



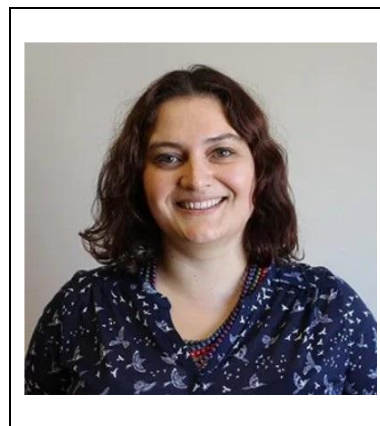
MANAGEMENT
IN ECONOMY 4.0



FACULTY OF MANAGEMENT
University of Białystok



Biography



Helena Martins	Name and surname
Polytechnic University of Setúbal - School of Business Administration (ESCE); NOVA School of Business and Economics	University/company/unit represented
Scientific: soft skills for crisis and change; intercultural communication; emotional intelligence and leadership; organizational behaviour and HRM; creative and active learning. Personal: watercolour painting, hiking, literature and cultural travel.	Scientific and non-scientific interests
Integrated researcher, CIEQV; Collaborating researcher, CEOS.PP;	Memberships (optional with information on which years)
Neal-Smith, J., & Martins, H. (Eds.). (2026). Approaching the Classroom Creatively. Routledge. Coelho, M. J., & Martins, H. (2022). The future of soft skills development: A systematic review of the literature of the digital training practices for soft skills. Journal of e-Learning and Knowledge Society, 18(2), 78-85.	Selected publications (2-3 most important)

A sentence about Economy 4.0 and/or the conference:

Economy 4.0 will succeed only when technological transformation is matched by human transformation: the ability to learn, collaborate, communicate across cultures and respond resiliently to change.