

Early Researcher Symposium Presenters

Prof. Corina Pelau, PhD



Corina Pelau is Professor Ph.D. and Ph.D. coordinator at the Bucharest University of Economic Studies, UNESCO Department for Business Administration. Her main research field is consumer research, with focus on the relation between consumers and artificial intelligence, neuroscientific approaches of consumer behavior and sustainable consumption. Her research has been published by several indexed journals. Her research work has been rewarded with the Best Paper in an Economic Journal Award by AFER (Association of Economic Faculties in Romania) in 2018, the Opera Omnia Award for Excellence in Scientific Research by the Bucharest University of Economic Studies (2019). She is associate editor of Amfiteatru Economic, the best ranked Romanian business journal (since 2023), member of the Association for Consumer Research (since 2015) and member of the European Marketing Academy (since 2018). Starting with 2021 she is part of the Executive Committee of the European Marketing Academy as National Representative for Romania and co-coordinator of the Climber Community Interest Group at EMAC.

Prof. José Cristovão Verissimo, PhD



José Veríssimo is ISEG's Vice-President responsible for Marketing, International and Institutional Relations, and for Alumni. Doctor (PhD) in Business Management from Manchester Business School, University of Manchester, United Kingdom, is Associate Professor with Aggregation in Marketing. Author of several scientific articles in international academic journals. His areas of specialization are service marketing, digital marketing and brand management. He scientifically coordinates the MIM - Master in Management at ISEG, and is the Co-coordinator of the PhD in Agricultural Innovation in Tropical Food Chains, a program in partnership between ISA - Instituto Superior de Agronomia, INIAV - Instituto Nacional de Investigação Agrária e Veterinária, and the ISEG. He joined academia in 2002 after 20 years of professional experience in the consumer goods industry.



Prof. Urša Golob, PhD



Urša Golob is Professor of Marketing Communication and Department Chair at the Faculty of Social Sciences, University of Ljubljana. Her main research interests are in various areas of corporate social responsibility (CSR), CSR communication, and sustainable communication and consumption. She is one of the founding members of the International CSR Communication Conference. Her work has been published in a number of leading journals, including the Journal of Business Ethics, the Journal of Business Research, Business Ethics, Environment & Responsibility, the Journal of Public Policy & Marketing, the European Journal of Marketing, Public Relations Review, International Journal of Advertising, and the Journal of Brand Management. She is the joint Editor-in-Chief of the Journal of Brand Management. She has also been involved in editing several special issues related to CSR communication. She is currently editing a special issue on CSR

communication in the era of polarization at Management Communication Quarterly.

