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Professora Associada

BRU-Iscte - Business Research Unit

Department of Marketing, Operation and Management (IBS)



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Curriculum

Marjan S. Jalali is Associate Professor at the ISCTE Business School of the University Institute of Lisbon, and researcher at the Business Research Unit (BRU-IUL). She holds a BA in Economics and Management from the University of Oxford; a MA in Organisation Studies from the university of Warwick; and a PhD in Management from the University of Sydney. Some of her works have been published nationally and internationally, in journals such as the Journal of Business Research and the International Journal of Information Technology and Decision Making. Her research interests include CSR and sustainability, diversity and inclusion, social marketing, consumer ethics, and strategy.

Research Interests

Strategic CSR, Corporate Sustainability, Diversity and Inclusion

Academic Qualifications

University/Institution	Type	Degree	Period
University of Sydney	PhD	PhD	2011
University of Warwick	M.Sc.	MA Organisational Studies	2003
University of Oxford	Licenciate	BA Economics and Management	2001

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2026/2027	2º	Strategy in Humanitarian Action	Institutional Degree in ISCTE Business School;	Yes
2026/2027	2º	Strategic Management	Bachelor Degree in Marketing Management;	No
2026/2027	1º	Ethics, Corporate Responsibility and Sustainability	Master Degree in Business Administration;	Yes
2026/2027	1º	Management in Humanitarian Action	Master Degree in Coordinated Human Response, Health and Displacement; Master Degree in Humanitarian Action;	No
2026/2027	1º	Governance and Sustainability	Institutional Degree in ISCTE Business School;	Yes
2025/2026	2º	Strategy Organizational		Yes
2025/2026	2º	Strategy in Humanitarian Action		Yes
2025/2026	2º	Strategic Management		Yes
2024/2025	2º	Strategy in Humanitarian Action	Institutional Degree in ISCTE Business School;	No
2024/2025	2º	Strategic Management		Yes
2024/2025	1º	Management in Humanitarian Action	Master Degree in Humanitarian Action;	No
2024/2025	1º	Strategic Management		Yes
2023/2024	2º	Strategy in Humanitarian Action	Institutional Degree in ISCTE Business School;	Yes
2023/2024	2º	Strategic Management		Yes
2023/2024	1º	Strategic Management		Yes
2022/2023	2º	Research Project in Strategy and Entrepreneurship		Yes

2022/2023	2°	Research Development and Publication		No
2022/2023	2°	Phd Thesis in Management: Specialization in Strategy and Entrepreneurship		Yes
2022/2023	2°	Phd Thesis in Management		No
2022/2023	2°	Phd Thesis in Management		Yes
2022/2023	2°	Strategic Management		Yes
2022/2023	1°	Research Design I	Doctorate Degree (PhD) in Management;	Yes
2022/2023	1°	Specialization Seminar in Strategy and Entrepreneurship		Yes
2022/2023	1°	Phd Thesis in Management: Specialization in Strategy and Entrepreneurship		Yes
2022/2023	1°	Phd Thesis in Management		Yes
2022/2023	1°	Strategic Management		Yes
2021/2022	2°	Research Project in Strategy and Entrepreneurship		Yes
2021/2022	2°	Research Development and Publication		No
2021/2022	2°	Strategy Organizational		Yes
2021/2022	2°	Strategic Management		Yes
2021/2022	1°	Research Design I	Doctorate Degree (PhD) in Management;	Yes
2021/2022	1°	Specialization Seminar in Strategy and Entrepreneurship		Yes
2021/2022	1°	Phd Thesis in Management: Specialization in Strategy and Entrepreneurship		Yes
2021/2022	1°	Phd Thesis in Management	Doctorate Degree (PhD) in Management;	Yes
2021/2022	1°	Phd Thesis in Management		Yes
2021/2022	1°	Strategic Management		Yes

2020/2021	2°	Research Development and Publication	Doctorate Degree (PhD) in Management;	No
2020/2021	2°	Phd Thesis in Management	Doctorate Degree (PhD) in Management;	No
2020/2021	2°	Strategic Management		Yes
2020/2021	2°	Strategic Management and Control	Master Degree in Business Administration;	No
2020/2021	1°	Phd Thesis in Management: Specialization in Strategy and Entrepreneurship		Yes
2020/2021	1°	Phd Thesis in Management		Yes
2020/2021	1°	Strategic Management		Yes
2020/2021	1°	Strategy and Corporate Development		No
2019/2020	2°	Research Project in Strategy and Entrepreneurship		Yes
2019/2020	2°	Phd Thesis in Management: Specialization in Strategy and Entrepreneurship II		Yes
2019/2020	2°	Strategic Management		Yes
2019/2020	2°	Strategic Management and Control	Master Degree in Business Administration;	No
2019/2020	1°	Specialization Seminar in Strategy and Entrepreneurship		No
2019/2020	1°	Strategic Management		Yes
2018/2019	2°	Research Project in Strategy and Entrepreneurship		No
2018/2019	2°	Measuring and Managing Strategic Business Performance		No
2018/2019	2°	Strategic Management		Yes
2018/2019	2°	Strategic Management		Yes
2018/2019	2°	Strategic Management and Control	Master Degree in Business Administration;	No
2018/2019	1°	Strategic Management		Yes

2018/2019	1°	Strategic Management		Yes
2018/2019	1°	Strategic Management		Yes
2017/2018	2°	Strategic Management		Yes
2017/2018	2°	Strategic Management		Yes
2017/2018	1°	Strategic Management		Yes
2017/2018	1°	Strategic Management		Yes
2017/2018	1°	Strategic Management		Yes
2016/2017	2°	Research Development and Publication	Doctorate Degree (PhD) in Management;	Yes
2016/2017	2°	Measuring and Managing Strategic Business Performance		No
2016/2017	2°	Strategic Management		Yes
2016/2017	2°	Strategic Management		Yes
2016/2017	1°	Ethics, Corporate Responsibility and Sustainability	Master Degree in Business Administration;	No
2016/2017	1°	Seminar in International Management		No
2016/2017	1°	Strategic Management		Yes
2016/2017	1°	Strategic Management		Yes
2016/2017	1°	Strategic Management		Yes
2015/2016	2°	Research Project in Strategy and Entrepreneurship		No
2015/2016	2°	Research Development and Publication	Doctorate Degree (PhD) in Management;	No
2015/2016	2°	Measuring and Managing Strategic Business Performance		No
2015/2016	2°	Strategic Management		Yes
2015/2016	2°	Strategic Management		Yes
2015/2016	1°	Specialization Seminar in Strategy and Entrepreneurship		No

2015/2016	1°	Strategic Management		Yes
2015/2016	1°	Strategic Management		Yes
2015/2016	1°	Strategic Management		Yes
2015/2016	1°	Fundamentals of Management		No
2015/2016	1°	Fundamentals of Management		No
2014/2015	2°	Research Project in Strategy and Entrepreneurship		No
2014/2015	2°	Persuasion, Choices and Consumer Behaviour		Yes
2014/2015	2°	Measuring and Managing Strategic Business Performance		No
2014/2015	1°	Corporate Strategy and Business Development		No
2014/2015	1°	Strategic Management		No
2014/2015	1°	Strategy and Corporate Development		No
2013/2014	2°	Persuasion, Choices and Consumer Behaviour		Yes
2013/2014	1°	Management Foundations		No
2013/2014	1°	Specialization Seminar in Strategy and Entrepreneurship		No
2013/2014	1°	Strategic Management		No
2013/2014	1°	Fundamentals of Management		No
2013/2014	1°	Fundamentals of Management		No
2013/2014	1°	Fundamentals of Management		No
2012/2013	2°	Research Development and Publication	Doctorate Degree (PhD) in Management;	No
2012/2013	2°	Persuasion, Choices and Consumer Behaviour		Yes
2012/2013	2°	Fundamentals of Management	Bachelor Degree in Human Resources Management;	No

2012/2013	1º	Strategic Management		No
2012/2013	1º	Fundamentals of Management		No
2011/2012	2º	Fundamentals of Management		No
2011/2012	2º	Strategic		No
2011/2012	1º	Strategic Management		No
2011/2012	1º	Fundamentals of Management		No
2010/2011	2º	Fundamentals of Management		No
2010/2011	2º	Strategic		No

Supervisions

• Ph.D. Thesis

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Ana Margarida de Sousa Gandrita	Rethinking strategy - people and technology	English	Developing	Iscte
2	Laura Tecedeiro Sequeira Falé	Am I the only one? School climate, LGBT+ identities, and the making of inclusive leaders in business education	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Sheng Danping	The impact of digital technologies on urban community resilience - An empirical study of Chengdu city	English	Iscte	2023
2	Inês Vieira Godinho Medeiro Patrão	Liderança humilde e prontidão dos liderados para a mudança: explorando empiricamente efeitos diretos e indiretos	Portuguese	Iscte	2023
3	Miguel Carneiro de Melo Pereira de Magalhães	Building sustainable competitive advantage through Resources and dynamic capabilities: The case of the Portuguese Auto Parts Market	English	Iscte	2023

4	Li Hongjiang	Company strategy in business ecosystems: case studies in China	--	Iscte	2018
5	William Yao	Synergetic Value-Driven Innovation in Business Model of Organic Agriculture in China: a case Study of IGARDEN	--	Iscte	2018
6	Tiago José Mendes Abalroado	A criação de valor na gestão estratégica das instituições sociais da igreja em Portugal	--	Iscte	2017

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Nadya Khairunnisa	Networked Value Co-creation: The Influence of Local Community Collaborations on the Dynamic Capabilities of Indonesian Coffee Shops	--	Developing	Iscte
2	Tomás Maria Adrião Gonçalves Morgado	Ethical Decision-Making of Managers in Portugal: Perceptions, Practices and Influencing Factors	--	Developing	Iscte
3	Lara Correia Miguel	Management of Digital Health Solutions in Humanitarian and International Cooperation Contexts	--	Developing	Iscte
4	Beatriz Vilela Saldanha Relvas	A dimensional analysis of university students' perception of refugees.	--	Developing	Iscte
5	Tiago Martins Chaves	DEI policies and perceptions of top management in Portugal: impact of the international context	--	Developing	Iscte
6	João Afonso Ladeira Rodrigues	O impacto do desporto federado no desenvolvimento de soft skills relevantes para o mercado de trabalho	--	Developing	Iscte
7	Martim Rodrigues de Almeida	Dissertation in "Sustainability in the Music Industry: The environmental impact and evolution of music formats.	--	Developing	Iscte
8	Márcia Gonçalves Fernandes	Companies A.I	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
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1	Inês Raquel da Costa Gomes Pintado	Consumer Perceptions of Environmental Sustainability in the Food Retail Sector: An analysis of Primary Packaging	English	Iscte	2025
2	Mariana Ferreira da Cruz	The perceived impact of internal social responsibility on organizational performance.	Portuguese	Iscte	2025
3	Sónia Marisa Pereira da Silva	Sustainability in Play: Strategy, Legitimacy and the Future of European Lotteries	Portuguese	Iscte	2025
4	Priscila Lantyer Cordeiro	Complexity Management: AVSI Brasil and UNHCR's Response to the Covid-19 Pandemic in Operation Acolhida	Portuguese	Iscte	2025
5	Mafalda Pires Antunes Guimarães	Clothing Disposal Behaviour and Sustainable Practices: A Bibliometric Analysis in Business Research	English	Iscte	2024
6	Beatriz Rocha Querido	The role of Cause-related Marketing in consumer decision-making towards the store: An applied research with Bairro Feliz program.	English	Iscte	2024
7	Ana Catarina Seabra Gouveia de Oliveira	Exploring the Influence of Diversity, Equity and Inclusion Training: A Case Study of a Portuguese IT Company	English	Iscte	2024
8	Cuiyi Deng	The Impact of Internet Platform Corporate Social Responsibility on User Behavioral Intentions - An Empirical Study of Chinese Enterprise Alibaba	English	Iscte	2023
9	Catarina Isabel Costa Dias	The adoption of ESG criteria in Banking - The case of Portuguese Banks	Portuguese	Iscte	2023
10	Carlos Daniel Pinheiro Teixeira	Corporate Social Responsibility and its Strategic Alignment	Portuguese	Iscte	2022
11	Francisca Massa Pires	Social Responsibility and Corporate governance - the impact on the performance of companies in the Eurozone	Portuguese	Iscte	2022
12	Mónica Nunes Baptista	Pedagogical Case Study of Mind the Trash, The 1st Portuguese Zero Waste Online Store	Portuguese	Iscte	2022
13	Margarida Nunes Rodrigues	Sustainability in cosmetics: sources of information and their impact on attitudes and behaviours among generation Z	English	Iscte	2022
14	Ana Rafaela Viegas de Medeiros de Azevedo Lima	Corporate Social Responsibility in Portuguese Small and Medium-sized Enterprises: CEO Perspectives	English	Iscte	2022
15	João Pedro Flores Diamantino	Paperless systems and their implementation: perceptions of non-teaching staff at Iscte	English	Iscte	2022

16	Beatriz Aguilar Ferraria	The feasibility of implementing flexibility practices on a company daily basis: The practical case of teleworking at CTT	English	Iscte	2022
17	Inês Branco de Paiva de Jesus Rodrigues	Generation Z: A Generation of Sustainable Consumption in the Apparel Industry? Case study applied to Portugal	Portuguese	Iscte	2022
18	Catarina Alves Martinho	Predicting Consumer Purchase Intention and Purchase Behaviour of Fashion Items Made from Recycled Plastic Using the Theory of Planned Behaviour	English	Iscte	2022
19	Maria Madalena Cardoso Dias de Brito Cabral	Organizations during disruption: strategies and opportunities during the COVID-19 in the Portuguese Textile and Clothing Industry	English	Iscte	2022
20	Parisa Azami	The Stereotype Think Manager - Think Male in University Students Cognitions	Portuguese	Iscte	2021
21	Catarina da Luz Miguel Miranda Vieira	Sustainability in the main postal operator in Portugal - CTT Pedagogical case study	Portuguese	Iscte	2021
22	Catarina Nery de Oliveira Trindade Barão	Portuguese music festivals - A study of the environmental challenges from festival manager's perspective	English	Iscte	2021
23	Joana Oliveira Figueiredo	How to Integrate Sustainability in the Restaurant Business: A case study of the first zero-waste Portuguese restaurant	English	Iscte	2021
24	Matteo Ferrario	Explaining Consumers' Purchase Intention of Products Made with Recycled Plastic in a Circular Economy Context	English	Iscte	2021
25	Liu Chenming	Engaging in Corporate Social Responsibility in China - the pedagogical case study of Alibaba	English	Iscte	2021
26	Renkang Huang	They report ? but how well? A comparative study of CSR reporting by Chinese and overseas telecommunications companies	English	Iscte	2021
27	Hélène Léandre Jeanne Himmer	Gender Diversity Within Top-Management and Corporate Social Responsibility in Portugal	English	Iscte	2021
28	Christian Sulzer	Re-alignment of German car producers in times of profound changes	English	Iscte	2020
29	Ana Sofia Almeida Barrosa	The impact os scouting on the development of professional skills	Portuguese	Iscte	2020
30	Margarida Maria da Gama Teixeira	Sustainable urban mobility: BMW Group case study	Portuguese	Iscte	2020

31	Inês Isabel Ferreira Machado	I spoke to you. I lost you.The Modern Prejudice and the Influence of Accent in the Organizational Environment	Portuguese	Iscte	2020
32	Inês Marruz Moura Calderón	The impact of firm-nonprofit partnerships on consumers' pro-social behavior	English	Iscte	2019
33	Sara Patrícia Pinto Monteiro	Consumers and Palm Oil: how much do they know and does it matter how much they know?	English	Iscte	2019
34	Catarina Gomes Cereja	Effects of corporate social responsibility in Portuguese food retail own brands' trustMillennials vs. Generation X perceptions	English	Iscte	2018
35	Laura Andreea Hebler	A Análise da Influência da Publicidade com Portadores de Deficiência na Compra	Portuguese	Iscte	2017
36	Mónica Isabel Gaspar Pereira	Perceptions of the Attitudes and Policies towards Religion at Portuguese Workplaces	English	Iscte	2017
37	Ricardo Jorge Martins Manique	A Responsabilidade Social Empresarial e suas Práticas: O caso das microempresas do Distrito de Santarém	Portuguese	Iscte	2017
38	Beatriz Isabel de Almeida Rodrigues	E-banking: Current use and Factors Affecting its Adoption in Portugal	English	Iscte	2017
39	Sara Santos Pina Dantas Rodrigues	A Arte como Catalizador de Criação de Valor - A EDP como um caso de sucesso	Portuguese	Iscte	2017
40	Inês da Graça Serra Mendes Rodrigues	Liderança Transformacional e Transaccional: Um estudo de caso na Caixa Geral de Depósitos	Portuguese	Iscte	2017
41	Helen Clare Tankard	To What Extent can the Internationalization of Non-Governmental Organizations (NGOS) Improve Their Effectiveness when Achieving their Missions?	English	Iscte	2017
42	Inês Alix da Marta Perdiz	Em Quem Posso Acreditar? Conhecimento de persuasão e percepções sobre influencers e celebridades nas redes sociais	Portuguese	Iscte	2016
43	Andreia Filipa Martins Vitorino	Perceptions of Planned Obsolescence in the Fast Fashion Industry and its Environmental Consequences	English	Iscte	2016
44	Elton Yannick Delgado Dos Reis Borges	Estratégia Competitiva Adoptada pela T+ Telecomunicações, S.A no Sector Móvel de Cabo Verde	Portuguese	Iscte	2015
45	Marta Alexandra Ribeiro Amador	Colourless, Tasteless, and Odourless: The impact of bottled water brand personality on consumer behavior	English	Iscte	2014

46	Ana Margarida Lucas Correia	Measuring the impact using SROI - a practical application	English	Iscte	2014
47	Marco Alexandre Machado Teixeira	A Aplicação do Modelo Balanced Scorecard a uma PME Industrial Portuguesa - O caso Isofibras	Portuguese	Iscte	2013

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Tomás Domingues Santos	Impact Assessment of MOVE in São Tomé and Príncipe: Entrepreneurs' perceptions after follow-up	Portuguese	Iscte	2025
2	Vasco Maria Correia de Campos Dias	The Organisational Climate as a Driver for Retaining and Attracting Generation Z Talent - A Pedagogical Case Study of the company Grupo Your	--	Iscte	2024
3	Carlos Simão Mendes Abreu António de Oliveira	The Portuguese footwear market: the ecological footprint and the path to Sustainability - Zouri + Wayz case study	Portuguese	Iscte	2024
4	Chen Yuanyuan	The Importance of Strategic Management in Ali-Health - A Pedagogical Case Study of Ali-Health Strategy Management	English	Iscte	2021
5	Alexandra Vieira Lopes	Discreetly Green: Rituals Pedagogical Case	Portuguese	Iscte	2020
6	Sara Oliveira Ramos	FROM THE OCEAN TO MY FEET - ROTHY'S PEDAGOGICAL CASE STUDY	Portuguese	Iscte	2020
7	Seyed Vahid Mirnoori	PRIORITIZING LEAN TECHNIQUES BY EMPLOYING MULTI-CRITERIA DECISION-MAKING (MCDM); THE CASE OF MCOUTINHO	English	Iscte	2020
8	Li Xiaohan	The Influence of Innovation Strategy on Enterprise: A Pedagogical Case Study of Lego	English	Iscte	2020
9	Názia Sikander Mahomed	O Impacto da Estratégia de Internacionalização no Desenvolvimento do Produto - O caso Vortal	Portuguese	Iscte	2016
10	João José Tavares Justa de Sousa Costa	A Entrada da Valve no Mercado das Consolas: Caso de estudo pedagógico	Portuguese	Iscte	2016
11	Cláudio da Ressurreição Kalengue de Almeida	Nintendo's Pursuit for Profitability: A pedagogical case study	English	Iscte	2015

12	Denis Válter Abreu Carmo	Analyzing the Professional Gaming Industry in the United States of America: A pedagogical case study	English	Iscte	2014
13	Bruna Eduarda Rato Salvado	Attaining Sustainable Competitive Advantages While Delivering na Undifferential Service.Resource-Based View approach	English	Iscte	2014

Total Citations

Web of Science®	1490
Scopus	1284

Publications

• Scientific Journals

- Scientific journal paper

1	Escadas, M., Jalali, M. S., Septianto, F. & Farhangmehr, M. (2024). Are emotions essential for consumer ethical decision-making: A necessary condition analysis. <i>Business Ethics, The Environment and Responsibility</i> . 33 (3), 468-485 - Times Cited Web of Science®: 22 - Times Cited Scopus: 18
2	Escadas, M., Jalali, M. & Farhangmehr, M. (2020). What goes around comes around: The integrated role of emotions on consumer ethical decisionmaking . <i>Journal of Consumer Behaviour</i> . 19 (5), 409-422 - Times Cited Web of Science®: 44 - Times Cited Scopus: 38
3	Escadas, M., Jalali, M. S. & Farhangmehr, M. (2019). Why bad feelings predict good behaviours: The role of positive and negative anticipated emotions on consumer ethical decision making. <i>Business Ethics: A European Review</i> . 28 (4), 529-645 - Times Cited Web of Science®: 95 - Times Cited Scopus: 89
4	Ferreira, F., Meidute-Kavaliauskiene, I., Zavadskas, E., Jalali, M. & Catarino, S. (2019). A judgment-based risk assessment framework for consumer loans. <i>International Journal of Information Technology and Decision Making</i> . 18 (1), 7-33 - Times Cited Web of Science®: 30 - Times Cited Scopus: 14 - Times Cited Google Scholar: 20
5	Carlucci, D., Ferreira, F. A. F., Schiuma, G., Jalali, M. S. & António, N. J. S. (2018). A holistic conception of sustainable banking: adding value with fuzzy cognitive mapping. <i>Technological and Economic Development of Economy</i> . 24 (4), 1303-1322 - Times Cited Web of Science®: 33 - Times Cited Scopus: 35 - Times Cited Google Scholar: 57

6	<p>Fonseca, M. B. C. B. F., Ferreira, F. A. F., Fang, W. & Jalali, M. S. (2018). Classification and selection of tenants in residential real estate: a constructivist approach. <i>International Journal of Strategic Property Management</i>. 22 (1), 1-11</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 25 - Times Cited Scopus: 22 - Times Cited Google Scholar: 40
7	<p>Carayannis, E., Ferreira, F., Bento, P., Ferreira, J., Jalali, M. & Fernandes, B. (2018). Developing a socio-technical evaluation index for tourist destination competitiveness using cognitive mapping and MCDA. <i>Technological Forecasting and Social Change</i>. 131, 147-158</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 55 - Times Cited Scopus: 52 - Times Cited Google Scholar: 89
8	<p>da Silva, A. C., Farhangmehr, M. & Jalali, M. S. (2018). License to bully: rites of passage in higher education. <i>International Review on Public and Nonprofit Marketing</i>. 15 (1), 49-66</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 4 - Times Cited Scopus: 5
9	<p>Carayannis, E., Ferreira, J., Jalali, M. & Ferreira, F. (2018). MCDA in knowledge-based economies: methodological developments and real world applications. <i>Technological Forecasting and Social Change</i>. 131, 1-3</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 37 - Times Cited Scopus: 34 - Times Cited Google Scholar: 75
10	<p>Faria, P., Ferreira, F., Jalali, M., Bento, P. & António, N. (2018). Combining cognitive mapping and MCDA for improving quality of life in urban areas. <i>Cities</i>. 78, 116-127</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 80 - Times Cited Scopus: 78 - Times Cited Google Scholar: 129
11	<p>Ferreira, F., Spahr, R., Sunderman, M. & Jalali, M. (2018). A prioritisation index for blight intervention strategies in residential real estate. <i>Journal of the Operational Research Society</i>. 69 (8), 1269-1285</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 38 - Times Cited Scopus: 31 - Times Cited Google Scholar: 43
12	<p>Oliveira, I., Carayannis, E., Ferreira, F., Jalali, M., Carlucci, D. & Ferreira, J. (2018). Constructing home safety indices for strategic planning in residential real estate: a socio-technical approach. <i>Technological Forecasting and Social Change</i>. 131 (6), 67-77</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 25 - Times Cited Scopus: 25 - Times Cited Google Scholar: 32
13	<p>Ferreira, J., Jalali, M. & Ferreira, F. (2018). Enhancing the decision-making virtuous cycle of ethical banking practices using the Choquet integral. <i>Journal of Business Research</i>. 88, 492-497</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 27 - Times Cited Scopus: 24 - Times Cited Google Scholar: 41
14	<p>Fernandes, F., Ferreira, F., Bento, P., Jalali, M. & António, N. (2018). Assessing sustainable development in urban areas using cognitive mapping and MCDA. <i>International Journal of Sustainable Development and World Ecology</i>. 25 (3), 216-226</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 70 - Times Cited Scopus: 58 - Times Cited Google Scholar: 85

15	<p>Pires, A. S. C., Ferreira, F. A. F., Jalali, M. S. & Chang, H.-C. (2018). Barriers to real estate investments for residential rental purposes: mapping out the problem. <i>International Journal of Strategic Property Management</i>. 22 (3), 168-178</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 41 - Times Cited Scopus: 39 - Times Cited Google Scholar: 51
16	<p>Oliveira, M., Ferreira, F., Ilander, G. & Jalali, M. (2017). Integrating cognitive mapping and MCDA for bankruptcy prediction in small- and medium-sized enterprises. <i>Journal of the Operational Research Society</i>. 68 (9), 985-997</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 72 - Times Cited Scopus: 62 - Times Cited Google Scholar: 110
17	<p>Ferreira, F., Jalali, M., Bento, P., Marques, C. & Ferreira, J. (2017). Enhancing individual entrepreneurial orientation measurement using a metacognitive decision making-based framework. <i>International Entrepreneurship and Management Journal</i>. 13 (2), 327-346</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 38 - Times Cited Scopus: 36 - Times Cited Google Scholar: 74
18	<p>Ferreira, F. A. F., Ferreira, J. J. M., Fernandes, C. I. M. A. S., Meidute-Kavaliauskiene, I. & Jalali, M. S. (2017). Enhancing knowledge and strategic planning of bank customer loyalty using fuzzy cognitive maps. <i>Technological and Economic Development of Economy</i>. 23 (6), 860-876</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 38 - Times Cited Scopus: 31 - Times Cited Google Scholar: 55
19	<p>Ribeiro, M., Ferreira, F., Jalali, M. & Meidute-Kavaliauskiene, I. (2017). A fuzzy knowledge-based framework for risk assessment of residential real estate investments. <i>Technological and Economic Development of Economy</i>. 23 (1), 140-156</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 87 - Times Cited Scopus: 65 - Times Cited Google Scholar: 110
20	<p>Ferreira, F., Jalali, M. S., Zavadskas, E. K. & Meidute-Kavaliauskiene, I. (2017). Assessing payment instrument alternatives using cognitive mapping and the choquet integral. <i>Transformations in Business and Economics</i>. 16 (2), 170-187</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 36 - Times Cited Scopus: 26 - Times Cited Google Scholar: 39
21	<p>Ferreira, F. A. F., Jalali, M. S. & Ferreira, J. J. M. (2016). Experience-focused thinking and cognitive mapping in ethical banking practices: from practical intuition to theory. <i>Journal of Business Research</i>. 69 (11), 4953-4958</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 60 - Times Cited Scopus: 50 - Times Cited Google Scholar: 97
22	<p>Jalali, M. S., Ferreira, F. A. F., Ferreira, J. J. M. & Meidute-Kavaliauskiene, I. (2016). Integrating metacognitive and psychometric decision-making approaches for bank customer loyalty measurement. <i>International Journal of Information Technology and Decision Making</i>. 15 (4), 815-837</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 46 - Times Cited Scopus: 40 - Times Cited Google Scholar: 62

23	<p>Ferreira, F. A. F., Jalali, M. S. & Ferreira, J. J. M. (2016). Integrating qualitative comparative analysis (QCA) and fuzzy cognitive maps (FCM) to enhance the selection of independent variables. <i>Journal of Business Research</i>. 69 (4), 1471-1478</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 43 - Times Cited Scopus: 35 - Times Cited Google Scholar: 54
24	<p>Ferreira, F. A. F., Jalali, M. S., Ferreira, J. J. M., Stankeviciene, J. & Marques, C. (2016). Understanding the dynamics behind bank branch service quality in Portugal: pursuing a holistic view using fuzzy cognitive mapping. <i>Service Business</i>. 10 (3), 469-487</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 32 - Times Cited Scopus: 36 - Times Cited Google Scholar: 49
25	<p>Ferreira, J. J. M., Ferreira, F. A. F., Fernandes, C. I. M. A. S., Jalali, M. S., Raposo, M. L. & Marques, C. S. (2016). What do we [not] know about technology entrepreneurship research?. <i>International Entrepreneurship and Management Journal</i>. 12 (3), 713-733</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 81 - Times Cited Scopus: 80 - Times Cited Google Scholar: 179
26	<p>Gonçalves, T. S. H., Ferreira, F. A. F., Jalali, M. S. & Meidute-Kavaliauskiene, I. (2016). An idiosyncratic decision support system for credit risk analysis of small and medium-sized enterprises. <i>Technological and Economic Development of Economy</i>. 22 (4), 598-616</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 35 - Times Cited Scopus: 35 - Times Cited Google Scholar: 52
27	<p>Perez-Bustamante Ilander, G. O., Marques, C. S. E., Jalali, M. S. & Ferreira, F. A. F. (2016). The impact of continuous training in small and medium enterprises: lessons from an industrial case analysis. <i>Journal of Business Economics and Management</i>. 17 (2), 234-250</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 20 - Times Cited Scopus: 16 - Times Cited Google Scholar: 30
28	<p>Ferreira, F. A. F. & Jalali, M. S. (2015). Identifying key determinants of housing sales and time-on-the-market (TOM) using fuzzy cognitive mapping. <i>International Journal of Strategic Property Management</i>. 19 (3), 235-244</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 54 - Times Cited Scopus: 40 - Times Cited Google Scholar: 68
29	<p>Ferreira, F. A. F., Marques, C. S. E., Bento, P., Ferreira, J. J. M. & Jalali, M. S. (2015). Operationalizing and measuring individual entrepreneurial orientation using cognitive mapping and MCDA techniques. <i>Journal of Business Research</i>. 68 (12), 2691-2702</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 110 - Times Cited Scopus: 78 - Times Cited Google Scholar: 167
30	<p>Martins, V. C. S., Filipe, M. N. M., Ferreira, F. A. F., Jalali, M. S. & António, N. J. S. (2015). For sale but for how long? A methodological proposal for estimating time-on-the-market. <i>International Journal of Strategic Property Management</i>. 19 (4), 309-324</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 33 - Times Cited Scopus: 25 - Times Cited Google Scholar: 36

31	Farhangmehr, M., Jalali, M. & Silva, C. L. (2015). Anti-smoking themes: what works best for adolescents?. <i>International Review on Public and Nonprofit Marketing</i> . 12 (1), 17-35 - Times Cited Scopus: 6
32	Ferreira, F., Jalali, M., Meidute-Kavaliauskiene, I. & Viana, B. A. C. P. (2015). A metacognitive decision making based framework for bank customer loyalty measurement and management. <i>Technological and Economic Development of Economy</i> . 21 (2), 280-300 - Times Cited Web of Science®: 61 - Times Cited Scopus: 48 - Times Cited Google Scholar: 93
33	Fülöp, G., Hernádi, B., Jalali, M., Meidute-Kavaliauskiene, I. & Ferreira, F. (2014). Developing of sustainability balanced scorecard for the chemical industry: preliminary evidence from a case analysis. <i>Engineering Economics</i> . 25 (3), 341-349 - Times Cited Web of Science®: 16 - Times Cited Scopus: 13 - Times Cited Google Scholar: 22

• Books and Book Chapters

- Book chapter

1	Fülöp, G., Hernádi, B., Jalali, M., Meidute-Kavaliauskiene, I. & Ferreira, F. (2015). Enhancing the Formation and Implementation of Sustainability Strategies Using the Balanced Scorecard: Evidence from the Chemical Industry. In Luís Farinha; João Ferreira; Helen Smith & Sharmistha Bagchi-Sen. (Ed.), <i>Handbook of Research on Global Competitive Advantage through Innovation and Entrepreneurship</i> . (pp. 589-615). Hershey PA: IGI Global. - Times Cited Google Scholar: 2
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• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Ferreira, F. A. F., Jalali, M. S., Meidute-Kavaliauskiene, I., Zavadskas, E. K. & Catarino, S. M. J. (2018). A cognition-driven risk evaluation framework for consumer loans. In <i>International Conference on Business and Information, BAI 2018</i> . (pp. 33-50). Seoul: IBAC.
2	Oliveira, M. D N. T., Ferreira, F. A. F., Pérez-Bustamante, G. O. & Jalali, M. S. (2017). A multiple criteria evaluation system for bankruptcy prediction of small and medium-sized enterprises. In Enrique Claver Cortés, Diego Quer Ramón (Ed.), <i>XXVII Jornadas Hispano-Lusas de Gestión-Científica</i> . Benidorm: Universidad de Alicante.
3	Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2014). Persuasion Knowledge, Alcohol Consumption and Event Sponsorship. In <i>Proceedings of the 43rd EMAC Conference - Paradigm Shifts and Interactions</i> . Valencia
4	Ferreira, F., Ferreira, J., Fernandes, C., Meidute-Kavaliauskiene, I. & Jalali, M. (2014). Using Fuzzy Cognitive Maps to Detect "Hidden" Causal-Effect Relationships Among Key Determinants of Bank Customer Loyalty. In <i>Proceedings of the 4th INBAM Annual Conference</i> . (pp. 1-24). Barcelona: INBAM.
5	Ferreira, J., Ferreira, F., Fernandes, C., Jalali, M., Raposo, M. & Marques, C. (2014). What Do We Know About Technology Entrepreneurship Research?. In <i>INBAM (Ed.), Proceedings of the 4th INBAM Annual Conference</i> . (pp. 1-29). Barcelona: INBAM.

6	Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2014). A Knowledge-based Representation of Sustainable Banking: Insights from Fuzzy Cognitive Mapping. In Proceedings of the 9th International Forum on Knowledge Asset Dynamics. (pp. 1837-1855). Matera: IFKAD. - Times Cited Web of Science®: 2 - Times Cited Google Scholar: 2
7	Pérez-Bustamante, G., Marques, C., Jalali, M. & Ferreira, F. (2013). The impact of continuous training in small and medium enterprises: Lessons from an industrial case analysis. In Domingo Ribeiro Soriano & Kun Huang Huarng (Ed.), Proceedings of the Global Innovation and Knowledge Academy Conference. (pp. 0-0). Valencia: GIKA / University of Valencia.
8	Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2013). The impact of alcohol sponsorship of university events on perceptions of the events, attitudes towards alcohol and alcohol consumption behaviour . In EMAC 2013. (pp. 0-0). Istanbul
9	Jalali, M. & Briley, D. (2012). Attenuating Consumer Reactance to Threatening Messages: The Moderating Role of Construal Level. In Rita, P; Dionísio, P; Marques, S.; Pereira, H. and Silva, R. (Ed.), Proceedings of the 41st EMAC (European Marketing Academy) Conference. (pp. 0-0): EMAC.
10	Malheiro, A., Farhangmehr, M. & Jalali, M. (2008). Do Consumers Care About Ethics? A cross-cultural study. In ELBE (Encontro Luso-Brasileiro de Estratégia) (Ed.), Actas do II Encontro Luso-Brasileiro de Estratégia. (pp. 0-0). Lisboa: ELBE (Encontro Luso-Brasileiro de Estratégia).
11	Bigné, J., Simó, L., Farhangmehr, M. & Jalali, M. (2005). La responsabilidad Social Corporativa Bajo la óptica de Jóvenes Universitarios: un estudio empírico en España y Portugal. In Silva, F; Silva, O. e Nunes, R. (Ed.), XV Jornadas Hispano Lusas de Gestión Científica. (pp. 0-0). Sevilla: Dpto. de Administración de Empresas y Marketing de la Universidad de Sevilla.
12	Farhangmehr, M., Malheiro, A. & Jalali, M. (2005). Comparing Consumers' Ethical Perceptions and their Influence on Purchasing Behaviour: Portugal vs. Cape Verde. In EMAC Executive Committee (Ed.), Proceedings of the 34th EMAC (European Marketing Academy) Conference. (pp. 0-0). Milão: University of Bocconi.
13	Jalali, M. (2004). Multi-Cultural Groups in a Turbulent Era: Managerial Hurdle or Source of Competitive Advantage?. In Oliver H.M. Yau, C.S. Tseng, Fany S.L. Cheung (Ed.), 21st Annual Conference of the Euro-Asian Management Studies Association (EAMSA). (pp. 0-0): City University of Hong Kong, Hong Kong.

- Talk

1	Fale, L., Costa, S. & Jalali, M. (2026). "Isso aqui não é relevante, o que importa é se é bom profissional": o paradoxo da neutralidade e a regulação de identidades LGB em business schools portuguesas . 3º Seminário Internacional Interdisciplinar a Visibilidade LGBTQIA+.
2	fale, L., Costa, S. & Jalali, M. (2026). "There are no lesbian or gay faculty here!" Professionalism, neutrality and the silencing of LGB identities. EBEN.
3	Fale, L., Costa, S. & Jalali, M. (2026). "I Don't See You Progressing Very Far Professionally": Neutrality as an Identity-Regulating Norm in Business Schools. XXI PhD Meeting in Psychology.
4	Ferreira, F., Jalali, M., Meidute-Kavaliauskiene, I., Zavadskas, E. & Catarino, S. (2018). A Cognition-driven Risk Evaluation Framework for Consumer Loans. 2018 BAI International Conference.

5	Escadas, M., Jalali, M. & Farhangmehr, M. (2018). Antecedents of Consumer Ethical Decision-Making: A Multidimensional Analysis of Emotions, Moral Intensity, Moral Philosophies, Personal Norms and Intrinsic Religiosity. AMS World Marketing Conference.
6	Simaens, A. & Jalali, M. (2017). Hybrid forms of network governance: the case of "Rede Social" in Portugal. 46th Annual Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference.
7	Fonseca, M., Ferreira, F., Fang, W. & Jalali, M. (2017). Classification and Selection of Tenants in Residential Real Estate: A Constructivist Approach. 2017 BAI International Conference.
8	Pires, A., Ferreira, F., Jalali, M. & Chang, H. (2017). Barriers to Real Estate Investments for Residential Rental Purposes: Mapping Out the Problem. 2017 BAI International Conference.
9	Ferreira, J., Jalali, M. & Ferreira, F. (2017). Enhancing the Decision-Making Virtuous Cycle of Ethical Banking Practices Using the Choquet Integral. 2017 GIKA International Conference.
10	Oliveira, M., Ferreira, F., Pérez-Bustamante, G. & Jalali, M. (2017). A Multiple Criteria Evaluation System for Bankruptcy Prediction of Small and Medium-sized Enterprises. XXVII Jornadas Hispano-Lusas de Gestión Científica.
11	Oliveira, I., Carayannis, E., Ferreira, F., Jalali, M., Carlucci, D. & Ferreira, J. (2017). Constructing Home Safety Indices for Strategic Planning in Residential Real Estate. 2017 BAI International Conference.
12	Ferreira, F., Jalali, M. & Ferreira, J. (2016). Experience-focused Thinking and Cognitive Mapping in Ethical Banking Practices: From Practical Intuition to Theory. 2016 GIKA International Conference.
13	Vitorino, A., Jalali, M. & Farhangmehr, M. (2016). Cheap Clothes at a High (Environmental) Cost: Planned Obsolescence in the Fast Fashion Industry. European Social Marketing Conference.
14	Ferreira, F., Jalali, M. & Ferreira, J. (2015). Integrating Qualitative Comparative Analysis (QCA) and Fuzzy Cognitive Maps (FCM) to Enhance the Selection of Independent Variables. 2015 GIKA International Conference.
15	Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2015). A Holistic Conception of Sustainable Banking: Adding Value with Fuzzy Cognitive Mapping. 2015 BAI International Conference.
16	Pérez-Bustamante, G., Marques, C., Jalali, M. & Ferreira, F. (2015). Continuous Training in Small and Medium-Sized Enterprises: An Industrial Case Analysis. 2015 BAI International Conference.
17	Ferreira, F., Ferreira, J., Fernandes, C., Meidute-Kavaliauskiene, I. & Jalali, M. (2015). Analyzing Cause-and-effect Relationships among Key Determinants of Bank Customer Loyalty Using Fuzzy Cognitive Maps. 2015 BAI International Conference.
18	Ferreira, F., Ferreira, J., Meidute-Kavaliauskiene, I. & Jalali, M. (2014). Using Fuzzy Cognitive Maps to Detect "Hidden" Causal-Effect Relationships Among Key Determinants of Bank Customer Loyalty. 4th INBAM Annual Conference.
19	Ferreira, J., Ferreira, F., Fernandes, C., Jalali, M., Raposo & Marques, C. (2014). What Do We Know About Technology Entrepreneurship Research?. 4th INBAM Annual Conference.
20	Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2014). Persuasion Knowledge, Alcohol Consumption and Event Sponsorship. Proceedings of the 43rd EMAC Conference - Paradigm Shifts and Interactions.

21	Simaens, A., Jalali, M. & Roome, N. (2014). Exploring a hybrid form of network governance: the case of 'Rede Social' in Portugal. Voluntary Sector and Volunteering Research Conference.
22	Carlucci, D., Ferreira, F., Schiuma, G., Jalali, M. & António, N. (2014). A Knowledge-based Representation of Sustainable Banking: Insights from Fuzzy Cognitive Mapping. 9th International Forum on Knowledge Asset Dynamics.
23	Pérez-Bustamente, G.O., Marques, C., Jalali, M. & Ferreira, F. (2013). The impact of continuous training in small and medium enterprises: Lessons from an industrial case analysis. Global Innovation and Knowledge Academy Conference.
24	Abbaspuli, F., Jalali, M. & Farhangmehr, M. (2013). The Impact of Alcohol Sponsorships of University Events on Students' perceptions of the events and their attitudes towards alcohol consumption behaviour. 42nd European Marketing Academy Conference (EMAC).
25	Jalali, M. & Briley, D. (2012). Attenuating Consumer Reactance to Threatening Messages: The Moderating Role of Construal Level. 41st EMAC (European Marketing Academy) Conference.
26	Malheiro, A., Farhangmehr, M. & Jalali, M. (2008). Do consumers care about ethics? A cross-cultural study. II Encontro Luso-Brasileiro de Estratégia.
27	Farhangmehr, M., Malheiro, A. & Jalali, M. (2005). Comparing consumers' ethical perceptions and their influence on purchasing behaviour: Portugal vs. Cape Verde. 34th EMAC (European Marketing Academy) Conference.
28	Bigné, J., Farhangmehr, M., Simó, L. & Jalali, M. (2005). La responsabilidad Social Corporativa Bajo la óptica de Jóvenes Universitarios: un estudio empírico en España y Portugal. XV Jornadas Hispano Lusas de Gestión Científica.
29	Jalali, M. (2004). Multi-Cultural Groups in a Turbulent Era: Managerial Hurdle or Source of Competitive Advantage?. 21st Annual Conference of the Euro-Asian Management Studies Association (EAMSA).

• Other Publications

- Recensions in journals

1	Ferreira, F., Marques, C. & Jalali, M. (2013). Technological Innovation and Social Change Processes [Editorial]. International Journal of Learning and Change. 7 (1/2), 1-3
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Research Projects

Project Title	Role in Project	Partners	Period
Erasmus Mundus Joint Master on Coordinated Humanitarian Response, Health and Displacement (HumanResponse)	Researcher	IRU-Iscte - Leader, CIES-Iscte, NTNU - (Norway), MAKERERE - (Uganda), NKUA - (Greece), Uni-CV - (Cape Verde), US - (Cape Verde), Universidade de Rovuma - (Mozambique)	2024 - 2030

Innovation for Social Entrepreneurship	Researcher	BRU-Iscte (M&M), IT-Iscte, DINAMIA'CET-Iscte, Association Culturelle des Jeunes Turcs de Bar le Duc - Leader (France)	2021 - 2023
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Academic Management Positions

Sub-diretor (2025 - 2029)
Unit/Area: Department of Marketing, Operations and General Management

Coordenador (2022 - 2023)
Unit/Area: Doctorate Degree (PhD) in Management

Coordenador (2021 - 2025)
Unit/Area: Marketing and Management

Coordenador (2020 - 2022)
Unit/Area: Doctorate Degree (PhD) in Management

Coordenador (2014 - 2017)
Unit/Area: Bachelor Degree in Management

Awards

BEER Best Paper Award 2021 (2021)

2019 ISCTE-IUL Scientific Publication Award (2019)

2018 ISCTE-IUL Scientific Publication Award (2018)

Prémio Pedagógico ISCTE-IUL 2017 (2017)

2017 ISCTE-IUL Scientific Publication Award (2017)

André Jordan Prize 2016 (2016)

2016 ISCTE-IUL Scientific Publication Award (2016)

2015 BAI Best Paper Award (2015)

2015 ISCTE-IUL Scientific Publication Award (2015)

2015 IBS Scientific Publication Award (2015)

2014 IBS Scientific Publication Award (2014)

Award for "best hispano-portuguese research work" of the XV Jornadas Hispano-Lusas de Gestão Científica (2005)

Pembroke College (Oxford University) merit award for Students obtaining a First (2001)

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
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Member of scientific journal editing staff	Global Business and Economics Review	1745-1329 / Q3	--	Portuguese
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