

Dr Jorge Pereira Campos

PHD, UNIVERSITY OF ST ANDREWS · LECTURER AND RESEARCHER · EDUCATION LEADERSHIP AND AI ADOPTION

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PROFILE

Lecturer and management researcher with a parallel career in education leadership. Nine years of teaching marketing, strategy, management and AI in business, in English, at six European universities, with evaluations of 5.7 out of 6 for clarity and helpfulness. PhD from the School of Management of the University of St Andrews on how people weigh the risks of sharing personal data; peer-reviewed articles in Human–Computer Interaction, Studies in Higher Education, Computer Supported Cooperative Work, Frontiers in Developmental Psychology and Surveillance & Society. Postdoctoral researcher at Erasmus University Rotterdam on four EU Horizon projects. Since 2020, chief operating officer of an international education group and headmaster of its online secondary school; since 2025, designing programmes that help companies adopt generative AI without losing the judgement of the people who use it.

TEACHING AND ACADEMIC APPOINTMENTS

Assistant Professor in Management , Lusíada University of Porto	2023–2026
Guest Assistant Professor , School of Economics and Management, University of Minho	2021–2024
Assistant Professor in Management , Leiden University Law School Marketing Management, Consumer Behaviour, Marketing Strategy.	February to August 2023
Postdoctoral researcher and lecturer , Erasmus University Rotterdam Four Horizon 2020 and Horizon Europe projects (ASHVIN, BIM-SPEED, SPATIAL, REINCARNATE) on digitalisation, privacy and AI in the built environment. Teaching: Research Methods; Branding; Privacy, Digitalisation and Ethics; master's thesis supervision.	2021–2023
Visiting Lecturer , Vilnius University Coordinator of the Management module (5 ECTS, 50 contact hours, hybrid, in English); also Strategic Management, Strategic Marketing and AI in Business; thesis supervision.	2020–2023
Teaching Assistant , University of St Andrews Management and Societies (undergraduate management and marketing).	2017–2021
Affiliate Scholar , Information Law Institute, New York University	2022–2024

STUDENT EVALUATIONS

Erasmus University Rotterdam, Privacy, Ethics and Social Impacts, 2021–22, twelve respondents: lecturer mean 5.4 out of 6; clarity 5.7; helpfulness 5.7; organisation 5.6; participation 5.6.

Vilnius University, Management, 2021, twenty-six respondents: 84.6 per cent chose the highest category for clear assessment criteria and for efforts to engage students; 76.9 per cent for overall teaching quality.

RESEARCH

AI assistance and durable capability. Repeated-task experiments testing whether AI support becomes learning or dependence, with later unaided performance as the main outcome. Design stage.

Anthropomorphism and chatbot adoption. Uses and gratifications of conversational agents, with S. Nguyen and O. Kayas. Manuscript under review.

Emotional use of conversational AI among adolescents. Preregistered cross-sectional survey in international boarding schools. Manuscript drafted; data collection pending.

Data donation to a smart city. Doctoral research (ten focus groups, 61 participants) on the risks of donating mobility data.

Coming of Age in the AI Era. Book manuscript, about 58,000 words, complete and in submission.

PEER-REVIEWED ARTICLES

Mols, A., **Pereira Campos, J.**, Ferreira Gonçalves, J. F. (2026). "Those blimmin Ts and Cs": A mixed methods analysis of how people manage personal information, privacy, and impressions. *Human–Computer Interaction*, 41(2), 83–100. <https://doi.org/10.1080/07370024.2024.2325340>

Barkhuus, L., Seberger, J. S., **Pereira Campos, J.**, Mols, A. (2026). Like guardian angels: Continuous location-sharing and the production of safety among US college students. *Computer Supported Cooperative Work (CSCW)*, 35(2), Article 7. <https://doi.org/10.1007/s10606-026-09543-7>

Pereira Campos, J., Koff, T. (2026). Your brain on ChatGPT, but whose brain? The missing adolescent in AI-cognition research. *Frontiers in Developmental Psychology*, 4, 1885225. <https://doi.org/10.3389/fdpys.2026.1885225>

Akter, M., Barkhuus, L., Mols, A., **Pereira Campos, J.**, Wisniewski, P. (in press). How safety is learned: Trajectories of location sharing practices from childhood into young adulthood. *Proceedings of the ACM on Human-Computer Interaction*, 10(5), Article MHCI9005 (MobileHCI 2026).

Kayas, O. G., Matikonis, K., Cranmer, E. E., **Pereira Campos, J.** (2024). Socially negotiating privacy boundaries and academic identities. *Studies in Higher Education*, 49(7), 1241–1252. <https://doi.org/10.1080/03075079.2023.2262507>

Mols, A., **Pereira Campos, J.**, Pridmore, J. (2023). Family surveillance: Understanding parental monitoring, reciprocal practices, and digital resilience. *Surveillance & Society*, 21(4), 469–484. <https://doi.org/10.24908/ss.v21i4.15645>

Conference presentations: Contextual Integrity Symposium, Cornell Tech (2022); Surveillance Studies Network, Lines of Sight, Rotterdam (2022); Etmaal van de Communicatiewetenschap, Vrije Universiteit Brussel (2022); University of Chicago (2021); Data Justice 2021, Cardiff University. Further items (book chapter, working paper, EU deliverables, thesis) at drjorgecampos.com/research.

EU RESEARCH PROJECTS

Erasmus University Rotterdam , four Horizon 2020 and Horizon Europe projects	2021–2023
ASHVIN (digital twins for construction): contributing author of D4.1, key performance indicators for construction sites; D7.1, technology demonstration plan; D6.1, standardisation plan. BIM-SPEED, SPATIAL and REINCARNATE: research on digitalisation, privacy and AI in the built environment with industry consortia.	
Doctoral funding , University of St Andrews and the SSHRC-funded Big Data Surveillance Project	2017–2021

EDUCATION LEADERSHIP AND AI ADOPTION

Chief operating officer and partner , the international education group behind A&J School, London	2020–present
Headmaster of A&J School, an online secondary school, which received The King’s Award for Enterprise (International Trade) in 2024. Quality framework, KPI scorecard and a team of coaches and tutors.	
AI-adoption programmes for companies , Portugal	2025–present
Programmes that help companies adopt generative AI in line with their own AI policy and the EU AI Act’s risk levels: workshops on AI in HR, AI-impact training for leadership teams, AI governance assessments.	

EDUCATION

PhD, School of Management , University of St Andrews	2021
Thesis: The Dynamics of Data Donation: Privacy Risk, Mobility Data, and the Smart City.	
MSc Health Psychology , University of Strathclyde	2024
MSc Consumer Analytics and Marketing Strategy , University of Leeds	2017
BSc Marketing , ISCAP, Polytechnic Institute of Porto	2016

LANGUAGES

Portuguese (native), English (fluent), Spanish, Lithuanian and Russian (conversational).