

CONTENTS AND HIGHLIGHTS

BRU Research Community



As you know we have in our website all the news about general interest for the BRU research community. Please help us with that task by sending us information about conferences, seminars, awards and other scientific events that you consider of interest. You can send these informations to: communication.bru@iscte.pt

Agenda

Calendar of BRU PhD Thesis Defense - July

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- 7th July, 10h30

José Chavaglia Neto
PhD in Management - Specialization in Quantitative Methods Applied to Management
Title: "O sector elétrico brasileiro à luz da neuroeconomia: o caso das energias renováveis"
Room: To be confirmed

- 8th July, 14h30

Daniel Correia de Albuquerque
PhD in Management - Specialization in Quantitative Methods Applied to Management
Title: "Parceirização como fator de crescimento sustentável para empresas de tecnologia da informação no Brasil – Aplicação da teoria dos jogos na parceirização de negócios"
Room: To be confirmed

- 10th July, 11h00

Maria Manuela Domingos Nunes Ferreira
PhD in Management (GGEDE)
Title: "Corporate Governance and the Emergence of the Single Europayments Area (SEPA) – A Stakeholder Theory Approach"
Room: B203

- 13th July, 9h30

Shu Yong
DBA (Doctor of Business Administration)
Title: "Governance Structure and Performance of Chinese SOEs: The Case of Sichuan Province"
Room: B203

- 13th July, 9h30

Yuan Chen
DBA (Doctor of Business Administration)
Title: "Driving Forces of Strategic Innovation in it Trade Enterprises: An Empirical Study in Chengdu, China"
Room: B104

- 13th July, 14h00

Ouyang Hong
DBA (Doctor of Business Administration)
Title: " Research on the Business Model of Private Software Parks"
Room: B203

- 13th July, 14h00

Chen Jun
DBA (Doctor of Business Administration)
Title: " Operational Mechanism of SOE's TMT under dual Systems from the perspective of attention"
Room: B204

- 14th July, 9h30

Chen Chun
DBA (Doctor of Business Administration)
Title: "Optimization of Fast Moving Consumer Goods (FMCG) Marketing Channels in China: A case study"
Room: B203

- 14th July, 15h00

Bárbara Leão de Carvalho
PhD in Marketing
Title: "Modelling Consumer's Sustainability Consciousness Impact on Sustainable Purchase Intention"
Room: B204

- 17th July, 14h00

Rita Rueff
PhD in Management - Specialization in Human Resources and Organizational Behavior
Title: "Researching intangible assets: the influence of clients on employees and organizational welfare"
Room: To be confirmed

- 23th July, 14h00

Ana Luisa Junça
PhD in Management - Specialization in Human Resources and Organizational Behavior
Title: "Produtividade e qualidade de vida nas organizações: Efeitos das contradições e satisfação diárias"
Room: To be confirmed

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Publications

New Publications

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From Finance Group:

- Nunes, J., Ruas, J. & Dias, J. C. (2015). [Pricing and static hedging of American-style knock-in options on defaultable stocks](#). Journal of Banking and Finance, 58, 343-360. DOI:10.1016/j.jbankfin.2015.05.003 Scimago: Q1, ISI: Q2

From Modeling in Business and Economics Group:

- Baudry, J.-P., Cardoso, M. G. M. S., Celeux, G., Ferreira, Ana S. & Amorim, M. J. (2015). [Enhancing the selection of a model-based clustering with external categorical variables](#). Advances in Data Analysis and Classification, 9 (2): 177-196. Scimago: Q2, ISI: Q2

From the Organizational Behavior & Human Resources Group:

- Mascia D., Dello Russo S. & Morandi F. (2015). [Exploring professionals' motivation to lead: A cross-level study in the healthcare sector](#). International Journal of Human Resource Management, 26, 12, 1622-1644. DOI 10.1080/09585192.2014.958516. Scimago: Q1/Q2, ISI: Q3

From Research Methods Group:

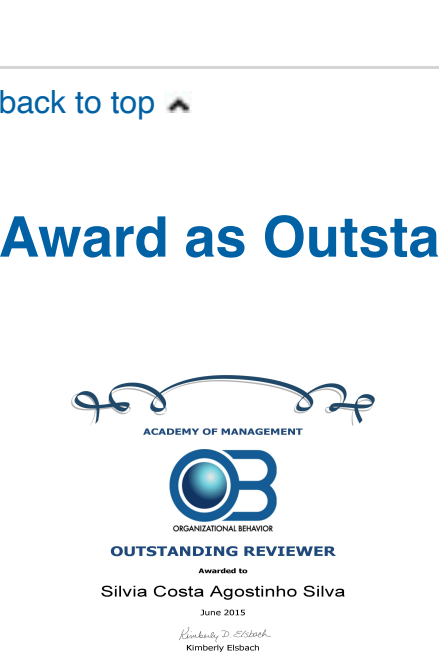
- Suleman, A., Suleman, F. & Reis, E. (2015). [A fuzzy approach to discrete data reduction: An application in economics for assessing the skill premium](#). Journal of Business Economics and Management.DOI: 10.3846/16111699.2014.978361 Scimago: Q1/Q2 ,ISI: Q3/Q4

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News

Times Higher Education highlights article on Research Management from BRU

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Margarida Trindade research funding manager at the BRU-IUL and Raul Laureano researcher from research methods group at the BRU-IUL, published an article which was highlighted by the Times Higher Education.
See the highlight "[Boost grant success rates with 'advanced' support](#)" [HERE](#)
See the article "[Assessing the impact of Grant Managers on the success of grant applications](#)" [HERE](#)

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Award as Outstanding Reviewer

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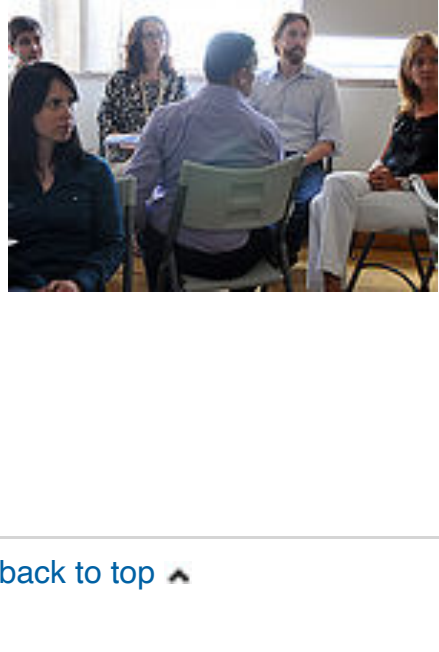


The Business Research Unit congratulates the researcher **Silvia Dello Russo** from the Organizational Behavior & Human Resources Group for receiving an Award as Outstanding Reviewer for the OB Division of the Academy of Management for the 2015 AOM Conference.
The award will be given at the 75th Annual Meeting of the Academy of Management that will be held on August 7-11, 2015.

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New Visiting PhD Student at BRU-IUL

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Noel M. Muniz is a new visiting researcher at BRU-IUL.
Noel will stay at BRU-IUL from 25/05/2015 to 28/08/2015.
Noel is the current Business Development Director at CITEC-Center for the Experimentation and Digital Content Production, a Ph.D. candidate at University of Cordoba (Spain), and a research contributor to its School of Business.
Noel's research visit at BRU is supervised by Jose M. Leon-Perez.
To get in contact with Noel , use her email: binresearches@gmail.com
We welcome Noel, and wish him a successful and productive stay at BRU!

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Award as Outstanding Reviewer

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The Business Research Unit congratulates the researcher **Silvia Silva** from the Organizational Behavior & Human Resources Group and Director of BRU-IUL for receiving an Award as Outstanding Reviewer for the OB Division of the Academy of Management for the 2015 AOM Conference.
The award will be given at the 75th Annual Meeting of the Academy of Management that will be held on August 7-11, 2015.

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BRU Researcher is a new External Expert for the Cost Actions

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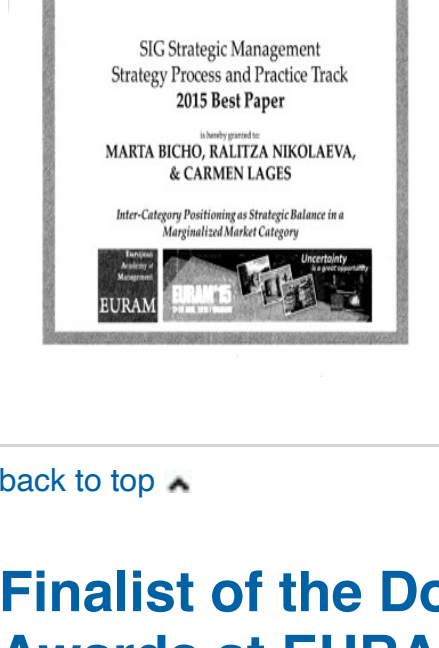


The Business Research Unit congratulates the researcher **Alexandra Ferreira Lopes**, a researcher from the Economics Group, who was selected to act as an External Expert to evaluate Cost Action Proposals for one of the calls of 2015.

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Welcome Session to new researchers at ISCTE-IUL Research Week 2015

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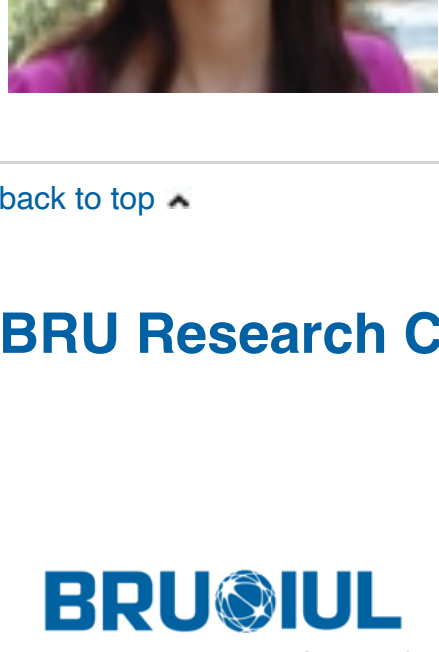


After a short presentation of the Unit by Silvia Silva, some BRU-IUL newcomers had the opportunity to present themselves in welcome session of the ISCTE Research Week 2015.
They were: **Bernadett Koles**, researcher from the Marketing Group, **Paulo Parente** researcher from the Economics Group, **Mirko Antino** researcher from the Organizational Behaviour and Human Resources Group and **Rubens Barros** PhD student in Accounting.
In this session all research units presented their new researchers rendering this event a unique opportunity to network and to know about the research being done at ISCTE-IUL.

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BRU-IUL will host a Scientific Initiation Awardee

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The Business Research Unit congratulates **Joana Filipa Tavares**, student of the second year in Economics who was awarded the Scientific Initiation grant to carry out a six months project in "*Probabilidade de Seleção para Formação Profissional Contínua*" at BRU-IUL.
She was selected amongst a group of four first cycle students from the IBS School who presented their projects during the final session of the Scientific Initiation competition of the ISCTE-IUL Research Week 2015.
Each ISCTE school was entitled to select one scientific initiation awardee, thus there were four awardees in total.

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IGNITE PhD 2015 Science Communication Award

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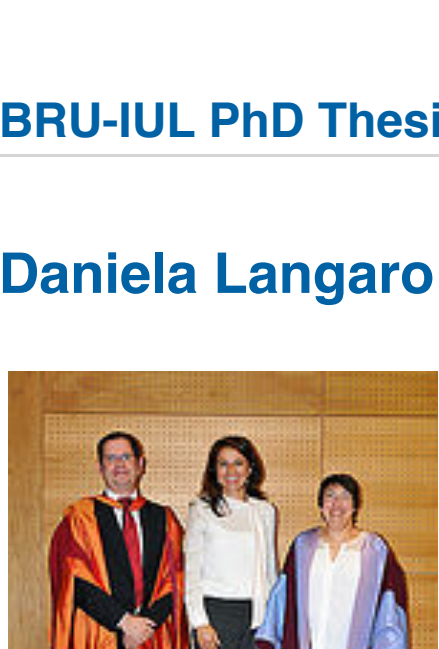


The Business Research Unit congratulates **Catarina Vieira Gomes** who won the best Science Communication Award for recent doctorates at the ISCTE Research Week 2015.
Catarina defended her thesis in 2015 on "*To be or not to be a self-leader and engaged in work? That is the question for individual innovation*" in the PhD in Management, specialization Human Resources and Organization Behaviour from BRU-IUL.
Five candidates had to present their thesis in seven minutes using twenty slides run automatically. The jury, composed of Vasco Trigo (Communication ISCTE-IUL), Ana Godinho (Communication, FCT) and Teresa Firmino da Costa (journalist, *Público*) selected the most effective and creative presentation aimed at non-scientific audiences.

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European Young Leaders 2015

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The Business Research Unit congratulates the researcher **Sando Mandonga**, a researcher from the Economics group, who was selected as one of the 2015 European Young Leaders.
More information [HERE](#)

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Best Paper Award at EURAM 2015

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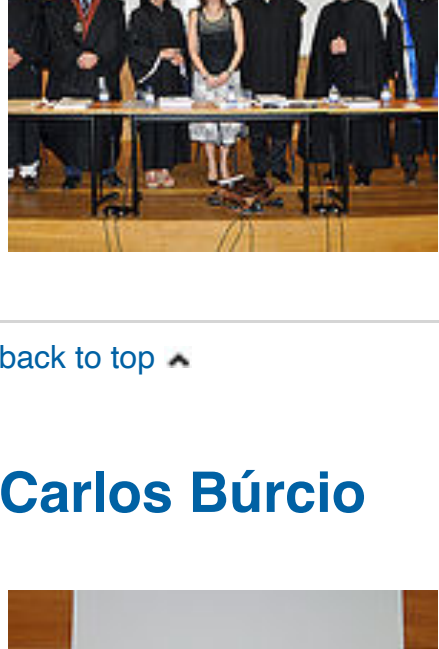


The Business Research Unit congratulates the researchers **Raulita Nikolaeva** and **Maria Bicho** from the Marketing Group and Carmen Lages for receiving a Best Paper Award at the Strategy Process and Practice Track at EURAM 2015, with the paper "Inter-Category Positioning as Strategic Balance in a Marginalized Market Category".

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Finalist of the Doctoral Colloquium Best Paper Awards at EURAM 2015

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The Business Research Unit congratulates the researcher **Marta Bicho** PhD Student from the Marketing Group, for being one of the finalists of the Doctoral Colloquium Best Paper Awards at EURAM 2015 with the paper "Value Creation Challenges of a Marginalized Category in Social Entrepreneurship".

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BRU Research Community

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Dear Researchers
As you know we have in our website all the news about general interest for the BRU research community. We will also post this information on our Facebook <https://www.facebook.com/bru.iscte> and LinkedIn (<https://www.linkedin.com/edu/school?id=164005&trk=hp-feed-school-name>)
Please help us with that task by sending us information about **conferences**, **seminars**, awards and other scientific events that you consider of interest.
You can send these informations to: communication.bru@iscte.pt

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Past Events

ISCTE-IUL Research Week 2015

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The **ISCTE-IUL Research Week 2015** took place on **15-19 June** at ISCTE-IUL.
The week opened with a Conference with Dominique Foray, Full Professor École Polytechnique Fédérale de Lausanne, comment by Maria da Graça Carvalho Special Advisor of the European Commissioner for Research, Science and Innovation.

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BRU-IUL PhD Thesis Defense

Daniela Langaro Silva Souto

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Daniela Langaro Silva Souto
PhD in Marketing
Title: "How much do you really like it? Social Networking Sites' effectiveness as a communication channel for brands" took place at ISCTE-IUL Auditorium B203 on June 3th.

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Gabriela Maria Moreira Pereira

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Gabriela Maria Moreira Pereira
PhD in Economics
Title: "Análise Económica da Dimensão Relacional do Voluntariado" took place at ISCTE-IUL Auditorium B203 on June 9th.

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Marluci Torquato

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Marluci Torquato
PhD in Management
Title: "A nova mentalidade do consumo sustentável e a sua influência nas estratégias empresariais" took place at ISCTE-IUL Auditorium B203 on June 26th.

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Carlos Búrcio

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Carlos Búrcio
PhD in Marketing
Title: "An integrated model for measuring country image: personality, cognition, emotion and their impacts on behavioral intentions" took place at ISCTE-IUL Auditorium B203 on June 30th.

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