



**REMIT**  
Research on Economics,  
Management and Information Technologies

## PhD Research Seminar

Piso 5 – Sala de Formação

**12 de julho de 2023**

**(17H00 – 19h00)**

### Programa:

17h00 Acolhimento, coffee-break e boas-vindas

17h15 Apresentações de artigos

**The Issue of Sustainability in Family Firms: A Systematic Literature Review of the Impacts of Gender and Financial Performance**

(Adelinda Ramos, Shital Jayantilal e Filipe Sardo)

**Digital Transformation, Skills and Education: A systematic literature review**

(Bruno Rego, Diogo Lourenço, Carla Santos, Fernando Moreira)

**Employee Based Brand Equity: A Systematic Review of Literature, Framework Development, and Implications for Future Research**

(Bianca Sousa, Pedro Ferreira)

**The Application of Hyper-Personalisation in the Portuguese Wine Sector: A Scoping Review**

(João Félix, João Carvalho)

**Ação Coletiva e Competitividade Empresarial – Revisão Sistemática de Literatura e Direções de Pesquisa**

(Manuel Névoa, Carlos Brito, Pedro Ferreira)

**The importance Triple bottom line, sustainability and economic development: What binds them together? A bibliometric approach**

(Elisabete Nogueira, Sofia Gomes e João M. Lopes)

**Academic Community Perceptions of Open Innovation: An Exploratory Study**

(Tiago Rodrigues-Sá, Manuel Au-Yong-Oliveira)

**Integrating Industrial Tourism in Active Industrial Companies: Advantages, Strategies, and Barriers - A Delphi Methodology Approach**

(Zulmira Montenegro, Jorge Marques, Cristina Sousa)

**Exploring the Characteristics and Consumer Behaviors of Lonely Individual**

(Nuno Teotónio, João Carvalho)

19h00 Coffee-break e encerramento



**REMIT**  
Research on Economics,  
Management and Information Technologies

**FCT** Fundação  
para a Ciência  
e a Tecnologia

 **REPÚBLICA  
PORTUGUESA**



## Abstracts

### **The Issue of Sustainability in Family Firms: A Systematic Literature Review of the Impacts of Gender and Financial Performance**

(Adelinda Ramos, Shital Jayantilal, Filipe Sardo)

Family firms are the predominant form of enterprise in the world, representing 80% of the total of business enterprises and contributing an estimated 70-90% of annual global GDP. The sustainability of family firms is of utmost importance to both the firms themselves and society as a whole. Sustainability requires a systemic approach that examines economic, social, and environmental factors in harmony, as advocated by the Triple Bottom Line concept. Family firms are particularly successful at embracing the concerns of both internal and external stakeholders and are more prone to invest in environmentally friendly practices than their non-family counterparts. This is due to their intergenerational aspirations, willingness to invest in the future of the firm, and desire for continuity, often by building strong and lasting relationships with stakeholders. Sustainability has become a central and established subject in family business literature, but research is still fragmented, with prior mappings lacking an explicit and extensive understanding of explored sustainability trends and prospective new directions for further examination. This study aims to map the intellectual territory pertaining to sustainability in family firms by addressing central concepts, main theories, past and present key issues, and a research agenda through a systematic literature review process. By intending to portray the evolution of this important topic, the study provides an understanding of what is currently known about sustainability in the family firm and how research on sustainability in the family firm should shift based on the current state of knowledge. The study aims to add value to the existing literature and smooth the way for family firm scholars to tackle future research gaps, resulting in effective contributions to the field.

### **Digital Transformation, Skills and Education: A systematic literature review**

(Bruno Rego, Diogo Lourenço, Carla Santos, Fernando Moreira)

Digital transformation (DT) is imposing new challenges in dealing with digital technologies. The objective is to understand how DT has changed business strategies, requiring a new profile of professionals, analyzing the most sought-after skills and identifying opportunities for future professionals. Also to verify whether universities have incorporated in their training the new skills required by the labor market impacted by digital transformation. Then, a systematic review of the literature dealing with digital transformation, competence, and education was conducted. The existing literature was categorized into seven main areas of investigation: digital literacy; skills identification; use of digital technologies in teaching; learning models; workforce qualification or re-skilling; digital technologies in the labor market; and undergraduate course analysis. This structuring then lays the groundwork for capturing gaps in the literature and proposing future research.





## **Employee Based Brand Equity: A Systematic Review of Literature, Framework Development, and Implications for Future Research**

([Bianca Sousa](#), Pedro Ferreira)

**Purpose:** This paper aims to provide a comprehensive and integrated view of Employee Based Brand Equity (EBBE) through a systematic literature review. The study explores the general model, causes, and effects of EBBE, as well as the role of culture, leadership, and brand management in building EBBE. The paper proposes an integrative framework to understand the interrelationships between the various dimensions of EBBE and offers practical guidelines for future research and the business world.

**Design/methodology/approach:** The paper employs a systematic literature review approach to analyze and synthesize 30 studies on EBBE retrieved from Scopus and Web of Science. The analysis involves a thematic and content-based examination of the literature, which is organized into three thematic groups.

**Findings:** The review highlights the importance of EBBE as a driver of organizational performance and success. The paper identifies the major themes, trends, and debates in the literature and suggests areas for future research. It underscores the need for more qualitative, multi-level, and longitudinal research on EBBE, as well as the exploration of the links between EBBE and other forms of brand equity.

**Research limitations/implications:** The paper is limited by the scope of the literature included in the review.

**Theoretical/Practical/Social implications:** The paper provides a theoretical and practical contribution to the literature on EBBE by proposing an integrative framework that captures the interrelated dimensions of EBBE. It also offers practical guidelines for the business world to enhance EBBE, which can lead to improved organizational performance and competitive advantage.

**Originality/value:** This paper is one of the first systematic literature reviews of EBBE, offering a comprehensive and integrated view of the existing literature. The paper's originality lies in its proposed integrative framework that captures the interrelationships between the various dimensions of EBBE and provides practical guidelines for future research and the business world.

## **The Application of Hyper-Personalisation in the Portuguese Wine Sector: A Scoping Review**

([João Félix](#), João Carvalho)

The Portuguese wine sector has seen substantial changes in recent years, specifically regarding the emergence of online retailing, creating the need for small producers and distributors to adapt to new marketing challenges. This study suggests applying hyperpersonalisation strategies in the Portuguese wine sector to address these challenges and achieve economic sustainability. Hyper-personalisation uses customer data, artificial intelligence, and algorithms to tailor marketing content, products, or services to individual customers, providing a more personalised and seamless marketing experience. Hyperpersonalisation can help wine businesses reach new markets and improve customer retention and satisfaction. Hyper-personalisation techniques can optimise logistics, decrease inventory, and improve profitability. One aims to conduct a scoping review to answer our initial research questions: (1) What is the standard definition of hyper-personalisation in the retail industry? (2) Are there any applications of hyper-personalisation relevant to our study on the retail sector? Furthermore, this review will allow a better assessment of the challenges and implications of applying hyper-personalisation in the wine sector, considering factors such as recommendation systems, big data, consumer behaviour, wine shop, artificial intelligence, digital transformation, and the potential impact on sustainability. The review will explore the existing literature on hyper-personalisation, identify gaps and inconsistencies, and suggest future research directions. Through an account of the existing state





of knowledge on hyper-personalisation in the wine sector, this study seeks to provide valuable insights for wine producers and distributors in Portugal and contribute to the broader understanding of hyper-personalisation in the retail industry.

### **Ação Coletiva e Competitividade Empresarial – Revisão Sistemática de Literatura e Direções de Pesquisa**

(Manuel Névoa, Carlos Brito, Pedro Ferreira)

A ação coletiva é, simultaneamente, uma fonte de desafios coletivos e um processo de produção e gestão de bens coletivos que têm influência nos fatores de competitividade empresarial. Efetuou-se uma revisão sistemática literatura que relaciona a ação coletiva com a competitividade empresarial, com base em 67 artigos publicados entre 1995 e 2022, a partir dos quais foi identificado um conjunto de bens coletivos e as ações coletivas subjacentes à sua produção. Constatou-se quais os desafios que emergem da ação coletiva e as estratégias utilizadas para a sua resolução e identificou-se um conjunto de fatores de competitividade empresarial. Definiu-se um modelo conceitual que estabelece a ligação entre as estratégias de ação coletiva e os fatores de competitividade empresarial, explicitando um conjunto de interligações relevantes que se manifestam em termos de Inputs, Processes e Outcomes. Conclui-se pela necessidade de proceder a um aprofundamento do papel das Organizações Empresariais na promoção e gestão de ações coletivas.

### **The importance Triple bottom line, sustainability and economic development: What binds them together? A bibliometric approach**

(Elisabete Nogueira, Sofia Gomes e João M. Lopes)

The importance given to sustainable development (SD) paved the way for the development of the Triple Bottom Line (TBL) concept. TBL is vital for the assessment of nations economic development (ED) beyond traditional economic measures. Despite this relevance, few studies still seek to deepen the interaction between TLB and ED. Thus, this bibliometric study aimed to analyse the relationship between TBL, sustainability and ED, adding business strategy concepts such as competitiveness, decision-making, planning and performance. It intends to reinforce the extension of TBL's dominant rhetoric to sustainable ED. The results revealed the relationship between TBL and ED and allowed the identification of four clusters, from which a theoretical-conceptual model of the theory and application of TBL to achieve ED was formulated. It can be adopted for the consolidation of ED through the TBL. And as a tool to support the business strategy related to obtaining competitive advantage, decision-making, planning and stimulating economic, social and environmental performance.

### **Academic Community Perceptions of Open Innovation: An Exploratory Study**

(Tiago Rodrigues-Sá, Manuel Au-Yong-Oliveira)

This study seeks to assess the academic community's knowledge and perception of open innovation. While the so-called "closed innovation" is rooted in the discourse of future managers, open innovation, being a relatively recent paradigm, may be an unknown form of innovation and therefore its potential is underused. What is the perception of open innovation among students and faculty at a private Portuguese university? The technical procedure was based on a survey, and 64 responses were obtained (the population corresponds to 3666 people). It was shown that the theme of open innovation, despite being recognized in the academic world, is still little known in the community. Although Portugal is a country of meager funds for innovation, which should lead to a greater focus





on open innovation, this may not be happening due to the lack of trust in strangers that exists culturally in Portugal, and that may be currently hindering open innovation partnerships. Finally, in order to identify possible relationships between gender and perceptions regarding open innovation, we applied the chi-square test of independence ( $\chi^2$ ) in relation to gender. This exploratory study verified the existence of gender equality regarding the variables analyzed on open innovation.

### **Integrating Industrial Tourism in Active Industrial Companies: Advantages, Strategies, and Barriers - A Delphi Methodology Approach**

(Zulmira Montenegro, Jorge Marques, Cristina Sousa)

This article is part of a broader empirical work still under development, which aims to find scientifically relevant information about integrating Industrial Tourism in active industrial companies whose business focus is not tourism but industrial production. Its methodological basis is the Delphi methodology, with the participation of 27 experts from various fields. After applying a first round of questionnaires, it was possible to identify advantages, disadvantages, strategies, and barriers to implementing Industrial Tourism in industrial companies. There is a growing interest in Industrial Tourism in Portugal; however, its applicability in industrial companies still needs to be studied. Being Industrial Tourism, one of the promoters of regional development, is it also important for the strategies of industrial companies in activity? What are the critical points of this relationship? This work also intends to contribute to the identification of the impacts of this product in industrial companies, as well as strategies and barriers to its implementation.

### **Exploring the Characteristics and Consumer Behaviors of Lonely Individual**

(Nuno Teotónio, João Carvalho)

Loneliness is a prevalent global issue, affecting approximately 33% of adults worldwide. Even before the COVID-19 pandemic emerged and led to prolonged social isolation, governments and societies had begun to recognize the alienating nature of modern life, considering loneliness a true epidemic. This study aims to examine the characteristics and consumption patterns of lonely consumers and their impact on purchasing behaviors. Understanding the behaviors of lonely consumers is crucial for businesses seeking to cater to this demographic. By tailoring products and services to meet their unique needs, companies can enhance the overall service experience and create more fulfilling interactions. Through a systematic scoping review, we meticulously analyzed existing literature to gain comprehensive insights into this topic. This study significantly contributes to the existing literature by shedding light on the characteristics and consumption patterns of lonely consumers. It not only identifies key traits and tendencies associated with loneliness but also highlights the influence of loneliness on consumer behavior. By emphasizing the importance of adapting business strategies accordingly, this research serves as a valuable resource for companies striving to better understand and engage with lonely consumers.

