

Public Session to discuss

Dissertation/Professional Project/Professional Internship

for obtaining the degree of Master in Marketing

EDITAL

In accordance with the provisions of article 41 of the regulations for master's degree courses, in force, of the Portuguese Institute of Marketing Administration of Lisbon, the final work of a master's degree course may consist of a scientific dissertation, a project work or an internship report. According to the provisions of article 23 published in Decree Law No. 74/2006, of 24 March, in force "The degree of master is conferred to those who, having passed all the curricular units that integrate the study plan of the master's course and having been approved in the public act of defense of the dissertation, the project work or the internship report, have obtained the established number of credits.

Thus and so that the student can complete the Master in Marketing, the Direction of IPAM Lisbon informs that on 25/06/2025 and 26/06/2025 the following public examinations will take place:

June 25, 2025

Time	Room	Student	Typology
10h -11h	Sala de Atos	Maria Martins Figueira Vieira Espinha	DISSERTATION
Title			
"FIVE STAR HOTELS ON INSTAGRAM"			
	President	Advisor	Arguent
Jury	Professor Natália Araújo Pacheco	Professor Marta Liliana Nunes Bicho	Professor Ronnie Figueiredo de Andrade

June 25, 2025

Time	Room	Student	Typology
11h -12h	Sala de Atos	Matteo Paonessa	DISSERTATION
Title			
"HOW IS IT GOING TO BE THE FUTURE OF IN-STORE CHECK-OUT IN SUPERMARKETS? A CASE STUDY"			
	President	Advisor	Arguent
Jury	Professor Marta Liliana Nunes Bicho	Professor Ronnie Figueiredo de Andrade	Professor Natália Araújo Pacheco

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June 25, 2025

Time	Room	Student	Typology
12h – 13h	Sala de Atos	Sami Elyadini	DISSERTATION
Title			
“THE IMPACT OF CRUNCHYROLL'S SERVICE QUALITY ON ITS BRAND IMAGE IN THE PORTUGUESE ANIME STREAMING MARKET”			
	President	Advisor	Arguent
Jury	Professor Marta Liliana Nunes Bicho	Professor Ronnie Figueiredo de Andrade	Professor Natália Araújo Pacheco

June 26, 2025

Time	Room	Student	Typology
10h – 11h	Sala de Atos	Diana Filipa Gonçalves de Carvalho	DISSERTATION
Title			
“THE ROLE OF USER-GENERATED CONTENT ON CONSUMERS' DECISION-MAKING PROCESS REGARDING PET-RELATED PURCHASES”			
	President	Advisor	Arguent
Jury	Professor Ricardo João Lourenço de Abreu	Professor Natália Araújo Pacheco	Professor Luísa Margarida Guerra Marques Martinez

June 26, 2025

Time	Room	Student	Typology
11h – 12h	Sala de Atos	Eva Devemy	DISSERTATION
Title			
“HOW YOU LIKE THAT? THE SUCCESS FACTORS OF K-POP ARTISTS IN EASTERN COUNTRIES”			
	President	Advisor	Arguent
Jury	Professor Ricardo João Lourenço de Abreu	Professor Natália Araújo Pacheco	Professor Luísa Margarida Guerra Marques Martinez

June 26, 2025

Time	Room	Student	Typology
12h – 13h	Sala de Atos	Tainara Pereira Yé	DISSERTATION
Title			
“PERCEIVED AUTHENTICITY OF VIRTUAL VS. HUMAN IN THE CONTEXT OF INFLUENCER MARKETING”			
	President	Advisor	Arguent
Jury	Professor Ricardo João Lourenço de Abreu	Professor Natália Araújo Pacheco	Professor Luísa Margarida Guerra Marques Martinez

Lisbon, 16/06/2025

Director of IPAM Lisboa

Marta Bicho, Ph.D