

Márcia Baptista

## Personal information

**Márcia Lourenço Baptista** is an Invited Adjunct Professor at NOVA IMS and holds a PhD from MIT Portugal Program (Instituto Superior Técnico). She teaches different topics in big data analytics, data science. Main area of research is predictive analytics, explainable artificial intelligence and neural networks. She is interested in applying these techniques to Geographic Information Systems (GIS) both in the ocean and coastal studies as well as land development. She is the author of more than 45 scientific articles, most of which are classified in Quartile 1 or high-impact conferences. Before enrolling in NOVA IMS, she was an invited researcher in several international research centers such as NASA Research Center, ITA, National Institute of Informatics of Tokyo and Delft University of Technology.

## Qualifications

Information Systems, Master  
2006 → 2008

Information Systems, Bachelor  
2003 → 2006

## Employment

### Assistant Professor

NOVA Information Management School (NOVA IMS)  
Universidade NOVA de Lisboa  
Lisboa, Portugal  
1 Sept 2024 → 30 Nov 2025

### Integrated Researcher

Researcher  
Information Management Research Center (MagIC) - NOVA Information Management School  
Universidade NOVA de Lisboa  
Portugal  
6 Sept 2024 → 30 Nov 2025