**Aviso:** [2026-11-16 14:52] este documento é uma impressão do portal Ciência_Iscte e foi gerado na data indicada. O documento tem um propósito meramente informativo e representa a informação contida no portal Ciência_Iscte nessa data.

**Informação Desatualizada:** A informação contida neste perfil público poderá estar desactualizada.

# João Miguel O. Cotrim



## Áreas de Investigação

- Economia de Partilha
- Cidadania Global
- Globalização
- Sustentabilidade
- Liderança
- Recursos Humanos
- Categorias Societais
- Consumo Cultural
- Comportamento Organizacional
- Comportamento do Consumidor
- Comportamento Cognitivo
- Teoria Goal-Framing
- A Esfera Pública

| |
|---|
| Legitimação de Mercado |
| Formação de Categorias |
| Media and Cultural Analysis |
| Politics of Representation |
| Relações Internacionais |
| Marcas-País |
| Terrorismo e Contra-Terrorismo |

## Qualificações Académicas

| Universidade/Instituição | Tipo | Curso | Período |
|---|---|---|---|
| ISCTE Business School | Doutoramento | Gestão, especialização em Recursos Humanos e Comportamento Organizacional | 2021 |
| University of Wales | Mestrado | Masters in Business Administration (MBA) | 2016 |
| ISCSP - Instituto Superior de Ciências Sociais e Políticas | Mestrado Integrado | Relações Internacionais, especialização em Internacionalização Empresarial | 2009 |
| CIDEC - Centro Interdisciplinar de Estudos Económicos | Curso de Especialização Técnica | Comunicação de Marketing, Publicidade e Relações Públicas, com especialização em Lobbying | 2005 |
| Loughborough University | Mestrado | M.A. Degree in Media and Cultural Analysis | 2003 |
| ISCSP - Instituto Superior de Ciências Sociais e Políticas | Licenciatura | Relações Internacionais, especialização em Relações Culturais Internacionais | 2001 |
| C.I.S. (Copenhagen International School) | Outro tipo de qualificação | High School Diploma | 1995 |

## Atividades Profissionais Externas

| Período | Empregador | País | Descrição |
|---|---|---|---|
| 2020 - 2020 | The Virtual Summit 2.0 on "Embrace Uncertainty" | Estados Unidos da América | Guest Speaker at the Virtual Summit on "Embrace Uncertainty: Reinforce Focus, Resilience And Consistency". My presentation focused on "Exploring the Self-Monitoring Tool in its Effectiveness in Collaborative Leadership Today, in a Working Remotely Environment". It lied on some prominent scientific research in the fields of psychology, behavioral economics and leadership (ex: Ariely et al., 2020; Lennox & Wolfe, 1984; Cotrim, 2016; Cain, 2012; Riedl & Woolley, 2016; Ellen et al., 1991). |

| | | | |
|---|---|---|---|
| 2019 - 2019 | ASPPA (Portuguese Postgraduate Association in Germany and.V) | Alemanha | Guest Speaker at the event "PORTAL 2019 - Annual Meeting of the ASPPA (Portuguese Postgraduate Association in Germany and.V)", 2 November. Theme: “Rethinking Alternative Economies Here and Abroad”. My presentation: "Analyzing the Sharing Economy, its origin, evolution, scope and repercussions on businesses, HR and sustainability of the planet", integrated in Panel II "Alternative economies as a vehicle for a more sustainable society". |
| 2019 - 2019 | The Virtual Summit on Thriving in Cross-Cultural Businesses | Estados Unidos da América | Guest Speaker at the "Virtual Summit on Thriving in Cross Cultural Businesses". My presentation focused on how to identify new business opportunities in a Sharing Economy context. Three main strategies were explored: 1 - Identify Culture Orientation; 2 - Gain Market Legitimation; 3 - Web 3.0 - Stay on-line! ; Some case studies examples were explained: Zipcar; Make: Makerspaces; TimeBanks; and Airbnb. |
| 2018 - 2019 | REA (Research Executive Agency) - European Commission | Bélgica | (REA is a funding body for research and innovation - It manages EU research grants.) My Final Project written report: "Assessing the Marketability of EO (Earth Observations) 1 Projects" – In the ambit of EU's Framework Programme for Research and Innovation – Horizon 2020 and FP7. Responsibilities undertaken (research and innovation): - Help manage parts of Horizon 2020, the EU's framework programme for research and innovation; - Run research projects supported under Horizon 2020 and FP7, its predecessor; - Provide support to its clients - funding applicants, beneficiaries and independent experts; - Keep close contact with beneficiaries of EU funds; - Manage the European Commission research enquiry service, which answers questions from grant applicants, EU-funded researchers and the public; - Support independent experts evaluating project proposals competing for EU research funds, and helps with the legal and financial validation of programme participants. |
| Desde 2017 | IES - Social Business School | Portugal | IES-Social Business School is the first business school focused on Innovation and Social Entrepreneurship. The IES mentoring Programs, in the official Portuguese language, are addressed to Social Entrepreneurs at different moments in the life cycle of their initiatives and seek to empower, inspire and create network through tools, motivation and moments of sharing. They are the result of a partnership between INSEAD - one of the best Business Schools in the world - that contributes with knowledge and pedagogical content, and IES-Social Business School, which contributes with knowledge, tools and field experience. |
| 2014 - 2014 | Instituto Politécnico de Leiria | Portugal | Speaker on “Leadership and Ethics” – open lecture about Deontology and Ethics within the course of Accounting and Finance at Escola Superior de Tecnologia e Gestão, Instituto Politécnico de Leiria, Portugal. |

| | | | |
|---|---|---|---|
| 2014 - 2014 | Universidade do Minho | Portugal | Speaker on "The Country-Brand of Portugal" - in the ambit of the EEGenerating Skills Transversal Competences Development Program. |
| 2013 - 2013 | B.I. International | Brasil | Visiting Professor of "Local and International Businesses and Scenarios" under the Post-MBA International Program in Global Management, Entrepreneurship and Innovation. |

## Atividades Letivas

| Ano Letivo | Sem. | Nome da Unidade Curricular | Curso(s) | Coord. |
|---|---|---|---|---|
| 2014/2015 | 2º | Gestão de Equipas | | Não |

## Total de Citações

| | |
|---|---|
| **Web of Science®** | 58 |
| **Scopus** | 62 |

## Publicações

- **Revistas Científicas**

**- Artigo em revista científica**

| | |
|---|---|
| 1 | Cotrim, J. M. O. & Nunes, F. G. (2025). Consumer motivations for participation in the sharing economy: A goal-framing perspective. Sustainable Futures, 9. https://doi.org/10.1016/j.sftr.2025.100748<br>- N.º de citações Scopus: 1 |
| 2 | Cotrim, J. M. O. & Nunes, F. G. (2024). Entrepreneurial organisational identity in the sharing economy: An identity claims and legitimacy granting approach. International Journal of Business Innovation and Research, 35(1), 62?86. https://doi.org/10.1504/IJBIR.2024.141463 |
| 3 | Cotrim, J., Nunes, F. G. & Laurenti, R. (2020). Making sense of the sharing economy: a category formation approach. Sustainability, 12(24). https://doi.org/10.3390/su122410648<br>- N.º de citações Web of Science®: 5<br>- N.º de citações Scopus: 8<br>- N.º de citações Google Scholar: 13 |
| 4 | Cotrim, J. M. O. (2019). Analisando a economia compartilhada: A sua origem, alcance, repercussões no seu negócio, RH e sustentabilidade do planeta. Revista de Governança Corporativa, Compliance e Negócios Sustentáveis, 1(1).<br>- N.º de citações Google Scholar: 2 |

| | |
|---|---|
| 5 | Laurenti, R., Singh, J., Cotrim, J. M., Toni, M. & Sinha, R. (2019). Characterizing the sharing economy state of the research: a systematic map. Sustainability, 11(20). https://doi.org/10.3390/su11205729<br>- N.º de citações Web of Science®: 49<br>- N.º de citações Scopus: 53<br>- N.º de citações Google Scholar: 68 |
| 6 | Cotrim, J. M. O. & Nunes, F. (2017). Sharing economy: the establishment of organizational identity overtime, considering identify claims and legitimacy granting. European Journal of Economics and Business Studies, 9(1), 306?338. https://doi.org/10.26417/ejes.v9i1.p306-338<br>- N.º de citações Web of Science®: 4<br>- N.º de citações Google Scholar: 4 |

## • Livros e Capítulos de Livros

**- Autor de livro**

| | |
|---|---|
| 1 | Cotrim, J. (2025). Inspiring Businesses – A Checkmate to the Old Business Model: Leading Ethically, Innovating Consciously, and Building Transformative Sustainability. (Spanish edition: Negocios que Inspiran). Tirant Lo Blanch. |
| 2 | Cotrim, J. (2023). Economia de Partilha - Recursos e Parcerias Estratégicas. AAPI – Associação Ação para a Internacionalização. |
| 3 | Cotrim, J. & Freitas, F. A. (2020). Bio-Leadership Guide - The 5 Layers Model For The Success In Social Businesses. Brain U Coaching. |
| 4 | Cotrim, J. (2010). A Marca Portugal. Bubok.<br>- N.º de citações Google Scholar: 1 |

**- Capítulo de livro**

| | |
|---|---|
| 1 | Cotrim, J. (2024). Leadership styles and practices in Portugal. In S. Schroevers, C. Higgins & A. Doan (Eds.) (Ed.), Mapping Global Leadership: Cross-cultural analyses of leadership styles and practices. CCBS-Press and the Amsterdam University of Applied Sciences (AUAS). |
| 2 | Cotrim, J. & Além, F. (2021). The New Mindset for Leading Effectively in Collaborative Ecosystems. Revista de Governança Corporativa, Compliance e Negócios Sustentáveis. Enlaw Portal de Revistas Jurídicas. |
| 3 | Cotrim, J. & Nunes, F. G. (2017). Sharing economy: The establishment of organizational identity overtime, considering identify claims and legitimacy granting. In Ahmet Ecirli (Ed.), Recent ideas on economics, finance and business (pp. 315?347). EUSER - European Center for Science Education and Research. |

## • Conferências/Workshops e Comunicações

**- Publicação em atas de evento científico**

| | |
|---|---|
| 1 | Cotrim, J. & Nunes, F. G. (2019). Individualism vs. collectivism in a sharing economy context: A study on what determines Portuguese consumers' participation. 6th International Workshop on the Sharing Economy: List of abstracts. |

| | |
|---|---|
| 2 | Cotrim, J. (2017). Sharing economy: Crafting temporal identity and legitimacy claims as an emergent category. In Gregory T. Papanikos (Ed.), Abstract book: 14th Annual International Conference on SMEs, Entrepreneurship and Innovation. Athens Institute for Education and Research. |
| 3 | Cotrim, J. M. O. & Nunes, F. (2017). Sharing economy: The establishment of organizational identity overtime, considering identify claims and legitimacy granting. In Ecirli, A. (Ed.), 13th International Conference on Social Sciences (pp. 251). EUSER - European Center for Science Education and Research. https://doi.org/10.26417/ejes.v9i1 |
| 4 | Cotrim, J. (2014). Elaborating a master model of leadership: A paper on the fundamental leadership qualifications in the workplace. In Darko Tipuri, Marina Mešin (Ed.), 2nd International OFEL Conference on Governance, Management and Entrepreneurship, Abstracts of the proceedings. |

## • Outras Publicações

**- Outras publicações**

| | |
|---|---|
| 1 | Cotrim, J. (2026). Airbnb's Path to Sustainability: Navigating Profit, Purpose, and Public Accountability in the Sharing Economy. SAGE Publications: SAGE Business Cases Originals,. https://doi.org/10.4135/9798348809751 |
| 2 | Cotrim, J. (2020). Sharing Economy: a powerful tool for a new era of sustainability. Research Series - Circular Conversations,.<br>- N.º de citações Google Scholar: 1 |

**- Dissertação de Mestrado**

| | |
|---|---|
| 1 | Cotrim, J. (2016). Exploring news ways of looking at Leadership A Dissertation on the Fundamental Leadership Qualifications in the Workplace.. https://doi.org/10.13140/RG.2.1.4393.0008 |
| 2 | Cotrim, J. (2009). A Marca Portugal.. |
| 3 | Cotrim, J. (2003). Globalization and its Impacts in the Portuguese Society.. https://doi.org/10.13140/RG.2.2.30809.54881/1 |

**- Tese de Doutoramento**

| | |
|---|---|
| 1 | Cotrim, J. (2021). Making Sense of the Sharing Economy – How and Why Stakeholders Grant Legitimation.. |

**- Periódico generalista**

| | |
|---|---|
| 1 | Cotrim, J. (2013). Fusão Vodafone/Verizon: acordo promissor ou apenas de alto risco?. Executive Digest,. |
| 2 | Cotrim, J. (2013). Twitter - Existe um futuro no mercado de capitais? Decisao acertada ou estrategia equivocada?. Executive Digest,. |

**- Relatório**

| | |
|---|---|
| 1 | Cotrim, J. (2019). Assessing the Marketability of EO (Earth Observations) 1 Projects – In the ambit of EU's Framework Programme for Research and Innovation – Horizon 2020 and FP7... https://doi.org/10.13140/RG.2.2.17135.46243/1 |
| 2 | Cotrim, J. (2003). Cultural Tastes - Focus Groups Interview.. https://doi.org/10.13140/2.1.4844.6245 |
| 3 | Cotrim, J. (2003). Globalization.. https://doi.org/10.13140/2.1.3599.4403 |
| 4 | Cotrim, J. (2003). The Dynamics of Cultural Consumption.. https://doi.org/10.13140/2.1.3533.9040 |
| 5 | Cotrim, J. (2003). Aesthetic Criteria - Cultural Tastes - Focus Group Interview.. https://doi.org/10.13140/2.1.4058.1928 |
| 6 | Cotrim, J. (2003). Cultural Tastes - Depth Interview.. https://doi.org/10.13140/2.1.2747.4724 |
| 7 | Cotrim, J. (2003). The Public Sphere.. https://doi.org/10.13140/2.1.4582.4806 |
| 8 | Cotrim, J. (2003). Globalization, Media and Culture - Tensions.. https://doi.org/10.13140/2.1.1961.0406 |
| 9 | Cotrim, J. (2003). New Communication Age vs. Citizenship.. https://doi.org/10.13140/2.1.4320.3366 |
| 10 | Cotrim, J. (2003). Investigation and Analysis Survey - Quantitative Methods.. https://doi.org/10.13140/2.1.1436.7529 |
| 11 | Cotrim, J. (2003). Global Citizenship.. https://doi.org/10.13140/2.1.3796.0480 |
| 12 | Cotrim, J. (2003). Terrorism.. https://doi.org/10.13140/2.1.5106.7684 |
| 13 | Cotrim, J. (2001). Relações UE- Brasil.. |

## Associações Profissionais

Membro da "European Academy of Management" (Desde 2024)

## Actividades de Edição/Revisão Científica

| Tipo de Actividade | Título da Revista | ISSN/Quartil | Período | Língua |
|---|---|---|---|---|
| Membro de equipa editorial de revista | European Academy of Management (EURAM) Annual Conference | | 2024 | Inglês |
| Membro de equipa editorial de revista | Journal of Business Research | 01482963 / Q1 (T10) | Desde 2023 | Inglês |
| Membro de equipa editorial de revista | Journal of Theoretical and Applied Electronic Commerce Research | 0718-1876 / Q1 | Desde 2021 | Inglês |
| Membro de equipa editorial de revista | Behavioral Sciences | 2076-328X / Q2 | Desde 2021 | Inglês |

| | | | | |
|---|---|---|---|---|
| Membro de equipa editorial de revista | Journal of Risk and Financial Management | 1911-8074 / Q2 | Desde 2021 | Inglês |
| Membro de equipa editorial de revista | Social Sciences | 2076-0760 / Q1 | Desde 2021 | Inglês |
| Membro de equipa editorial de revista | Sustainability | 2071-1050 / Q1 | Desde 2020 | Inglês |
| Membro de equipa editorial de revista | Independent Journal of Management and Production | 2236-269X | Desde 2017 | Inglês |