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## Margarida Freitas Oliveira

### Associate Researcher

BRU-Iscte - Business Research Unit

## Contacts

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## Curriculum

Margarida Freitas Oliveira (PhD in General Management, Strategic and Business Development by ISCTE). Professor in higher education and Researcher in the management & marketing nucleus of the Business Research Unit (BRU-IUL) – ISCTE - Instituto Universitário de Lisboa. Title of Specialist in Human Resources Management - Scientific Area Management & Administration. More than 20 years of business experience in the areas of management, human resources, strategy and marketing. Exercise of management functions in business groups with national and international presence with various business areas.

## Research Interests

Management

Human Resources Management

Strategy

Marketing

Innovation

Entrepreneurship

Organizational Behavior

## Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	PhD	Gestão Geral, Estratégia e Desenvolvimento Empresarial	2016

## Supervisions

## Total Citations

Web of Science®	67
Scopus	91

## Publications

### • Scientific Journals

#### - Scientific journal paper

1	Carvalho, M.C. & Oliveira, M. F. (2025). The Role of Perceived Organizational Justice in the Job Satisfaction of Public Administration Technical Assistants. <i>Coimbra Business Review</i> . 4, 3-14
2	Oliveira, M., Santos, E., Fernando Oliveira Tavares & Margarida Freitas Foliveira (2024). Importance of traditions and family business at Christmas: a quantitative analysis of practices and values in Portugal. <i>Journal of Family Business Management</i> . 14 (5), 925-941 - Times Cited Web of Science®: 5 - Times Cited Scopus: 4 - Times Cited Google Scholar: 6
3	Tavares, F., Santos, E., Oliveira, M. F. & Almeida, L. (2024). Determinants of corporate indebtedness in Portugal: An analysis of financial behaviour clusters. <i>Risks</i> . 12 (9) - Times Cited Web of Science®: 7 - Times Cited Scopus: 6 - Times Cited Google Scholar: 13
4	Santos, E., Oliveira, M. F. & Tavares, F. O. (2024). How COVID-19 affected Portuguese travel intentions—A PLS-SEM model. <i>Tourism and Hospitality</i> . 5 (3), 657-671 - Times Cited Web of Science®: 1 - Times Cited Scopus: 2 - Times Cited Google Scholar: 2
5	Borges, S. & Oliveira, M. F. (2024). The importance of well-being at work, organizational citizenship behaviors and turnover intention. <i>Coimbra Business Review</i> . 6-17

6	Oliveira, M., Santos, E. & Ratten, V. (2023). Strategic perspective of error management the role of leadership and an error management culture: A mediation model. <i>Journal of Economics, Finance and Administrative Science</i> . 28 (55), 160-175 - Times Cited Web of Science®: 11 - Times Cited Scopus: 12 - Times Cited Google Scholar: 20
7	Oliveira, M., Andrade, J., Ratten, V. & Santos, E. (2023). Psychological empowerment for the future of work: Evidence from Portugal. <i>Global Business and Organizational Excellence</i> . 42 (5), 65-78 - Times Cited Web of Science®: 16 - Times Cited Scopus: 27 - Times Cited Google Scholar: 65
8	Oliveira, M., Santos, E., Ratten, V., Tavares, F. & Tavares, V. (2021). A reflection on explanatory factors for COVID -19: A comparative study between countries. <i>Thunderbird International Business Review</i> . 63 (3), 285-301 - Times Cited Web of Science®: 23 - Times Cited Scopus: 27
9	Oliveira, M. & Santos, E. (2019). Importance of Organizational Culture in Job Satisfaction. <i>Revista Lusófona de Economia e Gestão das Organizações</i> . 9, 9-30
10	Oliveira, M., Santos, E., Carreira, S. & Andrade, J. R. (2018). A importância da motivação na gestão do conhecimento nas organizações: Um estudo numa empresa Portuguesa. <i>ISLA Multidisciplinary e-Journal</i> . 1 (1), 16-30 - Times Cited Google Scholar: 6

#### - Editorial

1	Santos, E. & Oliveira, M. F. (2025). Special issue "Financial analysis, corporate finance and risk management". <i>Risks</i> . 13 (3) - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 1
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### • Books and Book Chapters

#### - Book editor

1	Santos, E. & Oliveira, M. (2025). <i>Financial Analysis, Corporate Finance and Risk Manageme</i> . MDPI . - Times Cited Google Scholar: 1
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#### - Book chapter

1	Oliveira, M., Santos, E. & Andrade, J. (2026). Organizational Commitment. In Vanessa Ratten (Ed.), <i>International Encyclopedia of Business Management</i> . (pp. 609-613).: Elsevier. - Times Cited Scopus: 1
2	Santos, E. & Oliveira, M. (2026). Data analysis on Decision-Making. In Vanessa Ratten (Ed.), <i>International Encyclopedia of Business Management</i> . (pp. 782-784).: Elsevier. - Times Cited Scopus: 1

3	Santos, E. & Oliveira, M. (2026). Decision-Making in Organisational Logistics. In Vanessa Ratten (Ed.), <i>International Encyclopedia of Business Management</i> . (pp. 779-781).: Elsevier. - Times Cited Scopus: 1
4	Sampaio, M., Oliveira, M., Reis, I. P., Santos, V. R., Marcão, R. & Sousa, M. J. (2025). Gamification: A tool for collaboration in healthcare units. In Ricardo Pateiro Marcão, Stéphanie Coelho Monteiro (Ed.), <i>Design, development, and deployment of cutting-edge medical devices</i> . (pp. 25-48).: IGI Global.
5	Oliveira, M., Tavares, F., Diogo, A. P., Ratten, V. & Santos, E. (2021). The Importance of E-Commerce and Customer Relationships in Times of COVID-19 Pandemic. In Vanessa Ratten & Park Thaichon (Ed.), <i>COVID-19, Technology and Marketing: Moving Forward and the New Normal</i> . (pp. 33-58).: Springer Singapore. - Times Cited Scopus: 5 - Times Cited Google Scholar: 11
6	Oliveira, M., Rodrigues, S., Santos, E. & Miguel, I. (2020). Relationship Marketing Through Error Management and Organisational Performance: Does it Matter?. In Park Thaichon and Vanessa Ratten (Ed.), <i>Transforming Relationship Marketing: Strategies and Business Models in the Digital Age</i> .: Routledge. - Times Cited Scopus: 3 - Times Cited Google Scholar: 7

## • Conferences/Workshops and Talks

### - Publication in conference proceedings

1	Neves, J., Oliveira, M., Viseu, Clara & Bacalhau, L. M. (2026). Gamification and Consumer Engagement: A Comparative Study Between Gamers and Non-Gamers. In <i>Proceedings of 20th Iberian Conference on Information Systems and Technologies (CISTI 2025)</i> . (pp. 158-169). Lisboa: Springer, Cham.
2	Santos, E., Oliveira, M. & Tavares, F. (2023). A tecnologia como facilitador no processo ensino-aprendizagem da matemática. In Vieira, R., Guzmán Puya, M. V. P. de., Marques, J. C., Silva, P., Vieira, A. M., Margarido, C., Matos, R., and Santos, R. (Ed.), <i>XXXIV Congresso Internacional da SIPS (Sociedade Iberoamericana de Pedagogia Social) e 10.ª Conferência Internacional de Mediação Intercultural e Intervenção Social: "Pedagogia social e mediação intercultural: Teoria e prática na intervenção socioeducativa"</i> . (pp. 502-514). Leiria, Portugal: CICS.NOVA.IPLeia; ESECS.Politécnico de Leiria.
3	Oliveira, M., Santos, E. & Rodrigues, S. (2019). Motivational and Attraction Factors of Tourists in the Central Region of Portugal. In <i>Proceedings of the International Conference on Tourism Research</i> . (pp. 198-207). - Times Cited Web of Science®: 2 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
4	Luís, V., Oliveira, M. & Santos, E. (2018). A influência do contrato psicológico no comprometimento organizacional. In Martinho, D. (Ed.), <i>Atas do IV Encontro Científico da UI&amp;D (ecUI&amp;D '18)</i> . (pp. 199-200). Santarém: ISLA Santarém.
5	Botelho, V., Oliveira, M. & Santos, E. (2018). A gestão do erro na indústria alimentar: Um estudo numa empresa Portuguesa . In Martinho, D. (Ed.), <i>Atas do IV Encontro Científico da UI&amp;D (ecUI&amp;D '18)</i> . (pp. 197-198). Santarém: ISLA Santarém.

6	<p>Oliveira, M., Rodrigues, S., Santos, E. &amp; Santos, M. (2018). The offer of tourist routes to increase the tourist's stay in hotels. In Minna Tunkkari-Eskelinen and Dr Anne Törn-Laapio (Ed.), Proceedings of the International Conference on Tourism Research (ICTR 2018). (pp. 121-128). Jyväskylä: Academic Conferences and Publishing International Limited.</p> <ul style="list-style-type: none"> <li>- Times Cited Web of Science®: 1</li> <li>- Times Cited Scopus: 1</li> <li>- Times Cited Google Scholar: 5</li> </ul>
7	<p>Oliveira, M. &amp; Santos, E. (2017). Análise dos Fatores Motivacionais e de Atração no Destino Turístico de Santarém: A Visão do Residentes. In Atas do ecl2ES ' 17. (pp. 102-111). Santarém</p>

#### - Talk

1	<p>Neves, J., Oliveira, M., Viseu, Clara &amp; Bacalhau, L. M. (2025). Gamification and Consumer Engagement: A Comparative Study Between Gamers and Non-Gamers. 20th Iberian Conference on Information Systems and Technologies (CISTI 2025) (16-19 June). Univesity of Lisbon, Lisboa, Portugal.</p>
2	<p>Santos, E., Tavares, F., Tavares, V. &amp; Oliveira, M. (2023). As experiências em casa durante a quarentena da COVID-19 Uma análise de Clusters. XXX Jornadas de Classificação e Análise de Dados (JOCLAD 2023).</p>
3	<p>Santos, E., Oliveira, M. &amp; Tavares, F. (2023). A Tecnologia como Facilitador no Processo Ensino-Aprendizagem da Matemática. XXXIV Congresso SIPS &amp; 10ª Conferência MIIS 2022.</p>
4	<p>Oliveira, M., Santos, E. &amp; Rodrigues, S. (2019). Motivational and attraction factors of tourists in the central region of portugal. 2nd International Conference on Tourism Research (ICTR19, 14-15 March).</p>
5	<p>Oliveira, M., Santos, E. &amp; Rodrigues, S. (2018). The offer of tourist routes to increase the tourist's stay in hotels. 1st International Conference on Tourism Research 2018 (ICTR18, 22-23 March).</p>

## Professional Associations

Business Research Unit (BRU-IUL), Lisbon, Portugal (Since 2017)