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## Alexandra Milici

### Assistente Convidada

Department of Marketing, Operation and Management (IBS)

### Research Assistant

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[Management Research Group]



## Contacts

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## Curriculum

Alexandra MILICI is a Project Management Officer (PMO) in Research Operations (ResearchOps) at the multinational corporation OLX. She is also an invited lecturer and a PhD candidate in Management at the University Institute of Lisbon (ISCTE-IUL), Portugal. She holds a Master's degree in Management (awarded in 2020) from ISCTE Business School, Portugal, and a bachelor's degree in Public Administration (awarded in 2018) from ISCSP – University of Lisbon, Portugal.

She was awarded 2nd place in the 2011 Edition of the ISCTE-IUL Investment Game.

With a comprehensive background in both the public and private sectors, she leverages her expertise to offer strategic consultancy services to national and international companies and organizations, enabling them to navigate complex environments and thrive.

Alexandra's professional journey also includes providing business financial support at Air Liquide, where she supported the Nordics Team, developed and improved financial processes, and analyzed performance indicators. Additionally, she served as a business support analyst at Reloading, excelling in process development and improvement, process audits, and research methodologies. Alexandra's earlier experience at Steam – Smart Business Services honed her skills in process development, audit, and performance analysis, as well as providing general office administrative services and technical support to management and accounting teams.

Alexandra is fluent in English, Portuguese, and Romanian (mother language). She has successfully supervised several Master's dissertations and has published in premier international journals, such as IEEE Transactions on Engineering Management (ABS 3) and Technological and Economic Development of the Economy (WoS Q1). Her research interests include strategy and corporate development, open innovation, technology management, and decision support systems.

## Research Interests

Multiple Criteria Decision Analysis (MCDA)
Mental Models and Cognitive Maps
Technological Innovation
Strategy and Corporate Development
Business Intelligence and Data Analyst
Open Innovation
Value chain optimization and sustainability
Applied Decision Sciences and Business Process Improvement

## Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Management	2024
Atlantic - University Higher Institution	Post-graduation	Data Science	2020
ISCTE Business School	M.Sc.	Management	2020
Universidade de Lisboa - Instituto Superior de Ciencias Sociais e Politicas	Licenciate	Public Administration	2018

## Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2024/2025	2º	Strategic Management and Control	Master Degree in Business Administration;	No
2024/2025	1º	Strategy and Corporate Development	Master Degree in Management of Services and Technology; Master Degree in Management;	No
2023/2024	2º	Strategic Management and Control	Master Degree in Business Administration;	No
2023/2024	1º	Strategy and Corporate Development	Master Degree in Management of Services and Technology; Master Degree in Management;	No
2021/2022	1º	Strategy and Corporate Development	Master Degree in Management of Services and Technology; Master Degree in Management;	No

## Supervisions

## • M.Sc. Dissertations

### - Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Nádia Sofia Mendes Bugia	Integrated & sustainable development of Knower?: Estrategic reflections and value proposition	--	Developing	ISCTE-IUL

### - Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Joana Rocha Marques	Digital Transformation for Improving Customer Experience: A Bibliometric Review Analysis	English	ISCTE-IUL	2023
2	Maria Luísa Silva Chá-Chá	Development of measures to combat work-related stress in the hotel sector - A DEMATEL approach	Portuguese	ISCTE-IUL	2023
3	Luís Miguel Ribeiro Valente	A Multi-Criteria Decision Analysis Approach for critical success factors identification in civilian European Union Common Security and Defence Policy's Missions	Portuguese	ISCTE-IUL	2023
4	Daniela Casimiro Silva	Business Transformation Processes and Society 5.0: Analysis of Causal Relationships between Opportunities and Challenges	Portuguese	ISCTE-IUL	2022
5	Jorge Gonçalves	Value-Focused Thinking (VFT) and Interpretive Structural Modeling (ISM) in the Development of Resilience-enhancing Initiatives in SMEs	Portuguese	ISCTE-IUL	2022

## • M.Sc. Final Projects

### - Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Miguel Ventura Antão	Inlife Internationalization into Amsterdam and Luxembourg markets	Portuguese	ISCTE-IUL	2023

## Total Citations

Web of Science®	30
Scopus	28

## Publications

### • Scientific Journals

#### - Scientific journal paper

1	Rodrigues, R., Ferreira, F., Milici, A., Carayannis, E. & Ferreira, J. (2024). Change management and advanced wireless network implementation: Detection of monetization opportunities and challenges. IEEE Transactions on Engineering Management. 71, 2524-2534 - Times Cited Web of Science®: 3 - Times Cited Scopus: 3 - Times Cited Google Scholar: 4
2	Milici, A., Ferreira, F., Pereira, L., Carayannis, E. & Ferreira, J. (2023). Dynamics of open innovation in small- and medium-sized enterprises: A metacognitive approach. IEEE Transactions on Engineering Management. 70 (2), 495-508 - Times Cited Web of Science®: 18 - Times Cited Scopus: 17 - Times Cited Google Scholar: 29
3	Travisco, M., Ferreira, F., Milici, A., Banaitien, N. & Banaitis, A. (2023). Smart structuring and monitoring of causal dynamics between guidelines and priorities of Banco de Portugal under the 2021-25 strategic plan. Technological and Economic Development of Economy. 29 (4), 1239-1263 - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 2
4	Rocha, R. T., Ferreira, F., Milici, A., Banaitien, N. & Banaitis, A. (2022). Enhancing innovation culture: The case of multinational advertising agency VMLY&R Lisboa. Technological and Economic Development of Economy. 28 (5), 1476-1501 - Times Cited Web of Science®: 7 - Times Cited Scopus: 6 - Times Cited Google Scholar: 7

## Research Projects

Project Title	Role in Project	Partners	Period
A Socio-Technical Approach to Sustainability Determinants in the Hospitality Sector in Madeira	Research Assistant	BRU-Iscte (Management) - Consultant, UMA - Leader (Portugal)	2023