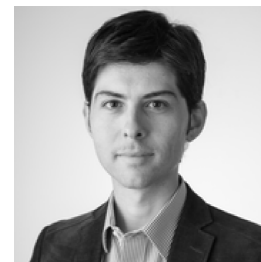


Diego Costa Pinto
Invited Assistant Professor
NOVA Information Management School (NOVA IMS)
NOVA IMS Research and Development Center (MagIC)
Postal address:
Campus de Campolide
1070-312
Lisboa
Portugal
Email: dpinto@novaims.unl.pt



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, 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

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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.

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