



REMIT
Research on Economics,
Management and Information Technologies

PhD Research Seminar

Piso 5 – Sala de Formação

17 de julho de 2024

(17H00 – 19h00)

Programa:

17h00 Acolhimento, coffee-break e boas-vindas

17h15 Apresentações de artigos

Industrial Tourism in small and medium-sized industrial enterprises: challenges and opportunities

(Zulmira Montenegro, Jorge Marques, Cristina Sousa; Sofia Gomes)

Identification and Analytical Comparison of Supply Chain Management Skills in Portugal

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

The happy-productive worker thesis in the COVID-19 pandemic – the relation between work from home experience and work-life balance

(Natália Costa, Pedro Ferreira, Carlos Miguel Oliveira)

A multidimensional analysis of environmental awareness on the planet - the moderating effect of institutional trust

(Diogo Dantas, Sofia Gomes)

Avatars in Artificial Intelligence Marketing: A Systematic Literature Review on Sentiment and Emotion Analysis

(Victor Santos, Sílvia Faria, João Carvalho)

The Impact of Empowerment on Employee Motivation and Productivity: a case study in a Japanese company in the automotive industry

(Catarina Morais, Sofia Gomes)

A Superação das barreiras ao desempenho das equipas criativas: Uma revisão bibliográfica narrativa

(Mateus da Silva, João Carvalho)

19h00 Coffee-break e encerramento



Abstracts

Industrial Tourism in small and medium-sized industrial enterprises: challenges and opportunities (Zulmira Montenegro, Jorge Marques, Cristina Sousa, Sofia Gomes)

This article addresses the context of industrial tourism in Portuguese small and medium-sized industrial enterprises (SMEs). It aims to identify this tourism product's main challenges and opportunities, presenting suggestions to increase the sustainability and competitiveness of these types of organizations. Industrial tourism includes visits to industrial sites with contemporary, historical, or prospective significance, including closed and abandoned facilities, industrial companies currently in operation, and future industrial facilities. It is also related to visits to other destinations with an industrial context, such as industrial technology hubs, museums, industrial tourist routes, educational institutions with industrial programs, and laboratories. Therefore, this research aims to understand better the perspective of active industrial enterprises, the so-called "living industry," and to identify how this type of tourism can contribute to increasing their sustainability and competitiveness. The research was based on primary data collection through a questionnaire applied to small and medium-sized industrial enterprises in Portugal, with a final sample of 186 enterprises. Correspondence analysis was used to explore the patterns of categorical variables. The results show that most Portuguese SMEs do not have industrial tourism, and the main reasons for not implementing it are related to logistics, security, and business strategy. However, it was also possible to conclude that Industrial Tourism can represent an opportunity for SMEs to improve and value their marketing approach, relationships with society, business strategy, and human resources.

Identification and Analytical Comparison of Supply Chain Management Skills in Portugal (Bruno Siano Rego, Diogo Lourenço, Carla Santos, Fernando Moreira)

The use of digital technologies to optimize performance in logistics and supply chains is a phenomenon that aims to put the customer at the center of business thinking. This digital transformation process enables the capture and use of real-time data to maximize the efficiency of operations. The new scenarios arising from digital transformation force logistics to adapt to a more complex, ever-changing, and highly uncertain environment. So, the demand for well-qualified logistics professionals to perform in this context becomes important for organizations. The objective of the article is to identify the key competencies in logistics and supply chain management required to perform in the environment impacted by digital transformation. To answer the proposed objective, we analyzed the content of textual data from: (1) job advertisements in the logistics area in Portugal, and (2) academic research articles on competencies in the logistics area. The results show that there is a need to provide professionals with complex knowledge and skills that can improve their chances of acting in Supply Chain Management (SCM).





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The happy-productive worker thesis in the COVID-19 pandemic – the relation between work from home experience and work-life balance

(Natália Costa, Pedro Ferreira, Carlos Miguel Oliveira)

Purpose – The idea that happy employees are more productive is the foundation of the happy-productive worker thesis (HPWT). This thesis gains magnitude with the current demand for better working conditions and organizational effectiveness and efficiency.

Design/methodology/approach – It is necessary to understand whether it is changing in specific contexts, such as the one recently experienced worldwide related to the COVID-19 pandemic. In addition, a proposed model suggests including work-life balance (WLB) and work from home experience (WFHE) as mediating variables in the HPWT relationship.

The study tested, by structural equation analysis with partial least squares estimation (PLS-SEM), the proposed model using Eurofound's "Living, working and COVID-19" database.

Findings – The results show that the relationship postulated in the thesis isn't validated in this study and that the construct of WLB and WFHE mediate this relationship. Happiness impacts performance levels, but, in this case, this has a negative and significant impact. The explanatory power of the model is 12,2 %. The mediation variables are tested, and only the supposition of the WFHE impact performance hypothesis is not supported because a negative association was verified. These findings are discussed and framed in previous literature.

Originality – This is the first study to measure performance in research using this database. In addition, the study covers a comprehensive sample of 9,044 respondents, one of the most overlooked gaps in studies of happiness at work.

Practical implications – The study proves that happy workers are not always more productive, as there are multiple factors that can affect this relationship.

A multidimensional analysis of environmental awareness on the planet - the moderating effect of institutional trust

(Diogo Dantas, Sofia Gomes)

Sustainable consumption is not a one-dimensional phenomenon, as it involves several behavioural dimensions. Given the complexity of human beings and the heterogeneity of consumers, the study of environmental awareness can only be beneficial if it recognises the need to employ several variables and a structured model. This research aims to examine global environmental awareness through a behavioural model and study the difference between its elements. We also include trust in institutions to understand its moderating effect on people's behaviour. Therefore, we used a broad sample from the International Social Survey Program in 29 countries and 44,400 individuals between October 2019 and May 2023. The quantitative model was tested with Smart PLS 4, and the results demonstrated that managers must focus their organisational efforts on integrating the factors that influence pro-environmental behaviour. The moderating role of trust in institutions shows that Governments have an essential role in changing mentalities and turning dispositional attitudes into effectively active behaviours. This is fundamental because each person is, at the same time, an agent of change according to their perception of individual responsibility and a consumer that managers strive to understand.



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Avatars in Artificial Intelligence Marketing: A Systematic Literature Review on Sentiment and Emotion Analysis

(Victor Santos, Sílvia Faria, João Carvalho)

Research in Artificial Intelligence (AI) Marketing Avatars is advancing rapidly. From Eliza in the sixties to Siri, Alexa, and Cortana, AI assistants have evolved into metahumans capable of analyzing sentiments and emotions, influencing consumer behavior within marketing contexts. This systematic literature review examines the chronological development of Marketing AI Avatars, highlighting key concepts and contributions in sentiment analysis and emotions. The progression of Machine Learning models has enabled the customization of AI avatars to align closely with consumer patterns and expectations using Generative AI. By analyzing customer emotions through AI avatars, businesses can gain valuable insights into preferences and behaviors, allowing for tailored marketing strategies. This real-time emotional analysis surpasses traditional market research, providing deep understanding of customer reactions to marketing campaigns and brand messages. Considering commercial and political motives behind avatar usage offers a comprehensive view of customer emotions and their impact on purchasing decisions (McGoldrick et al., 2008; Johnson et al., 2017). Understanding customer emotions enables companies to create targeted and personalized marketing campaigns, improving audience segmentation. Emotional analysis also supports crisis management by alerting companies to negative customer sentiments before escalation (Herrera et al., 2010). Identifying emotional patterns helps businesses enhance products and services to better meet customer needs and preferences (Miao et al., 2021). AI marketing avatars advance human-centered solutions, enhancing human intelligence. They aid in empathy-driven marketing, allowing for personal and emotional customer connections (Liu-Thompkins et al., 2022). Recent studies highlight the significant improvement in customer satisfaction and loyalty through consistent, personalized interactions with AI avatars (Smith et al., 2024). In conclusion, AI avatars offer a powerful tool for emotional analysis in marketing, crucial for understanding and meeting consumer needs, personalizing strategies, and improving customer experience (Miao et al., 2021).

The Impact of Empowerment on Employee Motivation and Productivity: a case study in a Japanese company in the automotive industry

(Catarina Morais, Sofia Gomes)

Empowerment allows the distribution of power by the interests of groups of organizations, and contributes to autonomy, responsibility, integration, proactivity and for the well-being of employees in the organizations where they work. The present article addressed by the theme of Empowerment applied in a Japanese company in Portugal is its original feature. It was possible, through this study, to understand the impact of Empowerment on employee's motivation and productivity in a company that, being Japanese, has a well-structured hierarchy, but as it is in Portugal, has a flexible organizational structure which values the employees and contributes to their continuous development. It was an exploratory study, not probabilistic, based on a case study. It was impossible to make any extrapolation or inference about the investigated reality. It only represents itself. A qualitative methodology was used, based on a phenomenological approach, supported by the semi-structure interview as a research technique. A content analysis was used to understand the opinion of the interviewees. The sample consisted in 10 employees, department managers, from two business units with a total of 300 employees. As a conclusion of the present study, it was verified that the approached company promotes an organizational environment where all the employees have the freedom to give their opinions, contributing, if they wish, to the decision-making processes. Although many organizations do not practice Empowerment, this practice is considered the leadership style of today's world, and as a competitive advantage for organizations.





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A Superação das barreiras ao desempenho das equipas criativas: Uma revisão bibliográfica narrativa (Mateus da Silva, João Carvalho)

A literatura recente destaca a relevância das equipas como elementos essenciais para a produção criativa nas organizações modernas. Este estudo tem como objetivo sinalizar o estado da arte sobre a composição, funcionamento e avaliação das equipas criativas, além de examinar a liderança criativa. O Método usado nesta revisão abrangeu a análise das definições e tipologias das equipas criativas, fases do processo criativo e métricas de avaliação de desempenho, além de teorias de liderança que influenciam a criatividade e inovação, e para componente empírica fez-se um estudo de múltiplos casos de empresas de base tecnológica localizadas no Porto, Lisboa Viseu e Aveiro. Os resultados revisados mostram que as equipas criativas são caracterizadas por interdependência, complementaridade e autoeficácia criativa. Os achados desta revisão fornecem insights valiosos para gestores e líderes interessados em otimizar o desempenho e a criatividade das suas equipas, oferecendo orientações para intervenções organizacionais que promovam um ambiente de trabalho inovador e produtivo.



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