

Diego Costa Pinto
Researcher, Assistant Professor
NOVA Information Management School (NOVA IMS)
Information Management Research Center (MagIC) - NOVA Information
Management School
Type of address: Postal address.
Campus de Campolide
1070-312
Lisboa
Portugal
Email: dpinto@novaims.unl.pt



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, PhD in Management, NEOMA Business School
Award Date: 23 Oct 2013

Employment

Assistant Professor

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

Integrated Researcher

Researcher
Information Management Research Center (MagIC) - NOVA Information Management School
Universidade NOVA de Lisboa
Portugal
31 Dec 2017 → present

Research output

Leveraging online selling through social media influencers

Shuqair, S., Filieri, R., Viglia, G., Mattila, A. S. & Pinto, D. C., 1 Jan 2024, In: Journal of Business Research. 171, January, p. 1-10 10 p., 114391.

A meta-analysis on the psychological and behavioral consequences of nostalgia: The moderating roles of nostalgia activators, culture, and individual characteristics

Santini, F. D. O., Lim, W. M., Ladeira, W. J., Pinto, D. C., Herter, M. M. & Rasul, T., 1 Oct 2023, In: Psychology and Marketing. 40, 10, p. 1899-1912 14 p.

Artificial Intelligence (AI) in Fintech Decisions: The Role of Congruity And Rejection Sensitivity

Gonçalves, A. R., Meira, A. B., Shuqair, S. & Pinto, D. C., 24 Aug 2023, In: International Journal of Bank Marketing. 41, 6, p. 1282-1307 26 p.

Does crowdsourcing necessarily lead to brand engagement? The role of crowdsourcing cues and relationship norms on customer-brand relationships

Herter, M. M., Shuqair, S., Pinto, D. C., Mattila, A. S. & Zandonai, P., 15 Aug 2023, In: Journal of Product and Brand Management. 32, 7, p. 988-1004 17 p.

Is Artificial Intelligence Threatening Our Self-Continuity? A Temporal Appraisal and Feeling Economy Perspective

González-Jiménez, H., Pinto, D. C., Wagner, R. L. & Akdim, K., 23 Jul 2023, (Accepted/In press).

Can Sustainable Packaging Boost Brand Experience? The Influence of Sustainability on Sensorial Perceptions and Brand Evaluations

Herter, M. M., Soares, R., Pinto, D. C. & Reik, P., 24 May 2023, p. 1-2. 2 p.

The Augmentation Effect of Artificial Intelligence: Can AI Framing Shape Customer Acceptance of AI-based Services?

Vorobeva, D., Pinto, D. C., António, N. & Mattila, A. S., 24 May 2023, (E-pub ahead of print) In: Current Issues in Tourism. 21 p.

The Scarcity Trap: How Perceptions Of Resource Immutability Reduces Scarcity-Induced Present Bias [abstract]

Pinto, D. C., Castagna, A. C. & Hidelbrand, D., 24 May 2023, *Proceedings of the European Marketing Academy, 52nd*. European Marketing Academy (EMAC), p. 1-2 2 p. 114324

Reducing resistance to sponsorship disclosure: The role of experiential versus material posts

Shuqair, S., Viglia, G., Pinto, D. C. & Mattila, A. S., 9 May 2023, (E-pub ahead of print) In: Journal of Travel Research. 15 p.

Should Companies Brag about AI and Service Robots? Impression Management Technique Does Not Affect Customers

Vorobeva, D., Pinto, D. C. & António, N., 3 May 2023, (Accepted/In press).

When Do Smart Service Failures Threaten Self-Identity? How Artificial Intelligence Classification Experience Shapes Consumers' Self-Identity

Goncalves, A. R., Pinto, D. C. & González, H., 3 May 2023.

Can Immersive Technologies Damage Luxury Hospitality? How Extended Reality Using Artificial Intelligence Shape Need for Uniqueness

Gonçalves, A. R., Pinto, D. C., Shuqair, S., Imanbay, A. & Mattila, A. S., May 2023, p. 16-18. 3 p.

Artificial Intelligence and Its Ethical Implications for Marketing

Goncalves, A. R., Pinto, D. C., Rita, P. & Pires, T., 1 Apr 2023, In: Emerging Science Journal. 7, 2, p. 313-327 15 p.

Pragmatic and idealistic reasons: What drives electric vehicle drivers' satisfaction and continuance intention?

Cruz-Jesus, F., Figueira-Alves, H., Tam, C., Pinto, D. C., Oliveira, T. & Venkatesh, V., 1 Apr 2023, In: Transportation Research Part A: Policy and Practice. 170, April, p. 1-16 16 p., 103626.

Looking ahead the scarcity: Scarcity immutability increases future positive orientation

Castagna, A. C., Hildebrand, D. & Pinto, D. C., 3 Mar 2023.

Artificial Intelligence and Decision Autonomy In Streaming Platforms

Goncalves, A. R., Pinto, D. C., Shuqair, S. & Mattila, A. S., 28 Feb 2023, (Accepted/In press).

Overcoming Resistance to Medical Artificial Intelligence

Wagner, R., Pinto, D. C., Dhillon, G., Pacheco, N. & Herter, M. M., 28 Feb 2023, (Accepted/In press).

AI (vs. Human) Recommendation on Luxury Services

Pinto, D. C., Goncalves, A. R., Shuqair, S., Imanbay, A. & Mattila, A. S., 19 Jan 2023, (Accepted/In press).

To board or not to board? Understanding the drivers of intention to fly during the COVID-19 crisis

Pinho, L. F., Naranjo-Zolotov, M. & Pinto, D. C., 2 Dec 2022, In: Current Issues in Tourism. 25, 23, p. 3871-3887 17 p.

The Benefits of Automated Machine Learning in Hospitality: A Step-By-Step Guide and AutoML Tool

Castelli, M., Pinto, D. C., Shuqair, S., Montali, D. & Vanneschi, L., 1 Dec 2022, In: Emerging Science Journal. 6, 6, p. 1237-1254 18 p.

Using Mindsets to Boost Health: How Construal Level and Goal Pursuit Shape Health Message Effectiveness on Cessation Behaviors

Herter, M. M., Borges, A., Pinto, D. C., Ferreira, M. B. & Mattila, A. S., 30 Nov 2022, In: European Journal Of Marketing. 56, 12, p. 3197-3226 30 p.

Natural claims and sustainability: The role of perceived efficacy and sensorial expectations

Simão, S. A. V., Rohden, S. F. & Pinto, D. C., 1 Nov 2022, In: Sustainable Production and Consumption. 34, November, p. 505-517 13 p.

Thinking Skills Don't Protect Service Workers from Replacement by Artificial Intelligence

Vorobeva, D., El Fassi, Y., Costa Pinto, D., Hildebrand, D., Herter, M. M. & Mattila, A. S., 1 Nov 2022, In: Journal of Service Research. 25, 4, p. 601-613 13 p.

Can customer relationships backfire? How relationship norms shape moral obligation in cancelation behavior

Shuqair, S., Costa Pinto, D., Cruz-Jesus, F., Mattila, A. S., da Fonseca Guerreiro, P. & Kam Fung So, K., Nov 2022, In: Journal of Business Research. 151, November, p. 463-472 10 p.

The transparency paradox: When transparency cues helps or backfires for brands?

Reck, R., Castagna, A. C., Shuqair, S. & Costa Pinto, D., 20 Oct 2022, In: Journal of Cleaner Production. 372, p. 1-12 12 p., 133381.

Impact of brand familiarity on attitude formation: insights and generalizations from a meta-analysis

Junior Ladeira, W., Santiago, J., Santini, F. D. O. & Pinto, D. C., 4 Oct 2022, In: Journal of Product and Brand Management. 31, 8, p. 1168-1179 12 p.

Green pride in sustainable versus premium brand decisions

Souto Maior, C., Mantovani, D., Pinto, D. C. & Ferreira, M. B., 6 Sept 2022, In: Marketing Intelligence and Planning. 40, 7, p. 821-836 16 p.

Clockwise versus counterclockwise turning bias: Moderation effects of foot traffic and cognitive experience on visual attention

Ladeira, W. J., Santini, F. D. O. & Pinto, D. C., 1 Jul 2022, In: Journal of Retailing and Consumer Services. 67, p. 1-11 11 p., 102965.

Consumer reactions to pay-what-you-want and name-your-own-price mechanisms

Wagner, R. L., Pacheco, N. A., Basso, K., Rech, E. & Pinto, D. C., 1 Jul 2022, In: Journal of Consumer Behaviour. 21, 4, p. 641-652 12 p.

Slow fashion or self-signaling? Sustainability in the fashion industry

Castagna, A. C., Duarte, M. & Pinto, D. C., 1 May 2022, In: Sustainable Production and Consumption. 31, May, p. 582-590 9 p.

Fighting Over-Indebtedness: An Artificial Intelligence Approach: An Abstract

Ferreira, M., Pinto, D. C., Herter, M. M., Soro, J., Vanneschi, L., Castelli, M. & Peres, F., 5 Apr 2022, *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace: Proceedings of the 2020 Academy of Marketing Science (AMS) Annual Conference*. Pantoja, F. & Wu, S. (eds.). Springer Nature, p. 579-580 1 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

The Crowdsourcing Effect: How Crowdsourcing Shapes Customer Engagement: An Abstract

Herter, M. M., Pinto, D. C., Pontin, P. & Nique, W., Apr 2022, *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace: Proceedings of the Academy of Marketing Science*. Pantoja, F. & Wu, S. (eds.). Springer Nature, p. 577-578 2 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

Retail crowding: meta-analysis of contextual and cultural moderators

De Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Mattila, A. S. & Perin, M. G., 17 Jan 2022, In: *Marketing Intelligence and Planning*. 40, 1, p. 57-71 15 p.

Made by Mistake? The Co-creation Paradox: An Abstract

Nardi, V., Ladeira, W., Pinto, D. C. & Herter, M. M., 2022, *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace: Proceedings of the Academy of Marketing Science*. Pantoja, F. & Wu, S. (eds.). Springer Nature, p. 575-576 2 p. (Developments in Marketing Science: Proceedings of the Academy of Marketing Science).

The Role of Technology in the Learning Process: A Decision Tree-Based Model Using Machine Learning

Mendonça, Y. V. S., Naranjo, P. G. V. & Pinto, D. C., 2022, In: *Emerging Science Journal*. 6, Special Issue, p. 280-295 16 p.

Creating Customer Engagement on Social Media

Santini, F. D. O., Ladeira, W. J., Pinto, D. C., Maurer Herter, M., Sampaio, C. H. & Babin, B. J., 1 Dec 2021, 7 p. Baylor University.

An empathy lens into peer service providers: Personal versus commercial hosts

Shuqair, S., Pinto, D. C. & Mattila, A. S., 1 Oct 2021, In: *International Journal of Hospitality Management*. 99, p. 1-10 10 p., 103073.

Beauty-is-good, ugly-is-risky: Food aesthetics bias and construal level

Castagna, A. C., Pinto, D. C., Mattila, A. & Barcellos, M. D. D., 1 Oct 2021, In: *Journal of Business Research*. 135, p. 633-643 11 p.

A pathway to consumer forgiveness in the sharing economy: The role of relationship norms

Shuqair, S., Pinto, D. C., So, K. K. F., Rita, P. & Mattila, A. S., 1 Sept 2021, In: *International Journal of Hospitality Management*. 98, p. 1-8 8 p., 103041.

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., 1 Jul 2021, In: *Journal of Business Research*. 131, p. 411-425 15 p.

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.

INFLUENCERS' CONTAGION EFFECTS IN SOCIAL MEDIA - Abstract

Shuqair, S., Alves, R., Pinto, D. C. & Mattila, A., 1 Jun 2021, *Proceedings of the European Marketing Academy, 50th*. European Marketing Academy (EMAC), p. 1-2 2 p.

PERSONAL VS. COMMERCIAL PEER SERVICE PROVIDERS - Abstract

Shuqair, S., Pinto, D. C. & Mattila, A., 1 Jun 2021, *Proceedings of the European Marketing Academy, 50th*. European Marketing Academy (EMAC), p. 1-2 2 p.

The Impact of Self-Regulation on Over-Indebtedness Amid the Pandemic

El Fassi, Y., Pinto, D. C. & Vanneschi, L., 1 Jun 2021, *Proceedings of the European Marketing Academy, 50th*. European Marketing Academy (EMAC), p. 1-2 2 p.

Tourism in Times of Scarcity: Traveling During the Pandemic (Abstract)

Castagna, A., El Fassi, Y., Pinto, D. C., Mattila, A. & Vanneschi, L., 1 Jun 2021, *Proceedings of the European Marketing Academy, 50th*. European Marketing Academy (EMAC), p. 1-2 2 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., 1 Jun 2021, In: *Journal of Business Research*. 130, June, p. 147-158 12 p.

On the Relation Between Over-Indebtedness and Well-Being: An Analysis of the Mechanisms Influencing Health, Sleep, Life Satisfaction, and Emotional Well-Being

Ferreira, M. B., de Almeida, F., Soro, J. C., Herter, M. M., Pinto, D. C. & Silva, C. S., 29 Apr 2021, In: *Frontiers in Psychology*. 12, p. 1-14 14 p., 591875.

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.

Are Influencers' Causes Authentic? How Influencer-Cause Fit Shapes Followers' Attitudes- Abstract

Herter, M., Pinto, D. C., Soares, R., Abreu, C. & Leal, M. D. C., 16 Oct 2020, *Proceedings of the European Marketing Academy, 11th*. European Marketing Academy (EMAC), p. 1-2 2 p.

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

Huseynov, K., Costa Pinto, D., Maurer Herter, M. & Rita, P., 1 Sept 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., Sept 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

Dalmoro, 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 Sept 2019, In: Annals of Tourism Research. 78, 15 p., 102741.

Beauty is in the eye of the beholder: The role of construal level in reducing the "beauty-is-good" bias contributing to food waste reduction- Abstract

Castagna, A. C., Pinto, D. C. & Barcellos, M. D. D., 1 Jun 2019, *Proceedings of the European Marketing Academy, 48th. European Marketing Academy (EMAC)*, p. 1-2 2 p.

Fostering Ethical Consumption: How Construal Level Minimizes Ingroup Bias in Ethical Decisions: Abstract

Pinto, D. C., Borges, A. & Herter, M. M., 1 Jun 2019, *Proceedings of the European Marketing Academy, 48th. European Marketing Academy (EMAC)*, p. 1-2 2 p.

Hurting Visual Attention but Enhancing Buying Intentions: Co-creation as a Paradox for Companies - Abstract

Ladeira, W., Nardi, V., Pinto, D. C. & Herter, M., 1 Jun 2019, *Proceedings of the European Marketing Academy, 48th. European Marketing Academy (EMAC)*, p. 1-2 2 p.

Service Recovery in Collaborative Consumption Settings

Shuqair, S. & Pinto, D. C., 1 Jun 2019, *Proceedings of the European Marketing Academy, 48th. European Marketing Academy (EMAC)*, p. 1-11 11 p.

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

Dalmoro, M., Pinto, D. C. & Nique, W. M., 2 Apr 2019, *Finding New Ways to Engage and Satisfy Global Customers: AMSWMC 2018. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Rossi, P. & Krey, N. (eds.). Springer, p. 277-278 2 p. 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.