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Professora Auxiliar Convidada

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Curriculum

Invited professor of Department of Quantitative Methods Applied to Management and Economics (ISCTE Business School-IBS). Hospitality Management Master and Degree Coordinator, university teacher in Management, Finance, Entrepreneurship, Sustainability, Data Analysis and Member of Scientific Council at ISEC Lisboa. Invited professor at ISCAL (Finance and Management). Executive with top management experience in multinational companies as General Manager (CEO), Finance Director (CFO) and Human Resources Director, involved in multicultural projects at European, Asian and African markets. Senior experience in Hospitality and Tourism (Executive Director of Agritourism), Automotive, Insurance and Reinsurance sectors with focus in management, business strategy, continuous improvement, customer satisfaction, people development, talent retention, circular economy, well being and active ageing. Doctor degree in Management, Certificated Trainer, Researcher at BRU (Business Research Unit) of ISCTE and Academic Visitor at University of Oxford (Post-Doc).

Research Interests

Finance Management and Human Resources Management, Strategy, Customer Satisfaction, Sustainability, Well being, Active Ageing and Ikigai, Circular Economy, Hospitality and Tourism, Agritourism.

Academic Qualifications

University/Institution	Type	Degree	Period
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The population Ageing Institute - Oxford University	Post-Doc	Academic Visitor	2025
UNISF	PhD	Certificate - USC do Programa de Doutoramento em Ciências Sociais e Envelhecimento, Envelhecimento e Sociedade.	2025
Learning Innov@tion Studio - ISEC Lisboa: Lisbon, PT	Training Session	Ative Methodologies (Online Teaching Methodologies)	2024
ENID-Teach: European Network in D-Flexible Teaching. Universidade Aberta.	Technical Specialization Course	Certified Professor for online studies at the university level.	2024
ISCTE-Instituto Universitario de Lisboa	PhD	Management	2022
Ed-Rom	Other type of qualification	e-Professor / e-Trainer (Moodle) certificate	2022
Universidade de Lisboa - Instituto de Geografia e Ordenamento do Território	Post-graduation	Tourism	2017
ISCTE Business School	Post-graduation	Top Management in Hospitality and Tourism	2016
Universidade do Porto - Faculdade de Economia	Licencieate	Economics	2005
Universidade Catolica Portuguesa	Post-graduation	Marketing	2003
Universidade Catolica Portuguesa	Post-graduation	Human Resources	2002

External Professional Activities

Period	Employer	Country	Description
Since 2017	Quinta Ribeira do Labrador	Portugal	
2013 - 2017	National Brokers, Howden, RKH	United Kingdom	
2009 - 2013	Global Seguros	Angola	
2007 - 2009	Toyota	Japan	Report to South Africa and Japan
Since 2001	Diverses	Portugal	
2000 - 2007	Mazda Motor Europe	Germany	
1995 - 2007	Mazda Motor Portugal	Portugal	Reporting to Mazda Motor Europe (Germany) and Mazda Motor Corporation (Japan)
1991 - 1995	Deloitte	Portugal	

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2025/2026	1º	Research Methods in International Management		No
2024/2025	1º	Statistics and Data Analysis	Master Degree in Human Resources Development Policies;	No
2024/2025	1º	Data Analysis for Management		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Filipa Inês Mendes Correia Soares Góis	Family-Supportive Organizational Policies: Influence on Work-Family Conflict and Turnover Intention among Working Parents in Portugal	--	Developing	Iscte

Total Citations

Web of Science®	3
Scopus	6

Publications

• Scientific Journals

- Scientific journal paper

1	Tavares de Carvalho, P. & Raimundo, R. J. (2025). Ikigai and career choices in hospitality and tourism: A study of student motivations amidst industry disruptions. <i>Tourism and Hospitality</i> . 6 (2) - Times Cited Scopus: 1
2	Carvalho, P. T. de., Lopes, J. D. & Raimundo, R. J. (2025). Innovation impact in the textile industry: From the Toyota Production System to artificial intelligence. <i>Sustainability</i> . 17 (3) - Times Cited Web of Science®: 3 - Times Cited Scopus: 5
3	Carvalho, P. T. de., Raimundo, R. J. & Lopes, J. D. (2024). Improving guest and owner satisfaction through a circular economy: An agritourism case study. <i>Tourism and Hospitality</i> . 5 (4), 887-905

• Books and Book Chapters

- Book chapter

1	Tavares de Carvalho, P. & Ricardo Jorge Gomes Raimundo (2025). Navigating Talent Recruitment in Hospitality. In Carimo Hassam Rassal; (Ed.), Talent Management in Hotels and Hospitality. (pp. 293-334).: IGI Global Scientific Publishing.
2	Tavares de Carvalho, P. (2025). Digital Age and Hospitality Human Resources Strategy of Development. The Case of the Japanese and Chinese Customers. In Human Resources Development in a Digital Age (UFHRD 2024).

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Tavares de Carvalho, P. (2024). Hospitality management strategy importance of human resources customer cultural awareness: The case of the Asian market. In Maria José Sousa, Siham Lekchiri (Ed.), 24th University Forum of Human Resource Development (UFHRD) International Conference 2024: E-Book Abstracts. (pp. 224-225). Lisboa: UFHRD.
2	Tavares de Carvalho, P. & Monteiro, P. (2024). The Future of Hospitality and Tourism Profession. In Luísa Cagica Carvalho (Ed.), VIII International Forum on Management: Abstracts. (pp. 119-120). Estoril: Escola Superior de Hotelaria e Turismo do Estoril .
3	Tavares de Carvalho, P. & Reis, E. (2023). Japanese income tourism: The Portuguese luxury hospitality management strategy (before and after Covid-19). In Cláudia Seabra, Rita Peres, Sofia Almeida and Susana Mesquita (Ed.), DSOTT'2023, Book of Abstracts.: Universidade de Coimbra.
4	Tavares de Carvalho, P. & Reis, E. (2023). Luxury hotels attributes: A comparative analysis of Japanese and Chinese customers perceptions. In Proceedings of the 3rd International Conference on Tourism Management and Hospitality. Oxford: Diamond Scientific Publishing.
5	Tavares de Carvalho, P. & Reis, E. (2023). Understanding positive and negative Portuguese luxury hotels attributes from Japanese and Chinese customers. In Pedro Álvaro Pereira Correia, António Martins, Bruno Duarte Abreu Freitas, Conceição Matos, Ricardo Gouveia (Ed.), VII International Forum of Management – Madeira: Book of Proceedings. (pp. 266-279). Funchal: Universidade da Madeira. - Times Cited Google Scholar: 1
6	Tavares de Carvalho, P. & Reis, E. (2023). East meets West Japanese income tourism: A proposal to improve luxury hotels management strategy. In Nuno Fernandes Crespo, Vítor Corado Simões, Cátia Crespo, Dinis Macedo (Ed.), Proceedings of The 49th Conference of the European International Business Academy. (pp. 99-99). Lisboa: ISEG - Instituto Superior de Economia e Gestão.

- Talk

1	Ricardo Jorge Gomes Raimundo & Tavares de Carvalho, P. (2025). The Integration of Artificial Intelligence in Higher Education: A Literature Review. Futures2025.
2	Tavares de Carvalho, P. & Runa, Ana (2025). Synchronous and/or Asynchronous? Assessing the Emotional State of Teachers in Online Higher Education Training/Síncrono e/ou Assíncrono? Avaliação do estado emocional dos docentes na formação online no ensino superior. CNaPPES25.
3	Tavares de Carvalho, P. (2025). Rural Tourism: Cultural Identity and Natural Degradation. Ecos do Turismo- Rede Colaborativa do Turismo.

4	Tavares de Carvalho, P. & Boukherouk, M. (2025). Creative Communities. How Local Communities Are Changing Rural Tourism With Agritourism And Digital Platforms? Case Studies From Portugal and Morocco. IACuDiT-12th International Conference "Management, Culture and Arts Synergies for Future Innovative Tourism Development",.
5	Tavares de Carvalho, P. (2024). Key Note - Improving customers satisfaction through circular economy. An agritourism case study. A la 5e Conference Internationale " Tourisme & Innovation (CITI' Marrakech 2024)" . Université des Lettres et des sciences Humaines de Marrakech/ Université Cadi Ayyad Marrakech: Marrakech, MA.
6	Tavares de Carvalho, P. & Reis, E. (2024). East meets West. Japanese Income Tourism. A proposal to improve luxury hotels management strategy. EIBA Lisbon 2023.
7	Tavares de Carvalho, P. (2024). Hospitality Management Strategy Importance of Human Resources Customer Cultural Awareness The case of the Asian Market. UFHRD24-Human Resources Development in a Digital Age.
8	Tavares de Carvalho, P. & Reis, E. (2023). Understanding positive and negative Portuguese luxury hotels attributes from Japanese and Chinese customers. VII Internacional Forum on Management.
9	Tavares de Carvalho, P. & Reis, E. (2023). Luxury Hotels Attributes A comparative analysis of Japanese and Chinese customers perceptions. 3rd International Conference on Tourism Management and Hospitality. Said Business School. Oxford University.
10	Tavares de Carvalho, P. & Reis, E. (2023). Japanese income tourism. The Portuguese luxury hospitality management strategy (before and after Covid-19). Diversity and Sustainability - Opportunities and Threats 2023.

• Other Publications

- Non-peer-reviewed papers

1	Tavares de Carvalho, P. (2025). Importance of building bridges between Education and Companies operating in the Tourism/Hospitality sector/ Importância de criar pontes entre o Ensino e o Tecido Empresarial do setor do Turismo/Hotelaria. TNews.
2	Tavares de Carvalho, P. (2023). Importance of training in hospitality and tourism. TNews.

- Other publications

1	Tavares de Carvalho, P. (2024). Migration and the future of Hospitality and Tourism Profession. EIBAzine - International Business Perspectives. 31-33
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- Doctoral Thesis

1	Tavares de Carvalho, P. (2022). Japanese Income Tourism. An exploratory study of Portuguese luxury hotel management strategy (Before and After Covid-19).
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Awards

Honourable Mention to the presentation and paper presented in the conference: "Understanding positive and negative Portuguese luxury hotels attributes from Japanese and Chinese customers" in VII Internacional Forum on Management. (2023)

Nominated for the best hospitality professor (Education) by Forum Turismo. (2021)

Organization/Coordination of Events

Type of Organization/Coordination	Event Title	Organizer	Year
Member of non-scientific event's organizing committee	Impact of Artificial Intelligence in Hospitality	ISEC Lisboa	2025
Member of scientific event committee	Keynote speaker: A la 5e Conference Internationale " Tourisme & Innovation (CITI' Marrakech 2024)	Université des Lettres et des sciences Humaines de Marrakech/ Université Cadi Ayyad Marrakech: Marrakech, MA	2024
Member of scientific event committee	UFRHD 2024 - University Forum for Human Resource Development Conference 2024. Human Resources Development in a Digital Age.: Lisbon, PT	Rede do Empresário	2024
Member of scientific event committee	DSOTT23-Diversity and Sustainability	Universidade de Coimbra	2023

Diffusion Activities

Activity Type	Event Title	Activity Description	Year
Talk/Conference in public diffusion event	Impact of Artificial Intelligence in Hospitality	Moderator	2025
Talk/Conference in public diffusion event	ADHP Junior - Well-being and health	Coordinator / Speaker	2024
Talk/Conference in public diffusion event	Rural Tourism and Sustainable Destinations	Seminar at Universidade Europeia	2023
Talk/Conference in public diffusion event	To the best students of ISCAL	Seminar at ISCAL: East meets West. The culture, "Ikigai", Negotiation and Management: The Toyota Case Study.	2023
Talk/Conference in public diffusion event	Agritourism and Local Accommodation.	Seminar at ISEC Lisboa	2022

Scientific Editing/Reviewing Activities

Type of Activity	Journal Title	ISSN/Quartile	Period	Language
Member of scientific journal editing staff	International Journal of Innovative Research and Scientific Studies	2617-6548 / Q2	Since 2025	English

Member of scientific journal editing staff	Edelweiss Applied Science and Technology: USA	2576-8484 / Q4	Since 2025	English
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