Warning: [2025-12-05 07:11] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência_Iscte at that date.

Pedro António Ferreira

Deputy Director
Department of Accounting (IBS)

Professor Auxiliar
Department of Accounting (IBS)

Contacts

E-mail	pedro.ferreira@iscte-iul.pt
Office	D5.02
Telephone	217650488 (Ext: 220336)
Post Box	211

Curriculum

PhD in Management, Master in Business Sciences, Degree in Management by Iscte - University Institute of Lisbon (Iscte) and Bachelor of Accounting at ISCAC Coimbra Business School. Assistant Professor at ISCTE, where he teaches in Undergraduate, Masters and Executives Masters and has coordinated various courses. Executive Director of the Executive Master in Corporate Reporting of INDEG/ISCTE. Received a teaching award (2014). Was member of the Pedagogical Committee (1st cycle degree) and year coordinator in 1st cycle degree.
Was CEO of Overgest/ISCTE - Management and Finance Specialization Center and Director of several Executive Masters, Postgraduate Programs, Specialization Courses and Programs for Executives. Was Senior Partner of Paradigma Consulting, SA, Senior Consultant at SE.MAR.TE Consulting, Consulting Supervisor at BDO International, Deputy Director Financial MAP-Plastics (current Map-Key Plastics, SA) and Chartered Accountant of several companies.
Was member of the Students' Union Board and a member of Scientific Council (representing the students) of ISCA Coimbra Business School. He is co-author of books in the accounting field, articles and communications to scientific conferences.

Research Interests

Purpose (organizational, business, brands and personal). Creating and delivering value. Strategic business performance. Strategic execution. Business models. Management control. Performance, metrics and KPI's (physical

and digital). Integrated reporting. Blockchain, cryptocurrencies, non-fungible token (NFT) and metaverse applied to business management. Luxury and Passion Industries. Culture and Arts.

Academic Qualifications

University/Institution	Type	Degree	Period
Iscte - Instituto Universitário de Lisboa	PhD	Gestão	2018
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	M.Sc.	Ciências Empresariais	1996
ISCTE-IUL - Instituto Superior Ciências Trabalho e da Empresa	Licenciate	Organização e Gestão de Empresas	1989
ISCAC Coimbra - Instituto Superior de Contabilidade e Administração de Coimbra	Bachelor of Science	Contabilidade e Administração	1982

External Professional Activities

Period	Employer	Country	Description
2022 - 2026	Iscte Meta Digital - Digital Transformation Association	Portugal	
2022 - 2025	Audax - Innovation and Entrepreneurship Center	Portugal	
Since 2015	INDEG	--	Executive Director of the Executive Master in Corporate Reporting
2011 - 2026	Iscte Junior Consulting	Portugal	

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord.
2025/2026	2º	Final Project in Accounting		Yes
2025/2026	2º	Management Control for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2025/2026	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2025/2026	2º	Integrated Reporting and Performance Monitoring		Yes
2025/2026	1º	Accountability and Finances for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes

2025/2026	1º	Financial Accounting	Bachelor Degree in Finance and Accounting; Bachelor Degree in Management;	No
2024/2025	2º	Final Project in Accounting		Yes
2024/2025	2º	Management Control for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2024/2025	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2024/2025	2º	Integrated Reporting and Performance Monitoring	Bachelor Degree in Digital Technologies and Management;	Yes
2024/2025	2º	Performance evaluation		Yes
2024/2025	2º	Management Control	Bachelor Degree in Computer Science and Business Management;	No
2024/2025	1º	Accountability and Finances for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2024/2025	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2023/2024	2º	Management Control for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2023/2024	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2023/2024	2º	Management Control	Bachelor Degree in Computer Science and Business Management;	No
2023/2024	1º	Accountability and Finances for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2023/2024	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2022/2023	2º	Management Control for Cultural Organizations		Yes
2022/2023	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2022/2023	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	No
2022/2023	1º	Accountability and Finances for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2022/2023	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2021/2022	2º	Accounting and Budget Control		No

2021/2022	2º	Management Control for Cultural Organizations		Yes
2021/2022	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2021/2022	2º	Marketing Accountability		No
2021/2022	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2021/2022	1º	Accountability and Finances for Cultural Organizations		Yes
2021/2022	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2020/2021	2º	Management Control for Cultural Organizations		Yes
2020/2021	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2020/2021	2º	Marketing Accountability		Yes
2020/2021	2º	Management Control		No
2020/2021	1º	Accountability and Finances for Cultural Organizations		Yes
2020/2021	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2019/2020	2º	Complements of Financial Accounting		No
2019/2020	2º	Management Control for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2019/2020	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2019/2020	2º	Marketing Accountability		Yes
2019/2020	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL); Bachelor Degree in Computer Science and Business Management;	No
2019/2020	1º	Accountability and Finances for Cultural Organizations	Master Degree in Studies and Management of Culture;	Yes
2019/2020	1º	Financial Accounting I		No

2018/2019	2º	Complements of Financial Accounting		No
2018/2019	2º	Management Control for Cultural Organizations		Yes
2018/2019	2º	Management Control for Cultural Organizations		Yes
2018/2019	2º	Financial Information and Decision-Making	Master Degree in New Media Management;	Yes
2018/2019	2º	Marketing Accountability		Yes
2018/2019	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2018/2019	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2018/2019	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2018/2019	1º	Accountability and Finances for Cultural Organizations		Yes
2018/2019	1º	Accountability and Finances for Cultural Organizations		Yes
2018/2019	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2018/2019	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2017/2018	2º	Management Control for Cultural Organizations		Yes
2017/2018	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2017/2018	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2017/2018	2º	Financial Accounting II		No
2017/2018	1º	Finance and Management Control		Yes
2017/2018	1º	Accountability and Finances for Cultural Organizations		Yes
2017/2018	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2017/2018	1º	Financial Accounting I	Bachelor Degree in Economics;	No

2017/2018	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2016/2017	2º	Management Control for Cultural Organizations		Yes
2016/2017	2º	Management Control for Cultural Organizations		Yes
2016/2017	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2016/2017	2º	Financial Accounting II		No
2016/2017	1º	Finance and Management Control		No
2016/2017	1º	Accountability and Finances for Cultural Organizations		Yes
2016/2017	1º	Accountability and Finances for Cultural Organizations		Yes
2016/2017	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2016/2017	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2015/2016	2º	Management Control for Cultural Organizations		Yes
2015/2016	2º	Management Control	Bachelor Degree in Computer Science and Business Management (PL);	No
2015/2016	2º	Financial Accounting II		No
2015/2016	1º	Accountability and Finances for Cultural Organizations		Yes
2015/2016	1º	Strategic Decision Support Systems		Yes
2015/2016	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2015/2016	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2014/2015	2º	Management Control for Cultural Organizations		Yes
2014/2015	2º	Management Control for Cultural Organizations		Yes
2014/2015	2º	Management Control		No
2014/2015	2º	Management Control		No

2014/2015	2º	Financial Accounting II		No
2014/2015	1º	Accountability and Finances for Cultural Organizations		Yes
2014/2015	1º	Accountability and Finances for Cultural Organizations		Yes
2014/2015	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2014/2015	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2014/2015	1º	Financial Accounting I	Bachelor Degree in Economics;	No
2014/2015	1º	Financial Reporting Systems		No
2013/2014	2º	Management Control for Cultural Organizations		Yes
2013/2014	2º	Management Control		No
2013/2014	2º	Financial Accounting II		No
2013/2014	2º	Business Combinations and Consolidation		No
2013/2014	1º	Accountability and Finances for Cultural Organizations		Yes
2013/2014	1º	Financial Accounting I		Yes
2013/2014	1º	Financial Accounting I		Yes
2013/2014	1º	Financial Accounting I		Yes
2013/2014	1º	Financial Accounting I		Yes
2013/2014	1º	Financial Accounting I		Yes
2012/2013	2º	Management Control for Cultural Organizations		Yes
2012/2013	2º	Financial Accounting II		No
2012/2013	1º	Corporate Report		No
2012/2013	1º	Accountability and Finances for Cultural Organizations		Yes
2012/2013	1º	Financial Accounting I	Bachelor Degree in Economics;	No

2011/2012	2º	Financial Accounting II		No
2011/2012	1º	Financial Accounting I		No
2010/2011	2º	Financial Accounting II		Yes
2010/2011	2º	Business Combinations and Consolidation		No
2009/2010	2º	Financial Accounting II		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2009/2010	1º	Financial Accounting I		No
2007/2008	2º	Organizational Models		No
2007/2008	2º	Financial Accounting II		No
2007/2008	1º	Organizational Models		No
2006/2007	2º	Tax		No

2006/2007	2º	Investments		No
2006/2007	2º	Management Accounting		No
2006/2007	1º	Financial Accounting I		No

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Manuel Reis Leitão	THE IMPACT OF THE 2008 FINANCIAL CRISIS ON PORTUGUESE CULTURAL ORGANIZATIONS	--	Developing	Iscte
2	João Miguel Maia da Cruz Barreira	Financial and Non-Financial Drivers of Financial Performance	--	Developing	Iscte
3	Raquel Sofia Batista Guerreiro Dias	Ethics in Accounting: The Critical Role of Artificial Intelligence	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Tiago Pedro Baptista Neves	The Influence of Personality Traits on the Investor Risk Profile	Portuguese	Iscte	2022
2	Ana Studart Vasconcelos	Lisbon Carnival - Ecosystem Business Model	Portuguese	Iscte	2022
3	Inês da Costa Soares	Upcycling in Portugal: practice and influencing factors from the designers' perspective	Portuguese	Iscte	2022
4	Bárbara Madureira Santos	Business Model: Lisbon Football Association Museum	Portuguese	Iscte	2022
5	Giesela Viktoria Birschel	Corporate Cultural Responsibility, appreciation of success and benefits at the intersection of Enterprise and Culture	Portuguese	Iscte	2022
6	Bernarda Helena Cerca Esteves Pereira Bernardo	Cultural Network: The Cultural Card	Portuguese	Iscte	2020
7	Miguel Gil Lopes Pereira	The role of sport museums in promoting intercultural dialogue. The temporary exhibition "Sporting Clube de Portugal - China. 1978 - 2018. 40 years celebrating friendship through sport".	Portuguese	Iscte	2019

8	Patrícia Alexandra Santos Bandeira	Value factors from ZARA and H&M customer perspectives	Portuguese	Iscte	2019
9	Filipa Gama da Luz	Artes Plásticas e Atividades Educativas Projeto 1St Museum	Portuguese	Iscte	2017
10	Marta Velez Batista	Tornar uma exposição permanente interactiva.	Portuguese	Iscte	2017
11	Sofia Santos Monteiro	Criação do Distrito Literário de Lisboa	Portuguese	Iscte	2016
12	Tatiana Dinis Ribeiro	O Modelo de Negócio do Rock in Rio - Uma Perspectiva Exploratória	Portuguese	Iscte	2015
13	Sérgio David Teodoro Cabral	A Influência da Governação Corporativa e da Cotação em Mercados Internacionais sobre a Qualidade da Informação Financeira nas Empresas Brasileiras	Portuguese	Iscte	2014
14	Sara Filipa Figueiredo Caldeira	Divulgação Voluntária de Informação pelas Empresas Cotadas na Bolsa de Valores, Mercadorias e Futuros de São Paulo(BM&FBOVESPA)	Portuguese	Iscte	2013
15	Inês Feijóo Leite Monteiro	Marketing Boca-a-Boca, Fidelização de Clientes e Preço - O Caso da Geladaria Santini	Portuguese	Iscte	2013
16	Inês Filipa Sousa Valongo Mariquitos	Reputação Corporativa e Performance no Sector das Telecomunicações Móveis em Portugal	Portuguese	Iscte	2012
17	Filipa Maria Lopes Monteiro	Aplicação do Conceito de Factores Críticos de Sucesso em Diversos Ambientes: Revisão de estudos empíricos	Portuguese	Iscte	2012
18	Sara Alves Veríssimo dos Reis	Divulgação Voluntária de Informações pelas Empresas Cotadas na Euronext Lisboa: Uma comparação face à proposta do FASB	Portuguese	Iscte	2012

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Cristina Eustáquia Ribeiro	Evaluation of the robustness of the Business Model of the National Gastronomy Festival of Santarém: insights extraction perspective for the construction of recommendations to the entity that manages the Festival.	Portuguese	Iscte	2022
2	Ana Teresa Pereira Marracho	THE BUSINESS MODEL OF ACCOUNTING FIRMS - TIME FOR CHANGE AND REINVENTION	Portuguese	Iscte	2020

3	Sara Emília Almeida Tavares	Ferreira de Castro Cultural Complex: Strategic Communication of Cultural Value	Portuguese	Iscte	2019
4	Pedro Filipe de Lopes Pires e Costa Figueiredo	Proposta de um Balanced Scorecard para a Teleperformance Portugal	Portuguese	Iscte	2016
5	José Ricardo Vicente Cândido	Perfumes enquanto objetos artísticos e comerciais. O modelo de negócio de um espaço cultural da PERFUMART - Casa do Perfume	Portuguese	Iscte	2015
6	Bruno Miguel da Silva Monarca	Empréstimos com Arte: Criação de Valor Partilhado Multidimensional entre Público(s) e Privado(s)	Portuguese	Iscte	2015
7	Francisco Godinho Peres	Plano de Negócio: Sochoc Chocolataria	Portuguese	Iscte	2014
8	Sara Ingrid Brandão Vaz de Almeida	Earmings Management e o Efeito da Adopção das IFRS no Brasil	English	Iscte	2013
9	Filipa Alexandra Dionísio Colaco	O Sistema de Compras Colectivas Online: Eficácia para os Parceiros de Negócio	Portuguese	Iscte	2013
10	Daniela Alexandra Filipe Gonçalves	Contributo para a Compreensão da Sustentabilidade do Modelo de Negócio da Compra e Venda de Ouro: O caso valores	Portuguese	Iscte	2012
11	Inês Filipa Marinheiro Revez	O Conceito de Modelo de Negócio Aplicado a uma Instituição do Sector Social - O Caso do Banco Alimentar Contra a Fome	Portuguese	Iscte	2012
12	Miguel Cabelo Dias Marques	A Implementação do Sistema de Normalização Contabilística (SNC) em Portugal: A experiência do 1º ano na perspectiva de profissionais contabilísticos.	Portuguese	Iscte	2011
13	Ana Rita Marques Pereira Macedo	--	--	Iscte	2011
14	Nuno Filipe Raposo Jacinto	Contributo para a Compreensão do Modelo de Negócios das Big Four e os seus Factores Críticos de Sucesso: Estudo do caso Ernst & Young em Portugal.	Portuguese	Iscte	2010
15	José Luís dos Santos Pereira	Contributo para a Concepção de um Balanced Scoredcard num Equipamento de uma Organização sem Fins Lucrativos.	Portuguese	Iscte	2010
16	Francisco Mota Gaspar	O Balanced Scorecard como Instrumento de Gestão Estratégica Adaptado a um Serviço de Saúde.	Portuguese	Iscte	2009

Total Citations

Web of Science®	0
Scopus	6

Publications

• Scientific Journals

- Scientific journal paper

1	Marracho, A. & Ferreira, P. A. (2022). Modelos de negócio das empresas de contabilidade face à disrupção tecnológica: Uma proposta de possibilidades. RISTI - Revista Ibérica de Sistemas e Tecnologias de Informação/Iberian Journal of Information Systems and Technologies (RISTI). E47, 439-459
2	Ferreira, P. A. & Marracho, A. (2022). Contabilidade e tecnologias emergentes: Tendências na profissão, educação e modelo de negócio das empresas de contabilidade. RISTI - Revista Ibérica de Sistemas e Tecnologias de Informação/Iberian Journal of Information Systems and Technologies (RISTI). E47, 389-403

• Books and Book Chapters

- Book author

1	Lourenço, I., Morais, A.I., Lopes, A.I., Paiva, I., Ferreira, A., Ferreira, P. A....Nova, S.C. (2020). Fundamentos de Contabilidade Financeira: teoria e casos, 3ª Edição. Lisboa. Sílabo. - Times Cited Google Scholar: 1
2	Lourenço, I., Morais, A. I., Lopes, A.I., Paiva, I., Ferreira, A., Ferreira, P. A....Nova, S.C. (2018). Fundamentos de Contabilidade Financeira: teoria e casos, 2ª Edição. Lisboa. Sílabo.
3	Lourenço, I., Morais, A. I., Lopes, A.I., Ferreira, P. A., Ferreira, A., Pais, C....Nova, S. C. (2015). Fundamentos de contabilidade financeira: teoria e casos. Lisboa. Edições Sílabo. - Times Cited Google Scholar: 19
4	Lourenço, I., Ferreira, P. A., Ferreira, A. & Pais, C. (2013). IFRS - Demonstrações Financeiras: casos para Executivos. Coimbra / Portugal. Almedina, SA.
5	Borges, A., Ferreira, P. A., Martins, M. M. , Rodrigues, J., Magro, N. & Gamelas, E. (2011). SNC Casos Práticos - Contabilidade Financeira. Lisboa - Portugal. Areas Editora.
6	Borges, A., Gamelas, E., Rodrigues, J., Martins, M. M. , Magro, N. & Ferreira, P. A. (2009). SNC - Sistema de Normalização Contabilística: Casos Práticos. Lisboa. Áreas Editora.

- Book chapter

1	Monteiro, Inês, Laureano, Raul M. S., Ferreira, P. A. & Laureano, L. (2014). Marketing boca-a-boca e fidelização de clientes na geladaria Santini. In Paulo Águas, Margarida Santos, Marisol Correia, Célia Ramos (Ed.), Perspetivas Contemporâneas em Marketing. (pp. 287-304). Faro: UALg ESGHT. - Times Cited Google Scholar: 1

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Tavares, S. A., Ferreira, P. A. & Magro, N. (2021). The multidisciplinary role of cultural management. A look for communication as management tool and key-activity. In Guerra, P., and Sousa, S. (Ed.), Keep it Simple, Make it Fast!: An approach to underground music scenes. (pp. 429-439). Porto: Universidade do Porto. Faculdade de Letras.
2	Luz, F. G. da., Ferreira, P. A. & Neves, J. S. (2021). Developing personas and proto personas to enhance the art museum visitor experience. In Guerra, P., and Sousa, S. (Ed.), Keep it Simple, Make it Fast!: An approach to underground music scenes. (pp. 440-447). Porto: Universidade do Porto. Faculdade de Letras. - Times Cited Google Scholar: 1
3	Bernardo, B. & Ferreira, P. A. (2021). The business model through an ecosystem perspective: An exploratory approach applied to a cultural card. In Guerra, P., & Bennett, A. (Ed.), Keep it Simple Make it Fast! DIY cultures and global challenges: Book of abstracts. (pp. 52). Porto: Universidade do Porto. Faculdade de Letras.
4	Luz, F. G. da. & Ferreira, P. A. (2021). Developing personas and proto personas to enhance the art museum visitor experience. In Guerra, P., & Bennett, A. (Ed.), Keep it Simple Make it Fast! DIY cultures and global challenges: Book of abstracts. (pp. 183). Porto: Universidade do Porto. Faculdade de Letras.
5	Tavares, S. A., Ferreira, P. A. & Magro, N. (2021). The multidisciplinary role of cultural management: A look for communication as management tool and key-activity. In Guerra, P., & Bennett, A. (Ed.), Keep it Simple Make it Fast! DIY cultures and global challenges: Book of abstracts. (pp. 284). Porto: Universidade do Porto. Faculdade de Letras.
6	Tavares, S. A. & Ferreira, P. A. (2020). Business Model Canvas as diagnostic tool of the creation of cultural value: Conceptual and exploratory approach to the case of Ferreira's de Castro Cultural Complex. In Álvaro Rocha, Bernabé Escobar Peréz, Francisco Garcia Peñalvo, Maria del Mar Miras, Ramiro Gonçalves (Ed.), 2020 15th Iberian Conference on Information Systems and Technologies (CISTI). Sevilla: IEEE. - Times Cited Scopus: 2
7	Vicente, J. V. & Ferreira, P. A. (2020). Proposition of the 3-block perfume exhibition model: Using technology on turning visible and invisible reality such as perfumes. In Álvaro Rocha, Bernabé Escobar Peréz, Francisco Garcia Peñalvo, Maria del Mar Miras, Ramiro Gonçalves (Ed.), 2020 15th Iberian Conference on Information Systems and Technologies (CISTI). Sevilla: IEEE. - Times Cited Scopus: 1
8	Colaço, F., Laureano, L., Laureano, R. M. S. & Ferreira, P. A. (2018). The collective online shopping system: the impact of the effectiveness for the Portuguese business partners. In 13th Iberian Conference on Information Systems and Technologies, CISTI 2018. Cáceres: IEEE. - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
9	Ribeiro, T. D., Ferreira, P. A. & Vaz, Maria João (2018). Creating shared value in Rock in Rio business model: case study. In 2018 13th Iberian Conference on Information Systems and Technologies (CISTI). Caceres: IEEE. - Times Cited Scopus: 1 - Times Cited Google Scholar: 7
10	Ribeiro, T. D., Ferreira, P. A. & Vaz, M. J. (2018). Creating shared value in Rock in Rio business model case study. In 13th Iberian Conference on Information Systems and Technologies (CISTI). Caceres: IEEE. - Times Cited Google Scholar: 7

11	Ribeiro, T. D., Ferreira, P. A. & Vaz, M. J. (2017). Rock in Rio business model – an exploratory approach. In Paula Guerra and Tânia Moreira (Ed.), KISMIF International Conference - Keep It Simple, Keep It Fast! . (pp. 87-99). Porto: University of Porto, Faculty of Arts and Humanities. - Times Cited Google Scholar: 1
12	Ribeiro, T., Ferreira, P. A. & Vaz, M. J. (2017). Rock in Rio business model: An exploratory approach. In KISMIF International Conference - Keep It Simple, Keep It Fast!. Porto: University of Porto, Faculty of Arts and Humanities. - Times Cited Google Scholar: 2
13	Colaço, F., Laureano, R., Ferreira, P. & Laureano, L. (2015). A eficácia do sistema de compras coletivas na perspetiva dos parceiros de negócio: estudo exploratório em Portugal. In Álvaro Rocha, Arnaldo Martins, Gonçalo Paiva Dias, Luís Paulo Reis e Manuel Pérez Cota (Ed.), Proceedings of The 2015 10th Iberian Conference On Information Systems And Technologies (CISTI 2015). (pp. 629-634). Águeda: AISTI (Associação Ibérica de Sistemas e Tecnologias de Informação). - Times Cited Scopus: 1
14	Jacob, A. P., Ferreira, P. A., Oliveira, M. A., Silva, C., Fevereiro, P. & Canhoto, J. (2012). Análise de custos na micropropagação convencional da oliveira (Olea europea L.), variedade 'Galega vulgar'. In Pedro Sequeira (Ed.), UIIPS Congresso Investigação e Desenvolvimento no IPS - Livro de Resumos. (pp. 21-21). Santarém: Unidade de Investigação do Instiutuo Politécnico de Santarém.
15	Ferreira, P. A., Franco, V. & Mota, A. (2012). Medição da Performance: Evolução, Focos e Paradigmas de Investigação. In AECA, CICF, IPCA (Ed.), XV Encuentro AECA: Nuevos caminos para Europa - El papel de las empresas y los gobiernos. (pp. 0-0). Ofir-Esposende: AECA - Asociación Española de Contabilidad y Administratión de Empresas.
16	Ferreira, P. A., Mota, A. & Franco, V. (2012). Modelo de Negócio: Perspectiva de Medição da Performance. In AECA, CICF, IPCA (Ed.), XV Encuentro AECA: Nuevos caminos para Europa - El papel de las empresas y los gobiernos. (pp. 0-0). Ofir-Esposende: AECA - Asociación Española de Contabilidad y Administratión de Empresas.
17	Ferreira, P. A., Mota, A. & Franco, V. (2011). Modelo de Negócio: Perspectiva de Medição da Performance. In XIII Accounting and Auditing Congress - A Change in Management (ACIM2011). (pp. 0-0).
18	Ferreira, P. A., Franco, V. & Mota, A. (2011). Medição da Performance: Focos, Evolução e Paradigmas. In XIII Accounting and Auditing Congress - A Change in Management (ACIM2011). (pp. 0-0). Porto

- Talk

1	Ferreira, P. A. & Marracho, A. (2022). Contabilidade e Tecnologias Emergentes: Tendências na Profissão, Educação e Modelo de Negócio das Empresas de Contabilidade. International Conference on Information Technology & Systems (ICITS'22).
2	Marracho, A. & Ferreira, P. A. (2022). Modelos de Negócio das Empresas de Contabilidade Face à Disrupção Tecnológica: Uma Proposta de Possibilidades. The International Conference on Information Technology & Systems (ICIT'S'22).
3	Tavares, S. A., Ferreira, P. A. & Magro, N. (2021). The multidisciplinary role of cultural management: a look for communication as management tool and key-activity. International Conference "Keep it Simple, Make it Fast! DIY cultures and global challenges" (KISMIF Conference 2021).

4	Luz, F. G. & Ferreira, P. A. (2021). Developing personas and proto personas to enhance the art museum visitor experience. International Conference “Keep it Simple, Make it Fast! DIY cultures and global challenges” (KISMIF Conference 2021).
5	Bernardo, B. & Ferreira, P. A. (2021). The business model through an ecosystem perspective: An exploratory approach applied to a cultural card. International Conference “Keep it Simple, Make it Fast! DIY cultures and global challenges” (KISMIF Conference 2021).
6	Tavares, S. A. & Ferreira, P. A. (2020). Business Model Canvas as Diagnostic Tool of the Creation of Cultural Value - Conceptual and Exploratory approach to the Case of Ferreira’s de Castro Cultural Complex. 15th Iberian Conference on Information Systems and Technologies.
7	Cândido, J. V. & Ferreira, P. A. (2020). Proposition of the 3-block Perfume Exhibition Model: Using Technology on Turning Visible an Invisible Reality Such as Perfumes. 15th Iberian Conference on Information Systems and Technologies.
8	Ribeiro, T. D., Ferreira, P. A. & Vaz, Maria João (2019). Creating Shared Value in Rock in Rio Business Model: Case Study. Talkfest'19 - International Music Festivals Forum.
9	Monarca, B. & Ferreira, P. A. (2018). A (r)evolução das exposições de Arte através da Realidade Virtual: Uma nova abordagem a um Modelo de Negócio Sustentável (Estudo Exploratório. 2018 13th Iberian Conference on Information Systems and Technologies (CISTI).
10	Ribeiro, T. D., Ferreira, P. A. & Vaz, Maria João (2018). Creating shared value in Rock in Rio business model: Case study. 2018 13th Iberian Conference on Information Systems and Technologies (CISTI) .
11	Colaço, Filipa, Laureano, L., Laureano, Raul M. S. & Ferreira, P. A. (2018). The collective online shopping system: The impact of the effectiveness for the Portuguese business partners. 2018 13th Iberian Conference on Information Systems and Technologies (CISTI).
12	Ribeiro, T. D. & Ferreira, P. A. (2016). Modelo de Negócio do Rock in Rio - Uma Perspetiva Exploratória . Talkfest - International Music Festivals Forum - Scientific Presentations.
13	Ribeiro, T. D., Ferreira, P. A. & Vaz, Maria João (2016). Rock in Rio Business Model – An Exploratory Approach. KISMIF - Keep It Simple, Keep It Fast! - DIY Cultures, Spaces and Places.
14	Monarca, B., Ferreira, P. A. & Vaz, Maria João (2016). Teorias de Gestão e Arte: Contributo Exploratório para um Entendimento na Perspetiva da Relação Sociedade Empresa. I Jornadas de Empreendedorismo e Estudos da Cultura.
15	Ribeiro, T. D., Ferreira, P. A. & Vaz, Maria João (2016). A Criação de Valor Partilhado no Modelo de Negócio do Rock in Rio – Um Estudo Exploratório. I Jornadas de Empreendedorismo e Estudos da Cultura.
16	Colaço, Filipa, Laureano, Raul M. S., Ferreira, P. A. & Laureano, L. (2015). A Eficácia do Sistema de Compras Coletivas na Perspetiva dos Parceiros de Negócio: Estudo Exploratório em Portugal. CISTI'2015 - 10ª Conferência Ibérica de Sistemas e Tecnologias de Informação. I, 629-634
17	Laureano, Raul M. S., Colaço, Filipa, Ferreira, P. A. & Laureano, L. (2015). The Consequents of the Effectiveness of Collective Online Shopping Systems: The Perspective from Portuguese Business Partners. 13th Annual International Conference on Management and Marketing.
18	Monteiro, Inês, Laureano, Raul M. S., Ferreira, P. A. & Laureano, L. (2014). Marketing boca-a-boca e fidelização de clientes na geladaria Santini . TMS Algarve 2014 – Management Studies International Conference.

19	Ferreira, P. A. (2013). Medição do Capital Intelectual: Relevância ou Moda?. Jornadas Científicas - Sustentabilidade e Inovação .
20	Jacob. A. P., Ferreira, P. A., Oliveira, M. A., Silva, C., Fevereiro, P. & Canhoto, J. (2012). Análise de Custos na Micropropagação Convencional da Oliveira (Olea europea L.), variedade 'Galega vulgar'. UIIPS Congresso Investigação e Desenvolvimento no IPS.
21	Ferreira, P. A., Franco, V. & Mota, A. (2012). Medição da Performance: Evolução, Focos e Paradigmas de Investigação. XV Encuentro AECA: Nuevos caminho para Europa - El papel de las empresas y los gobiernos.
22	Ferreira, P. A., Mota, A. & Franco, V. (2012). Modelo de Negócio: Perspectiva de Medição da Performance. XV Encuentro AECA: Nuevos caminos para Europa - El papel de las empresas y los goviernos.
23	Ferreira, P. A., Franco, V. & Mota, A. (2011). Medição da Performance: Evolução, Focos e Paradigmas de Investigação. XIII Accounting and Auditing Congress - A Change in Management (ACIM2011).
24	Ferreira, P. A., Mota, A. & Franco, V. (2011). Modelo de Negócio: Perspectiva de Medição da Performance. XIII Accounting and Auditing Congress - A Change in Management (ACIM2011).

• Other Publications

- Non-peer-reviewed papers

1	Reto, L. & Ferreira, P. A. (1997). Projecto de Empresa: Conceito e Operacionalização. Dirigir - Revista para Chefias. 51, 3-12
2	Santos, A. P., Pereira, L. A., Santos, M. R. & Ferreira, P. A. (1989). INLAN: Um Modelo de Gestão Industrial - JIT/TQC. Revista de Gestão (atual Revista Portuguesa e Brasileira de Gestão). VII, 9-15

Academic Management Positions

Sub-diretor (2022 - 2025)
Unit/Area: Department of Accounting

Awards

Teaching Award (ISCTE) (2014)

Professional Associations

SEDES - Associação para o Desenvolvimento Económico e Social (Since 2021)

Instituto +Liberdade (Founding Member) (Since 2021)

APDSI - Association for the Promotion and Development of the Information Society (Since 2019)

APBC - Portuguese Blockchain and Cryptocurrency Association (Since 2019)

APDC - Portuguese Association for Telecommunications Development (Since 2019)
AIMS - Association Internationale de Management Stratégique (2017 - 2018)
Associação Portuguesa de Contabilistas (Since 1982)
Ordem dos Contabilistas Certificados (OCC, ex-OTOC) (Since 1982)

Diffusion Activities

Activity Type	Event Title	Activity Description	Year
Member of organizing committee of knowledge diffusion event	Discussion Group Meeting with Accounting Professionals - Theme: Primary Financial Statements (IASB Project)	Discussion, with accounting professionals from large companies, the IASB Project: Primary Financial Statements	2023
Coordination of knowledge diffusion event	Discussion Group Meeting with Accounting Professionals - Theme: IFRS 16	Discussion, with Accounting Professionals from large companies, the content and practical implications of IFRS 16	2023
Member of organizing committee of knowledge diffusion event	Discussion Group Meeting with Accounting Professionals - Theme: Sustainability Report	Discussion, with Accounting Professionals from large companies, on the topic of Sustainability Reporting	2023
Talk/Conference in public diffusion event	Accounting and Technology: Past, Present and Future (Portuguese Chartered Accountants Association)	Accounting and Emerging Technologies: Trends in the Profession, Education and Business Model of Accounting Firms	2022
Talk/Conference in public diffusion event	VI Congress of Certified Accountants	The future accountants in a changing world	2019