



Professor Luiz Moutinho (BA, MA, PhD, FCIM) is Visiting Professor of Marketing at Suffolk Business School, Faculty of Arts, Business and Applied Social Science, University of Suffolk, Ipswich, England, Visiting Professor of Marketing at The Marketing School, Portugal, and Adjunct Professor of Marketing at Graduate School of Business, University of the South Pacific, Suva, Fiji.

During 2015 - 2017 he was professor of BioMarketing and Futures Research at the DCU Business School, Dublin City University, Ireland. This was the first Chair in the world on both domains - BioMarketing and Futures Research. Previously, and for 20 years, he had been appointed as the Foundation Chair of Marketing at the Adam Smith Business School, University of Glasgow, Scotland. In 2017 Luiz Moutinho received a degree of *Professor Honoris Causa* from the University of Tourism and Management Skopje, FYR of Macedonia.

He completed his PhD at the University of Sheffield in 1982. He has been a Full Professor for 29 years and held posts at Cardiff Business School, University of Wales College of Cardiff, Cleveland State University, Ohio, USA, Northern Arizona University, USA and California State University, USA. He has held Visiting Professorship positions at numerous universities in China, Lithuania, Austria, New Zealand, Denmark, Slovenia, Portugal, Hungary, Taiwan, Brazil, Colombia, Fiji and Cyprus.

Between 1987 and 1989 he was the Director of the Doctoral Programmes at the Confederation of Scottish Business Schools and at the Cardiff Business School between 1993 and 1996. He was Director of the Doctoral Programme in Management at the University of Glasgow between 1996 and 2004.

Professor Moutinho is the Founding Editor-in-Chief of the Journal of Modelling in Management (JM2) and Co-editor-in-Chief of the Innovative Marketing Journal. He has another 4 Associate Editorships as well as being in the Editorial Boards of another 47 international academic journals.

His areas of research interest encompass bio-marketing, artificial intelligence, neuroscience in marketing, algorithmic self, EmoWear - a wearable tech device that detects human emotions, evolutionary algorithms, human-computer interaction, the use of artificial neural networks in marketing, modelling consumer behaviour, futures research, marketing futurecast and tourism and marketing. Other primary areas of Professor Moutinho's academic research are related to modelling processes of consumer behaviour.

He has developed a number of conceptual models over the years in areas such as tourism destination decision processes, automated banking, supermarket patronage, among other areas. The testing of these research models has been based on the application of many different statistical, computer and mathematical modelling techniques ranging from multidimensional scaling, multinomial logit generalised linear models (GLMs) and linear structural relations to neural networks, ordered probit, simulated annealing, tabu search, genetic algorithms, memetic algorithms and fuzzy logic.

Professor Moutinho has over 155 articles published in refereed academic journals, 34 books and 13,996 academic citations, the h-index of 55 and the i10-index of 194 (Dec. 2019).