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Place branding in strategic spatial planning

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About the author

Eduardo Oliveira was born in Póvoa de Lanhoso, Braga district, northern Portugal. He studied Geography and Planning at the Department of Geography of the University of Minho, Guimarães, Portugal (2000-2004). Then, he completed a post-degree in Tourism and Regional Development at the Portuguese Catholic University, Braga, Portugal (2005-2006). He obtained his M.Sc. in Marketing and Strategic Management from the School of Economics and Management, University of Minho. Before completing his M.Sc. he spent six months as exchange student at the University Sains Malaysia, Penang, Malaysia. For some years he worked as research assistant at the Economic Policies Research Unit, School of Economics and Management, University of Minho (2006-2010). In 2012 he joined the Department of Spatial Planning and Environment, Faculty of Spatial Sciences, University of Groningen, the Netherlands as Ph.D. researcher, which he completed in 2015. On the basis of this thesis, he holds a Ph.D. from the University of Groningen. At the present, He works as postdoc researcher at the Swiss Federal Research Institute WSL, Birmensdorf, Zürich, Switzerland, on the CONCUR project - “From plans to land change: how strategic spatial planning contributes to the development of urban regions”, where he continues researching strategic spatial planning and regional governance, under the supervision of Dr. Anna Hersperger.

