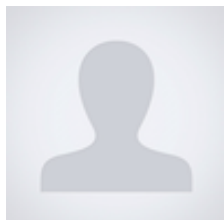


Profile

Personal



Name Marjan Sara Fonseca Jalali
Department Department of Marketing, Operation and Management
Category Associate Professor
Research group [Accounting, Marketing & Management](#)
Last update 2013-07-24 10:15:14

Teaching and Research Interests

- Construal Level Theory Persuasion Knowledge Ethics and CSR Culture and ethnicity Multicriteria Analysis Methodology Heuristics and fuzzy logic Cognitive maps

Qualifications

Type	Course	Institution	Year
Doctorate degree	PhD	University of Sydney	2011
Master degree	MA Organisational Studies	University of Warwick	2003
Bachelor degree	BA Economics and Management	University of Oxford	2001

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Academic activities

Courses

"Strategic Management"

Supervisions

PhD Thesis

Faranak Abbaspuli, "The impact of alcohol sponsorship of university events on perceptions of the events, attitudes towards alcohol and alcohol consumption behaviour", Marjan Sara Fonseca Jalali, PhD Thesis, Concluded, 2015

Master Thesis

Ana Carolina Lança Martins, "Fatores que potenciam a utilização das plataformas eletrónicas B2B", Marjan Sara Fonseca Jalali, Master Thesis, Developing, 2019

Ana Carolina Januário Gonçalves, "Work-Life-Balance: Percepções da geração Y", Marjan Sara Fonseca Jalali, Master Thesis, Developing, 2019

Catarina Gomes Cereja, "Efeitos de Responsabilidade Social Corporativa na confiança na marca própria das empresas de retalho alimentar em Portugal Comparação de percepções - Millennials vs. Geração X", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2018

Laura Andreea Hebler, "A Análise da Influência da Publicidade com Portadores de Deficiência na Compra", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Mónica Isabel Gaspar Pereira, "Perceptions of the Attitudes and Policies towards Religion at Portuguese Workplaces", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Ricardo Jorge Martins Manique, "A Responsabilidade Social Empresarial e suas Práticas: O caso das microempresas do Distrito de Santarém", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Sara Santos Pina Dantas Rodrigues, "A Arte como Catalizador de Criação de Valor - A EDP como um caso de sucesso", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Beatriz Isabel de Almeida Rodrigues, "E-banking: Current use and Factors Affecting its Adoption in Portugal", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Inês da Graça Serra Mendes Rodrigues, "Liderança Transformacional e Transaccional: Um estudo de caso na Caixa Geral de Depósitos", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Helen Clare Tankard, "To What Extent can the Internationalization of Non-Governmental Organizations (NGOS) Improve Their Effectiveness when Achieving their Missions?", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2017

Inês Alix da Marta Perdiz, "Em Quem Posso Acreditar? Conhecimento de persuasão e percepções sobre influencers e celebridades nas redes sociais", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2016

Andreia Filipa Martins Vitorino, "Perceptions of Planned Obsolescence in the Fast Fashion Industry and its Environmental Consequences", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2016

Elton Yannick Delgado Dos Reis Borges, "Estratégia Competitiva Adoptada pela T+ Telecomunicações, S.A no Sector Móvel de Cabo Verde", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2015

Marta Alexandra Ribeiro Amador, "Colourless, Tasteless, and Odourless: The impact of bottled water brand personality on consumer behavior", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2014

Ana Margarida Lucas Correia, "Measuring the impact using SROI - a practical application", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2014

Marco Alexandre Machado Teixeira, "A Aplicação do Modelo Balanced Scorecard a uma PME Industrial Portuguesa - O caso Isofibras", Marjan Sara Fonseca Jalali, Master Thesis, Concluded, 2013

Final Project

Názia Sikander Mahomed, "O Impacto da Estratégia de Internacionalização no Desenvolvimento do Produto - O caso Vortal", Marjan Sara Fonseca Jalali, Final Project, Concluded, 2016

João José Tavares Justa de Sousa Costa, "A Entrada da Valve no Mercado das Consolas: Caso de estudo pedagógico", Marjan Sara Fonseca Jalali, Final Project, Concluded, 2016

Cláudio da Ressurreição Kalengue de Almeida, "Nintendo's Pursuit for Profitability: A pedagogical case study", Marjan Sara Fonseca Jalali, Final Project, Concluded, 2015

Bruna Eduarda Rato Salvado, "Attaining Sustainable Competitive Advantages While Delivering na Undifferential Service.Resource-Based View approach", Marjan Sara Fonseca Jalali, Final Project, Concluded, 2014

Denis Válder Abreu Carmo, "Analyzing the Professional Gaming Industry in the United States of America: A pedagogical case study", Marjan Sara Fonseca Jalali, Final Project, Concluded, 2014

Scientific Activities

Scientific Articles in International Journals

Ferreira, F., Meidutė-Kavaliauskienė, I., Zavadskas, E., Jalali, M. & Catarino, S. (2019). A judgment-based risk assessment framework for consumer loans. *International Journal of Information Technology and Decision Making*. 18 (1), 7-33, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Escadas, M., Jalali, M. & Farhangmehr, M. (2019). Why bad feelings predict good behaviours: The role of positive and negative anticipated emotions on consumer ethical decision making. *Business Ethics: A European Review*., [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Ferreira, F., Spahr, R., Sunderman, M. & Jalali, M. (2018). A prioritisation index for blight intervention strategies in residential real estate. *Journal of the Operational Research Society*. 69 (8), 1269-1285, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Oliveira, I., Carayannis, E., Ferreira, F., Jalali, M., Carlucci, D. & Ferreira, J. (2018). Constructing home safety indices for strategic planning in residential real estate: a socio-technical approach. *Technological Forecasting and Social Change*. 131 (6), 67-77, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

- Fernandes, F., Ferreira, F., Bento, P., Jalali, M. & António, N. (2018). Assessing sustainable development in urban areas using cognitive mapping and MCDA. *International Journal of Sustainable Development and World Ecology*. 25 (3), 216-226, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Fonseca, M. B. C. B. F., Ferreira, F. A. F., Fang, W. & Jalali, M. S. (2018). Classification and selection of tenants in residential real estate: a constructivist approach. *International Journal of Strategic Property Management*. 22 (1), 1-11, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Carlucci, D., Ferreira, F. A. F., Schiuma, G., Jalali, M. S. & António, N. J. S. (2018). A holistic conception of sustainable banking: adding value with fuzzy cognitive mapping. *Technological and Economic Development of Economy*. 24 (4), 1303-1322, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Faria, P., Ferreira, F., Jalali, M., Bento, P. & António, N. (2018). Combining cognitive mapping and MCDA for improving quality of life in urban areas. *Cities*. 78, 116-127, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Pires, A. S. C., Ferreira, F. A. F., Jalali, M. S. & Chang, H.-C. (2018). Barriers to real estate investments for residential rental purposes: mapping out the problem. *International Journal of Strategic Property Management*. 22 (3), 168-178, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, J., Jalali, M. & Ferreira, F. (2018). Enhancing the decision-making virtuous cycle of ethical banking practices using the Choquet integral. *Journal of Business Research*. 88, 492-497, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Carayannis, E., Ferreira, F., Bento, P., Ferreira, J., Jalali, M. & Fernandes, B. (2018). Developing a socio-technical evaluation index for tourist destination competitiveness using cognitive mapping and MCDA. *Technological Forecasting and Social Change*. 131, 147-158, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Carayannis, E., Ferreira, J., Jalali, M. & Ferreira, F. (2018). MCDA in knowledge-based economies: methodological developments and real world applications. *Technological Forecasting and Social Change*. 131, 1-3, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- da Silva, A. C., Farhangmehr, M. & Jalali, M. S. (2018). License to bully: rites of passage in higher education. *International Review on Public and Nonprofit Marketing*. 15 (1), 49-66, [Ciência-IUL](#), Indexada (SCOPUS)
- Ferreira, F., Jalali, M., Bento, P., Marques, C. & Ferreira, J. (2017). Enhancing individual entrepreneurial orientation measurement using a metacognitive decision making-based framework. *International Entrepreneurship and Management Journal*. 13 (2), 327-346, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F., Jalali, M. S., Zavadskas, E. K. & Meidute-Kavaliauskiene, I. (2017). Assessing payment instrument alternatives using cognitive mapping and the choquet integral. *Transformations in Business and Economics*. 16 (2), 170-187, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Oliveira, M., Ferreira, F., Ilander, G. & Jalali, M. (2017). Integrating cognitive mapping and MCDA for bankruptcy prediction in small- and medium-sized enterprises. *Journal of the Operational Research Society*. 68 (9), 985-997, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ribeiro, M., Ferreira, F., Jalali, M. & Meidute-Kavaliauskiene, I. (2017). A fuzzy knowledge-based framework for risk assessment of residential real estate investments. *Technological and Economic Development of Economy*. 23 (1), 140-156, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

- Ferreira, F. A. F., Ferreira, J. J. M., Fernandes, C. I. M. A. S., Meidute-Kavaliauskiene, I. & Jalali, M. S. (2017). Enhancing knowledge and strategic planning of bank customer loyalty using fuzzy cognitive maps. *Technological and Economic Development of Economy*. 23 (6), 860-876, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F. A. F., Jalali, M. S. & Ferreira, J. J. M. (2016). Integrating qualitative comparative analysis (QCA) and fuzzy cognitive maps (FCM) to enhance the selection of independent variables. *Journal of Business Research*. 69 (4), 1471-1478, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Perez-Bustamante Ilander, G. O., Marques, C. S. E., Jalali, M. S. & Ferreira, F. A. F. (2016). The impact of continuous training in small and medium enterprises: lessons from an industrial case analysis. *Journal of Business Economics and Management*. 17 (2), 234-250, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F. A. F., Jalali, M. S., Ferreira, J. J. M., Stankeviciene, J. & Marques, C. (2016). Understanding the dynamics behind bank branch service quality in Portugal: pursuing a holistic view using fuzzy cognitive mapping. *Service Business*. 10 (3), 469-487, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, J. J. M., Ferreira, F. A. F., Fernandes, C. I. M. A. S., Jalali, M. S., Raposo, M. L. & Marques, C. S. (2016). What do we [not] know about technology entrepreneurship research?. *International Entrepreneurship and Management Journal*. 12 (3), 713-733, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F. A. F., Jalali, M. S. & Ferreira, J. J. M. (2016). Experience-focused thinking and cognitive mapping in ethical banking practices: from practical intuition to theory. *Journal of Business Research*. 69 (11), 4953-4958, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Jalali, M. S., Ferreira, F. A. F., Ferreira, J. J. M. & Meidute-Kavaliauskiene, I. (2016). Integrating metacognitive and psychometric decision-making approaches for bank customer loyalty measurement. *International Journal of Information Technology and Decision Making*. 15 (4), 815-837, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Gonçalves, T. S. H., Ferreira, F. A. F., Jalali, M. S. & Meidute-Kavaliauskiene, I. (2016). An idiosyncratic decision support system for credit risk analysis of small and medium-sized enterprises. *Technological and Economic Development of Economy*. 22 (4), 598-616, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F., Jalali, M., Meidute-Kavaliauskiene, I. & Viana, B. A. C. P. (2015). A metacognitive decision making based framework for bank customer loyalty measurement and management. *Technological and Economic Development of Economy*. 21 (2), 280-300, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F. A. F., Marques, C. S. E., Bento, P., Ferreira, J. J. M. & Jalali, M. S. (2015). Operationalizing and measuring individual entrepreneurial orientation using cognitive mapping and MCDA techniques. *Journal of Business Research*. 68 (12), 2691-2702, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Ferreira, F. A. F. & Jalali, M. S. (2015). Identifying key determinants of housing sales and time-on-the-market (TOM) using fuzzy cognitive mapping. *International Journal of Strategic Property Management*. 19 (3), 235-244, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Farhangmehr, M., Jalali, M. & Silva, C. L. (2015). Anti-smoking themes: what works best for adolescents?. *International Review on Public and Nonprofit Marketing*. 12 (1), 17-35, [Ciência-IUL](#), Indexada (SCOPUS)

Martins, V. C. S., Filipe, M. N. M., Ferreira, F. A. F., Jalali, M. S. & António, N. J. S. (2015). For sale? but for how long? A methodological proposal for estimating time-on-the-market. *International Journal of Strategic Property Management*. 19 (4), 309-324, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Fülöp, G., Hernádi, B., Jalali, M., Meidute-Kavaliauskiene, I. & Ferreira, F. (2014). Developing of sustainability balanced scorecard for the chemical industry: preliminary evidence from a case analysis. *Engineering Economics*. 25 (3), 341-349, [Ciência-IUL](#), Indexada (SCOPUS/ISI)

Book Chapters

Gyula Fülöp, Bettina Hernádi, Marjan Jalali, Ieva Meidute-Kavaliauskiene, Fernando Ferreira (2015) "Enhancing the Formation and Implementation of Sustainability Strategies Using the Balanced Scorecard: Evidence from the Chemical Industry", IGI Global Fülöp, G., Hernádi, B., Jalali, M., Meidute-Kavaliauskiene, I. & Ferreira, F. (2015). Enhancing the Formation and Implementation of Sustainability Strategies Using the Balanced Scorecard: Evidence from the Chemical Industry. In Luís Farinha; João Ferreira; Helen Smith & Sharmistha Bagchi-Sen. (Ed.), *Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship*. (pp. 589-615). Hershey PA: IGI Global., [Ciência-IUL](#)

Conference Proceedings

Ferreira, F., Jalali, M. & Ferreira, J. (2016). Experience-focused Thinking and Cognitive Mapping in Ethical Banking Practices: From Practical Intuition to Theory. *Proceeding of the 2016 GIKA International Conference*. 1, 1-21, [Ciência-IUL](#)

Ferreira, F., Jalali, M. & Ferreira, J. (2015). Integrating Qualitative Comparative Analysis (QCA) and Fuzzy Cognitive Maps (FCM) to Enhance the Selection of Independent Variables. *Proceedings of the 2015 GIKA International Conference*. 1, 1-30, [Ciência-IUL](#)

Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2015). A Holistic Conception of Sustainable Banking: Adding Value with Fuzzy Cognitive Mapping. *Proceedings of the 2015 BAI International Conference*. 1, 1-14, [Ciência-IUL](#)

Ferreira, F., Ferreira, J., Fernandes, C., Meidute-Kavaliauskiene, I. & Jalali, M. (2015). Analyzing Cause-and-effect Relationships among Key Determinants of Bank Customer Loyalty Using Fuzzy Cognitive Maps. *Proceedings of the 2015 BAI International Conference*. 1, 1-14, [Ciência-IUL](#)

Pérez-Bustamante, G., Marques, C., Jalali, M. & Ferreira, F. (2015). Continuous Training in Small and Medium-Sized Enterprises: An Industrial Case Analysis. *Proceedings of the 2015 BAI International Conference*. 1, 1-15, [Ciência-IUL](#)

Ferreira, J., Ferreira, F., Fernandes, C., Jalali, M., Raposo, M. & Marques, C. (2014). What Do We Know About Technology Entrepreneurship Research?. *Proceedings of the 4th INBAM Annual Conference*. 1, 1-29, [Ciência-IUL](#)

Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2014). A Knowledge-based Representation of Sustainable Banking: Insights from Fuzzy Cognitive Mapping. *Proceedings of the 9th International Forum on Knowledge Asset Dynamics*. 1, 1837-1855, [Ciência-IUL](#)

Ferreira, F., Ferreira, J., Fernandes, C., Meidute-Kavaliauskiene, I. & Jalali, M. (2014). Using Fuzzy Cognitive Maps to Detect ?Hidden? Causal-Effect Relationships Among Key Determinants of Bank Customer Loyalty. *Proceedings of the 4th INBAM Annual Conference*. 1, 1-24, [Ciência-IUL](#)

- Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2014). Persuasion Knowledge, Alcohol Consumption and Event Sponsorship. Proceedings of the 43rd EMAC Conference - Paradigm Shifts and Interactions. 43, [Ciência-IUL](#)
- Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2013). The impact of alcohol sponsorship of university events on perceptions of the events, attitudes towards alcohol and alcohol consumption behaviour . EMAC 2013. 0-0, [Ciência-IUL](#)
- Pérez-Bustamante, G., Marques, C., Jalali, M. & Ferreira, F. (2013). The impact of continuous training in small and medium enterprises: Lessons from an industrial case analysis. Proceedings of the Global Innovation and Knowledge Academy Conference. 1, 0-0, [Ciência-IUL](#)
- Jalali, M. & Briley, D. (2012). Attenuating Consumer Reactance to Threatening Messages: The Moderating Role of Construal Level. Proceedings of the 41st EMAC (European Marketing Academy) Conference. 0-0, [Ciência-IUL](#)
- Malheiro, A., Farhangmehr, M. & Jalali, M. (2008). Do Consumers Care About Ethics? A cross-cultural study. Actas do II Encontro Luso-Brasileiro de Estratégia. 0-0, [Ciência-IUL](#)
- Farhangmehr, M., Malheiro, A. & Jalali, M. (2005). Comparing Consumers' Ethical Perceptions and their Influence on Purchasing Behaviour: Portugal vs. Cape Verde. Proceedings of the 34th EMAC (European Marketing Academy) Conference. 0-0, [Ciência-IUL](#)
- Bigné, J., Simó, L., Farhangmehr, M. & Jalali, M. (2005). La responsabilidad Social Corporativa Bajo la óptica de Jóvenes Universitarios: un estudio empírico en España y Portugal. XV Jornadas Hispano Lusas de Gestión Científica. 0-0, [Ciência-IUL](#)
- Jalali, M. (2004). Multi-Cultural Groups in a Turbulent Era: Managerial Hurdle or Source of Competitive Advantage?. 21st Annual Conference of the Euro-Asian Management Studies Association (EAMSA). 0-0, [Ciência-IUL](#)

International Communications

Oral Presentation

- Vitorino, A., Jalali, M. & Farhangmehr, M. (2017). Cheap Clothes at a High (Environmental) Cost: Planned Obsolescence in the Fast Fashion Industry. European Social Marketing Conference., [Ciência-IUL](#)
- Ferreira, F., Jalali, M. & Ferreira, J. (2016). Experience-focused Thinking and Cognitive Mapping in Ethical Banking Practices: From Practical Intuition to Theory. Proceeding of the 2016 GIKA International Conference. 1, 1-21, [Ciência-IUL](#)
- Ferreira, F., Jalali, M. & Ferreira, J. (2015). Integrating Qualitative Comparative Analysis (QCA) and Fuzzy Cognitive Maps (FCM) to Enhance the Selection of Independent Variables. Proceedings of the 2015 GIKA International Conference. 1, 1-30, [Ciência-IUL](#)
- Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2015). A Holistic Conception of Sustainable Banking: Adding Value with Fuzzy Cognitive Mapping. Proceedings of the 2015 BAI International Conference. 1, 1-14, [Ciência-IUL](#)
- Ferreira, F., Ferreira, J., Fernandes, C., Meidute-Kavaliauskiene, I. & Jalali, M. (2015). Analyzing Cause-and-effect Relationships among Key Determinants of Bank Customer Loyalty Using Fuzzy Cognitive Maps. Proceedings of the 2015 BAI International Conference. 1, 1-14, [Ciência-IUL](#)
- Pérez-Bustamante, G., Marques, C., Jalali, M. & Ferreira, F. (2015). Continuous Training in Small and Medium-Sized Enterprises: An Industrial Case Analysis. Proceedings of the 2015 BAI International Conference. 1, 1-15, [Ciência-IUL](#)
- Simaens, A., Jalali, M. & Roome, N. (2014). Exploring a hybrid form of network governance: the case of ?Rede Social in Portugal. Voluntary Sector and Volunteering Research Conference., [Ciência-IUL](#)

- Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2014). Persuasion Knowledge, Alcohol Consumption and Event Sponsorship. Proceedings of the 43rd EMAC Conference - Paradigm Shifts and Interactions., [Ciência-IUL](#)
- Ferreira, J., Ferreira, F., Fernandes, C., Jalali, M., Raposo & Marques, C. (2014). What Do We Know About Technology Entrepreneurship Research?. 4th INBAM Annual Conference., [Ciência-IUL](#)
- Ferreira, F., Ferreira, J., Meidute-Kavaliauskiene, I. & Jalali, M. (2014). Using Fuzzy Cognitive Maps to Detect ?Hidden? Causal-Effect Relationships Among Key Determinants of Bank Customer Loyalty. 4th INBAM Annual Conference., [Ciência-IUL](#)
- Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2014). A Knowledge-based Representation of Sustainable Banking: Insights from Fuzzy Cognitive Mapping. 9th International Forum on Knowledge Asset Dynamics., [Ciência-IUL](#)
- Pérez-Bustamente, G.O., Marques, C., Jalali, M. & Ferreira, F. (2013). The impact of continuous training in small and medium enterprises: Lessons from an industrial case analysis. Global Innovation and Knowledge Academy Conference., [Ciência-IUL](#)
- Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2013). The Impact of Alcohol Sponsorships of Univeristy Events on Students' perceptions of the events and their attitudes towards alcohol consumption behaviour. 42nd European Marketing Academy Conference (EMAC)., [Ciência-IUL](#)
- Jalali, M. & Briley, D. (2012). Attenuating Consumer Reactance to Threatening Messages: The Moderating Role of Construal Level. 41st EMAC (European Marketing Academy) Conference., [Ciência-IUL](#)
- Malheiro, A., Farhangmehr, M. & Jalali, M. (2008). Do consumers care about ethics? A cross-cultural study. II Encontro Luso-Brasileiro de Estratégia., [Ciência-IUL](#)
- Jalali, M., Farhangmehr, M., Bigné, J. & Simó, L. (2005). La responsabilidad Social Corporativa Bajo la óptica de Jóvenes Universitarios: un estudio empírico en España y Portugal. XV Jornadas Hispano Lusas de Gestión Científica., [Ciência-IUL](#)
- Farhangmehr, M., Malheiro, A. & Jalali, M. (2005). Comparing consumers' ethical perceptions and their influence on purchasing behaviour: Portugal vs. Cape Verde. 34th EMAC (European Marketing Academy) Conference., [Ciência-IUL](#)
- Jalali, M. (2004). Multi-Cultural Groups in a Turbulent Era: Managerial Hurdle or Source of Competitive Advantage?. 21st Annual Conference of the Euro-Asian Management Studies Association (EAMSA)., [Ciência-IUL](#)

Other Activities

Academic Management Positions

Coordenadora (2014/2017)

Coordenadora da unidade curricular Persuasão, Escolhas e Comportamentos do Consumidor (2015/2015)

Coordenadora da unidade curricular Desenvolvimento e Publicação da Investigação (2017/2017)

Awards

Pembroke College (Oxford University) merit award for Students obtaining a First - 2001 (International)

Award for "best hispano-portuguese research work" of the XV Jornadas Hispano-Lusas de Gestión Científica - 2005 (International)

2014 IBS Scientific Publication Award - 2014

2015 ISCTE-IUL Scientific Publication Award - 2015

2015 BAI Best Paper Award - 2015 (International)

2015 IBS Scientific Publication Award - 2015

André Jordan Prize 2016 - 2016

2016 ISCTE-IUL Scientific Publication Award - 2016

2017 ISCTE-IUL Scientific Publication Award - 2017

Prémio Pedagógico ISCTE-IUL 2017 - 2017

2018 ISCTE-IUL Scientific Publication Award - 2018

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