



**TMS ALGARVE 2022**

**Sustainability Challenges in Tourism, Hospitality and Management**

### Thematic Session: **Marketing Management**

This track aims to cover aspects related to the marketing management offline, online and virtual (e.g., marketing, brand, brand engagement, experience marketing, social media).

Topics within this track are related but not limited to:

- New Marketing & Management in Global Digital World
- Innovative Strategic Market Management
- Brand, branding and related concepts
- Personal branding
- Corporate social responsibility
- Sustainable Marketing
- Experience Marketing & Customer Experience Design
- Marketing and design
- Theoretical and Practical Evolution of Retailing
- Consumer Decision Making and Consumerism
- Customers Relationship Management and Interactions
- Integrated marketing communication
- Sales management
- Arts marketing

Track Directors: **Manuela Guerreiro** and **Nelson deMatos**

**Manuela Guerreiro** holds a PhD in Management, and she is an Assistant Professor at the Faculty of Economics, University of Algarve (Portugal). She is a Co-coordinator of the Research Centre for Tourism, Sustainability and Well-Being (CinTurs), where she is also an integrated researcher. She is the Programme Leader of the Master of Marketing Management at this institution. Her current research interests include Marketing and Design, Consumer Behaviour, Consumer Experiences, Brand Management, Social Media Marketing, Arts and Events Marketing, Destination Management and Marketing, Destination Branding and Destination Image. <https://orcid.org/0000-0002-6398-9712>

**Nelson deMatos** is an invited Adjunct Professor at School of Management, Hospitality and Tourism (ESGHT), where he teaches several courses in the field of Marketing and Tourism. He is an integrated member of CinTurs - Research Center for Tourism Sustainability and well-being. He holds a PhD in Tourism from the University of Algarve and has performed extensive management functions related to marketing in the service industry in general and in the hospitality sector in particular. He participated as a trainer and marketing consultant in several national and international business projects. His main research interests are in the areas of Marketing, namely experience marketing, marketing design, brand image, and consumer behavior. <https://orcid.org/0000-0002-6263-5007>