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Carlos Lopes Cruz



Research Interests

Corporate Social Responsibility, Sustainability, Leadership, Strategy, International Management

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE Business School	PhD	Management - Strategy and Entrepreneurship	2021
ESERP Business School	M.Sc.	General Management	2009
Universidade Lusiana de Lisboa	Post-graduation	International Management	2001
Universidade Lusofona de Humanidades e Tecnologias	Licenciante	Economics	1994
Instituto dos Pupilos do Exército	Bachelor of Science	Accountancy and Administration	1989

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
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2023/2024	2°	Strategic Management		No
2023/2024	1°	Fundamentals of Management	Bachelor Degree in Digital Technologies and Management;	Yes
2023/2024	1°	Strategic Management		No
2022/2023	2°	Strategic Management		No
2022/2023	2°	Marketing Management		No
2022/2023	1°	Strategic Management		No
2021/2022	2°	Strategic Management		No
2021/2022	2°	Strategic Management		No
2021/2022	1°	Strategic Management		No

Supervisions

• Ph.D. Thesis

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Zu Chenxi	A Novel Extension of the UTAUT Model Incorporating Empathy to Explore Factors Influencing Doctors' Acceptance Intentions Towards Internet Hospitals in Guangdong Province, China	English	Iscte	2024

Publications

• Conferences/Workshops and Talks

- Talk

1	Cruz, C. L. (2022). My Key Learnings about Ph.D. Discussion Session. Marketing and Management Seminar.
2	Cruz, C. L. (2022). The influence of intentions on leaders of firms' engagement in CSR behaviors. International Forum on Management.
3	Cruz, C. L. (2020). Corporate Social Responsibility: toward a generic implementation framework for firms. EURAM Doctoral Colloquium.

• Other Publications

- Doctoral Thesis

1	Cruz, C. L. (2021). Corporate Social Responsibility: toward a generic implementation framework for firms. 1-339
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