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## Paula Tavares de Carvalho

### Professora Auxiliar Convidada

Department of Quantitative Methods for Management and Economics (IBS)

### Associate researcher without FCT funding

BRU-Iscte - Business Research Unit (IBS)  
[Data Analytics]

## Contacts

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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 (Pos-Doc).

## Research Interests

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

## Academic Qualifications

University/Institution	Type	Degree	Period
The population Ageing Institute - Oxford University	Post-Doc	Academic Visitor	2025
Learning Innov@tion Studio - ISEC Lisboa: Lisbon, PT	Training Session	Active 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	Licenciante	Economics	2005
Universidade Católica Portuguesa	Post-graduation	Marketing	2003
Universidade Católica 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
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2024/2025	1º	Statistics and Data Analysis	Master Degree in Human Resources Development Policies; Master Degree in Studies of Environment and Sustainability;	No
2024/2025	1º	Statistics and Data Analysis	Master Degree in Human Resources Development Policies; Master Degree in Studies of Environment and Sustainability;	No
2024/2025	1º	Data Analysis for Management	Post Graduation Program in Real State Finance and Management; Post Graduation Program in Retail Management; Master Degree in Management; Master Degree in Health Services Management;	No
2024/2025	1º	Data Analysis for Management	Post Graduation Program in Real State Finance and Management; Post Graduation Program in Retail Management; Master Degree in Management; Master Degree in Health Services Management;	No

## Publications

### • Scientific Journals

#### - Scientific journal paper

1	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
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### • Conferences/Workshops and Talks

#### - Publication in conference proceedings

1	Tavares de Carvalho, P. & Reis, E. (2024). East meets West. Japanese Income Tourism. A proposal to improve luxury hotels management strategy. In 49th Conference of the European International Business Academy (EIBA23). <i>The Changing Global Power Balance: Challenges for European Firms</i> .
2	Tavares de Carvalho, P. (2024). The Future of Hospitality and Tourism Profession. In VIII-International Forum on Management- <i>Managing in a High-Tech, Sustainable World</i> .
3	Tavares de Carvalho, P. (2024). Hospitality Management Strategy Importance of Human Resources Customer Cultural Awareness The case of the Asian Market. In University Forum for Human Resource Development Conference 2024 <i>Human Resources Development in a Digital Age</i> .
4	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.), <i>DSOTT'2023, Book of Abstracts.</i> : Universidade de Coimbra.
5	Tavares de Carvalho, P. & Reis, E. (2023). Luxury hotels attributes: A comparative analysis of Japanese and Chinese customers perceptions. In <i>Proceedings of the 3rd International Conference on Tourism Management and Hospitality</i> . Oxford: Diamond Scientific Publishing.

6	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
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**- Talk**

1	Tavares de Carvalho, P. & Reis, E. (2024). East meets West. Japanese Income Tourism. A proposal to improve luxury hotels management strategy. EIBA Lisbon 2023.
2	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.
3	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.
4	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.
5	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. (2023). Importance of training in hospitality and tourism. T-News.
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**- 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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**Organization/Coordination of Events**

Type of Organization/Coordination	Event Title	Organizer	Year
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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	ADHP Junior - Well-being and health	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: 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