

# 2015 IEDRC RIO DE JANEIRO CONFERENCES SCHEDULE

Rio de Janeiro, Brazil

September 24-25, 2015

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# IEDRC RIO DE JANEIRO, CONFERENCES PROGRAM

September 24-25, 2015, Rio de Janeiro, Brazil

## Windsor Guanabara Hotel

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### Day 1:

<b>Lobby</b>	<b>September 24</b> <b>13:00-17:00</b>	<b>Registration</b>
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### Day 2:

<b>Venue</b>	September 25 9:00-12:00	9:00—9:15	Opening Remarks (Prof. Patrick Letouze)
		9:15—10:00	Keynote Speech 1 (Prof. Tania Cremonini de Araújo-Jorge)
		<b>10:00—10:30</b>	<b>Group Photo &amp; Coffee break</b>
		10:30—11:15	Keynote Speech 2 (Jorge P. Zubelli (IMPA))
		11:15—12:00	Keynote Speech 3 (Prof. Patrick Letouze)
<b>Restaurant</b>	September 25 12:00-13:30	<b>Lunch</b>	
<b>Venue</b>	September 25 13:30-18:00	14:15–16:00	<b>Session 1 (12)</b>
		<b>16:00–16:30</b>	<b>Coffee Break</b>
		16:30–18:00	<b>Session 2 (10)</b>
<b>Restaurant</b>	September 25 19:00-21:00	<b>Dinner</b>	

## **Instructions for Oral Presentations**

### **Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)

Projectors & Screen

Laser Sticks

### **Materials Provided by the Presenters:**

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)

Duration of each Presentation (Tentatively):

Regular Oral Session: about 9-12 Minutes of Presentation, 2-5 Minutes of Q & A

Keynote Speech: 30-45 Minutes of Presentation, 5-10 Minutes of Q&A

## **Registration Only: September 24, 2015 (Wednesday)**

**Venue: Windsor Guanabara Hotel**

<http://windsorhoteis.com/hotels/windsor-guanabara/presentation/?lang=en>

Item	Time	Place
Arrival and Registration	13:00-17:00	Lobby

- (1) Please print your registration form before you come to the conference.**
- (2) You can also register at anytime during the conference.**
- (3) Certificate of Participation can be collected at the registration counter.**
- (4) Please tell the conference reception your paper ID.**
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.**
- (6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on September 25, 2015.**

## Conference: Morning, September 25, 2015 (Thursday)

### Venue:

9:00-9:15	<p style="text-align: center;">Opening Remarks</p>  <p style="text-align: center;"><b><i>Prof. Patrick Letouze</i></b> Computer Science Department at the Federal University of Tocantins, Brazil</p>
9:15-10:00	<p style="text-align: center;">Keynote Speaker Speech 1</p>  <p style="text-align: center;"><b><i>Prof. Tania Cremonini de Araújo-Jorge</i></b> Oswaldo Cruz Foundation, Brazil</p> <p><b>Title:</b> Education and learning in Brazil: facing the challenges  <b>Abstract:</b> In this talk we will focus on the Brazilian present status and challenges on education, starting from an historical context of teaching development and coming up until the actual situation. The National Education Plan is based on 10 guidelines and 20 strategic goals that were discussed in the National Education Conference to become actions to be pursued in the different Brazilian cities. A revolution is needed to achieve the proposed goals and the role of educators and of the post graduation education programs on this process will be discussed, on the basis of a personal experience of innovation on teaching involving artscience program and principles.</p>
10:00-10:30	<p style="text-align: center;"><b>Group Photo &amp; Coffee Break</b></p>
10:30-11:15	<p style="text-align: center;">Keynote Speaker Speech 2</p>

	<div data-bbox="781 205 1062 428" data-label="Image"> </div> <div data-bbox="760 447 1079 483" data-label="Text"> <p><b>Jorge P. Zubelli (IMPA)</b></p> </div> <div data-bbox="461 489 1382 525" data-label="Text"> <p>National Association of Pure and Applied Mathematics Institute (IMPA)</p> </div> <div data-bbox="362 573 1360 606" data-label="Text"> <p><b>Title:</b> Project evaluation under uncertainty, commodities, and mathematical modeling</p> </div> <div data-bbox="362 615 1484 772" data-label="Text"> <p><b>Abstract:</b> In this talk we shall describe how challenges in the current practices for project evaluation and real option analysis may benefit from mathematical and statistical modeling in general. We shall also focus on the particular case of projects related to commodities where financial trading and physical resources may interact.</p> </div>
<p>11:15-12:00</p>	<div data-bbox="748 783 1091 816" data-label="Section-Header"> <p>Keynote Speaker Speech 3</p> </div> <div data-bbox="810 829 1036 1096" data-label="Image"> </div> <div data-bbox="776 1110 1062 1146" data-label="Text"> <p><b>Prof. Patrick Letouze</b></p> </div> <div data-bbox="436 1152 1406 1188" data-label="Text"> <p>Computer Science Department at the Federal University of Tocantins, Brazil</p> </div> <div data-bbox="362 1239 1484 1308" data-label="Text"> <p><b>Title:</b> An Overview of Information Systems in Agribusiness: Supporting Public Managers Decision-Making</p> </div> <div data-bbox="362 1318 1484 1602" data-label="Text"> <p><b>Abstract:</b> An overview of the scientific literature from the year 2000 to 2013 is presented. This systematic review aims to provide support for public agents in their process of decision-making regarding the adoption of Information Systems by Governments. The Information Systems were classified in: Network Systems; Geographic Systems; Mobile Systems; Desktop Systems; Ontologies; Data Mining; Remote Sensing; and Simulation. The data analysis allowed to verify the trends of technological development. Hence, hopefully, this study provides some support for making strategic decisions in the agribusiness.</p> </div> <div data-bbox="362 1612 1260 1644" data-label="Text"> <p><b>Keywords:</b> Agriculture, Agribusiness, Information Systems, Systematic Review.</p> </div>

<p><b>12:00-13:30</b></p>	<p><b>Lunch</b></p>
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## Afternoon, September 25, 2015 (Thursday)


### SESSION 1

Venue:


Session Chair: *Prof. Tania Cremonini de Araújo-Jorge*

Time: 13:30-16:00

ID	Title+Author's name
<b>Education</b>	
ER00010 	<p>Sustainability of e-Learning Environment: Can Social Presence Be Enhanced by Multimedia?</p> <p><b>Hwang-Ji Lu</b> Assistant Professor, Strayer University, USA</p> <p><b>Abstract:</b> With the exponential development of Internet, distance learning has become an alternative means of taking a course or earning a degree. Social presence is a critical factor for forming and sustaining learning communities that support deeper learning through knowledge sharing. Social presence does not happen spontaneously and is in need of cultivation. This paper explores a review of the literature on social presence and the use of multimedia in distance education. The review of literature indicates that the advent of technological innovation in communications provides new mechanisms and opportunities in the distance learning environment. The findings from the literature review suggest that with the integration of multimedia into classrooms, instructors can increase social presence, enrich student's learning experience and raise student's satisfaction to reduce time and physical barriers existing in the online learning environment.</p>
ER00020 	<p>EMBRIO v2.0 – a Virtual Learning Environment for Embryology teaching</p> <p><b>Leandro Guimarães Garcia</b>, Mexwendell Gomes de Moraes, Gustavo Macedo Rodrigues, Dábila Cristina dos Santos, and Luana Souza Galvão Professor, Universidade Federal do Tocantins, Brasil</p> <p><b>Abstract:</b> This work presents a virtual learning environment that contains three-dimensional models of human embryos and fetuses. They are based in extensive bibliographic research, which makes them totally interactive learning objects. These models were generated in an open source software called BLENDER, and constitute a similar representation of human embryos and fetuses.</p>
ER00014 	<p>Don't The Cobbler's Children Have Shoes? A Service Design Lens and Visualization Tools in Action in Higher Education</p> <p><b>Päivi J. Tossavainen</b> and Virpi Kaartti Principal Lecturer, Laurea University of Applied Sciences; FINLAND</p> <p><b>Abstract:</b> Service design has become a known framework within industry. Service design in business education can be seen as a vehicle to enhance innovativeness through visualization of holistic service development process. Evidence to this is a significant increase in studies that investigate the topic from different perspectives.</p>

	<p>However, the use of service design inspired visualization in education has not yet been discussed. To address this gap, we examined, how visualization is used in teaching of Bachelor’s and Master’s Degree Programs. The investigation resulted in identifying the key aspects that underpinned the service design inspired visualization techniques. We integrate these key aspects into an overarching visualization roadmap for education purpose, which provides a substantial contribution by creating an integrated analysis of this phenomenon. Furthermore, we suggest three strategies for teachers in applying visualization in their education.</p>
<p>R004</p> 	<p>Use of Information and Communication Technologies in Public Schools of the State of Tocantins: teachers’ perception  <b>Iara N. F. de Souza</b>, Gentil Veloso, Francisca M. S. Costa, and José Itamar M. de Souza Junior  <b>Abstract:</b> The necessity of teachers’ training has motivated numerous debates in the Brazilian educational scenario that has mobilized several public agents unleashing educational policies. The National Plan for the Formation of Teachers of Basic Education is a program aims to encourage and induce the provision of quality higher education to teachers acting in public schools. Learning using Information and Communication Technologies has induced cultural changes in the paradigms of school systems. The daily integration of ICT in schools stimulates the development of critical thinking, creative and cooperative learning, since it provides new and more possibilities to perform interactive activities. As a consequence, teachers’ perception of technology based activities is crucial in the whole cycle of teaching and learning. Thus this quantitative research presents the perception by the teachers’ enrolled in the PARFOR, at the Federal University of Tocantins, of the usage of ICT in public schools in the State of Tocantins, Brazil.</p>
<p>ER00028</p> 	<p>Assessing an E- learning and B- Learning Model – A Study of Perceived Satisfaction  <b>C. Quintas</b>, I. Fernandes Silva, and A. Teixeira  Lecturer, Instituto Politécnico de Setubal, Portugal  <b>Abstract:</b> This study analyzes a postgraduate program, which has moved from face-to-face to b-learning and e-learning model, which has proved challenging for both students and lecturers in terms of adapting to the new environment. Our aim is to analyze these processes, initially through a medium-term study on students’ perceived satisfaction within the use of a Virtual Learning Environment and a social network.  We conducted semi-structured interviews to students to verify their perceived satisfaction on the program content and structure, as well as on its teaching methodology. We aimed to assess how useful students considered the new tools, articulating first and second stages of Kirkpatrick’s Evaluation Model (Kirkpatrick, 1998).  Taking the results coming from our reading of learning processes, we have then moved on to a second stage, focusing on evaluation of learning, i.e. through analysis</p>



	<p>of the grades obtained by the students. Hands-on and practical work are determinant for the assessment of learning, in such a way that the objectives held by each subject are fulfilled. The evaluations showed positive results, showing no differences between the students on an e-learning format and those on the b-learning method.</p>
ER00043	<p>Examining Students' Attitudes Towards Using Tablets Outside School Contexts  <b>Tugba Mutlu</b>  Ph.D Candidate, The University of Sheffield School of Education, UK  <b>Abstract:</b> This paper reflects on a research that was carried out in Turkish secondary schools where tablets were supplied to students across the country by the government. There is a growing number of research trying to explain students' attitudes towards using tablets for in-school activities, however, the literature is very limited in showing students' attitudes to using tablets outside the school and the pattern of usage. As 'mobility' is the main attribute of mobile learning, it is equally important to understand the use pattern outside the school context. This paper will examine and explain how and why the tablets were / were not used by the students in their free times while comparing the use pattern with that of computers and smart phones. Data was gathered through questionnaires and student focus groups. Results show that, contrary to our expectations, students do not use their tablets in their free times and smart phones are still the first choice of mobile while computers remain to be the main tool for school works.</p>
ER00040	<p>Intercultural Education in Mexico. Low income and poverty in Universidad Intercultural Maya de Quintana Roo's (UIMQROO) students    <b>Miguel Barrera</b>, Valeria Cuevas, Oscar Reyes, and Yolima Olvera  Professor, Universidad Intercultural Maya de Quintana Roo, Mexico  <b>Abstract:</b> The intercultural university, as an innovative model in Latin America, has a major role in societies where the indigenous population is established; however, this population is typically limited in economic resources, which prevents young people to have full access to higher education. This causes that two major purposes of the intercultural model university do not exist: the hodgepodge of local knowledge with scientific one-work; and let young people to have access to the labor market to improve their income and their families. In this sense, this paper intends to outline through a study case to measure, using a World Bank indicator, the vulnerable economic situation that UIMQROO' students have, and how does that means a challenge for the intercultural university model in Mexico.</p>
ER00011 Present only	<p>Innovations in Teaching Critical Thinking Skills for University Engineering Students  <b>Nicholas Dimmitt</b>  Assistant Professor, The Petroleum Institute University and Research Center, United Arab Emirates  <b>Abstract:</b> This action research study was done with first year university engineering students at the Petroleum Institute in Abu Dhabi, UAE. The researcher investigated student needs in managing academic tasks and developing critical thinking skills.</p>

	<p>With this data, innovative teaching and learning approaches were added to the curriculum to fit the challenges and requirements for these students in the development of their academic learning skills and critical thinking abilities for their freshman year and beyond. The results of this research will show that these innovations in pedagogy provide students with constructive and practical tools and techniques for learning independent, critical thinking skills which they will need to be successful in their university experience.</p>
<p>ER00033</p> 	<p>A Review of the Use of Information Technology in Brazilian Schools from 2010 to 2014</p> <p>Eurival Alves de Souza, Leandro Guimarães Garcia, <b>Janio Carlos Nascimento Silva</b>, Leonardo Guimarães Garcia and Patrick Letouze</p> <p>Professor, Instituto Federal Do Tocantins – Campus Porto Nacional, Brazil</p> <p><b>Abstract:</b> The paper discusses the presence of Information and Communication Technology (ICT) in Brazilian schools, based on documents of the last five years obtained from two sources: the Brazilian Internet Steering Committee (CGI.br) database that stores surveys on the use of information and communication technologies in Brazilian schools; the Scientific Electronic Library Online (SciELO) database – a prominent Portuguese and Spanish repository of scientific journals. The CGI.br surveys indicate slow improvements (mainly related to the growing number of mobile ICT in schools) but important limitations (low speed of Internet at schools, low investment in teachers training, low equipment number, etc.). Even under these conditions, it outlines the trend of using ICT mobile devices that shifts the ICT usage from computer labs to the classroom. The latest scientific studies on ICT retrieved from SciELO corroborate this perception, based on an analysis of all ICT and virtual tools considered by researchers, as well as the context in which the studies were performed (including the research and teaching methods, and type of courses considered).</p>
<p>R015</p> 	<p>Driver Factors Of Knowledge Worker Team Innovation</p> <p><b>Mustafa D. Mutlu</b></p> <p>Ph.D Candidate, The University of Sheffield, UK</p> <p><b>Abstract:</b> In our well developed world today knowledge work and teamwork is becoming crucial particularly in innovation oriented economies. Innovation based organizations, which are called as knowledge intensive firms are becoming well aware of the importance of new knowledge creation. These firms are different in many ways from traditional firms and employ knowledge workers who are well qualified experts. These workers are responsible for innovation through working in teams. In literature, there is a growing interest on innovation related team processes, which are seen as significant for teams to obtain their targets. The team climate inventory (TCI) approach introduces team level psychological safety, support for innovation, shared objectives and task orientation among team members as innovation related team processes. Although these determinant processes of</p>

	<p>team-based innovation may be relevant, new findings in innovative group contexts indicates the importance and necessity of additional innovation related processes for knowledge worker teams. According to recent claims and findings creative abrasion, cognition, trust development, absorptive capacity and communication in teams may also have relevant effects on innovative performance. Therefore, this paper is a theoretical review of team level innovation and it will introduce the additional innovation related processes that have been unearthed in recent research.</p>
<p>ER00042 Present only</p> 	<p>Role Play and Project-Based Learning as a Pedagogic Practice to Improve Motivation and Adoption in Elective and Complementary Courses <b>Maria Del Pilar Diaz Jaimes</b> and Adriana Rocío Lizcano Dallos Professor, Universidad industrial de Santander, Colombia</p> <p><b>Abstract:</b> Motivation to learn administrative basic elements by students of academic programs in which the administrative component is an essential academic area is different from the motivation generated by learning these elements by students of academic programs that not include it as program core, but as a professional elective or as a complementary area, and this imposes an additional challenge to the teaching practice.</p> <p>This study describes an experience that seek to generate greater motivation in learning the course “Business Management 1” for students of diverse undergraduate academic programs of the Industrial University of Santander by the use of two strategies: role play and project-based learning.</p> <p>As a result, the positive and negative perceptions of students and the teacher, the results of peer assessment and external peer assessment of implemented activities are presented.</p> <p>In general, adoption of course concepts by students has increased as well as the interest shown towards it, generating a high perception of the course usefulness in professional life.</p>
<p>ER00018</p> 	<p>Universities More than Knowledge: Foster the Quality in Research Processes <b>Jaddy Brigitte Nielsen Niño</b> Professor, Universidad La Gran Colombia</p> <p><b>Abstract:</b> Research is not a new discussion topic for the Colombian academic community. Therefore, institutions of higher education such as Universidad La Gran Colombia attempt to generate alternatives to foster research processes in undergraduate students. Unknown, this is a difficult task for researchers because they are usually reluctant to search, track and appropriate knowledge supported with solid theoretical basis that allow them to generate an academic discourse beyond the collective imagination. In fact, this research was focused on creating academic writings from comparative researches that were enhanced and contextualized within the international seminar held at the Missouri State University in the United States of America. The analysis of data shows that the research process is always a joint task as there is an academic discipline from the student and constant feedback from the</p>

	professor or researcher.



<b>16:00-16:30</b>	<b>Coffee Break</b>
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**SESSION 2**

Venue:

Session Chair:

Time: 16:30-18:00

ID	Title+Author's name
<b>Management &amp; Economy</b>	
ER00013 Present only 	Active Learning Applied in Training in Areas that are Related to Industrial Engineering: Literature Review <b>Eliana Marcela Peña Tibaduiza, Jairo Nuñez Rodriguez,</b> and Marianela Luzardo Briceño Auxiliar Professor, Universidad Industrial de Santander, Colombia Assistant Professor, Universidad Pontificia Bolivariana, Seccional Bucaramanga, Colombia
ER00032 	Learning Processes and Professional Expectations <b>Samantha Hacard-Verpoort,</b> and J. Tiago Sousa Assistant Professor, Escola Superior de Ciências Empresariais – Instituto Politécnico de Setúbal, Portugal <b>Abstract:</b> Many of values, knowledge, and forms of identification of the social actors, can be redefined and changed, causing often ruptures with the school learning, because the transition school-work highlights the relationship between the ideal model that represents the social dignity of a profession, his trademark, the symbolic value and the practical model that defining the tasks of everyday life at operational work, which hardly correspond to the creation of the work and tends to accentuate or fade, as a result of both contexts, education and work, because there are contexts where are performed the professional practices. So, we used the methodology of case study, with data collection techniques, document analysis and semi-structured interview of graduates in HRM, and we used as data processing technique: the content analysis.

	<p>The results revealed that the career of the interviewees reflects the data about the role of traineeship in the access to first job and the support to finding employment after completing the degree. We also conclude that school also contributes to instilling a positive spirit on the functioning of the labour market as well as the behavioural rules that potentiate their social integration, like forms of sociability and knowledge networks that remain well beyond the loop created by the imposition of education.</p>
<p>ER00006</p> 	<p>Performance Evaluation and Assessment of R&amp;D Programs  <b>Walid A. Al-Hunaiti</b> and Mohammad A. Al Ghalayini  Assistant Professor, King Saud University, Saudi Arabia  <b>Abstract:</b> This study aims to form the basis for constructing a framework for evaluating Research and Development (R&amp;D) programs at Universities and academic institutes. The paper is intended to show the experience of King Saud University (KSU) toward the evaluation and assessment of its R&amp;D programs. The R&amp;D programs at KSU represent a leap in excellence and innovation at both the regional and global levels, and in dealing with the effective role which KSU plays in building the national knowledge economy.</p>
<p>ER00009</p> 	<p>Development of a Questionnaire for the Screening of Communication Processes in Transdisciplinary Research Alliances  <b>Wiebke Behrens</b>, Claudia Jooß, Anja Richert and Sabina Jeschke  Ph.D Candidate, RWTH Aachen University, Germany  <b>Abstract:</b> Transdisciplinarity is a research strategy that is increasingly employed in a multitude of fields. Communication between the actors is of importance when it comes to ensuring successful collaboration. In order to assess communication processes in a transdisciplinary research alliance, a process screening questionnaire has been developed that can be easily evaluated and thus allows timely feedback to the actors. The process screening questionnaire has been utilized repeatedly on a specific research alliance. This article describes the scientific basis for the development of the process screening questionnaire, exemplifies its application, gives a summary of the results of this specific use, and summarizes benefits and future measures of improvement.</p>
<p>ER00044</p> 	<p>The photoset as a qualitative research tool designed from a semiotic perspective  <b>Dora Ivonne Alvarez Tamayo</b>  Professor-RESEARCHER, UNIVERSIDAD POPULAR AUTÓNOMA DEL ESTADO DE PUEBLA (UPAEP), MEXICO  <b>Abstract:</b> Considering the need to integrate resources and techniques to access the mind of consumers to communicate brand positioning in a coherent and integrated way, the research team that I lead to work on branding for a college graphic design program for a private university in Puebla, has developed an exploratory study for which it has been designed a set of qualitative instruments from a semiotic perspective. The instrument presented in this document is called “photoset”. It is a projective technique association consisting of selecting a set of images that are</p>

	<p>brought into contact with the user to perform interpretations, from which the researcher takes notes and draws conclusions from contextual, metaphoric, metonymic and associated elements. In this case, the photoset was designed to understand the symbolic values associated to the graphic design as a profession. The results obtained using the photoset allows to analyze the configuration of the semantic field of a segment, in this case applicants to an undergraduate academic program, to design persuasive communication strategies. The instrument designed and the analysis was performed based on the semiosis model by Morris (1994) and supported by Eco's theory of codes: syntactic, semantic and pragmatic s-codes.</p>
<p>R201 PRE</p> 	<p>The myopic and intertemporal demand for infrastructure in a multi-asset allocation framework</p> <p><b>Zaghum Umar</b> Assistant Professor, Suleman Dawood School of Business, Lahore University of Management Sciences, Lahore, Pakistan</p> <p><b>Abstract:</b> This paper employs a multi-asset allocation framework to analyze the short-term and long-term desirability of listed infrastructure investments in an investor's portfolio. Using monthly data from 1973-2015, the study calculates the short-term and long-term welfare losses associated with ignoring the demand for infrastructure investments in an investor's portfolio. Given the long-term nature of infrastructure projects, it compares the demand characteristics of infrastructure to those of medium/long-term bonds. The results show infrastructure as a desirable portfolio component for both short-term and long-term investors.</p>
<p>R017</p> 	<p>Relation between EVA® and Capital Structure in the worldwide steel mill industry in economic crises: a study from 2006 to 2011</p> <p><b>Johan Hendrik Poker</b>, Victor Maschietto Murakami and Márcio Marcelo Belli Faculdade de Ciências Aplicadas - FCA - UNICAMP - Brazil</p> <p><b>Abstract:</b> Purpose – This paper aims to test whether the economic value added (EVA®) was a determinant of the changes in the capital structure in the worldwide steel mill sector during economic crises. Design/methodology/approach – The long-term effect of changes in capital structure on firm value is examined, using a sample of 361 steel mill companies during the period from 2006-2011. Findings – The null hypothesis was rejected. Evidence is found to support a significant relationship between the changes in economic value added (EVA®) and the changes in debt ratios. To assess the strength of this finding, control variables were taken into account. Similar results were obtained. Originality/value – This paper is one of the first ones to analyze the relationship between economic value added and financial structure changes during economic crises with a focus on steel mill industry.</p>
<p>R011</p>	<p>A Decision-Making Technique for Financial Grant Allocation to Research Projects</p> <p>Fagno Fonseca, <b>Marcelo Lisboa</b>, David Prata, and Patrick Letouze Federal University of Tocantins, Brazil</p>

	<p><b>Abstract:</b> The importance of financial support to scientific research is increasing due to international competition. Consequently, National, State and institutional foundations that provide financial grant to research projects face the responsibility of selecting projects efficiently. Hence, this paper proposes a technique to support the decision-making process of grant allocation to research projects. The selection process aims maximizing the overall cost-benefit relation. The data used in this study were from financial grant bids of the Research Foundation of the State of Tocantins – FAPT, in Brazil. The selection problem in question is a variation of the classic combinatorial optimization problem, which can be solved by the Tabu Search algorithm. Results have showed that this optimization technique provides a quick and accurate support to the selection process considering cost-effective criteria.</p>
<p>R016</p> 	<p>The Systematic Risk of the Brazilian Textile Industry: Consequences of Their Increasing International Exposure</p> <p><b>Jefferson Bution</b>, Gilmar Masiero, and Fábio Oliva School of Economics, Business and Accounting, University of Sao Paulo (FEA-USP), Brazil</p> <p><b>Abstract:</b> The systematic risk of multinational companies (MNC) has been discussed as consequence of their internationalization and home country development levels. Some scholars have early found evidences that the classic theory of portfolio diversification was able to explain the lower systematic risk of MNC in comparison to their domestic counterparts. Conversely, later studies suggest that the systematic risk of American MNC have grown with their international exposure. The current paper considers the experience of public Brazilian textile companies to investigate the relationship between their international exposure and systematic risk. This industry was selected as a focus of the investigation due to sample screening. The research found two groups of companies separated by a clear hiatus. The first, with lower international revenue, could not have their systematic risk explained by the internationalization aspect. The second, with higher revenue from the external market, corroborated the previous evidences of risk elevation as consequence of internationalization. Among the applicability of such findings are the better usage of the discount rates for managers when planning international projects and capital structure. Finally, some insights on the hiatus, limitations of the small sample size and future studies suggestion were discussed.</p>
<p>R008 PRE</p> 	<p>Competitiveness Model for Restaurants based on Customer Satisfaction</p> <p>Manuel Ernesto Becerra Bizarrón, <b>José Luis Bravo Silva</b>, and Luz Amparo Delgado Díaz Universidad de Guadalajara, Mexico</p> <p><b>Abstract:</b> Growth in the restaurant industry is faced with a disadvantage against well-structured national and international chains, this research depicts the influence of client satisfaction at the competitiveness of the restaurant industry in Puerto Vallarta . The methodological design was non experimental, correlational, with a sample rate of</p>

	383 costumers. The findings show that factors tangibility with a value of .98, response with a value of .73 and pay .35 worth, these factors are more related to the competitiveness of the restaurants, this according to the empirical data of customers surveyed.

<b>19:00-21:00</b>	<b>Closing Ceremony</b>
	<b>Dinner</b>



## Windsor Guanabara Hotel

<http://windsorhoteis.com/hotels/windsor-guanabara/presentation/?lang=en>

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### Windsor Guanabara



Fachada



Recepção



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Fitness Center



Piscina

<b>2015</b>		
<b>Dec 14-15,2015</b>	<b>Place</b>	<b>Submission</b>
2015 4th International Conference on Business, Management and Governance <a href="http://www.icbmg.org/">(ICBMG2015)- http://www.icbmg.org/</a>	New York, USA	
2015 4th International Conference on Humanity, Culture and Society <a href="http://www.ichcs.org/">(ICHCS2015)- http://www.ichcs.org/</a>	New York, USA	
2015 3rd International Conference on Behaviour, Education and Psychology <a href="http://www.icbep.org/">(ICBEP2015)- http://www.icbep.org/</a>	New York, USA	
<b>Dec 30-31,2015</b>	<b>Place</b>	<b>Submission</b>
2015 6th International Conference on Economics, Business and Management <a href="http://www.icebm.org/">(ICEBM2015)- http://www.icebm.org/</a>	Tokyo, Japan	
2015 5th International Conference on Languages, Literature and Linguistics <a href="http://www.icll.org/">(ICLL2015)- http://www.icll.org/</a>	Tokyo, Japan	
2015 4th International Conference on Sociality and Humanities <a href="http://www.icosh.org/">(ICOSH2015)- http://www.icosh.org/</a>	Tokyo, Japan	
<b>• 2016</b>		
<b>Jan 09-10,2016</b>	<b>Place</b>	<b>Submission</b>
2016 5th International Conference on Government, Law and Culture <a href="http://www.icglc.org/">(ICGLC2016)- http://www.icglc.org/</a>	Penang, Malaysia	
2016 7th International Conference on E-Education, E-Business, E-Management and E-Learning <a href="http://www.ic4e.net/">(IC4E2016)- http://www.ic4e.net/</a>	Penang, Malaysia	
2016 5th International Conference on Economics Marketing and Management <a href="http://www.icemm.org/">(ICEMM2016)- http://www.icemm.org/</a>	Penang, Malaysia	
<b>Jan 26-27,2016</b>	<b>Place</b>	<b>Submission</b>
2016 3rd International Conference on History and Culture <a href="http://www.ichc.org/">(ICHC2016)- http://www.ichc.org/</a>	Pattaya, Thailand	Oct 10,2015
2016 3rd International Conference on Culture, Knowledge and Society <a href="http://www.iccks.org/">(ICCKS2016)- http://www.iccks.org/</a>	Pattaya, Thailand	Oct 10,2015

<b>2016 3rd International Conference on Economics and Business Administration</b> <a href="http://www.iceba.org/">(ICEBA2016)- http://www.iceba.org/</a>	Pattaya, Thailand	Oct 10,2015
<b>Feb 03-04,2016</b>	<b>Place</b>	<b>Submission</b>
<b>2016 3rd International Conference on Innovation in Economics and Business</b> <a href="http://www.icieb.org/">(ICIEB 2016)- http://www.icieb.org/</a>	Florence, Italy	Oct 20,2015
<b>2016 3rd International Conference on Advances and Management Sciences</b> <a href="http://www.icams.org/">(ICAMS 2016)- http://www.icams.org/</a>	Florence, Italy	Oct 20,2015
<b>2016 3rd International Conference on Education and Psychological Sciences</b> <a href="http://www.iceps.org/">(ICEPS 2016)- http://www.iceps.org/</a>	Florence, Italy	Oct 20,2015
<b>Feb 26-27,2016</b>	<b>Place</b>	<b>Submission</b>
<b>2016 3rd International Conference on Linguistics, Literature and Arts</b> <a href="http://www.iclla.org/">(ICLLA 2016)- http://www.iclla.org/</a>	Taichung, Taiwan	Nov 10,2015
<b>2016 5th International Conference on Education and Management Innovation</b> <a href="http://www.ice mi.org/">(ICEMI 2016)- http://www.ice mi.org/</a>	Taichung, Taiwan	Nov 10,2015
<b>2016 5th International Conference on Economics Business and Marketing Management</b> <a href="http://www.cebmm.org/">(CEBMM 2016)- http://www.cebmm.org/</a>	Taichung, Taiwan	Nov 10,2015
<b>Mar 12-13,2016</b>	<b>Place</b>	<b>Submission</b>
<b>2016 International Conference on Business and Economics</b> <a href="http://www.icobe.org/">(ICOBE 2016)- http://www.icobe.org/</a>	Seoul, South Korea	Nov 20,2015
<b>2016 2nd International Conference on Management and Behavioral Sciences</b> <a href="http://www.icmbs.org/">(ICMBS 2016)- http://www.icmbs.org/</a>	Seoul, South Korea	Nov 20,2015
<b>2016 2nd International Conference on Learning and Teaching</b> <a href="http://www.iclt.org/">(ICLT 2016)- http://www.iclt.org/</a>	Seoul, South Korea	Nov 20,2015
<b>Mar 20-21,2016</b>	<b>Place</b>	<b>Submission</b>
<b>2016 4th International Conference on Management and Education Innovation</b> <a href="http://www.icmei.org/">(ICMEI 2016)- http://www.icmei.org/</a>	Amsterdam, Netherlands	Nov 30,2015
<b>2016 5th International Conference on Humanity, History and Society</b> <a href="http://www.ichhs.org/">(ICHHS 2016)- http://www.ichhs.org/</a>	Amsterdam, Netherlands	Nov 30,2015
<b>2016 6th International Conference on Economics, Trade and Development</b> <a href="http://www.icetd.org/">(ICETD 2016)- http://www.icetd.org/</a>	Amsterdam, Netherlands	Nov 30,2015

<b>Apr 11-12,2016</b>	<b>Place</b>	<b>Submission</b>
<b>2016 5th International Conference on Economics and Finance Research</b> <a href="http://www.icefr.org/">(ICEFR2016)- http://www.icefr.org/</a>	Osaka, Japan	Dec 10,2015
<b>2016 5th International Conference on Language, Medias and Culture</b> <a href="http://www.iclmc.org/">(ICLMC 2016)- http://www.iclmc.org/</a>	Osaka, Japan	Dec 10,2015
<b>2016 6th International Conference on Social Science and Humanity</b> <a href="http://www.icssh.org/">(ICSSH 2016)- http://www.icssh.org/</a>	Osaka, Japan	Dec 10,2015
<b>Apr 27-28,2016</b>	<b>Place</b>	<b>Submission</b>
<b>2016 The 3rd International Conference on Management and Humanities</b> <a href="http://www.icmh.org/">(ICMH 2016)- http://www.icmh.org/</a>	Istanbul, Turkey	Dec 30,2015
<b>2016 2nd International Conference on Language and Communication Science</b> <a href="http://www.iclcs.org/">(ICLCS 2016)- http://www.iclcs.org/</a>	Istanbul, Turkey	Dec 30,2015
<b>2016 The 3rd International Conference on Advances in Business and Economics</b> <a href="http://www.icabe.org/">(ICABE 2016)- http://www.icabe.org/</a>	Istanbul, Turkey	Dec 30,2015



<http://www.icemm.org/>

2016 5th International Conference on Economics Marketing and Management- ICEMM 2016, will be held during January 9-10, 2016, in Penang, Malaysia. ICEMM 2012-2015 have been held in Hong Kong, Dubai, Toronto, and Doha respectively by IEDRC. ICEMM 2016, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Government, Law and Culture, and discuss the practical challenges encountered and the solutions adopted.

## Paper Publication

All papers for the ICEMM2016 will be published in the Journal of Economics, Business and Management-JOEBM (ISSN: 2301-3567) as one volume, and will be **Abstracting/ Indexing:** DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

## Important Dates

Full Paper Deadline	<b>Before September 20, 2015</b>
Acceptance Notification	October 10, 2015
Registration Deadline	November 05, 2015
<b>Conference Date</b>	<b>January 9-10, 2016</b>



<http://www.icglc.org/>

2016 5th International Conference on Government, Law and Culture- ICGLC2016, will be held during January 9-10, 2016, in Penang, Malaysia. ICGLC 2012-2015 have been held in Hong Kong, Dubai, Toronto, and Doha respectively by IEDRC. ICGLC 2016, aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Government, Law and Culture, and discuss the practical challenges encountered and the solutions adopted.

## Paper Publication

All papers for the ICGLC2016 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be indexed by CNKI, DOAJ, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Crossref, and Engineering & Technology Digital Library.

## Important Dates

Full Paper Deadline	<b>Before September 20, 2015</b>
Acceptance Notification	On October 10, 2015
Registration Deadline	Before November 05, 2015
<b>Conference Date</b>	<b>January 9-10, 2016</b>



<http://www.ic4e.net/>

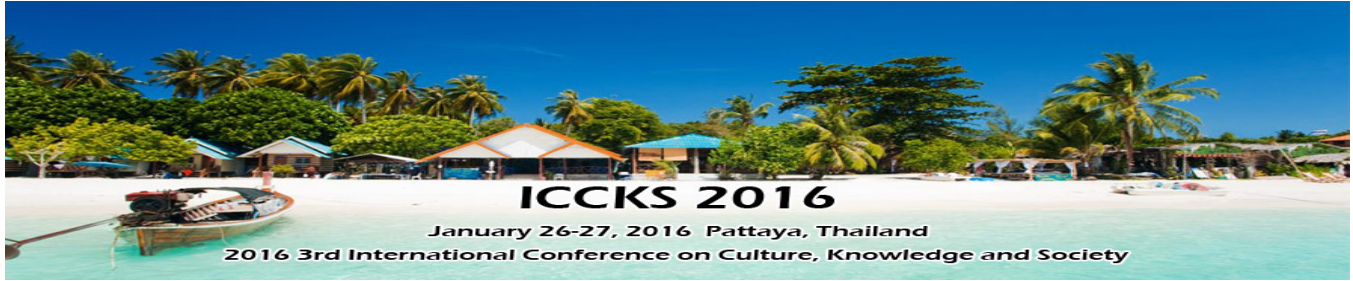
2016 7th International Conference on E-Education, E-Business, E-Management and E-Learning- IC4E2016 which will be held during January 9-10, 2016, in Penang, Malaysia. IC4E 2012-2015 have been held in Hong Kong, Dubai, Toronto, and Doha respectively by IEDRC. IC4E 2016 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of E-Education, E-Business, E-Management and E-Learning, and discuss the practical challenges encountered and the solutions adopted.

## Paper Publication

All papers for the IC4E2016 will be published in the International Journal of e-Education, e-Business, e-Management and e-Learning-IJEEEE (ISSN: 2010-3654) as one volume. Abstracting/Indexing: Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, ProQuest, EI (INSPEC, IET).

## Important Dates

Full Paper Deadline	<b>Before September 20, 2015</b>
Acceptance Notification	On October 10, 2015
Registration Deadline	Before November 05, 2015
<b>Conference Date</b>	<b>January 9-10, 2016</b>



<http://www.iccks.org/>

2016 3rd International Conference on Culture, Knowledge and Society (ICCKS2016) sponsored by IEDRC, aim to gather professors, researchers, scholars and industrial pioneers all over the world, ICCKS is the premier forum for the presentation and exchange of past experiences and new advances and research results in the field of theoretical and industrial experience. The conference welcomes contributions which promote the exchange of ideas and rational discourse between educators and researchers all over the world.

## Publication

All papers for the ICCKS 2016 will be published in the International Journal of Culture and History (IJCH)(ISSN: 2382-6177) as one volume, and will be **Indexed by**: DOAJ, Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest

## Important Date

Full Paper Submission	2015/10/10
Notification of Acceptance	2015/10/30
Registration Deadline	2015/11/20
Conference Date	2016/1/26-27



2016 3rd International Conference on History and Culture

January 26-27, 2016 Pattaya, Thailand

**ICHC 2016**



<http://www.ichc.org/>

2016 3rd International Conference on History and Culture (ICHC 2016) sponsored by IEDRC, aim to gather professors, researchers, scholars and industrial pioneers all over the world, ICHC is the premier forum for the presentation and exchange of past experiences and new advances and research results in the field of theoretical and industrial experience. The conference welcomes contributions which promote the exchange of ideas and rational discourse between educators and researchers all over the world.

## Publication

All registered papers for the ICHC 2015 will be published in the **IJSSH** (ISSN: 2010-3646) as one volume, and will be included in the [Google Scholar](#), [DOAJ](#), [Engineering & Technology Digital Library](#), [Crossref](#), [Index Copernicus](#), and [ProQuest](#).

## Important Date

Full Paper Submission	2015/10/10
Notification of Acceptance	2015/10/30
Registration Deadline	2015/11/20
Conference Date	2016/1/26-27



<http://www.iceba.org/>

2016 3rd International Conference on Economics and Business Administration (ICEBA2016) sponsored by IEDRC, aim to gather professors, researchers, scholars and industrial pioneers all over the world, ICEBA is the premier forum for the presentation and exchange of past experiences and new advances and research results in the field of theoretical and industrial experience. The conference welcomes contributions which promote the exchange of ideas and rational discourse between educators and researchers all over the world.

## Publication

All registered papers for the ICEBA 2016 will be published in the [Journal of Economics, Business and Management JOEBM](#) (ISSN: 2301-3567) as one volume, and will be included in the **DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.**

## Important Date

Full Paper Deadline	2015/10/10
Acceptance Notification	2015/10/30
Registration Deadline	2015/11/20
<b>Conference Date</b>	<b>2016/1/26-27</b>

