

Postdoctorate Certificate in Business Administration



Why the **Postdoctorate Certificate in Business Administration?**

The **Post-Doctorate Certificate in BA** offered by ISCTE Executive Education is an advanced, research focused programme designed for **doctoral degree holders** who seek to strengthen their **academic research capabilities, enhance scholarly publication output, and advance professional development in Business Administration**-without putting their professional careers on hold.

Delivered over a one year period in English, the programme adopts a **hybrid teaching and learning mode**, combining structured online instruction with **individualized research supervision and virtual mentoring**. The PCBA emphasizes **advanced research skills, academic publishing, and the production of high quality, internationally relevant business research**.

Programme Structure

➤ Notional Learning Hours:
200 hours

➤ Contact Hours:
40 hours of
online teaching

- Advanced Research Skills Training:
6 sessions × 2 hours
- Thesis Tutorials:
14 sessions × 2 hours



Participants engage in a virtual mentoring process, facilitated by their assigned supervisors and the Programme Director, ensuring continuous academic guidance and research rigor.

Research Fields:

The PCBA supports advanced research across a broad range of **contemporary business and management domains**. All research fields are available in both the **International Research Track (Paris)** and the **Asian Research Track (Hong Kong)**, with regional emphases reflecting **local academic and market contexts**.

Key research areas include:

Sustainable Business Practices, ESG and CSR

ESG integration into **corporate strategy**, **sustainability-driven innovation**, **responsible investment**, and **long-term value creation**.

Business Strategy and Competitiveness

Digital transformation, **data analytics**, **artificial intelligence**, **strategic alliances**, **innovation**, and **competitive advantage** in global markets



Corporate Governance and Ethics

Governance structures, ethical decision-making, corporate social responsibility, sustainability, transparency, and the governance implications of emerging technologies such as **AI and blockchain.**

Entrepreneurship, Innovation, and Globalization

Startup development, innovation ecosystems, international scaling strategies, and the impact of globalization on **entrepreneurial practices.**





Marketing Strategies and Consumer Behavior

Digital marketing, big data and machine learning, consumer psychology, social media, immersive technologies (AR/VR), and ethical issues in personalized marketing.



Technology and Operations Management

Integration of IT, AI, and robotics, supply chain optimization, operational efficiency, and sustainable operations management.



Financial Management and Economics

Fintech applications, cryptocurrencies, sustainable finance, economic modeling under global uncertainty, and **advanced financial decision-making.**



Organizational Behavior and Human Resources

Remote and flexible work arrangements, **leadership** in the digital age, **workforce transformation, diversity, equity and inclusion,** and **employee engagement.**





Assessment and Completion Requirements:

To successfully complete the programme, participants are required to:

- Submit a research thesis of at least 15,000 words (English);
- Present the research project online to a distinguished academic panel;
- Produce at least one publication in a recognized academic journal.

Publication in an SSCI indexed journal is strongly encouraged.



Learning Outcomes

Graduates of the PCBA will demonstrate advanced competencies in:

- independent and applied business research;
- academic writing and international scholarly publication;
- critical analysis of complex business and organizational challenges;
- global research engagement and professional scholarship.



Entrance Requirements and Admission

Applicants must:

- Hold a doctoral degree in Business Administration, Management, or a related field;
- Possess substantive industry experience;
- Demonstrate strong interest in business research and professional development.

Applications are submitted online via the official HKU SPACE application platform (<https://hkuspace.hku.hk/prog/post-dr-ate-cert-in-business-admin-online>) with the required supporting documents. Admission interviews will be arranged in a timely manner for shortlisted candidates



Leandro Pereira

Program Directors

Exhaustive to supervise the PCBA:

1. Prof. José Crespo de Carvalho

José Crespo de Carvalho (JCC) is a Management professor with over 30 years experience both in teaching, researching, managing and consulting higher education institutions and companies. He has a PhD and Aggregation in Management, an MBA and MSc in Management (Information Systems) (ISCTE), a Post-graduate Diploma in Project Management and an Undergraduate Degree in Engineering (IST). He has served as Academic Director of NOVA SBE Executive Education and currently he is serving as CEO of ISCTE Executive Education. He published some scientific papers and 25 ISBN books. In a nutshell, consultancy and managing companies, besides innovative executive teaching and management in higher education have always been central to define José Crespo de Carvalho as a professional.

2. Prof. Rui Vinhas da Silva

Rui Vinhas da Silva was Chairman of the Board at COMPETE 2020 (December 2014-May 2016). He has degrees in Business Management (BAS) and (BAS Honours-Marketing) and Economics (BA) from York University, Atkinson College, Toronto, Canada, an MBA from Aston Business School, UK and a PhD and Post-Doctorate from Manchester Business School, UK. Before joining ISCTE in April 2010, he was an Associate Professor (Senior Lecturer) (2008) at Manchester Business School (Assistant Professor since 1998). He taught on MBA and PhD programmes at MBS for over 12 years. Vinhas da Silva was Visiting Professor at the Univ. de São Paulo (FEA) (2000-2004) and taught on their MBA programs (Retail). He taught Executive Masters programs (Logistics) at ISCTE-INDEG, Instituto Superior Tecnico (2000 -2005) and Universidade Católica Porto (2011). Vinhas da Silva has interests in national competitiveness, country branding, reputation and country of origin effects. He has published several books and articles.

3. Prof. Ana Simões

PhD in Management from ISCTE-IUL. Associate Professor at ISCTE-IUL. She is a member of the Executive Committee of Iscte Executive Education. She is co-director of the Postgraduate Diploma in Corporate Finance and Control at Iscte Executive Education. She is the coordinator of the Management Control curricular unit and a lecturer in Financial Accounting at ISCTE. She was director of the Executive Masters in Management and Performance Control and in Corporate Finance and Control at Iscte Executive Education. She has been teaching executive training at Iscte Executive Education since 1997. She has co-authored several books in the areas of management control and accounting. She is the author of several scientific articles published in leading journals.

4. Prof. Leandro Pereira

Leandro F. Pereira is an Associate Professor of Strategy at ISCTE. He is also CEO and Founder of WINNING Consulting, a consultancy firm with more than 300 employees dedicated to management and technology consultancy. Leandro Pereira has a PhD in Management with a specialisation in Project Management from the University of Salamanca and a degree in Management Informatics from the University of Minho. He has more than 200 indexed scientific publications and more than 10 published books. Throughout his career

he has supervised dozens of PhD students and several hundred Masters students. He was also founding president of PMI Portugal and the Business Case Institute. Leandro Pereira is an international expert in the areas of Strategy, Project Management, Problem Solving and Benefits Realisation Management.

5. Prof. Alvaro Dias

Professor of Tourism, marketing and Entrepreneurship at ISCTE-IUL, Lisbon, Portugal. He holds two Ph.Ds. one in Management and Marketing and another in Tourism, and is a researcher at BRU-Business Research Unit/ISCTE-IUL. Postdoctoral studies in Management, MSc in Strategy, and MBA in International Business. Professor Dias has produced extensive research in the field of Tourism and Marketing. His work has published Int. J. of Contemporary Hospitality Management, Current Issues in Tourism, J. Sustainable Tourism, J. Brand Management or Bus. Process Management J.

6. Prof. Renato Lopes da Costa

Renato Lopes da Costa. PhD in General Management, Strategy and Business Development at ISCTE (Portugal) has published articles in several journals in the East, the United States, Canada, Africa, South America and Portugal. He is currently a researcher and member of the Scientific Council of the BRU-UNIDE and professor at ISCTE where guides master's and PhD theses and teaches Business Strategy.

7. Prof. José Curto Dias

José Dias Curto is full professor at Instituto Universitário de Lisboa (ISCTE-IUL Business School, Quantitative Methods Departament) and investigator at Business Research Unit (BRU-IUL), Lisboa, Portugal. He earned his PhD in Quantitative Methods for Management from the Instituto Universitário de Lisboa (ISCTE-IUL), MA in Management from Instituto Universitário de Lisboa (ISCTE-IUL) and Bachellor's degree in Economics from Instituto Superior de Economia, Portugal. His primary research focuses statistics and econometrics with applications to finance, accounting and economics.

8. Prof. Teresa Grilo

Teresa Cardoso Grilo is a highly accomplished professional with a strong background in Operations, Healthcare Management, Mathematical Programming, and Operations Research. Holding a Doctor of Philosophy (PhD) in Engineering and Management from the Instituto Superior Técnico, she has made significant contributions to the field through her research on planning long-term care networks with a focus on uncertainty and equity considerations. With extensive experience as an Assistant Professor at ISCTE Business School and various roles in academia, including as a Pro-Rector for Curricular and Pedagogical Development, she has demonstrated expertise in Operations Management, Supply Chain Management, and Logistics.