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Invited Assistant Professor
NOVA Information Management School (NOVA IMS)
NOVA IMS Research and Development Center (MagIC)
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Research interests

Doctor of Philosophy (PhD) in Management (Major in Marketing) from the Neoma Business School (France), with a visiting PhD period at the University of British Columbia (Prof. Darren Dahl) and New York University (Prof. Yaacov Trope). Post-doctoral research project at IE Business School (Spain). BA and MSc Business Administration from the Federal University of Rio Grande do Sul (Brazil). He has taught courses in several business schools in France, Brazil and China. His research appears in international peer reviewed ranked journals, including the International Journal of Retail and Distribution Management, International Journal of Consumer Studies, Journal of Brand Management, Journal of Consumer Behavior, and international academic conferences such as the Association for Consumer Research, the Academy of Marketing Science (AMS) and the European Marketing Academy (EMAC). As a consultant, he has worked in research projects at Box1824 and CFT consultancy for companies such as RedBull, TIM Mobile, Kraft Foods, Grendene (Melissa), Ipiranga (Ultra Group) and Calçados Bibi (Footwear).

Qualifications

Marketing, Doctorate, NEOMA Business School
Award Date: 23 Oct 2013

Employment

Invited Assistant Professor

NOVA Information Management School (NOVA IMS)
Universidade NOVA de Lisboa
Lisboa, Portugal
11 Sep 2017 → present

NOVA IMS Research and Development Center (MagIC)

Universidade NOVA de Lisboa
11 Sep 2017 → present

Research output

Circular economy engagement: Altruism, status, and cultural orientation as drivers for sustainable consumption

Morais, L. H. L. D., Pinto, D. C. & Cruz-Jesus, F., Jul 2021, In : Sustainable Production and Consumption. 27, July, p. 523-533 11 p.

Which emotions make you healthier? The effects of sadness, embarrassment, and construal level on healthy behaviors

Herter, M. M., Borges, A. & Pinto, D. C., 27 Mar 2021, In : Journal of Business Research. 130, June, p. 147-158 12 p.

Understanding Over-Indebtedness in Portugal: Descriptive and Predictive Models

Vanneschi, L. & Pinto, D. C., 22 Mar 2021, Lisboa: Instituto Superior de Estatística e Gestão de Informação da Universidade Nova de Lisboa. NOVA Information Management School (NOVA IMS). 45 p.

Customer engagement in social media: a framework and meta-analysis

Santini, F. D. O., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H. & Babin, B. J., Nov 2020, In : Journal Of The Academy Of Marketing Science. 48, p. 1211-1228 18 p.

Using artificial intelligence to overcome over-indebtedness and fight poverty

Boto Ferreira, M., Costa Pinto, D., Maurer Herter, M., Soro, J., Vanneschi, L., Castelli, M. & Peres, F., 19 Oct 2020, In : Journal of Business Research. p. 1-15 15 p.

Rethinking Emotions and Destination Experience: An Extended Model of Goal-Directed Behavior

Huseynov, K., Costa Pinto, D., Maurer Herter, M. & Rita, P., 1 Sep 2020, In : Journal of Hospitality and Tourism Research. 44, 7, p. 1153-1177 25 p.

Influenciadores e causas sociais: Como o tipo de causa interfere no sucesso da promoção das causas?

Soares, R. R., Herter, M. M., Leal, M. D. C., Pinto, D. C. & Abreu, C., Sep 2020, In : RISTI - Revista Iberica de Sistemas e Tecnologias de Informacao. 2020, E34, p. 514-526 13 p.

The power of sophistication: How service design cues help in service failures

Terres, M. D. S., Herter, M. M., Pinto, D. C. & Mazzon, J. A., 1 May 2020, In : Journal of Consumer Behaviour. 19, 3, p. 277-290 14 p.

Traditionsapes in emerging markets: How local tradition appropriation fosters cultural identity

Dalmore, M., Pinto, D. C., Herter, M. M. & Nique, W., Apr 2020, In : International Journal of Emerging Markets. 15, 6, p. 1105-1126 22 p.

A Population Dynamics Approach to Viral Marketing

Souto, P. C., Silva, L. V., Pinto, D. C. & Santos, F. C., 1 Jan 2020, *Complex Networks and Their Applications VIII : Proceedings of the 8th International Conference on Complex Networks and Their Applications, COMPLEX NETWORKS 2019*. Cherifi, H., Gaito, S., Mendes, J. F., Moro, E. & Rocha, L. M. (eds.). Springer, Vol. 1. p. 399-411 13 p. (Studies in Computational Intelligence; vol. 881 SCI).

Reducing Ingroup Bias in Ethical Consumption: The Role of Construal Levels and Social Goodwill

Pinto, D. C., Borges, A., Maurer Herter, M. & Boto Ferreira, M., 1 Jan 2020, In : Business Ethics Quarterly. 30, 1, p. 31-63 33 p.

Can luxury brands be ethical? Reducing the sophistication liability of luxury brands

Pinto, D. C., Herter, M. M., Gonçalves, D. & Sayin, E., 1 Oct 2019, In : Journal of Cleaner Production. 233, p. 1366-1376 11 p.

Benefits of authenticity: Post-failure loyalty in the sharing economy

Shuqair, S., Pinto, D. C. & Mattila, A. S., 1 Sep 2019, In : Annals of Tourism Research. 78, 15 p., 102741.

Responsible Consumption during Crisis: Consumer Impulsiveness and Purchase Behavior in Emerging Markets: An Abstract

Castagna, A. C., Pinto, D. C. & Herter, M. M., 2 Apr 2019, *Finding New Ways to Engage and Satisfy Global Customers: Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*. Rossi, P. & Krey, N. (eds.). Springer, p. 571-572 (Finding New Ways to Engage and Satisfy Global Customers).

The Benefits of Unrelated Brand Corporate Social Responsibility: An Abstract

Pinto, D. C., Herter, M. M., Nicolao, L. & Terres, M., 2 Apr 2019, *Finding New Ways to Engage and Satisfy Global Customers: Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*. Rossi, P. & Krey, N. (eds.). Springer, p. 367-368 (Finding New Ways to Engage and Satisfy Global Customers).

Traditionsapes in Emerging Markets: An Abstract

Dalmore, M., Pinto, D. C. & Nique, W. M., 2 Apr 2019, *Finding New Ways to Engage and Satisfy Global Customers: Proceedings of the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*. Rossi, P. & Krey, N. (eds.). Springer, p. 277-278 Chapter 69. (Finding New Ways to Engage and Satisfy Global Customers).

Recycling cooperation and buying status: Effects of pure and competitive altruism on sustainable behaviors

Pinto, D. C., Maurer Herter, M., Rossi, P., Meucci Nique, W. & Borges, A., 1 Jan 2019, In : *European Journal Of Marketing*. 53, 5, p. 944-971

Self-control today, indulgence tomorrow? How judgment bias and temporal distance influence self-control decisions

Ladeira, W. J., Santini, F. O., Pinto, D. C., Araujo, C. F. & Fleury, F. A., 1 Nov 2018, In : *Journal of Consumer Marketing*. 35, 5, p. 480-490 11 p.

The brand experience extended model: a meta-analysis

de Oliveira Santini, F., Ladeira, W. J., Sampaio, C. H. & Pinto, D. C., 1 Nov 2018, In : *Journal of Brand Management*. 25, 6, p. 519-535 17 p.

How sophisticated servicescape can reduce negative feelings when a failure occur?

Terres, M., Herter, M., Pinto, D. C. & Mazzon, J. A., Jul 2018, *SERVSIG Conference Proceedings, 2018: Opportunities for Services in a Challenging World*. SERVSIG, p. 420-429 9 p.

The importance of colors on trust: how colors influence on service mobile applications?

Terres, M., Nicolao, L., Herter, M. & Pinto, D. C., Jul 2018, *SERVSIG Conference Proceedings, 2018: Opportunities for Services in a Challenging World*. SERVSIG, p. 159-163 5 p.