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Curriculum

Alexandra MILICI is a Senior Technical Program Manager 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	2026
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.
2025/2026	2º	Strategic Management and Control	Master Degree in Business Administration;	No
2025/2026	1º	Strategy and Corporate Development		No
2024/2025	2º	Strategic Management and Control	Master Degree in Business Administration;	No
2024/2025	1º	Strategy and Corporate Development		No
2023/2024	2º	Strategic Management and Control	Master Degree in Business Administration;	No
2023/2024	1º	Strategy and Corporate Development		No

2021/2022	1º	Strategy and Corporate Development	Master Degree in Management of Services and Technology;	No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Maria Miguel Sucena Mendes	The role of Artificial Intelligence in improving Supply Chain: the ISM approach	--	Developing	Iscte
2	Ana Francisca Roque Figueiredo	Plano de Negócio Inovador	--	Developing	Iscte
3	David José Matias Carreira	A Influência da Inteligência Artificial na Redefinição da Estratégia de Negócio da Banca Tradicional	--	Developing	Iscte
4	Lourenço Serra Coelho Farinha	Gestão Estratégica de Rotas como Fator de Competitividade e Rentabilidade na Aviação Comercial: Uma Abordagem DEMATEL	--	Developing	Iscte
5	Duarte Manuel Barreto Mendes	O Papel da Inteligência Artificial na Otimização da Performance Comercial no Setor Automóvel Premium: Uma Abordagem ISM	--	Developing	Iscte
6	Ana Sofia Ponte Rebelo	Fatores que Influenciam o Desenvolvimento de Microseguros em Populações de Baixo Rendimento em Portugal – Uma Abordagem DEMATEL	--	Developing	Iscte
7	Leonor da Cruz Pereira	O Impacto da Inteligência Artificial na Cibersegurança Organizacional	--	Developing	Iscte
8	Marta Filipa Lagarto de Nascimento Rola	Factors Influencing the Success of Trade Marketing Actions in Healthcare Services: A DEMATEL Approach	--	Developing	Iscte
9	Rúben André Pão-Mole Maurício	Fatores que influenciam o desenvolvimento do tecido empresarial alentejano como estratégia de combate à desertificação do interior	--	Developing	Iscte
10	Marta Rodrigues de Sousa Martins	A Importância da Inteligência Emocional no Início de Carreira dos Profissionais de Gestão: Uma Abordagem ISM	--	Developing	Iscte

11	Ana Filipa Wong Cascalho Nunes Vieira	Decision Fatigue e o Impacto na Tomada de Decisão dos Líderes no Contexto de uma Tech Company	--	Developing	Iscte
12	Paulo Miguel Gaspar de Oliveira	Artificial Intelligence as a Financial Optimization Tool in the Retail Sector: A DEMATEL Approach	--	Developing	Iscte
13	Bernardo de Carvalho Pires Varandas dos Santos	Inteligência Artificial e Performance: Fatores que Influenciam a Performance Laboral nas Organizações — Uma Abordagem ISM	--	Developing	Iscte
14	João Vasco Gonçalves Catarino	Determinantes da Sustentabilidade Financeira nos Clubes da Primeira Liga Portuguesa: Uma Abordagem DEMATEL	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Beatriz Caetano Brás	Assessing the Impact of Artificial Intelligence (AI) on Talent Acquisition and Management Processes using Interpretive Structural Modeling (ISM)	Portuguese	Iscte	2025
2	Juliana Geada Coelho	Analysis of the factors that influence the adoption of sustainable practices in agricultural companies - A DEMATEL approach	Portuguese	Iscte	2025
3	Isidro Rodrigo Silva Catarino	Multi-Criteria Decision Analysis of Critical Success Factors in Integrated Management of Intensive Medicine Service	Portuguese	Iscte	2025
4	João Miguel Costa Delgado	Analysing the Role of Artificial Intelligence (AI) in the Planning of Cities using Interpretive Structural Modelling (ISM	Portuguese	Iscte	2025
5	Dani Ferreira Silva	Identifying Performance Determinant Factors for Marketing and Sales Department: A DEMATEL Approach	Portuguese	Iscte	2024
6	Diogo Fernandes Reis	Evaluation of Public Cloud Adoption in Organizations: A DEMATEL Approach	Portuguese	Iscte	2024
7	Carlos Jorge Martins de Sousa	A Multiple-Criteria Decision Analysis Approach for Identifying Critical Success Factors Influencing the Adoption of Artificial Intelligence in Sales and Marketing Organizations	English	Iscte	2024

8	Nádia Sofia Mendes Bugia	Integrated & Sustainable Development of Knower: Strategic Reflections and Value Proposition	Portuguese	Iscte	2024
9	Joana Rocha Marques	Digital Transformation for Improving Customer Experience: A Bibliometric Review Analysis	English	Iscte	2023
10	Maria Luísa Silva Chá-Chá	Development of measures to combat work-related stress in the hotel sector - A DEMATEL approach	Portuguese	Iscte	2023
11	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	2023
12	Daniela Casimiro Silva	Business Transformation Processes and Society 5.0: Analysis of Causal Relationships between Opportunities and Challenges	Portuguese	Iscte	2022
13	Jorge Gonçalves	Value-Focused Thinking (VFT) and Interpretive Structural Modeling (ISM) in the Development of Resilience-enhancing Initiatives in SMEs	Portuguese	Iscte	2022

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Inês de Azevedo Correia	Innovative Business Plan: "Sr. Patinho" Car Wash	Portuguese	Iscte	2025
2	Miguel Ventura Antão	Inlife Internationalization into Amsterdam and Luxembourg markets	Portuguese	Iscte	2023

Total Citations

Web of Science®	64
Scopus	57

Publications

• Scientific Journals

- Scientific journal paper

1	Silva, D. C., Ferreira, F., Milici, A., Ferreira, J. J. M. & Ferreira, N. C. M. Q. F. (N/A). Business transformation

	processes and Society 5.0: Opportunities and challenges. Management Decision. N/A - Times Cited Web of Science®: 6 - Times Cited Scopus: 5 - Times Cited Google Scholar: 7
2	Gonçalves, J., Ferreira, F., Milici, A. & Ferreira, N. (N/A). Value-focused thinking and interpretive structural modeling in the development of resilience-enhancing initiatives in SMEs. Strategic Change. N/A - Times Cited Web of Science®: 6 - Times Cited Scopus: 5 - Times Cited Google Scholar: 6
3	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®: 7 - Times Cited Scopus: 7 - Times Cited Google Scholar: 9
4	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®: 5 - Times Cited Scopus: 5 - Times Cited Google Scholar: 5
5	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®: 27 - Times Cited Scopus: 23 - Times Cited Google Scholar: 39
6	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®: 13 - Times Cited Scopus: 12 - Times Cited Google Scholar: 17

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