

UNLOCK

Creativity through game-based learning at
higher education



Marlene Amorim

Marlene Amorim is Assistant professor at the Department of Economics, Management, Industrial Engineering and Tourism at the University of Aveiro, Portugal and a member of the Research Unit in Governance Competitiveness and Public Policies (GOVCOPP). She served the University as Pro-rector for Internationalization from 2014 to 2018, and as Director and then Vice-Director for the Master in Industrial Engineering and Management. Currently she serves as Coordinator for the research line in Competitiveness Innovation and Public Policies at GOVCOPP. Marlene received her PhD in Management from IESE Business School of University of Navarra in Spain, and conducts research in the area of service operations and service quality, notably in topics related to service process design and customer participation in service delivery. She currently integrates the editorial team of the International Journal of Supply Chain and Operations Resilience.