

CONTENTS AND HIGHLIGHTS



Academic year 2015/2016

Welcome to BRU-IUL and to our PhD Program. We are happy to have you here!

Publications

New Publications

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From the Management and Strategy Group:

- Ferreira, F. & Jalali, M. (2015). [Identifying Key Determinants of Housing Sales and Time-on-the-Market \(TOM\) Using Fuzzy Cognitive Mapping](#). International Journal of Strategic Property Management, 19 (3), 235-244. DOI:10.3846/1648715X.2015.1052587. Scimago: Q2/Q3, ISI: Q3

From the Marketing Group:

- Loureiro, S. M. C. (2015). [The role of website quality on PAD, attitude and intentions to visit and recommend island destination](#). International Journal of Tourism Research Vol. 17(6), 545–554. Scimago: Q1, ISI: Q3.

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New Book Chapter

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From the Research Methods Group:

Book Chapter

- Caetano, N., Cortez, P. & Laureano, R. M. S. 2015. [Using Data Mining for Prediction of Hospital Length of Stay: An Application of the CRISP-DM Methodology](#). Enterprise Information Systems. 227, 149-166, Enterprise Information Systems, Springer International Publishing. ISBN : 978-3-319-22347-6.

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News

New Visiting PhD Student at BRU-IUL

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Mu Wenqi is a new visiting PhD student at BRU-IUL.

Mu Wenqi will stay at BRU-IUL from 01/10/2015 to 01/10/2016. Mu Wenqi is a PhD candidate at the Construction and Project Management Doctoral program from the Beijing Jiaotong University. He is joining the Marketing, Operations and General Management Department, developing his research activity under the supervision of Professor Nelson António.

To get in contact with Mu Wenqi, please find him at room 2W8, or use his email: 13113156@bjtu.edu.cn or mwqws.sm@163.com.

We welcome Mu Wenqi, and wish him a successful and productive stay at BRU-IUL!

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Academic year 2015/2016

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Welcome to BRU-IUL and to our PhD Program. We are happy to have you here!

Opinion article “Pela ciência, urge mudar a cultura das instituições”

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Margarida Trindade research funding manager at BRU-IUL, Marta Agostinho and Marta Entradas wrote an opinion article “*Pela ciência, urge mudar a cultura das instituições*” for the Jornal Público.

To see the article please click [HERE](#)

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Visiting Professor at BRU-IUL

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Asad Mohsin was a visiting professor at BRU-IUL.

Asad Mohsin stayed at BRU-IUL from: 20/10/2015 to 28/10/2015

Asad Mohsin is an associate professor at the University of Waikato School of Management. In July 2003 Asad was working at the Charles Darwin University (previously NT University) in Australia. At the Charles Darwin University he was responsible for developing and coordinating Higher Education programs in hospitality management to include - MBA in Hospitality Management, Graduate Diploma in Hospitality Business, and Bachelor of Business Administration in Hospitality.

We thank Asad for visiting us!

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Science & Technology Week

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The Business Research Unit (BRU-IUL) will participate for the first time in the Science & Technology Week.

What science is done in Portugal? Who are our scientists? How do they work? What are they researching on? What results are they getting?

From 23 to 29 November, during the Science & Technology Week, scientific institutions, universities, schools, and museums open their doors giving the public the opportunity to meet their experts and see them work.

BRU-IUL will participate with the activity “*Come to meet our young researchers in Economics and Management*” on the **25th November from 16h30 to 18h00**, at ISCTE-IUL.

The registration is free but mandatory, and limited to 30 participants. To register please send an email to communication.bru@iscte.pt

For more information see the website <http://www.cienciaviva.pt/semanact/edicao2015/>

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Past Events

Research Seminar Series (Track 1) - Madan Pillutla

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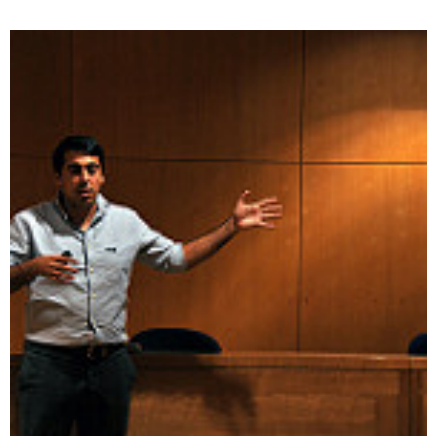


Madan Pillutla, from the London Business School, presented the paper “Questions about Self-Serving and Unethical Behaviour” in the Research Seminar Series at BRU-IUL on the 2nd October 2015.

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Research Seminar Series (Track 2) - Pedro Brinca

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Pedro Brinca, researcher from Robert Schuman Center for Advanced Studie at the European University Institute, in Florence, and Assistant Professor at NovaSBE presented the paper “Accounting for Business Cycles with Wedges” in the Research Seminar Series at BRU-IUL on the 2nd October 2015.

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Research Seminar Series (Track 1) - Asad Mohsin

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Asad Mohsin, from University of Waikato School of Management presented the paper “Globalisation of the service industry: Cross-cultural sensitivities in Tourism and Hospitality” in the Research Seminar Series at BRU-IUL on the 23rd October 2015.

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Research Seminar Series (Track 1) - Mark Clark

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Mark Clark, Associate Professor & MBA Director at the Kogod School of Business, American University Washington, DC, presented the paper “Team Knowledge Representation: A Network Perspective” in the Research Seminar Series at BRU-IUL on the 30th October 2015.

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BRU-IUL PhD Thesis Defense

Marco Biscaia Fernandes

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Marco Biscaia Fernandes

PhD in Economics

Title: “Contributos para a explicação dos puzzles a partir do modelo recursivo EPSTEIN-ZIN-WEIL: Uma análise empírica”, ISCTE-IUL 5th October 2015.

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Zahra Assaraf Ali

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Zahra Assaraf Ali

DBA

Title: “Empresas familiares: motivação de colaboradores não pertencentes à família na Hotelaria Portuguesa”, ISCTE-IUL, 6th October 2015.

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Maria de Lurdes Cardina Pedro

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Maria de Lurdes Cardina Pedro

PhD in Management and Human Resources Development

Title: “GRH em tempo de crise: Estudo de caso do sector industrial electrónico português”, ISCTE-IUL, 8th October 2015.

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FORWARD TO A FRIEND 