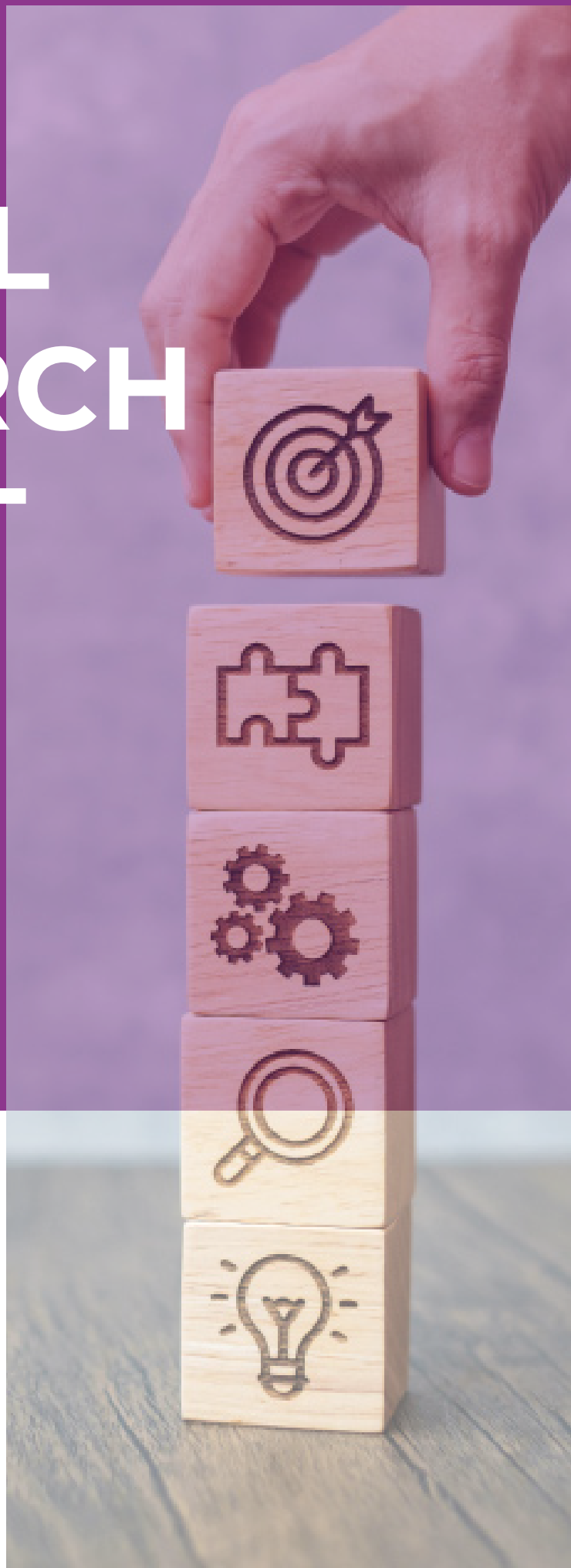


ANNUAL RESEARCH REPORT 2022

bru_iscte

Business Research Unit

Director: Maria de Fátima Salgueiro



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Welcome Address 2022 Overview

After two years especially marked by COVID-19, the year 2022 was a time for rebuilding, reconnecting and thriving for new horizons.

With travel restrictions gone, 2022 finally saw the rise of activity in academic conferences, with an increase in communications in scientific events, as well as in the participation in organising and programme committees of conferences, which almost doubled. In parallel, we received an increasing interest from international researchers to come and visit BRU for a period of time, having thus tripled the number of hosted visiting researchers, with many more aligned for 2023.

In general, we witnessed an increase in most of our scientific outputs and indicators, as well as a significant upward trend in knowledge transfer and outreach activities by our researchers towards non-academic professionals, public at large, industry, government, technical bodies and NGOs.

BRU has welcomed a new member of technical staff, which has allowed us to be more proactive and efficient in supporting researchers in their quest for the highly competitive research funding schemes, especially from international sources. In fact, BRU-Iscte funding from international sources has gone from under 75k€ in 2021 to almost 915k€ in 2022. Additionally, we can be proud of an approval rate of 50% in the submitted Horizon Europe project applications.

We hope the effort put in by all the researchers and staff during 2022 is just paving the way for a very exciting 2023, with high quality scientific outputs, new research projects and innovating ideas bridging the gap between academia, the world of practice and the overall community.

Maria de Fátima Salgueiro
Director of the Business Research Unit

BRU-Iscte

The Research Unit

Founded in 1994

Multidisciplinary research unit spanning key Business areas

173 Researchers in 2022

3 PhD Programmes



PhD in Economics



PhD in Finance



PhD in Management

1 DBA Programme

Institutional Affiliations

iscte UNIVERSITY
INSTITUTE
OF LISBON

iscte BUSINESS
SCHOOL

Business School Acreditations and Rankings



Funded by



Strategy and vision

In 2022, BRU-Iscte has kept focusing on the main goal of the Research Unit: to establish itself as a leading research center in business and economics scientific areas, both in Portugal and in Europe.

Our 3 Interweaving Pillars

Excellence in Research

- Develop and improve sound research in core Business areas that further advances the international scientific literature, namely by increasing the number of FT50, ABS4*, ABS4, Q1 (Web of Science or Scimago) publications and international co-authorships
- Engage in innovative research projects in partnership with public and private organisations



Engaging with Society

- Use our research capacity to answer the needs of managers and companies, thus developing solutions for specific corporate problems
- Share academic knowledge with the general population beyond academia



- Assess our research societal impact, specifically its alignment with the United Nations' Sustainable Development Goals (SDGs)

World-class Doctoral Programmes

- Provide world-class Doctoral programmes that are able to attract top national and international students
- Contribute to advancing the scientific knowledge and training of junior researchers
- Develop the skills of professionals in the business world, specifically via our DBA programme



Governance



Maria de Fátima Salgueiro
Director



Jonas Oliveira
Vice-Director



João Guerreiro
Vice-Director

INTERNATIONAL SCIENTIFIC ADVISORY BOARD



Fiona Steele



Jacqueline
Coyle-Shapiro



Simon Wolfe



Stephen G. Hall



Xavier Castaner

5 internationally renowned scholars

SCIENTIFIC COMMITTEE

4 researchers elected by the Scientific Council of BRU-Iscte

After october 2022



Alexandra F. Lopes



Fernando Ferreira



Helena Isidro



Patricia L. Costa

Until october 2022



Ana Simaens



Aristides Ferreira



José Carlos Dias



Luís Filipe Martins

GROUP COORDINATORS COMMITTEE

Heads of the six research groups

SCIENTIFIC COUNCIL

All eligible researchers

BRU-Iscte News

New BRU-Iscte Scientific Committee elected

On September 26th 2022, the members of the BRU-Iscte Scientific Council voted to elect the new Scientific Committee.

The new members took office on the 3rd October, 2022.



Alexandra F. Lopes



Fernando Ferreira



Helena Isidro



Patricia L. Costa

BRU-Iscte congratulates the members who have finished their mandate, for their commitment with the Unit.

Visit of the International Scientific Advisory Board

On the 4th July 2022, BRU-Iscte received a visit from its International Scientific Advisory Board (ISAB). Due to the pandemic travel restrictions in 2020 and 2021, this was the first time in two years BRU-Iscte hosted the ISAB members; **Jacqueline Coyle-Shapiro**, **Fiona Steele** and **Simon Wolfe** were present at Iscte, while **Xavier Castañer** participated online. Unfortunately, **Stephen Hall** was not able to join us on this occasion.



During the visit, a welcome session was organised, to which BRU-Iscte researchers were invited, with the presence of the Iscte Business School Dean, Prof. Maria João Cortinhal, and followed by a presentation of the main BRU-Iscte achievements for the period 2020-2021. Afterwards, the ISAB had a meeting with BRU's Scientific Committee, the Research Groups' Coordinators, the Directors of the Ph.D. programmes, as well as the Directive Board of BRU-Iscte. In the afternoon, the ISAB met privately and then provided feedback to BRU-Iscte.

ISAB commend BRU-Iscte on their continued hard work, dedication to the improvement of standards and for its positive proactive leadership.

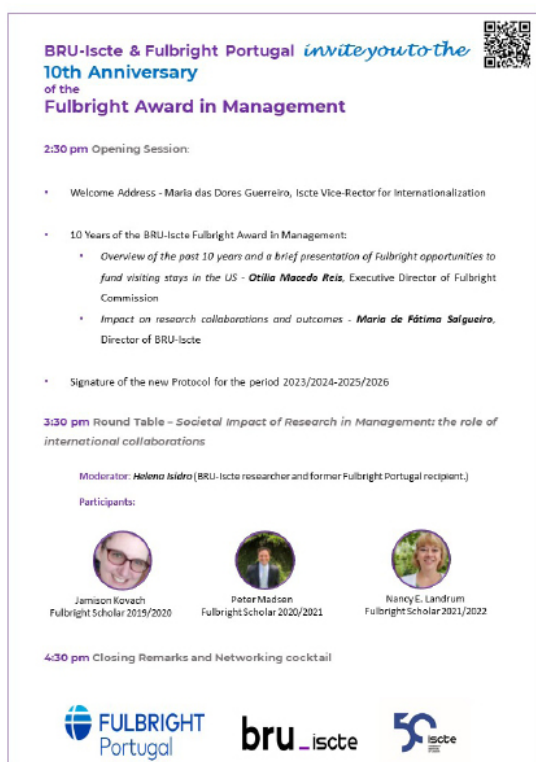
10-year Celebration of the Fulbright Protocol with BRU-Iscte

BRU-Iscte & Fulbright Portugal celebrated the 10th Anniversary of the Fulbright Award in Management on June 24th, 2022, with an event being held at Iscte.

Representing Fulbright Portugal was **Otília Macedo Reis**, Executive Director of the Fulbright Commission.

A round table on the **Societal Impact of Research in Management** took place with the three Fulbright scholars who were currently visiting BRU-Iscte at the time.

In addition, the new Protocol of the Fulbright Award in Management for the period 2023/2024 – 2025/2026 was signed on this occasion.



News from the BRU-Iscte Staff

In May 2022, BRU-Iscte welcomed **Nuno Silva** as a new Research Funding Manager to reinforce the team.



Marketing FutureCast Lab

The FutureCast Lab is a spin-off from Iscte and is the first European Lab for analysis and applied research on marketing international trends. BRU-Iscte researcher **José Pedro Dionísio** is a member of its Scientific Council. In 2022, BRU-Iscte involvement in the FutureCast Lab has resulted in two reference works:

Trends for Sustainability-Energy-Inflation

Development of 10 new trends about these themes and organizing the Annual Conference for their presentation, on the 24th November of 2022.



International Trends for a New Economic World

FutureCast Lab was involved in an extensive project with AICEP (Agency for Investment and Foreign Trade of Portugal) comprising the study of 50 trends for 11 industrial sectors and 10 webinars that involved more than a thousand exporting companies. The project culminated in a Conference organized by the FutureCast Lab entitled "International Trends for New Economic World 2022", which took place on the 6th December of 2022, with close to 300 participants.



Iscte – Knowledge and Innovation (CVTT-Iscte)

Officially created in February 2020, the new Knowledge and Innovation Centre of Iscte, of which BRU-Iscte is a founding member, has continued to develop its activity in 2022, namely in multidisciplinary applications for competitive funding schemes. BRU-Iscte researchers **Ana Lúcia Martins**, **Henrique Martins** and **Maria José Sousa**, all from the Marketing & Management Group, submitted several multidisciplinary applications to European competitive funds with the support of CVTT-Iscte and in collaboration with researchers from other Iscte research Units. Two of these applications were successful, namely the projects "XpanDH – Expanding Digital Health through a pan-european EHRxF-based ecosystem" (Horizon Europe) and "Blockchain.PT - Agenda "Descentralizar Portugal ComBlockchain" (PRR Mobilizing Agendas with FEDER funds).

Renato Pereira from the Marketing & Management group, as well as **Maria da Conceição Figueiredo** from the Data Analytics group, were involved in the project "Contrafactual-ML – Counterfactual evaluation of support to companies: crossover between causal inference and machine learning approaches", under the coordination of Ricardo Paes Mamede from Iscte research centre Dinâmia'CET. The project concluded in the last quarter of 2022 and was funded by programme 06/POAT/2021, a national funding supported with FEDER funds to finance studies on monitoring and evaluation methodologies for the implementation of EU funds in Portugal.

SocioDigital Lab for Public Policy

Officially recognised in 2021 as an Associate Laboratory by FCT, the SocioDigital Lab for Public Policy gathers 6 research units from Iscte, including BRU-Iscte to pool together the multidisciplinary research expertise within Iscte, from a wide range of social sciences to digital technologies, for the benefit of public policy information, design and evaluation. The work of the SocioDigital Lab has been structured around five transversal thematic lines (TLs) with the contribution of researcher from the different units and from different disciplines.

In collaboration with Iscte-Health, the SocioDigital Lab integrated a proposal for a CoLAB (Collaborative Labs fully recognised by FCT), which was approved in April 2022. This application, ABC – CoLAB "ABC (Algarve Biomedical Centre) Collaborative Laboratory: Integrated Aging and Rejuvenation Solutions", counted with the participation of the following BRU-Iscte researchers:

- **Sara Ramos** (coord.) and **Inês C. Sousa** from the Organizational Behavior & Human Resources group
- **Elizabeth Reis** from the Data Analytics group
- **Ana Brochado** from the Marketing & Management group

Moreover, in October 2022, BRU-Iscte staff members, **Andreia Garcia** and **Cheila Ramalho**, have joined the working group *SocioDigital Lab* to support communication activities, with Andreia joining the *Social Networks sub-group* and Cheila the *Copy sub-group*.

The SocioDigital Lab hosted its *1st Conference of the SocioDigital Lab for Public Policy* on “Digital Transformation in Times of Crisis”, coordinated by its TL5 “Digital Transformation”, which took place at Iscte on November 28 and 29, 2022. BRU-Iscte researchers involved in TL5, **João Guerreiro** and **Sandra Loureiro**, both from the Marketing & Management group, have contributed to the conference programme, specifically as members of the Scientific Committee.

Iscte-Health

Iscte-Health is a cross-disciplinary academic effort involving all of Iscte, undertaken with the purpose of contributing to a better response to the challenges of health in today’s society; through the joining up of Iscte’s research, education and intervention in its social sciences, management and technology areas.

Besides our researchers in the managing team of Iscte-Health **Henrique Martins**, **Francisco Nunes** and **Elizabeth Reis**, other BRU-Iscte researchers have collaborated with Iscte-Health in 2022:

- Accounting group: Maria João Major
- Data Analytics group: Felipa Sampayo
- Economics group: Nuno Crespo
- Marketing & Management group: Alexandra Fernandes, Ana Brochado, Ana Lúcia Martins, Helena Rodrigues, Maria José Sousa and Teresa Grilo

The main activities of Iscte-Health in 2022 with the participation from BRU-Iscte researchers were:

- Societal Health Notebook n° 3 “Digital Transformation and Inclusion in Health”- researcher **Henrique Martins** coordinated the editorial team and co-wrote the chapter on “Health Data Activism: Why and what does it mean in promoting digital health”;
- Podcast “Think Health and Society” - **Henrique Martins** was the invitee of the 1st episode;

- 2nd edition of the “Digital Health Talks”, co-organised with the Advanced Program in Digital Health of Iscte Executive Education and moderated by **Henrique Martins**;
- III Conference on Societal Health, organised by **Henrique Martins** in November 2022, during the SocioDigital Lab Science and Technology Week;
- Publication “Research Paths at Iscte”, compiling research papers published in reference journals by Iscte researchers – this publication was coordinated by researcher **Francisco Nunes** and counted with the contribution of a research paper by **Teresa Grilo** (Cardoso T, Oliveira MD, Barbosa-Póvoa A, Nickel S. Moving towards an equitable long-term care network: a multi-objective and multi-period planning approach. Omega. 2016; 58:69 – 85.)
- Submission of project proposals to competitive grants by researchers **Ana Lúcia Martins, Henrique Martins** and **Teresa Grilo** (from the Marketing & Management group), two of which have been approved, namely “**NEEM – Nepalese Education in E-health – Master**” (Erasmus+ Capacity Building) and “**AMR-EDUcare – EduCation on Antimicrobial RESistance for the health workforce**” (EU4Health).



BRU-Iscte

Research Impact and Alignment with the Sustainable Development Goals (SDGs)

BRU-Iscte continues to be very involved in Iscte's efforts to promote and contribute to the SDGs. Taking advantage of the possibilities made available by Iscte's information systems, we continuously encourage our researchers to identify the relevant SDGs (up to three goals per contribution) to each of their research outputs.

In 2022, BRU-Iscte researchers have listed **83 scientific articles** and **28 projects** as contributing to specific Sustainable Development Goals. Continuing the efforts initiated last year, we also assessed the alignment of our doctoral theses (PhD and DBA programmes) defended in 2022 with the SDGs.

Of these, we concluded that in 2022 our declared research outputs are mostly aligned with:



3 publications, 4 projects and 12 doctoral theses



9 publications, 5 projects and 16 doctoral theses



2 publications, 13 projects and 9 doctoral theses



39 publications, 6 projects and 4 doctoral theses



16 publications, 1 project and 1 doctoral thesis

For the next years, BRU-Iscte is committed to further build on its interdisciplinary potential by exploring research trends relating to SDGs in each research group and invest in transversal thematic research lines based on SDGs.

BRU-Iscte Team 2022

BRU-Iscte's comprised a total of **173 members** during 2022, including **140** PhD holders. The Unit counted with **95** integrated members and **45** associated members, as well as **33** research assistants, mainly PhD students. Additionally, BRU-Iscte had the support of **5 administrative staff members**:



Andreia Garcia



Aleksandra Marques



Cheila Ramalho



Nuno Silva



Rui Costa Pinto

In 2022, BRU-Iscte comprised the following **6 research groups**: Accounting; Data Analytics; Economics; Finance; Marketing & Management; and Organizational Behavior & Human Resources.



Accounting

Coordinator

Isabel Lourenço

Integrated members: 8

Associated members: 7

Research Assistants: 3



Economics

Coordinator

Catarina Roseta Palma

Integrated members: 15

Associated members: 7

Research Assistants: 3



Data Analytics

Coordinator

José Gonçalves Dias

Integrated members: 14

Associated members: 6

Research Assistants: 1



Marketing & Management

Coordinator

Marjan Jalali

Integrated members: 27

Associated members: 18

Research Assistants: 11



Finance

Coordinator

João Pedro Nunes

Integrated members: 12

Associated members: 3

Research Assistants: 4



Organizational Behavior & Human Resources

Coordinator

Ana Patrícia Duarte

Integrated members: 19

Associated members: 4

Research Assistants: 11

Accounting Research Group

Integrated Members



Ana Cristina
Conceição



Ana Isabel Lopes



Dante Júnior



Inna Paiva



Isabel Lourenço



Jonas Oliveira



Maria João Major



Rúben Barros

Associated Members



Ana Simões Ferreira



Cláudio Pais



Daniela Penela



Ílidio Tomás



Mª Antónia Jesus



Paulo Dias



Rogério Serrasqueiro

Research Assistants



João Santos



Ricardo Pinto



Sara Corujo

Integrated Members



Abdul Suleman



Ana Sousa Ferreira



Catarina Marques



Elizabeth Reis



Felipa Sampayo



Jorge Sinval



José Dias Curto



José M. C. Dias



Fátima Salgueiro



Margarida Saraiva



Paula Vicente



Pedro Ribeiro



Raul Laureano



Sónia Bentes

Associated Members



Ana Vieira



Graça Trindade



Mª Conceição
Figueiredo



Margarida
Cardoso



Teresa Calapez



Nuno Ferreira

Research Assistants



Nuno Santos

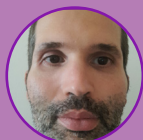
Integrated Members



Alexandra Lopes



Emanuel Gasteiger



João Madeira



João Leão



Joaquim Ramalho



José Pedro
Pereira



Luís F. Martins



Catarina Palma



Matteo Fragetta



Mónica Meireles



Nádia Crespo



Nuno Crespo



Sandro Mendonça



Sofia Vale



Thomas Greve

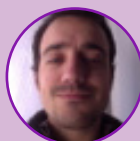
Associated Members



Helena Soares



Henrique Monteiro



João Lopes Costa



Luís
Carvalho



Marta Silva



Ricardo Correia



Sandrina Moreira

Research Assistants



António Rodrigues



Francisco Paulo



Luís Casinhas

Integrated Members



A. Freitas Miguel



Aricson Cruz



Helena Isidro



João Ruas



João Pedro Nunes



José Carlos Dias



Luciana Salles



Mª Helena Veiga



Mário Fernandes



Mohamed Azzim



Pedro Júdice



Tiago Dutra

Associated Members



Jorge Bravo



Luís Laureano



Pedro Prazeres

Research Assistants



Carlos Glória



João Reis



Luís Ferreira



Meskat Ibne Sharif

Marketing & Management Research Group

Integrated Members



Álvaro Rosa



Ana Simaens



Bruno Abrantes



Daniela Langaro



Fernando Ferreira



Filipa Pinto



Helena Rodrigues

Henrique
Martins



Ieva Meidute



João Guerreiro



José Martins



Leandro Pereira



Márcia Santos



Mª José Sousa



Marjan Jalali



Nelson António



Paulo Bento



Pedro Falcão



Renato Costa



Renato Pereira



Ricardo Bilro



Rui Vinhas da Silva



Sandra Loureiro



Shaozhuang Ma



Sílvia Cavalinhos



Sofia Kalakou



Teresa Grilo

Associated Members



Alexandra Fernandes



Ana Lúcia Martins



Ana Brochado



Carlos L. Cruz



Fernando Angelino



Hélia Pereira



João Menezes



João Vilas Boas



J. Arménio Rego



José Pedro Dionísio



Luís M. Martins



Luís Miguel



Mª C. Santos



Marta Bicho



Nuno Arújo



Paula Rodrigues



Ralitz Nikolaeva



Susana Marques

Research Assistants



Aihoor Aileem



Aoqiao Zhang



Inês Patrão



João Regra



Jorge Nascimento



Marcya Santiago



Mª Madalena
Raptopoulos



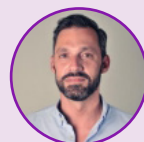
Mariana Rodrigues



Mónica Ferreira



Muhammad A.
Sarwar



Pedro Oliveira

Organizational Behavior & Human Resources Research Group

Integrated Members



Ana Junça Silva



Ana Passos



A. Patrícia Duarte



Andrea Fontes



Aristides Ferreira



Atieh Mirfakhar



Donatella Di Marco



Francisco Nunes



Henrique Duarte



Inês Sousa



Mª João Velez



Mirko Antino



Nelson Ramalho



Patrícia Costa



Sandra Costa



Sílvia Silva



Sílvia Dello Russo



Susana Santos



Susana Tavares

Associated Members



António Caetano



Sara Ramos



Sílvia Costa



Virginia Trigo

Research Assistants



Ana Catarina Leal



Ana Sousa Guedes



Francisca Carvalho



Francisco Delgado



Luis Simões



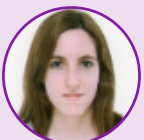
Beatriz Esperança



Mª Teresa Almeida



Roba Elbawab



Sara Lopes



Tatiana Marques



Vanessa Oliveira

Visiting Researchers

In 2022, BRU-Iscte received **13 visiting researchers** from international universities, including 5 visiting doctoral students, 5 visiting post-doctoral and 3 Fulbright researchers. Their involvement in the academic life of BRU-Iscte was directed towards scientific cooperation, teaching, research seminars and participation in the PhD programmes.

It should be emphasised that in 2022 BRU-Iscte was visited for a period of 3 months by three Fulbright Scholars, **Prof. Jamison Kovach**, **Prof. Peter Madsen** and **Prof. Nancy E. Landrum**.



Prof. Peter Madsen

Peter M. Madsen (PhD UC Berkeley, 2006) is a professor of Organizational Behavior and Human Resources at BYU's Marriott School of Business. His research focuses on organizational safety and reliability, technology adoption, organizational change management, and organizational learning from accidents, incidents, and near misses.

Testimonies



Prof. Nancy E. Landrum

My time at BRU-Iscte was amazing! BRU-Iscte was very supportive in providing office space, a computer, and library access. My colleagues were helpful and also incredibly generous with their time outside of work and accompanied us to local social events and even to medical appointments. The Fulbright Office was equally helpful and supportive as I arranged the logistics of my visit. Lisbon is a beautiful city and a cultural gem. We were able to visit various destinations around Portugal and experience this fabulous country, its culture, food, and many wonders. I met some fabulous colleagues with whom I look forward to future research collaborations. I will treasure my memories of BRU-Iscte, Lisbon, Portugal, and most of all, the new friends I made.



I am the PMI Houston Endowed Professor in Project Management at the University of Houston. My research investigates the use of methods for product and process innovation, expanding the use of these methods, and developing new improvement approaches. My work is largely focused on working in partnership with industry applying process improvement/design methods to solve problems.

Dr. Jamison V. Kovach

I received a Fulbright US Scholars award to work in Lisbon, Portugal for three months, hosted by ISCTE-Instituto Universitário de Lisboa in their Business Research Unit. My Fulbright project, "Leveling Up: Enhancing Portugal's Achievement of Industrial Performance Improvements," consisted of action research investigations conducted within four Portuguese companies in which researchers (i.e., faculty and master's students embedded within the organizations) worked closely with organizational representatives to examine a pressing problem (e.g., excessive process cycle time, numerous defects/errors, poor customer satisfaction) and worked together to implement changes that improved process performance.

Findings from these projects will be disseminated through journal publications and presentations at professional meetings/conferences. Specifically, the projects conducted within Portuguese organizations will be targeted for publication as action research case examples. In addition, a cross case study publication is planned. Our first paper was recently submitted to Business Process Management Journal.

My grant was originally scheduled for mid-April to mid-July 2021, but it was rescheduled to 2022 due to the COVID-19 pandemic. To make the most of my time at ISCTE, I met regularly with students and colleagues involved in our company projects, visited the sites of the projects to meet with management and tour the facilities, and I gave a seminar at ISCTE entitled "Data – Guilty Until Proven Innocent."

On the professional side, during my Fulbright I made excellent relationships with colleagues that will last for a long time, and the experience of working with a new group of colleagues and students reinvigorated my research stream. I'm grateful that our work is planned to continue virtually for at least 1 year once I've returned to the U.S. In addition, this provided me with direct experience of working with companies in a different culture and how business is run differently than in the U.S. Given that most of my work has been applied research with industry partners in the U.S., this was an eye-opening experience.

On a personal note, it was amazing to have the opportunity to travel throughout Portugal with my husband to meet people, learn first-hand about the culture, and, of course, get to taste all the delicious Portuguese food and wine. When we tell people the list of all the places we visited, they would tell us that we've likely seen more of Portugal than most people from Portugal!

BRU-Iscte

Scientific Programmes & Activities

Funding Sources

In the year 2022 the funding sources for BRU-Iscte's research activities were more diversified than ever before. Noticeable was a significant rise in funds obtained from competitive European projects, including Erasmus+, Horizon Europe and other programmes (CERV, COSME, Migration Partnership Facility (MPF), COST).

Funding from national sources other than FCT is also almost the double of what it was in 2021. These results were achieved with essentially the same number of researchers and support staff, which clearly indicates increased productivity levels and a deeper involvement and visibility in international networks, through research consortia. The results may be leveraged in the coming years to attract renewed funding, top researchers and fellowships and lead to top publications and other excellent research outputs and dissemination activities.

Funding Sources

	2021	2022
Fundação para a Ciência e a Tecnologia, I.P. - FCT	1 394 581,61 €	1 236 650,36 €
R&D Unit Pluriannual funding available at the year start	1 128 855,49 €	1 000 088,21 €
Project funding	95 740,79 €	33 201,00 €
Funding for contracts of researchers with PhD	37 503,25 €	37 503,25 €
Funding for PhD , PostDoc or other fellowships	132 482,08 €	165 857,90 €
Other national sources	364 161,05 €	632 557,58 €
Funding received from Participant or Management Institutions (Iscte funds)	204 320,25 €	423 353,46 €
Other Public Funding	0,00 €	57 200,00 €
Private funding	43 114,97 €	34 474,40 €
National public funding with EU funds	116 725,83 €	117 529,72 €
International sources	73 768,13 €	914 191,00 €
Erasmus+ project funding	73 768,13 €	302 997,00 €
Other European funding	0,00 €	611 194,00 €
TOTAL	1 832 519,79 €	2 783 398,94 €

Breakdown of BRU-Iscte's funding sources in 2022 in comparison with 2021

BRU-Iscte coordinates **3 PhD Programmes in Management (with 6 specialisations), Finance and Economics**, the latter in collaboration with Iscte's research centre DINÂMIA'CET. BRU-Iscte also runs a **Doctor of Business Administration (DBA) programme**, in collaboration with Chinese universities accredited by the Chinese Ministry of Education.

In 2022, **55** candidates have graduated from one of the above doctoral programmes (**18** from the PhD Programmes and **37** from the DBA Programme), under the supervision of integrated or associated members of the Unit, thus increasing the merit and visibility of BRU-Iscte's advance training and doctoral programmes. Additionally, **2** other candidates have graduated from associated programmes, under the scientific supervision of BRU-Iscte researchers.

Furthermore, BRU members have directly supervised **411 MSc theses** and **62 MSc projects** were defended in 2022.

In addition, in 2022, BRU-Iscte has obtained funding from different sources for **1** post-doctoral fellow, **3** doctoral fellows (in addition to the doctoral grants awarded by FCT to BRU-Iscte following the last evaluation cycle), **6** MSc research fellows and **1** scientific initiation fellow.

Research Fellowships

In total in 2022, BRU-Iscte newly funded 1 **Postdoctoral fellow**, **7 doctoral fellows**, **6 MSc research fellows** and **1 BSc research fellow**.

FCT Fellowships			
Name	Type of fellowship	Ref nº	Supervisor
Carlos Glória	BD (PhD Fellowship)	2022.11993.BD	José Carlos Dias; João Bento Ruas
Marcya Gonzales	BD (PhD Fellowship)	2022.11668.BD	Sandra Loureiro; Daniela Langaro
Aoqiao Zhang	BD (PhD Fellowship)	UI/ BD/153697/2022	Sandra Loureiro; João Guerreiro
Francisco Paulo	BD (PhD Fellowship)	UI/ BD/153703/2022	Alexandra Ferreira Lopes; Luís Filipe Martins
Luís Ferreira	BD (PhD Fellowship)	UI/ BD/153698/2022	José Carlos Dias
Vanessa Oliveira	BD (PhD Fellowship)	UI/ BD/153702/2022	Francisco Nunes

Other Fellowships / Research Contracts			
Name	Type of fellowship	Project	Supervisor
Alice Lourenço	BI (Research Grant MSc Student)	UAMschool4cities	Sofia Kalakou
André Garcia	BI (Research Grant MSc Student)	RESETTING	Sandra Loureiro
João Barreiros	BI (Research Grant PhD Student)	WELly	Patrícia Costa
Leonor Domingos	BIPD (Post-Doctoral Research Grant)	ATHENA/ECCEP-FIE/INSPIRE	Maria José Sousa
Margarida Lopes	BII (Initiation Research Grant BSc student)	UAMschool4cities	Sofia Kalakou
Micaela Marques	BI (Research Grant MSc Student)	WELly	Patrícia Costa
Nuno Dias	BI (Research Grant MSc Student)	RESETTING	Sandra Loureiro
Pedro Palma	BI (Research Grant MSc Student)	RESETTING	Sandra Loureiro
Rita Baltazar	BI (Research Grant MSc Student)	UIDB/00315/2020	Maria de Fátima Salgueiro

Fellows Testimonies



I am so proud to be a student at ISCTE and a part of the BRU team. This unique experience for me as an Asian student will be one of the unforgettable parts of my life. I have stayed in Europe for almost 10 years and have studied in four different countries, three of which are located in Europe. My previous experiences have shaped my insights and thoughts, motivating me to continue pursuing my research career. ISCTE/BRU provides me with the opportunities to achieve my goals. I am now able to work with one of the most influential researchers in the world and receive professional guidance under their supervision.

As a second-year marketing student, I am very happy that I chose this tolerant and considerate academic family. They care about me, share with me, and always greet me with kind smiles, which truly inspire and motivate me to go further with all my heart and soul. My supervisors always assist me with my struggles and provide encouragement. As a PhD student, it is common to question ourselves and face challenges during our research. However, they have helped me realize that it is normal to experience setbacks and they are patient enough to support my growth. With the support of the BRU-FCT Doctoral Grants and the care from the BRU family, I believe I will become better and stronger. I am eagerly looking forward to attending upcoming conferences with my supervisors and learning more. I will proudly introduce my school, ISCTE, to everyone I meet and share information about our top researchers and international influence!

(Aoqiao (Jojo) Zhang, Marketing & Management Research Group)

Being a FCT Fellow allowed me to be an assistant researcher in economics at BRU-Iscte and carry out my research with the help and supervision of experienced Professors such as Professor Alexandra Ferreira Lopes and Professor Luis Filipe Martins. I am able to gain more knowledge and skills that will allow me to become a senior researcher in economics.



(Francisco Paulo, Economics Research Group)



During my master's thesis, I realized that I enjoy researching, especially in the area of tourism marketing, which I was no stranger to since I had +10 years of experience in the tourism sector working in areas of restaurants, travel agencies, and cruise ships. Therefore, after finishing my master's thesis, I saw that I could continue to grow professionally in the academic area, so I decided to pursue a doctoral program.

So, after moving to Lisbon, I saw what Iscte and BRU-Iscte offer regarding doctoral programs, excellent professors with exceptional credentials, and that the university has publications in prestigious journals. All this added value that the program offers did not make me hesitate to apply to its doctoral program.

Being accepted into the Ph.D. program in Management with a specialization in Marketing allows me to develop skills to contribute to the field of marketing research, along with the help of my two excellent mentors who help me achieve my goals. Additionally, the university's conferences, seminars, supplementary courses, digital library, and other resources allow me to create a truly exceptional work for my final dissertation, ongoing publications, and conference presentations.

In short, the training, support, encouragement, and opportunities I am receiving as a Ph.D. candidate at Iscte/BRU-Iscte are preparing me for a career in academia.

(Marcya González Santiago, Marketing & Management Research Group)

When I first started the PhD journey, I did not anticipate shifting completely to Academia. Specially, since I worked in Malta on a dynamic university coordinating role, and never planned on shifting to become a full-time researcher. However, after some months, I realised that considering my own research objectives, it would be useful if I could dedicate full-time attention, concentration, and commitment to this project.

The BRU-FCT Scholarship is allowing me to do this career shift, dedicating full attention to a project that I am really interested in. It is also providing me with a learning and dynamic work environment, where I can learn from other colleagues and researchers' insights and experience, both at national and international level. It is allowing me as well to develop new skills that will not only help me in this PHD journey, but transversal to other opportunities that might emerge. The BRU-FCT scholarship allows me to focus without losing track of my PhD journey and aims.

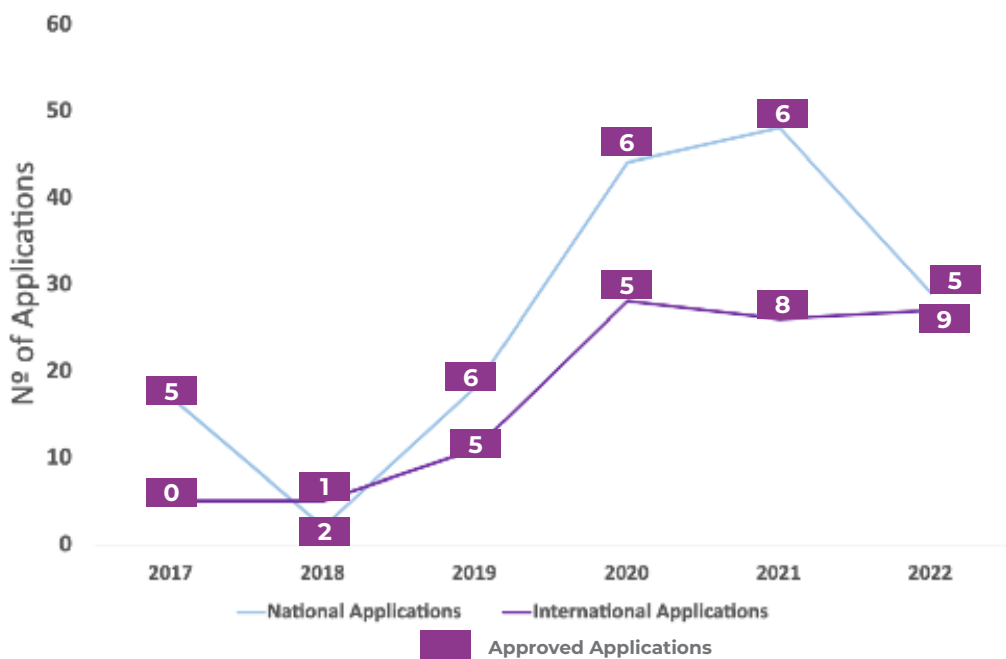


(Vanessa Oliveira, Organizational Behavior and Human Resources Research Group)

Submmited & Approved Applications

Pursuing the Unit’s strategic goals of increasing and diversifying funding sources, as well as that of internationalisation, BRU-Iscte’s researchers have made considerable efforts in preparing and submitting applications to different funding schemes, especially international ones. Taking full advantage of the new framework funding programme for research 2021-2027 (Horizon Europe), as well as of other European programmes which have also started a new pluriannual funding cycle, BRU-Iscte researchers submitted **27** applications to international funding schemes in 2022, with **9** of them being approved for funding. Of this, we highlight the **5** Horizon Europe projects approved out of 10 applications, a remarkable 50% approval rate.

As efforts are being put in international funding schemes, the applications for national ones have decreased to 29 in 2022, of which **5** were approved.



NEW PROJECTS IN 2022!

Erasmus+

In 2022, BRU-Iscte researchers promoted, or were part of, three new Erasmus+ projects; read on for further details.

NEEM

“NEEM – Nepalese Education in E-health – Master” is an Erasmus+ Capacity Building project responding to an identified shortage of specialists in health information systems in Nepal. NEEM will establish two new master programs through the cooperation of the University of Oslo and Iscte with the Universities of Katmandu and Pokhara in Nepal.

Approved in 2022 and scheduled to start in early 2023, it counts with the involvement of researchers from the Iscte-Health group, with the local coordination being with ISTAR-Iscte researcher, João Carlos Ferreira. BRU-Iscte researchers **Ana Lúcia Martins** and **Henrique Martins** are part of the team, as well as researchers from CIS-Iscte. The work will be carried out both in Europe and Nepal.



AgroPro

“AgroPro - Agricultural Drone Technology Awareness Training for Industry Professionals” is an Erasmus+ project that started at the very end of 2022. Coordinated by the Agricultural University of Athens, Greece, the project will provide agriculture professionals with information and training and career development tools related to the available airborne technology & software as well as with UAV (Unmanned Aerial Vehicles) international regulations.



Sofia Kalakou, from BRU-Iscte, is the local coordinator. **Nelson Ramalho**, from the Organizational Behavior & Human Resources research group, is also part of the Iscte team. AgroPro will develop a Competence Framework and Competence Assessment indicators and a MOOC on the employment of UAVs and associated digital tools for sustainable agriculture.

New Horizon Europe Projects

RefMap

“RefMap - Reducing Environmental Footprint through transformative Multi-scale Aviation Planning” is a 4M € project, funded by the Horizon Europe programme under the call topic “Digital aviation technologies for new aviation business models, services, emerging global threats and industrial competitiveness”. The project is coordinated by Kungliga Tekniska Hoegskolan, Sweden, and is expected to start in February 2023.



The mission of RefMap is to develop a digital service aimed at quantifying the environmental footprints of air mobility for airlines and Unmanned Aircraft Systems (UAS) to minimise their environmental impact in a wide range of communities. RefMap investigates how the aviation business models will be affected by the availability of environmental data for each type and route of air vehicle; this will enable stricter evidence-based Green policy making in the sector.

The local coordinator at Iscte is researcher **Sofia Kalakou**, from the Marketing & Management group; researcher **Renato Pereira**, from the same research group, is also involved in the project team.

EMPOWER

“EMPOWER – Design and evaluation of technological support tools to empower stakeholders in digital education” is a 3.6M € project approved within the Horizon Europe Framework Program, under the call "*Inclusiveness in times of change (HORIZON-CL2-2021-TRANSFORMATIONS-01)*". EMPOWER is a multidisciplinary pursuit, at the interface between education, psychology, special education, technology, and software development.



The project is led by the University of Valencia and is locally coordinated by BRU-Iscte researcher **Aristides Ferreira**, from the Organizational Behavior & Human Resources research group. The project started in October 2022.

InCities

The **InCITIES project – “Trailblazing Inclusive, Sustainable and Resilient Cities”** gathers a European consortium led by Iscte that won a European Excellence Initiative competition, of the Horizon Europe Framework Program, launched by the European Commission. This 2M € project aims to strengthen the path to excellence with the creation of integrated knowledge hubs based on Research, Development and Innovation of the participating institutions and the ecosystems in which they are inserted, while addressing global European challenges for the cities of the future.

InCITIES is being run centrally by Iscte, with the participation of BRU-Iscte researcher **Maria José Sousa**. The project started in October 2022.

SYNCLUSIVE

The project ***“SYNCLUSIVE – System approach to close the employment gap and create a more inclusive labor market for vulnerable groups”*** is a 3M€ multidisciplinary project approved under the Horizon Europe call “Overcoming discrimination for an inclusive labour market”. It is coordinated by the Netherlands Organisation for Applied Scientific Research (TNO) and led at Iscte by BRU-Iscte researcher **Maria José Sousa**, from the Marketing & Management Group. **Patrícia Costa**, from the Organizational Behavior & Human Resources group, **João Leão**, from the Economics group, and **Pedro Fontes Falcão**, from the Marketing & Management Group, are also a part of the team. Researchers from others Iscte research centres, CIES-Iscte and ISTAR-Iscte, are also involved in this project.

The project will start in March 2023.



XpanDH

The project ***“XpanDH – Expanding Digital Health through a pan-european EHRxF-based ecosystem”*** gathers a consortium led by BRU-Iscte researcher **Henrique Martins**, as well as other researchers from the Iscte-Health group, including from CIS-Iscte and ISTAR-Iscte. The application was submitted through the Iscte – Conhecimento e Inovação (Iscte’s Knowledge and Innovation Centre) to the call HORIZON-HLTH-2022-IND-13-05, a coordination and support action for “Setting up a European Electronic Health Record Exchange Format (EEHRxF) Ecosystem”.

The XpanDH project aims at preparing and building capacity in individuals and organisations to be ready to use the European Electronic Health Records Exchange format (EEHRxF), by establishing a pan-european effort through a Network of Networks approach. The project will be run centrally by CVTT-Iscte and will start in January 2023.

Other New European Projects

SmartVitiNet

“SmartVitiNet – Smart and Sustainable Drone-assisted Viticulture Excellence Network” is a 2.8M€ project co-funded through the new Interregional Innovation Investments Instrument (I3) from the European Innovation Council and SMEs Executive Agency.



The project started in December 2022 and aims to assist farmers and winemakers in sustainable pest control and water management, also responding to climate change. The project is coordinated by the Agricultural University of Athens and the local coordinator is BRU-Iscte researcher **Sofia Kalakou**, from the Marketing & Management group. **Nelson Ramalho**, from the Organizational Behavior & Human Resources group, is also part of the Iscte team, as well as Pedro Sebastião from IT-Iscte.

AMR-EDUcare

The project **“AMR-EDUcare – EduCation on Antimicrobial REsistance for the health workforce”** was approved for funding by the EU4HEALTH programme, the EU programme for public health. AMR-EDUcare targets the prevention and reduction of antimicrobial resistance (AMR)’s health burden by filling educational gaps on AMR for both clinical and non-clinical health workforce, equipping the health workforce with the necessary knowledge and skills to address these issues. It adopts a strong focus on behavioural change and digital health skills for a more resilient and sustainable healthcare sector that improves the patient experience and delivers better health outcomes.



Researchers from the Iscte-Health group have participated in this application, with the local coordinator being João Carlos Ferreira from ISTAR-Iscte. From BRU-Iscte, researchers **Ana Lúcia Martins**, **Henrique Martins** and **Teresa Grilo** are involved. CIS-Iscte researchers are also part of the Iscte team. The project will start in the first quarter of 2023.

New National Projects

EWRI2022

“EWRI2022 – Exploitative working relationships: Impact on employees’ health and behaviors” is a project funded by FCT – the Portuguese Science and Technology Foundation – under its programme for research projects in all scientific domains.

The project aims to provide novel insights into when and why perceptions of exploitation impair employees’ health and its consequences for work-related behaviors.

The principal investigator is **Sandra Costa**, from the Organizational Behavior & Human Resources Group, and counts with the participation of Jacqueline Coyle-Shapiro. The project is expected to start in March 2023.



Besides this new projects, **30** other projects were still active or concluded in 2022. To learn more about the achievements of the ongoing projects in 2022, please refer to the Appendices at the end of this report.

Funded Research Projects in 2022

In brief, in 2022, BRU-Iscte researchers were coordinating or participating in **30 projects**, including **4 FCT project**, **3 PT2020 projects**, **11 Erasmus +**, **4 EU projects** and **2 COST actions**.

Ongoing projects coordinated by BRU-Iscte researchers		
Reference	Project Title	Principal Investigator
PTDC/PSI-GER/29124/2017 (FCT)	R.E.A.L. P.A.L – Relationships, Exchanges And Leadership: implications for Performance Appraisal	Silvia Dello Russo
2019-1-PT01-KA202-060771 (Erasmus+)	DeSTRESS - Developing Competences for Stress Resilience @SMEs	Sílvia Silva
LISBOA-01-0145-FEDER-042820 (PT2020)	BRU-HORIZON 2020: Raising the International Profile and Scalability of BRU-IUL's Research Activities	Maria de Fátima Salgueiro
Funding from INE (Statistics Portugal)	Censos 2021 – Technical evaluation of the processes implemented by INE in the 2021 Census Quality Survey	Paula Vicente
2021-1-PT01-KA-220-VET-000033364 (Erasmus+)	UAMschool4cities - Urban Air Mobility School for Cities	Sofia Kalakou
609863-EPP-1-2019-1-PT-EPPKA2-CBHE-JP (Erasmus+)	QUALENV - Change the Climate: Assuring the Quality of Environmental Strategies in Latin-American Higher Education	Catarina Roseta Palma
Funding from Ernst & Young	POCH - Evaluation of the contribution of Portugal 2020 to the qualification and employability of adults	Nádia Simões
Funding from IKARI Technology Solutions, Lda	EIKKO Recruitment Platform	Aristides Ferreira
FCT/CPCA/2021/01 (FCT)	Bayesian Structural Equation Modeling: GPU processing, is it worth it?	Jorge Sinval
Funding from SCML	4D Impact	Nelson Ramalho

**Ongoing projects coordinated by other institutions with the participation of
BRU-Iscte researchers**

Reference	Project Title	BRU-Iscte Local Project Coordinator
2021-1-FR01-KA220-VET-000034853 (Erasmus+)	INSPIRE - Innovation for Social Entrepreneurship	Maria José Sousa
2020-1-BE02-KA227-S-CH-083030 (Erasmus+)	ECCEPFIE - EUROPEAN CITIZENSHIP COMMON EDUCATION PROGRAM FOR INTEGRATED EUROPE	Maria José Sousa
ICMPD/2021/MPF-357-010	Coop4Int - Strengthening Migrant Integration through cooperation between Portugal and Cabo Verde	Maria José Sousa
2020-1-IT01-KA202-008584 (Erasmus+)	MINDLIVEN - Mindfulness-in-Nature Based Training through Virtual Environments	Sílvia Silva
CA18215 (COST Action)	CHERN – China in Europe Research Network	Rui Vinhas da Silva
101038190 (European Commission)	RESETTING - Relaunching European smart and Sustainable Tourism models Through digitalization and INnovative technoloGies	Sandra Loureiro
CA20138 (COST Action)	NEXUSNET - NETWORK ON WATER-ENERGY-FOOD NEXUS FOR A LOW-CARBON ECONOMY IN EUROPE AND BEYOND	Catarina Roseta Palma
612582-EPP-1-2019-1-EE-EPPKA2-KA (Erasmus +)	BeComE - Be Competent in Entrepreneurship: Knowledge Alliances for Developing Entrepreneurship Competencies for the Benefit of Higher Education and Business	Henrique Duarte
2020-1-PL01-KA202-082239 (Erasmus +)	REMOVA - Remote working management skills for HR professionals	Aristides Ferreira
2019-1-SI01-KA202-06039 (Erasmus+)	WELLY: Introducing the job profile of a Manager for Work Well-being to prevent and combat work related stress	Patrícia Costa
LISBOA-01-0247-FE-DER-046083 (P2020)	INOVMINERAL4.0 –Advanced technologies and software for mineral resources	João Vilas-Boas
101060918 (European Commission)	EMPOWER - Design and evaluation of technological support tools to empower stakeholders in digital education	Aristides Ferreira
101083737 (European Commission)	SmartVitinet - Smart and Sustainable Drone-assisted Viticulture Excellence Network	Sofia Kalakou
2022-1-EL01-KA-220-VET-000088550	AgroPro - Agricultural Drone Technology Awareness Training for Industry Professionals	Sofia Kalakou

**Ongoing projects coordinated by other Iscte Research Units &
Offices with the participation of BRU-Iscte researchers**

Reference	Project Title	BRU-Iscte Participants
2020-1-PT01-KA-226-HE-094833 (Erasmus+)	ATHENA - University Goes Digital for a Sustainable Global Education	Maria José Sousa (coord.)
619207-EPP-1-2020-1-PT-EPPKA2-CBHE-JP (Erasmus+)	HumAct - Humanitarian Action: Climate Change and Displacements	Ana Lúcia Martins; Ana Simaens; Sílvia Silva
PTDC/SOC-SOC/28811/2017 (FCT)	REVAL - From internal devaluation to revaluation of work: the case of Portugal	Abdul Suleman; Henrique Duarte; Maria Conceição Figueiredo
PTDC/CPO-CPO/6230/2020 (FCT)	SOLID-JOB - Rebuilding solidarity in an age of job dualisation	Abdul Suleman; Henrique Duarte
POAT-01-6177-FEDER-000071 (P2020)	Contrafactual-ML - Counterfactual evaluation of support to companies: crossover between causal inference and machine learning approaches	Renato Pereira; Maria Conceição Figueiredo
101049306 (European Commission)	kNOwHATE - kNOwing online HATE speech: knowledge + awareness = TacklingHate	Catarina Marques; Andreia Garcia

Publications & Awards

Following the established criteria of academic excellence, in terms of publications, BRU-Iscte researchers have published **233 research papers** in indexed international peer-reviewed journals in 2022. From these articles, 25 were ranked ABS3, 3 ABS4, 1 ABS 4*, 2 FT50. Moreover, 46 were published in WoS Q1 journals and 109 in Scimago Journal Ranking Q1 journals.

Additionally, BRU-Iscte's researchers held **145 positions as editors** and **members of editorial boards** of scientific journals in 2022. Also, they have served as reviewers for **210** scientific journals.

2022 saw a significant rise in researcher participation in international conferences, after the multiple cancellations and postponements due the pandemic. In 2022, BRU-Iscte researchers presented **183 communications in national and international conferences**. These communications resulted in **43 peer-reviewed proceedings**, as well as in 3 proceedings' editions.

In addition, the Unit's researchers were responsible for other types of publications during the reporting period: **books (12)**, **book chapters (59)** and **book editions (8)**. Also, BRU-Iscte researchers produced 8 technical and project reports.

As a result of this activity, BRU-Iscte's researchers received **13 international** and **2 national scientific awards**, including 1 reviewing award, 3 best papers awards and 7 Prizes or Research Awards by Public Institutions or Scientific Societies.

BRU-Iscte Top Publications in 2022

From the top publications by BRU-Iscte researchers in indexed international peer-review journals, **25** were ranked **ABS3, 8 ABS4, 1 ABS 4*** and **2 FT50**.

From these, we highlight the **5 top publications** ranked **ABS 4/4 *** or **FT50**.

Becoming a fraternal organization: Insights from the Encyclical Fratelli Tutti

Journal of Business Ethics

Author: José Arménio Rego



Abstract

We uncover fundamental dimensions of the process through which organizations embed the practice of fraternity through embarking on an organizational journey in the direction of the common good. Building on the latest encyclical of Pope Francis, Fratelli Tutti, about fraternal and social friendship, we offer insight into the understanding of what it means to become a fraternal organization and reflect on the key ethical and paradoxical challenges for organizations aiming at collectively contributing to the common good. We add to previous work by characterizing this journey as a process involving unique ethical challenges that emerge from the paradoxes associated with this process and how this might change the nature of the relationships between organizations and others within the organizational landscape.



Measuring the Welfare of Intermediaries

Management Science

Author: José Pedro Bento Ribeiro Pereira



Abstract

We investigate the welfare of intermediaries in oligopolistic markets where intermediaries offer additional services. We exploit the unique circumstance that in the empirical setting studied, outdoor advertising, consumers can purchase from manufacturers or intermediaries. Intermediaries provide additional services to the consumers and charge a margin for them. Intermediaries provide the following additional services: search services (information about products), purchase-aggregation services (access to quantity discounts), and consulting services. We specify an equilibrium model and structurally estimate it using market-level data. The demand includes consumers with costly search and channel-specific preferences. The supply includes two distribution channels. One features bargaining about wholesale prices between manufacturers and intermediaries and downstream price competition. The other is vertically integrated. We show how Google search data can be used to identify the search-cost parameters. We use the estimated model to simulate counterfactual scenarios where intermediaries do not offer additional services. We find that the three services considered provide value to consumers, with search playing a prominent role. Our analysis helps explain why intermediaries are ubiquitous in modern economies despite the double marginalization.



Optimal price subsidies under uncertainty

European Journal of Operational Research

Author: Luciana Salles Barbosa

Abstract

This paper analyzes the effects of three finite-lived subsidies (fixed price, fixed premium, and minimum price guarantee policies) on investment timing and social welfare. We show how these policies can eliminate the under-investment inefficiency when considering a generic demand function with an exogenous multiplicative shock. We highlight the importance of optimally setting subsidy levels depending on the exogenous shock and demand function parameters. We thus analyze these subsidies and the main findings are threefold. First, the optimal premium subsidy is independent of the exogenous shock. Second, the optimal fixed price subsidy is affected only by uncertainty. Lastly, the optimal minimum price guarantee changes with the drift rate and volatility.



"Hide your sickness and put on a happy face": The effects of supervision distrust, surface acting and sickness surface acting on hotel employees' emotional exhaustion

Journal of Organizational Behavior

Author: Ana Catarina de Almeida Correia Leal; Aristides Isidoro Ferreira

Abstract

The study of emotional labor and sickness presenteeism in the hotel industry is crucial due to the current context of economic uncertainty and to a climate of insecurity that forces employees to continue to show up for work even despite being sick. This research aimed to explore the effect of supervision distrust as an antecedent of surface acting on hotel service employees' emotional exhaustion levels. Sickness surface acting—the voluntary effort to suppress illness symptoms or to fake a healthy health status—was introduced as a new construct to explain the relation between a perception of supervision distrust and emotional exhaustion. A total of 166 employees from Portuguese hotels completed a five-day diary survey. From these, 58 reported working while ill. The results showed that surface acting mediated the relationship between emotional exhaustion and supervision distrust. Further analysis with a subsample of 58 employees who reported frequency of sickness presenteeism revealed that for sick employees, sickness surface acting mediated the relationship between supervision distrust perception and emotional exhaustion. These findings bring the sickness surface acting construct to the sickness presenteeism literature, and highlight the importance of creating policies to reduce and manage the negative consequences of supervision distrust - a factor capable of promoting attendance and sickness presenteeism behaviors. They also inform human resources managers of the negative impacts of “service with a smile” and sickness presenteeism in the hotel industry.



Regions and trademarks: Research opportunities and policy insights from leveraging trademarks in regional innovation studies

Regional Studies

Author: Sandro Mendonça

Abstract

At the intersection of regional and innovation studies, trademark research is producing stylized facts, methodological lessons and policy insights underlining the importance of softer intangible assets for regional resilience and growth. Despite all the recent attention, there are still several opportunities that the present agenda-framing piece tries to canvas, identifying at least two directions for further research: the geography of innovation/entrepreneurship and regional specialization/diversification. Not only do these emerge from a dedicated special issue in Regional Studies (to which this paper also serves as an editorial), but they also unfold in emerging research and policy trajectories.



Scientific Awards

BRU-Iscte's researchers have received **13 international** and **2 national scientific awards**.



Researcher	Award Title	International
Mirko Antino	"Adalgisa Battistelli Memorial Prize", European Academy of Occupational Health Psychology	Yes
Aihoor Aleem	Best reviewer at GAMMA KSMS	Yes
Ana Lúcia Martins	Best Paper award INTSYS 2022	Yes
Vanessa Oliveira	Doctoral Fellowship Seminar Award - ARNOVA	Yes
Maria João Velez	Research Award - Caixa Geral de Depósitos (honorable mention) - ISCSP (CAPP)	No
Bruno Abrantes	Senior Fellowship Higher Education Academy (SFHEA) in UK	Yes
Bruno Abrantes	Roberto Kertesz ´ Scholarship (European Scientific Institute)	Yes
José Arménio Rego	EURAM (European Academy of Management) Book of the Year 2022 Award: Cunha, M. P., Clegg, S., Rego, A., & Berti, M. (2021). Paradoxes of power and leadership. Routledge. 2022	Yes
José Arménio Rego	James G. March Prize 2021, European Group of Organization Studies (EGOS), Finalist for the paper: "Open Purpose': Embracing Organizations as Expressive Systems" (Clegg, S., Cunha, M. P. E., Rego, A., & Santos, F. (2021). Organization Theory, 2(4)	Yes
Sandrina Moreira	AWARD for the best Case Study in the thematic area "Social responsibility and Sustainability"; XIV International Congress on Teaching Cases Related to Public and Nonprofit Marketing - Trends and Responsible Approaches in Tourism"	Yes
Maria José Sousa	Prize for the best work on the theme "Insights sobre a Amazônia Legal", at the 5th International Conference on Sustainability and Innovation, held in Fluminense Federal University (UFF) - Brazil for the paper "POLÍTICAS PÚBLICAS VOLTADA PARA A EDUCAÇÃO DE JOVENS E ADULTOS (EPT) E SUAS RELAÇÕES COM O PROCESSO DE EXPANSÃO DA EDUCAÇÃO NO BRASIL APÓS LDB/1996"	Yes
Maria José Sousa	Prémio do Ministério da Economia, APDSI e Google Papers "O Impacto Económico da Digitalização em Portugal" pelo artigo "Digital Technologies for Urban Greening Public Policies"	No
Jonas Oliveira	Best Paper Award in Financial Accounting at the Scientific Conference ICAFI 2022 – International Conference on Accounting and Finance Innovation	Yes
Helena Oliveira Isidro	Best reviewer - European Accounting Review	Yes
Fernando Ferreira	Wiley Certificate of Top Cited Article in 2020-2021	Yes

For the 2022 Iscte Research Awards, BRU-Iscte awarded **64** Researchers for their scientific works (publications and projects) during the previous year (2021). These awards will be officially distributed in 2023. Research works were awarded according to the following rules:

Level 1 – 81 research works awarded

- Q1 article in "BRU-Iscte areas" published in a JCR indexed journal
- Q1 top 10% article in "BRU-Iscte areas" published in a SJR indexed journal
- Article published in an ABS 2 journal
- Authorship of book in English in a prestigious publisher as considered by the BRU Scientific Committee
- Coordination of research services provided to third parties
- Global or local Iscte/BRU-Iscte coordination of a national project with competitive funds

Level 2 – 85 research works awarded

- Article published in an ABS 3 journal
- Iscte/BRU-Iscte local coordination of an international project with competitive funds

Level 3 – 11 research works awarded

- Article published in FT50, ABS 4 and ABS 4* journals
- Global coordination of an international project with competitive funds



Research Seminars Series

The Research Seminar Series provides an outlet for the formal presentation and intensive discussion of recent research by international high-profile scholars with faculty, researchers and students on a regular basis. In 2022, BRU-Iscte organised **22 research seminars**, mostly via Zoom at the beginning of the year and then increasingly either in hybrid or in-person formats. Guest speakers came from **15 international universities**, as well as from 4 national universities (including Iscte).



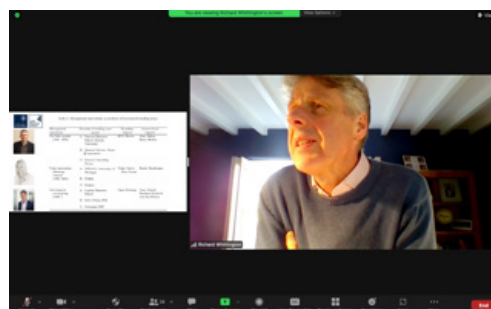
António Rodrigues, Sjak Smulders and Catarina Roseta Palma



Sílvia Silva and Peter Madsen



Giovanni Perrone



Richard Whittington



Sherry Thatcher



Rajeev Batra

After the pandemic restrictions that affected 2021 events, the year 2022 witnessed a partial come-back to the *in-situ* model, with some events remaining digital while others used a hybrid model, allowing for some kind of online participation. BRU-Iscte researchers' involvement in the coordination and organisation, as well as in the scientific committees of conferences both at the national and at the international levels increased, getting closer to pre-pandemic levels. BRU-Iscte Researchers' have actively participated in the scientific or organising committees of **6** national scientific events, as well as of **26** international scientific events.

International Meetings

27th Annual Conference of the European Association of Environmental and Resource Economists

The 27th Annual Conference of the European Association of Environmental and Resource Economists was held from 28 of June to 1 of July, 2022. The Conference included full paper and egg-timer sessions in all fields of environmental and resource economics. BRU-Iscte researcher **Catarina Roseta-Palma** was part of the Programme Committee and co-author of the paper “Rewilding with the beaver in the Iberian Peninsula - Economic Potential for River”, which focuses on nature restoration as an essential way to tackle the loss of biodiversity and to adapt and mitigate the effects of climate change.

44th Annual Congress of the European Accounting Association

The 44th Annual Congress of the European Accounting Association was held on May 11-13, 2022. BRU-Iscte researcher **Maria João Major** was part of the Scientific Committee and, together with researcher **Ana Cristina Mendes Conceição** presented the paper “ABC bridging tensions between logics of care and business: the perspective of paradox theory”.

7th International XR Conference

The International XR Conference is an annual immersive tech event of the International Association of Immersive Technology Innovation (IAITI) and it aims to bring industry and academia together in order to discuss, present and show case the latest trends in the immersive technology arena. The 7th edition was held at Iscte on April 27-29, 2022, chaired by BRU-Iscte researcher **Sandra Loureiro**, with further participation in the organizing committee of researchers **João Guerreiro, Ricardo Bilro, Luís Pedro Miguel** and PhD students **Jorge Nascimento** and **Mónica Ferreira**.

Applied Human Factors and Ergonomics (AHFE) 2022 International Conference

The Applied Human Factors and Ergonomics (AHFE) 2022 International Conference was held on July 24-28, 2022. The goal of the conference was to provide an international venue for the transmission and exchange of scientific information in the fields of human factors and ergonomics, both theoretically and practically. The conference addressed a wide spectrum of research and application subjects. BRU-Iscte researcher **Sílvia Silva** was part of the Scientific Advisory Board.

National Meetings

1st Conference on “Societal Health” titled " Societal health in the post-Covid future"

The 1st Conference on “Societal health in the post-Covid future" was held at Iscte on 27-28 of June 2022. The conference was co-organized by Iscte Health and the “Societal health” thematic line of Iscte’s Sociodigital Lab. BRU-Iscte researcher **Sílvia Silva** was the Chair of the conference. The Scientific Committee also included BRU-Iscte Researchers **Felipa Sampayo, Francisco Nunes** and **Patricia Costa**.

BRU-Iscte researcher **Francisco Nunes**, from the Organizational Behavior and Human Resources research group, was part of the organizing committee for the Presentation of the 2nd Volume of the Book "*Saúde Societal: Percursos de Investigação do Iscte*".

Other BRU-Iscte Researchers **Ana Brochado, Ana Patrícia Duarte, Elizabeth Reis, Francisca Carvalho, Henrique Martins, Helena Rodrigues, Leandro Pereira, Maria Beatriz Esperança** and **Sara Lopes** presented communications and participated in several different roles.

BRU-Iscte

Dissemination, Knowledge Transfer & Outreach Activities

BRU-Iscte strives to translate its scientific results to practitioners, influence policy-making, and contribute to the adoption of evidence-based practices at the local, national or international administration levels. Its researchers provide research-based consulting services that can help improve managerial practices of SMEs and large organisations, of third sector organisations, public entities, both nationally and internationally. Indeed, our researchers have increasingly been engaging in knowledge transfer to the wider community via a permanent effort to disseminate ideas to society, policy and practice.

In 2022, BRU researchers carried some **180 activities in terms of dissemination, knowledge transfer and outreach**, in order to make more visible research accomplishments to the scientific community, professionals from the non-academic sector, public officials as well as the public at large.



i5PRIME

Dissemination of scientific activity & knowledge transfer

In 2022, BRU-Iscte members have been responsible for **46 dissemination of scientific knowledge activities** (conferences, seminars, workshops, communications) to non-academic professionals and other stakeholders. Moreover, during the past year, our researchers were involved in **15 executive training and summer school activities, 24 contributions as expert in professional, scientific or technical committees, 5 licensed research activities (consultancies) and 1 product.**

Here are some highlights of these dissemination and knowledge transfer activities.

Executive Education & Summer Schools

In 2022, **17** BRU-Iscte researchers were involved in the coordination and teaching of executive training courses, mostly within the activity of Iscte Executive Education or IPPS-Iscte, as well as in Summer Schools organised by the Iscte Business School. Some researchers provided training directly to companies, specifically:

Ana Patrícia Duarte, from the Organizational Behavior & Human Resources group, gave training at the El Corte Inglés Digital Academy on “*Culture and Change Management*”, a recent academy created by the retail group to boost their digital transformation;

Maria Conceição Figueiredo, from the Data Analytics group, collaborated with business consulting company MundiServiços - Companhia Portuguesa de Serviços e Gestão, Lda, by providing training in Data Science with SPSS, R and Python.

Licensed Research, Consultancies & Products

In 2022, 6 BRU-Iscte researchers have engaged either in consulting or research activities with non-academic partners, originating 1 product.

Ana Lúcia Martins, from the Marketing & Management group, provided consultancy to EDP on stock management and logistics network, with additional training provided to the Board.

Ana Simaens, also from the Marketing & Management group, collaborated with Sulitest – an association and social business emerging from the Rio+20 Earth Summit – as a member of the (i5) Assessment Task Force, an initiative from PRME (Principles for Responsible Management Education).

Aristides Ferreira, from the Organizational Behavior & Human Resources group, developed an online app – Multifactorial Memory Battery – published by Hogrefe.

Sofia Kalakou conducted licensed research on model comparison of mobility in Europe and satisfaction models for public transport in Europe for the company VTM.

Expertise in Technical and Scientific Committees

In recognition of their scientific outputs, several BRU-Iscte researchers have been invited to provide expertise in various technical, professional and scientific committees.

In 2022, **4** researchers from different research groups (**Elizabeth Reis** – Data Analytics, **Joaquim Ramalho** - Economics, **José Carlos Dias** - Finance, and **Susana Marques** - Marketing & Management) have served as experts for the accreditation body A3ES.

In terms of scientific societies, we highlight the following prestigious positions held by our researchers:

- **Aristides Ferreira** (Organizational Behavior & Human Resources) – Executive Committee of the European Association of Psychological Assessment;
- **Fernando Ferreira** (Marketing & Management) – President of the Portuguese branch of the Neutrosophic Science International Association (NSIA);
- **Mónica Meireles** (Economics) - Board of Directors of APEEN - Portuguese Association of Energy Economics;
- **Sandra Loureiro** (Marketing & Management) - QS - World University Rankings;

In 2022, our researchers have also been providing their expertise to corporate and government bodies alike, such as:

- **Henrique Duarte** (Organizational Behavior & Human Resources) - Think Thank “*Fraud Risk of European Union Financial Resources*” of the Portuguese Republic’s Prosecutor General Office;
- **Maria João Major** (Accounting) – Government Committee & Auditing Committee of CGD bank;
- **Jorge Bravo** (Finance) - BBVA Pensions Institute (Madrid);
- **Raul Laureano** (Data Analytics) - Scientific Council of ANAI (Portuguese Association of Real Estate Valuers);

Scientific Dissemination Activities

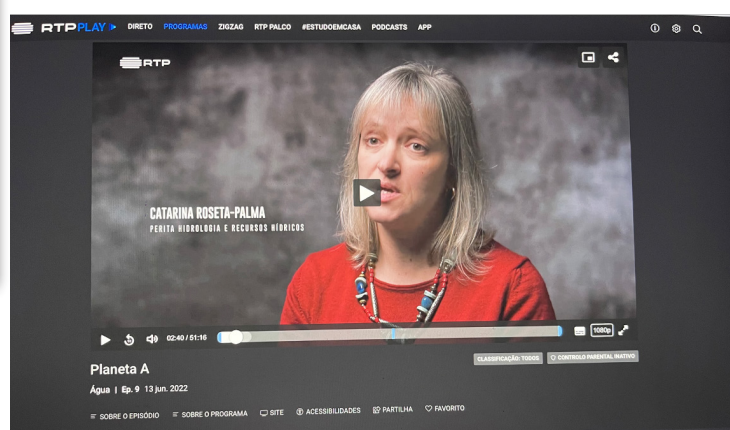
With regards to dissemination activities geared to non-academic professionals, we highlight the following initiatives from BRU-Iscte researchers in 2022:

- **Sílvia Silva**, from the Organization Behavior & Human Resources group, shared results from ongoing projects on “*Stress and well-being – strategies for stress management and promoting well-being at work*” at Camacho Engineering;
- **Ana Simões Ferreira**, from the Accounting group, was part of the organising committee of the conference “*The CFO of the Future*”, as part of her activities within INDEG – Iscte Executive Education;
- **Aristides Ferreira**, from the Organization Behavior & Human Resources, was a keynote speaker on “*Workforce Transformation / New Models and Challenges*” at the event Rethinking Pharma promoted by ByVinko;
- **Ana Brochado**, from the Marketing & Management group, carried many different activities within the scope of the Portuguese Economists Association, such as the seminar “*New Frontiers in Financial Markets and Regulation - ICOs, Blockchain and DLT.*”

BRU-Iscte in the Media

In 2022, BRU-Iscte researchers have reported **46** communications in the media (written press, radio and television), including:

- **Ana Isabel Lopes**, from the Accounting group, gave an interview to newspaper Expresso about the *Ordem dos Contabilistas Certificados* (OCC);
- **Ana Simaens**, from the Marketing & Management group, wrote about “Sustainable Management in a pandemic context and new challenges for organisations” for RH Magazine in January 2022;
- **Catarina Roseta Palma**, from the Economics group, participated in the TV programme “Planeta A” on RTP 1 channel;
- **Mónica Ferreira**, from the Marketing & Management group, commented on “It’s a brand’s war against Russia” both for TV and radio outlets, specifically the RTP3 news channel and Radio Observador.



Engaging with public at large

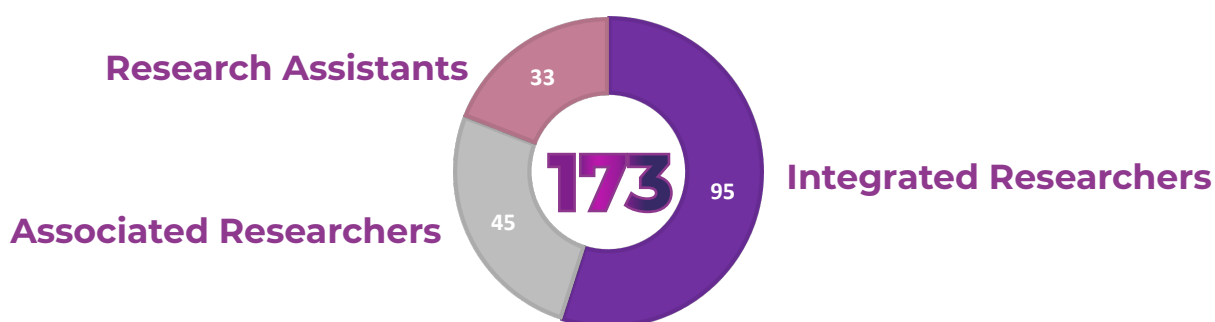
In 2022, BRU-Iscte researchers have carried **44** outreach activities specifically geared towards education of civil society and the public at large on the scientific topics covered by the Unit, as well as they have carried several activities of societal impact in collaboration with NGOs.

- For instance, several researchers from the Accounting group (**Ana Conceição, Rúben Barros** and **Cláudio Pais**) were involved in the coordination of the event *"The Future of Sustainability"*.
- **Ana Simaens**, from the Marketing & Management group, contributed to the webinar *"Integrating Sustainable Development Goals into higher education"*, hosted by the Higher Education Sustainability Initiative (HESI), a United Nations related initiative.
- **Ana Patrícia Duarte**, from the Organizational Behavior & Human Resources group, presented a communication on "How organizational climate and supervisor support promote waste separation at work: the role of workers' attitude, subjective norm, and perceived behavioural control regarding waste separation" at the Science Summit 2022, organised by FCT.
- **Margarida Cardoso**, from the Data Analytics group, participated in a session of the Data Science and Statistics Webinar – DaSSWeb, with a communication on *"A combined distance measure between time series: experiments and applications"*.

BRU-Iscte

Key Figures 2022

Researchers



Publications

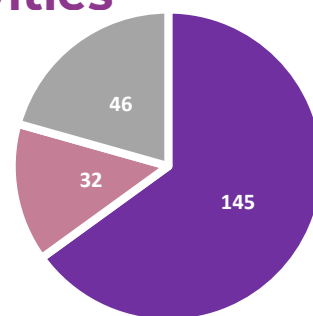


Spreading Knowledge Activities

Positions as editors and members of editorial boards of scientific journals held by BRU-Iscte researchers

Scientific dissemination, knowledge transfer and outreach activities

Participations by BRU-Iscte researchers in organising and scientific committees of conferences



Other Outputs



 Visiting researchers & scholars
13

BRU-Iscte |

Appendices

Achievements of ongoing projects in 2022

DeSTRESS - Developing Competences for Stress Resilience @SMEs

The DeSTRESS project, coordinated by BRU-Iscte under the leadership of Sílvia Silva, which started in September 2019, was concluded in May 2022.



DeSTRESS successfully concluded the following activities:

- DeSTRESS VET Training Contents, including analysis of the problem and development of a new VET training course to support SMEs in technostress and stress management. Outputs included “Needs Analysis”, “DeSTRESS Management Standards” and “DeSTRESS VET Training Curriculum” (3 modules).
- A “DeSTRESS Digital Training Platform” was developed for workers and employers, using a game-based training approach, to raise awareness about technostress and to enable companies to plan for and to mitigate stress occurrence. This involved several activities as the development of the Digital Training Platform Specification, the DeSTRESS Tools design and development, the DeSTRESS Digital Training Platform Operation including Pilot testing (i.e. with SMEs owners/managers and their staff). The DeSTRESS Platform Final Upgrade included the improvements considering the feedback from learners and the data generated activities.
- A “DeSTRESS Policy Report and Recommendations” was elaborated, including a clear strategy for promoting and supporting the need to manage the risks and impact of psychosocial stress caused by the increased use of digital technologies in the working environment.

Other BRU-Iscte members were involved in this project, including researchers **Ana Patrícia Duarte** and **Henrique Duarte**, as well as BRU doctoral fellows **Francisca Carvalho** and **Francisco Delgado**, who had worked as research assistants on the project in 2020 and 2021.

WELLy - Introducing the Job Profile of a Manager for Work Well-being to Prevent and Combat Work-related Stress

WELLy project started in September 2019, initially with researcher **Sílvia Silva** acting as the local coordinator for this Erasmus+ project. In September 2021, researcher **Patrícia Costa** stepped up as local coordinator for WELLy until the end of the project, in August 2022.

WELLy project envisaged intellectual outputs were all successfully concluded. The project's team introduced the figure of the "Work Well-being Manager" in the European landscape.

During the project's, the team was successful in designing an empirical analysis of the State of the Art in Work Well-being, identifying the professional profile of a Work Well-being manager, developing a tailor-made modular training curriculum, implementing pilot tests with all partner countries, developing the certification model to evaluate Work Well-being Manager's skills, and creating a Manual with the optimal Toolkit for the implementation of measures to prevent and combat work-related stress to be used by Work Well-being Managers.

WELLy was coordinated by the University of Novo Mesto in Slovenia, including a consortium of 8 partners from 5 countries. BRU-Iscte researchers involved in this project were **Patrícia Costa** and **Sílvia Silva**; also involved was the MSc research fellow **Márcia Crespo**, who worked as a research assistant on the project in 2021.



UAMSchool4Cities

Approved in 2021 by the Portuguese Erasmus+ Agency, under the Strategic Partnerships for Vocational Education and Training programme and started in February 2022, **“UAMSchool4Cities – Urban Air Mobility School for Cities”** aims to develop partnerships between Cities, Training Institutions, ICT, Drone companies and VET (Vocational Education and Training) providers to promote initial and continuing training in order to help people gain skills and integrate them into their work setting. The following activities are foreseen: needs’ analysis in skills mismatches in UAM (Urban Air Mobility), Training Course for “UAM for Cities Certificate”; design and delivery to national and EU administrations of a comprehensive framework for UAM expertise; establishment of a coherent methodology with specific tools that will enhance the provision of transport services covering emerging needs.

The project is coordinated by BRU-Iscte and led by researcher **Sofia Kalakou**, from the Marketing & Management group. **Nelson Ramalho**, researcher from Organizational Behaviour and Human Resources is also part of team, as well as MSc research fellow Alice Lourenço and BSc research fellow Margarida Lopes. The consortium includes 7 partners from 5 countries.

The activities in 2022 included the organisation of a kick-off meeting in Lisbon in late February, as well as setting up the project management tools, launching the website and social media and beginning draft training modules for trainees and a train the trainers guide; collecting best practices and conducting interviews and focus groups with city authorities and a diversified set of stakeholders across Europe.



BeComE - Be Competent in Entrepreneurship: Knowledge Alliances for Developing Entrepreneurship Competencies for the Benefit of Higher Education and Business

BeComE started in January 2020, and concluded in December 2022, was an Erasmus+ Knowledge Alliance led by the Tallinn University of Technology (TALTECH) and including a consortium of 14 partners (universities and SMEs or start-ups) from 5 countries. The objective was to develop entrepreneurial competencies in higher education curricula in order to match the needs of businesses. The team from BRU-Iscte was led by researcher **Henrique Duarte**, with the support of **Ana Junça**, **António Caetano** and **Susana Santos**, **Renato Pereira** and **Paulo Bento**.

The main results of BeComE included a Diagnostic of critical entrepreneurship competences in business and academic settings; comparative studies across several European countries, development and implementation of a pilot course for the development of entrepreneurial skills; elaboration and testing of guidelines for teaching entrepreneurial competencies; content definition for a course targeting SMEs on entrepreneurship and internationalisation competencies; several other outputs and dissemination activities, including the production and release of 11 podcasts, 16 workshops, program materials, self-assessment tools, roadmaps and best practice collections, and a number of reports and recommendations on entrepreneurship competencies development.

Besides the publication of several papers, the main ideas about the project were published in one prestigious publication in the field of entrepreneurship: Venesaar U., Antonelli G., Dorozynski T., Duarte H., Kallaste M., Riviezzo A., Räisänen M., & Santos S. (2023) “Entrepreneurship competence among students and employees: a comparative study in five European countries” in Matthews C.H, Santos S. (Eds), Annals of Entrepreneurship Education and Pedagogy – 2023. Edward Elgar Publishing. ISBN 9781803926186 (cased)/ ISBN 9781803926193 (eBook). DOI: <https://doi.org/10.4337/9781803926193.00015>.



REMOVA - Remote Working Management skills for HR professionals

The REMOWA project was a European consortium led by Polish training organisation PAIZ Konsulting, including 6 partners from 6 countries: Poland, Belgium, Greece, Portugal, Croatia and Slovenia. **Aristides Ferreira** was the local coordinator for BRU-Iscte, and researcher **Ana Passos** was also part of the team. The project came to a successful closure in October 2022.

BRU-Iscte's team was the leader of Output 1 "Analysis of skills required and learning outcomes on remote working EU workforce management", and contributed to several other Outputs.

Activities and outputs included:

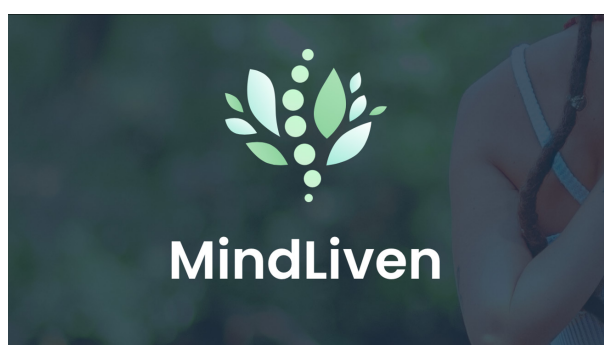
- Evidence-based learning outcomes on remote working management skills for HR & relevant professionals;
- Curriculum structure (syllabus), learning & assessment materials, a serious game, as well as a trainer handbook with VET integration guidelines;
- Creation of pedagogical materials as Open Educational Resources (OERs);
- Development and testing of a Vocational Open Online Course (VOOC);
- A set of tools for the facilitation of remote work management including a self-assessment tool, a best practice guide, and also protocols, guidelines, and checklists to facilitate remote work practices & processes;
- Multiplier events in each partner's country to promote project results & public discussion on increasing the quality & effectiveness of VET in the HR field.



MINDLIVEN - Mindfulness-in-Nature Based Training through Virtual Environments

MINDLIVEN started in December 2020. Scheduled to finish in November 2022, it will be extended until May 2023. Bru-Iscte researcher **Sílvia Silva** is the local coordinator of this Erasmus+ project. Other BRU-Iscte members have also been very involved in this project, including researchers **Patrícia Costa** and **Sara Ramos** and research assistant **Micaela Marques** (MSc fellow).

MINDLIVEN aims to provide an innovative solution to manage stress using mindfulness in nature. During 2022, four bulletins were produced informing on the projects' progress and discussing technical and scientific topics. The main achievement in 2022 was the deployment of the training platform for Mindfulness in Nature Based Practices – MiNBP, including free access to a virtual campus in five languages – Portuguese, Polish, Italian, Spanish and Greek. The platform includes the development of an online community, with training and guidance for facilitators, standards and references for companies, resources for workers to cope with stress and practice mindfulness, all extensively supported by references to the scientific literature on the matter. Another outcome of the project will be a Policy Report, to be published in 2023, with recommendations addressed to SME owners, managers and employees, human resources consultants and Vocational Education Trainers (VET), decision-makers in the VET field and other public bodies and larger enterprises.



BRU-HORIZON2020: Raising the International Profile and Scalability of BRU's Research Activities

This project was funded by Portugal 2020 and aimed to support BRU-Iscte institutional capacities in submitting applications to European competitive funding, namely under the Horizon 2020 programme. The project was coordinated by BRU-Iscte director, **Maria de Fátima Salgueiro**.

The Final Report for BRU-HORIZON identifies several positive impacts on the Research unit capabilities:

- The project allowed the research unit to identify strategic calls within Horizon 2020 and Horizon Europe to position itself and some of its researchers, as well as to adopt a strategic plan within the Unit to support the research team in diversifying their research funding sources;
- BRU-HORIZON activities forced the research unit to implement internal mechanisms for identification of strategic and relevant calls well ahead of the deadlines for submission;
- Between March 2019 and October 2020, BRU published a regular “Open Calls” newsletter for its researchers, identifying the main international (and national) funding opportunities, with special attention to H2020 calls. The newsletter was discontinued in 2021 due to the Unit being understaffed, but resumed in September 2022, with three more issues until the end of the year and scheduled to continue in 2023;
- The Unit started identifying calls for each of its research groups, making tailored presentations and encouraging researchers to make expertise offers in the Funding & Tender portal;
- BRU-Iscte's staff has received training in supporting ERC applications, and are now more apt to support researchers with submitting applications to this very specific funding scheme; the research unit also developed indicators regarding the scientific track record of its researchers in order to identify potential candidates for the different ERC Grants;

In summary, BRU-HORIZON 2020 has had a great impact on the internal organisation of the Unit in terms of procedures and support mechanisms to researchers to encourage more applications to European and other international competitive funds, resulting in an increase in the number of applications and projects approved. In addition, partnerships started with BRU-HORIZON 2020 applications have brought several positive research outcomes, including funded projects, scientific publications and collaborations within BRU's Research Seminar Series.

bru_iscte September 2022

Open_Calls

Summary

Open Calls is back! This issue includes three calls aimed for young researchers (calls number 7, 9, 10), some large European calls and a special topic (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11) concerning the setting up of a diversified network of institutions, opportunities to get involved in ongoing European projects (12) and opportunities to engage with the UK, Brazil and Norway (13, 14, 15). Call 14 is deemed to be highly competitive and receives extensive promotion. The following pages contain extended information on each call.

The calls index is colour-coded: **red** means a deadline is less than 30 days away, **yellow** between 31 and 60, and **green** more than 61 days away. Money is in euros, except for call 12 (GBP). Only the maximum possible value is indicated. Another issue of Open Calls will be out soon, in order to catch all forthcoming calls and give more time between release and deadlines in the next edition. To provide feedback on this issue please follow the link at the end of the document.

* To clarify further eligibility conditions, funding rates and legal requirements and get support applying for any call, please contact the BRU office beforehand.

Index

title	money	date	note
Indicators, SMEs, Universities	2,104	1	1st Transition from research results to business opportunities
Contract of regional industry	3M	2	1st - International research business
Research through innovation	1M	3	Research through innovation
Concepts for digitalisation	1M	4	Research & innovation partnership for innovation
Low research-commercialisation	500K	5	Horizon Open to Faculty
Disruptive technologies	5M	6	Open - International and Innovation
Individuals and research	10K	7	1st - Open to Faculty Research and Innovation
Contract of industry and research	2M	8	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation	10K	9	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation and Research	10K	10	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation and Research	10K	11	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation and Research	10K	12	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation and Research	10K	13	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation and Research	10K	14	1st - 2022 research in AI - Traffic Management (RTM)
EU Digitalisation and Research	10K	15	1st - 2022 research in AI - Traffic Management (RTM)

Open Calls - September 2022 © bru_iscte

bru_iscte October 2022

Open_Calls

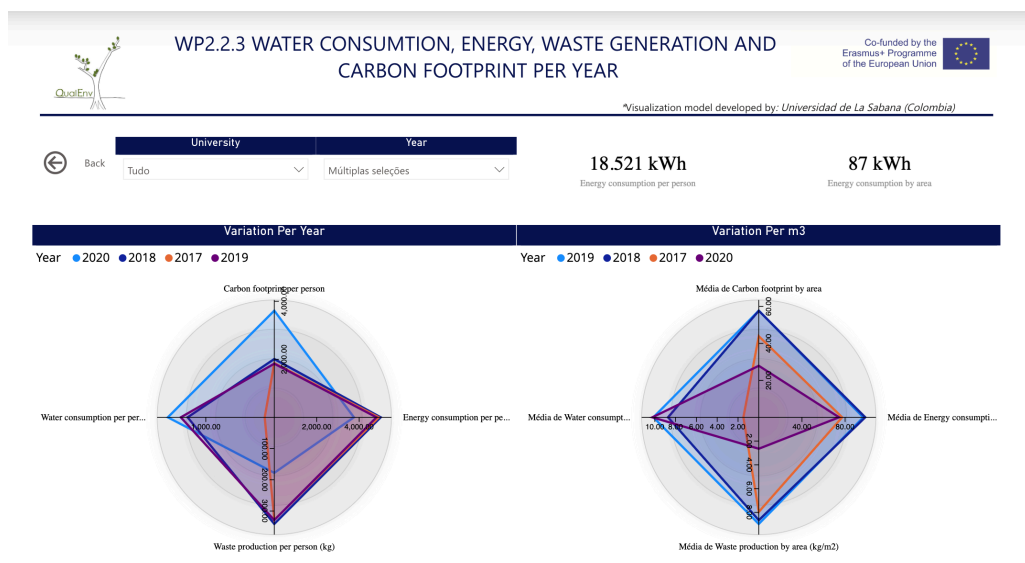
Summary

Open Calls is back on your desk! This Autumn issue includes three calls for Portuguese researchers with three EU countries (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100). Also, three Portugal calls (1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100). 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QVALENV - Change the Climate: Assuring the Quality of Environmental Strategies in Latin-American Higher Education

The "QualEnv - Change the Climate" project started in January 2020 and is scheduled to finish in July 2023. The project addresses three main needs: environmental management of all higher education activities, integration of environmental management with sustainability strategies and institutional quality management, and customized strategies for sustainability in education. Until December 2021, this Erasmus+ project was led by Vasco Rato from ISTAR, with the participation of **Catarina Roseta Palma** and **Ana Simaens** from BRU-Iscte. BRU-Iscte tasks were also developed by in-house consultants Renaud Richard, specialist in sustainability and Estela Florino Pilz, specialist in sustainability in Higher Education.

In 2022, in-depth environmental audits were conducted in eleven Higher Education Institutions from Central and South America and the results were published both as reports and through an interactive tool on the project [website](#).



Name
BUAP-Environmental audit report.pdf
Guide Environmental impact and SDGs mapping.pdf
Institutional Carbon Footprint-English.pdf
Institutional Carbon Footprint-Spanish.pdf
PUCRS-Environmental report audit.pdf
Report Environmental Audit - D21.2.pdf
UCatarina-Environmental report audit.pdf
UCR-Environmental report audit.pdf
UGuadalajara-Environmental report audit.pdf
ULima-Environmental report audit.pdf
UNA-Environmental report audit.pdf
UNINORTE-Environmental report audit.pdf
UNISUL-Environmental report audit.pdf
UPacifico-Environmental report audit.pdf
USabana-Environmental report audit.pdf

FCT/CPCA/2021/01 - Bayesian Structural Equation Modeling: GPU processing, is it worth it?

This FCT-funded advanced computing project is led by BRU-Iscte researcher **Jorge Sinval**, from the Data Analytics group and was implemented between March and September 2022. FCT funding was an in-kind contribution of computer usage, with an estimated economic value of 823 euros.

Bayesian structural equation modelling (BSEM) is receiving increasing interest mainly due to its capability of solving some of the issues found in the mainstream frequentist approach and because it allows fitting complex models that classical maximum likelihood methods might struggle to fit. However, BSEM can be computationally intensive. In fact, the computational cost of the Bayesian analysis harmed the more frequent use of Bayesian statistics. The use of Bayesian methods has improved, mainly due to the computational advances, presenting researchers with more flexible and powerful tools. The objective of this project is to understand the extent to which GPU processing gains make it worthwhile to use BSEM.

These were the main outputs of this project in 2022 (or in preparation for publication in early 2023):

Conference proceedings:

- Sinval, J., Schaufeli, W. B., de Witte, H., de Beer, L. T., Procházka, J., & Merkle, E. C. (2022). Update your priors! A Bayesian structural equation modeling analysis to the Burnout Assessment Tool. 3rd BAT Research Seminar. https://burnoutassessmenttool.be/events_eng/
- Winter, S. D., Sinval, J., & Merkle, E. C. (2023). Comparing priors for estimating sparse ordinal indicators in Bayesian factor analyses. 2023 NCME Annual Meeting. <https://www.ncme.org/>

Manuscripts:

- Comparing priors for estimating sparse ordinal indicators in Bayesian factor analyses.
- Bayesian Structural Equation Modeling: GPU processing, is it worth it?
- Elicitation of prior probability distributions within Bayesian Structural Equation Modeling

In addition, the resources made available for this project were used in the 1 MSc dissertations supervised by the principal researcher.

ATHENA - University Goes Digital for a Sustainable Global Education

Started in March 2021 and scheduled to end in February 2023, this project is funded through the programme Erasmus+ - KA226 - Partnerships for Digital Education Readiness. The principal researcher is **Maria José Sousa**, researcher from the Marketing & Management group, leading a consortium of 5 partners from 4 countries. The project is managed centrally by Iscte's International Relations Office.

Athena Project aims to develop the digital skills of university professors, reinforcing their response to the challenges that universities face today and in the future. The project seeks to foster cooperative learning environments, making them transformative and inclusive through the adoption of new technologies, such as e-learning, gaming platforms, virtual and augmented reality, systematically modeled to activate key competences in digital learning.



In 2022 five multiplier events were organized, 4 of them at Iscte, involving almost 30 Iscte researchers and professors and over 300 participants overall.

A main result of Athena is a multi-regional Digital Learning Live Platform for lecturers. The eLEARN-HUB is a tool that envisages the design, prototyping and evaluation of innovative pedagogic methodologies for Higher Education at a European level, integrating and putting to use available digital technologies. It aims to provide appropriate digital and learning skills to lecturers and students, allowing the implementation of online/e-Learning courses, thus creating great blended learning, teaching experiences and encouraging cooperation in different regions of the world.

Other tangible results are the following Intellectual Outputs (IO):

IO1 a Pedagogical Model and Rapid Prototyping of the Digital Learning Live HUB for Lecturers (eLEARN-HUB)

IO2 Digital Learning Solution - The development of a Universal Toolkit to be used in the implementation of e-Learning courses

IO3 The online "Technology in Architecture" Course

IO4 The online "Organisation and Leadership" Course

IO5 The online "Logistics" Course

IO6 The online "Research Methodology" Course

Other researchers from BRU-Iscte involved in this project are **Álvaro Rosa, João Guerreiro, Leandro Pereira, Renato Costa** and **Renato Pereira**.



athena

HumAct - Humanitarian Action: Climate Change and Displacements

Started in January 2021 and lasting until 2024, HUmAct, funded under the Erasmus+ Capacity Building for Higher Education programme, is a collaborative endeavour between two European and five African universities aiming at capacity building of the latter, in the area of humanitarian action in relation to climate change and displacements. The project responds to two main sets of challenges and provides an integrative solution to them. The first challenge is the enhancement of capacities in the field of higher education, and the second specifically responds to the professionalization needs in the humanitarian sector in these countries. HumAct proposes to address these by focusing on enhancing capacities of HEIs in the area of humanitarian action (HA) through curriculum development and skills development.

HumAct is led by the Iscte's International Relations Office, and counts with the participation of BRU-Iscte researchers **Ana Lúcia Martins and Ana Simaens**, from the Marketing & Management group, and **Sílvia Silva**, from the Organizational Behavior & Human Resources Group.

HumAct is committed to adapt 25 (5 per each African University in the partnership) existing curricular modules to include Humanitarian Action. One new module per partner will also be developed.

In 2022 a Curriculum development and educator capacity workshop took place in Athens, Greece, aiming at enhancing the teaching and research capacities of educators. The workshop was designed to be interdisciplinary and transdisciplinary, including educators from various disciplines.

The University of Rovuma (Mozambique) initiated on March 10, 2022, the first training of its teaching body in the area of humanitarian action, using digital communication technologies online. The training aimed at introducing trainees to relevant areas of humanitarian action and involved 42 UniRovuma teachers.

Also in 2022 online training events were held to facilitate reflection on lessons learned from module adaptation, and planning of and discussion on the adaptation of new modules, and other pedagogical issues. A Summer School in Humanitarian Action "Humanitarian Action in the context of Climate Change and armed conflict" was organized in Maputo.



Finally, several webinars were organized on themes such as “Humanitarian action and child protection”, “Humanitarian action, climate change and displacements”.

ECCEPFIE - European Citizenship Common Education Program for Integrated Europe

This project started in June 2021 funded by the Erasmus+ programme - KA227 - Partnerships for Creativity. BRU-Iscte integrates a consortium of 6 partners. The project will continue until May 2023.

In 2022, the Iscte team applied an online "EU citizenship in 100 questions" questionnaire to 1678 students. Following the survey results, a "EU Citizenship Common Education Programs" will be created by the teachers of partner schools on Civil and Democratic Citizenship under the mentorship of Iscte. EU citizenship education programs will be piloted for 8 months in partner schools. As a result of a series of assessment and evaluation activities by Iscte, the weaknesses and strengths of the pilot implementation will be determined.

Another Intellectual Output developed in 2022 under BRU-Iscte's leadership was the "European Youth and Culture Club". Clubs were established in partner schools. In the clubs activities, the focus will be on providing social inclusion to socio-economically disadvantaged students, promoting European cultural heritage, European common culture, informing young people about the opportunities offered by the EU to young people, and encouraging young people to participate in civil society.



This project will create a European Youth and Culture Club and mobile application based on a universal course on European citizenship rights to promote common European culture. **Maria José Sousa**, researcher from the Marketing & Management Group, is the local coordinator at Iscte; Inês C. Sousa, from the Organizational Behavior & Human Resources group, was also part of team, which counted as well with researchers from other Iscte research units.

INSPIRE – Innovation for Social Entrepreneurship

iNSPIRE started on November 2021 and will go on until November 2023. Funded under the Erasmus + Strategic Partnerships for Vocational Education and Training, the iNSPIRE Social Entrepreneurs Network (iNSPIRE) project will create a learning HUB that will develop inspiring apprenticeships processes, based on the identification of transferable lessons from the formal and informal learning environment to support the development of a social entrepreneurship network in several European countries (Turkey, Portugal, Ireland, France, and Belgium).

This project goal is to improve skills for social entrepreneurs and increase the potential for social enterprise creation. iNSPIRE will make a further significant contribution to social innovation in learning and development, through the iNSPIRE Live HUB, using methodologies as storytelling of social projects already implemented – using the TEDx format, video learning tools, script learning materials, social media technologies to create a learning, knowledge exchange and collaboration framework for actual and potential social entrepreneurs at national and transnational levels within the EU.

In 2022 the project website was launched and several outputs are under development: “comparative diagnosis of social entrepreneurship in Europe”, “model for social entrepreneurship network”, the “iNSPIRE Live HUB” and “Public policy reports on social entrepreneurship”.



The local coordinator is **Maria José Sousa** from the Marketing & Management group. Other BRU-Iscte researchers involved are **Marjan Jalali, Leandro Pereira, Renato Costa** and **Sofia Vale**.

The project "Coop4Int - Strengthening Migrant Integration through cooperation between Portugal and Cabo Verde" aims at improving instruments and operating procedures regarding immigrant integration in Cabo Verde. Financed by the International Centre for Migration and Policy Development (ICMPD), through the EU-funded programme Mobility Partnership Facility III, it is coordinated by ACM – the Portuguese High Commission for Migration, with Iscte being one of the major partners.

The local Iscte coordinator is BRU-Iscte researcher **Maria José Sousa**, but researchers from CIES-Iscte and AUDAX – Iscte Centre for Entrepreneurship are also involved. The main contribution from BRU-Iscte to the project centres around the activity “Education and training in entrepreneurship for the implementation and promotion of Immigrant Entrepreneurship”, providing training and mentoring, with the primary objective being the qualification of migrants for new challenges in the Business area, related to the creation of their own businesses. Migrants will be encouraged to create businesses (products, processes, and services) in the blue and green economy keeping in mind regional needs and opportunities.

In 2002 training for Cabo Verde public officers in the government, national and local administration, teachers, journalists and civil society organisations dealing with immigrants was provided in the topics “Interculturality, tolerance and cultural diversity”; “national and international immigration management instruments” and “Leadership and Organisational Development”.

The project started in December 2021 and will run until December 2024.



RESETTING

The project "RESETTING - Relaunching European smart and Sustainable Tourism models through Digitalization and Innovative Technologies"- started work on January 2022 and will be active for 30 months. The project will help the competitiveness of 60 tourism SMEs (small and medium-sized enterprises) spread across five European countries (Portugal, Spain, Italy, Albania, and Greece). The grant is provided by the European Commission's Executive Agency for Small and Medium-sized Enterprises (EASME).

This project facilitates transnational cooperation and is committed to co-creation and innovation which will enable overcoming differences and unite entrepreneurs around the common goals of restarting tourism more sustainably and smartly.

In 2022, project deliverables under BRU-Iscte responsibility included the "Plan for data collection", the "SME's Self-diagnostic analysis for sustainability" tool, "Platform for managing marketing communications", the "Gap analysis" deliverable and conceptualizing tools for satisfaction analysis, quality gap analysis and self-diagnostic analysis on sustainability performance of tourism SMEs.

The project includes "cascade funding" to be awarded to SMEs, and BRU-Iscte was in charge of defining criteria for SMEs selection and preparing the focus group for the selection of SMEs.

Work also included *benchmarking* current models for tourism forecasting, developing prediction models for tourism forecasting and development of a tool for tourism forecasting, developing tools to help SMEs handle marketing communications involving apps and social media and delivering, implementing and reporting on digital marketing intelligence tools in tourism.



Introducing the RESETTING Project

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Portuguese local team leader is the Istar-IUL researcher Fernando Brito e Abreu. BRU-Iscte researchers, **Sandra Loureiro** (leader WP2 – Data Analytics for Tourism) and Daniela Langaro, are also part of the project team. In 2022, three scholarships were awarded by BRU-Iscte for work within the project to Pedro Palma, Nuno Dias and André Garcia.



The project "kNOWHATE - kNOWing online HATE speech: knowledge + awareness = TacklingHate" is funded by EU programme CERV-2021-EQUAL and it aims to:

- Analyse the content and propagation of OHS as well as online speech (OCS) in user generated content;
- Create models for automatic detection of online hate speech covering both its forms – direct and indirect.
- Offer culturally sensitive and tailored guidelines and tools for effective prevention and countering narratives to be used by individuals, civil society organizations and policy makers.

In March 2022 Iscte hosted the project's kick-off meeting and at the 1st SocioDigital Lab Conference, which took place at Iscte – University Institute of Lisbon, on November 28, 2022, Round Table 2 was held with the theme: ***Crisis, threats and opportunities: hate speech and online inclusion***, in which the coordinator of the kNOWHATE project, Rita Guerra from CIS-Iscte, was chair, together with researcher Cláudia Pereira from CIES-Iscte.

The project is developing several tools to monitor online hate speech and a number of media resources (podcasts, newsletter, video campaign and youtube channel).



BRU-Iscte researcher **Catarina Marques**, from the Data Analytics group, is part of the team developing Work Package 3 – Data collection, pre-processing and annotation, more specifically in Task 3.5 – Statistical Analysis. In addition, BRU's science communication staff is in charge of the Task 1.5 – Communication and Dissemination Strategy, having concluded in 2022 the milestone "Communication Plan", as well as the content design for the project's website and creation of social media accounts.

The project was approved in October 2021 and kicked off in March 2022 with a set duration of 24 months.

Censos

In 2021, BRU-Iscte researchers **Paula Vicente** and **Elizabeth Reis**, from the Data Analytics group, were contracted by INE – Statistics Portugal to carry a technical evaluation of the processes implemented by INE in the 2021 Census Quality Survey. Also involved in the project was Diana Mendes of the Iscte Business School.



The work on this technical evaluation ended in September 2022 with a report encompassing (a) Drawing and sizing of the sample, (b) Process of automated and manual data matching, and (c) Results compilation and calculation of coverage and content indicators.

CENSOS  2021

NEXUSNET

BRU-Iscte researcher **Catarina Roseta Palma** was one of the proponents of the COST Action “Nexus - Network on water-energy-food nexus for a low-carbon economy in Europe and beyond” approved in 2021 and lasting until 2025. This action received the maximum score of 50 points, ranking 1st in its application track, and intends to establish an international network of researchers working with policymakers and the business sector to better understand how the water-energy-food nexus fosters policy coherence in the domains of water, energy and food, supporting the transition towards a circular and low-carbon economy in Europe.

In 2022 Nexus started work to implement its first Training School, to be hosted by Iscte in 2023, and preparing Short Term Scientific Missions, development of virtual networking tools and other activities. The Grant periods to allow for mobility of researchers opened up in 2022.



This action is coordinated by Prof. Chrysi LASPIDOU of the University of Thessaly Pedion Areos (Greece), and Catarina Roseta Palma has been nominated as the Portuguese representative in its Management Committee, besides being a member of Working Group 3 “Policy Measures”.

Contrafactual-ML

Counterfactual evaluation of support to companies: crossover between causal inference and machine learning approaches. The project started in October 2021 with the aim to improve contrafactual evaluation processes regarding the impact of companies' incentives systems implemented in Portugal, co-funded by European funds. Contrafactual-ML will use recent and innovative Machine Learning methods and more usual causal inference methods for the purposes of impact counterfactual evaluation. The project intends to boost public agencies capacities regarding the counterfactual evaluation of public policies regarding companies' incentives schemes.

In 2022 the activities included the preparation of reports and a practical guide for the use of public agencies, and policy briefs for the media. Also in preparation were two training courses for selected audiences.

Renato Pereira, researcher from the Marketing & Management group, and **Maria da Conceição Figueiredo** from the Data Analytics group participate in this project, led by Ricardo Paes Mamede from Iscte research centre Dinâmia'CET. The project is funded through 06/POAT/2021, a national competition supported with FEDER funds to finance studies on monitoring and evaluation methodologies for the implementation of EU funds in Portugal.



INOVMINERAL 4.0

"INOVMINERAL 4.0 - Advanced technologies and software for mineral resources" is a project funded by the PT2020 programme with European structural funds, scheduled to end in June 2023. The project mobilised a large national consortium of 20 entities, including 8 natural stone Companies, 5 technology companies, 5 universities/research centres and 2 cluster management entities. The local coordinator at Iscte is researcher **João Vilas-Boas**, from the Marketing & Management Group.

BRU-Iscte participation in INOVMINERAL 4.0 aims to contribute to the Mineral Resources Cluster through the institutionalisation of innovative value co-creation. This is achieved by considering stakeholders' interests, by a dynamic normative collaborative commitment and operationalise by a process of non-incremental organizational change supported by the technological push linked to digital technologies, Industry 4.0 and BIM.

As a result a systematic survey process was developed, allowing to research a radical, relevant, desirable, feasible and legitimate change the organizational structure of the Mineral Resources Cluster. Technological advances and other contextual requirements were considered to build a holistic and collaborative (eco)business model, within the framework of the "Service Science" principles, thus positioning the Cluster's mobiliser projects in a systemic and credible mode.

The relevance of this research contribution lies in the possibilities of being analytically generalised for other contexts. It will also allow a robust support for future mobiliser projects, based in scientific arguments, which significantly contributes to for practical applications.

