

Public Session for the presentation of the Dissertation for the award of the Mestrado degree in Marketing

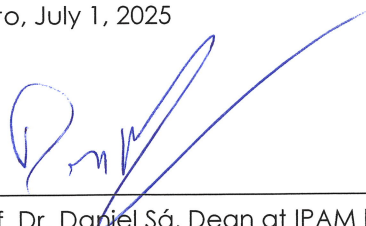
NOTICE

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, the Director of IPAM Porto hereby announces that on **July 7, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
15:00h	32	Francisca Gonçalves Azevedo	Dissertation
Título			
THE IMPACT THAT POLITICAL SOCIAL MEDIA MARKETING CAUSES ON YOUNG PORTUGUESE VOTERS - A QUANTITATIVE STUDY ABOUT VOTING INTENTIONS			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarrise Pessôa	Prof. Dr. Miriam Salomão	Prof. Dr. Mafalda Nogueira

Porto, July 1, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto

Public Session for the presentation of the Dissertation for the award of the Mestrado degree in Marketing

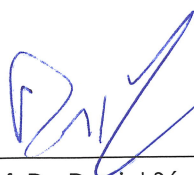
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Time	Room	Student	Tipology
10:00h	32	Maksymilian Adam Rac	Dissertation
Título			
STRATEGIC MANAGEMENT OF CUSTOMER FEEDBACK FOR BUSINESS STRATEGY OPTIMIZATION			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Miriam Salomão	Prof. Dr. Lama Al Iman	Prof. Dr. Mafalda Nogueira

Porto, July 1, 2025



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Time	Room	Student	Tipology
14:00h	32	Dominik Piotr Michalowski	Dissertation
Título			
THE ROLE OF SOCIAL MEDIA IN BUILDING ENGAGEMENT AND LOYALTY AMONG FANS OF POLISH EKSTRAKLASA CLUBS			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarrise Pessôa	Prof. Dr. Mafalda Nogueira	Prof. Dr. Miriam Salomão

Porto, July 1, 2025



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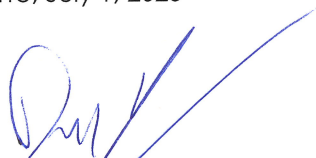
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Accordingly, the Director of IPAM Porto hereby announces that on **July 8, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
12:00h	32	Sara Costa Pinto Caliço	Dissertation
Título			
TRIGGERED, BUT ENGAGED - EXPLORING CROSS-CULTURAL VARIATIONS OF DARK HUMOR AND CONTROVERSIAL ADVERTISING AMONG YOUNG ADULTS IN AN ERA OF WOKE CULTURE			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Mafalda Nogueira	Prof. Dr. Miriam Salomão	Prof. Dr. Lama Al Iman

Porto, July 1, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto

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Accordingly, the Director of IPAM Porto hereby announces that on **July 8, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
11:00h	32	Matilde Ramalho Fontes Castro Moura	Dissertation
Título			
PERCEPTION OF PORTUGUESE CONSUMERS REGARDING THE MARKETING MIX VARIABLES OF INSECT-BASED FOODS			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Miriam Salomão	Prof. Dr. Mafalda Nogueira	Prof. Dr. Lama Al Iman

Porto, July 1, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto

Public Session for the presentation of the Dissertation for the award of the Mestrado degree in Marketing

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Accordingly, the Director of IPAM Porto hereby announces that on **June 27, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
14:00h	32	Francisca Santos Oliveira	Dissertation
Título			
FROM COMMANDS TO CONNECTIONS: HOW VOICE ASSISTANTS SHAPE AND ARE SHAPED BY CONSUMER-BRAND RELATIONSHIPS			
	Chairman	Supervisors	Examinator
Jury	Prof. Dr. Clarrise Pessôa	Prof. Dr. Lama Al Iman Prof. Dr. Mafalda Nogueira	Prof. Dr. Miriam Salomão

Porto, June 23, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto

Public Session for the presentation of the Dissertation for the award of the Mestrado degree in Marketing

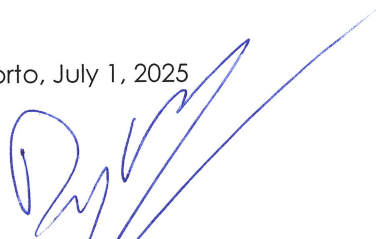
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Accordingly, the Director of IPAM Porto hereby announces that on **July 8, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
09:00h	32	André Manuel Ferreira Moreira	Dissertation
Título			
HOW NON-FASHION CAMPAIGNS INFLUENCE CONSUMER PURCHASE INTENTION IN LUXURY FASHION IN THE DIGITAL ERA			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Miriam Salomão	Prof. Dr. Lama Al Iman	Prof. Dr. Mafalda Nogueira

Porto, July 1, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto

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

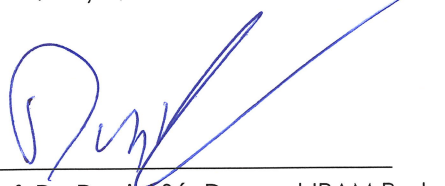
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Accordingly, the Director of IPAM Porto hereby announces that on **July 7, 2025**, public defence presentation will be held for:

Time	Room	Student	Tipology
16:00h	32	Laila Boavista Costa Diaz	Professional Project
Título			
THE EFFECTS OF AUTHENTICITY AND CREDIBILITY OF INFLUENCER MARKETING ON PURCHASE INTENTION AND BRAND AWARENESS: A CASE STUDY OF CASA PARDAL			
	Chairman	Supervisor	Examinator
Jury	Prof. Dr. Clarrise Pessôa	Prof. Dr. Mafalda Nogueira	Prof. Dr. Miriam Salomão

Porto, July 1, 2025



Prof. Dr. Daniel Sá, Dean at IPAM Porto