



**CONTENTS AND HIGHLIGHTS**

**Publications**

**New Publications**



From the Accounting Group:

- **Isidro, H. & Sobral, M.** (2015). [The effects of women on corporate boards on firm value, financial performance, and ethical and social compliance](#). Journal of Business Ethics, 132 (1), 1-19. Scimago: Q1, ISI: Q1/Q2, FT45, ABS 3

From the Marketing Group:

- **Brochado, A., Gameiro, C. & Rita, P.** 2015. [Exploring backpackers' perceptions of the hostel' service quality](#). International Journal of Contemporary Hospitality Management, Vol. 27(8), 1839 -1855. Scimago: Q1, ISI: Q1/Q2, ABS 3
- **Guerreiro, J., Rita, P. & Trigueiros, D.** (2015). [Attention, Emotions and Cause-Related Marketing Effectiveness](#). European Journal of Marketing, 49(11/12), 1728 - 1750. Scimago: Q3, ISI: Q3, ABS 3.

From the Research Methods Group:

- **Dias, J. G. & Trindade, G.** (2015). [The Europeans' Expectations of Competition Effects in Passenger Rail Transport: A Cross-National Multilevel Analysis](#). Social Indicators Research, 1-17. DOI: 10.1007/s11205-015-1168-2. Scimago: Q1, ISI: Q1.

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**News**

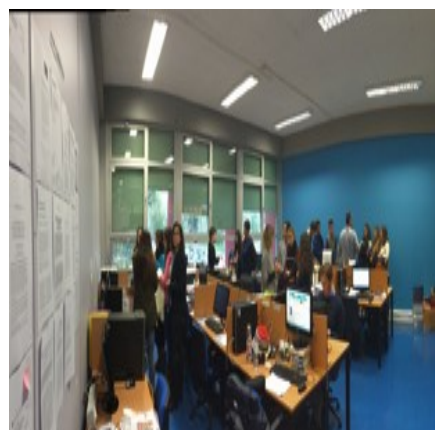
**Scientific Initiation grantee starts at BRU-IUL**



During the Scientific Initiation competition held during the ISCTE-IUL Research Week 2015, **Joana Filipa Tavares**, student of the second year in Economics, won a grant to carry out a six months project entitled "*Probabilidade de Selecção para Formação Profissional Contínua*" at BRU-IUL.

**Joana Tavares** will initiate the Scientific Initiation grant in December 2015.

**Science & Technology Week**



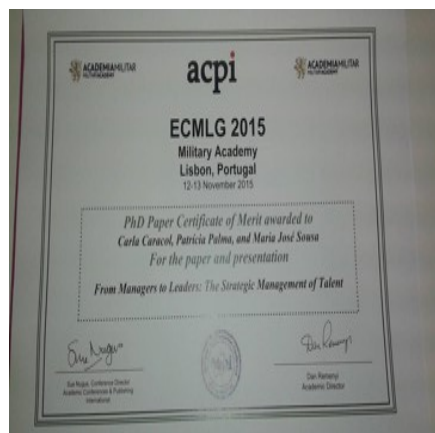
The Business Research Unit (BRU-IUL) participated at the Science & Technology Week with the activity "Come to meet our young researchers in Economics and Management".

This science communication event was held on 25th November at the ISCTE-IUL and received more than 20 participants.

We would like to thank the researchers **Ana Paula Giordano, Ana Passos, Catarina Santos, Marta Silva, Ricardo Correia** and **Ruben Barros** who have helped the BRU-IUL Team to put together this successful outreach activity!

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**Best Paper Award**



The Business Research Unit congratulates the research **Maria José Sousa** from the Management and Strategy Group for receiving the Best Paper Award with the paper "From Managers and Leaders : The Strategic Management of Talent".

The Award was received in the ECMLG 2015 Military Academy, in Lisbon on 12-13 November 2015.

**BRU-IUL PhD Thesis Defense**

**Chen Jinsong**



**Chen Jinsong**  
DBA  
Title: "Improvement of Outpatient servisse processes based on BRP Theory and Information Technology – A case Study of The University of Hong Kong-Shenzhen Hospital", ISCTE-IUL, 18<sup>th</sup> November 2015.

**Li Xiaoqiu**



**Li Xiaoqiu**  
DBA  
Title: "Doctors' Job Satisfaction, Organization Citizenship Behavior and Burnout – An Empirical Study in China's Public Hospital", ISCTE-IUL, 17<sup>th</sup> November 2015.

**Lin Jianning**



**Lin Jianning**  
DBA  
Title: "The Relationship between China's Population Aging and Growing Antihypertensive Drug Market", ISCTE-IUL, 17<sup>th</sup> November 2015.

**Peng Xuetao**



**Peng Xuetao**  
DBA  
Title: "Innovation Strategies of the Herbal Tea Industry in Guangdong", ISCTE-IUL, 16<sup>th</sup> November 2015.

**Zhong Hao**



**Zhong Hao**  
DBA  
Title: "The occurrence Mechanism and Avoidance of Risk in Medical Equipment Finance Lease", ISCTE-IUL, 16<sup>th</sup> November 2015.

