Public Session for the presentation of the Dissertation/Professional Project/Internsip for the award of the Mestrado degree in Marketing

NOTICE

In accordance with the Article 18 of the General Regulation on the Assessment of Knowledge and Skills – In-Person Attendance, of the Instituto Português de Administração de Marketing do Porto (IPAM Porto), the final project of a Mestrado degree programme may consist of a scientific dissertation, a project work, or an internship report. Pursuant to Article 23 of Decree-Law No. 74/2006, dated 24th of March, currently effective, "*The Mestrado degree is awarded to those who, having successfully completed all curricular units comprising the study plan of the Mestrado programme and having passed the public defence of the dissertation, project work, or internship report, have obtained the required number of credits.*".

Accordingly, to enable students to complete the **Master's Degree in Marketing**, the Director of IPAM Porto announces that the following Public Defense Presentations will be held:

October 14, 2026

Time	Room	Student	Tipology
12:00h	32	**Rute Carrulo Pereira**	Dissertation
Título			
THE CAUSE, THE FACE AND THE BRAND: CONSUMER RESPONSES TO CELEBRITY AND BRAND ACTIVISM			

	Chairman	Supervisor	Examinator
Jury	Prof. Dra. Clarisse Pessôa	Prof. Dra. Mafalda Nogueira	Prof. Dr. Jitpisut Bubphapant

Rua Manuel Pinto de Azevedo, 748
4100-320 Porto
T. +351 229 398 080
ipam.pt

October 14, 2026

Time	Room	Student	Tipology
16:00h	32	**Habib Mohammad**	Dissertation
Título			
Exploring Cloud Accounting Adoption and Positioning Strategies for Intuit QuickBooks in the UAE: A Qualitative Multi Stakeholder Study			

	Chairman	Supervisor	Examinator
Jury	Prof. Dra. Clarisse Pessôa	Prof. Dr. Jitpisut Bubphapant	Prof. Dra. Svitlana Ostapenko

Time	Room	Student	Tipology
17:00h	32	**Bruno de Pinho Brandão**	Dissertation
Título			
THE HUMAN-AI INTERPLAYAN EXPLORATORY STUDY OF SOURCE DISCLOSURE, SOURCE PERCEPTION AND CONSUMER TRUST IN GENERATIVE AI-MADE MARKETING CONTENT			

	Chairman	Supervisor	Examinator
Jury	Prof. Dra. Clarisse Pessôa	Prof. Dr. Jitpisut Bubphapant	Prof. Dra. Svitlana Ostapenko

Porto, October 7, 2026

Prof. Dr. Daniel Sá, Dean at IPAM Porto

Rua Manuel Pinto de Azevedo, 748
4100-320 Porto
T. +351 229 398 080
ipam.pt