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## Susana de Carvalho Spínola

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### Research Interests

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

### 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 | --       | 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. In 7th EUPRERA Congress - New Challenges for Public . (pp. 71-80). Lisboa: Colibri. |
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