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Research interests

My main research interests at the moment are: cause-related marketing, guilt as a behaviours inducer, international alliances and IJVs, retailing, consumer behaviour, international marketing and artificial intelligence

Qualifications

PhD

Employment

Associate Professor

Católica Porto Business School
Universidade Católica Portuguesa
Porto, Portugal
1 Jan 2020 → present

Researcher

Research Center in Management and Economics (CEGE)
Universidade Católica Portuguesa
Portugal
1 Jan 2020 → present

Research outputs

The role of satisfaction in labor diaspora dynamics: an analysis of Brexit effects

Elo, M., Silva, S. C. & Vlačić, B., 1 Jan 2023, In: *Thunderbird International Business Review*. 65, 1, p. 143-159 17 p.

How footwear companies can use online CX to WOW customers

Silva, S. C., Dias, J. C. & Braga, B., 2023, (Accepted/In press) In: *International Journal of Retail and Distribution Management*.

Parents' motivation and barriers to buy second-hand products for their children

Pires, A. S., Silva, S. C. & Sandes, F. S., 2023, (Accepted/In press) *Proceedings of AMA Winter 2023 Conference*. 10 p.

Do goal orientations really influence performance?

Sousa, C. M., Coelho, F. & Silva, S. C., 8 Dec 2022, (Accepted/In press) In: *International Journal of Retail and Distribution Management*. 36 p.

The body dissatisfaction role in the adoption of compulsive healthy eating behaviors

Silva, S. C., Elmashhara, M. G. & Sousa, M. I., 2 Dec 2022, (Accepted/In press) In: *International Review on Public and Nonprofit Marketing*. 21 p.

Modelos de adoção de tecnologia: estão os clientes e os colaboradores prontos para aderir às inovações?

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Salomão, M. T., Silva, S. C. & Côtó, J. R., 19 Oct 2022, In: *Young Consumers*. 23, 4, p. 587-602 16 p.

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How social media affects the purchase intentions of female consumers in Macao: watching beauty and cosmetics product experience videos on YouTube

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Understanding the implementation of retail self-service check-out technologies using necessary condition analysis

Duarte, P., Silva, S. C., Linardi, M. A. & Novais, B., 14 Sep 2022, In: *International Journal of Retail and Distribution Management*. 50, 13, p. 140-163 24 p.

Who creates international marketing agility? diasporic agility guiding new market entry processes in emerging contexts

Elo, M. & Silva, S., 1 Sep 2022, In: *Thunderbird International Business Review*. 64, 5, p. 443-463 21 p.

A management perspective on brand activism

Fernandes, A. R., Sandes, F. S. & Silva, S. C., Sep 2022, p. 1-22. 22 p.

How social influence an image impact on the intention to use a technology: a study from the battery electric vehicle domain

Lampo, A. & Silva, S. C. E., 16 Jul 2022, *ICEME 2022 - 2022 13th International Conference on E-Business, Management and Economics*. Association for Computing Machinery (ACM), p. 142-146 5 p. (ACM International Conference Proceeding Series).

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Sousa, M. I., Silva, S. C. E. & Elmashhara, M. G., 7 Jul 2022, p. 1-21. 21 p.

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Hajdas, M., Radomska, J., Szpulak, A. & Silva, S. C., 2 Jun 2022, In: *International Journal of Management and Economics*. 58, 1, p. 17-32 16 p.

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Domingues, H. S., Linardi, M. A., Silva, S. C. E. & Duarte, P., 14 Mar 2022, *International business in times of crisis: tribute volume to Geoffrey Jones*. Tulder, R. V., Verbeke, A., Piscitello, L. & Puck, J. (eds.). Emerald, Vol. 16. p. 313-340 28 p. (Progress in International Business Research).

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Saha, S. K., Duare, P., Silva, S. C. & Zhuang, G., 14 Mar 2022, (Accepted/In press) In: Journal of Internet Commerce. 29 p.

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Mazurek, G., Górnska, A., Korzyński, P. & Silva, S., 2022, In: Journal of Computer Information Systems. 62, 2, p. 259-266 8 p.

The influence of society on the behavioral intention to use a technology: evidence from the battery electric vehicles domain

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How permeable to cause-related marketing are millennials?

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What factors determine the purchase intention of ḥalāl products by Porto-Muslim consumers?

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Marketing accountability and marketing automation: evidence from Portugal

Silva, S. C., Corbo, L., Vlačić, B. & Fernandes, M., 21 May 2021, In: EuroMed Journal of Business.

Supporting sustainability by promoting online purchase through enhancement of online convenience

Saha, S. K., Duarte, P., Silva, S. C. & Zhuang, G., May 2021, In: Environment, Development and Sustainability. 23, 5, p. 7251-7272 22 p.

The evolving role of artificial intelligence in marketing: a review and research agenda

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A state-of-the-art review on international strategic alliances: do we really know what we are researching?

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Desenvolvimento de uma plataforma e-commerce para venda de lanches saudáveis a escolas em Portugal

Queiroga, J. & Silva, S. C., 2021, In: Revista Gestão em Análise. 10, 3, p. 234-248 15 p.

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Silva, S. C. E., Machado, J. C., Martins, C., Duarte, P. & Marques, J. A. L., 2021, (E-pub ahead of print) In: International Journal of Business Excellence.

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Stages of the Portuguese textile, clothing and fashion sector - a case of the triple helix model

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The influence of society on the behavioral intention to use a technology: evidence from the battery electric vehicles domain

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Millennials' attitude toward chatbots: an experimental study in a social relationship perspective

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Social networking sites and researcher's success

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The role of satisfaction in labour diaspora dynamics: an analysis of Brexit effects

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What kind of Chatbot do Millennials prefer to interact with? The role of Communication Style and Avatar in predicting Millennials' Intention to use Chatbots

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The four Cs of Cooperation – The case of Vitrocristal

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A internacionalização e as redes de negócios da Vitrocristal, ACE

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Internationalisation theories: a revolutionary change or a Darwinian evolutionary process?

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O papel dos gestores nas estratégias de marketing de exportação

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The impact of trust in international alliances - how satisfied are foreign companies with their cooperation with Portuguese partners?

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The impact of trust in the performance of alliances taking place between Portuguese partners and foreign ones
Silva, S. C., 2003, *EDAMBA – European Doctoral Programmes Association for Management and Business Administration – a Summer School, Soréze, France, 19th-24th July.*

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O Marketing Internacional
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Activities

Journal of Retailing and Consumer Services (Journal)
Susana Silva (Reviewer)
Jan 2023

RAE Revista de Administracao de Empresas (Journal)
Susana Silva (Reviewer)
1 Nov 2022

RAE Revista de Administracao de Empresas (Journal)
Susana Silva (Reviewer)
19 Sep 2022

Evaluating lifeworld experiences created through sharing fashion with particular focus on why consumers are motivated to engage
Susana Silva (Main Examiner)
2 Sep 2022

EY - Omnichannel Maturity Index
Susana Silva (Consultant)
Jun 2022 → ...

Barometer for Omnichannel Maturity EY/CPBS
Susana Silva (Consultant)
22 Mar 2022

All talk and no trousers; A Social Influence Perspective on drivers of Metaverse use
Susana Silva (Supervisor), Roberta De Cicco (Co-supervisor) & Margarida Pereira Curralo da Cruz (Student)
2022

Are virtual influencers falling into the uncanny valley? An empirical study perspective
Susana Silva (Supervisor), Roberta De Cicco (Co-supervisor) & Gabriela Margiota Salvador (Student)
2022

Comercialização dos direitos audiovisuais das competições profissionais em Portugal: perspetivas futuras
Susana Silva (Co-supervisor), Manuel Fontaine Campos (Supervisor) & Henrique Mendes Monteiro (Student)
2022

Consumer Guilt Predisposition in Different Generational Cohort

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Filipa Barbosa Brito da Silva (Student)
2022

Consumers' preferences for global brands - A study on Portuguese consumers

Susana Silva (Supervisor), Miriam Salomão (Co-supervisor) & Maria Ramos Pinto dos Santos Guedes (Student)
2022

De-globalization trends and new protectionism after Covid-19 outbreak: Impacts on Global Supply Chains

Susana Silva (Supervisor), Francisco Figueira de Lemos (Co-supervisor) & Raquel Rocha Pedro Pinto (Student)
2022

Factors Influencing User Attitude and Satisfaction towards Recruitment Chatbots

Susana Silva (Supervisor), Maher Georges Elmashhara (Co-supervisor) & Maria Santos Paes (Student)
2022

Fatores de sucesso de um jogo nas plataformas Streaming: o caso do jogo League of Legends

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Pedro Jorge da Silva Alves (Student)
2022

Harassment and Offenses to Conversational Agents - the case of BIA, the Feminist Chatbot

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Joana Moreira Ferreira (Student)
2022

How to Change the Brand Perception of An Industrial Brand - The Case Study of Frezite

Susana Silva (Supervisor) & Demira Plamenova Petrova (Student)
2022

ocial and Personal Factors Influencing the Adoption of Compulsive Healthy Eating Behaviors: the Mediating Role of Body Dissatisfaction

Susana Silva (Supervisor), Maher Georges Elmashhara (Co-supervisor) & Maria Inês Bastos Lobato de Sousa (Student)
2022

The influence of online payment methods on consumer's online purchase behaviour: the case of young people in Macau

Susana Silva (Supervisor) & Maria Cordes Martins (Student)
2022

The relevance of Second-Hand Market for Children

Susana Silva (Supervisor) & Ana Sofia Pires (Student)
2022

The Role of a Virtual Influencer's Friend on Endorsement Success

Susana Silva (Supervisor), Roberta De Cicco (Co-supervisor) & Catarina Sofia Sousa Reis (Student)
2022

The role of Social Influence Guilt in Marketing

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Rita Ventura Pereira Baptista (Student)
2022

Where is my money? Qualitative insights of Consumer Vulnerability from bank customers

Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Trine Koch de Bragança Ferreira (Student)
2022

International Journal of Retail and Distribution Management (Journal)

Susana Silva (Reviewer)
29 Nov 2021

Qualitative Market Research (Journal)

Susana Silva (Reviewer)
7 Nov 2021

International Journal of Retail and Distribution Management (Journal)

Susana Silva (Reviewer)
26 Oct 2021

International Journal of Retail and Distribution Management (Journal)

Susana Silva (Reviewer)
5 Oct 2021

Examiner at Associate Professor position at University of Tartu, Estonia.

Susana Silva (Main Examiner)
Oct 2021

Journal of Relationship Marketing (Journal)

Susana Silva (Reviewer)
21 Sep 2021

Reviewer of grant proposal for the National Science Center, Poland

Susana Silva (Main Examiner)
Sep 2021

International Journal of Retail and Distribution Management (Journal)

Susana Silva (Reviewer)
30 Aug 2021

Journal of Business Research (Journal)

Susana Silva (Reviewer)
11 Aug 2021

Journal of Global Fashion Marketing (Journal)

Susana Silva (Reviewer)
16 Jul 2021

International Journal of Emerging Markets (Journal)

Susana Silva (Reviewer)
13 Jun 2021

Journal of Family Business Management (Journal)

Susana Silva (Reviewer)
16 May 2021

International Journal of Pharmaceutical and Healthcare Marketing (Journal)

Susana Silva (Reviewer)
14 May 2021

International Journal of Retail and Distribution Management (Journal)

Susana Silva (Reviewer)

14 May 2021

Journal of Business Research (Journal)

Susana Silva (Reviewer)

8 Apr 2021

Re-marketing Frezite

Susana Silva (Consultant)

Feb 2021 → Sep 2021

Thunderbird International Business Review (Journal)

Susana Silva (Reviewer)

7 Jan 2021

Adaptação vs Estandarização: O Caso Sumol Compal e os Mercados Africanos

Susana Silva (Supervisor) & José Guilherme Silva (Student)

2021

Consumer vulnerability and well-being during pandemic environments: A comparative study between Portugal and Brazil

Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Helena Domingues (Student)

2021

Estudo de Mercado para Possível Lançamento de uma Licenciatura em Gestão de Futebol Profissional

Susana Silva (Consultant)

2021

Estudo de Mercado para Possível Lançamento de uma Licenciatura em Gestão de Futebol Profissional - Liga Portugal

Susana Silva (Consultant)

2021

Gamified chatbots – creating value and engagement in online brand's interactions with consumers

Susana Silva (Supervisor), Roberta De Cicco (Co-supervisor) & Maria Levi Silva (Student)

2021

O marketing de influência: o impacto da credibilidade do influencer na intenção de compra

Susana Silva (Supervisor), Cristina Maria Ribeiro (Student) & Joana Machado (Co-supervisor)

2021

Place marketing: Macao as the art city for the future direction

Susana Silva (Supervisor) & Ka I "Kate" Wong (Student)

2021

Re-marketing das empresas do grupo Frezite

Susana Silva (Consultant)

2021 → 2022

International Journal of Emerging Markets (Journal)

Susana Silva (Reviewer)

21 Dec 2020

Journal of Global Mobility (Journal)

Susana Silva (Reviewer)

21 Dec 2020

Australian Journal of Management (Journal)

Susana Silva (Reviewer)

8 Dec 2020

The connection Goa (India)-Macao (China), Panel "International migration and international venturing – new perspectives for IB?"

Susana Silva (Invited speaker)

Dec 2020

International Review on Public and Nonprofit Marketing (Journal)

Susana Silva (Reviewer)

22 Sep 2020

International Journal of Emerging Markets (Journal)

Susana Silva (Reviewer)

6 Sep 2020

Revista Brasileira de Gestao de Negocios (Journal)

Susana Silva (Reviewer)

31 Aug 2020

International Journal of Consumer Studies (Journal)

Susana Silva (Reviewer)

18 Jul 2020

International Journal of Electronic Marketing and Retailing (Journal)

Susana Silva (Reviewer)

18 Jul 2020

Internationalization of Amyris - Developing & Executing a Marketing Plan to Reach Foreign Markets

Susana Silva (Supervisor) & Andrew El Matni (Student)

Jul 2020 → Jul 2021

European Journal of International Management (Journal)

Susana Silva (Reviewer)

1 Jun 2020

International Journal of Retail and Distribution Management (Journal)

Susana Silva (Reviewer)

2 May 2020

International Journal of Information Technology and Decision Making (Journal)

Susana Silva (Reviewer)

1 May 2020

Revista Brasileira de Gestao de Negocios (Journal)

Susana Silva (Reviewer)

24 Apr 2020

International Journal of Consumer Studies (Journal)

Susana Silva (Reviewer)

15 Apr 2020

International Journal of Emerging Markets (Journal)

Susana Silva (Reviewer)
23 Mar 2020

International Journal of Consumer Studies (Journal)

Susana Silva (Reviewer)
20 Mar 2020

International Journal of Emerging Markets (Journal)

Susana Silva (Reviewer)
2 Mar 2020

Global Strategy Journal (Journal)

Susana Silva (Reviewer)
14 Feb 2020

Journal of Retailing and Consumer Services (Journal)

Susana Silva (Reviewer)
10 Feb 2020

BAR - Brazilian Administration Review (Journal)

Susana Silva (Reviewer)
5 Feb 2020

Tourism Management (Journal)

Susana Silva (Reviewer)
8 Jan 2020

Adapting the unified theory of acceptance and use of technology 2 (utaut 2) to explain acceptance of battery electric vehicles: evidence from Macau

Alessandro Lampo (Student) & Susana Silva (Supervisor)
2020

ADOÇÃO DOS SMART SPEAKERS PELO CONSUMIDOR: ANÁLISE DO PROCESSO E FATORES DE ADOÇÃO

Susana Silva (Participant) & Thayanne Lima Duarte Pontes (Student)
2020 → 2023

Análise dos obstáculos às compras online: O caso do Rio de Janeiro

Susana Silva (Supervisor) & Edson de Oliveira (Student)
2020

Aproximar marcas aos consumidores - O processo de definição de um ecossistema de conhecimento sobre consumidores e cliente

Susana Silva (Supervisor) & Paulo Manuel da Silva (Student)
2020

Are perceived benefits of HTPs consumption aiding smoking cessation?

Susana Silva (Supervisor) & Mafalda Vieira Campos Leça Martinho (Student)
2020 → 2021

Barriers that are preventing e-commerce to thrive in Portugal

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Joana Machado (Student)
2020

Barriers to The Purchase of Second-Hand Clothes - The purchase of second-hand clothes: barriers and challenges
Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Ana Cristina dos Santos (Student)
2020

Barriers to The Purchase of Second-Hand Clothes - The purchase of second-hand clothes: barriers and challenges
Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Ana Cristina Lança dos Santos (Student)
2020

Behavioral approaches to the strategic partner selection
Franciso Silva (Student), Božidar Vlačić (Co-supervisor) & Susana Silva (Supervisor)
2020

Brand Activism, Why is it time for brands to act?
Susana Silva (Supervisor) & Ana Rita Fernandes (Student)
2020 → 2021

Business case para uma app gamificada
Susana Silva (Consultant)
2020

Business case para uma app gamificada
Susana Silva (Consultant)
2020

Como converter clientes Detractors em Promoters? - Um estudo experimental no ramo português das Telecomunicações
Susana Silva (Supervisor) & Miguel Coutinho (Student)
2020

Consumer cosmopolitanism in Erasmus+, The role of Cosmopolitanism in the Erasmus enrolment decisions
Susana Silva (Supervisor) & José Ricardo Pinto Coelho da Silva Côtó (Student)
2020 → 2021

CrM: are managers aware of what this tool means?
Susana Silva (Supervisor) & Mafalda Miranda (Student)
2020

Customer Journey de um negócio B2B - Influência dos canais digitais na escolha de um serviço de consultoria
Susana Silva (Supervisor) & Maria João Rocha (Student)
2020

Do counterfeit products act as substitute for second-hand luxury products?
Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Ana Beatriz dos Santos (Student)
2020

Estudo de marketing e branding para uma nova marca de calçado
Susana Silva (Consultant)
2020

Estudo do Comportamento do Consumidor da Marca TASHI
Susana Silva (Consultant)
2020

Estudo do Comportamento do Consumidor da Marca TASHI

Susana Silva (Consultant)

2020

European Journal of International Management (Journal)

Susana Silva (Reviewer)

2020

How do Chinese Manufactured Products Affect Purchase Intention in a SAR of PRC? - Causes and Consequences of a New Digital Business Model Application

Susana Silva (Supervisor) & Márcio Rossano Pegado da Silva (Student)

2020 → 2021

How social media affects the purchasing intentions of female beauty & cosmetic consumers in Macau — products experience videos on YouTube

Susana Silva (Supervisor) & Velda Chan (Student)

2020

How to enhance customer relationships in Auchan - Construction and analysis of the customer journeys of Auchan's clients

Susana Silva (Supervisor) & Beatriz Carvalheira (Student)

2020

Inbound Marketing em contexto B2B: como criar uma estratégia de marketing de conteúdo

Susana Silva (Supervisor) & Francisca Silva (Student)

2020

Lanches Saudáveis – Desenvolvimento de um Novo Produto no E-Commerce Sonae MC

Susana Silva (Supervisor) & João Queiroga (Student)

2020

Literature Review on Cause-related Marketing from 2008 to 2018

Susana Silva (Supervisor) & Katharina Schüt (Student)

2020

Lubrificantes no setor Automóvel - Análise de valor e estratégia de Marketing, O caso da empresa FUCHS

Susana Silva (Supervisor) & Filipe Teixeira Ribeiro (Student)

2020 → 2021

Mea Culpa! A importância das causas sociais na expiação da culpa pós-compra

Susana Silva (Keynote speaker)

2020

Measuring Experience in International Business

Susana Silva (Supervisor) & João Daniel Parracho (Student)

2020

-Offshore Outsourcing as a business strategy - A qualitative study of the offshoring adoption within the Portuguese footwear industry

Susana Silva (Supervisor) & Isabella Pereira (Student)

2020

O impacto dos Créditos Documentários de Importação e Exportação no Grupo Nors

Susana Silva (Supervisor) & Filipe José Campos (Student)

2020

Online Customer experience: a model to assess and benchmark the customer experience in e-commerce

Susana Silva (Supervisor) & Beatriz Braga de Oliveira (Student)
2020 → 2021

Os determinantes do comportamento de compra por impulso de calçado por mulheres

Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Ana Margarida Nunes (Student)
2020

The importance of guilt in second-hand clothing purchases

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Eduardo Miguel Ribas (Student)
2020

The inconspicuous luxury consumer – Needs and social influence

Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Leonor Correia (Student)
2020

The Relevance of Sustainability for Customer Empowerment and Brand Loyalty

Susana Silva (Supervisor) & Diogo Sousa (Student)
2020

Understanding the country of origin effect of Portuguese footwear

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Inês Teló Bordalo Monteiro (Student)
2020

Using experiential and influential marketing to improve brand awareness- a case study

Susana Silva (Supervisor) & Carolina Sousa (Student)
2020

What factors determine the purchase intention of Halal products by Porto-Muslim consumers

Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Nasir Ali (Student)
2020

International Journal of Business and Globalisation (Journal)

Susana Silva (Reviewer)
31 Dec 2019

International Journal of Knowledge and Learning (Journal)

Susana Silva (Reviewer)
7 Dec 2019

Critical Perspectives on International Business (Journal)

Susana Silva (Reviewer)
16 Nov 2019

International Journal of Marketing, Communication and New Media (Journal)

Susana Silva (Reviewer)
8 Nov 2019

International Journal of Logistics Systems and Management (Journal)

Susana Silva (Reviewer)
3 Oct 2019

International Review on Public and Nonprofit Marketing (Journal)

Susana Silva (Reviewer)

10 Jul 2019

European Journal of International Management (Journal)

Susana Silva (Reviewer)

7 Jun 2019

International Journal of Logistics Systems and Management (Journal)

Susana Silva (Reviewer)

3 Jun 2019

International Journal of Logistics Systems and Management (Journal)

Susana Silva (Reviewer)

3 Jun 2019

International Journal of Sustainable Society (Journal)

Susana Silva (Reviewer)

13 Apr 2019

International Journal of Internet Marketing and Advertising (Journal)

Susana Silva (Reviewer)

19 Jan 2019

International Journal of Water (Journal)

Susana Silva (Reviewer)

8 Jan 2019

Analysis of individuals' intentions to actively contribute to causes Determinants that impact consumer's purchase intention in Cause-related Marketing

Susana Silva (Supervisor) & Ana Filipa Marinho (Student)

2019

APICCAPS - Avaliação Projeto Internacionalização 2018-2019

Susana Silva (Consultant)

2019

APICCAPS - Avaliação Projeto Internacionalização 2018-2019

Susana Silva (Consultant)

2019

Cause-Related Marketing (CrM): How does brand-cause fit influence the success of CrM campaigns?

Susana Silva (Supervisor), Joana Machado (Co-supervisor) & Inês Sofia Padilha Campelos (Student)

2019

Determinantes da Vulnerabilidade do Consumidor e a Relação com o seu Bem-estar

Susana Silva (Participant) & Paulo Duarte (Co-supervisor)

2019 → 2022

Estudo de marketing e branding para uma nova marca de calçado

Susana Silva (Consultant)

2019 → 2020

European Marketing Academy (External organisation)

Susana Silva (Member)

2019 → ...

Factors driving the propensity to purchase luxury second hand fashion and apparel.

Susana Silva (Supervisor), Catarina Almeida (Student) & Paulo Duarte (Supervisor)
2019

Financial literacy amongst Portuguese students attending higher education on business related courses

Susana Silva (Supervisor), Paulo Duarte (Co-supervisor) & Rui Pedro Assureira Ferreira Silva Sebastião (Student)
2019

How are fashion brands using the multiple available channels to sell?

Susana Silva (Supervisor) & Anel Sundetova (Student)
2019

How is digital media being used by consulting companies

Susana Silva (Supervisor), António Andrade (Co-supervisor) & Elvira Faritova (Student)
2019

O e-commerce é uma estratégia de internacionalização ou é apenas um canal de distribuição alternativo? (Is e-commerce an internationalization strategy or just an alternative distribution channel?)

Susana Silva (Supervisor) & Ana Filipa Pinto (Student)
2019

– O processo de tomada de decisão sobre papel de suporte criativo gráfico

Susana Silva (Supervisor) & Lara Lourenço (Student)
2019

Plano de Marketing para o segmento de mercado de aerossóis da Colep na Europa

Susana Silva (Supervisor) & Mariana dos Santos (Student)
2019

Preferências de Consumo no Mercado Imobiliário – Jardins da Arrábida e Gondomar

Susana Silva (Consultant)
2019

Preferências de Consumo no Mercado Imobiliário – Jardins da Arrábida e Gondomar

Susana Silva (Consultant)
2019

The application of social marketing to skin cancer prevention: the case of Portugal

Susana Silva (Supervisor) & Juliana Teixeira (Student)
2019

Uma análise sobre os fatores relacionais no modelo de franquia aplicado a mercados internacionais

Susana Silva (Supervisor), Jorge Ferreira da Silva (Co-supervisor) & Paula Sirimaco (Student)
2019

Understanding Millennials: How Millennials see themselves vs. How others see them

Susana Silva (Supervisor) & Paulo Collaço (Student)
2019

Understanding the factors that are preventing online shopping from thriving in Portugal

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Ana Luísa Morais (Student)
2019

What do managers think about the potential of success of CrM campaigns? Managers' perspective regarding Cause-related Marketing

Susana Silva (Supervisor) & Bruna Castanheira (Student)
2019

Why did Uber fail in Macau? - The Case of Macao

Susana Silva (Supervisor) & Lai Weng Ian (Student)
2019 → 2021

Asia Pacific Management Review (Journal)

Susana Silva (Reviewer)
6 Dec 2018

Are highly-skilled expatriates and migrants interconnecting economies? The case of Macau, China

Susana Silva (Invited speaker)
Dec 2018

Journal of Global Mobility (Journal)

Susana Silva (Reviewer)
22 Nov 2018

Latin American Research Review (Journal)

Susana Silva (Reviewer)
20 Sep 2018

International Journal of Business Continuity and Risk Management (Journal)

Susana Silva (Reviewer)
23 Jun 2018

International Journal of Computer Aided Engineering and Technology (Journal)

Susana Silva (Reviewer)
18 Jun 2018

IEEE Access (Journal)

Susana Silva (Reviewer)
16 Jun 2018

International Journal of Electronic Marketing and Retailing (Journal)

Susana Silva (Reviewer)
20 Apr 2018

International Journal of Entrepreneurship and Innovation Management (Journal)

Susana Silva (Reviewer)
6 Mar 2018

International Journal of Economics and Business Administration (Journal)

Susana Silva (Reviewer)
31 Jan 2018

International Journal of Bibliometrics in Business and Management (Journal)

Susana Silva (Reviewer)
29 Jan 2018

International Journal of Globalisation and Small Business (Journal)

Susana Silva (Reviewer)

8 Jan 2018

Tourism Management (Journal)

Susana Silva (Reviewer)

8 Jan 2018

Estudo do impacto de ações coletivas no centro musical Stop

Susana Silva (Supervisor), Vitor Verdelho (Co-supervisor) & Jéssica Ferreira (Student)

2018

How companies evaluate their investment in social media? A field study of B2B and B2C cases

Susana Silva (Supervisor), Sara Almeida (Student) & Paulo Duarte (Co-supervisor)

2018

O marketing digital no engajamento and manutenção de clientes: o caso da empresa Hostogether

Susana Silva (Supervisor) & Alexandre Esteves (Student)

2018

Orthorexia nervosa and marketing strategies: case studies

Susana Silva (Supervisor), João Luís Andrade Serra Moreira de Campos (Co-supervisor) & Ana Pisco (Student)

2018

Segmentação na estratégia digital de aquisição de clientes no mercado de alojamento local

Susana Silva (Supervisor) & Antoine Soares (Student)

2018

Understanding Mexican and Brazilian Multilatinas' market selection

Susana Silva (Supervisor) & João Rui Maciel (Student)

2018

User intention to adopt mobile payment services in Macau

Susana Silva (Supervisor) & Lam Ka Wai (Student)

2018

As plataformas digitais no processo de internacionalização

Susana Silva (Speaker)

Nov 2017

A importância do marketing para o sucesso de startups

Susana Silva (Invited speaker)

17 Mar 2017

A Ferramenta Facebook na Estratégia de Comunicação: O caso Onevet Group, S.A

Susana Silva (Supervisor) & Sara Peixoto (Student)

2017

Consumo no mercado imobiliário

Susana Silva (Consultant)

2017

Consumo no mercado imobiliário

Susana Silva (Consultant)
2017

Divulgar, Comunicar e Vender: Estudo de caso Shortcut

Susana Silva (Supervisor) & João Luís Pereira (Student)
2017

Marketing and Sales Management: FERESPE's Case Study

Susana Silva (Supervisor) & Ana Guimarães (Student)
2017

Nerlei - Fileira casa

Susana Silva (Consultant)
2017

Nerlei - Fileira casa

Susana Silva (Consultant)
2017

Online Cause-Related Marketing - How does it influence consumers' evaluations and purchase intention?

Susana Silva (Supervisor), Joana Machado (Co-supervisor) & Manuel Almeida (Student)
2017

O serviço como fator de diferenciação: o caso Worten

Susana Silva (Supervisor) & João Paulo da Silva (Student)
2017

Using Social Media to reach consumers of Alento: a content analysis of its official Facebook page.

Susana Silva (Supervisor) & Marta Vasconcelos (Student)
2017

What Mongolia produces that the world should know about

Susana Silva (Supervisor) & Tuul Rocha Diniz (Student)
2017

O marketing and a alteração de valores: os desafios do marketing de causa social para as empresas

Susana Silva (Invited speaker)
11 Nov 2016

Marketing de Causas Sociais and as Diferenças Culturais entre Portugal and o Brasil

Susana Silva (Invited speaker)
8 Nov 2016

Moderation of the Pannel: New Retail Challenge

Susana Silva (Speaker)
18 Mar 2016

A abordagem multicanal: a perspetiva dos consumidores

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & João Sousa (Student)
2016

APICCAPS - Avaliação Projeto Internacionalização 2014-15

Susana Silva (Consultant)
2016

Are Portuguese consumers prepared to adopt m-commerce

Susana Silva (Supervisor) & José Sousa (Student)
2016

Crowdfunding projects: what makes project creators feel successful?

Susana Silva (Supervisor), Carla Martins (Co-supervisor) & Ana Vieira (Student)
2016

Exploring the Whole Value of Corporate Volunteering

Susana Silva (Supervisor) & Jorge Mayer (Student)
2016

Factors Driving Women Consumers to Shop Shoes Online: an Exploratory Study

Susana Silva (Supervisor) & Adriana Monteiro (Student)
2016

Generation Z: influencers of decision-making process -The influence of WOM and peer interaction in the decision-making process

Susana Silva (Supervisor), Joana Machado (Co-supervisor) & Marta Cruz (Student)
2016

Inward internationalization as a motivation to go international

Susana Silva (Supervisor) & António Pereira (Student)
2016

Is there room for a conscious capitalism?

Susana Silva (Supervisor) & Luís Pio (Student)
2016

Market opportunity analysis for tourism marketing: a case study from Tenerife and the Flight Development Fund

Susana Silva (Supervisor) & Andrea Carta (Student)
2016

Measuring consumer perceptions of online shopping convenience

Susana Silva (Supervisor) & Margarida Ferreira (Student)
2016

Understanding the country of origin effect: the case of Portugal

Susana Silva (Supervisor) & Lucénio Saraiva (Student)
2016

European International Business Academy (External organisation)

Susana Silva (Chair)
Dec 2015

Moderation of the Panel: Out-Of-The-Box

Susana Silva (Speaker)
Mar 2015

Consumer engagement with a brand on Facebook

Susana Silva (Co-supervisor), Ana André (Student) & Joana Machado (Supervisor)
2015

Corporate social responsibility in Macau gaming industry
Susana Silva (Supervisor) & Óscar Madureira (Supervisor)
2015

Estratégias Empresariais de Responsabilidade Corporativa. O Encontro da Busca de Geração de Valor Econômico com a Vertente Social.

Susana Silva (Supervisor) & Gustavo Arruda (Student)
2015

Estudo de Avaliação Externa global do projeto de internacionalização da APICCAPS Edição 2014-2015

Susana Silva (Consultant)
2015

Estudo de mercado para a marca Sophy & Freda

Susana Silva (Consultant)
2015

Estudo de mercado para a marca Sophy & Freda

Susana Silva (Consultant)
2015

– Marketing digital na promoção de um destino turístico. O caso da cidade do Porto.

Susana Silva (Supervisor) & Sandra Castro (Student)
2015

Novos Modelos de Negócio

Susana Silva (Keynote speaker)
2015

O impacto do novo fenómeno de emigração na DREX. O caso do Millennium bcp

Susana Silva (Supervisor), João Luís Andrade Serra Moreira de Campos (Co-supervisor) & Francisco Santos (Student)
2015

Plano de Marketing Territorial

Susana Silva (Consultant)
2015

The influence of the need-for-touch on the online purchase propensity: a comparative study between Portugal and China.

Susana Silva (Supervisor) & Jorge Miguel Silva (Student)
2015

What is inhibiting Portuguese consumers from buying on-line? The morphology of the barriers to online shopping in Portugal

Susana Silva (Supervisor), António Andrade (Co-supervisor) & Luís Cavadas (Student)
2015

Como escrever artigos científicos and publicá-los

Susana Silva (Invited speaker)
May 2014

Corporate volunteering and the firm – study of the case UNICER.

Susana Silva (Supervisor) & Bernardo Pavia (Student)
2014

Decision factors of Portuguese SMEs regarding International market research.

Susana Silva (Supervisor) & João Pedro Fonseca (Student)
2014

Development of a Business Model for AND-Commerce B2C at Sonae MC.

Susana Silva (Supervisor) & Gonçalo Rabeca (Student)
2014

Estudo de Avaliação Externa global do projeto de internacionalização da APICCAPS Edição 2013

Susana Silva (Consultant)
2014

Estudo de Avaliação Externa global do projeto de internacionalização da APICCAPS Edição 2014-2015

Susana Silva (Consultant)
2014 → 2015

Export Performance: The case of the exports of cork stoppers from Portugal to emergent economies.

Susana Silva (Supervisor) & Mafalda Roxo (Student)
2014

Financial Guilt and Crisis - Exploring Marketing Opportunities to Southern European Countries.

Susana Silva (Supervisor) & Filipe Ferreira (Student)
2014

Marketing against poverty.

Susana Silva (Supervisor) & Adriana Reis (Student)
2014

Millennials Brand Awareness

Susana Silva (Supervisor) & Inês Capelo (Student)
2014

Partner selection in international joint ventures: factors for the selection of partners in IJVs.

Susana Silva (Supervisor) & Sandro Oliveira (Student)
2014

Plano de Marketing Territorial para a CIM do Tâmega e Sousa

Susana Silva (Consultant)
2014 → 2015

Pursuit of competitive advantage for Online Travel Agencies: Driving from price to value.

Susana Silva (Supervisor) & Tiago Vilarinho (Student)
2014

The importance of historic factors on the formation and success of the business Cluster of the Galerias Paris.

Susana Silva (Supervisor) & Mariana Sousa (Student)
2014

The Next 25 Years - A social-concern perspective

Susana Silva (Keynote speaker)
2014

The problem of cultural distance in International Business: Cultural distance's influence in Zippy's entry mode process.

Susana Silva (Supervisor) & Cláudia Cunha (Student)
2014

Tribal marketing: is there a tribe within the tribe?

Susana Silva (Supervisor) & Bruno Almeida (Student)
2014

Analysis of the decrease of dehydrated Knorr soups in the wholesales channel

Susana Silva (Supervisor) & Li Danchan (Student)
2013

Cause-related Marketing – The influence of social causes in buying intention in cause-related marketing

Susana Silva (Supervisor), Maria Gouveia (Student) & Joana Machado (Co-supervisor)
2013

Co-Branding strategies – the case of "Plan EDP-Continente"

Susana Silva (Supervisor) & Diana Santos (Student)
2013

Consumer guilt dimensions – implications for cause-related marketing.

Susana Silva (Supervisor) & Miguel Oliveira (Student)
2013

Estudo de Avaliação Externa global do projeto de internacionalização da APICCAPS Edição 2013

Susana Silva (Consultant)
2013 → 2014

European International Business Academy (External organisation)

Susana Silva (Member)
2013 → 2019

Factors that influence international negotiation – the Portuguese Case.

Susana Silva (Supervisor) & Miguel Gomes (Student)
2013

Middle class increase in Brazil

Susana Silva (Supervisor) & Rita Pinto (Student)
2013

Optimization of marketing processes in a context of customer-centric retailing

Susana Silva (Supervisor) & João Luís Andrade Serra Moreira de Campos (Student)
2013

Red carpet trend and the Chinese market potential for city marketing - Porto case study.

Susana Silva (Supervisor) & Nuno Soares (Student)
2013

Sales Team control at Auto Sueco

Susana Silva (Supervisor) & João Cunha (Student)
2013

Service quality measurement at Grupo Auto-Sueco.

Susana Silva (Supervisor) & Ana Leite (Student)
2013

The football impact in changing social behaviours – The DreamFootball case study.

Susana Silva (Supervisor) & Miguel Prazeres (Student)
2013

The social activity of “Celestial Ordem Terceira da Santíssima Trindade”.

Susana Silva (Supervisor) & Francisco Capelas (Student)
2013

Are Portuguese expatriates satisfied with their expatriation experience?

Susana Silva (Supervisor) & Sílvia Ferraz (Student)
2012

Desenvolvimento de uma plataforma de e-commerce

Susana Silva (Consultant)
2012

Desenvolvimento de um barómetro empresarial

Susana Silva (Consultant)
2012

Desenvolvimento de um barómetro empresarial - Barclays

Susana Silva (Consultant)
2012

Franchising as an entry mode – what are the critical success factors?

Susana Silva (Supervisor) & João Ribeiro (Student)
2012

Franchising as an entry mode – what are the critical success factors?

Susana Silva (Supervisor) & João Neves Prisco Ribeiro (Student)
2012

Implementing new clients recruitment strategy at Schmitt Elevators.

Susana Silva (Supervisor) & Nuno Barbosa (Student)
2012

Internationalization – franchising as an entry mode in Portugal – The RE/MAX® case study.

Susana Silva (Supervisor) & João Póvoas (Student)
2012

International Market Selection - The case of Portuguese companies in Poland.

Susana Silva (Supervisor) & Emilia Brzoskowska (Student)
2012

Neuromarketing: the application of neurosciences to marketing.

Susana Silva (Supervisor) & Sandra Nascimento (Student)
2012

Portugal and Greece: Is there room for an improvement in economic relations?

Susana Silva (Supervisor) & Stamatia Papatzika (Student)
2012

The critical factors for the success of International branding – the Brodheim Group case study.

Susana Silva (Supervisor) & António Jorge (Student)
2012

The importance of expatriates in International management.

Susana Silva (Supervisor) & Bárbara Pinho (Student)
2012

The importance of social media for corporate social marketing

Susana Silva (Supervisor), Filipa Araújo (Student) & António Andrade (Co-supervisor)
2012

The need for touch on online retail – The impact of textual haptic information.

Susana Silva (Supervisor) & Tomé Rodrigues (Student)
2012

The strengthening of internationalization competencies: the market selection stage of firms internationalization.

Susana Silva (Supervisor) & João Gomes (Student)
2012

Understanding the internationalization process of Silampos.

Susana Silva (Supervisor) & Pedro Sousa (Student)
2012

The growing pains of an article

Susana Silva (Invited speaker)
Aug 2011

Adira – Identification and conditions for implementing a CRM solution.

Susana Silva (Supervisor) & Catarina Almeida (Student)
2011

Desenvolvimento de uma plataforma de e-commerce para Adira

Susana Silva (Consultant)
2011 → 2012

Everyday Low Pricing Policies in B2B market

Susana Silva (Supervisor), Paulo Miguel (Student) & Angelo Manaresi (Co-supervisor)
2011

How to capitalize the tribe – the Toyota Prius case study

Susana Silva (Supervisor) & Mariana Santos (Student)
2011

– Key Account Management application in industrial markets: the SPSA case.

Susana Silva (Supervisor) & Jorge da Silva (Student)
2011

Understanding how relationships influence firm's internationalization process.

Susana Silva (Supervisor) & Eugénia Pacheco (Student)
2011

Bosch Termotecnologia S.A. – Economic viability of the hot water distribution system.

Susana Silva (Supervisor) & Nuno Costa (Student)
2010

Os desafios do marketing na Guiné-Bissau

Susana Silva (Speaker)
2010

Research Methods – an Exploratory Overview

Susana Silva (Speaker)
Jul 2009

A experiência das empresas portuguesas no Brasil

Susana Silva (Speaker)
Jun 2009

A mundialização do Marketing

Susana Silva (Invited speaker)
2009

Marketing plan for the implementation of a system to collect domestic oil.

Susana Silva (Supervisor) & Joana Dias (Student)
2009

Workshop in International Marketing

Susana Silva (Speaker)
Apr 2008

The impact of brand re-positioning in the internationalization of Brazilian footwear industry: the Havaianas case.

Susana Silva (Supervisor) & Fernando Filho (Student)
2008

The importance of consortia in the firm's internationalization process. The case Mota-Engil

Susana Silva (Supervisor) & Maria João Sousa (Student)
2008

Marketing e vendas na Internacionalização

Susana Silva (Consultant)
2007

Humanizar a Globalização

Susana Silva (Invited speaker)
Nov 2006

Marketing Internacional and Vendas

Susana Silva (Invited speaker)
Oct 2006

Marketing e vendas na Internacionalização - AIM

Susana Silva (Consultant)
2006 → 2007

A estratégia de internacionalização do Grupo Jerónimo Martins

Susana Silva (Speaker)
Dec 2004

Estudo sobre a internacionalização do Artesanato Português

Susana Silva (Consultant)
2004

Estudo sobre a internacionalização do Artesanato Português - FPAO

Susana Silva (Consultant)
2004 → 2005

The impact of trust in international alliances performance

Susana Silva (Speaker)
2004

A internacionalização and redes de negócios

Susana Silva (Speaker)
Jul 2002

Prizes

Award for the best paper in International Marketing presented at EIBA (European International Business Academy) Conference

Silva, Susana (Recipient), 2006

Best paper nominee at Conversations 2020

Silva, Susana (Recipient) & De Cicco, Roberta (Recipient), 2020

Best Portuguese Cases Studies

Silva, Susana (Recipient) & Silva, Paulo Gaspar (Recipient), 2020

Best Portuguese Case Studies

Silva, Susana (Recipient), 2019

Best Portuguese Case Studies

Silva, Susana (Recipient) & Cunha, Cláudia (Recipient), 2015

Cooperation and Exchange between the Human Resources of the Higher Education Centers of the Euroregion Galicia - North of Portugal

Silva, Susana (Recipient), 2019

Cooperation and Exchange between the Human Resources of the Higher Education Centers of the Euroregion Galicia - North of Portugal.

Silva, Susana (Recipient), 2020

Cooperation and Exchange between the Human Resources of the Higher Education Centers of the Euroregion Galicia - North of Portugal.

Silva, Susana (Recipient), 2021

Expatriates, Expatriates Satisfaction Macau, Portuguese Diaspora – the actuality of the Portuguese Expatriates in Macau

Silva, Susana (Recipient) & Teixeira, Vitor (Recipient), 2016

PhD scholarship

Silva, Susana (Recipient), 2002

Short-term scholarship

Silva, Susana (Recipient), 2004

Press/Media

3.0: a evolução do paradigma de marketing

Susana Silva & Maria Alarcão

18/12/13

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A classe média – o novo mercado mundial

Susana Silva & André Lopes

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Acordos de fornecimento. O que está por detrás dos contratos da distribuição moderna em Portugal?

Susana Silva & A. Esteves

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A desigualdade intra-género

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“Afinal o que é o omnichannel?”

Susana Silva

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Susana Silva & Miguel Fontoura Oliveira

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“A força do “made in” Portugal no calçado português”

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Agora que tanto se fala de IA e chatbots, sabe o que é o ‘uncanny valley’?

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“A importância do marketing para ‘startups’”

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A omnicanalidade é uma utopia?

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“As artimanhas dos contratos de distribuição moderna”

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As carteiras Hérmes e as novas influencers de luxo em segunda-mão

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A velha tecnologia e a moda do slow-fashion

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Como comunicar uma cidade

Susana Silva & M. T. Stanislaus

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Como criar uma campanha de marketing viral?

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Como se avalia a online customer experience (OCX)?

Susana Silva

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“Como tirar partido do cliente mistério”

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Como ultrapassar as desvantagens associadas ao e-commerce

Susana Silva

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Consolidar a oferta de omnichannel em Portugal

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Consolidar a oferta de omnichannel em Portugal

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Contra o 'clickbaiting' e o 'skimming', refinar, refinar!

Susana Silva

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Critical review of the paper "Consumers un-tethered: A three market empirical study of consumers' mobile marketing acceptance"

Susana Silva

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CRM e Marketing Automation - A simbiose ao serviço da gestão de vendas

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Desafios da digitalização na saúde

Susana Silva

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"E por falar em China..."

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E se David Ricardo fosse vivo...

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Estímulo à aprendizagem ao longo da vida: Inteligência Artificial e Machine Learning

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Etnomarketing ajuda a dimensionar o mercado

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Fighting the poverty together

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Há uma linha que separa a arte do comércio: product placement, quanto vale?

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"Learn by doing"

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"Low cost não é para quem quer, é para quem pode!"

Susana Silva

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Marketing 3.0: do produto e do consumidor ao espírito humano

Susana Silva & João Rendeiro

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Marketing digital: como podem as métricas ajudar a sua empresa?

Susana Silva & C. Ferreira

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"Métricas úteis para o marketing digital"

Susana Silva

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"Não há um Brasil, há vários "brasis""

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O comércio justo humaniza a globalização

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O embaraço de comprar roupa em segunda mão

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O etnocentrismo invertido and o marketing

Filipe Príncipe & Susana Silva

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O 'healthwashing', a ortorexia nervosa e a responsabilidade social das empresas

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O marketing global existe?

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O marketing relacional e o farmacêutico

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O (mau) uso do Instant Messaging nas empresas do setor imobiliário

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"O negócio dos sites dos usados em Portugal"

Susana Silva

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O património cultural como fator de atração de turistas a uma cidade. O caso da cidade do Porto

Susana Silva, Vitor Teixeira & Sandra Castro

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"O património cultural na atração de turistas ao Porto"

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O que a nova tecnologia muda no marketing

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O que é afinal o marketing social?

Susana Silva

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O que é and para que serve o Google Adwords?

Susana Silva & A. G. Cardoso

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o que é o product placement?

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"O que o marketing digital muda nas PMEs?"

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Os millennials merecem a atenção do marketing

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“Perfil RH: Susana Costa and Silva”

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Promoção de venda: não se pode gerir o que não se pode medir

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“QR Codes uma ferramenta por explorar em Portugal”

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Quando a geografia dá as coordenadas ao marketing

Susana Silva, D. Cruz & Daniela Leite
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Quando o assédio também atinge os ‘chatbots’

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Que efeitos da globalização no marketing: etnocentrismo? Ou etnocentrismo invertido?

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Que marketing em tempos de crise

Susana Silva & José Cevada
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Quem são os vencedores de uma guerra de preços?

João Luís Andrade Serra Moreira de Campos & Susana Silva
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Red Carpet –Tudo a postos para receber o cliente chinês?

LaSalette Coelho & Susana Silva
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“Reshoring’ e desglobalização”

Susana Silva
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Reshoring’ e desglobalização

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Sabe o que é o digital fashion?

Susana Silva

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Sucessos instantâneos and sucessos casuísticos em marketing

Susana Silva & Diogo Machado

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Um caso de estudo no uso das ferramentas do meio digital

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Vamos dar o benefício da dúvida à IA

Susana Silva

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"Vendas on-line: o que pode correr mal"

Susana Silva

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Viagem ao mudo do luxo conspício e do luxo inconspício

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Videojogos: próximo passo do product placement?

Susana Silva & João Lima

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