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Rui Gonçalves

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Curriculum

PhD in Management from the Lisbon School of Economics & Management, with research in information systems for operational risk management, Master in Statistics and Information Management from NOVA Information Management School, with research in Intelligent Agents and a degree in Management from the International University. In the academic area, he is an assistant professor at the Piaget Institute and an invited assistant professor at ISCTE and ESCS. He has carried out research in the area of management, with emphasis on the application of intelligent systems to management, having published dozens of articles in international journals indexed in SCOPUS and WoS. Professionally, he regularly collaborates with different consulting firms in the areas of management consulting and analytical models applied to decision-making. Previously, he coordinated the areas of Business Analytics, Operational Risk, Compliance, Fraud, Auditing and Money Laundering at SAS Portugal.

Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2026/2027	2º	Intelligent Systems Applied to Management	Institutional Degree in ISCTE Business School;	No
2026/2027	1º	Strategic Risk Management	Bachelor Degree in Digital Technologies and Management;	Yes

2025/2026	2º	Intelligent Systems Applied to Management	Institutional Degree in ISCTE Business School;	No
2025/2026	1º	Strategic Risk Management	Bachelor Degree in Digital Technologies and Management;	Yes
2024/2025	2º	Intelligent Systems Applied to Management	Institutional Degree in ISCTE Business School;	No
2024/2025	1º	Strategic Risk Management	Bachelor Degree in Digital Technologies and Management;	No
2023/2024	2º	Strategic Risk Management	Bachelor Degree in Digital Technologies and Management;	No
2023/2024	2º	Intelligent Systems Applied to Management	Institutional Degree in ISCTE Business School;	No
2022/2023	2º	Intelligent Systems Applied to Management	Institutional Degree in ISCTE Business School;	No
2021/2022	2º	Final Project in Management		No
2021/2022	1º	Fundamentals of Management		No
2019/2020	1º	Business Intelligence Applications I		No

Supervisions

- **Ph.D. Thesis**
- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Hugo Filipe Matos Almeida Moreira	Governing knowledge and technology - Interplay of Artificial Intelligence and Public Policies	English	Delivered	Iscte
2	Zhong Chongzhi	The influence factors and performance of enterprise value co-creation in the process of strategic transformation: A case study of China's small and medium-sized securities firms	English	Developing	Iscte
3	Yang Yibin	Research and application of BIM - based cost management projects - Take W new energy lithium battery engineering construction project as an example	English	Developing	Iscte

4	António Ângelo Machado Matos Pereira	The use of digital maturity models as a self-assessment tool in the digital transformations process by industrial organisations	English	Developing	Iscte
5	Sérgio Manuel Moreira Luciano	The Action-Reflection Paradox in Founder-Managed Portuguese SMEs: A Study of Cognition, Strategising and Sustainable Organisational Performance	--	Developing	Iscte
6	Chen Guihong	Enhancement Pathways for Elderly Health Management Service Capability in Primary Medical and Health Care Institutions	English	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Sara Las Cunha	O impacto da utilização de sistemas inteligentes na mitigação das causas de insucesso das alianças estratégicas em Portugal.	Portuguese	Iscte	2021

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Liu Ziqi	How Companies Manage Their Use of AI Artificial Intelligence in Marketing Operations	English	Delivered	Iscte
2	Duarte Mesquita de Almeida Costa	The Impact of Player Investment on Football Performance: Evidence from Portugal's Big Three	English	Delivered	Iscte
3	Bernardo Melo Toste Belerique Ormonde	From Fallout to Future: Rethinking Nuclear Energy in the Global Energy Shift	--	Developing	Iscte
4	Miguel Augusto de Lima Mayer Martinha	Growth Strategies for Bike Sharing Company	--	Developing	Iscte
5	Henrique José Câmara Figueira	The Impact of Corporate Announcements on Stock Prices in the Automotive Sector: A Comparative Analysis of Tesla, BMW, and BYD (2015–2025)	--	Developing	Iscte
6	Gonçalo Carvalho Teixeira	Estratégia Empresarial em Mercados Contrastantes: Uma análise comparativa entre Portugal e Brasil	--	Developing	Iscte

7	Maria do Céu Recharto Carapinha	The Impact of Smart Supply Chains on Consumer Trust: A Study on Transparency and Sustainability	--	Developing	Iscte
8	Afonso Paulo Caldeira Nogueira Freitas Dias	Feasibility of Smart Warehouses in Portuguese SMEs	--	Developing	Iscte
9	Paulo Francisco Vieira Viveiros	Registo do tema da dissertação e do orientador	--	Developing	Iscte
10	Gonçalo da Silva Guiomar	Qual o impacto da super personalização na área de investimentos pessoais?	--	Developing	Iscte
11	Patrícia Tabacari Petic	O papel da Inteligência Artificial na tomada de decisão de Investimentos Pessoais	--	Developing	Iscte
12	Henrique Fidalgo Vazão	Empreendedorismo Jovem em Portugal: Desafios, Oportunidades e Fatores Determinantes na Criação e Desenvolvimento de Novos Negócios	--	Developing	Iscte
13	Carolina Azevedo Fonseca	How artificial intelligence systems can be applied in long-term care institutions	--	Developing	Iscte
14	Inês Teixeira de Almeida Gomes	Artificial Intelligence (AI) as a relevant and decisive factor in the purchase of owner-occupied housing in the Portuguese real estate market?	--	Developing	Iscte
15	Catarina Santos Afonso	The perception of public service users regarding the use artificial intelligence in the public sector	--	Developing	Iscte
16	Beatriz Cascais Baltazar	The role of leadership in organizational culture and motivation: Procter & Gamble Portugal's case	--	Developing	Iscte
17	Mariana Martinho Lopes Fidalgo	Candidates' perceptions of recruitment and selection processes that use Artificial Intelligence.	--	Developing	Iscte
18	Ana Rafaela da Fonseca Marques	The Impact of the United States of America President's Communication on Tariffs and European Financial Markets	--	Developing	Iscte
19	Nelson Filipe da Silva Simões	The Integration of Artificial Intelligence in Smart Logistics: Advantages, Challenges, and Accountability	--	Developing	Iscte
20	Catarina Pereira Calçada	The impact of artificial intelligence on corporate ESG practices	--	Developing	Iscte

21	Francisco Duarte Lima	Digital Marketing Strategies in Small Businesses: Brand Management and Promotion through Social Media	--	Developing	Iscte
22	Leonor Merciano Tenera	The impact of artificial intelligence integration into CRM systems and personalization of experiences: the case of the hotel industry	--	Developing	Iscte
23	Hugo Miguel Duarte Sequeira	Ethical and Legal Challenges of Implementing Artificial Intelligence in the Portuguese Business Context	--	Developing	Iscte
24	Fábio Miguel Magalhães Rodrigues	The impact of artificial intelligence on the creation of competitive advantage through the RBV model in PMEs	--	Developing	Iscte
25	Marcos André Cabrita Penedo	Artificial Intelligence in Mergers and Acquisitions	--	Developing	Iscte
26	Francisco Mário do Ó Pinhal Mendes	Hyperautomation in company financial management	--	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Maria Teresa Romariz Barosa Eça de Abreu	The Interplay Between Online Entrepreneurial Marketing and the Use of Digital Platforms by Digital-Native MSMEs – The Case of Bee Jewels	English	Iscte	2025
2	Matilde Helena Marôco Gerner	Optimizing the recruitment and selection process through artificial intelligence	Portuguese	Iscte	2025
3	Ana Filipa Pinto Leal	Market Reactions to Media Influence: The Role of Social and Traditional News in Shaping Stock Prices and Trading Volume in Portugal	English	Iscte	2025
4	Luís Fernando Rebolho Sousa	The effect of diversity management on job satisfaction via flourishing and engagement	English	Iscte	2025
5	Eugénia Ndaitavela Hilongua Peuyadi	The Impact of Artificial Intelligence Systems on Financial Accounting	Portuguese	Iscte	2025
6	Marija Voitenkova	AI-Driven Business Processes Optimization in Event and Project Management	English	Iscte	2025

7	Joana Beatriz Raposo Botelho	The Value of Sustainable Certification: The Perspective of Tourism Companies in a Sustainable Destination Context. The Case of the Autonomous Region of the Azores.	Portuguese	Iscte	2025
8	Catarina Sofia Domingos Franco	What is the impact of using chatbots with AI in the customer service of telecommunications companies?	English	Iscte	2025
9	Maria Inês Barreiro Diniz	Digital Neuromarketing: a strategic approach to strengthening company-consumer relationships	Portuguese	Iscte	2025
10	Joana Anselmo de Magalhães	An Integrated Framework for the Responsible Adoption of Artificial Intelligence (AI) and New Approach Methodologies (NAMs) in Replacing Animal Testing in the Cosmetic and Pharmaceutical Industries	English	Iscte	2025
11	Tiago Alexandre Cleto Lopes	Artificial Intelligence as a driver of development and growth in organizations - A case applied to small and medium-sized enterprises (SMEs) in Portugal.	English	Iscte	2025
12	Luísa Ferreira Inácio do Vale Martins	Automated Public Transportation in Portugal: Consumer Perception and Intention to Use.	Portuguese	Iscte	2025
13	I Kei Sou	Innovative Business Plan: An all-in-one smart tourism travel app for Lisbon- LXplore	English	Iscte	2025
14	Duarte Miguel Ribeiro de Sá Pereira Caetano	The Impact of News in social media in Purchase intention - An application to Tesla.	English	Iscte	2024
15	Weng Ian Chan	Enhancing Organizational Happiness through Philosophy_ A Case Study of the (h)Appy-Phi Initiative at Centralmed	English	Iscte	2024
16	Christian Dahlkvist Mendonça	How can the application of Intelligent Systems and Machine Learning help prevent Tax Evasion	English	Iscte	2024
17	Gonçalo Ribeiro Borges	Perceptions of AI Adoption: Insights into Productivity, Organizational Benefits, and Future Readiness from Employees' Perspective	English	Iscte	2024
18	Li Qing	The Impact of Corporate Social Responsibility(CSR) on Corporate Innovation Performance - The Case of Chinese Pharmaceutical Companies	English	Iscte	2024
19	Pedro Miguel Dos Santos Galvão	The Mobi.E network and the growth in the number of electric vehicles in Portugal	Portuguese	Iscte	2024

20	Francisco Miguel Fonseca Lourinho da Gama Santos	The Impact of Artificial Intelligence on Risk Management in the Banking Sector	Portuguese	Iscte	2024
21	Solomiya Rohovets	Impact of Intelligent Systems in Aviation: A Bibliometric Study	English	Iscte	2024
22	Jennifer Nwakanma Ogobegwu	General Data Protection Regulations (GDPR) and its Impact on the Development of Artificial Intelligence (AI) in Marketing.	English	Iscte	2024
23	António Ricardo Rebelo Navalhas	The integration of Artificial Intelligence (AI) into Enterprise Resource Planning (ERP) systems for procurement and logistics	English	Iscte	2024
24	Pedro Miguel Monteiro Esteves	Campural Hotel Business Plan - Campo, Caldas da Rainha	Portuguese	Iscte	2024
25	Gonçalo Filipe Fonseca Ferreira	What is the role of AI in the processes of review and certification of accounts in small and medium-sized portuguese companies	Portuguese	Iscte	2024
26	Marta Campelo Ferreira	The impact of Artificial Intelligence on Recruitment and Selection processes	Portuguese	Iscte	2024
27	Carolina Maria Caetano Jesus	Analytical Model for Forecasting Health Claims Costs	Portuguese	Iscte	2024
28	Gonçalo Filipe Rodrigues Amaral	Intelligent Systems Applied to Business Management and Strategy	Portuguese	Iscte	2024
29	Carlos Diogo Góis Martins	The Integration of Intelligent Systems in Shared Services: A Path to Innovation and Business Efficiency in Portugal	Portuguese	Iscte	2024
30	Marta Alexandra Magno Cunha	The Impact of Information Systems on Management Consultancy	Portuguese	Iscte	2024
31	Sara Simão Gonçalves	The Influence of Intelligent Systems on a Business's Circular Economy Processes: A Bibliometric Analysis	Portuguese	Iscte	2024
32	João Emanuel Pombo Martins Canas	Empowering small and medium-sized enterprises: Harnessing the power of artificial intelligence in financial management	Portuguese	Iscte	2024
33	Beatriz Maria Janeiro Perpétua	Intelligent Systems applied to Internationalisation: A Bibliometric Analysis	Portuguese	Iscte	2024
34	Wenfei Le	BUSINESS MODEL IN THE ERA OF WE MEDIA ECONOMY- OPPORTUNITIES AND CHALLENGES OF SMALL AND MEDIUM-SIZED ENTERPRISES	English	Iscte	2024

35	João Henrique Antunes Pequeno	Design Thinking Success Factors in Information Technology Projects	English	Iscte	2023
36	Sofia Cristóvão Caria Mendes	Communication Plan: YES!diet	Portuguese	Iscte	2023
37	Mariana Raquel Antunes Xavier	What is the impact the use of analytics can have in encouraging companies to engage in mergers & acquisitions?	English	Iscte	2023
38	Gonçalo Porto Pézinho Sousa da Conceição	Management Control models in SME's - A Bibliometric Review Analysis	English	Iscte	2023
39	Leonor Xavier Carola Carvalho Pereira	The Impact of the Internet of Things on Marketing Proceedings	English	Iscte	2023
40	Gabriela Escudeiro Gomes	New Technological Trends And Their Impacts In The Hospitality Industry	English	Iscte	2023
41	Filipe Miguel Guimarães Simões da Rosa Alves	A Study of the Emerging Artificial Intelligence risks. Impacts and Mitigation Strategies in the context of a Financial Audit	English	Iscte	2023
42	Jiawei Li	How to revive after financial fraud is exposed--case study of Luckin	English	Iscte	2023
43	Daniela Filipa Pinto Câmara e Sousa	Possibilidade de Implementação de Centros de Responsabilidade Integrados nos Serviços Farmacêuticos Hospitalares	Portuguese	Iscte	2023
44	Filipe Miguel Carreira Fardilha	How can Artificial Intelligence Enhance Football Clubs' Operations - Financial Analysis and Survey	English	Iscte	2022
45	Jéssica Daniela Oliveira Santos	The consumers perception about the use of Artificial Intelligence in the area of e-commerce with emphasis on chatbots	English	Iscte	2022
46	Mariana de Sousa Ramos dos Santos Silva	Artificial Intelligence in Human Resources Management: The Impact of People Analytics on Talent Retention	Portuguese	Iscte	2022
47	Ana Margarida Lourenço Cardoso	The impact of Artificial Intelligence in education from teachers' perspective: a case study for primary and secondary schools	English	Iscte	2022
48	Miguel Trancoso do Canto	The impact of artificial intelligence on quality management in the in-store retail sector: Optical products trade	Portuguese	Iscte	2022
49	Joana Cardoso Ferreira	The Impact of Intelligent Systems on the field of Strategy as Practice research	Portuguese	Iscte	2022

50	Victor Gomes Andrade	The role of intelligent systems in financial auditing and financial fraud	English	Iscte	2022
51	Mafalda Correia Piçarra Gonçalves	The possibility of implementing intelligent systems and the respective impact of Artificial Intelligence on inventory management and warehousing	English	Iscte	2022
52	João Francisco Gomes Pinto	The Impact of Artificial Intelligence in the Rail Industry	English	Iscte	2022
53	Inês Cristina Canhoto Santos	The Impact of Artificial Intelligence in Accounting - Application on SMEs	Portuguese	Iscte	2021
54	David André Lourenço Meseiro	Artificial Intelligence and Cognitive Computing in Companies in Portugal	Portuguese	Iscte	2021
55	Bernardo Armindo Valente Rodrigues	The importance of digital services in consumer choice: the case of the retail banking sector in Portugal	Portuguese	Iscte	2021
56	Inês Barata Feio Paixão Cavalheiro	A influência da Inteligência Artificial no comportamento online dos consumidores e das marcas portuguesas	English	Iscte	2021
57	Pedro Manuel Fonseca de Almeida	The impact of artificial intelligence on the entrepreneurial strategies of Portuguese companies	Portuguese	Iscte	2021
58	Miguel Alexandre da Cruz Garcia	Artificial Intelligence's impact on the Financial Sector	Portuguese	Iscte	2021
59	Ana Sofia Pires da Cunha	Information systems support for organizational strategy	English	Iscte	2021
60	Vítor Hugo Costa Nóbrega	Artificial intelligence impact in management accounting	English	Iscte	2021
61	António Ângelo Machado Matos Pereira	Industry 4.0 in Portugal - The state of the art	Portuguese	Iscte	2021
62	Pedro Miguel Pinheiro Gomes Verde	How economic conditions of a country impacts its local tourism: Entrepreneurship and innovative approaches to challenge this threat	English	Iscte	2021
63	Alexandre Borges dos Santos Chaves	The role of intelligent systems in the development of Peer-to-Peer systems for energetic distribution management	English	Iscte	2021
64	Bruno Miguel da Silva Fachada	The possibility of implementing intelligent systems and the respective impact of Artificial Intelligence on customer segmentation	Portuguese	Iscte	2021
65	Maria Carolina Pereira de Carvalho	The Impact of Artificial Intelligence in Operacional Risk Management	English	Iscte	2021

66	Flavia Cotias Vasconcellos	STRATEGIC POSITIONING OF A PEDIATRIC ONCOLOGY SERVICE, ACCORDING TO THE RESOURCE-BASED VISION.	Portuguese	Iscte	2021
67	Marco António Garcia Silva	The Impact of COVID-19 and IA systems on corporate tax management	Portuguese	Iscte	2021
68	Maria Inês Gouveia de Almeida	Consumers Acceptance Of Artificial Intelligence Virtual Try-On systems when shopping apparel online	English	Iscte	2021
69	Tiago Filipe Ferreira Dias	The impact of artificial intelligence in promoting business development based on harnessing the pandemic effects left by COVID-19	Portuguese	Iscte	2021
70	Sara Alexandra Cardoso Marques	The impact of intelligent systems on management accounting	English	Iscte	2021
71	Catarina Figueiredo Araújo	Application of Artificial Intelligence in Digital Customer Journey: Fashion Industry	Portuguese	Iscte	2021
72	João Maria Martins Rodrigues da Silva	The impact of Artificial Intelligence on Customer Loyalty and Entrepreneurship	English	Iscte	2020
73	Paulo Rodrigues Pinheiro de Sousa Moreira	The Contribution of Relationship Marketing and Continuous Training in Customer Loyalty	Portuguese	Iscte	2019
74	Andre Luiz Monteiro	The use of machine learning methods in the process of credit risk management in banking institutions.	Portuguese	Iscte	2019
75	Paula Alexandra Pereira de Oliveira	Data Warehouse Automation Trick or Treat?	English	Iscte	2019

• M.Sc. Final Projects

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Vanessa Casas Rua	Specialized Consultancy oriented towards patients receiving Cross-boarder Reproductive Care (CBRC)	Portuguese	Iscte	2024
2	Diogo Andrade Farias Câmara	Business Plan - Azores Canyoning Experiences	Portuguese	Iscte	2024
3	Ana Filipa Afonso Félix	Business Plan: Venues Portugal	Portuguese	Iscte	2023
4	Teresa Mafalda Andrade do Passo de Sousa	The Control of Municipal Companies by the Municipalities - The Case of Lisbon	Portuguese	Iscte	2019

Total Citations

Web of Science®	303
Scopus	523

Publications

• Scientific Journals

- Scientific journal paper

1	Saldanha, L., Gonçalves, R., Pereira, L. F. & Lopes da Costa, R. (2026). Toward financial autonomy: Why consumers are embracing digital investment platforms. <i>Annals of Financial Economics</i> . 21 (1)
2	Cruz, M., Dias, Á. L., Pereira, L. F., Lopes da Costa, R. & Gonçalves, R. (2025). Factors that contributes the willingness to stay in organisations. <i>International Journal of Business Governance and Ethics</i> . 19 (1), 67-93 - Times Cited Web of Science®: 2 - Times Cited Scopus: 2 - Times Cited Google Scholar: 5
3	Santos, T. F. dos., Pereira, A., Correia, R., Geraldês, J., Gonçalves, R. & Lopes da Costa, R. (2025). The impact of RBV on value creation in the pharmaceutical industry. <i>International Journal of Management and Decision Making</i> . 24 (3), 257-287 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 3
4	Lopes da Costa, R., Gonçalves, R., Fachada, B., Pereira, L. & Dias, Á. (2025). Intelligent systems and artificial intelligence to enhance customer segmentation. <i>International Journal of Business Information Systems</i> . 49 (1), 65-93
5	Pereira, L., Quental, L., Lopes da Costa, R., Dias, Á. & Gonçalves, R. (2024). Customer loyalty to the retail pharmacy: Present and future of the Portuguese market. <i>International Journal of Logistics Systems and Management</i> . 48 (1), 92-119 - Times Cited Web of Science®: 2 - Times Cited Scopus: 1 - Times Cited Google Scholar: 4
6	Lopes da Costa, R., Pereira, L. F., Dias, Á., Gonçalves, R., Vinhas da Silva, R. & Teixeira, N. (2024). Life cycle development and approach of management consulting projects. <i>International Journal of Applied Systemic Studies</i> . 11 (2), 97-120
7	Pereira, L., Nobre, R., Dias, Á., Lopes da Costa, R. & Gonçalves, R. (2024). Artificial intelligence and project management: Exploring the contributions and implications. <i>International Journal of Logistics Systems and Management</i> . 47 (4), 432-467 - Times Cited Web of Science®: 1 - Times Cited Scopus: 2 - Times Cited Google Scholar: 7

8	Couto, A. , Gonçalves, R., Pereira, L., Lopes da Costa, R., Dias, Á. & Vinhas da Silva, R. (2024). Operational risk mitigation in credit operations. <i>International Journal of Technology and Globalisation</i> . 9 (1), 1-18
9	Morais, F., Pereira, L., Dias, Á., Gonçalves, R. & Lopes da Costa, R. (2024). How to control vendor service to avoid fraud in insurance sector. <i>International Journal of Services and Operations Management</i> . 48 (4), 511-542
10	Pereira, L., Resio, M., Lopes da Costa, R., Dias, Á. & Gonçalves, R. (2024). Artificial intelligence in strategic business management: The case of auditing. <i>International Journal of Business Information Systems</i> . 45 (1), 57-100 - Times Cited Scopus: 6 - Times Cited Google Scholar: 16
11	Pereira, L., Jerónimo, C. H., Salgado, A., Dias, Á., Lopes da Costa, R. & Gonçalves, R. (2024). How health knowledge that can influence patient outcome. <i>International Journal of Medical Engineering and Informatics</i> . 16 (2), 150-160
12	Chaves, A., Gonçalves, R., Lopes da Costa, R., Dias, Á. & Pereira, L. F. (2024). Factors influencing the willingness to implement and develop intelligent systems that can rely on artificial intelligence, machine learning, IoT or blockchain. <i>International Journal of Business Performance Management</i> . 25 (6), 741-760
13	Lopes da Costa, R., Geraldés, R., Dias, Á., Pereira, L., Gonçalves, R. & Geraldés, J. (2024). Creating sustainable competitive advantages through dynamic capabilities. <i>International Journal of Business Excellence</i> . 32 (2), 215-235 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 6
14	Faria, A. M., Dias, Á., Pereira, L. F., Lopes da Costa, R. & Gonçalves, R. (2024). Investigating factors that affect willingness to pay: An analysis on freemium social media apps. <i>International Journal of Advanced Media and Communication</i> . 8 (1), 12-52 - Times Cited Scopus: 2 - Times Cited Google Scholar: 5
15	Pereira, L., Jerónimo, C. H., Simões, F., Dias, Á., Lopes da Costa, R. & Gonçalves, R. (2024). Project virtual teams: Systematic literature review. <i>International Journal of Agile Systems and Management</i> . 17 (1), 15-45 - Times Cited Web of Science®: 8 - Times Cited Scopus: 7 - Times Cited Google Scholar: 16
16	Gonçalves, R., Dias, C., Pereira, L., Lopes da Costa, R., Dias, Á. & Vinhas da Silva, R. (2024). New dynamics of e-commerce on the retail industry: Analysis of the purchase process of fashion and electronics products. <i>International Journal of Economics and Business Research</i> . 27 (4), 651-672 - Times Cited Web of Science®: 1 - Times Cited Scopus: 1 - Times Cited Google Scholar: 2
17	Filipe, C., Pereira, L., Lopes da Costa, R., Gonçalves, R. & Dias, Á. (2024). Return on investment of agile implementation. <i>International Journal of Business Performance Management</i> . 25 (1), 69-93 - Times Cited Web of Science®: 1 - Times Cited Google Scholar: 2
18	Lopes da Costa, R., Pereira, L., Dias, Á. & Gonçalves, R. (2023). Consumer choice and sustainable competitive advantage in food industry. <i>International Journal of Intelligent Enterprise</i> . 10 (3), 242-263 - Times Cited Scopus: 1 - Times Cited Google Scholar: 3

19	Pereira, L., Lopes da Costa, R., Dias, Á., Gonçalves, R. & Santos, R. (2023). How can you manage the knowledge of your projects. <i>International Journal of Business Information Systems</i> . 44 (2), 180-201 - Times Cited Google Scholar: 1
20	Dias, Á., Patão, C., Pereira, L., Lopes da Costa, R. & Gonçalves, R. (2023). Workforce agility: how to management knowledge and innovation in a remote work environment. <i>International Journal of Agile Systems and Management</i> . 16 (1), 145-178 - Times Cited Scopus: 3 - Times Cited Google Scholar: 3
21	Dias, Á., Gayo, M., Pereira, L., Lopes da Costa, R. & Gonçalves, R. (2023). The role of organizational learning, entrepreneurship and innovation towards firm performance. <i>International Journal of Productivity and Quality Management</i> . 39 (2), 197-221 - Times Cited Web of Science®: 2 - Times Cited Scopus: 3 - Times Cited Google Scholar: 4
22	Pereira, L., Tomás, D., Dias, Á., Lopes da Costa, R. & Gonçalves, R. (2023). How artificial intelligence can improve digital marketing. <i>International Journal of Business Information Systems</i> . 44 (4), 581-624 - Times Cited Web of Science®: 1 - Times Cited Scopus: 10 - Times Cited Google Scholar: 15
23	Cunha, S., Lopes da Costa, R., Gonçalves, R., Pereira, L. & Dias, Á. (2023). Smart systems to mitigate failure of strategic alliances. <i>International Journal of Productivity and Quality Management</i> . 38 (1), 26-52 - Times Cited Scopus: 1 - Times Cited Google Scholar: 1
24	Gonçalves, R., Lopes da Costa, R., Pereira, L., Dias, Á., Vinhas da Silva, R. & Teixeira, N. (2023). Agile applications of artificial intelligence to apparel industry. <i>International Journal of Agile Systems and Management</i> . 16 (4), 429-457 - Times Cited Web of Science®: 1 - Times Cited Scopus: 3 - Times Cited Google Scholar: 6
25	Ozorio, D., Pereira, L., Gonçalves, R., Dias, Á. & Lopes da Costa, R. (2023). Risk investment heuristics: Applied systemic review. <i>International Journal of Applied Systemic Studies</i> . 10 (2), 111-135 - Times Cited Google Scholar: 1
26	Jerónimo, C. H., Barroso, D., Pereira, L., Lopes da Costa, R., Dias, Á. & Gonçalves, R. (2023). R&D projects co-financed by public funds. <i>International Journal of Procurement Management</i> . 16 (1), 93-114 - Times Cited Scopus: 1
27	Cunha, S., Lopes da Costa, R., Gonçalves, R., Pereira, L., Dias, Á. & Vinhas da Silva, R. (2023). Smart systems adoption in management. <i>International Journal of Business and Systems Research</i> . 17 (6), 703-727 - Times Cited Web of Science®: 1 - Times Cited Scopus: 3 - Times Cited Google Scholar: 3
28	Fonseca, J., Dias, Á., Pereira, L., Lopes da Costa, R., Gonçalves, R. & Vinhas da Silva, R. (2023). Exploring the mediating role of marketing planning in enterprise marketing capabilities. <i>International Journal of Business Environment</i> . 14 (1), 15-36 - Times Cited Web of Science®: 3 - Times Cited Scopus: 2 - Times Cited Google Scholar: 10

29	<p>Pereira, L., Jerónimo, C. H., Salgado, A., Dias, Á., Lopes da Costa, R. & Gonçalves, R. (2023). Patient centrality as strategy to improve quality of service in healthcare management. <i>International Journal of Healthcare Technology and Management</i>. 20 (1), 1-15</p> <ul style="list-style-type: none"> - Times Cited Web of Science®: 3 - Times Cited Scopus: 3 - Times Cited Google Scholar: 3
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• Books and Book Chapters

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