Bruno Oliveira, PhD Candidate & Sessional Lecturer

at Aston University, Birmingham, United Kingdom

PhD Thesis Working Title: *The Adoption of Strategic Management Tools*

Main Research Interests

- The use and adoption of strategic management practices/tools
- Implication of new technologies and innovations for strategy development and implementation
- The impact of social media platforms on innovation, strategy development and strategy implementation.
- Strategy in the fast changing, highly dynamic technological sector
- Strategy, entrepreneurship and new business ventures.
- Strategic management in top football teams

Education

- **M.Sc. in Business Administration**

  2008, Instituto Superior das Ciências do Trabalho e da Empresa (Lisbon, Portugal)

  Dissertation Title "Strategy Tools Use in the Largest Companies in Portugal"

- **4 -Year Specialist B.Sc. in Physical Education, Sports Management**

  2004, University of Madeira (Funchal, Portugal)

  Monography Title "Strategy in Sports Clubs"

Awards

- **Best Paper Award "Knowledge & Learning Track",**

  British Academy of Management Conference, 2009

- **Routledge Award, Best Research Methods Course Doctoral Student**

  Aston Business School, 2009

- **Best B.Sc. Student in Sports Management Award**

  University of Madeira, 2004

- **Best Student University of Madeira Award**

- *University of Madeira, 2003*

Current Activities

PhD Candidate

Aston University (Birmingham, UK)

Thesis Working Title: *The Adoption of Strategic Management Tools*

Sessional Lecturer

Aston University (Birmingham, UK)

Sessional Lecturer in "Value Based Strategy", final year undergraduate programme.

Sessional Lecturer in "Strategic Management", final year undergraduate programme.

Publications

Conference Papers

- Jarzabkowski, P.,Giulietti, M., Oliveira, B., Amoo, N (2011), Use or Value? Practical Adoption of Strategy Tools in Different Stages of the Strategy Process. Paper accepted for the EGOS Conference, Gothenburg, July 2011.
- Jarzabkowski, P.,Giulietti, M., Amoo, N, Oliveira, B., (2010), *Using Tools or Valuing Tools? The Use and Value of Strategy Tools in Different Stages of the Strategy Process*. Paper Presented at the Strategic Management Society Special Conference, Levi, Finland.
- Jarzabkowski, P.,Giulietti, M., Oliveira, B., Amoo, N (2009), *'We Don't Need No Education' – Or Do We? The Impact of Management Education upon Alumni Adoption of Strategy Tools.* Paper presented at the British Academy of Management, Brighton, UK.
- Oliveira, B., Rosa, A., & António, N. (2008). *Strategy Tools Use in Companies: A Framework.* Paper presented at the British Academy of Management, Harrogate, UK.
- Oliveira, B., Rosa, A., & António, N. (2008). *Strategy Tools Use in Companies: A Survey.* Paper presented at the British Academy of Management, Harrogate, UK.

Working Papers

- Jarzabkowski, P.,Giulietti, M., Oliveira, B., Amoo. 'Use or Value? Practical Adoption of Strategy Tools in Different Stages of the Strategy Process.
- Jarzabkowski, P.,Giulietti, M., Oliveira, B., Amoo. *'We Don't Need No Education' – Or Do We? The Impact of Management Education upon Alumni Adoption of Strategy Tools*.

Executive Reports

- 2009, *Building a Strategy Toolkit: Lessons from Business. (with P. Jarzabkowski & M. Giulietti).* Advanced Institute of Management (AIM), Executive Briefings.

Professional Experience

Sessional Lecturer

Aston University (Birmingham, UK)

Sessional Lecturer in “Value Based Strategy”, final year undergraduate programme.

Sessional Lecturer in “Strategic Management”, final year undergraduate programme.

Visiting Researcher

June 2008 to December 2008, Aston University (Birmingham, UK)

Integrated a research project on strategic management tools. Tasks comprised: writing report to the Advanced Institute of Management (AIM); data analysis and report which included the use of several statistical techniques (such as ANOVA; regression analysis, structure equation modelling, etc.); literature reviews;

Executive Director

Jan 2006 to June 2008, ADDRAM Sports Association (Funchal, Portugal) –

Tasks included: execution of the annual plan of activities; planning and organizing professional training events (forums, seminars, workshops, etc.) for sports directors in areas such as marketing, accountability sports management among others; managing the public relations with associates, partners, press and others.

CEO (Founder and Shareholder)

October 2004 to October 2007, New Era Sports, Lda., (Funchal, Portugal)

Tasks included: - setting up a new business venture; managing a startup company which organised large sports events, leisure activities, among other recreational activities; project management (including creation and coordination); relations with partners and clients.

Junior Manager

December 2004 to December 2005, IDRAM, sports regulatory institute (Funchal, Portugal)

Main responsibility was managing a complex of swimming facilities which required the following tasks: human resource management; equipment and material management; procurement; analysis and reports of consumer satisfaction on the use of the facilities.

Professional Development

- **Developing Publishing Skills Workshop, 1 Day**

  October 2009, Aston Business School, Professor Cynthia Hardy (University of Melbourne, Australia)

- **2 Day Doctoral Workshop – Multiple Sessions.**

  September 2009, British Academy of Management, Brighton.

- **Structure Equation Modelling, 3 Day Advanced Seminar**

  June 2009, Aston Business School, Professor John Cadogan (Loughborough University, UK) and Dr Nick Lee (Aston University, UK).

- **Multilevel Modelling Workshop, 3 Day Advanced Seminar**

  May 2009, Aston Business School, Mr Jeremy Dawson and Dr Yves Guillaume (Aston University, UK).

- **Topics in Microeconometrics, 3 Day Advanced Seminar**

  May 2009, Aston Business School, Professor Sourafel Girma (Nottingham University, UK)

- **Publish in Top-tier Journals Seminar, 1 Day**

  October 2008, Aston Business School, Professor Royston Greenwood (University of Alberta, US)

Additional Information

Membership of Professional Societies:

British Academy of Management

European Group of Management Studies