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António Pimenta de Brito

Associate Researcher

BRU-Iscte - Business Research Unit (IBS)
[Organizational Behaviour and Human Resources Group]



Contacts

E-mail

Antonio_Brito@iscte-iul.pt

Curriculum

António Pimenta de Brito is an Assistant Professor of Management and Director at ESCAD-IP Luso (Universidade Lusófona) in Lisbon, Portugal, an Invited Assistant Professor at Universidade Lusófona and an associate researcher affiliated with the Business Research Unit (BRU) at ISCTE – University Institute of Lisbon. He holds a Ph.D. in Management with a specialization in Human Resources Management from ISCTE-IUL.

Dr. Pimenta de Brito's research focuses on the intersection of human resources, digital transformation, and data-driven decision-making. His doctoral thesis, titled "HR Analytics in the Commercial Airline Sector in Portugal: A Mixed-Method Case Study Analysis," offers a comprehensive examination of the implementation of Human Resource Analytics (HRA) in the aviation sector, highlighting strategic misalignment as a critical barrier to effective adoption and proving HRA's effectiveness by driving business and people value from data.

In addition to his academic pursuits, Dr. Pimenta de Brito has contributed to the field through various publications, including a thesis in the field of aviation ATO's (Approved Training Organizations) (Pimenta de Brito, 2020), two chapters on blockchain and sustainable supply chain management in the book "Blockchain as a Technology for Environmental Sustainability" (CRC Press, 2024) and a conference paper highlighting his experience as the co-creator with ISEG Lisbon School of Economics and Management of the first post-graduation in Portugal in Management of Religious Organizations (Pimenta de Brito, 2019). He has also presented his research at international conferences, such as the European Conference on Management, Leadership, and Governance (ECMLG) and University Forum for Human Resource Development (UFHRD).

Prior to his academic career, Dr. Pimenta de Brito gained extensive experience in the supply chain industry and in training and consultancy roles, namely in aviation. This practical background informs his teaching and research, bridging the gap between theoretical frameworks and real-world applications.

Dr. Pimenta de Brito is committed to advancing the field of Human Resource Management through interdisciplinary research and by fostering connections between academia and industry.

Research Interests

Human Resources Management

HR Analytics

Transportation sector

Management and Administration

Business Strategy

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Gestão (Especialização em Gestão de Recursos Humanos)	2025
ISCTE-IUL/ I.P. Beja/ Univ. Algarve	Other type of qualification	Título de Especialista em Gestão e Administração (código CNAEF 345)	2020
Harvard Kennedy School	Technical Specialization Course	Communication and Media Studies	2015
Universidade de Lisboa - Instituto Superior de Economia e Gestao	Post-graduation	MBA - Master in Business Administration	2012
ISEC Lisboa/ CEGE (ISEG)	Post-graduation	Aeronautics Executive MBA	2008
Universidade de Lisboa - Faculdade de Letras	Licenciante	Língua e Cultura Portuguesa (Língua Estrangeira)	2004

Total Citations

Web of Science®	1
Scopus	3

Publications

• Scientific Journals

- Scientific journal paper

1	<p>Brito, A. P. de., Palma-Moreira, A. & Sousa, M. J. (2025). Validation of a job satisfaction scale for predicting employee churn in commercial airlines in Portugal. <i>Industrial and Commercial Training</i>. 57 (2), 137-156</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 1 - Times Cited Scopus: 2 - Times Cited Google Scholar: 2
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- Scientific journal editor

1	Brito, A. P., Santos, R., Pires, L. & Katina, P.F. (2025). Sustainability. MDPI.
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• Books and Book Chapters

- Book chapter

1	Brito, A. P. (2024). People Analytics and the COVID-19 Pandemic: How Empathy and Privacy Turned Out the Hot Topics. In Incorporating AI Technology in the Service Sector.: Taylor & Francis. - Times Cited Google Scholar: 3
2	Brito, A. P. & Sousa, J. R. (2024). Blockchain-based P2P carsharing towards sustainability. In Blockchain as a Technology For Environmental Sustainability.: Taylor & Francis. - Times Cited Google Scholar: 2
3	Brito, A. P. (2024). Blockchain and Sustainable Forest Supply Chain Management. In Blockchain as a Technology for Environmental Sustainability.: Taylor & Francis. - Times Cited Scopus: 1
4	Brito, A. P. (2022). Using Google Trends and Twitter to Analyze the Phenomenon of Telework during the Covid-19 Pandemic A Social Media Analytics Review and Study. In Innovations and Social Media Analytics in a Digital Society. (pp. 5-90): Taylor & Francis. - Times Cited Google Scholar: 4

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Brito, A. P., Sousa, M. & Ana Palma-Moreira (2025). Employee Churn Prediction in Commercial Airlines in Portugal. In Maria José Sousa (Ed.), Human Resources Development in a Digital Age. (pp. 201-230): Springer.
2	Brito, A. P. & Sousa, M. (2023). HR analytics in the commercial aviation sector: A literature review. In Martin Rich (Ed.), Proceedings of the 19th European Conference on Management Leadership and Governance, ECMLG 2023. (pp. 512-519). London: ACI. - Times Cited Google Scholar: 4
3	Brito, A. P. (2019). A new learning paradigm of combining management and pastoral: Challenges and findings. In Jordi Pujol, Cristian Mendoza (Ed.), Proceedings of the 11th Professional Seminar for Church Communications Offices. (pp. 327-332): EDUSC.

• Other Publications

- Doctoral Thesis

1	Brito, A. P. (2025). HR analytics in the commercial airline sector in Portugal: A mixed method/ case study analysis.
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- Report

1	Brito, A. P. (2020). Brito, A. P. (2020). The Multi-Crew Pilot License (MPL), in the context of increased demand for air transport, safety needs and the new challenges of pilot training, Public tests for obtaining the title of Specialist in Management and Administration. ISCTE-IUL / IP Beja / Univ. Algarve; .
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