

# 2018

# Annual Research Report



<b>BRU-IUL   The Research Unit.....</b>	<b>3</b>
<b>Strategy and Vision.....</b>	<b>3</b>
<b>Governance.....</b>	<b>5</b>
New Vice-Director for the BRU-IUL .....	5
New Scientific Committee .....	6
New International Scientific Advisory Board.....	6
<b>BRU-IUL   The Team.....</b>	<b>7</b>
<b>Research Groups.....</b>	<b>8</b>
<b>Visiting Researchers .....</b>	<b>13</b>
<b>BRU-IUL Administrative Staff .....</b>	<b>14</b>
New Supporting administrative staff.....	14
News from the staff.....	14
<b>BRU-IUL   Scientific Programmes &amp; Activities.....</b>	<b>15</b>
<b>Advanced Training .....</b>	<b>15</b>
<b>Research Fellowships.....</b>	<b>15</b>
<b>Funding.....</b>	<b>16</b>
New Portugal 2020 project awarded in 2018.....	16
Funding of BRU-IUL's research activities in 2018 .....	17
<b>Publications &amp; Awards.....</b>	<b>19</b>
Top BRU Publications in 2018 in ABS 4*/4 & FT50 indexed journals .....	19
Scientific Awards.....	21
<b>Research Seminars Series.....</b>	<b>21</b>
<b>Events.....</b>	<b>21</b>
International meetings.....	22
National meetings.....	23
<b>Research Impact and Contribution to the Sustainable Development Goals (SDGs).....</b>	<b>24</b>
<b>Overview of the Scientific Outcomes.....</b>	<b>26</b>
<b>BRU-IUL   Dissemination, Knowledge Transfer &amp; Outreach Activities.....</b>	<b>27</b>
<b>Dissemination of scientific activity &amp; knowledge transfer.....</b>	<b>27</b>
<b>BRU-IUL in the media.....</b>	<b>29</b>
<b>Engaging with the public at large.....</b>	<b>29</b>
<b>BRU-IUL   Key Figures 2018.....</b>	<b>31</b>
<b>BRU-IUL   Appendices.....</b>	<b>32</b>

## BRU-IUL | The Research Unit

The Business Research Unit (BRU-IUL) is a multidisciplinary research unit set up in 1994, whose scope spans various Business areas. Researchers are mainly, but not exclusively, faculty from the ISCTE Business School (IBS) of the Instituto Universitário de Lisboa (ISCTE-IUL). IBS is accredited by AMBA and AACSB, in addition to being ranked in the Financial Times European Business Schools ranking, as well as in the Times Higher Education ranking. BRU-IUL is accredited by the Fundação para a Ciência e a Tecnologia (FCT), the National Research Agency. Research is funded by FCT core funding, by international and national competitive research grants, as well as by other public and private entities.

### Strategy and vision

In 2018, BRU-IUL has kept focusing on the main goal of the Research Unit: to establish itself as a leading research center in the business and economics scientific areas both in Portugal and in Europe. The Unit strives to promote research at the highest international standards, providing a research-rich environment to achieve excellence.

#### Our 3 Interweaving Pillars

##### **Excellence in Research**

Develop and improve sound research in core Business areas that further advances the international scientific literature, namely by increasing the number of FT50, ABS4\*, ABS4, Q1 (ISI or Scimago) publications and international co-authorships.

##### **World-class PhD Programmes**

Provide world-class PhD educational programmes (through IBS) that are able to attract national and international students.

Contribute to advancing the scientific knowledge and training of junior researchers.

Develop the skills of professionals in the business world.

##### **Engaging with Society**

Use our research capacity to answer the needs of managers and companies, thus developing solution for corporate problems.

Share academic knowledge with the general population beyond academia.


In view of the FCT Periodical Evaluation (2013-2017) of Portuguese Research Units, the year of 2018 presented BRU-IUL with an opportunity to assess its achievements and strategy and make the necessary readjustments to tackle current and future challenges.

In order to reinforce its commitment to its three “Interweaving Pillars”, BRU-IUL has deliberately taken a certain number of improvements towards scientific excellence:


- ⇒ Reducing the number of research groups from 8 to 5 to lessen the great heterogeneity among the groups, thus improving critical mass and quality in each group
- ⇒ Further exploring complementarities within various scientific areas of BRU-IUL, thus enhancing the Unit’s interdisciplinary potential
- ⇒ Strengthening the Unit’s path towards a higher degree of internationalisation
- ⇒ Starting to implement internal processes to measure the impact of research activities in terms of knowledge transfer, public policy and societal contribution
- ⇒ Assessing the contribution of BRU-IUL research activities to the United Nations Sustainable Development Goals

One of the Unit’s focuses in the second part of 2018 was to take advantage of ISCTE-IUL’s Office 365 new software tools to empower research capabilities within BRU-IUL. A new Intranet was created for researchers with information on funding opportunities, events, surveys, support material for grant writing and impact assessment, webinars, etc. A first version of this intranet was presented to the Plenary Council of BRU-IUL on October 1<sup>st</sup>. On that occasion, an activity plan for the academic year 2018/2019 was presented to the Unit’s researchers with several events and sessions to empower researchers to increase their participation in competitive funding schemes and in the development of partnerships.


**Academic Year 2018/2019**



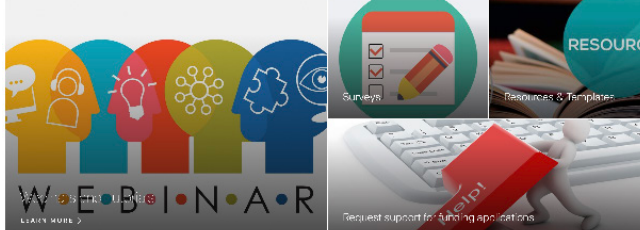
**BRU-IUL Team**



**Empowering Research Opportunities**



**Tools**



## Governance

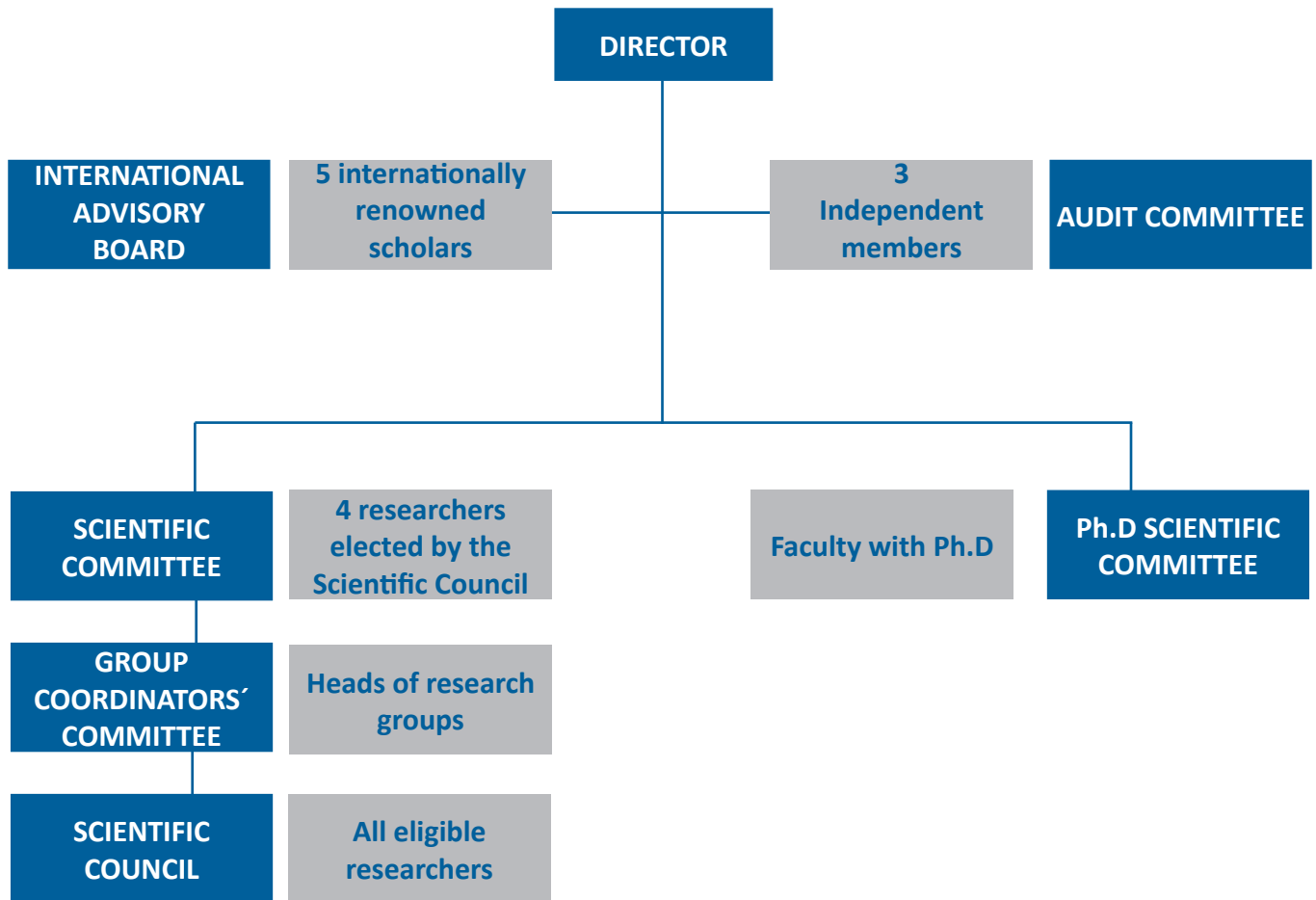


Figure 1. BRU-IUL's Organisational Chart in 2018

### New Vice-Director for BRU-IUL

On the 1<sup>st</sup> October 2018, **Jonas Oliveira**, Assistant Professor of the Accounting Department of ISCTE-IUL, was appointed vice-director of BRU-IUL.

Jonas Oliveira is a member of the Accounting, Marketing and Management Research Group and his main research Interests include:

- ⇒ Risk reporting
- ⇒ Impression management strategies
- ⇒ Enterprise risk management
- ⇒ Management control systems
- ⇒ Corporate social responsibility
- ⇒ SNC's adoption impacts



## New Scientific Committee



On the 1<sup>st</sup> October 2018, BRU-IUL hold elections for its Scientific Committee. The four elected members were **Ana Simaens** (Accounting, Marketing and Management Group), **Aristides Ferreira** (Organizational Behavior & Human Resources Group), **José Carlos Dias** (Finance Group) and **Luis Filipe Martins** (Economics Group).

## New International Scientific Advisory Board

In 2018, BRU-IUL's International Scientific Advisory Board (ISAB) was completely renewed, counting 5 new members:

- ⇒ **Fiona Steele**, Professor in Statistics and Deputy Head of Department, LSE - The London School of Economics and Political Sciences, UK
- ⇒ **Jacqueline Coyle-Shapiro**, Professor of Organisational Behaviour, Department of Management, LSE - The London School of Economics and Political Sciences, UK
- ⇒ **Simon Wolfe**, Head of Department of Banking and Finance and Director of the Centre for Digital Finance, Southampton Business School, University of Southampton
- ⇒ **Stephen G. Hall**, Head of Division and Professor of Economics, University of Leicester, School of Business, UK
- ⇒ **Xavier Castañer**, Department of Strategy, Globalization and Society, Université de Lausanne, Switzerland





On December 10, 2018, BRU-IUL welcomed the **1<sup>st</sup> Meeting** of the new International Scientific Advisory Board. The Director of BRU-IUL, Maria de Fátima 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 Co-ordinators and the members of the Advisory Board.



## BRU-IUL | The Team

In 2018, BRU-IUL comprised the following five research groups:

- ⇒ Accounting, Marketing & Management;
- ⇒ Data Analytics;
- ⇒ Economics;
- ⇒ Finance; and
- ⇒ Organizational Behavior & Human Resources.

As of 31 December 2018, BRU-IUL's comprised a total of 124 members, including **107 FCT eligible researchers** (PhD holders). The Unit counted with **55 integrated members and 52 associated members**. Other BRU-IUL members include **17 research assistants**, mainly PhD students. Additionally, BRU-IUL has the support of **5 administrative staff members**.

## Research Groups

### Accounting, Marketing & Management



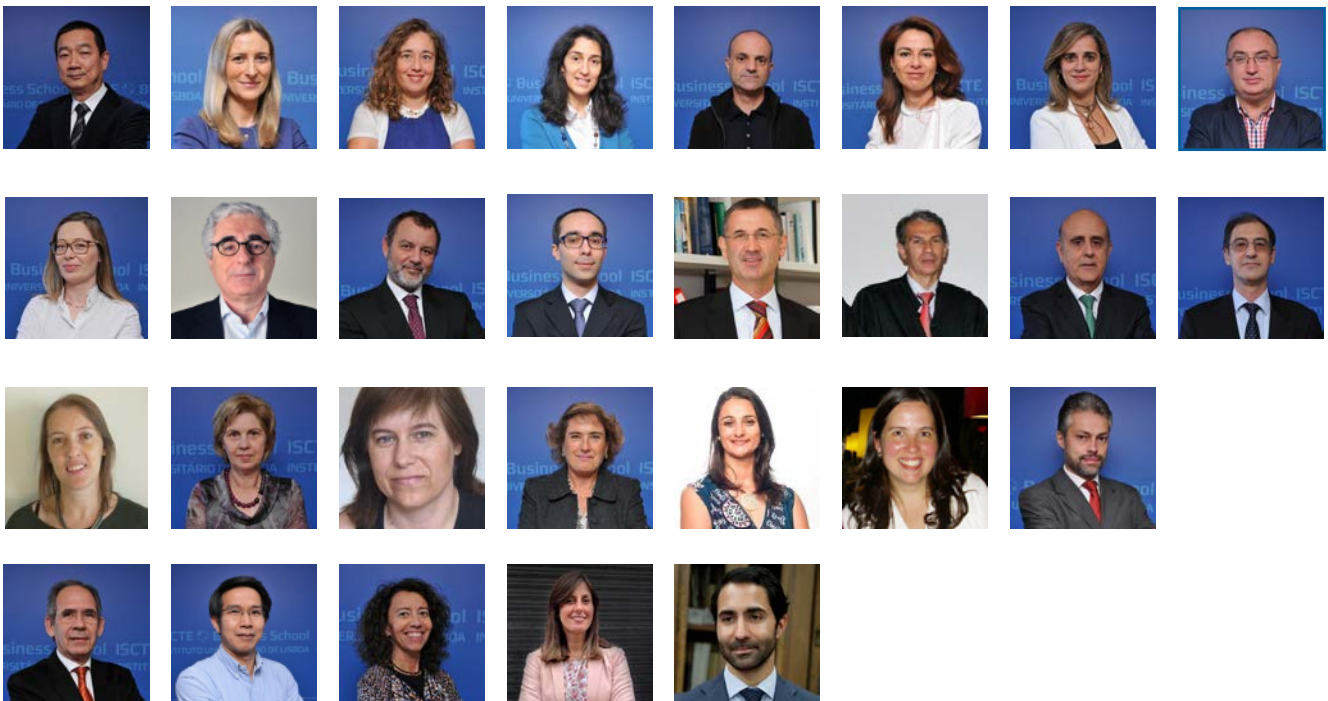
**Coordinator: Nelson António**

Integrated members: 17  
Associated members: 28  
Research Assistants: 5

#### Integrated Members



#### Associated Members



#### Research Assistants





## Research Groups

### Data Analytics



**Coordinator: Paula Vicente**

Integrated members: 11  
Associated members: 8  
Research Assistants: 2

### Integrated Members



### Associated Members



### Research Assistants



## Research Groups

### Economics



**Coordinator: Joaquim Ramalho**

Integrated members: 10

Associated members: 7

Research Assistants: 3

### Integrated Members



### Associated Members



### Research Assistants



## Research Groups

### Finance



**Coordinator: João Pedro Nunes**

Integrated members: 7  
Associated members: 5

### Integrated Members



Pedro  
Prazeres

### Associated Members



## Research Groups

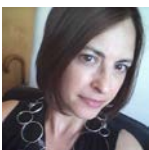
### Organizational Behaviour and Human Resources



**Coordinator: Susana Tavares**

Integrated members: 10  
Associated members: 3  
Research Assistants: 6

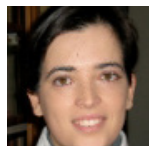
#### Integrated Members



#### Associated Members



#### Research Assistants



## Visiting Researchers

In order to expand international collaborations during 2018, BRU-IUL has received **14 visiting researchers from 12 international universities**, including 7 visiting scholars, 4 visiting PhD students, 1 visiting MSc student and 2 visiting students on the ERASMUS+ programme. Their involvement in the academic life of BRU-IUL was directed towards scientific cooperation, teaching, research seminars, and participation in the PhD programme.

It should be emphasised that in 2018 BRU-IUL was visited by **2 Fulbright Scholars**, for periods of 3 months:

### Prof. Wagner Kamakura – Rice University, Houston-Texas, USA



Wagner A. Kamakura is the Jesse H. Jones Professor of Marketing at the Jones Graduate School of Business, Rice University. Prior to joining the Jones school, Professor Kamakura taught at Duke University, University of Iowa, University of Pittsburgh, Vanderbilt University and SUNY-Buffalo; he has also been a visiting professor at multiple universities in Australia, Brazil, South Korea and Spain. Before joining academia, he has worked in market analysis and planning at Duratex S.A. and Massey-Ferguson of Brazil. Professor Kamakura holds a Doctor Honoris Causa from Universidad de Granada, a PhD in Marketing from the University of Texas at

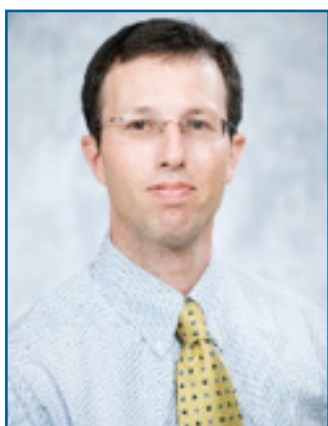
Austin, a MS in Industrial Engineering from Universidade de São Paulo (Brazil), an EMBA from Fundação Getúlio Vargas (Brazil) and a BS in Mechanical Engineering from Instituto Tecnológico de Aeronáutica - ITA (Brazil).

He has co-authored *Estratificação Socioeconômica e Consumo no Brasil* and *Market Segmentation: Conceptual and Methodological Foundations*, as well as over a hundred articles in leading academic journals in Marketing and other disciplines. His publications received best-paper awards from the International Journal of Research in Marketing, Journal of Marketing Research, and Journal of Retailing. He has served as the Editor of the Journal of Marketing Research, Area Editor of Marketing Science and Associate Editor of the Journal of Consumer Research. He is currently a member of the editorial boards of the Journal of Business Research, Journal of Marketing Research, Journal of Retailing and Marketing Science. His current research interests are in marketing analytics, consumption and time-use analysis, efficiency analysis, customer relationship management, market segmentation and market structure.

During the 3 months he has stayed at BRU-IUL, Prof. Wagner Kamakura has worked closely with our researcher Silvia Dello Russo.



## Prof. Daniel Bradley – University of South Florida, Tampa, USA



Daniel Bradley is a professor of the Muma College of Business Finance Department and holds the Lykes Chair in Finance and Sustainability. His research broadly focuses on corporate finance with a particular focus on securities issuance and analyst behavior.

He has published in most of the journals in the field including the Journal of Finance, Review of Financial Studies, Journal of Financial Economics, Journal of Financial and Quantitative Analysis, and others. He has been cited in the Wall Street Journal, USA Today, and other media outlets.

During the 3 months he has stayed at BRU-IUL, Prof. Daniel Bradley has worked closely with researchers from the Finance group, in particular with João Pedro Nunes.

## BRU-IUL Administrative Staff

### New Supporting Administrative Staff

In 2018, BRU-IUL has welcomed 2 new staff members, **Esmeralda Almeida**, the Unit's new PhD Programme Manager, and **Cheila Ramalho**, the new Research Funding Manager Fellow.



### News from the staff



In 2018, **Andreia Garcia**, our Science Communication Manager and DBA Programme Manager, has completed an MSc degree in Science Communication. She presented her dissertation on “*Comunicação de Ciência Interdisciplinar: Um plano de comunicação para as unidades de investigação do ISCTE-IUL*” to ISCTE's researchers and staff.

BRU-IUL's Research Assistant Manager, **Alessandro Segreto**, was selected to participate in the Training School “How to support successful grant proposals in FP9: from Cross-cutting Issues to Grant Writing” organised by the European COST Action BESTPRAC – a European network of research administrators, that was held in Lisbon on December 10-12, 2018. Following this event, Alessandro integrated the COST Action's Working Group 1: Administration, making BRU-IUL a participating member of this European network.



## BRU-IUL | Scientific Programmes & Activities

### Advanced Training

BRU-IUL coordinates **3 PhD Programmes in Management, Finance and Economics**, the latter in collaboration with ISCTE-IUL research centre DINÂMIA'CET-IUL. BRU-IUL also runs a **Doctor of Business Administration (DBA) programme**, in collaboration with Chinese universities accredited by the Chinese Ministry of Education.

Doctoral candidates enrolled in the PhD in Management can pursue one of **6 specialisations**: I. Accounting, II. Human Resources and Organizational Behavior, III. Marketing, IV. Operations Management, Logistics and Supply Chain Management, V. Quantitative Methods Applied to Management, and VI. Strategy and Entrepreneurship.

These accredited doctoral programmes enrol annually **80 students** of several nationalities: our PhD programmes have over 30% of foreign students (37 nationalities in the past 5 years) and the DBA programme has roughly 90% of foreign students (mostly Chinese but the programme has welcomed students from 8 different nationalities in the past 5 years).

In 2018, **50 PhD candidates** have graduated from one of the above doctoral programmes under the supervision of integrated or associated members of the Unit, thus increasing the merit and visibility of BRU-IUL's advance training and PhD programmes. Moreover, the Unit's researchers have also supervised **3 theses** from PhD candidates from other ISCTE-IUL doctoral programmes as well as **5 theses** from other universities.

Furthermore, BRU-IUL members have directly supervised **293 MSc thesis or projects** defended in 2018.

### Research Fellowships

In 2018 BRU-IUL has obtained funding from FCT for **7 new doctoral fellows** as well as for **1 MSc research fellow and 3 Scientific Initiation Fellowships**.

FCT Fellowships			
Name	Type of FCT fellowship	Reference	Supervisor
António Filipe Rodrigues	BD (PhD Fellowship)	SFRH/BD/135803/2018	Mónica Meireles
Diana Ruivo de Oliveira	BI (Research Fellowship)	PTDC/PSI-GER/29124/2017	Silvia Dello Russo
Diogo Palpista Bárbara	BIC (Scientific Initiation Fellowship)	UID/GES/00315/2013	Economics Group
Emanuel Mendes Tavares	BIC (Scientific Initiation Fellowship)	UID/GES/00315/2013	Economics Group
Jena Hassam Santi	BIC (Scientific Initiation Fellowship)	UID/GES/00315/2013	Economics Group

Additionally, 6 PhD students have received fellowships from ISCTE-IUL.

ISCTE Fellowships		
Name	Type of fellowship	Supervisor
Dante Baiardo C. Viana Junior	Merit	Isabel Lourenço
Pedro Miguel Garcia de Oliveira	3rd Cycle	João Guerreiro
Paula Cristina Ciurean Moldovan	3rd Cycle	to be defined
Inês Vieira Godinho Medeiro Patrão	3rd Cycle	to be defined
Filipa de Carvalho Rosado Pinto	3rd Cycle	Sandra Loureiro
Nikolai Sebastian Witulski	3rd Cycle	José Manuel Gonçalves Dias

## Funding

### New Portugal 2020 project awarded in 2018

#### Inovstone 4.0 – Advanced Technologies and Software for Natural Stone

**João Manuel Vilas-Boas da Silva**, 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 Research Centres/Universities.



## Funding of BRU-IUL's research activities in 2018

In 2018, BRU-IUL researchers were coordinating or participating in **14 projects** (including 8 FCT projects, 1 PT2020 project, 1 European project and 1 international project).

Ongoing projects coordinated by BRU-IUL researchers		
Reference	Project Title	Principal Investigator
PTDC/IMM-FIN/7188/2014 (FCT)	Managerial pay in banks and the financial crisis	<b>Mohamed Azzim Gulamhussen</b>
PTDC/IIM-FIN/1500/2014 (FCT)	Mutual fund management, national culture and markets integration	<b>António Freitas Miguel</b>
PTDC/IIM-ECO/3097/2014 (FCT)	New inference methods for time series data based on resampling schemes in economics and finance	<b>Paulo Parente/ Luís Martins</b>
PTDC/MAT-ANA/1275/2014 (FCT)	Global properties of solutions of the Einstein equations	<b>João Costa</b>
PTDC/MHC-PSO/1044/2014 (FCT)	Team cognition, adaptation and multiteam systems in dynamic environments	<b>Ana Passos</b>
PTDC/PSI-GER/2914/2017 (FCT)	R.E.A.L. P.A.L – Relationships, Exchanges And Leadership: implications for Performance Appraisal	<b>Silvia Dello Russo</b>
Initial funding from ISCTE	HOPE – Healthcare: Optimize, Predict and Explain	<b>Raul Laureano</b>
Initial funding from ISCTE	DAFIM – Desenvolvimento de Algoritmos de Detecção de Padrões de Fraude na Verificação de Incentivos	<b>Raul Laureano</b>
Initial funding from ISCTE	WanD - Waning the Burden of Dementia: Costs, Data Fusion and Quality of Life	<b>Elizabeth Reis</b>
idD - Plataforma das Indústrias da Defesa Nacional	Políticas públicas das indústrias portuguesas de defesa e segurança, sobretudo no domínio da promoção da competitividade, da inovação tecnológica e do "intelligence/forsight"	<b>Sandro Mendonça</b>

Ongoing projects coordinated by other organisations with the participation of BRU-IUL researchers		
Reference	Project Title	BRU-IUL Principal Investigator
PTDC/IIM-GES/3501/2014	The Emergence and Consequences of Collective Psychological Ownership in Teams	Ana Passos
PTDC/IIM-GES/2686/2014	Financial institutions' disclosures in times of crisis	Helena Isidro
EC-DG_Employment	Neire 3 - New European Industrial Relations (NEIRE): Mediation system effectiveness for collective organizational conflicts: A comparative study in Europe	Ana Passos
PSI2015-64894-P (Ministerio de Economía y Competitividad - Programa Estatal de Fomento de la Investigación Científica y Técnica de Excelencia)	Mediación ante conflictos de discriminación social en el lugar de trabajo	Donatella Di Marco
24535 (PT2020)	Inovstone 4.0 – Advanced Technologies and Software for Natural Stone	João Vilas-Boas da Silva

*Table 2: BRU-IUL's funded research projects in 2018*

In 2018, BRU-IUL research activities were being ensured thanks to the following **funding sources**:

2018	
<b>Fundação para a Ciência e a Tecnologia, I.P. - FCT</b>	<b>592.832,78 €</b>
R&D Unit Pluriannual funding	225.519,25 €
Project funding	198.992,55 €
Funding for contracts of researchers with PhD	33.114,04 €
Funding for PhD , PostDoc or other fellowships	135.206,94 €
<b>Other national sources</b>	<b>215.941,86 €</b>
Funding received from Participant or Management Institutions	215.941,86 €
<b>TOTAL</b>	<b>808.774,64 €</b>

*Table 3: Breakdown of BRU-IUL's funding sources in 2018*



## Publications & Awards

Following the established criteria of academic excellence, in 2018, BRU-IUL researchers have published **175 research papers in indexed international peer review journals** and 20 research papers in other journals. Additionally, BRU-IUL's researchers held **71 positions as editors and members of editorial boards** of scientific journals in 2018; the Unit's researchers were also involved in reviewing for 141 journals.

Moreover, BRU-IUL researchers had a productive year in 2018 regarding their **communications in national (15) and international conferences (173)**. These communications resulted in **70 peer-reviewed proceedings**. Also, the Unit's researchers were responsible for other types of publications in 2018: **books (10), book chapters (17) and book edition (1)**.

### Top BRU Publications in 2018 in ABS 3 / 4 / 4\* & FT50 indexed journals

From the 175 articles published by BRU-IUL researchers in indexed international peer-review journals, 28 were ranked ABS3, 7 ABS4, 3 ABS 4\* and 5 FT50. Moreover, 49 were published in ISI Q1 journals and 102 in Scimago Q1 journals.

From these, we highlight the **12 top publications** ranked ABS 4\*, 4 or FT50.

Timo Braun; **Aristides Isidoro Ferreira**; Thomas Schmidt; Jörg Sydow

Another post-heroic view on entrepreneurship: the role of employees in networking the start-up process in *British Journal of Management*

**José Arménio Belo da Silva Rego**; Kai Chi Yam; Bradley P. Owens; Joana S. P. Story; Miguel Pina e Cunha; Dustin Bluhm; Miguel Pereira Lopes

Reducing organizational politics in performance appraisal: the role of coaching leaders in appraising age-diverse employees in *Journal of Management*

Martin Robin; Thomas Geoff; Alison Legood; **Silvia Dello Russo**

Leader-member exchange (LMX) differentiation and work outcomes: conceptual clarification and critical review in *Journal of Organizational Behavior*

Cátia Miriam Costa; **Sandro Mendonça**

Knowledge-intensive consumer services. Understanding KICS in the innovative global health-care sector in *Research Policy*

**José Arménio Belo da Silva Rego**; Bradley Owens; Kai Chi Yam; Dustin Bluhm; Miguel Pina e Cunha; Anthony Silard; Lurdes Gonçalves; Mafalda Martins; Ace Volkmann Simpson; Wenxing Liu

Leader humility and team performance in *Journal of Management*

Ana Cristina Cabrita Freitas; **Sílvia Costa Agostinho da Silva**; Catarina Marques dos Santos  
 Safety training transfer: the roles of coworkers, supervisors, safety professionals, and felt responsibility in *Journal of Occupational Health Psychology*

Adam Smale; Silvia Bagdadli; Rick Cotton; **Silvia Dello Russo**; Michael Dickmann; Anders Dysvik; Martina Gianecchini; Robert Kaše; Mila Lazarova; Astrid Reichel; Paula Rozo; Marijke Verbruggen  
 Proactive career behaviors and subjective career success: the moderating role of national culture in *Journal of Organizational Behavior*

Carla Filipa Gomes da Costa; Qin Zhou; **Aristides Isidoro Ferreira**  
 The impact of anger on creative process engagement: the role of social contexts in *Journal of Organizational Behavior*

Gregor Bouville; **Silvia Dello Russo**; Donald Truxillo  
 The moderating role of age in the job characteristics-absenteeism relationship: a matter of occupational context? in *Journal of Occupational and Organizational Psychology*

**José Carlos Dias; José Pedro Vidal Nunes**  
 Universal recurrence algorithm for computing Nuttall, generalized Marcum and incomplete Toronto functions and moments of a noncentral  $x^2$  random variable in *European Journal of Operational Research*

**José Arménio Belo da Silva Rego**; Miguel Pina e Cunha; Ace Volkmann Simpson  
 The perceived impact of leaders' humility on team effectiveness: an empirical study in *Journal of Business Ethics*

Mieneke Koster; **Ana Simaens**; Bart Vos  
 The advocate's own challenges to behave in a sustainable way: an Institutional analysis of advocacy NGOs in *Journal of Business Ethics*

## Scientific Awards



**72 BRU-IUL researchers** were awarded the ISCTE-IUL Scientific Awards for Scientific Publications at the Scientific Awards Ceremony ISCTE-IUL 2018 that took place on the 12th October 2018. These 72 BRU-IUL awarded researchers published a total of **105 different papers**, indexed in Quartiles 1 and 2 in the Web of Science and in the Scimago Journal Ranking.

Additionally, in 2018, BRU-IUL's researchers have received **8 other international scientific awards**, including **5 reviewing awards** (1 "Best Reviewer" award for Silvia Dello Russo from Journal of Managerial Psychology) and **3 research papers awards** (1 "Best Paper" award for Fernando Ferreira from IBAC).

## Research Seminars Series

The Research Seminar Series provides an outlet for the formal presentation and intensive discussion of recent research by international high-profile scholars with faculty, researchers and students on a regular basis. In 2018, BRU-IUL organised **24 research seminars** with guest speakers from 13 international universities, 9 from national universities (including 6 ISCTE-IUL faculty), and 2 from the Bank of Portugal.



*Presenter: Steve Keen, Kingston University*

## Events

During 2018, BRU-IUL was involved in the coordination and organisation, as well as in the scientific committees, of conferences both at the national and at the international levels. BRU-IUL researchers have actively participated in the scientific or organising committees of **15 national scientific events**, as well as of **23 international scientific events**.

## International Meetings

### XVIII Encuentro AECA – Asociación Española de Contabilidad y Administración de Empresas

AECA is the main professional association in Accounting in Spain and thanks to its academic activities has very close ties with Portugal as well as Latin-American countries. BRU-IUL researchers **Rogério Marques Serrasqueiro, Ana Isabel Dias Lopes, Cláudio António Figueiredo Pais, Ilídio Tomás Lopes, Inna Choban de Sousa Paiva, Jonas da Silva Oliveira, Maria Antónia Jorge de Jesus and Paulo Jorge**



**Varela Lopes Dias** (from the Accounting, Marketing & Management) were members of the Organising Committee of this event, which was held at ISCTE-IUL on 20-21 September 2018. For this 2018 Encounter, with the theme “Accounting’s contribution for public and private management”, there was a record participation of **236 participants from 12 different nationalities**, mainly authors from the **172 accepted communications**.

### 10<sup>th</sup> Portuguese Finance Network Conference



Unit’s members **José Paulo Esperança and Luís Laureano** from the Finance research group were chair and co-chair, respectively, of this event that took place at ISCTE-IUL between 2-4 July 2018. BRU-IUL’s researchers Ana Brochado and Luís Oliveira were also part of the organising committee of this conference, whose keynote speaker was Lenos Trigeorgis, the Chair of the Bank of Cyprus. The event gathered **130 participants from 18 countries**, and **106 oral presentations** were discussed.



### 13th European Academy of Occupational Health Psychology Conference (EAOHP 2018)

This conference was organized by EAOHP and the Organizational Behavior and Human Resources (OBHR) research group from ISCTE-IUL Business Research Unit (BRU-IUL). Our researcher **Silvia Agostinho da Silva** was the chair of the event and researcher **Susana M. Tavares** was part of the organising committee.



**569 researchers and practitioners from 56 countries** presented their scientific work in the EAOHP 2018, which took place at ISCTE-IUL (Lisbon), from 5<sup>th</sup> to 7<sup>th</sup> of September 2018. **371 oral presentations and 173 posters discussed** the theme 'Adapting to rapid changes in today's workplace'. The keynote speakers were David Guest, Leslie Hammer and Maria José Chambel.

### National Meetings

#### V Congresso Forma-te (National Congress on Professional Training)

This congress, held at ISCTE-IUL in May 2018, was a joint initiative of Forma-te, ISCTE-IUL, McDonald's and TAP Portugal. The 2018 theme was "Pensar a Formação: Ação Transformação".

**Andreia Garcia** of BRU-IUL was part of the event's organising committee.





## Research Impact and Contribution to the Sustainable Development Goals (SDGs)

BRU-IUL is very involved in ISCTE-IUL's efforts to promote and contribute to the SDGs. Our researchers **Catarina Roseta Palma** (Economics research group) and **Ana Margarida Simaens** (Accounting, Marketing & Management research group) are members of the Coordination Team of the Sustainability@ISCTE-IUL project, being respectively President and Coordinator for the Prosperity Dimension.

Fully endorsing the ISCTE-IUL's Sustainability Policy for Research, BRU-IUL collaborated with the Planning, Sustainability and Quality Office to collect verifiable information relating to the impact of our research outputs towards the SDGs for the first edition of **THE University Impact Rankings**. This new ranking from the Times Higher Education (THE) aims to assess Higher Education Institutions' performance in delivering the United Nations' Sustainable Development Goals.

Moreover, the Unit has made available in its intranet information about the SDGs and how to measure the impact of research activities, in order to guide our researchers on how their research activities can contribute to delivering the Sustainable Development Goals. In addition, taking advantage of the new possibilities made available by ISCTE-IUL's information systems, we have encouraged our researchers to identify the relevant SDGs (up to 3 goals per contribution) to each of their research outputs over the past 5 years.

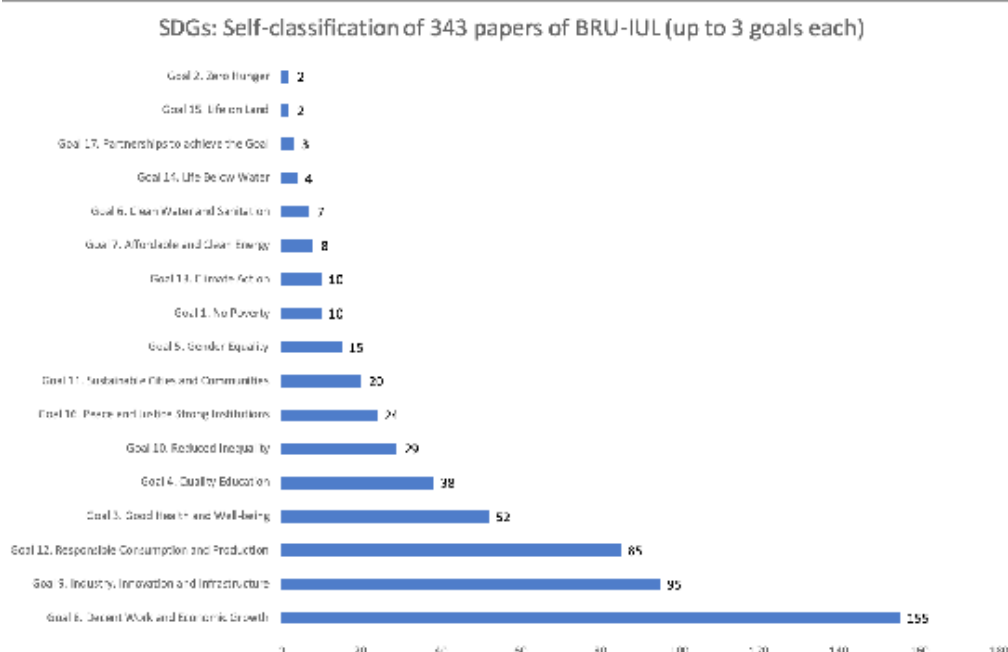
For the period 2013-2018, BRU-IUL researchers have listed **343 publications and 9 projects** as contributing to specific Sustainable Development Goals.

ISCTE-IUL, within the scope of its Sustainability Policy, recognises its responsibility as a higher education institution that intends to contribute actively to the SDGs. Among others, these are the main goals for 2018-2021:

⇒ Teaching: promote the integration of sustainability contents in Curricular Units in the three study cycles;

⇒ **Research: increase research activity directed towards the achievement of the Sustainable Development Goals.**

In accordance with the United Nations 2030 Agenda for Sustainable Development, the Instituto Universitário de Lisboa (ISCTE-IUL) considers the Sustainable Development Goals (SDGs) fundamental to eradicate poverty, protect the environment and promote prosperity and well-being for all by 2030.



Graphic 1: Contribution of BRU-IUL's research publications to the SDGs for the period 2013-2018



Figure 2: SDGs for which BRU-IUL research contributes the most (2013-2018)

## Overview of the Scientific Outcomes

Indicators	Total
A - Publications	
Books	28
Research papers in indexed international peer review journals	175
Research papers in other peer review journals	20
Peer-reviewed Proceedings	70
B - Communications	
National conferences	15
International conferences	173
C - Organisation of Seminars and conferences	
Research Seminars	24
National conferences (includes participation in programme committees)	15
International conferences (includes participation in programme committees)	23
D - Advanced Education	
PhD Theses	58
MSc Theses	293

Table 5: Summary table of BRU-IUL's scientific outcomes in 2018

## BRU-IUL | Dissemination, Knowledge Transfer & Outreach Activities

BRU-IUL strives to translate its scientific results to practitioners, influence policy-making, and contribute for the adoption of evidence-based practices at the local, national or international administration levels. Its investigators provide research-based consulting services that can help improving managerial practices of third sector organisations, public entities, SMEs and large organisations, both nationally and internationally. Indeed, our researchers are very keen on knowledge transfer to the wider community via a permanent effort to disseminate ideas to society.

In 2018, BRU-IUL's researchers carried some **120 activities in terms of dissemination, knowledge transfer and outreach**, in order to make more visible research accomplishments to the scientific community, professionals from the non-academic sector, public officials, as well as the public at large.

### Dissemination of Scientific Activity & Knowledge Transfer

In 2018, BRU-IUL members have been responsible for **18 activities of dissemination of scientific knowledge** (conferences, seminars, workshops, communications) to non-academic professionals and other stakeholders. Moreover, during the past year, our researchers were involved in **26 executive training activities, 6 guidelines or policy documents, 8 activities in collaboration with non-profit organisations, 15 positions in expert, scientific or technical committees, 1 licensed research (contract with a company) and 1 spin-off**, as well as produced **3 knowledge valorisation outputs** (royalties).

Here are some highlights of these dissemination and knowledge transfer activities:

BRU-IUL researchers involved in the coordination of the spin-off Marketing FutureCast Lab, **Hélia Pereira and Pedro Dionísio**, have produced an analysis report on the growing market of “**Local**



**Lodging in Portugal - North, Center and Alentejo**” within the framework of the Lab's activities. This report focused on three main areas: the investors, the customers and the real estate. The main beneficiaries were the involved partner companies. This activity was carried out with funding from Portugal 2020.



BRU-IUL researcher **Marta Bicho**, collaborated with IES-SBS (Instituto de Empreendedorismo Social-Social Business School) by mentoring in their “Social Projects” programme, mainly to the benefit of social entrepreneurs and non-profit organisations.



In December 2018, **Ana Passos** participated in the annual event on Women's, Maternal and Neonatal Health "**Encontro UCF Todos Os Santos 2018 Vertente Saúde da Mulher, Materna e Neonatal**", which was dedicated to team work within the National Health System (SNS). Our researcher was the keynote speaker with a presentation on teamwork in health care context, imparting her knowledge on the opportunities and challenges of teamwork to an audience comprising doctors, nurses, psychologists, social assistants and other health technicians.

Researchers from the Economics group, **Nádia Simões** and **Nuno Crespo**, collaborated with APESPE-RH –the Portuguese Association of Private Sector Enterprises in Employment and Human Resources, to produce a **Barometer of Temporary Work in Portugal**. Our researchers prepared monthly reports concerning the evolution of the temporary employment in Portugal, using data from the main firms of the sector.



On 30-31 January 2018, **Ana Simaens** participated in the annual conference of the **Forum para a Governação Integrada** (GovInt), a think tank of public and private institutions collaborating for the resolution of complex social problems through integrated governance models allowing more effectiveness and efficiency. After being an expert in GovInt's working group on Leadership since 2016, our researcher coordinated the 2018 Conference's Workshop "GovInt leader: systemic and collaborative". Additionally, the work carried for the past 2 years in the Leadership working group was materialised in a chapter of the book "Fatores Críticos de Sucesso e Governação Integrada" (Critical Factors of Success and Integrated Governance), which was launched during the conference.





## BRU-IUL in the Media

In 2018, BRU-IUL researchers have made **22 communications** in the media (written press, radio and television).



In January 2018, **Aristides Ferreira**, researcher from the Organizational Behavior & Human Resources Group at the BRU-IUL, participated in the programme “*90 segundos de Ciência*”, a radio show in Antena 1 that gives voice to Portuguese researchers. He presented a study on: “*Distância Hierárquica entre os Trabalhadores e as chefias agrava os níveis de presentismo nas empresas portuguesas?*” (Does hierarchical distance between workers and managers make presenteeism levels worse Portuguese companies?).



In February 2018, **Catarina Roseta Palma**, researcher from the Economics Group of BRU-IUL, participated in television channel RTP3's programme “*Tudo é Economia*”, episode 8 (III).

## Engaging with the public at large

In 2018, BRU-IUL researchers have carried **around 19 outreach activities** geared towards education of civil society and the public at large on the scientific topics covered by the Unit.

From December 2017 until March 2018, BRU-IUL researcher **Luís Oliveira** was responsible for the technical coordination of the 16th edition of the Investment Game (“*Jogo do Investimento*”), an outreach activity geared to high school students. This event was a collaboration with software company Ed-Rom.

The Investment Game is a theoretical/practical initiative, allowing participants to:

- ⇒ Improve their understanding of capital markets within the context of the functioning of financial markets
- ⇒ Follow closely (on a daily basis for about a month) the evolution of the main financial markets
- ⇒ Test how to make investments in financial assets
- ⇒ Experience the same conditions of professionals in this environment



This 2018 edition of the game gathered about 500 high school students from all over Portugal.

In April 2018, researcher **Paulo Bento** participated in the Visão Fest, the commemoration of the 25<sup>th</sup> anniversary of the weekly magazine, Visão.

The festivities included concerts, workshops, debates, encounters with artists and authors, etc. Among the debates, **Paulo Bento** was one of the invited speakers for the short-talk Optimist Portugal (“Portugal Optimista”), together with renowned entrepreneurs and business managers, discussing on the subject of how to achieve an optimist environment in Portugal and how to capitalize on that optimism for the success of enterprises.



On 19<sup>th</sup> June 2018, Economics group researcher, **Sandro Mendonça**, participated in a public debate at Culturgest Auditorium on the Challenges of the European Union, with a presentation on “Innovation, Digital Europe, Employment, Growth and Competitiveness”. This was part of an ongoing conference cycle by bank Caixa Geral de Depósitos, in collaboration with the European Institute.

BRU-IUL researcher, **Hélia Pereira**, was a keynote speaker during the Data Protection Day at the 28<sup>th</sup> Digital Business Congress, organised by the Portuguese Association for Communications Development on the 26<sup>th</sup> and 27<sup>th</sup> September 2018. She made a presentation on “**The impact of the new GDPR in the relations between brands and customers**”.



26-27 SET CCB

## BRU-IUL | Key Figures 2018

**124** Researchers (55 Integrated members; 52 Associated members; 17 research assistants)

**62** participations by BRU-IUL's researchers in scientific or organising committees of conferences and research seminars (23 international; 39 national)

**70** Publications in peer review conference proceedings

**175** Publications in indexed peer review journals

**293** MSc Theses and Projects Defended  
(supervised by BRU-IUL members)

**58** PhD & DBA Theses Defended (supervised by BRU-IUL members)

**71** positions as editors and members of editorial boards of scientific journals held by BRU-IUL's researchers

**188** communications in national and international conferences (173 international; 15 national)

**120** scientific dissemination, knowledge transfer & outreach activities

**14** Visiting Researchers & Scholars

## BRU-IUL | Appendices