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## CONTENTS AND HIGHLIGHTS

### AGENDA

#### VI Congresso de Formação Profissional



Problema: A formação  
de um profissional  
de gestão é um desafio  
para a sociedade e para  
a economia.

The congress will be held on **11th April 2019**, at the Grande Auditório de ISCTE-IUL, Lisboa.

The *VI Congresso Nacional da Formação Profissional* is organized by Forma-te, ISCTE-IUL, McDonald's and TAP Portugal.

The Organizing Committee includes the researcher José Neves, from the Organizational Behavior & Human Resources Group at BRU-IUL, and Andreia Garcia from the staff at BRU-IUL.

For more information please visit the website:

<https://www.forma-te.com/>

#### Research Seminars BRU-IUL "Marketing Day"

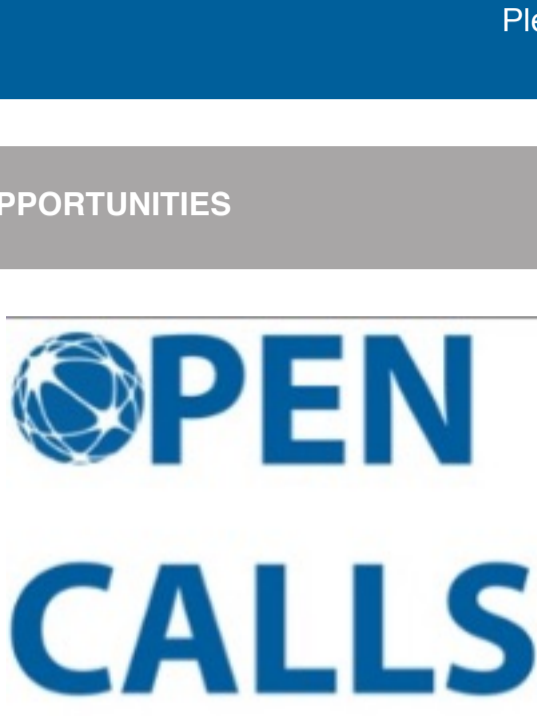


**Guest Speaker:** [António Azevedo](#)

**Title:** Celebrity endorsement versus celebrity branding: antecedents and consequences

**Date:** 24th April 2019

**Location:** Auditorium Afonso de Barros



**Guest Speaker:** [João Guerreiro](#)

**Title:** Understanding the use of Virtual Reality in Marketing: A text mining-based review

**Date:** 24th April 2019

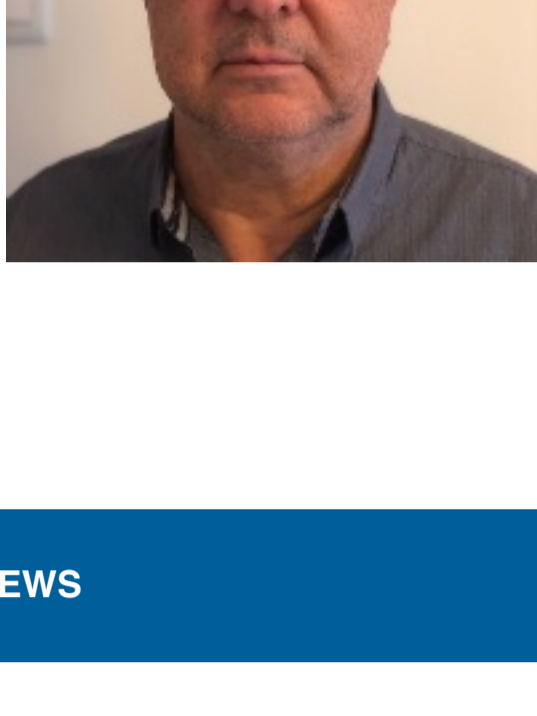
**Location:** Auditorium Afonso de Barros

Detailed information about the BRU-IUL Research Seminar Series 2018-2019 is now available.

All researchers are welcomed!

Please visit our [website](#).

### OPPORTUNITIES



We have a new newsletter with all open calls.

You will find some calls for proposals that may interest you. The calls are organised by topic whenever possible, with the indication of the concerned scientific areas.

To see the new newsletter click [here](#)

### NEW VISITING RESEARCHER



**Luiz Antonio de Camargo Guerrazzi** is a Pós-Doc student. The title of his work is

*"Ativos complementares na redução das fragilidades de ser jovem e pequena: um estudo comparativo de incubadoras de empresas de bases tecnológicas brasileiras e portuguesas"*.

Luiz works with professor Maria da Conceição Santos from the Accounting, Marketing and Management Group from BRU-IUL.

### NEWS

#### New Research Group Coordinator



Professor [Sílvia Silva](#) is the new coordinator of the Organizational Behaviour and Human Resources research group at BRU-IUL.

We wish her an excellent work!

#### Successful COST BESTPRAC meeting held in Tallinn, Estonia



The 11th BESTPRAC Working Group meeting was held from March 11-12 at the Tallinn University of Technology, Estonia and gathered over 100 people from different European countries.

**Alessandro Segreto**, staff member of BRU-IUL, participated as the representative of BRU-IUL in the work of Working Group 1: Administration.

BESTPRAC is a COST network that gathers people working at universities and research-driven institutions who are carrying out different tasks to support EU-funded research projects.

#### Doctor of Management Program with UESTC, Chengdu



We are very pleased to announce that the **Ministry of Education of China (MOE)** published on its official page the renewal of the accreditation of our joint program in China for the next three years.

Currently there are only two other sino-foreign doctoral programs authorized to operate in China, of which ISCTE is proudly responsible for two.

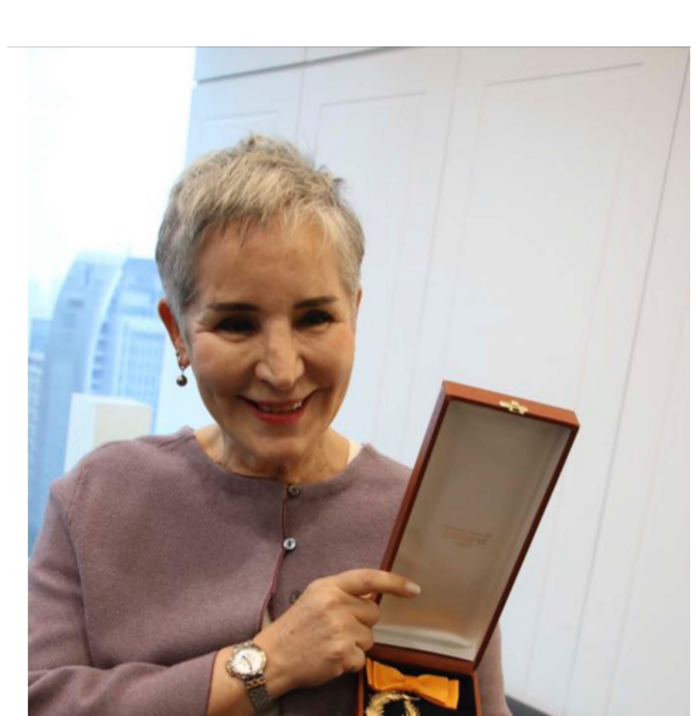
The others are between:

• Shanghai Jiaotong University and the University of Manchester, UK

• The Central University of Finance and Economics and Tilburg University, Netherlands

**Our doctoral programs are the only ones that are operating for 10 years or more.**

#### Project INOVSTONE 4.0



Professor [João Manuel Vilas-Boas da Silva](#), researcher from the Accounting, Marketing & Management group from BRU-IUL is the researcher responsible for the participation of ISCTE-IUL in the project

**INOVSTONE 4.0 – TECNOLOGIAS AVANÇADAS E SOFTWARE PARA A PEDRA NATURAL**.

This project involves a Consortium of 24 entities led by CEI - Industrial Equipment Company, comprising 11 Natural Stone Companies, 7 Technological Companies and 6 Entities of the Scientific and Technological System.

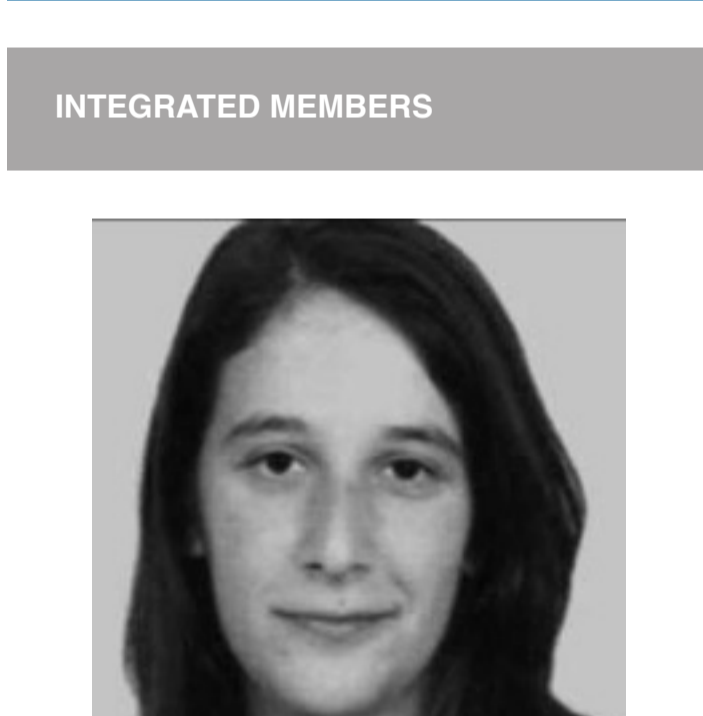
#### Title of Commander of Public Education



The Business Research Unit (BRU-IUL) congratulates the **Professor Virginia Trigo**, researcher from Organizational Behavior and Human Resources Group at BRU-IUL and Diretor of China Programs, for receiving the Title of Commander of Public Education.

After 30 years of living and working in China, most of them on behalf of ISCTE-IUL, the President of the Republic of Portugal has decided to honor her with the Title of Commander of Public Education (Ordem de Mérito da Instrução Pública, Grau: Comendador).

#### Meeting with the International Scientific Advisory Board of BRU-IUL

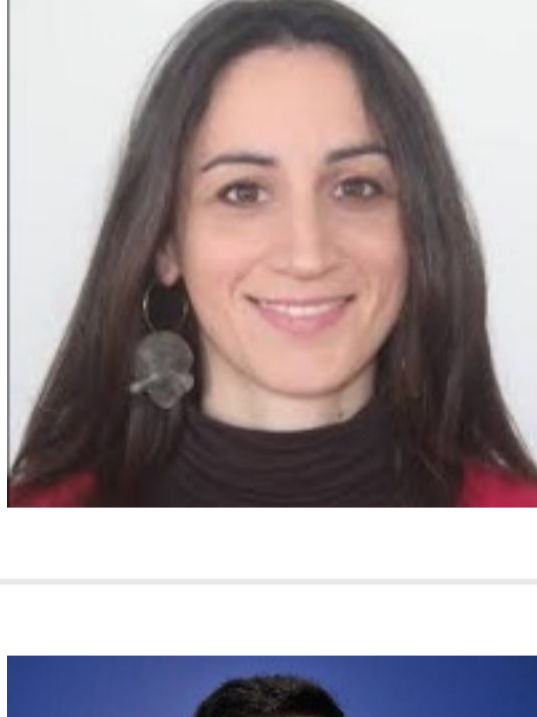


On December 10, 2018 BRU-IUL welcomed the **1st Meeting** of the new *International Scientific Advisory Board*. The Director of BRU-IUL, Professor Maria de Fatima Salgueiro presented the Unit's activity, goals and achievements to all Board members present, in a Plenary Session open to all BRU-IUL researchers.

During the day various meetings took place with the Scientific Committee, the Research Group Coordinators and the members of the Advisory Board.

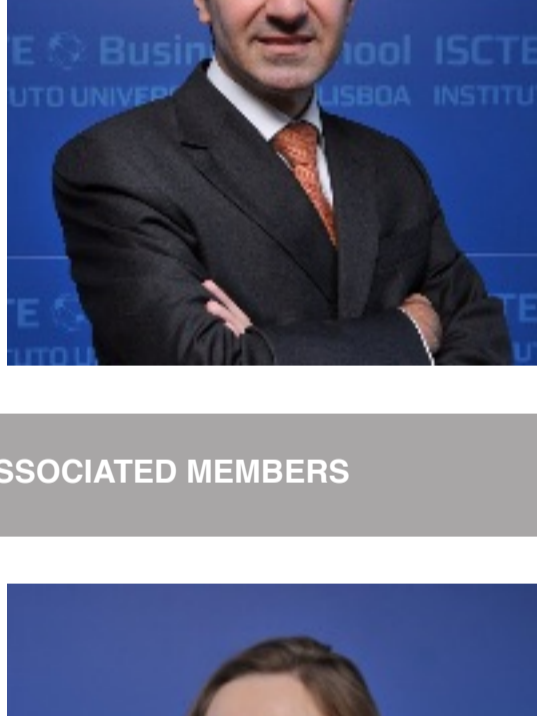
### NEW BRU-IUL MEMBERS

#### INTEGRATED MEMBERS



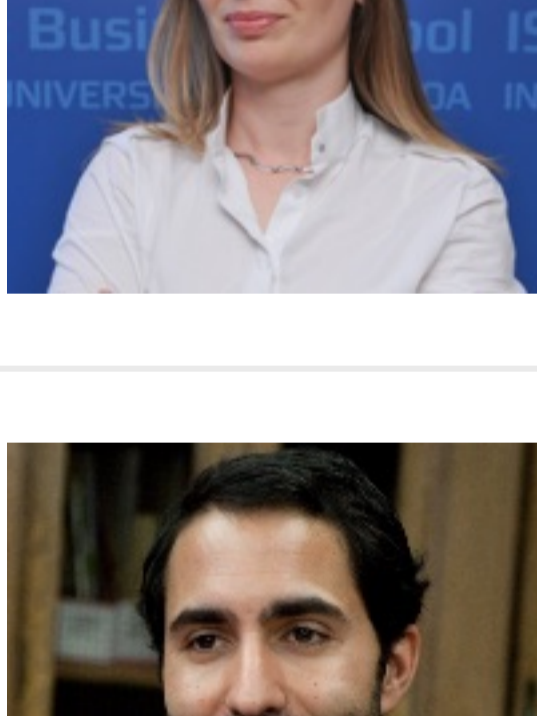
[Teresa Grilo](#) has just joined BRU-IUL as an integrated researcher of the Accounting, Marketing & Management research group.

Teresa is an Assistant Professor at ISCTE-IUL, [Department of Marketing, Operation and Management](#).



[Sofia Kalakou](#) has just joined BRU-IUL as an integrated researcher of the Accounting, Marketing & Management research group.

Sofia is an Assistant Professor at ISCTE-IUL, [Department of Marketing, Operation and Management](#).



[Pedro Falcão](#) has just joined BRU-IUL as an integrated researcher of the Accounting, Marketing & Management research group.

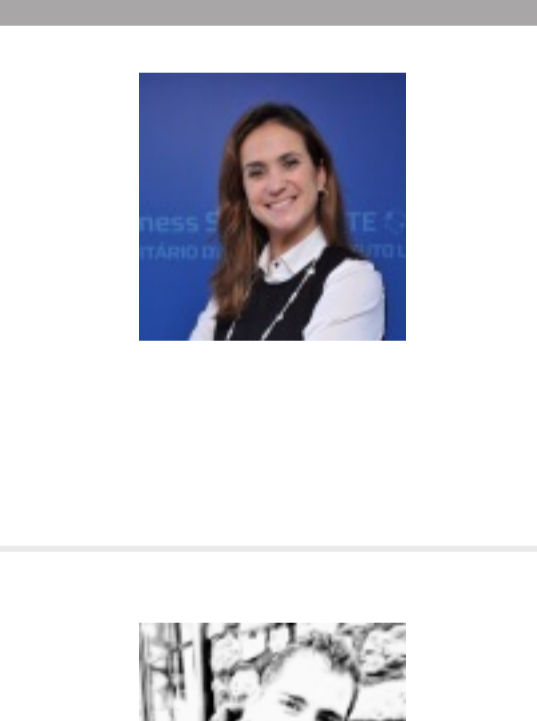
Pedro is an Invited Assistant Professor at ISCTE-IUL, [Department of Marketing, Operation and Management](#).

#### ASSOCIATED MEMBERS

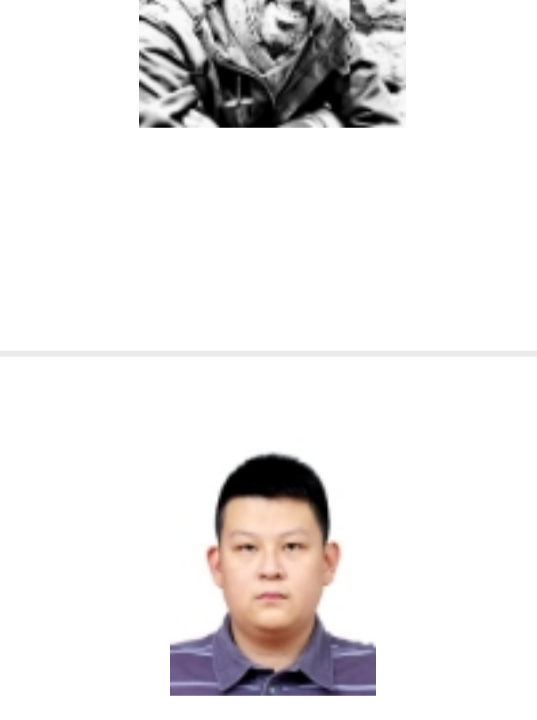


[Inna Paiva](#) has just joined BRU-IUL as an associated researcher of the Accounting, Marketing & Management research group.

Inna is an Assistant Professor at ISCTE-IUL, [Department of Accounting](#).



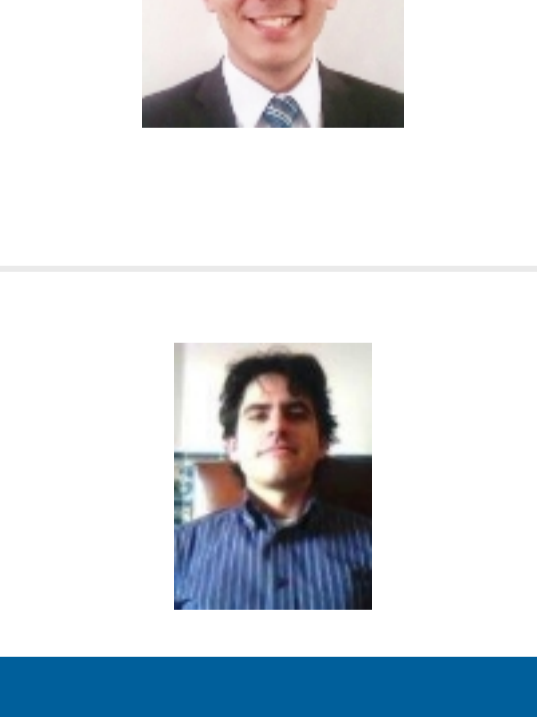
[Tiago Lucio Rapaz](#) has just joined BRU-IUL as an associated researcher of the Accounting, Marketing & Management research group.



[Igor Kravchenko](#) has just joined BRU-IUL as an associated researcher of the Finance research group.

Igor is an Assistant Professor at ISCTE-IUL, [Department of Mathematics](#).

#### RESEARCH ASSISTANT



[Mónica Ferreira](#) has just joined BRU-IUL as a research assistant of the Accounting, Marketing & Management research group.

Mónica is an Invited Assistant Professor at ISCTE-IUL, [Department of Marketing, Operation and Management](#).



[Filipe Ramos](#) has just joined BRU-IUL as a research assistant of the Accounting, Marketing & Management research group.

Filipe is an Invited Assistant Professor at ISCTE-IUL, [Department of Quantitative Methods for Management and Economics](#).



[Hou Zheng](#) has just joined BRU-IUL as a research assistant of the Economics research group.

Hou Zheng is PhD Student in Economics at ISCTE-IUL.



[Dante Junior](#) has just joined BRU-IUL as a research assistant of the Accounting, Marketing & Management research group.

Dante is PhD student in Management at ISCTE-IUL.

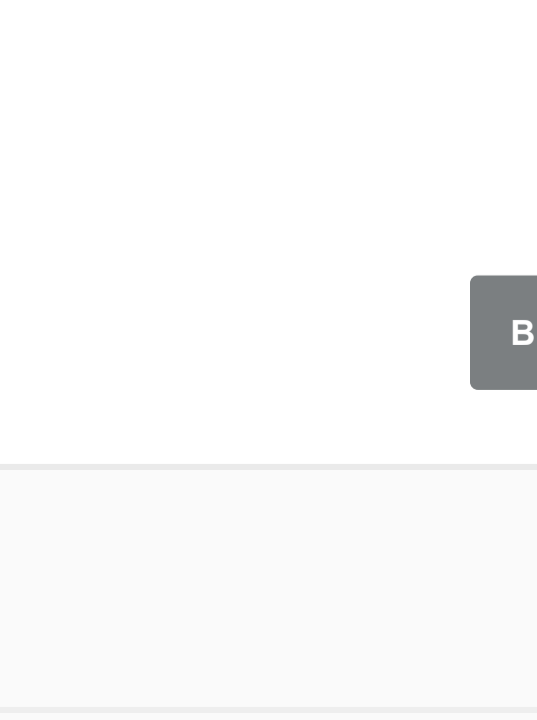


[António Filipe Rodrigues](#) has just joined BRU-IUL as a research assistant of the Economics research group.

António is PhD student in Economics at ISCTE-IUL.

### PAST EVENTS

#### Research Seminars BRU-IUL " Quantitative Methods Day"



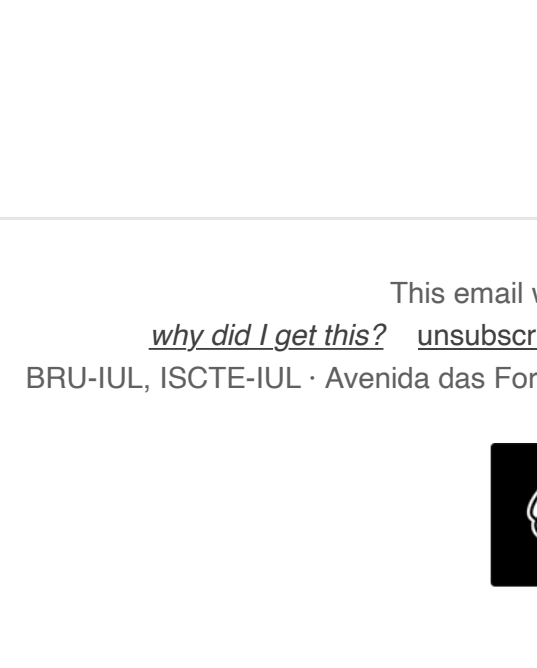
[Marcel Vieira](#), from the *Universidade Federal Juiz de Fora*, presented the paper "Federal Evaluation under Complex Sampling", and

[Russell Abizac-Jara](#), from the *Universidade de Evora* presented the paper "A case study on wildlife management techniques", and

[Filipe Ramos](#), from the *ISCTE-IUL*, presented the paper "Forecasting Financial time series: A data science approach using artificial neural networks"

in the *Research Seminar Series at BRU-IUL*, on the 8th February 2019

#### Research Seminars BRU-IUL " Accounting Day"



[Sofia Lourenço](#), from the *ISEG* presented the paper "Field Experiments in Managerial Accounting Research", and

[Niamh Brennan](#), from the *University College Dublin* presented the papers "Impression Management and Big Four Auditors: Scrutiny at a Public Inquiry" and "100 Research Rules of the Game: How to Make your Research World Class" and

[Jonas Oliveira](#), from the *ISCTE-IUL*, presented the paper "How is the accounting academy playing the publication game? International diversity and networks in collaborative research"

in the *Research Seminar Series at BRU-IUL*, on the 22nd February 2019

#### Research Seminars BRU-IUL " Operations Day"



[Stefan Nickel](#), from the *Karlsruhe Institute of Technology (KIT)*, presented the paper "The Day After Optimal: Operations Research for Modern Logistics", and

[Ana Carvalho](#), from the *Instituto Superior Técnico*, presented the paper "Challenges in Design and Planning of Sustainable Supply Chains" and

[Ana Lúcia Martins](#), from the *ISCTE-IUL*, presented the paper "Constructing research on buyer-supplier relationship: the journey of a specific article"

in the *Research Seminar Series at BRU-IUL*, on the 29th March 2019.

### WEBSITE

### BRU-IUL INTRANET



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