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Associate Researcher

BRU-Iscte - Business Research Unit



Contacts

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Curriculum

Márcia Santos (PhD in Management) is a researcher at the Information Sciences and Technologies and Architecture Research Center (ISTAR-IUL) at Instituto Universitário de Lisboa (ISCTE-IUL).

Her research interests include Accounting, Tax, Management, Risk, Business Intelligence and Data Analytics applied to organizations' challenges to enable them to make more-informed management decisions such as in Reputation, Human-resources, Performance, Social-Impact, both in nonprofit and for-profit sectors.

Her research appears in the following conference proceedings: Tourism & Management Studies and Iberian Conference on Information Systems and Technologies (CISTI).

Márcia has specialized in accounting and tax matters ever since she joined Deloitte in 2012. She works with clients in the banking, retail and manufacturing sectors and has provided (i) tax advisory under national and EU legislation; and (ii) accounting services under SNC and IFRS.

In the last 5 years, she has gained extensive experience applying data analytics tools in manufacturing and financial sector on indirect tax and customs aspects. She has supported and led the development and implementation of data analytic tools in her department, as well as provided training and advisory for organizations or university students (ISCTE-IUL) in Microsoft Excel and SQL tools.

Research Interests

Accounting
Tax

Risk
Management
Business Intelligence
Data Analytics

Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE - Instituto Universitário de Lisboa	PhD	Gestão	2018
ISCTE - Instituto Superior das Ciências do Trabalho e da Empresa	M.Sc.	Contabilidade	2012
ISEG - Instituto Superior de Economia e Gestão	Licenciate	Gestão	2010

External Professional Activities

Period	Employer	Country	Description
Since 2023	Universidade Lusófona	Portugal	Management Accounting, Financial Accounting
2022 - 2023	ESGT - Instituto Politécnico de Santarém	Portugal	Financial Accounting, Planning and Management Control (Graduation)
2019 - 2023	ESCE-IPS	Portugal	Accounting, Technologies applied to Accounting and Finances, Tax, Financial Analysis
2012 - 2021	Deloitte	Portugal	

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2025/2026	2º	Strategy for applying AI & data analysis in companies	Other programme in Applied online in Technologies and Artificial Intelligence Applied to Business;	Yes
2025/2026	2º	Practical Applications of Artificial Intelligence	Other programme in Applied online in Technologies and Artificial Intelligence Applied to Business;	Yes
2025/2026	2º	Immersive AI Weekend	Other programme in Applied online in Technologies and Artificial Intelligence Applied to Business;	Yes
2025/2026	2º	Final Intensive Weekend		Yes

2025/2026	1º	Artificial Intelligence for Humans	Other programme in Empowerment: Making Things Happen in Business & Life;	Yes
2024/2025	2º	Management Accounting I		No
2024/2025	1º	Artificial Intelligence for Humans	Other programme in Empowerment: Making Things Happen in Business & Life;	Yes
2024/2025	1º	Business Intelligence		No
2023/2024	2º	Management Accounting I		No
2022/2023	2º	Management Accounting I		No
2016/2017	2º	Advanced Excel		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Marta Isabel Vasques Garcia e Silva	Impacto da análise concorrencial em decisões estratégicas das empresas: Caso de estudo de orçamentação no setor das telecomunicações	--	Developing	Iscte
2	Nuno Miguel Martins da Fonseca	Implementation of Continuous Auditing in a Bank using Data Analytics	--	Developing	Iscte
3	Júlio Guilherme Néri Pereira Azevedo Conceição	Sentiment analysis of tweets related to the top five companies by weight index in the S&P500 (AAPL; MSFT; AMZN; FB; GOOGL): Verification of a potential correlation with their stock price variation on the stock exchange.	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Ana Marta Ferreira Alcobia	Social media as a predictive method for investor decisions - The Tesla case	Portuguese	Iscte	2023
2	Carla Bonacho	COVID-19 financial impact in Nonprofit Sector in 2021	Portuguese	Instituto Politécnico de Setúbal (ESCE)	2022

3	Gonçalo Faísca Rodrigues de Dion Hintze Ribeiro	Proposal of a dashboard to monitor the performance of business partners: Case applied in the utilities sector	Portuguese	Iscte	2022
4	Pedro Miguel Lourenço Pires	Dashboard proposal for monitoring customer satisfaction: A case applied to Lisbon airport	Portuguese	Iscte	2022
5	João Miguel Oliveira Ilhéu	Predictive models of insolvencies: The contribution of external financial auditin Portuguese SME	Portuguese	Iscte	2022
6	Leonardo Rúben de Oliveira Rodrigues	Using Fiscal Instruments to Discourage Sugar Consumption: The adoption of taxes over non-alcoholic sugar-sweetened beverages and the industry's behaviour in the European Union and Schengen Area	Portuguese	Iscte	2019
7	Filipa Silva Duarte	Can Social Media Provide Insights into the Success of Fundraising Campaigns and Volunteer Actions for Wildfires?	English	Iscte	2019

• M.Sc. Final Projects

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Tatiana González	Participatory governance and CAP simplification: a study of the positions expressed by stakeholders in the 2025 European public consultation	Portuguese	Developing	--
2	Estefania Fortes	INFLUÊNCIA DOS IMIGRANTES NO DESENVOLVIMENTO DO PIB NACIONAL: UM ESTUDO DE CASO EM PORTUGAL	Portuguese	Developing	Universidade Lusófona
3	Nuno Mendes	IVA na Era Digital Análise de Dados da Consulta Pública da UE	Portuguese	Developing	Universidade Lusófona
4	Bruno Vasco	O efeito do bigdata na modificação da profissão de contabilista	Portuguese	Developing	Universidade Lusófona

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Mariana Rodrigues	Dissertação: determinantes das emissões de carbono na União Europeia – o imposto ambiental	Portuguese	Instituto Politécnico de Coimbra	2025

2	João Miguel Rasteiro das Neves	MANAGEMENT CONTROL: DEVELOPMENT OF A BI TOOL FOR AN AERONAUTICS SECTOR COMPANY	Portuguese	Instituto Politécnico de Setúbal (ESCE)	2023
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Total Citations

Web of Science®	167
Scopus	173

Publications

• Scientific Journals

- Scientific journal paper

1	<p>Santos, M. R. C., Carvalho, L. C. & Francisco, E. (2025). A capability-based framework for knowledge-driven AI innovation and sustainability. <i>Information</i>. 16 (11)</p> <p>- Times Cited Web of Science®: 3 - Times Cited Scopus: 2 - Times Cited Google Scholar: 7</p>
2	<p>Santos, M. R. C. & Moreira, S. B. (2025). Gaining insight into EU's social and solidarity economy role via strategic policy documents analysis. <i>Social Inclusion</i>. 13</p> <p>- Times Cited Google Scholar: 2</p>
3	<p>Santos, M. R. C. & Carvalho, L. C. (2025). AI-driven participatory environmental management: Innovations, applications, and future prospects. <i>Journal of Environmental Management</i>. 373</p> <p>- Times Cited Web of Science®: 34 - Times Cited Scopus: 51 - Times Cited Google Scholar: 71</p>
4	<p>Santos, M. & Laureano, R. (2024). Risk management for nonprofits: How to enhance success. <i>IMA Educational Case Journal</i>. 17 (2)</p>
5	<p>Pardete, R., Santos, M. R. C. & Leote, F. (2024). Future VAT regime for financial services from a stakeholder perspective: Analysis of the European Commission 2020 public consultation's position papers. <i>EC Tax Review</i>. 33 (1), 33-46</p> <p>- Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 3</p>
6	<p>Carvalho, L. C. & Santos, M. R. C. (2024). The role of the energy sector in contributing to Sustainability Development Goals: A text mining analysis of literature. <i>Energies</i>. 17 (1)</p> <p>- Times Cited Web of Science®: 11 - Times Cited Scopus: 11 - Times Cited Google Scholar: 18</p>

7	Santos, M. R. C. & Laureano, R. M. S. (2023). Developing a vulnerability-based conceptual model for managing risk in non-profit projects: A multicase study in a European country. <i>Public Management Review</i> . 25 (2), 313-339 - Times Cited Web of Science®: 11 - Times Cited Scopus: 13 - Times Cited Google Scholar: 28
8	Santos, M. R. C. & Laureano, R. M. S. (2023). Unveiling management trends in the public sector: A literature review and research agenda. <i>Central European Journal of Public Policy</i> . 17 (1) - Times Cited Google Scholar: 2
9	Santos, M. R. C., Rolo, A., Matos, D. & Carvalho, L. (2023). The circular economy in corporate reporting: Text mining of energy companies' management reports. <i>Energies</i> . 16 (15) - Times Cited Web of Science®: 15 - Times Cited Scopus: 15 - Times Cited Google Scholar: 19
10	Santos, M. R. C. & Laureano, R. M. S. (2022). COVID-19-related studies of nonprofit management: A critical review and research agenda. <i>Voluntas</i> . 33 (5), 936-951 - Times Cited Web of Science®: 49 - Times Cited Scopus: 39 - Times Cited Google Scholar: 71
11	Santos, M. & Dias, R. M. T. S. (2021). Financial return of crowdfunding platforms: are funding trends and success rates changing in the Covid-19 era?. <i>Journal of Innovative Business and Management</i> . 13 (2), 57-64 - Times Cited Web of Science®: 2 - Times Cited Google Scholar: 4
12	Santos, M. R. C. & Laureano, R. M. S. (2021). How has the literature contributed to creating effective risk management policies in nonprofit organisations?. <i>International Journal of Risk Assessment and Management</i> . 24 (1), 1-21 - Times Cited Scopus: 3 - Times Cited Google Scholar: 4
13	Santos, M. R. C., Laureano, R. M. S. & Moro, S. (2020). Unveiling research trends for organizational reputation in the nonprofit sector. <i>Voluntas</i> . 81 (1), 56-70 - Times Cited Web of Science®: 40 - Times Cited Scopus: 35 - Times Cited Google Scholar: 62
14	Santos, M., Laureano, R. M. S. & Machado, M. (2014). Contabilidade de gestão no terceiro setor: estudo empírico em instituições particulares de solidariedade social. <i>Tourism and Management Studies</i> . 10 (special issue), 79-87 - Times Cited Google Scholar: 13

• Books and Book Chapters

- Book author

1	Santos, Márcia R. C. & Edgar Francisco (2025). <i>Inteligência Artificial para contabilistas. Ordem dos Contabilistas Certificados.</i>
2	Santos, Márcia R. C. & Edgar Francisco (2025). <i>ChatGPT para contabilistas. Ordem dos Contabilistas Certificados.</i>

3	Santos, Márcia R. C. & Telmo Wergikoso (2024). Ferramentas digitais para contabilistas. Ordem dos Contabilistas Certificados.
4	Santos, Márcia R. C. (2022). Power BI aplicado à contabilidade, finanças e fiscalidade. Lisboa. Ordem dos Contabilistas Certificados.
5	Santos, Márcia R. C. (2022). Ferramentas digitais aplicadas à contabilidade, finanças e fiscalidade. Lisboa. Ordem dos Contabilistas Certificados.
6	Teixeira, N., Silva Ribeiro, J., Santos, M. & Pardal, P. (2021). O Valor e a Sustentabilidade Financeira. Lisboa. Sílabo.

- Book chapter

1	Teixeira, N., Carvalho, L., Santos, M. & Galvão, R. (2023). Sources of funding for MSMEs in developing countries: Success cases in Africa. In Handbook of research on acceleration programs for SMEs. (pp. 54-72): IGI Global. - Times Cited Google Scholar: 8
2	Santos, M. (2022). Blended learning compared to online learning in business, management, and accounting education: A bibliometric analysis and literature review. In Luísa Cagica Carvalho, Pedro Pardal (Ed.), Interdisciplinary and practical approaches to managerial education and training. (pp. 46-55): IGI Global. - Times Cited Scopus: 2 - Times Cited Google Scholar: 6
3	Santos, M. R. C. & Silva, B. (2022). Community-based savings groups: An alternative model for resilience. In Inês Lisboa, Nuno Teixeira, Liliane Segura, Tomáš Krulický, eské Budjovice, Veronika Machová (Ed.), Handbook of research on acceleration programs for SMEs.: IGI Global. - Times Cited Google Scholar: 2
4	Santos, M., Nunes, S., Dominginhos, P., Mourato, J., Teixeira, N. & Mata, C. (2021). Financial capacity during a pandemic crisis: Insights from the non-profit sector. In Handbook of Research on Financial Management During Economic Downturn and Recovery.: IGI Global. - Times Cited Google Scholar: 4
5	Santos, Márcia Rafaela Cadete dos, Laureano, Raul Manuel Silva & Abreu, Madalena Eça de (2014). Nonprofit management research: teams, design and recent topic trends. In João Santos, Marisol Correia, Margarida Santos, Francisco Serra (Ed.), Contemporary Issues in Tourism & Management Studies. (pp. 247-257). Faro: UALg ESGHT. - Times Cited Google Scholar: 2

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Moreira, S. B., Santos, M., Xara-Brasil, D., Carvalho, L. C., Pinto, S. & Silva, C. (2022). A digital tool to teach circular economy: An outlook about consumption module in DiGiTOOL to CE. In Carvalho, L. C., Cardoso, C., Xara-Brasil, D., Ossmane, E., Roque, H. C., & Bogas, P. (Ed.), Livro de Atas das IV Jornadas Científico-Pedagógicas de Inovação e Sustentabilidade - "Mobilidade e Circularidade: Territórios Inteligentes e Sustentáveis". (pp. 408-412). Setúbal: Instituto Politécnico de Setúbal.
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2	Bonacho, C., Santos, M. R. C., Nunes, S., Teixeira, N., Dominginhos, P., Mata, C....Mourato, J. (2022). The impact of the COVID-19 pandemic on financial capacity of organizations: The sustainability challenges of social economy. In Santos, M. C., Santos, J. A. C., Gonçalves, A. R., and Solano-Sánchez, M. Á. (Ed.), TMS ALGARVE 2022: Sustainability Challenges in Tourism, Hospitality and Management – Tourism & Management Studies International Conference. (pp. 51). Faro: Escola Superior de Gestão, Hotelaria e Turismo, Universidade do Algarve.
3	Ilhéu, J. M., Laureano, R. M. S. & Santos, M. R. C. (2022). Modelo preditivo das insolvências: O contributo da auditoria financeira externa. In Rocha, A., Bordel, B., Penalvo, F. G., and Goncalves, R. (Ed.), 2022 17th Iberian Conference on Information Systems and Technologies (CISTI). Madrid: IEEE.
4	Dias, R., Heliodoro, P., Santos, H., Farinha, A. R., Santos, M. & Alexandre, P. (2021). Long-range dependencies of euronext capital markets: A dynamic detrended analysis. In Bevanda, V. (Ed.), 7th International Scientific Conference ERAZ 2021 - Knowledge based sustainable development: Selected papers. (pp. 27-37). Online: Association of Economists and Managers of the Balkans. - Times Cited Google Scholar: 1
5	Dias, R., Alexandre, P., Heliodoro, P., Santos, H., Farinha, A. R. & Santos, M. C. (2021). The 2020 oil price war has increased integration between G7 stock markets and crude oil WTI. In Bevanda, V. (Ed.), 7th International Scientific Conference ERAZ 2021 - Knowledge based sustainable development: Selected papers. (pp. 13-25). Online: Association of Economists and Managers of the Balkans. - Times Cited Google Scholar: 2
6	Santos, M. & Dias, R. (2021). ACCOUNTABILITY AND TRANSPARENCY IN THE NONPROFITS: EVIDENCE FROM ONLINE CROWDFUNDING DURING COVID-19 PANDEMIC. In EMAN 2021 Conference Proceedings. - Times Cited Google Scholar: 3
7	Santos, M. R. C., Dias, R., Heliodoro, P. & Alexandre, P. (2021). COVID-19 research streams emerging in International Financial Reporting Standards related studies. In Bevanda, V. (Ed.), Fifth International Scientific Conference ITEMA: Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture. Conference Proceedings. (pp. 81-86). Online-Virtual: Association of Economists and Managers of the Balkans. - Times Cited Google Scholar: 3
8	Santos, M. R. C., Dias, R., Alexandre, P. & Heliodoro, P. (2021). Trends in the management accounting research: A review of the literature published during the COVID-19 pandemic. In Bevanda, V. (Ed.), Fifth International Scientific Conference ITEMA: Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture. Selected Papers . (pp. 39-45). Online-Virtual: Association of Economists and Managers of the Balkans.
9	Santos, M. R. C., Dias, R., Alexandre, P. & Heliodoro, P. (2021). Trends in the financial research: A critical analysis and review of the literature published during COVID-19 pandemic. In Bevanda, V. (Ed.), Fifth International Scientific Conference ITEMA: Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture. Selected Papers. (pp. 47-53). Online-Virtual: Association of Economists and Managers of the Balkans.
10	Santos, M. R. C., Alexandre, P., Heliodoro, P. & Dias, R. (2021). International Accounting Standards Board: An examination of the main financial and accounting topics addressed in the literature related to the COVID-19 pandemic. In Bevanda, V. (Ed.), Fifth International Scientific Conference ITEMA: Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture. Conference Proceedings. (pp. 87-91). Online-Virtual: Association of Economists and Managers of the Balkans.

11	Santos, M., Laureano, Raul M. S. & Carlos E. R. Albino (2018). How tax audit and tax advisory can benefit from big data analytics tools data analysis and processing in relational databases using SQL Server and Power Pivot & Power View in Excel. In 2018 13th Iberian Conference on Information Systems and Technologies (CISTI). (pp. 1-6). Cáceres, Spain: IEEE. - Times Cited Google Scholar: 11
12	Santos, M., Laureano, R. & Abreu, M. (2014). Nonprofit organizations: in what extent is internet being used to (re)connect stakeholders and organizations? An empirical study in Portuguese foundations. In 43rd annual conference of the Association for Research on Nonprofit Organizations and Voluntary Action Conference (ARNOVA), Proceedings. Denver

- Talk

1	Bonacho, C., Santos, Márcia R. C., Nunes, S., Teixeira, N., Dominhguinhos, P., Mata, C....Mourato, J. (2022). The impact of the COVID-19 pandemic on financial capacity of organizations: the sustainability challenges of social economy. TMS Algarve 2022 Sustainability Challenges in Tourism, Hospitality and Management .
2	Moreira, S., Santos, M., Xara-Brasil, Duarte, Carvalho, Luísa Cagica, Pinto, S. & Silva, C. (2022). A digital tool to teach circular economy: an outlook about consumption module in DiGiTOOL to CE. IV Jornadas científico-pedagógicas de inovação e sustentabilidade.
3	Ilhéu, J., Laureano, Raul M. S. & Santos, Márcia R. C. (2022). Predicting insolvencies: the contribution of the external financial audit. 2022 17th Iberian Conference on Information Systems and Technologies (CISTI). - Times Cited Google Scholar: 2
4	Santos, M. & Dias, R. (2021). FINANCIAL RETURN OF CROWDFUNDING PLATFORMS: ARE FUNDING TRENDS AND SUCCESS RATES CHANGING IN THE COVID-19 ERA?. 5TH International Scientific Conference on Economics and Management – EMAN 2021.
5	Santos, M. & Dias, R. (2021). ACCOUNTABILITY AND TRANSPARENCY IN THE NONPROFITS: EVIDENCE FROM ONLINE CROWDFUNDING DURING COVID-19 PANDEMIC. 5TH International Scientific Conference on Economics and Management – EMAN 2021.
6	Santos, M. (2020). ECONOMIA SOCIAL EM PORTUGAL: NO CONTEXTO DA COVID-19 - Resultados 1.º INQUÉRITO. Congress XII International Congress on Teaching Cases Related to Public and Nonprofit Marketing.
7	Santos, M., Laureano, Raul M. S. & Carlos E. R. Albino (2018). How tax audit and tax advisory can benefit from big data analytics tools data analysis and processing in relational databases using SQL Server and Power Pivot & Power View in Excel. 2018 13th Iberian Conference on Information Systems and Technologies (CISTI).
8	Santos, M., Laureano, Raul M. S. & Moro, S. (2017). Geração de conhecimento a partir de dados não estruturados - Identificação de tendências na investigação da reputação no terceiro sector. Congresso da Sociedade Portuguesa de Estatística.
9	Santos, M-C., Trindade, G., Laureano, Raul M. S., Silva, Tiago, Wolf, Christian & Santos, M. (2017). DIFFERENTIATION CHALLENGES IN SOCIAL CROWDFUNDING. IX International Congress on Teaching Cases related to Public and Nonprofit Marketing.
10	Laureano, Raul M. S., Trindade, G., Abreu, M. Madalena, Santos, M-C., Santos, M., Silva, Tiago...Costa, Bárbara (2017). FUNDRAISING IN ACTION: HOW TO ENSURE THE SUCCESS OF A CROWDFUNDING CAMPAIGN?. IX International Congress on Teaching Cases related to Public and Nonprofit Marketing.

11	Santos, M., Laureano, Raul M. S. & Abreu, M. E. (2014). Nonprofit organizations: in what extent is internet being used to (re)connect stakeholders and organizations? An empirical study in Portuguese Foundations. ARNOVA 14.
12	Santos, M., Laureano, Raul M. S. & Machado, M. (2012). Contabilidade de Gestão no Terceiro Sector: estudo empírico em IPSS. Management Studies International Conference.

Awards

Honorable mention - Prémio António Sérgio CASES 2020 (2020)
TOP IBS 16+” do ISCTE-IUL (2011)
ISEG's Honour Roll (2010)
Academic Merit Award - Fundação Económicas", at ISEG, BSc Management, 2009/2010 (annual renewal) (2009)
Academic Merit Award - Fundação Económicas", at ISEG, BSc Management, 2008/2009 (annual renewal) (2008)
Academic Merit Award - Fundação Económicas", at ISEG, BSc Management, 2007/2008 (2007)
Best application to BSc Management - Academic Merit Award "Deloitte Excellence", at ISEG, 2006/2007 (2007)
Deloitte Excelência (2007)
Academic Merit Award - Fundação Económicas", at ISEG, BSc Management, 2007/2008 (annual renewal) (2007)

Professional Associations

Association of Economists (Since 2020)
Portuguese Chartered Accountants Association (Since 2014)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Coordination of scientific event (with scientific committee) outside of ISCTE-IUL	Program committee member WICTA'2024 - 13th Workshop on ICT for Auditing; Accounting	AISTI	2024
Coordination of scientific event (with scientific committee) at ISCTE-IUL	Scientific Committee - 1 st Internarnacional Conference on Resilience and Sustainable Regions 2024	Instituto Politécnico de Setúbal	2023
Member of scientific event committee	Program committee member WICTA'2023 - 11th Workshop on ICT for Auditing; Accounting	AISTI	2023
Member of scientific event committee	XVI Congresso do RulesCOOP	ISCAP	2023

Member of scientific event committee	10th WICTA - Special Interest Group of ICT for Auditing and Accounting 2022	AISTI	2022
Member of scientific event committee	WICTA'2020 - 7th Workshop on ICT for Auditing & Accounting	AISTI	2021
Member of scientific event committee	Conference Program Committee of WICTA'2021 - 9th Workshop on ICT for Auditing & Accounting		2021
Member of scientific event committee	WICTA'2021 - 9th Workshop on ICT for Auditing & Accounting	AISTI	2021
Member of scientific event committee	Conference Program Committee of WICTA'2020 - 7th Workshop on ICT for Auditing & Accounting		2020
Member of scientific event's organizing committee	WICTA'2019 - 6th edition of WICTA, Special Interest Group on ICT for Auditing	AISTI	2019

Diffusion Activities

Activity Type	Event Title	Activity Description	Year
Talk/Conference in public diffusion event	66th World Continuous Auditing and Reporting Symposium	66th World Continuous Auditing and Reporting Symposium	2025
Talk/Conference in public diffusion event	Artificial Intelligence – Future Professions at the Barreiro and Moita City Council Event	Awareness session on the impact of AI in education and the job market, delivered to middle and high school students from Barreiro and Moita. Held at the Barreiro Volunteer Firefighters' auditorium, marking the largest in-person audience of my outreach initiatives to date.	2025
Talk/Conference in public diffusion event	Paços de Ferreira Book Fair – Guest Speaker on the Challenges of Artificial Intelligence	Spoke at a session on practical applications of AI in business, held on July 2nd as part of the Paços de Ferreira Book Fair. The event gathered notable figures from culture and innovation, encouraging broader engagement with technology among the general public.	2025
Talk/Conference in public diffusion event	Artificial Intelligence at the WOMEN IN TECH North SUMMIT		2025
Talk/Conference in public diffusion event	Speaker ISCAL - BIP - ARTIFICIAL INTELLIGENCE AUGMENTED SOFT SKILLS FOR BUSINESS LEADERS	Guest speaker on the topic of Artificial Intelligence in Education and the next generation of professionals, as part of the BIP Artificial Intelligence Augmented Soft Skills for Business Leaders organized by ISCAL.	2025
Talk/Conference in public diffusion event	Power BI Workshop	Power BI Workshop - Iscte Sintra for students and professionals	2025

Coordination of knowledge diffusion event	Smart Productivity: The Use of AI in Business Contexts	Invited speaker at the event organized by ITRecruiter, focused on the practical application of artificial intelligence to enhance business productivity. The session explored concrete examples of AI tools and strategies that can be implemented in companies to optimize processes, improve decision-making, and increase operational efficiency.	2025
Talk/Conference in public diffusion event	Startup Barreiro - Workshop IA for business	Delivered a hands-on, interactive session focused on AI applications for business professionals and entrepreneurs. Held on June 2nd, the session covered tools like ChatGPT, Gemini, Copilot, task automation with Zapier, and chatbot creation. A second session was scheduled for June 16th due to strong interest and high attendance.	2025
Talk/Conference in public diffusion event	AI and Business – Undergraduate Management Conference at Universidade Lusófona		2025
Talk/Conference in public diffusion event	Moveltex - workshop about "Inteligência Artificial para negócios"		2025
Talk/Conference in public diffusion event	FinBank Challenge - Blended Intensive Program (BIP) - Erasmus +	Keynote speaker - FINBANK BIP - - How to build a stock market dashboard with Microsoft Power BI	2025
Talk/Conference in public diffusion event	FinBank Challenge - Blended Intensive Program (BIP) - Erasmus +	Keynote speaker - FINBANK BIP- - How to build a stock market dashboard with Microsoft Power BI	2024
Talk/Conference in public diffusion event	International Days: IPS debate IA e futuro do Ensino Superior	Oradora sobre Inteligência Artificial (Instituto Politecnico de Setubal)	2024
Talk/Conference in public diffusion event	Power BI aplicado a Gestão de Projetos do programa UpSkill SAP RH	Oradora /Keynote speaker (Instituto Politécnico de Setúbal)	2024
Talk/Conference in public diffusion event	Reinvenção e Transformação: A Essência Humana na Era da IA	Oradora sobre Inteligência Artificial em Reinvenção e Transformação: A Essência Humana na Era da IA (ETACADEMY em Universidade Lusófona de Leiria)	2024
Talk/Conference in public diffusion event	Women in Tech	Oradora /Keynote speaker	2024
Talk/Conference in public diffusion event	Will IA replace me?	Keynote Speaker (Instituto Politécnico de Setúbal)	2024
Talk/Conference in public diffusion event	Keynote speaker - FINBANK BIP	Keynote speaker - FINBANK BIP Erasmus+ Blended Intensive Program - How to build a stock market dashboard with Microsoft Power BI	2023

Talk/Conference in public diffusion event	FinBank Challenge - Blended Intensive Program (BIP) - Erasmus +	Keynote speaker - Build a stock market dashboard with Power BI.	2023
Talk/Conference in public diffusion event	Webinar about Microsoft Power BI (with BakerTilly)	Keynote Speaker - Webinar about Microsoft Power BI	2023
Talk/Conference in public diffusion event	In-pact Encontros de economia social (Iscte)	Oradora /Keynote speaker	2023
Participation in general diffusion news tv show	Entrevista/comentadora na CNN Portugal	Entrevista/comentadora na CNN Portugal	2020