

Recebido = 8/11/15

João Santos
Macedo

ISCTE IUL
INSTITUTO UNIVERSITÁRIO DE LISBOA

113569

TID: 202299015

Acesso restrito
36 meses

Handle: 19171

Digital Thesis License Agreement

Name: Yuan Jing

E-mail: 717226687@qq.com

Phone number: +8615920901597

Identity card / Passport: E92644641

Nationality: China

☐ PhD Thesis

☒ Master Dissertation

☐ Master Project

Title: How College Students in China view brand experience
brand personality and brand love — based on moderate effect of
product involvement

Advisor(s): Prof. Doutora Sandra Maria Correia Loureiro

Designation of 'Masters' or 'PhD':

Masters

I declare that the version submitted is the final version approved by the jury. Otherwise it will be delivered after approval by the jury.

I declare that I have read the full version of the Despacho n.º 65/2015* (ISCTE-IUL Open Access Policy: https://repositorio.iscte-iul.pt/documentos/politica_de_acesso_aberto_do_iscte_iul.pdf) which provides, namely, the rules and storage conditions of theses and dissertations in the ISCTE-IUL Repository.

I grant to the ISCTE-IUL and its agents, through its institutional repository, a non-exclusive license to archive and make accessible, under one of the conditions below, my thesis or dissertation, in whole or in part, on electronic format:

☐ No restriction on availability of all work for worldwide access;

☐ Immediate availability of all work for exclusive access at ISCTE-IUL:

☐ 12 months

☐ 24 months

☒ 36 months

☐ Embargo (Granted on an exceptional basis upon reasoning. Failure to submit evidence to support the request invalidates it.):

☐ up to 18 months

☐ up to 36 months (exclusive PhD)

I retain all other ownership to the copyright of the thesis or dissertation, and the right to use it in future works, such as articles or books, all or part of this thesis or dissertation.

ISCTE-IUL,

MSc Marketing

Signature

[Signature]