

PROGRAMME OF
1ST INTERNATIONAL WORKSHOP IN MARKETING
UNIVERSIDADE LUSÍADA, PORTO, PORTUGAL
MAY 13, 2022

 UNIVERSIDADE LUSÍADA
 SOL LUCET OMNIBUS

**1st International
 Workshop
 in Marketing**

WM

**SUSTAINABILITY
 AND RESILIENCE**

May 13, 2022 **hybrid event**
 Porto - Universidade Lusíada

 **COMEGI**
 CENTRO DE INVESTIGAÇÃO
 ORGANIZAÇÕES, MERCADOS E GESTÃO INDUSTRIAL



FUNDAÇÃO MINERVA
 Cultura - Ensino e Investigação Científica

FCT Fundação
 para a Ciência
 e a Tecnologia

This work is supported by national funding's of FCT
 - Fundação para a Ciência e a Tecnologia, I.P.,
 in the project «UIDB/04005/2020».



**REPÚBLICA
 PORTUGUESA**

**Ciência, Tecnologia
 e Ensino Superior**

Morning – 9:00 to 13:00 – May 13, 2022

Workshop attendance – 9:00 - Auditorium 4

[Link](#)

To access, click Ctrl and Link simultaneously.

President of Fundação Minerva: Professor **João Redondo**

Professor **Paula Rodrigues** (COMEGI, Portugal)

Keynote Speakers – 9:30 - Auditorium 4

[Link](#)

To access, click Ctrl and Link simultaneously.

Professor **Anne Michaut** (HEC Paris, France)

Why Should Luxury Brand Lead the Way to Sustainability?

(30 minutes)

Professor **Cleopatra Veloutsou** (University of Glasgow, Department of Management, United Kingdom)

Academic Research of Brand Management: Reflections and Research Avenues

(30 minutes)

Professor **Luís Valadares Tavares** (COMEGI, Portugal)

COMEGI Strategy

(15 minutes)

Coffee Break – 10:45

Session 1 – 11:00 – 13.00 – Room 206 – Sustainability

Chair: Isabel Cantista

Presenters: 10 min + 5 min for discussion

[Link](#)

To access, click Ctrl and Link simultaneously.

The impact of Corporate Social Responsibility on brand loyalty and brand attachment: an analysis of the Portuguese brand Delta Cafés

[Anna Carolina Boechat](#) (COMEGI, Universidade Lusíada);

João Morais (IPC, Coimbra Education School and ICNOVA);

Andreia Moura (IPC, Coimbra Education School, CITUR and GOVCOPP);

[Ana Margarida Barreto](#) (NOVA University of Lisbon, ICNOVA)

The Marketing of Sustainability Policies by Local-E Government: A Multicriteria Evaluation

[Luís Valadares Tavares](#) (COMEGI, Universidade Lusíada)

José Antunes Ferreira (IST, CITUA);

Ana Sá (IST, CITUA);

Cristina Martins (COMEGI, Universidade Lusíada)

Effects of Green Brand Love on Loyalty and Green Purchase Behaviour: A Comparative Approach Between Pre and During Pandemic Consumers

Martina Morando (University of Catania, Section of Psychology);
 Muhammad Kashif (University of Pakistan, Service Management);
 Silvia Platania (University of Catania, Section of Psychology)

Exploring Fashion Rental During the Covid-19 Pandemic

Elisa Arrigo (University of Milan-Bicocca)

Environmental Sustainability of Services

Albérico Rosário (GOVCOPP and IADE);
Joana Carmo Dias (UNIDCOM and IADE)

Antecedents of Ecological Purchase Intention and Behavior of Consumers: An Approach to Organic Food

Sandra Ferreira (Universidade do Minho)
 Olga Pereira (IADE - Universidade Europeia)

Session 2 – 11:00 – 13.00 – Room 208 – Online Marketing and Machine Learning

Chair: Amélia Brandão

Presenters: 10 min + 5 min for discussion

[Link](#)

To access, click Ctrl and Link simultaneously.

Chatbot-Based Services: A Study on Users' Intention to Reuse Them

Filipe Araújo Silva; **Belém Barbosa**
 (Universidade do Porto)

Social Media Traffic Sources on the Most Visited Fashion and Apparel Platforms

Paulo Ribeiro Cardoso (Universidade Lusíada, COMEGI and Universidade Fernando Pessoa);
Joel Filipe Pedroso Vaz (Universidade Lusíada, COMEGI)

Emotional vs. Rational Appeals by Fitness Instagramers and their Impact on Followers' Engagement

Mariana Silva Pinto; **Belém Barbosa**
 (Universidade do Porto)

Is It Worthwhile an Inbound Marketing?

Madalena Eça de Abreu; Ana Sofia Oliveira Domingues
 (ISCAC Coimbra Business School)

Developing and Validating a New Instrument: Perceptions of Portuguese SME Managers on the Importance of the Third Parties Support in e-Business Adoption

Denise Haller (GOVCOPP, Universidade de Aveiro);
 António Carrizo Moreira (GOVCOPP and DEGEIT, Universidade de Aveiro);
 Nuno Fortes (Instituto Politécnico de Coimbra, ESTGOH)

Search Engines as a Traffic Source for the Main Online Shops Operating in Portugal

Paulo Ribeiro Cardoso (Universidade Lusíada, COMEGI and Universidade Fernando Pessoa)
 Joel Filipe Pedroso Vaz (Universidade Lusíada, COMEGI)

The ‘Insta’ Effect in The Choice of a Holiday Destination: A Case for Conspicuous Consumption?

Ana Maria Soares (University of Minho and CICS.NOVA.UMinho);
Cristina Calvo-Porrall (University of La Coruña);
Beatriz Casais (University of Minho and CICS.NOVA.UMinho)

Session 3 – 11:00 – 13:00 – Auditorium 4 - Consumer-brand Relationship

Chair: Paula Rodrigues

Presenters: 10 minutes + 5 min for discussion

[Link](#)

To access, click Ctrl and Link simultaneously.

Segmenting Homedecor Clients Using Loyalty to Improve Brand Equity

Carolina Afonso; Catarina Gomes (ISEG)

Brand Equity Management Towards Sports Celebrities: The Case of Extreme Love For The Human Brand

João Rocha; Paula Rodrigues
(COMEGI, Universidade Lusíada)

The Influence of Customer Value Co-Creation and Interaction with Salesperson on Customer Experience in Furniture Retailing

Catarina Oliveira; António Azevedo
(School of Economics and Management, University of Minho)

A Bibliometric Review on Brand Equity and Brand Experience: Summing Up Main Research Trends

Clara Madeira; Catarina Correia; Paula Rodrigues
(COMEGI, Universidade Lusíada)

Purchase Decision Process: Consumer Involvement and The Perceived Risks of The Habitual Wine Consumer

Marina Francisco (Polytechnic of Porto and ISCAP);
Sandrina Teixeira (CEOS.PP, Polytechnic of Porto and ISCAP);
José Luís Reis (CEOS.PP, Polytechnic of Porto and ISCAP);
Zaíla Oliveira (CEOS.PP, Polytechnic of Porto and ISCAP)

Price Sensitivity and Quality Perception in the Generation Z Decision-making

Isabel Barbosa; Elizabeth Real; Pedro Rodrigues
(COMEGI, Universidade Lusíada)

Lunch – 13:00 - 14:30

Afternoon – 14:30 – 17:00 – May 13, 2022

Keynote Speaker – 14:30 - Auditorium 4

[Link](#)

To access, click Ctrl and Link simultaneously.

Professor **Justin Paul** (University of Puerto Rico, San Juan, USA & University of Reading Henley Business school, UK)

Masstige Marketing (30 min)

Session 4 – 15:00 – 17:00 – Room 206 - Online Marketing and Machine Learning

Chair: Elizabeth Real

Presenters: 10 min + 5 min for discussion

[Link](#)

To access, click Ctrl and Link simultaneously.

Learning Makes Perfect: A Framework for Analysing Online Community Dynamics

[Ana Hungara](#); Helena Nobre
(GOVCOPP and DEGEIT, University of Aveiro)

Neuromarketing 101 – The What, the How, And the Why!

[Isabel Barbosa](#); Elizabeth Real
(COMEGI, Universidade Lusíada)

How Do Advertising Structure and Creativity Influence Brand Engagement in Generation Z?

[Sara Santos](#) (CISeD, Polytechnic of Viseu);
Pedro Espírito Santo (ESTGOH, Polytechnic of Coimbra);
Sónia Ferreira (CI&DEI, School of Education, Polytechnic of Viseu)

Website Analysis to Improve the Performance of Companies and the Relationship with Their Customers

Flávia Rodrigues (Polytechnic of Porto and ISCAP)
José Luís Reis (CEOS.PP, Polytechnic of Porto and ISCAP)
Sandrina Teixeira (CEOS.PP, Polytechnic of Porto and ISCAP)
[Zaíla Oliveira](#) (CEOS.PP, Polytechnic of Porto and ISCAP)

Do Digital Influencers Impact Eating Habits? An Instagram Case Study

[Sara Santos](#) (CISeD, Polytechnic of Viseu);
Sara Pais (Polytechnic of Viseu);
Belmiro Rego (Polytechnic of Viseu)

Examining Consumer's Cognition, Emotion and Loyalty Regarding Email Subscriptions

Chaitra Katti (Sikkim Manipal University);
[Belém Barbosa](#) (Universidade do Porto)

The Effect of Consumers' Involvement on Healthy Food Purchase Intention, Mediated by Recommenders' Credibility

[Edar da Silva Añaña](#) (Universidade Federal de Pelotas, Brazil);
Belém Barbosa (Universidade do Porto)

Session 5 – 15:00 – 17:00 – Room 208 - Luxury and Masstige Brands

Chair: Ana Sousa

Presenters: 10 min + 5 min for discussion

[Link](#)

To access, click Ctrl and Link simultaneously.

Brand Love in The Market of New Luxury Versus Old Luxury

[Paula Costa](#) (Universidade Portucalense);
Paula Rodrigues (COMEGI, Universidade Lusíada)

The Bandwagon Effect of Masstige Brands: An Exploratory Study

Ana Sousa (COMEGI, Universidade Lusíada);
Paula Rodrigues (COMEGI, Universidade Lusíada);
Isabel Barbosa (COMEGI, Universidade Lusíada);
Clara Madeira (COMEGI, Universidade Lusíada);
Ana Pinto Borges (ISAG (CICET - FCVC) and COMEGI)

Effect of COVID-19 on Behavioral Engagement with Luxury Hotels: An Observation on Facebook

Mónica Gómez-Suárez; Mónica Veloso; Myriam Quinones
(Universidad Autónoma de Madrid)

Luxury Brands in The Circular Economy: an Approach to the Product Life Extension Business Model

Maria Inês Sousa (IADE – Universidade Europeia);
Olga Pereira (IADE – Universidade Europeia);
João Alberto Baptista Barata (CICANT, ULHT)

Does Sustainable Consumption Behaviour Impacts Luxury Services Purchase Intention?

Amélia Brandão (FEP – Universidade do Porto and Cef.up);
Carmo Cupertino de Miranda (FEP – Universidade do Porto)

Brand Addiction Behavior in Luxury Brand Management

Paula Rodrigues (COMEGI, Universidade Lusíada);
Isabel Barbosa (COMEGI, Universidade Lusíada);
Ana Rita Gonçalves (Universidade Lusíada)

Session 6 – 15:00 – 17:00 – Auditorium 4 – Tourism & other Topics in Marketing

Chair: Ana Borges

Presenters: 10 min + 5 min for discussion

[Link](#)

To access, click Ctrl and Link simultaneously.

Brand Legitimacy Under Threat: The Delegitimation of an Institutional Brand in a Context of Crisis

Narek Grigorian (Bayes Business School, City University of London)

Value Co-Creation Strategy Applied to Smart Tourism Management: Portugal and Spain

Clara Madeira (COMEGI, Universidade Lusíada);
Paula Rodrigues (COMEGI, Universidade Lusíada);
Mónica Gómez-Suárez (Universidad Autónoma de Madrid and COMEGI)

Marketing the Downtown of Coimbra via a Local Agency

Madalena Eça de Abreu; Elina Ghazaryan
(ISCAC Coimbra Business School)

Global Fashion Retailers' Response Strategies Toward External and Internal Crises During The COVID-19 Pandemic and Consumer Perceptions About Brands' Responses

António Cardoso (University Fernando Pessoa);
Victor Cueille (University Fernando Pessoa);
Jorge Figueiredo (COMEGI, Universidade Lusíada);
Isabel Oliveira (COMEGI, Universidade Lusíada)

Fashion Management and Integrated Marketing Communication: A Preliminary Study

Bárbara Vasconcelos (IPCA);

Bruno Sousa (IPCA and CiTUR);

André Catarino (Universidade do Minho);

Marketing in Acacia City

Madalena Eça de Abreu; Timoteo Cuche

(ISCAC Coimbra Business School)

Consumers' Perception of The Innovation Capacity of SME

Miguel Martins (ISAG (CICET - FCVC));

Ana Pinto Borges (ISAG (CICET - FCVC) and COMEGI);

Elvira Vieira (ISAG (CICET - FCVC), IPVC and UNIAG)