

CURRICULUM VITÆ

of

JOSÉ PAULO NEVES CORREIA MARQUES DOS SANTOS

1 PERSONAL DATA

Parents: José Queiroz Marques dos Santos and Maria Ermelinda Neves Correia Soares Marques dos Santos
I was born on August 31st, 1964 at Oporto, I'm married, I have two sons, and we all live at:

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Web page (professional): <http://qoppa.ismai.pt/docentes/jpsantos>

2 ACADEMIC QUALIFICATIONS

2.1 Undergraduation and graduation

PhD in Management at the ISEG – Superior Institute of Economy and Management of the Technical University of Lisbon, Portugal, in March 29th, 2011 with the mark Very Good. The title of the thesis is “Neuroscience in Marketing – An fMRI-based perspective on Brands” and the advisor Professor Luiz Moutinho, being the jury Professor Amanda Broderick (Univ. Durham, UK), Dr. Margarida Duarte (ISEG - Technical University of Lisbon, Portugal), Dr. Patrícia Figueiredo (IST- Technical University of Lisbon, Portugal), and Dr. Paulo de Lencastre (Portuguese Catholic University, Portugal).

“Diploma de Estudos Avanzados - DEA” corresponding to the 2nd year of the PhD Program in Economics and Business Sciences at the University of A Coruña in Spain, at July 07th, 2006.

Chemical Engineering at the Faculty of Sciences and Technology of the University of Coimbra in Portugal, finished at December 15th, 1989.

2.2 Other qualifications

2nd Cognitive and Affective Neurophysiology Summer School: Acquisition, processing and analysis of EEG signal, held by the Laboratory of Neuropsychophysiology of the Faculty of Psychology and Education Sciences of the University of Porto, September 09 – 14th, 2013.

Summer Institute in Cultural Neuroscience, held by the Center for Culture, Mind, and the Brain of the University of Michigan, Ann Arbor, July 15 – 26th, 2013.

Emotiv Epcoc Headset Workshop, by the Laboratory of Neuropsychophysiology of the Faculty of Psychology and Education Sciences of the University of Porto, Porto, Maio 23rd 2013.

Introduction to Transcranial Direct Current Stimulation in Neuropsychiatric Research, held by the Berenson-Allen Center for Noninvasive Brain Stimulation / Harvard Medical School, Barcelona, June 03 – 04th, 2013.

Doctoral seminar on Interpretive Research Methods, held at EIASM – European Institute for Advanced Studies in Management, Brussels, in November 08th – 12th, 2010.

1st Workshop on Brain Decoding: Pattern Recognition Challenges in Neuroimaging, integrated in the ICPR – International Conference on Pattern Recognition 2010, August 22nd, 2010.

3.3 Executive training

Executive training program for Vodafone Portugal “How Consumers Decide”, responsible for the unit Social and Consumer Neuroscience, May 8, 9, and 28th, 2014, integrating the Nova School of Business and Economics – Nova University of Lisbon.

3.4 Other professional experience

Since March 1st, 2013 Director of the post-grad courses at ISMAI.

From January 15th, 2004 until December 30th, 2008, Owner and General Manager of the company Bike Inn – Artigos Desportivos, Unipessoal Lda, which designs and produces high end bicycle frames under the own trade mark “Thor”.

From August 01st, 2002 until January 13th, 2005 Active Partner and General Manager of the company Iber Strukt – Comércio de Materiais de Construção, Lda, which makes the application of Exterior Thermal Insulation Composite Systems – ETICS - in buildings.

From September 01st, 1993 until April 30th, 2005 Active Partner and General Manager of the company Fivitec – Têxteis Técnicos, Lda, which produced technical fabrics made with technical fibres and glass fibre, carbon fibre, para-aramids and ultra high weight polyethylene. This fabrics are applied in several industries as Building Construction, Abrasives, Reinforced Plastics and High Temperatures Insulations.

From January 01st, 1992 until June 30th, 1993 Plant and Production Manager of the company Vitexplás – Tecidos Industriais, Lda.

From January 1990 until December 1991 Probationer in the 5th Program Young Technicians for the Industry. In this program, it was until April, 1990 in the Division Toyota II of the company Salvador Caetano – IMVT, SA, where I had the opportunity to work with the Japanese management and then until the end in the company Vitexplás – Tecidos Industriais, Lda in the Departments of Production and New Products Development.

4 RESEARCH POSITIONS

Integrated Member in NECE – Research Unit in Business Sciences of the University of Beira Interior, Portugal.

Collaborator Member in Socius - Research Centre in Economic and Organizational Sociology, ISEG – UTL Technical University of Lisbon, Portugal.

Visiting Research Fellow in the Institute of Neuroscience and Psychology, University of Glasgow, Scotland, United Kingdom.

5 SCIENTIFIC PAPERS, CONFERENCES AND REFEREEING

5.1 Articles in journals with impact factor (ISI Web of Knowledge or Scopus)

Santos, J. P., Seixas, D., Brandão, S., & Moutinho, L. (2012). Neuroscience in branding: A functional magnetic resonance imaging study on brands' implicit and explicit impressions. *Journal of Brand Management*, 19(9), 735-757. doi: 10.1057/bm.2012.32 (SJR 0.836; Q1 Strategy and Management)

Santos, J. P., Seixas, D., Brandão, S., & Moutinho, L. (2011). Investigating the role of the ventromedial prefrontal cortex (vmPFC) in the assessment of brands. [Original Research]. *Frontiers in Neuroscience*, 5:77. doi: 10.3389/fnins.2011.00077 (SJR 1.143; Q2 Neuroscience)

Santos, J. P., & Moutinho, L. (2011). *Tackling the cognitive processes that underlie brands' assessments using artificial neural networks and whole brain fMRI acquisitions*. Proceedings of the 2011 IEEE International Workshop on Pattern Recognition in NeuroImaging (PRNI). doi: 10.1109/PRNI.2011.22 (Scopus: 19900193660)

5.2 Book sections

Marques dos Santos, J. P. & Moutinho, L. (in press). Decision-“making” or how decisions emerge in a cyclic automatic process parsimoniously regulated by reason. In G. Foxall (Ed.) *Routledge Companion to Consumer Behaviour Analysis*. Oxon: Routledge.

Marques dos Santos, J. P. (in press). Brands as Social Tools: A Perspective from Neuroscience. In C. Contreras & R. E. Mercadillo (Eds.), *Neurociencia Social En Iberoamérica*.

5.3 Articles in other journals

Santos, J. P., Moutinho, L., Seixas, D., & Brandão, S. (2012). Neural correlates of the emotional and symbolic content of brands: a neuroimaging study. *Journal of Customer Behaviour*, 11(1), 69-93. doi: 10.1362/147539212X13286273975319

5.4 Invitations to conferences

“‘Talking’ with brands’ logos: socially relevant meanings, emotions and neuroscience”, LanG 2011 – Language in Glasgow Workshop (January 22, 2011), College of Arts & Arts Lab of University of Glasgow, Scotland

“Using Artificial Neural Networks and Functional Magnetic Resonance to ‘mind read’” in the Special Session “Marketing Futurecast and Neuroscience in Marketing” in the Academy of Marketing Conference 2010 (July 06-08, 2010), Coventry University Business School, Coventry, United Kingdom

“Neuroscience in Marketing and the use of Functional Magnetic Resonance Imaging (fMRI) – technology, findings and dilemmas”, Workshop session at the 9th Marketing Trends International Conference (January 21-23, 2010), Università Ca’ Foscari, Venice, Italy

“Neuroscience in Marketing: empirical evidence of social and emotional meanings conveyed by brands”, Special Session at the 5th Thought Leaders International Conference on Brand Management (April 06-07, 2009), Business School of the University of Glasgow / The Centre for Research in Brand Marketing of the University of Birmingham / The Athens Institute of Education and Research (ATINER), Athens, Greece

“Neuroscience in Marketing: the social role of brands and emotional branding – empirical research through the use of Functional Magnetic Resonance Imaging (fMRI) technology”, Doctoral Research Day (March 04, 2009), University of Strathclyde, Glasgow, Scotland

“Neuromarketing: emotions and social relevance in consumers’ brains”, Colloquium why ethical dilemmas if we have neurons? (December 13, 2008), Faculty of Philosophy of the Portuguese Catholic University, Braga, Portugal

“Preferring brands due to emotional content and social relevance”, Premier Colloque Européen de Neurosciences du Consommateur (October 10, 2008), at Université Paris 1 – Panthéon Sorbonne, Paris, France

5.5 Competing papers

Santos, J. P., Martins, M., Seixas, D. (2013). *An eye-tracking study on national brands and own-labels (and their prices)*. Paper presented at the 8th Global Brand Conference of the Academy of Marketing, Universidade Católica Portuguesa, Porto, Portugal.

Santos, J. P., Martins, M., Ferreira, H. A., Ramalho, J., Seixas, D. (2012). *National brands versus own-label brands: The influence of price and respective neural imprints*. Paper presented at the 2012 NeuroPsychoEconomics Conference, Erasmus University, Rotterdam School of Management, Rotterdam, Netherlands.

Santos, J. P., & Moutinho, L. (2011). *Tackling the cognitive processes that underlie brands’ assessments using artificial neural networks and whole brain fMRI acquisitions*. Paper presented at the 2011 IEEE International Workshop on Pattern Recognition in NeuroImaging (PRNI), Seoul, Republic of Korea. doi: 10.1109/PRNI.2011.22

Santos, J. P., Moutinho, L., Seixas, D., & Brandão, S. (2010). *Perceiving brands after logos perception: an event-related fMRI study*. Paper presented at the 6th Thought Leaders International Conference on Brand Management, Università della Svizzera italiana, Lugano, Switzerland.

Santos, J. P., Brandão, S., Seixas, D., Moutinho, L. (2009). *Habeo ergo sum: neural correlates for self-concept nourishing with brands’ symbolic meanings*. Paper presented at the 38th EMAC Conference, Audencia – École de Management, Nantes, France.

Santos, J. P., Seixas, D., Brandão, S., & Moutinho, L. (2008). *Neural correlates of emotional and symbolic brands’ content*. Paper presented at the Conference on Neuroeconomics 2008, Copenhagen Business School, Copenhagen, Denmark.

Santos, J. P., Brandão, S., Seixas, D. (2008). *Neuromarketing: how Neuroscience can help get into the minds of the consumers. A study on commercial brands*. Paper presented at the XVIII Luso-Spanish Conference on Management, Faculty of Economics of the University of Porto, Porto, Portugal.

Santos, J. P., Brandão, S., Seixas, D. (2007). *Neuromarketing: valence assessments of commercial brands. A functional magnetic resonance imaging (fMRI) study*. Paper presented at the 9th International Forum on the Sciences, Techniques and Art Applied to Marketing. Academy and Profession, Universidad Complutense de Madrid, Madrid, Spain.

5.6 Posters

Perez, M., Pereira, N., Leote, J., Santos, J. P., Fialho, J., Almeida, C., Cerqueira, L., Ferreira, H. (2014). *Mapping of brain regions associated with deception by functional magnetic resonance imaging*. Poster at the 6th Workshop on Biomedical Engineering (WBME), Faculty of Sciences of the University of Lisbon, Lisbon, Portugal.

Santos, J. P., Ferreira, H. A. (2011). *Sequencing brain networks that support cognitive processes in a sub-TR timeframe using independent component analysis (ICA) and Granger causality*. Poster at III Annual Meeting IBILI, Faculty of Medicine of University of Coimbra, Coimbra, Portugal.

Santos, J. P., Moutinho, L., Seixas, D., Brandão, S. (2009). *Brands and the mirror neurons system*. Poster at the 2009 NeuroPsychoEconomics Conference, Life and Brain Centre, University of Bonn, Bonn, Germany.

Santos, J. P., Brandão, S., Seixas, D., Moutinho, L. (2008). *Looking inside brains for the emotional content and for the social relevant meaning evoked by brands*. Poster at the 2008 Autumn School in Cognitive Neuroscience, University of Oxford, Oxford, United Kingdom.

Santos, J. P., Brandão, S., Seixas, D. (2007). *Brands as social tools: an fMRI study differentiating implicit and explicit commercial brands impressions*. Poster at the 2007 Annual Conference of The Society for Neuroeconomics, Hull (MA), USA.

5.7 Reviews

Reviewer in the special issue “Neuroscience and Marketing” in 2014, of the Journal of Marketing Research (SJR 3.908; Q1 Business and International Management, Q1 Economics and Econometrics, Q1 Marketing).

Reviewer in 2014 of Cognitive Computation (SJR 0.485; Q2 Computer Science Applications, Q3 Cognitive Neuroscience, Q3 Computer Vision and Pattern Recognition).

Reviewer in the special issue “Advertising and the Brain” in 2008, of the International Journal of Advertising (SJR 0.901 ; Q1 Communication, Q2 Marketing).