

Overview

1. Personal data

Full Name

Raquel Vanessa Reis Silva Ferreira Soares

Name under which you publish

Raquel Vanessa Reis Silva Ferreira Soares

Fiscal ID number

ID document

Birth date

06-02-1985

National of

Portugal

Gender

F

Work address

Universidade Europeia
Estrada da Correia, nº53
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Residential Address

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2. Academic degrees

Year: 2015

Degree: DOUTORAMENTO

Final grade: Approved with Distinction

Degree granting institution Universidade do Porto

School/ College/ Campus Faculdade de Economia

Thesis title Service Recovery Paradox: Customers' Response to a Service Failure-Recovery Situation in a Mobile Telecommunications Context

Supervisor: Professor Doutor João F. Proença

Co-supervisor:

Scientific area Gestão

Program title Ph.D. in Business and Management Studies - Specialization in Marketing and Strategy**Year: 2010****Degree: MESTRADO****Final grade: 17****Degree granting institution Universidade Católica Portuguesa****School/College/Campus Other****Thesis title Brand Image – Renova Case Study****Supervisor: Professora Doutora Ana Corte-Real****Co-supervisor:****Scientific area Marketing****Number of curricular years 2****Program title Master in Marketing****Year: 2007****Degree: LICENCIATURA****Final grade: 14****Degree granting institution Universidade Católica Portuguesa****School/College/Campus n/a****Thesis title O caso Apple****Supervisor:****Co-supervisor:****Scientific area Gestão****Number of curricular years 4****Program title Bachelor in Management****3. Previous activity and current status**

Período	Cargo, categoria ou actividade	Instituição
01-9-2015 a 01-9-2016	Pedagogical Director	Escola de Ciências Empresariais e Sociais da Universidade Europeia
01-9-2013 a 01-9-2015	Coordinator: Technical and Tourism Management Programme Committee member – Marketing Programme	Universidade de Aveiro
01-9-2008 a 01-9-2013	Vice-Dean of the Marketing Programme Committee	Universidade de Aveiro
02-9-2007 a 01-2-2008	Management Control	Finicrédito, Instituição Financeira de Crédito, S.A. – Grupo Finbanco
01-2-2007 a 01-9-2007	Financial Department, Accounting	Finicrédito, Instituição Financeira de Crédito, S.A. – Grupo Finbanco
01-2-2005 a 01-1-2007	Central Department of credit proposals	Instituição Financeira de Crédito, S.A. – Grupo Finbanco

4. Area of scientific activity

Dean - Escola de Ciências Empresariais e Sociais da Universidade Europeia.
Assistant Professor - Marketing and Strategy.

5. Present research interest**Domain of specialization**

Marketing and Strategy.

Current research interests

Services Marketing, Consumer behavior, branding.

Other professional interests/activities

Organizing Committee and Scientific Committee member – ICIEMC 2016 (International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour), Universidade Europeia, Lisbon, Portugal.
Reviewer – 25th International Business Information Management Conference (indexed by ISI and Scopus); European Academy of Management 2016.

6. Experience as scientific adviser

PhD
2016-present: Thea Francisca Schattner - "To what extent do the type of traveller and the generation influence the intentions to invoke service guarantees? A study in the hospitality context" - Escola de Ciências Empresariais e Sociais da Universidade Europeia.
Master
2016-2017: Miguel Oliveira Maneira - "SHOP-CHOP: comunidade virtual de descontos, leilões e compras coletivas" - Escola de Ciências Empresariais e Sociais da Universidade Europeia.
2016-2017: Mafalda Beatriz da Cruz Tavares - "E-RECRUITMENT: A PERCEÇÃO DA GERAÇÃO Y SOBRE OS COMPORTAMENTOS NO FACEBOOK E LINKEDIN" - Escola de Ciências Empresariais e Sociais da Universidade Europeia.
2016-2017: João Pedro Aleixo Ribeiro Mocho - "A influência do Instagram na escolha de um restaurante na perceção dos seus utilizadores" - Escola de Ciências Empresariais e Sociais da Universidade Europeia.
2016-17: Pedro Manuel Marques - "A INFLUÊNCIA DA ISO 9001 NA PERCEÇÃO DA QUALIDADE DE SERVIÇO" - Escola de Turismo, Desporto e Hospitalidade da Universidade Europeia.
2015-16: Ana Filipa Lopes – "Shared Services Centres Fit and Dynamics Continued Evolution in Engineering Operations: The Yazaki Porto Technical Centre Case Study". - Faculdade de Economia da Universidade do Porto.
2014-15: Ana Filipa Sousa – "Evidências de comportamentos tribais na determinação da existência de tribos" – Faculdade de Economia da Universidade do Porto.

7. Participation in R&D projects

Participação em projectos de investigação (coordenador/membro de equipas)

Project XUEP009903, CC 419800, Ref. P2016/UEM49
PI: Raquel Soares
Universidade Europeia
01 April 2016 - 30 July 2017
Funding: 3500€

8. Prizes and awards received

Year	Name of the prize or award	Promoting entity
2014	Young Service Researcher Award	Service Innovation Lab at the University of Canberra at the 5th International Research Symposium in Service Management

9. Published works

Artigos em revistas de circulação internacional com arbitragem científica

Amaral, I., Soares, R. R. & Proença, J. F. (2018), "Business Model Innovation: Towards a conceptual framework", *Tourism & Management Studies*, Vol. 14, nº1, pp 80-93.

Soares, R. R., Zhang, C., Proença, J. F. & Kandampully, J., (2017), "Why Are Generation Y Consumers the Most Likely to Complain and Repurchase?", *Journal of Service Management*, Vol.28, Issue 3, pp. 520-540.

Soares, R. & Proença, J. F. (2015), "Does Service failure severity matter? Customer's response to service recovery", *Journal of Marketing Research and Case Studies*, Vol. 2015 (2015), Article ID 709531, DOI: [10.5171/2015.709531](https://doi.org/10.5171/2015.709531).

Artigos em revistas nacionais com arbitragem científica

Silva, S. C. e Soares, R. R. (2012), "Havaianas – O impacto do reposicionamento da marca na estratégia de internacionalização da empresa", *ECCH (European Case Clearing House)*, Ref. No. P511-107-1 and P511-107-8.

Gonçalves, F. e Soares, R. (2009), "A relação entre o preço, proveniência e qualidade intrínseca em vinhos do Novo e do Velho Mundo", *Revista Portuguesa e Brasileira de Gestão*, nº2, pp. 29-38.

Publicações em actas de encontros científicos

Soares, R., Proença, J. F. & Lopes, F., (2017) "The ARA Model Interactions' Dynamics applied to Shared Services Centres in Engineering Operations: The Yazaki Porto Technical Centre Case Study" *Proceedings of the Annual IMP Conference in Asia*, 05 September – 08 September, Kuala Lumpur, Malaysia.

Amaral, I., Soares, R. R. & Proença, J. F., (2016) "Business Model Innovation: Towards a conceptual framework", *Proceedings of the TMS*, 16 August – 18 November, Olhão, Portugal.

Soares, R. R., Amaral, I. & Proença, J. F., (2016) "Business Model Innovation: Origin, Evolution and Further Research", *Proceedings of the 32nd Annual IMP Conference – Change and Transformation of Markets, Networks and Relationships*, 30 August – 03 September, Poznan, Poland.

Amaral, I., Soares, R. R. & Proença, J. F., (2016) "Business Model Innovation: Where do we stand?", *Proceedings of the ISPIM Innovation Conference 2016*, June 19-22, Porto, Portugal.

Soares, R. R., Amaral, I. & Proença, J. F., (2016) "Business Model Innovation: A Systematic Literature Review", *Proceedings of International Conference on Innovation & Entrepreneurship in Marketing and Consumer Behaviour*, May 20-21, Lisbon, Portugal.

Soares, R. R., Proença, J. F. & Kannan, P.K., (2014), "The Service Recovery Paradox in a Call-Center context: Compensation and Timeliness in Recovering Mobile Customers". *Proceedings of the 47th Hawaii International Conference on System Sciences*, January 6-9, Hawaii, USA.

Soares, R. R., & Proença, J. F., (2014), "The impact of service failure severity on post-recovery behavior: the moderating role of gender and relationship age", *Proceedings of the 23rd International Business Information Management Conference (IBIMA) on vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness*, May 13-14, Valencia, Spain. ISBN: 978-0-9821489-8-3.

Soares, R. R. & Proença, J. F., (2014), "Who is complaining and repurchasing? The role of demographic characteristics", *Proceedings of the 5th International Research Symposium in Service Management (IRSSM5)* –

Service Imperatives in the New Economy: Future Directions in Service Research, June 8-12, Parnu, Estonia.

Soares, R. R. & Proença, J. F., (2014), "Service recovery paradox: customers' response to compensation, speed and apology", Proceedings of the 5th International Research Symposium in Service Management (IRSSM5) – Service Imperatives in the New Economy: Future Directions in Service Research, June 8-12, Parnu, Estonia.

10. Communications in scientific meetings

11. Languages

Language	Reading	Writing	Conversation
Portuguese	Very good	Very good	Very good
English	Very good	Very good	Very good