

Profile

Personal



Name Ana Margarida Madureira Simaens
Department Department of Marketing, Operation and Management
Category Assistant Professor
Research group Accounting, Marketing & Management
Last update 2013-07-24 10:30:22

Teaching and Research Interests

- Strategic Management; Strategy
- Social Economy; Third Sector; Nonprofit organizations
- Networks and Systems Approach
- Sustainability, Ethics and Social responsibility

Qualifications

Type	Course	Institution	Year
Doctorate degree	PhD in Business	Tilburg University	2015
Master degree	Master in International Management (double degree)	ESCEM Tours-Poitiers - École Supérieure de Commerce et de Management	2008
Master degree	Master in International Management	ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	2007
Undergraduate degree	Organização e Gestão de Empresas	ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	2003

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ORCID Profile	Visit ORCID Profile
Scopus Profile	Visit Scopus Profile
ResearcherID Profile	Visit ResearcherID Profile
Google Scholar Profile	Visit Google scholar Profile
Ciência-IUL Profile	Visit Ciência-IUL Profile

Academic activities

Courses

"Strategic Management"

"Business Strategies and Management Tools in the Solidarity Economy" (Coordinator)

"Ethics, Corporate Responsibility and Sustainability" (Coordinator)

"Management in Humanitarian Action"

"International Management, Ethics and Social Responsibility" (Coordinator)

Supervisions

Master Thesis

Rita Andreia dos Santos Fernandes, "Responsabilidade Social Corporativa e Vantagem competitiva das Empresas", Ana Margarida Madureira Simaens, Master Thesis, Developing, 2019

José Francisco Fazeres Prazeres, "Projeto Empresa: Estratégia de Crescimento para uma PME portuguesa", Ana Margarida Madureira Simaens, Master Thesis, Delivered, 2019

Pedro Manuel Vicente Coelho, "Turismo e Sustentabilidade na Região do Algarve", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2018

Elena Julie Hiere, "Percepção dos clientes sobre o turismo sustentável", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2018

Aude Louise Guérin, "Estudo da dinâmica competitiva entre Marcas Nacionais (?National Brands?) e Marcas Propriás (?Private Labels?) na indústria francesa de refrigerantes", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2018

Sara Santos Pina Dantas Rodrigues, "A Arte como Catalizador de Criação de Valor - A EDP como um caso de sucesso", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2017

António Quintanilha Torres Fortuna dos Reis, "Drivers and Barriers Influencing Sustainable Food Procurement in the Hospitality Industry", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2017

Bérénice Rioux, "Consumers' Perception of Corporate Social Responsibility - The example of Eco-Design", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2017

Chujun Huang, "The Study of the Relationship Between Brand Image and CSR Purchasing Behavior", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2017

Pedro Xavier Del Campo Carroggio Zoio, "Bonus content and its impact on market share", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2016

Elise Marita Faret Auke, "Corporate Responsibility in the Fast Fashion Industry: How media pressure affected corporate disclosure after the collapse of Rana Plaza", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2016

Francisca Romeu Dias Madeira Silva, "Práticas Ambientalmente Sustentáveis nos Hotéis: Perceções dos consumidores e gestores", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2016

Joana Filipa Antunes Matela, "A Influência da Ética nas Organizações: A mediação do clima ético nas relações de liderança com os resultados atitudinais dos colaboradores", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2016

Marta Alexandra Rodrigues Eiras, "O Processo de Réplica: O caso de estudo pedagógico do projeto re-food", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2015

Miguel Alexandre Pereira Mendes Rações, "Fatores críticos de sucesso em projectos de Business Process management - estudo de caso - ANACOM", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2014

Ana Margarida Lucas Correia, "Measuring the impact using SROI - a practical application", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2014

Elisabete Andreia Pinto Castro, "Are Start-Ups Ready to Adopt a Balanced Scorecard?", Ana Margarida Madureira Simaens, Master Thesis, Concluded, 2014

Final Project

Filipa Fernandez Veiga da Silva, "A diferença cultural entre os consumidores Portugueses e Espanhóis: a estratégia da Science4you", Ana Margarida Madureira Simaens, Final Project, Concluded, 2018

Chen Wangting, "Pearson's experience in China - Acquisition on Global Education A Pedagogical case study", Ana Margarida Madureira Simaens, Final Project, Concluded, 2018

Lia Barbieri da Nóbrega, "Promotion of Sustainability in Higher Education Institutions: ISCTE-IUL", Ana Margarida Madureira Simaens, Final Project, Concluded, 2017

Joana Filipe Santana, "How to Think and Act Strategically: The pedagogical case study of Haiti healthy kids", Ana Margarida Madureira Simaens, Final Project, Concluded, 2014

Scientific Activities

Scientific Articles in International Journals

- Auke, E. & Simaens, A. (2019). Corporate responsibility in the fast fashion industry how media pressure affected corporate disclosure following the collapse of Rana Plaza. *International Journal of Entrepreneurship and Innovation Management*. 23 (4), 356-382, [Ciência-IUL](#), Indexada (SCOPUS)
- Koster, M., Simaens, A. & Vos, B. (2019). The advocates own challenges to behave in a sustainable way: an Institutional analysis of advocacy NGOs. *Journal of Business Ethics*. 157 (2), 483-501, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Liket, K. & Simaens, A. (2015). Battling the devolution in the research on corporate philanthropy. *Journal of Business Ethics*. 126 (2), 285-308, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Simaens, A. & Koster, M. (2013). Reporting on sustainable operations by third sector organizations: a signaling approach. *Public Management Review*. 15 (7), 1040-1062, [Ciência-IUL](#), Indexada (SCOPUS/ISI)
- Nicolau, M. & Simaens, A. (2008). O Impacto da responsabilidade social das empresas na economia social. *Revista Portuguesa e Brasileira de Gestão*. 7 (1), 68-76, [Ciência-IUL](#)

Books

- Simaens, A. (2015). *Responding to complexity: A systems approach to strategy and interorganizational networks in the context of third sector organizations*. Tilburg, The Netherlands. Tilburg School of Economics and Management., [Ciência-IUL](#)

Book Chapters

- Mariana Cortez, Paula Nanita, Sónia Pinto, Ana Simaens (2018) "Liderar em Contexto de Problemas Sociais Complexos e de Governação Integrada", *Forum para a Governação Integrada* Cortez, M., Nanita, A., Pinto, S. & Simaens, A. (2018). Liderar em Contexto de Problemas Sociais Complexos e de Governação Integrada. In Paula Nanita, Maria João Freitas e Paulo Teixeira (Ed.), *Fatores críticos de sucesso e governação integrada*. (pp. 9-67). Lisboa: Forum para a Governação Integrada., [Ciência-IUL](#)
- Ana Simaens (2011) "Estratégia nas Organizações Sem Fins Lucrativos", *Escolar Editora* Simaens, A. (2011). *Estratégia nas Organizações Sem Fins Lucrativos*. In António, Nelson (Ed.), *Estratégia Organizacional ? do mercado à ética*. (pp. 201-240). Lisboa/Portugal: Escolar Editora., [Ciência-IUL](#)
- Maria Isabel Nicolau, Ana Simaens (2010) "The evaluation of the Social Solidarity Organizations in the Portuguese Context", *Peter Lang* Nicolau, I. & Simaens, A. (2010). The evaluation of the Social Solidarity Organizations in the Portuguese Context. In CIRIEC (edited by Marie J. Bouchard) (Ed.), *The Worth of the Social Economy*. (pp. 193-211). Brussels/Belgium: Peter Lang., [Ciência-IUL](#)

Conference Proceedings

- Simaens, A., Bento, P., Amaral-Baptista, M., Duarte de Almeida, I., Pernas, G., Silva, J....Leite, M. (2016). Focusing executive education on corporate perceptions of priorities and skills in sustainability. *Proceedings of the 22nd International Sustainable Development Research Society Conference*. 22, [Ciência-IUL](#)

Koster, M. & Simaens, A. (2011). Sustainable operations by NGO's: A shifting stakeholder perspective. Proceedings of the 20 Annual IPSERA Conference. 1004-1013, [Ciência-IUL](#)

Simaens, A., Nicolau, I. & Abreu, M. Madalena (2011). The impact of corporate donations on third sector organizations: a systematic literature review. III Congreso Internacional de Investigación en Economía social del CIRIEC. 0-0, [Ciência-IUL](#)

Working Papers

Nicolau, I. & Simaens, A. (2008). Strategic Management in Social Economy an Overview of Social Solidarity Cooperatives in Portugal. Working Paper CIRIEC Nº 2008/06. 1-27, [Ciência-IUL](#)

International Communications

Panel / Poster

Simaens, A. (2010). The impact of network of stakeholder relationships on Third Sector Organizations. International Society for Third-Sector Research (ISTR) Conference., [Ciência-IUL](#)

Simaens, A. & Abreu, M. Madalena (2008). Trends within funding sources: the voice of the people. 27th International Congress of CIRIEC., [Ciência-IUL](#)

Oral Presentation

Simaens, A., Bento, P., Amaral-Baptista, M., Duarte de Almeida, I., Pernas, G., Silva, J...Leite, M. (2016). Focusing executive education on corporate perceptions of priorities and skills in sustainability. Proceedings of the 22nd International Sustainable Development Research Society Conference., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2015). A Systems Approach to Strategy in Third Sector Organizations in the Context of a Structured Network: The Rede Social Case Study. 5th International Research Conference on Social Economy (CIRIEC), [Ciência-IUL](#)

Simaens, A. & Roome, N. (2015). A Systems Approach to Pursuing the Mission in third sector organizations. 5th International Research Conference on Social Economy (CIRIEC), [Ciência-IUL](#)

Simaens, A., Jalali, M. & Roome, N. (2014). Exploring a hybrid form of network governance: the case of ?Rede Social in Portugal. Voluntary Sector and Volunteering Research Conference., [Ciência-IUL](#)

Simaens, A., Abreu, M. Madalena, Felgueiras, Ana & Garcia, Marta Rey (2014). National campaigns for charitable causes: exploring the Portuguese case. 43rd Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2014). A Systems Approach to Pursuing the Mission in third sector organizations. XV Congreso de Investigadores en Economía Social de CIRIEC-España., [Ciência-IUL](#)

Simaens, A., Abreu, M. E. & Felgueiras, Ana (2014). National campaigns for charitable causes: exploring the Portuguese case. XV Congreso de Investigadores en Economía Social de CIRIEC., [Ciência-IUL](#)

Abreu, M. Madalena, Felgueiras, Ana, Simaens, A. & Garcia, Marta Rey (2014). National Campaigns for Charitable Causes in Portugal: a First Road Map. European Social Science History Conference., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2014). Mission accomplishment by third sector organizations: the role of emergent and structured networks. 43rd Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference., [Ciência-IUL](#)

Felgueiras, Ana, Abreu, M. Madalena, Simaens, A. & Garcia, Marta Rey (2014). National campaigns for charitable causes: exploring the Portuguese case. XV Congreso de Investigadores en Economía Social de CIRIEC-España., [Ciência-IUL](#)

Koster, M., Simaens, A. & Vos, B. (2014). The Advocates Own Challenges to Behave in a Sustainable Way: An Institutional Analysis of Three Major NGOs. EBEN Research Conference., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2013). A systems approach to strategy in third sector organizations. 4th CIRIEC International Research Conference on Social Economy., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2013). A systems approach to strategy in third sector organizations. 42nd Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2011). Structured networks in a multilevel longitudinal approach: the Rede Social case study. 40th Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference., [Ciência-IUL](#)

Simaens, A. (2011). A framework of qualitative methods to study corporate philanthropy. 40th Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference., [Ciência-IUL](#)

Simaens, A. (2011). Qualitative methods to study philanthropic behaviour among corporations: a systematic literature review. Annual ERNOP Conference 2011., [Ciência-IUL](#)

Simaens, A., Nicolau, I. & Abreu, M. Madalena (2011). The impact of corporate donations on third sector organizations: a systematic literature review. 3rd CIRIEC International Research Conference on the Social Economy., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2011). A network-view of strategy in third sector organizations: the ENTRAJUDA case study. 8th Workshop on the Challenges of Managing the Third Sector., [Ciência-IUL](#)

Simaens, A., Abreu, M. E. & Nicolau, I. (2011). The impact of corporate donations on third sector organizations: a systematic literature review. Atas 3ª edição da Conferência Internacional do CIRIEC (Centre International de Recherches et d'Information sur l'Economie Publique, Sociale et Coopérative) de Investigação em Economia ., [Ciência-IUL](#)

Simaens, A. & Koster, M. (2011). An institutional approach to sustainable operations and procurement by third sector organizations. 8th Workshop on the Challenges of Managing the Third Sector., [Ciência-IUL](#)

Koster, M. & Simaens, A. (2011). Sustainable operations by NGOs: A shifting stakeholder perspective. 20th Annual IPSERA Conference., [Ciência-IUL](#)

Nicolau, I., Simaens, A., Duarte, A., Lages, C. & Pernas, G. (2010). Corporate Social Responsibility and the Third Sector: The Portuguese case. International Society for Third-Sector Research (ISTR) Conference., [Ciência-IUL](#)

Simaens, A. & Roome, N. (2010). The relationship between networks and strategy in third sector organizations. 39th Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference., [Ciência-IUL](#)

Nicolau, I. & Simaens, A. (2009). Legitimacy in cross-sector relationships between social economy organizations and business. 2nd International CIRIEC Research Conference on the Social Economy., [Ciência-IUL](#)

Nicolau, I. & Simaens, A. (2008). Funding and Management in Not-for-profit Organizations: Challenges of Corporate Social Responsibility. ICAM - International Conference in Advanced in Management Conference., [Ciência-IUL](#)

Nicolau, I. & Simaens, A. (2008). Social Economy and the dependency on Governments: the role of collaborative and competitive strategies in the diversification of funding sources. 27th International Congress of CIRIEC., [Ciência-IUL](#)

Nicolau, I. & Simaens, A. (2007). Strategic Management in Social Economy: an overview of social solidarity cooperatives in Portugal. 1st International CIRIEC Research Conference on the Social Economy., [Ciência-IUL](#)

National Communications

Panel / Poster

Simaens, A. (2013). Estratégia como Ferramenta de Desenvolvimento? - I Sessão Plenária ?Estratégia e Estratégias contra o desencanto?. IX Encontro Nacional De Cooperativas De Solidariedade Social., [Ciência-IUL](#)

Simaens, A. (2013). A Economia Social e as Empresas Sociais em Espanha e na Europa. VII Colóquio Ibérico Internacional de Cooperativismo e Economia Social., [Ciência-IUL](#)

Organization and Coordination Events

5th Symposium on Ethics and Social Responsibility Research 2019 (2019) , Membro de comissão organizadora de evento científico (International)

5th Symposium on Ethics and Social Responsibility Research 2019 (2019) , Membro de comissão científica de evento científico (International)

Global Forum of Intellectual Capital (2019) , Membro de comissão científica de evento científico (International)

EURAM 2019 (2019) , Membro de comissão organizadora de evento científico (International)

5th CIRIEC Internacional Research Conference on Social Economy (2015) , Membro de comissão científica de evento científico (International)

4th International Research Conference on Social Economy of CIRIEC (2013) , Membro de comissão científica de evento científico (International)

Other Activities

Professional Activities

CEPA Foundation, Guest lecture to students from University of Wisconsin Milwaukee, USA (2016/2016)

IFE (International Faculty for Executives), Professional training (2015/2015)

INDEG-IUL, (2015/2016)

INDEG-IUL, Managing Editor at GEMRev - Global Economics and Management Review (2013/2016)

Planbelas, SA, Trainee at the Accounting Department (2002/2003)

Academic Management Positions

Coordenadora da unidade curricular Ética, Responsabilidade e Sustentabilidade Empresarial (2015/2015)

Coordenadora da unidade curricular Ética, Responsabilidade e Sustentabilidade Empresarial (2016/2016)

Coordenadora da unidade curricular Gestão Internacional, Ética e Responsabilidade Social (2017/2017)

Coordenadora da unidade curricular Ética, Responsabilidade e Sustentabilidade Empresarial (2017/2017)

Coordenadora da unidade curricular Estratégias Empresariais e Instrumentos de Gestão na Economia Solidária (2017/2017)

Subdirectora do Departamento de Marketing, Operações e Gestão Geral (2018/2022)

Membro da Comissão Científica da Unidade de Investigação UNIDE-IUL (2018/2022)

Coordenadora da unidade curricular Estratégias Empresariais e Instrumentos de Gestão na Economia Solidária (2018/2018)

Coordenadora da unidade curricular Gestão Internacional, Ética e Responsabilidade Social (2018/2018)

Coordenadora da unidade curricular Ética, Responsabilidade e Sustentabilidade Empresarial (2018/2018)

Coordenadora da unidade curricular Gestão de Organizações com e Sem Fins Lucrativos (2018/2018)

Coordenadora da unidade curricular Ética, Responsabilidade e Sustentabilidade Empresarial (2019/2019)

Coordenadora da unidade curricular Estratégias Empresariais e Instrumentos de Gestão na Economia Solidária (2019/2019)

Coordenadora da unidade curricular Estratégias Empresariais e Instrumentos de Gestão na Economia Solidária (2019/2019)

Coordenadora da unidade curricular Gestão Internacional, Ética e Responsabilidade Social (2019/2019)

Coordenadora da unidade curricular Gestão de Organizações com e Sem Fins Lucrativos (2019/2019)

Coordenadora da unidade curricular Gestão Estratégica das Organizações da Economia Social (2019/2019)

Coordenadora da unidade curricular Gestão Estratégica das Organizações da Economia Social (2020/2020)

Coordenadora da unidade curricular Gestão Estratégica das Organizações da Economia Social (2020/2020)

Awards

Silva Leal Award - 2008

PhD Grant - Fundação para a Ciência e a Tecnologia (FCT) - 2008

Emerging Scholar Award - ARNOVA - 2014 (International)

ISCTE-IUL Scientific Publication Award - 2014

ISCTE Business School Scientific Publication Awards - 2014

ISCTE-IUL Scientific Publication Award - 2018

Professional Associations

ARNOVA - Association for Research on Nonprofit Organizations and Voluntary Action (2009/final_year)

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