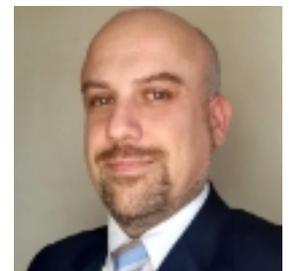


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João Miguel O. Cotrim



Research Interests

Sharing Economy

Global Citizenry

Globalization

Sustainability

Leadership

Human Resources

Societal Categories

Cultural Consumption

Organizational Behavior

Consumer Behavior

Cognitive Behavior

Goal-Framing Theory

The Public Sphere

Market Legitimation
Formation of Categories
Media and Cultural Analysis
Politics of Representation
International Relations
Country-Brands
Terrorism and Counter-Terrorism

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE Business School	PhD	Gestão, especialização em Recursos Humanos e Comportamento Organizacional	2021
University of Wales	M.Sc.	Masters in Business Administration (MBA)	2016
ISCSP - Instituto Superior de Ciências Sociais e Políticas	Integrated M.Sc.	Relações Internacionais, especialização em Internacionalização Empresarial	2009
CIDEC - Centro Interdisciplinar de Estudos Económicos	Technical Specialization Course	Comunicação de Marketing, Publicidade e Relações Públicas, com especialização em Lobbying	2005
Loughborough University	M.Sc.	M.A. Degree in Media and Cultural Analysis	2003
ISCSP - Instituto Superior de Ciências Sociais e Políticas	Licenciante	Relações Internacionais, especialização em Relações Culturais Internacionais	2001
C.I.S. (Copenhagen International School)	Other type of qualification	High School Diploma	1995

External Professional Activities

Period	Employer	Country	Description
2020 - 2020	The Virtual Summit 2.0 on "Embrace Uncertainty"	United States of America	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)	Germany	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	United States of America	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	Belgium	(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.
Since 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	Brazil	Visiting Professor of "Local and International Businesses and Scenarios" under the Post-MBA International Program in Global Management, Entrepreneurship and Innovation.

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2014/2015	2º	Team Management		No

Total Citations

Web of Science®	57
Scopus	59

Publications

• Scientific Journals

- Scientific journal paper

1	Cotrim, J. M. O. & Nunes, F. G. (2025). Consumer motivations for participation in the sharing economy: A goal-framing perspective. <i>Sustainable Futures</i> . 9
2	Cotrim, J. M. O. & Nunes, F. G. (2024). Entrepreneurial organisational identity in the sharing economy: An identity claims and legitimacy granting approach. <i>International Journal of Business Innovation and Research</i> . 35 (1), 62-86
3	Cotrim, J., Nunes, F. G. & Laurenti, R. (2020). Making sense of the sharing economy: a category formation approach. <i>Sustainability</i> . 12 (24) - Times Cited Web of Science®: 5 - Times Cited Scopus: 7 - Times Cited Google Scholar: 12
4	Cotrim, J. M. O. (2019). Analisando a economia compartilhada: A sua origem, alcance, repercussões no seu negócio, RH e sustentabilidade do planeta. <i>Revista de Governança Corporativa, Compliance e Negócios Sustentáveis</i> . 1 (1) - Times Cited Google Scholar: 2

5	<p>Laurenti, R., Singh, J., Cotrim, J. M., Toni, M. & Sinha, R. (2019). Characterizing the sharing economy state of the research: a systematic map. <i>Sustainability</i>. 11 (20)</p> <p>- Times Cited Web of Science®: 48</p> <p>- Times Cited Scopus: 52</p> <p>- Times Cited Google Scholar: 68</p>
6	<p>Cotrim, J. M. O. & Nunes, F. (2017). Sharing economy: the establishment of organizational identity overtime, considering identify claims and legitimacy granting. <i>European Journal of Economics and Business Studies</i>. 9 (1), 306-338</p> <p>- Times Cited Web of Science®: 4</p> <p>- Times Cited Google Scholar: 4</p>

• Books and Book Chapters

- Book author

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

- Book chapter

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

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	<p>Cotrim, J. & Nunes, F. G. (2019). Individualism vs. collectivism in a sharing economy context: A study on what determines Portuguese consumers' participation. In 6th International Workshop on the Sharing Economy: List of abstracts. Utrecht</p>
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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: 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). Vienna: EUSER - European Center for Science Education and Research.
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. Dubrovnik

• Other Publications

- Other publications

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.
2	Cotrim, J. (2020). Sharing Economy: a powerful tool for a new era of sustainability. Research Series - Circular Conversations. - Times Cited Google Scholar: 1

- Master's Dissertation

1	Cotrim, J. (2016). Exploring news ways of looking at Leadership A Dissertation on the Fundamental Leadership Qualifications in the Workplace.
2	Cotrim, J. (2009). A Marca Portugal.
3	Cotrim, J. (2003). Globalization and its Impacts in the Portuguese Society.

- Doctoral Thesis

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

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.

- Report

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.
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2	Cotrim, J. (2003). Cultural Tastes - Focus Groups Interview.
3	Cotrim, J. (2003). Globalization.
4	Cotrim, J. (2003). The Dynamics of Cultural Consumption.
5	Cotrim, J. (2003). Aesthetic Criteria - Cultural Tastes - Focus Group Interview.
6	Cotrim, J. (2003). Cultural Tastes - Depth Interview.
7	Cotrim, J. (2003). The Public Sphere.
8	Cotrim, J. (2003). Globalization, Media and Culture - Tensions.
9	Cotrim, J. (2003). New Communication Age vs. Citizenship.
10	Cotrim, J. (2003). Investigation and Analysis Survey - Quantitative Methods.
11	Cotrim, J. (2003). Global Citizenship.
12	Cotrim, J. (2003). Terrorism.
13	Cotrim, J. (2001). Relações UE- Brasil.

Professional Associations

Member of the "European Academy of Management" (Since 2024)

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	European Academy of Management (EURAM) Annual Conference		2024	English
Member of scientific journal editing staff	Journal of Business Research	01482963 / Q1 (T10)	Since 2023	English
Member of scientific journal editing staff	Journal of Theoretical and Applied Electronic Commerce Research	0718-1876 / Q1	Since 2021	English
Member of scientific journal editing staff	Behavioral Sciences	2076-328X / Q2	Since 2021	English
Member of scientific journal editing staff	Journal of Risk and Financial Management	1911-8074 / Q2	Since 2021	English
Member of scientific journal editing staff	Social Sciences	2076-0760 / Q1	Since 2021	English

Member of scientific journal editing staff	Sustainability	2071-1050 / Q1	Since 2020	English
Member of scientific journal editing staff	Independent Journal of Management and Production	2236-269X	Since 2017	English