Gestão do Turismo III (2019/2019)

Coordenadora da unidade curricular Tese em Gestão do Turismo (120 Ects) (2019/2019)

Coordenadora da unidade curricular Seminário de Desenvolvimento Científico em Marketing (2019/2019)

Coordenadora da unidade curricular Tese em Gestão: Especialização em Marketing (2019/2019)

Coordenadora da unidade curricular Dissertação em Gestão de Hotelaria e Turismo (Dght) (2019/2019)

Coordenadora da unidade curricular Tese em Gestão: Especialização em Marketing I (2019/2019)

Coordenadora da unidade curricular Estratégia de Negócio e da Marca (2019/2019)

Coordenadora da unidade curricular Desenvolvimento e Publicação da Investigação (2019/2019)

Directora do Doutoramento em Gestão do Turismo (2019/2021)

Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2019/2019)

Coordenadora da unidade curricular Projecto de Investigação em Marketing (2019/2019)

Coordenadora da unidade curricular Marketing Relacional (2019/2019)

Coordenadora da unidade curricular Expressão e Identidade da Marca (2019/2019)

Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2019/2019)

Coordenadora da unidade curricular Ferramentas de Comunicação de Marketing (2020/2020)

Coordenadora da unidade curricular Tese em Gestão: Especialização em Marketing II (2020/2020)

Coordenadora da unidade curricular Tese em Gestão do Turismo II (2020/2020)

Coordenadora da unidade curricular Marketing Relacional (2020/2020)

Coordenadora da unidade curricular Projecto de Investigação em Marketing (2020/2020)

Coordenadora da unidade curricular Tese em Gestão do Turismo IV (2020/2020)

Coordenadora da unidade curricular Inovação e Criatividade em Marketing (2020/2020)

Prémios

Best Paper Premier Award 2012 of the Global Marketing Conference (EMAC, ANZMAC, KSMS, Japan) - 2012 (Internacional)

Prémio Científico do ISCTE-IUL 2014 - 2014 (Internacional)

Highly Commended paper Award 2014 - 2014 (Internacional)

Prémio Científico do ISCTE-IUL 2015 - 2015 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Tourism Management - 2015 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for International Journal of Hospitality Management - 2015 (Internacional)

Best Paper Award 2016- ICCMI 2016 ?It is all about Exhibitionism! The fashion passionate desire of e-buyers? - 2016 (Internacional)

Highly Commended paper Award 2016 9th EuroMed Conference and EuroMed Research Business Institute (EMRBI) ?Attachment in retailing sector: retailer own-brands or manufacturer brands??. - 2016 (Internacional)

JGSMS i-10 High Citation-Impact Award - 2016 (Internacional)

Prémio Científico do ISCTE-IUL 2017 - 2017 (Internacional)

Highly Commended paper in the 2017 Emerald Literati Network Awards for Excellence for paper 'Exploring behavioural branding, brand love and brand co-creation' - 2017 (Internacional)

Best Paper Award TomiWorld 2017 for Marketing, Promotion & Consumer Behavior to the paper ?Clarifying Customer Brand Engagement Boundaries: A Systematic Literature Review Approach? - 2017 (Internacional)

Certificate reviewer Awarded since January 2013 (18 reviews) presented to Sandra Loureiro in recognition of the review contributed to the journal International Journal of Hospitality Management - 2018 (Internacional)

Certificate reviewer Awarded since December 2011 (42 reviews) presented to Sandra Loureiro in recognition of the review contributed to the journal Computers in Human Behavior - 2018 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Journal of Retailing and Consumer Services 2018. - 2018 (Internacional)

Highly Commended paper Award para o artigo: ?Wine prestige and experience in enhancing relationship quality and outcomes ? published in International Journal of Wine Business Research, selected by the editorial team as Highly Commended in the 2018 Emerald - 2018 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Journal of Hospitality and Tourism Management since 2017. - 2018 (Internacional)

Prémio Científico do ISCTE-IUL 2018 - 2018 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Electronic Commerce Research and Applications 2018 - 2018 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Journal of Business Research 2018 - 2018 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Journal of Destination Marketing & Management since 2017 - 2018 (Internacional)

Outstanding contribution in reviewing to the quality of the journal for Tourism Management 2018. - 2018
(Internacional)

Certificate reviewer Awarded since December 2012 presented to Sandra Loureiro in recognition of the review
contributed to the journal European Research on Management and Business Economics. - 2018 (Internacional)

Associações Profissionais

Ordem dos Engenheiros (1992/-)

European Institute for Advanced in Management (EIASM) (2008/-)

EuroMed Academy of Business (2009/-)

Korean Academy of Marketing Science (KAMS) (2010/-)

European Marketing Academy (EMAC) (2010/-)

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