

## CONTENTS AND HIGHLIGHTS



### New BRU-IUL Newsletter

The new edition of the newsletter brings monthly updates on all activities related to the BRU-IUL.

News  
Events

## Agenda

### Research Seminar Series (Track 2) - Alfredo Marvão Pereira

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**Alfredo Marvão Pereira**, researcher from Department of Economics, College of William & Mary will present the paper "On the economic and budgetary effects of a new carbon tax in Portugal" in the Research Seminar Series at BRU-IUL on the 20<sup>th</sup> March 2015.

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### Calendar of BRU PhD Thesis Defense

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**16th March, 14h30**  
Paulo Jorge Brito Horta  
PhD in Economics  
Title: "The impact of the 2008 and 2010 Financial Crises on International Stock Markets: Contagion and Long Memory"  
Room: B203

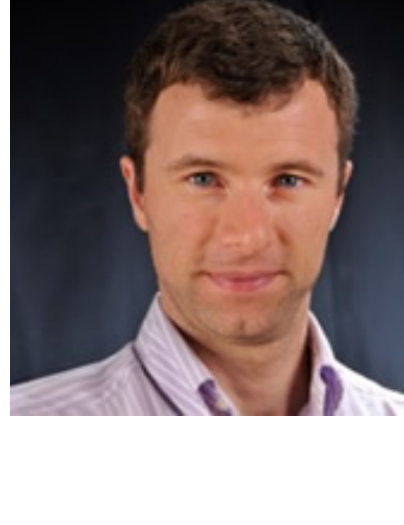
**19th March, 17h00**  
João Ricardo Marques Guerreiro  
PhD in Marketing  
Title: "Three Essays on Cause-Related Marketing Effectiveness"  
Room: To Be Confirmed

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## Publications

### Best Paper Award

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The Business Research Unit congratulates the researcher **Alexandra Ferreira Lopes** from the Economics Group for receiving the third place for Best Paper Award (Sponsored by John P. Rust, Georgetown University) with the paper "Income Inequality, TFP, and Human Capital".

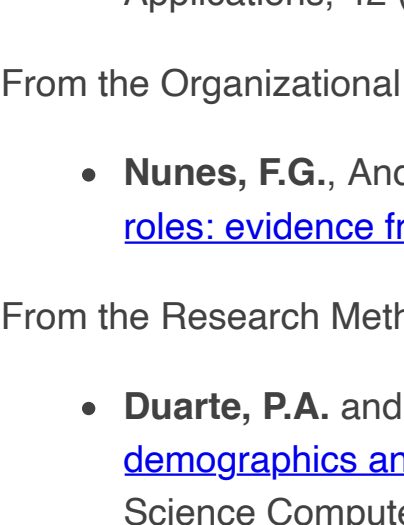
The award was received in the 15<sup>th</sup> EBES Conference which was in ISCTE-IUL between January 8-10, 2015.

For more information click [HERE](#)

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### Best Scientific Research Award

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The Business Research Unit congratulates the researcher **Luis Filipe Martine** from the Economics Group and Paulo Horta (PhD student in Economics) and Sérgio Lagoa for receiving the **Best Scientific Research on Portuguese Capital Markets** with the paper "The impact of the 2008 and 2010 financial crises on the Hurst exponents of international stock markets: implications for efficiency and contagion".

The award was received in the Euronext Lisbon Awards which was in Lisbon, on 29th January 2015.

For more information click [HERE](#)

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### New Publications

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From the Marketing Group:

- Moro, S., Cortez, Paulo & Rita, P. (2015). [Business Intelligence in banking: a literature analysis from 2002 to 2013 using text mining and latent Dirichlet allocation](#). Expert Systems with Applications, 42 (3), 1314-1324.

From the Organizational Behavior & Human Resources Group:

- Nunes, F.G., Andersen, J.E., & Martins, L. (2015). [Patient reactions to community pharmacies' roles: evidence from the Portuguese market](#). Health Expectations. DOI: 10.1111/hex.12269

From the Research Methods Group:

- Duarte, P.A. and Lopes, I.I. (2015). [When should I call you? An analysis of differences in demographic and responses according to respondents' location in a mobile CATI survey](#). Social Science Computer Review. DOI: 10.1177/0894439314560696

- Costa, L.P. & Dias, J.G. (2015). [What do Europeans Believe to be the Causes of Poverty? A Multilevel Analysis of Heterogeneity within and Between Countries](#). Social Indicators Research. DOI: 10.1007/s11205-014-0672-0

From the Research Methods Group and the Finance Group:

- Dias, J.G., & Ramos, S. (2015). [An analysis of industry regimes synchronization in the eurozone](#). Journal of Common Market Studies.Vol.53, Issue 2, 255-273. DOI: 10.1111/joms.12197

- Dias, J.G., Vermunt, J.K. & Ramos, S. (2015). [Clustering financial time series: New insights from an extended hidden-Markov model](#). European Journal of Operational Research. DOI: 10.1016/j.ejor.2014.12.041

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## News

### Catarina Roseta Palma was selected by the School of Economics and Finance

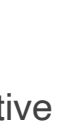


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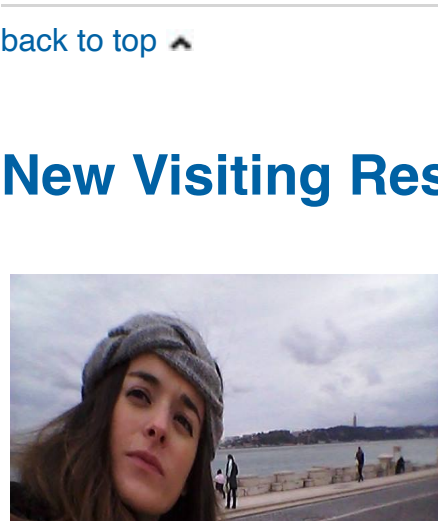


Our researcher **Catarina Roseta Palma** was selected by the School of Economics and Finance of the University of Victoria, Wellington (New Zealand) for a Stephen Turnovsky Visiting Fellowship in February 2015.

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### Henrique Monteiro was invited by the European Commission as an expert

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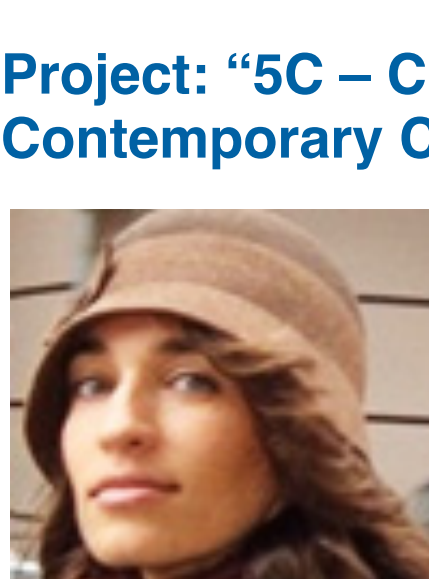
**Henrique Monteiro**, a researcher from the Economics Group of BRU-IUL, was invited by the European Commission as an expert to the meeting "Can implementation of the Water-Food-Energy-Ecosystem Nexus support economic growth in the Mediterranean region?" which will take place in Ankara, Turkey, from 12th until 13th February 2015.

This workshop will involve participants from different disciplines and viewpoints: water economists, ecologists and agronomists, governmental and regional policy makers, business and water users from the across Mediterranean countries.

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### New BRU-IUL Newsletter

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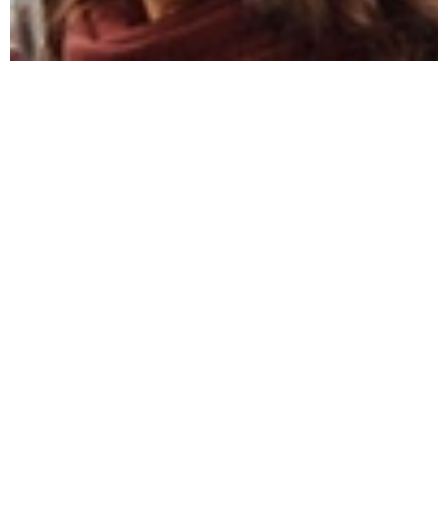


The new edition of the newsletter brings monthly updates on all activities related to the BRU-IUL.

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### New Visiting Professor at BRU-IUL

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**Jorge Katsumi Niyama** is a new visiting professor in the Accounting Group at BRU-IUL.




Jorge Katsumi Niyama holds a PhD degree in Accounting from Universidade de São Paulo in 1990, with a post-doctorate from University of Otago (2005). Currently he is full professor at Universidade de Brasília, teaching in graduation and post-graduation courses.

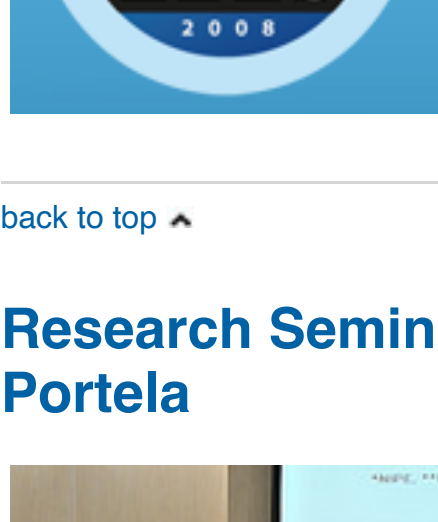
To get in contact with Jorge, please find him at office D518, or use: [jorgekatsumi@gmail.com](mailto:jorgekatsumi@gmail.com)

We welcome Jorge, and wish him a successful and productive stay at BRU!

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### New Visiting Researcher at BRU-IUL

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**Julia de Frutos Cachorro** is a new visiting researcher at BRU-IUL. Julia will stay at BRU-IUL from 19/01/2015 to 19/04/2015.


Julia de Frutos Cachorro holds a PhD University of Montpellier 1 (France) in 2014. Her research interests are environmental and resource economics, and water resource management. Julia was awarded a COST Short Term Scientific Mission to advance in her research in water management. During this mission, Julia will have the opportunity to work with **Catarina Roseta-Palma** at the Business Research Unit (BRU-IUL) of the ISCTE-IUL.

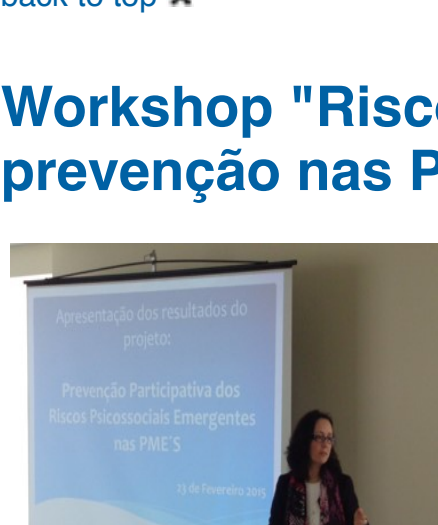
To get in contact with Julia, use her email: [juliadfr88@gmail.com](mailto:juliadfr88@gmail.com)

We welcome Julia, and wish her a successful and productive stay at BRU!

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### Project: "5C – Cross-Cultural Collaboration on Contemporary Careers"

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The Cross-Cultural Collaboration on Contemporary Careers (5C) is a world-wide project aimed at studying careers across various countries and cultures. The main goal of the project is to understand what defines career success and drives career transitions, exploring the individual, organizational, social and structural factors that impact on them.

The results of this study will have important implications for practice and particularly for all those professionals concerned with career management.


The international research project is carried out by researchers from more than thirty countries around the world. Among them are: Australia, Austria, Belgium, Brazil, Canada, China, Colombia, Costa Rica, Finland, France, Germany, Greece, India, Israel, Italy, Japan, Korea, Malaysia, Mexico, Netherlands, Nigeria, Norway, Philippines, Portugal, Russian Federation, Serbia, Slovakia, Slovenia, South Africa, Spain, Thailand, Turkey, UK, and USA.

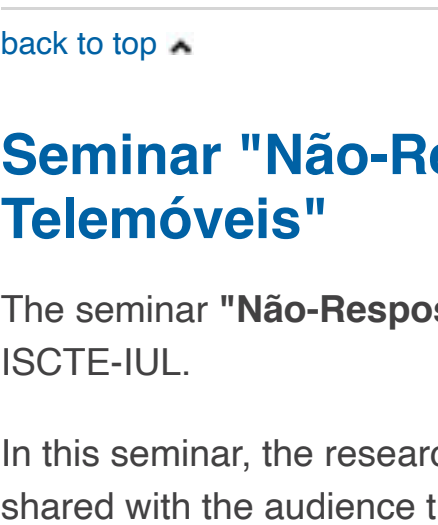
**Silvia Dello Russo** from ISCTE-IUL and researcher from Organizational Behavior & Human Resources Group at BRU-IUL is the researcher responsible for the Portuguese team.

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## Past Events

### 15th EBES Conference - Lisbon

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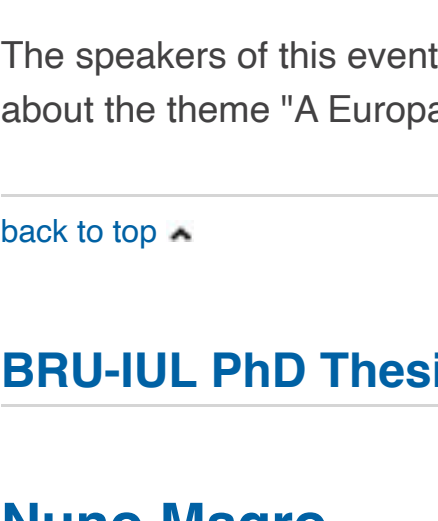
The 15th EBES Conference - Lisbon held on January 8th, 9th, and 10th, 2015 at the ISCTE-IUL Instituto Universitário de Lisboa in Lisbon, Portugal with the support of the Istanbul Economic Research Association. This event was organized with the support of Sofia Vale, researcher of the Economics Group of BRU-IUL and with the support of BRU-IUL staff.

For more information click [HERE](#)

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### Research Seminar Series (Track 2) - Miguel Portela

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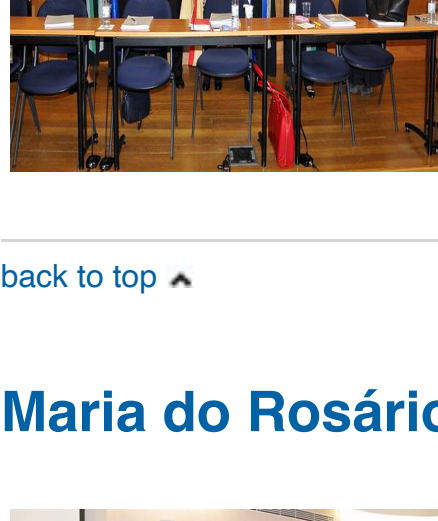


**Miguel Portela**, Associate Professor at Universidade do Minho, presented the paper "Wage inequality, business strategy and productivity: evidence from Portugal" in the Research Seminar Series at BRU-IUL on the 23<sup>rd</sup> January 2015.

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### Research Seminar Series (Track 2) - Alejandro Bernales




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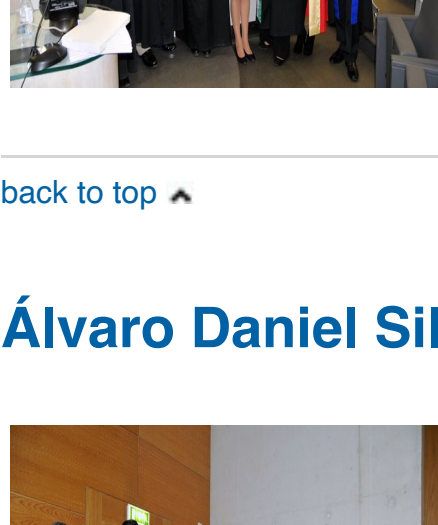


**Alejandro Bernales**, researcher from Center of Applied Economics and the Finance Center, at the Universidad de Chile, presented the paper "Algorithmic and High Frequency Trading in Dynamic Limit Order Markets" in the Research Seminar Series at BRU-IUL on the 6th February 2015.

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### Workshop "Riscos Psicosociais - do risco à prevenção nas PME's"

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The Participative Prevention of Psychosocial Emergent Risks in SMEs is a project funded by the European Commission and coordinated by BRU-IUL. In this Project we organized an workshop "Riscos Psicosociais - do risco à prevenção nas PME's".



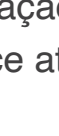
The workshop held on 23rd February 2015 at Centro Cultural de Belém- Sala Amália Rodrigues.

This workshop involved four researchers of BRU-IUL, **Silvia Silva** (Project Coordinator), **Ana Passos**, **Susana Tavares** and **Sara Ramos** from Organizational Behavior & Human Resources group. This event was organized with the support of BRU-IUL staff.

For more information visit the project website [HERE](#)

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### Conference "Política de investigação e inovação no espaço Ibero-Americano"

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The conference "Política de investigação e inovação no espaço Ibero-Americano" held on 24<sup>th</sup> February 2015 at the ISCTE-IUL-Instituto Universitário de Lisboa.

Prof. Sandro Mendonça researcher from Economics Group at BRU-IUL was the moderator this conference.

The conference speakers were:

- Alberto Majó Piñeyrua (Uruguay), Secretário-Geral do CYTED
- Luís Fretes (Paraguay), CEI-IUL e ex-Embaxador do Paraguai em Portugal
- Filipe Duarte Santos, Faculdade de Ciências, Universidade de Lisboa e ex-Gestor Científico do CYTED
- Luís Telo da Gama, Prof. Faculdade de Medicina Veterinária, Universidade Lisboa e Vogal da área de Agro-Alimentação

This conference was a product of a partnership between **Business Research Unit – IUL** (<http://bru-iul.iul.iscte.pt>) and **Fundação para a Ciência e Tecnologia**.

This conference had the support of Casa da América Latina in Lisbon and ISCTE-IUL.

This conference was organized with the support of BRU-IUL staff.

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### Seminar "Não-Respostas nas Sondagens com Telemóveis"

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The seminar "Não-Respostas nas Sondagens com Telemóveis" held on 26th of February 2015 at ISCTE-IUL.

In this seminar, the researchers **Paula Vicente**, **Catarina Marques** and **Elizabeth Reis** from BRU-IUL shared with the audience the findings of the FCT funded project entitled "Erro de não-resposta nas sondagens telefónicas com telemóveis: causas, efeitos e correções".

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### "Fim de Tarde na Ordem"

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The event "Fim de Tarde na Ordem" held on 25th February 2015, in Sede Ordem Economistas, in Lisbon.

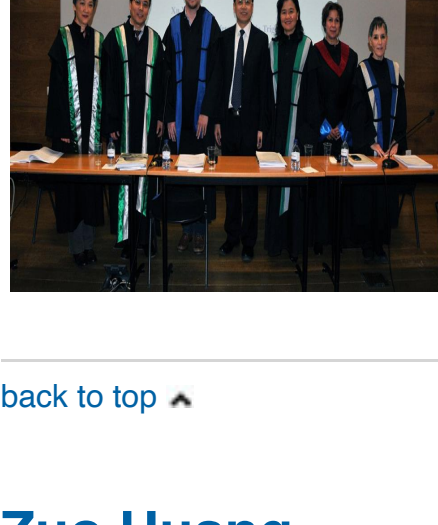
The speakers of this event were João Duque and **Sandro Mendonça**, from Economics Group, who talked about the theme "A Europa e o Mundo à luz dos últimos acontecimentos"

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## BRU-IUL PhD Thesis Defense

### Nuno Magro

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**Nuno Magro**  
PhD in Accounting  
Title: "A comparabilidade das demonstrações financeiras na Europa" took place at ISCTE-IUL Room B203 on January 6th.

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### Maria do Rosário Silva Costa Veiga


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**Maria do Rosário Silva Costa Veiga**  
PhD in Accounting  
Title: "A transaction cost approach to the choice of oversight governance structure at the United Nations: The Case of the Inquiry Committee into the Oil-For-Food Programme Scandal" took place at ISCTE-IUL Auditorium ONE1 on January 8th.

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### Álvaro Daniel Silva Vista Oliveira

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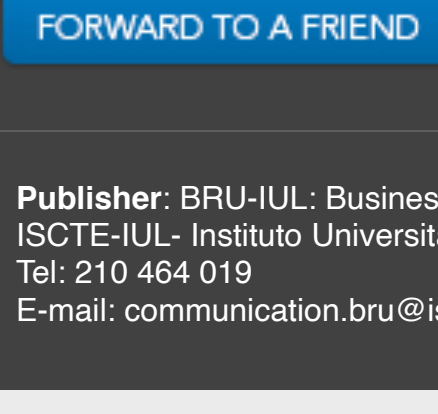


**Álvaro Daniel Silva Vista Oliveira**  
PhD in Accounting  
Title: "Análise e avaliação do desempenho das fontes de financiamento em âmbito internacional: um modelo de otimização do binómio rentabilidade/risco" took place at ISCTE-IUL Room B203 on January 5th.

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### Ana Maria Comporta

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**Ana Maria Comporta**  
PhD in Marketing  
Title: "A influência da avaliação da comunicação da marca na formação da reputação corporativa. A visão dos clientes empresariais" took place at ISCTE-IUL Auditorium B203 on February 27th.

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### António Manuel Henrique Fernandes

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**António Manuel Henrique Fernandes**  
PhD in Management  
Title: "Estratégia e vantagem competitivas na hotelaria portuguesa" took place at ISCTE-IUL Auditorium B203 on February 23rd.

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### Isabel Maria Correia da Cruz

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**Isabel Maria Correia da Cruz**  
PhD in Accounting  
Title: "Percurso da New Public Management num hospital EPE" took place at ISCTE-IUL Auditorium B203 on February 18th.

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### Joaquim Assis Pacheco Machado

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**Joaquim Assis Pacheco Machado**  
PhD in Management  
Title: "A liderança de equipas" took place at ISCTE-IUL Auditorium B204 on February 5th.

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### Pedro Nuno Parda

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**Pedro Nuno Parda**  
PhD in Accounting  
Title: "Competitive harm and segment reporting under IFRS 8: Evidence from European union listed firms" took place at ISCTE-IUL Auditorium B204 on January 21st.

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### Xu Xiaoping

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**Xu Xiaoping**  
Doctor of Business Administration  
Title: "Introducing change at the Hong Kong University-Shenzhen Hospital: an empirical study" took place at ISCTE-IUL on 24th February 2015.

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### Zuo Huang

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**Zuo Huang**  
Doctor of Business Administration  
Title: "Doctors' Performance Salary Distribution Standard under the new health care system reform in China" took place at ISCTE-IUL on 25th February 2015.

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## Working Papers