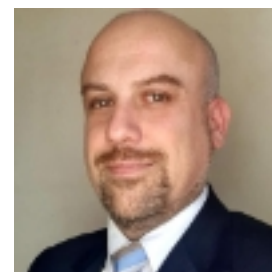


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## João Miguel O. Cotrim



### 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®	56
Scopus	58

## 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. <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) - N.º de citações Web of Science®: 5 - N.º de citações Scopus: 7 - N.º de citações Google Scholar: 11
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) - 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. <i>Sustainability</i> . 11 (20) - N.º de citações Web of Science®: 47 - N.º de citações Scopus: 51 - N.º de citações Google Scholar: 68

6	<p>Cotrim, J. M. O. &amp; 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>- N.º de citações Web of Science®: 4</p> <p>- N.º de citações Google Scholar: 4</p>
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## • Livros e Capítulos de Livros

### - Autor de livro

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. &amp; 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>- N.º de citações Google Scholar: 1</p>

### - Capítulo de livro

1	<p>Cotrim, J. (2024). Leadership styles and practices in Portugal. In S. Schroevers, C. Higgins &amp; 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. &amp; 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. &amp; 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>

## • Conferências/Workshops e Comunicações

### - Publicação em atas de evento científico

1	<p>Cotrim, J. &amp; 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>
2	<p>Cotrim, J. (2017). Sharing economy: Crafting temporal identity and legitimacy claims as an emergent category. In Gregory T. Papanikos (Ed.), <i>Abstract book: 14th Annual International Conference on SMEs, Entrepreneurship and Innovation</i>. Athens: Athens Institute for Education and Research.</p>
3	<p>Cotrim, J. M. O. &amp; Nunes, F. (2017). Sharing economy: The establishment of organizational identity overtime, considering identify claims and legitimacy granting. In Ecirli, A. (Ed.), <i>13th International Conference on Social Sciences</i>. (pp. 251). Vienna: EUSER - European Center for Science Education and Research.</p>

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
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## • 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.
2	Cotrim, J. (2020). Sharing Economy: a powerful tool for a new era of sustainability. Research Series - Circular Conversations. - 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.
2	Cotrim, J. (2009). A Marca Portugal.
3	Cotrim, J. (2003). Globalization and its Impacts in the Portuguese Society.

### - Tese de Doutoramento

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

## 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