

Biographical Note



Daniela Monteiro



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Is Project Manager at DOMP, SA, a Market Research company based in Porto, Portugal.

Daniela holds a bachelor degree in Psychology and a Masters in Psychology Themes by the Faculty of Psychology and Educational Sciences of the University of Porto. She is currently enrolled in a Masters in Modeling, Data Analysis and Decision Support Systems in the Faculty of Economics of the University of Porto.

She has worked as a research analyst and has specialized in qualitative and quantitative research planning.

As Project Manager at DOMP, she has worked with a diverse range of clients, from Retail, Public Sector, Mass Media, Political, Automotive and Health Care sectors.

Her professional interests lie in the area of customer satisfaction and, specifically, the determinants of customer satisfaction, satisfaction models (application of linear and logistic regression models in order to identify relevant variables and develop prediction models for future clients and structural equation modeling to relate the different dimensions related to customer satisfaction), customer loyalty and recommendation. She is also an enthusiast of applied attitude and behavior measurement and change, with a focus in pro-environmental behavior, public transportation use and healthcare management.