MARIE SKŁODOWSKA-CURIE POSTDOCTORAL FELLOWSHIPS 2025

EXPRESSION OF INTEREST FOR HOSTING MARIE CURIE FELLOWS

HOST INSTITUTION

NOVA Information Management School (NOVA IMS)

RESEARCH GROUP AND URL

MagIC Research Centre: https://magic.novaims.unl.pt/
Marketing Analytics Lab: https://magic.novaims.unl.pt/en/labs-innovation/nova-analytics-labs/nova marketing-analytics-lab/

SUPERVISOR (NAME AND E-MAIL)

Diego Costa Pinto (dpinto@novaims.unl.pt)

SHORT CV OF THE SUPERVISOR

Director of the NOVA Marketing Analytics Lab. Doctor of Philosophy (PhD) in Management (Major in Marketing) from the Neoma Business School (France), with a visiting PhD period at the University of British Columbia (Prof. Darren Dahl) and New York University (Prof. Yaacov Trope). Post-doctoral research at IE Business School (Spain). BA and MSc Business Administration from the Federal University of Rio Grande do Sul (Brazil). He has taught courses and participated in projects in several business schools in Portugal, France, United States, Brazil, Japan, and China. His research appears in high quality ABS/FT list ranked journals, including the Journal of the Academy of Marketing Science (FT/ABS4*), Journal of Service Research (ABS4), Business Ethics Quarterly (ABS4), Annals of Tourism Research (ABS4), Journal of Business Research (ABS3), European Journal of Marketing (ABS3), and international academic conferences such as the Association for Consumer Research (ACR), the Academy of Marketing Science (AMS) and the European Marketing Academy (EMAC). His research projects include collaboration with top scholars from Pennsylvania State University (USA), CUNY Baruch College (USA), University of Mississippi (USA), IE Business School (Spain), NEOMA Business School (France), and Southampton University (UK). He has worked in research projects funded by European Funds and FCT (Foundation of Science and Technology) in partnership with Direção-Geral do Consumidor (DGC) and DECO Portugal (Over indebtedness and Artificial Intelligence) and developed academic projects for Farfetch, Sonae Group, Grupo Vila Galé, El Corte Inglés, Acústica Médica, and Bombeiros Voluntários de Leiria (Projeto NOVA Trees). As a consultant, he has worked in research projects at Box1824 and CFT consultancy for companies such as RedBull, TIM Mobile, Kraft Foods, Grendene (Melissa), SESI/FIERGS, Ipiranga (Ultra Group), and Calçados Bibi (Footwear).

5 SELECTED PUBLICATIONS

- Vorobeva, D., El Fassi, Y., Costa Pinto, D., Hildebrand, D., Herter, M. M., & Mattila, A. S. (2022). Thinking Skills Don't Protect Service Workers from Replacement by Artificial Intelligence. Journal of Service Research. [Advanced online https://doi.org/10.1177/10946705221104312 publication on 23 May 2022].
- Herter, M. M., Borges, A., Pinto, D. C. & Ferreira, M. (2022). Using Mindsets to Boost Health: How Construal Level and Goal Pursuit Shape Health Message Effectiveness on Cessation Behaviors. European Journal Of Marketing, 56(12), 3197-3226. https://doi.org/10.1108/EJM-04-2020-0290
- Castagna, A. C., Pinto, D. C., Mattila, A., & Barcellos, M. D. D. (2021). Beauty-is-good, ugly-is-risky: Food aesthetics bias and construal level. Journal of Business Research, 135, 633-643. https://doi.org/10.1016/j.jbusres.2021.06.063

- Herter, M., Borges, A., Costa Pinto, D. (2021). Which emotions make you healthier? The effects of sadness, embarrassment, and construal level on healthy behaviors. Journal of Business Research, Journal of Business Research. 130, June, p. 147-158. https://doi.org/10.1016/j.jbusres.2021.03.016
- Boto Ferreira, M., Costa Pinto, D., Maurer Herter, M., Soro, J., Vanneschi, L., Castelli, M., & Peres, F. (2020). Using artificial intelligence to overcome over-indebtedness and fight poverty. [Advanced online publication on 19 October 2020]. Journal of Business Research, 1-15. https://doi.org/10.1016/j.jbusres.2020.10.035

PROJECT TITLE AND SHORT DESCRIPTION

Marketing & Technology (Smart services): Artificial Intelligence (AI's) Risks and Benefits for consumer health and well-being

As artificial intelligence (AI) reshapes many industries, it has also been increasingly applied for consumer health and well-being domains. According to recent studies, AI can provide expert-level accuracy (Longoni et al., 2019), eliminating unnecessary hospital procedures (Das, 2016) and potentially offering low-cost access to vital diagnostic care (Aggarwal, 2021; Akongo, 2021; Esteva et al., 2017). Not surprisingly, the market size of AI in healthcare is expected to reach US$194 billion by 2030 (Bhardwaj & Sumant, 2021), with AI being implemented in 90% of U.S. hospitals and insurance companies by then (Das, 2016; Kent, 2021). Such evidence has raised hopes that the use of AI for consumer health and well-being may help to address current health challenges (Schwalbe & Wahl, 2020), as well as to alleviate emergency room congestions (Sun et al., 2020). This project aims to investigate AI's risks and benefits for consumer health and well-being, focusing on behavioral science interventions in lab and field experiments, as well as using neuromarketing tools (eyetracking, facereader, EEG). This project is particularly interested in technology's role in enhancing or damaging one's motivation in terms of body and mental health, increasing subjective well-being.

SCIENTIFIC AREA WHERE THE PROJECT FITS BEST*

Social Sciences and Humanities (SOC) • Economic Sciences (ECO)