



THE 13TH ANNUAL EMAB CONFERENCE
"Business Theory and Practice Across Industries and Markets"

Prof. Gisela Alves, Best Paper Award

We are proud to present 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 young 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, sharing her research papers, mainly in Marketing. She was truly a EUROMED fan!

Unfortunately, Gisela could not win her last battle against illness and her promising career was tragically cut short, interrupting many projects and dreams. In 2018, when she was already severely debilitated, she still could not miss "her" EUROMED Conference and thus presented her research work via Skype. That year, Gisela won the award for the best paper.

Thank you, Gisela!