ISCTE — INSTITUTO UNIVERSITÁRIO DE LISBOA

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António Angelo Pereira

Assistente Convidado
Department of Marketing, Operation and Management (IBS)
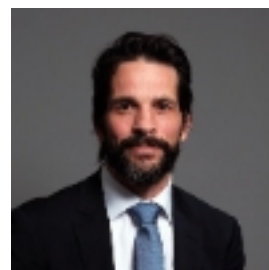
Contacts

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Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitário de Lisboa	PhD	Gestão Empresarial Aplicada	2025
ISCTE Business School	M.Sc.	Gestão de Empresas	2021
INDEG-IUL	Post-graduation	Executive Master in Business Administration	2019
Instituto Politecnico de Viseu - Escola Superior de Tecnologia e Gestao de Viseu	Licenciate	Engenharia e Gestão Industrial	2012

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.

2025/2026	2º	Intelligent Systems Applied to Management	Institutional Degree in ISCTE Business School;	No
2025/2026	2º	Quality Management	Institutional Degree in ISCTE Business School;	No
2025/2026	2º	Supply Chain Management	Master Degree in Management of Services and Technology;	No
2025/2026	1º	Operations Management I	Bachelor Degree in Industrial Management and Logistics;	No
2024/2025	2º	Operations Management II	Bachelor Degree in Industrial Management and Logistics;	No
2024/2025	2º	Quality Management	Institutional Degree in ISCTE Business School;	No
2023/2024	2º	Quality Management	Institutional Degree in ISCTE Business School;	No
2022/2023	2º	Quality Management	Institutional Degree in ISCTE Business School;	No

Supervisions

• **M.Sc. Dissertations**
 - Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Sandro Agnelli	IMPROVEMENTS IN SAMPLE ORDERS LOGISTICS – CASE STUDY OF SYENSQO In-company Project	English	Developing	Iscte
2	Martim Estrela Saudade e Silva	Detecting Greenwashing with Natural Language Processing Models: Evidence from the Portuguese Energy Market	--	Developing	Iscte
3	Maria João Páscoa Carvalho	Employer Branding e Transformação Digital	--	Developing	Iscte
4	Carolina Neves Figueiredo	Overload and Undecided: Graduates facing AI in Career Choices.	--	Developing	Iscte
5	Joana Raquel de Almeida Soveral da Rocha	The Integration of Intelligent Systems in Consulting: An Analysis of the Transformation of the Consultant's Role	--	Developing	Iscte
6	Ana Catarina Rodrigues Santos	Gestão do Serviço Educativo: Integrar a Dimensão Emocional como Valor Organizacional	--	Developing	Iscte

7	Nelson Filipe da Silva Simões	The Integration of Artificial Intelligence in Smart Logistics: Advantages, Challenges, and Accountability	--	Developing	Iscte
8	Rafael Falcão Roma Gomes da Silva	Autonomous Vehicles in Transport Logistics	--	Developing	Iscte
9	João Nuno Rosa Leirião	Sales Channels - How are companies supporting their go-to-market strategy?	--	Developing	Iscte
10	Laura de Deus Marques Morgado	The Energy Transition in Vulnerable Communities: Pedagogical Case Study of the "Solar Solidário" Project by EDP.	--	Developing	Iscte
11	Paulo Tito Silva	PROJECT TO REPLACE UNUSED BUILDINGS IN COLIVING FOR HEALTHCARE PROFESSIONALS	--	Developing	Iscte
12	Rita Malheiro Gomes	Redesign Inlife Housing interface based on customer journey mapping: Optimize the user experience	--	Developing	Iscte
13	Carlos Manuel Feliciano Frazão	Implementation of Artificial Intelligence in the Hospitality Industry	--	Developing	Iscte
14	Mariana de Oliveira Veredas Sargento	Práticas de Gestão e Sustentabilidade nos Lagares de Azeite do Baixo Alentejo: Uma Análise Comparativa entre Modelos Tradicionais e Superintensivos	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria Inês Filipe Meireles Oliveira	The Influence of Artificial Intelligence on Defining the Strategy of the Public Health Sector in Portugal	Portuguese	Iscte	2025
2	Filipe Miguel Esteves Batista	Exploring the Adoption of Fintech Lending Among Future Business Leaders	English	Iscte	2025
3	Beatriz de Figueiredo Pereira Delgado	The Impact of Intelligent Systems Implementation on Talent Retention and Employee Turnover	Portuguese	Iscte	2025
4	Luís Castelo Branco de Vasconcelos Dias	"How may AI help you? The impact of virtual assistants in the hospitality industry in Portugal"	English	Iscte	2025
5	Ana Amorim Gomes	Impact of Disaster Situations on the Food Supply Chain: A Systematic Literature Review	Portuguese	Iscte	2025

6	Mohammadreza Kebriaeezadeh	Digital Marketing and Personalized Medicine: A Comparative Analysis of Regulatory Frameworks in the United States and the European Union	English	Iscte	2025
7	Francisco Corrêa Arouca Cortes Tamagnini	The Impact of Artificial Intelligence in the Internationalization of Start-Ups	Portuguese	Iscte	2025
8	Jian Zhang	RESEARCH ON THE DEVELOPMENT OF THE TIBETAN MEDICINE INDUSTRY IN TIBET	English	Iscte	2025
9	Zhili Qiu	The Impact of Artificial Intelligence on the Testing Instrument Industry and its Countermeasures	English	Iscte	2025
10	Henrique Pulido Freire de Andrade Barrosa	Intelligent Systems applied to Quality Management	English	Iscte	2024
11	Maria Beatriz Fernandes de Castro Carreira	AI-Powered Personalization: A Behavioural Economics Perspective in Marketing	English	Iscte	2024
12	Raquel Maria Miranda Pereira	Artificial Intelligence in Consulting: Challenges and Opportunities for Resource Optimization and Operational Sustainability	Portuguese	Iscte	2024
13	Naylla Momade Hanif	Impacts of using Artificial Intelligence (AI) in Marketing: Advantages and Potential Risks	Portuguese	Iscte	2024
14	Catarina Cunha de Campos Pereira	The Impact of Artificial Intelligence in Digital Marketing	Portuguese	Iscte	2024
15	Ricardo Alexandre Fernandes Gomes	Development of a Management Control System for the Civil Construction Sector	Portuguese	Iscte	2024
16	Hugo Gouveia Ramalhosa	Implementation of Intelligent Systems in the Development of New Management Control Methods in Consulting	Portuguese	Iscte	2024
17	Irina Ignatova	In-Company Project: Strategic management: development of the family brand	English	Iscte	2024
18	Ankit Chauhan	Enhancing Tourist Experiences Through AI-Powered personalization in Smart Destinations	--	Iscte	2024
19	Diogo Pestana de Castro Abreu Perneta	Exploring AI Adoption for Sustainable Supply Chain Management in the Plastics Industry	English	Iscte	2024
20	Renato André Cordeiro Capela	The Importance of Artificial Intelligence on Strategic and Operational Decision-Making: Bibliometric Review	English	Iscte	2024

21	Xiangxi Liu	The role of big data in precision marketing from Weibo	English	Iscte	2024
22	Tiago Filipe Gonçalves da Silva	The Impact of Artificial Intelligence on the Resource-Based View: A Bibliometric Review Analysis	English	Iscte	2024
23	Sara Isabel de Carvalho Fernandes	Intelligence Systems in Tourism Management	English	Iscte	2023
24	Ana Raquel Pinto Ferreira da Cruz	The Impact of the Resource-Based View on Generation Z Talent Retention	English	Iscte	2023
25	César Dias Fernandes	Facilitative Mechanisms for Strategic Implementation	Portuguese	Iscte	2023
26	Ana Rita Dias Rodrigues Estêvão	Business Plan in the construction industry: Passive neighbourhood by Metathesis	English	Iscte	2023
27	Mafalda Caetano Mendes Aniceto	Intelligent Systems applied to Management Control	English	Iscte	2023
28	José António Nunes Andrade	Intelligent Systems in Space Transportation Industry	English	Iscte	2023
29	Maria Miguel Proença Machado	Impact and Implementation of Artificial Intelligence in Human Resources Research and Selection Tools	English	Iscte	2023
30	Jéssica Chorão Fernandes	The green gap of organic food consumption in Portugal	English	Iscte	2023
31	André Ricardo Landeiro Santos	Development and implementation of a Balance Scorecard with descriptive, predictive and prescriptive dimensions - Case study of implementation in a renewable energy sector company	Portuguese	Iscte	2023
32	Carolina Maria Roussado Batalha	How companies can capture and retain Generation Z Talent: The influence of employer branding dimensions on talent management	English	Iscte	2023
33	João Afonso Duarte Gonçalves e Santos Oliveira	The Impact of Artificial Intelligence on the Pharmaceutical Industry	English	Iscte	2023
34	Telma Ferreira dos Santos	The impact of RBV on value creation in the pharmaceutical industry.	English	Iscte	2023
35	Beatriz Rosado Pinto	The intentionality of implementing Artificial Intelligence and the respective impact on the environmental sustainability of companies	English	Iscte	2022
36	Dário Júlio Falardo	The use of Artificial Intelligence Tools in the Commercial Management of Companies and its Impact on the Sales Process	Portuguese	Iscte	2022

	Student Name	Title/Topic	Language	Institution	Concluding Year
37	Ismael Silva dos Santos	The view of specialists in companies in crisis: causes, symptoms, severity of business decline and critical factors, strategies and turnaround processes.	Portuguese	Iscte	2022

• **M.Sc. Final Projects**
 - Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Elisa Nezamoutdinova de Jesus Almeida	Driving Industry 4.0 in a Traditional Sector: A Digital Strategy in an SME	English	Iscte	2025
2	Miguel Ângelo Santos Figueira Morgado Boavida	Digital Transformation Strategy for an SME in the Metalworking Sector: Case Study of Mosinox	Portuguese	Iscte	2025
3	João Filipe Marques Augusto	Transforming Customer Engagement into Sales: A Case Study of Lifts and Interaction Time in Retail	English	Iscte	2024
4	Bruno Alexandre Meirinhos Preto	Blockchain Network for Cross-Border Payments	Portuguese	Iscte	2024
5	Rebeca de Castro Madureira e Borges de Carvalho	Development and implementation of an operational dashboard applied to a logistics center - The Rangel Case	English	Iscte	2024

Total Citations

Web of Science®	1
Scopus	1

Publications

• **Scientific Journals**
 - Scientific journal paper

1	Lopes da Costa, R., Pereira, M., Pereira, A. Â., Canas, J., Correia, R. & Dimande, C. (2025). Factors influencing the adoption of artificial intelligence in healthcare: A study on the role of knowledge and benefits in clinical and managerial decision-making. Businesses. 5 (4)
2	Santos, T. F. dos., Pereira, A., Correia, R., Geraldes, J., Gonçalves, R. & Lopes da Costa, R. (2025). The impact of RBV on value creation in the pharmaceutical industry. International Journal of Management and Decision Making. 24 (3), 257-287 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 3

3	Pereira, A., Lopes da Costa, R., Gonçalves, R., Pereira, L. & Dias, Á. (2023). Industry 4.0 in Portugal - The state of the art. International Journal of Internet Manufacturing and Services. 9 (1), 44-70 - Times Cited Google Scholar: 7

• Conferences/Workshops and Talks
- Publication in conference proceedings

1	Santos, I., Pereira, A., Lopes da Costa, R. & Correia, R. (2023). A visão de especialistas em crises empresariais: Causas, sintomas, severidade do declínio empresarial e fatores críticos, estratégias e processos de turnaround. In Pedro Álvaro Pereira Correia, António Martins, Bruno Duarte Abreu Freitas, Conceição Matos, Ricardo Gouveia (Ed.), VII International Forum of Management – Madeira: Book of Proceedings. (pp. 136-156). Funchal: Universidade da Madeira.
2	Pereira, A., Lopes da Costa, R., Gonçalves, R., Pereira, L. & Dias, Á. (2022). A implementação do conceito indústria 4.0 em Portugal. In Ana Isabel Renda, Margarida Custódio Santos (Ed.), XIII Postgraduate Conference on Management, Hospitality & Tourism ESGHT/ISCAL 2022, Book of Abstracts. (pp. 14-15). Faro: Universidade do Algarve - Escola Superior de Gestão, Hotelaria e Turismo.

- Talk

1	Santos, Pereira, A., Lopes da Costa, R. & Ricardo J.C. Correia (2022). A visão de especialistas em empresas de Crise: Causas, Sintomas, Severidade do Declinio empresarial e fatores críticos, estratégias e preocesssos de turnaround. VII International Forum on Management - Recovery, Uncertainty and Digital Transformation.
2	Pereira, A., Lopes da Costa, R., Gonçalves, R., Pereira, L. & Dias, Á. (2022). A Implementação do Conceito Indústria 4.0 em Portugal. XIII PostGraduate Conference in Management, Hospitality and Tourism.

• Other Publications
- Master's Dissertation

1	Pereira, A. (2021). A indústria 4.0 em Portugal: O estado da arte. - Times Cited Google Scholar: 2