INSTITUTO UNIVERSITÁRIO DE LISBOA

Ciência_Iscte

Public Profile

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Susana de Carvalho Spínola

Research Interests

Public Relations Theory, Strategic Communication, Corporate Diplomacy, Public Affairs and Lobbying, Education, Corporate Social Responsability

Academic Qualifications

University/Institution	Type	Degree	Period
Universidad CEU Cardenal Herrera	PhD	Doctorado en Comunicación	2017
INP - Instituto Superior de Novas Profissões	M.Sc.	Comunicação Integrada	2012
Universidad Cardenal Herrera - CEU	Advanced Studies	Programa de Doctorado en Comunicación	2011
ISCTE	Post-graduation	Curso de Mestrado em Administração e Políticas Públicas	2002
ISCTE	Post-graduation	Curso de Mestrado em Sociedades e Políticas Europeias	1996
INP - Instituto Superior de Novas Profissões	Licenciate	Relações Públicas e Publicidade	1991

Supervisions

• M.Sc. Dissertations

- Ongoing

	Student Name	Title/Topic	Language	Status	Institution
1	Marta Catarina dos Reis Queiroz	AI in the organizational culture of the banking sector in Portugal: The impact of digital transformation on internal communication	Portuguese	Developing	Iscte

- Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	Beatriz Leal Bernardino	The Phenomenon of Fashion Blogging: From It-girls to influence on followers	Portuguese	Iscte	2019
2	Afonso Carvalho Sobreiro	Lobby: Lobbying representation in Portuguese media	Portuguese	Iscte	2019
3	Vânia Isabel Cardoso Paulo	A Promoção da Dádiva de Sangue Um Processo de Simplificação no Instituto Português de Sangue e da Transplatação, IP	Portuguese	Iscte	2017
4	David Filipe Silvestre Mateus	Análise retórica da identidade institucional: o caso Portugal Telecom	Portuguese	Iscte	2015

Publications

• Conferences/Workshops and Talks

- Publication in conference proceedings

1	Quintela, José de Lemos, José Rui Reis, Spínola, S. & Luís Poupinha (2005). The Public Relations Brand: Elements for the Structuration of a Concept. 7th EUPRERA Congress - New Challenges for Public (pp. 71?80). Colibri.