



Prof. Gisela Alves, Best Paper Award

This year, once again, we are proud to announce the Professor Gisela Alves Award for EUROMED's Best Conference paper, which comes with an annual monetary prize of €600. With this, we honour the memory of this courageous researcher, hoping that her short but passionate career can be an example for other scholars.

Gisela Alves was a young, talented Marketing faculty member and researcher. She had a Bachelor's degree in Management, a Master's in Marketing and Strategic Management and a PhD in Marketing and Strategy. She participated in various EUROMED annual conferences, and in 2018 she won the award that now has her name.