

Curriculum Vitae

Maria Alice Moreira Trindade

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Author identifiers

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Bio

Maria Alice Trindade is Junior Researcher of Operation and Supply Chain Management at SDA Bocconi School of Management. Maria Alice is Invited Teaching Assistant of Operation Management and Business Intelligence at Católica Porto Business School.

Her research activities focus on applied research in the retail sector, namely concerning inventory management, procurement, and distribution. Her current research addresses three main questions. The first is the channel choice for omnichannel retailers. The second focuses on the role of resilience and sustainable practices in omnichannel retailers. The third aims at determining the best practices for AI in omnichannel retailers.

Maria Alice is the author of articles on the subject. Her work has been published in Journal of Hospitality and Tourism Insights, Flexible Services and Manufacturing Journal, International Journal of Management Science and Engineering Management, Operations Research and Decisions, among others. She is a member of the Monitoring Committee of the PhD in Management at Faculty of Economics of the University of Porto and one of the founders of Fink.

Maria Alice earned a MSc in Management from Faculty of Economics, Oporto University and a PhD in Management from Faculty of Economics, Oporto University.

Education

Date	Course
2017/09/01 - 2021/12/14	PhD in Management (Specialization in Logistics) at Faculty of Economics, U.Porto
2021/06/01 - 2021/07/31	Sustainable Business Strategy Course at Havard Business School Online
2020/09/01 - 2020/12/31	Cplusplus at Faculty of Engineering, U.Porto
2015/09/01 - 2017/07/31	Master's in management at Faculty of Economics, U.Porto
2012/09/01 - 2015/07/31	Economics Degree at Faculty of Economics, U.Porto

Publications

Journal article published

Year	Article	WoS	Scopus	IF	ABS
2023	Teymourifar, A., & Trindade, M. A. (preprint). Dynamic Resectorization to Improve Utility of Healthcare Systems. Health Services and Outcomes Research Methodology	-	x	1.50	-
2023	Teymourifar, A., & Trindade, M. A. (2023). Using DEMATEL and ISM for Designing Green Public Policies Based on the System of Systems Approach. Sustainability, 15(14), 10765.	x	x	3.90	-
2023	Teymourifar, A., & Trindade, M. A. (2023). A Framework to Design and Evaluate Green Contract Mechanisms for Forestry Supply Chains. Sustainability, 15(9), 7668.	x	x	3.90	-
2022	Julião, J.; Gaspar, M.; Farinha, L.; Trindade, M. A. M. (2022). "Sharing economy in the new hospitality: consumer perspective". Journal of Hospitality and Tourism Insights (2022): https://doi.org/10.1108/JHTI-08-2021-0198 .	x	x	5.20	-
2021	Trindade, M.A.M.; Sousa, P. S. A.; Moreira, M. R. A (2021). "Ramping up a heuristic procedure for storage location assignment problem with precedence constraints". Flexible Services and Manufacturing Journal (2021): https://doi.org/10.1007/s10696-021-09423-w .	x	x	2.74	1
2021	Trindade, M. A. M. ; Sousa, P. S. A.; Moreira, M. R. A (2021). "Product allocation planning with handling constraints: a case study analysis". International Journal of Management Science and Engineering Management (2021): 1-9. https://doi.org/10.1080/17509653.2021.1907812 .	x	x	3.08	-
2021	Trindade, M. A. M.; Sousa, P. S. A.; Moreira, M. R. A (2021). "Defining a storage-assignment strategy for precedence-constrained order picking". Operations Research and Decisions 31 2 (2021): 147-160. https://ciencia.ucp.pt/en/publications/d8089438-ac30-4848-be6b-dac5b8826b40 .	x	x	-	-
2021	Trindade, M. A. M.; Sousa, P. S. A.; Moreira, M. R. A (2021). "Improving order-picking Operations with Precedence Constraints through Efficient Storage Location Assignment". U.Porto Journal of Engineering (2021): https://doi.org/10.24840/2183-6493_007.003_0004 .	-	x	-	-
2018	Trindade, M. A. M. (2018) "Satisfaction Scoring Index for a musical festival during and after the event: The NOS Primavera Sound Case Study". European Journal of Applied Business and Management (2018): 109-121. https://nidisag.isag.pt/index.php/IJAM/article/view/306 .	-	-	-	-
2018	Trindade, M. A. M. (2018). "Level of Recommendation and Satisfaction after an event: the NOS Primavera Sound case study." European Journal of Applied Business and Management 3 3 (2017): 55-62. https://nidisag.isag.pt/index.php/IJAM/article/view/286 .	-	-	-	-

Book Chapters

Year	Book Chapter
2023	Trindade, M.A.M., Romeira, A., Jorge, J., Gaspar, M., Cruz, M. (2023). "Indústria 5.0: Pessoas, Tecnologia e Sustentabilidade" In Industry 5.0: Creative and Innovative Organizations by Machado, C. F., & Davim, J. P. (Eds). Springer Nature.
2023	Andrade, A. M., & Trindade, M. A. (2023). Formative Analytics in Action: Empowering Educators, Inspiring Learners. In Perspectives on Learning Analytics for Maximizing Student Outcomes (pp. 109-130). IGI Global.
2022	Jorge, J., Gaspar, M., Trindade, M.A.M. (2022). "Managerial challenges of Industry 4.0: A case study in the Portuguese footwear sector" in Managerial Challenges of Industry 4.0 by C. Machado and J.P. Davim. EDP Sciences

Conferences

Conference Papers

Year	Conference Paper
2022	Trindade, M.A.M. (2022). "Including colour in storage location assignment problem – carpet and textile floor covering manufacturing industry." Paper presented at the 6th World Conference on Production and Operations Management – P&OM Nara 2022 (2020).
2021	Trindade, M. A. M. (2021). "What students can tell us: Using argumentation and debate in e-learning times?". Paper presented in Institute of Electrical and Electronics Engineers, 2021. 10.1109/ICCSE51940.2021.9569483
2020	Trindade, M. A. M.; Sousa, P. S. A.; Moreira, M. R. A. (2020) "Dealing with Storage Location Assignment Problem with Precedence Constraints". Paper presented in EurOMA, Birmingham.
2020	Trindade, M. A. M.; Sousa, P. S. A.; Moreira, M. R. A. (2020)"Defining a Storage Policy When There Are Handling Constraints: A Case Study Analysis." Paper presented at the EBES 32nd Conference Proceedings, Istanbul, 2020.

Conference Abstracts

Year	Conference Abstracts
2023 (accepted)	Trindade, M. A. M.; Alinho, J. (2023). Unearthing the "Frenzy Game": A playful journey into aggregate planning adventures. Atlanta, USA.
2023	Trindade, M. A. M; Stabilini, G., Bettucci, M. (2023). Harnessing Big Data Analytics for Enhanced Supply Chain Efficiency in Omnichannel Retail: A Multi-case Study Approach. OR65 Conference, Bath, UK.
2023	Fiorillo, V.; Trindade, M.A.M; Fiorini, A.; Tabaglio, V. (2023). Greening The Fields: A Novel Method to Guide Sustainable Agriculture. IFORS 2023, Santiago, Chile
2023	Trindade, M.A.M; Ediriinghe, G.; Lan Luo, Vicky (2023). Get in the Game: Learning Inventory Management Through AI tools. IFORS 2023, Santiago, Chile
2023	Teymourifar, A.; Trindade, M.A.M (2023). Optimizing Neural Networks for Demand Forecasting in Omnichannel Businesses. ProLog Conference 2023, Chamber of Commerce, Luxembourg
2023	Teymourifar, A.; Trindade, M.A.M.; Sousa, R. (2023). "Assigning Stores for Online Purchase and Pick-up to Maximize Profit in Omnichannel Retailing." 2023 EurOMA Conference, Leuven, Belgium

2023	Trindade, M.A.M. (2023). "Using Business Intelligence to Support Operations Management Decisions" 2023 POMS Annual Conference, Orlando, Florida.
2022	Trindade, M.A.M. (2022). "Using debate and argumentation for teaching operations in e-learning times". Abstract presented in 32nd POMS-Conference Emerging Domains of POM, 2022.
2020	Trindade, M. A. M (2020). "Solving Storage Location Assignment Problem in A Real-World Warehouse". Abstract presented in EurOMA - PhD Seminar.
2019	Trindade, M.A.M (2019). "Storage Location Optimization for a real-world stock warehouse: The non-food sector.". Abstract presented in Workshop in Economics and Business Administration., Porto.
2018	Trindade, M.A.M (2018) "Layout Optimization for a real-world stock warehouse: The non-food sector.". Abstract presented in IO2018, Porto.
2018	Trindade, M. A. M. (2018) "Consumer Behavior and its impact in the intention to return to the wine event.". Abstract presented in CIET2018.

Participation in Seminars and Workshops

Date	Seminars and Workshops
2022/11/10-2022/11/11	EurOMA Publishing Workshop, Barcelona
2019/12/16 - 2019/12/17	Participation in the seminar "Reproducible Research and Modern Data Analysis: Concepts, Skills and Tools" organized by Banco de Portugal.
2019/06/06 - 2019/06/06	Participation in the Second PhD Student Workshop in Economics and Business Administration, Universidade do Minho, Portugal

Thesis

Date	Thesis
14-12-2021	Trindade, M. A. M.; Sousa, P. S. A.; Moreira, M. R. A (2021). "Storage Location Optimization for a real-world stock warehouse". PhD Thesis
06-06-2017	Trindade, M.A.M, Viana, V. (2017). "The new audit report: Portugal effects." Master Dissertation

School Activities

Date	Activity
Sept 2023- now	Co-coordinator of Gewiss Executive Course, SDA Bocconi – School of Management.
01/09/2021-2022/12/31	Lecturer of the Excel pre-requisite modules (Degree level students)
01/09/2021 – 2022/12/31	Elaboration in collaboration with professor António Andrade of Academia courses: Power bi, Power app, R-studio and Advanced excel
01/09/2021 – 2022/12/31	Responsible for the organization of the Integration Week at Católica Porto Business School
2018/09/01 - 2022/12/31	Organization of seminars and conferences on Service Management: Part of the Organizing Team of the Seminar "Applications of Quantitative Methods to Demand Analysis" (Fev2020); of the "Benchmarking for competitive advantage"

Date	Activity
	(Sept2019) seminar; of the 15 th <i>European Workshop on Efficiency and Productivity Analysis</i> (Sept2019), among others.
31/05/2022	Internal Juri of the Final Project – Finalists of the Management and Economics Degree
24/05/2022	Juri of the finals of Multidisciplinary Project I – First-year students of the Management, Economics and Double Degree Students.
01/09/2019- 31/09/2021	Part of the Teaching team of the Integration Week (Degree students)
01/05/2021- 31/09/2021	Part of the team that conducted the benchmark study about masters and degrees.
01/10/2020- 01/11/2020	Support to the elaboration of the Report PRME.
01/01/2021- 31/10/2021	Support for the elaboration of applications for FCT and FMS.
01/09/2019- 31/08/2019	Integration of the team of the project “ <i>Evaluation of service strategies in the national metallurgical and metalworking sector,</i> ” a study performed in Portugal (Collaboration between AIMMAP and S.Lab).
01/09/2018- 31/08/2019	Support in some analysis performed for the Sonae Project (Collaboration between SONAE and S.Lab).

Teaching and Research in Higher Education

Date	University
01/05/2023- Current	Post-Doc at Bocconi University within PNNR Project
01/01/2023- Current	Junior Researcher at SDA Bocconi, School of Management
2021/02/01 – 2022/12/31	Invited Assistant Professor (University Teacher) at Faculty of Economics, U.Porto
2018/09/01 – 2022/12/31	Invited Assistant (University Teacher) at Católica Porto Business School, Universidade Católica Portuguesa
2018/03/01 – 2018/08/31	Invited Assistant (University Teacher) at ISAG European Business School

Courses Taught

Date	Course	Degree	University
Feb 2024	Rialto (Operations Management Simulation) – Gewiss Executive Course	Executive	SDA Bocconi, School of Management
2022/09/01 – now	Analytics in Operations	Executive	Católica Porto Business School
2022/09/01 – now	Introduction to R	Executive	Católica Porto Business School

2022/09/01 – now	Business Intelligence	Master	Católica Porto Business School
Sept 2023- now	Power BI and Power App Module (Online)	Undergraduate	Católica Porto Business School
May 2023	Omnichannel (Spar Executive Course)	Executive	SDA Bocconi, School of Management
March 2023	Warehouse Design (Spar Executive Course)	Executive	SDA Bocconi, School of Management
2022/09/01 – 2022/12/31	Supply Chain Management - An Immersive Operations and Strategy Program – Emeritus (Online Course)	Executive	SDA Bocconi, School of Management
2022/09/01 – 2022/12/31	Business Econometrics (<i>Correction Team</i>)	Master	Católica Porto Business School
2021/02/01 – 2022/12/31	Business Strategy	Degree	Faculty of Economics, U.Porto
2020/09/01 – 2022/12/31	Operations Management Students Evaluation 21/22: 6.93 (<u>7-point Likert Scale</u>)	Degree	Católica Porto Business School
2018/09/01 - 2022/12/31	Information and Technological Systems Students Evaluation 21/22: 6.71 (<u>7-point Likert Scale</u>)	Degree	Católica Porto Business School
2018/09/01 – 2021/08/31	Multidisciplinary Project I Students Evaluation 20/21: 5.86 (<u>6-point Likert Scale</u>)	Degree	Católica Porto Business School
2018/03/01 – 2018/08/31	International Management Students Evaluation 17/18: 4.99 (<u>5-point Likert Scale</u>)	Degree	ISAG EBS

Thesis Examiner

Date	Thesis
October 2023	Inês Filipa Medeiros Machado “Quality Management and Healthcare Management” Master’s Degree in Management with a Specialization in Business Analytics, Católica Porto Business School
July 2023	Jose Moreira “Assigning Due Dates to Jobs in a Manufacturing Company” Master’s Degree in Management with a Specialization in Business Analytics, Católica Porto Business School
July 2023	Maria Tovar “Desperdício Alimentar nas Escolas Portuguesas Perceção dos Alunos” Master in Management, Católica Porto Business School
July 2023	Maria Trigueiros “Influência dos media e green claims no consumidor: caso da indústria automóvel” Master in Management, Católica Porto Business School
October 2022	Chelsea Oliveira “The role of digital influencers in the adoption of sustainable practices” Master’s Degree in Marketing, Católica Porto Business School
July 2022	Joana Areosa “Monitoring Feasibility Studies: Improvement of BI tools” Master’s Degree in Management with a Specialization in Business Analytics, Católica Porto Business School

July 2022	Gustavo Marques <i>“Robotic Process Automation: Potencial da Automação para Contexto Empresarial”</i> Master in Management, Católica Porto Business School
July 2022	Catarina Ribeiro <i>“Sustentabilidade Social na Indústria Hoteleira”</i> Master in Management, Católica Porto Business School
July 2022	Diogo Neves <i>“Destination Certification on Sustainable Tourism: The Managers Perspective”</i> Master in Management, Católica Porto Business School

Master Thesis Supervisor and Co-Supervisor

Date	Thesis
Sep 2023- now	Supervisor of the master thesis <i>“The Impact Of Innovative Marketing Strategies On Consumer Behavior Towards Sustainable Products And Their Implications For Supply Chain Management In The Decoration Retail Sector”</i> of the student Ana Rita Ferreira , MSc Economia e Gestão da Inovação, Faculty of Economics, University of Porto
Sep 2023- now	Supervisor of the master thesis <i>“O impacto de estratégias de marketing inovadoras no comportamento do consumidor face a vinhos orgânicos e as suas implicações para a gestão da supply-chain”</i> of the student Inês Veloso Cabral, MSc Economia e Gestão da Inovação, Faculty of Economics, University of Porto
Sep 2023- now	Supervisor of the master thesis <i>“The impact of innovative marketing strategies on consumer behaviour towards sustainable products and their implications for supply chain management”</i> of the student Marta Hentiques , MSc Economia e Gestão da Inovação, Faculty of Economics, University of Porto
Sep 2023- now	Co-Supervisor of the master thesis <i>“The Role of Big Data Analytics in Omnichannel Retailers”</i> of the student Ana Isabel da Silva Matos, MSc Management – Business Analytics (Supervisor: Jorge Julião) , Católica Porto Business School
Sep 2023- now	Co-Supervisor of the master thesis <i>“Transparência, resiliência e sustentabilidade da cadeia de abastecimento: Evidência das Empresas Portuguesas”</i> of the student Gonçalo Filipe Martins Tavares, MSc Management – Business Analytics (Supervisor: Jorge Julião) , Católica Porto Business School
Sep 2023- now	Co-Supervisor of the master thesis <i>“O papel da transformação digital na colaboração entre cadeias de abastecimento”</i> of the student Maria Guedes da Silva, MSc Management – Generic Area (Supervisor: Jorge Julião) , Católica Porto Business School
Sep 2023- now	Co-Supervisor of the master thesis <i>“Contributo da transparência para a eficiência das cadeias de abastecimento”</i> of the student Álvaro Vicente Oliveira Vasconcelos, MSc Management – Service Management (Supervisor: Jorge Julião) , Católica Porto Business School
Sep 2023- now	Co-Supervisor of the master thesis <i>“Contributo da transparência para a eficiência das cadeias de abastecimento”</i> of the student António Pedro Ribeiro Martins, MSc Management – Service Management (Supervisor: Jorge Julião) , Católica Porto Business School
Sep 2023- now	Supervisor of the master's internship <i>“BI to Improve Supply Chain Management”</i> of the student Filipa Santana Peixe, MSc Management – Business Analytics Católica Porto Business School

Date	Thesis
Sep 2023- now	Supervisor of the master's internship "PowerBI com apoio à Gestão" of the student Inês de Sousa Carvalho, MSc Management – Business Analytics Católica Porto Business School
Sep 2023- now	Supervisor of the master's internship "Sistema Integrado de Informação de gestão - Business Intelligence" of the student João Manuel Gonzaga de Nápoles, MSc Management – Business Analytics Católica Porto Business School
Sep 2023- now	Supervisor of the master's internship "Impacto das ferramentas de Business Analytics (Power BI) na tomada de decisão" of the student Lara Cristina Moreira Marques, MSc Management – Business Analytics Católica Porto Business School
Sep 2023- now	Supervisor of the master's internship "Business Intelligence nas marcas WOO e WTF" of the student Gonçalo Araújo da Silva, MSc Management – Business Analytics Católica Porto Business School
Sep 2022- now	Co-Supervisor of the master thesis " <i>Personal data sharing acceptance for mobile application's users: Leisure Sector Analysis</i> " of the student Sérgio Coelho, MSc Management – Business Analytics (Supervisor: Jorge Julião) , Católica Porto Business School
Sep 2022- October 2023	Co-Supervisor of the master thesis " <i>Personal data sharing acceptance for mobile application's users: Leisure Sector Analysis</i> " of the student Marta Costinha, MSc Management – Business Analytics (Supervisor: Jorge Julião) , Católica Porto Business School. Grade: 15/20
Sep 2022- July 2023	Supervision of the master's thesis of the student Manuel Silva, MSc Management – Innovation, under the topic: "Business Model Innovation: Gen Z Impacts", Faculty of Economics University of Porto. Grade: 18/20
Sep 2022- July 2023	Supervision of the master's internship of the student Diogo Silva, MSc Management –Business Analytics, under the topic: " <i>Design of a Power Bi Dashboard at Super Bock.</i> ", Super Bock, Católica Porto Business School. Grade: 17/20
Sep 2022- July 2023	Supervision of the master's internship of the student Sofia Silva, MSc Management – Business Analytics, under the topic: " <i>Projeto de identificação e análise de diferentes ferramentas de Business Intelligence e Business Analytics aplicadas ao Banco Carregosa.</i> ", Banco Carregosa, Católica Porto Business School Grade: 18/20
Sep 2022- July 2023	Supervision of the master's internship of the student Pedro Namora, MSc Management –Business Analytics, under the topic: " <i>Projeto "Diagnóstico e Plano de Ações de Melhoria"</i> ", Carglass Portugal, Católica Porto Business School Grade: 18/20
Sep 2022- July 2023	Supervision of the master's internship of the student Matilde Mano, MSc Management –Business Analytics, under the topic: " <i>Qual a importância do papel do Business Intelligence numa agência de comunicação?</i> " , Católica Porto Business School Grade: 18/20
Sep 2022- July 2023	Co-Supervisor of the master thesis " <i>Personal data sharing acceptance for mobile application's users: Health Sector Analysis</i> " of the student Jorge Rocha, MSc Management –Business Analytics (Supervisor: Jorge Julião) , Católica Porto Business School Grade: 17/20
Sep 2022- July 2023	Co-Supervisor of the master thesis " <i>Personal data sharing acceptance for mobile application's users: Transport Sector Analysis</i> " of the student Tomás Pinto, MSc Management – Business Analytics (Supervisor: Jorge Julião) , Católica Porto Business School Grade: 18/20

Others

Date	Activity
2019/09/01 – Current	Member of the Monitoring Committee of the PhD in Management at the Faculty of Economics, U.Porto.
2018/09/01 – Current	Research Assistant at S.Lab - Service Management Lab.
2017/06/01 - 2018/08/01	Research Assistant at NIDISAG - Research Group of ISAG – European Business School
June 2018	Part of the organization team of the blended conference ICABM 2018 Local: ISAG - European Business School
June 2017	Part of the organization team of the blended Workshop on Tourism and Hospitality Management Local: ISAG - European Business School
2016/09/01 - 2017/03/31	Internship Program at Deloitte - Audit Team