



The 6th International Conference on Innovation and Management

São Paulo , Brazil - December 8-10, 2009

Núcleo de Estudos do Futuro



PUC . SP . Brasil

6ª Conferência Internacional de Inovação e Gestão- ICIM 2009

8 a 10 de dezembro de 2009

Teatro Tuca PUC-SP São Paulo - SP Brasil



GESTÃO DE INOVAÇÃO PARA O DESENVOLVIMENTO SUSTENTÁVEL





MENSAGEM DO PRESIDENTE

Anualmente organizado pela Universidade Wuhan de Tecnologia (China) e a Universidade Yamaguchi (Japão) e mais recentemente pela UNU-MERIT (Holanda); e agora pelo Núcleo de Estudos do Futuro da Universidade Católica de São Paulo NEF-PUCSP (Brasil) , o Congresso Internacional de Inovação e Gestão tem mostrado ser um evento de alto nível para lideranças acadêmicas internacionais na área de Gestão e Inovação , bem como os especialistas e responsáveis pela inovação nas empresas e stakeholders em geral. O ICIM2009 tentou realçar o pensamento atual e as tendências de futuro na gestão de sistemas de Inovação Social e de Apoio a Sistemas Vivos, Economia baseada Conhecimento e a Natureza e sistemas de negócios emergentes focados em particular no Desenvolvimento Sustentável.

A programação incluiu sessões plenárias e paralelas com apresentações de trabalhos técnicos nacionais e internacionais; bem como Cases do Brasil. O mundo vive hoje uma situação de extrema necessidade por idéias e soluções inovadoras para situações sociais e ambientais críticas; de fato o ICIM2009 acontecia paralelamente ao COP15 que tentou lidar com sérios problemas de Governança Global relacionados a Mudanças Climáticas. A pergunta é como unir esforços para superar esses grandes desafios do presente e do futuro ao nível local e global relacionados ao Desenvolvimento Sustentável. Sem dúvida todos nos stakeholders podemos e devemos fazer nossa parte.

O ICIM2009, unindo esforços da especialistas da China, Japão , Holanda e Brasil em particular , espera estar contribuindo para promover sinergias com esse objetivo.

PRESIDENT'S MESSAGE

Annually organized by Wuhan University of Technology (China) and Yamaguchi University (Japan) and more recently by UNU-MERIT (The Netherlands) and now also by Center for Future Studies NEF-of The Pontifical Catholic University of São Paulo (Brazil), the International Conference on Innovation and Management has proven to be a high-profile event for leading international scholars in the area of management and innovation, practitioners and stakeholders in general.

The ICIM2009 highlighted current thinking and future trends in management of Life Supporting and Social Innovation, Knowledge and Nature Based Economy and Emerging Business Models, focusing in particular on Sustainable Development. The conference format included plenary and parallel sessions with both academic and practitioner presentations. The world today is in great need for innovative ideas and solutions to social and environmental pressing critical issues; as a matter of fact ICIM2009 took place just at the same time as COP15 that was dealing with Global Governance problems related to Climate Change. The question hence is how to join efforts to overcome present and future local and global sustainable development challenges. No doubt all stakeholders may contribute for this purpose. The ICIM2009, joining efforts from China, Japan, the Netherlands and Brazil in particular, hopes to promote synergies for this purpose.



COMITÊS ORGANIZADORES / ORGANIZING COMMITTEE

Organizador e anfitrião *Organized and hosted by*

NEF - Pontifícia Universidade Católica- São Paulo

Co-organizadores *Co organized by*

Universidade de Tecnologia Wuhan (China)
Universidade de Yamaguchi (Japão)
Merit Universidade das Nações Unidas (UNU-Merit,
Holanda)

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Kazuhiro Fukuyo
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ICIM 2009

INFORMAÇÕES GERAIS / GENERAL INFORMATION

Local/ Place:

Teatro TUCA
Rua Monte Alegre, 1024

Crachá/Badge:

O Crachá é seu passaporte para entrar em todas as dependências do congresso.
Mantenha-o em seu poder, em local visível.

The badge is your passport to enter in all congress. Keep it with you, in a visible place.

Certificado/Certificates:

Certificados de participação serão entregues na secretaria a partir do dia **09/12 – 15h00**.
The certificates Will be available on **December 09, after 03:00 pm**

Horário de secretaria/ Secretary schedule:

08/12/2009 - 14h00 -19h00
09/12/2009 – 8h00-17h30
10/12/2009- 8h00 – 18h00

Solenidade de Abertura /Opening Ceremony

09/12/2009 – 15h30 - Teatro TUCA /December 09,2009 – 03:30 pm – Tuca Theater

Social /Social

09/12/2009 – 18h15 – Teatro Tuca

Apresentação de dança e música do Grupo Cangarussu.

December 09,2009 – 06h15 pm – Tuca Theater

Music and dance presentation with the Group Cangarussu.

Como chegar utilizando transporte publico:

Saindo da Zona Leste:

Pegar o metrô até a Estação Barra Funda. Lá, pegar o ônibus Ana Rosa ou Jd. Helga e descer na R. Cardoso de Almeida, altura do número 1000.

Saindo da Zona Sul:

Descer na estação Clínicas do metrô. Depois, pegar o ônibus Brasilândia ou Edu Chaves e descer na R. Cardoso de Almeida, altura do número 1000.

Saindo da Zona Oeste:

Pegar qualquer ônibus que passe na R. Cardoso de Almeida e descer na altura do número 1000.

Ex.:

- da Av. Sumaré - pegar ônibus Metrô Barra Funda.
- da Av. Francisco Matarazzo - pegar ônibus Jd. Pery, descer na Av. Pacaembu e pegar o ônibus Ana Rosa, Jd. Helga, Perdizes ou Vila Madalena.
- da Av. Heitor Penteado - pegar ônibus Jd. Brasil ou Metrô Barra Funda.

Saindo da Zona Norte:

Pegar o metrô até a Estação Barra Funda. Depois, pegar o ônibus Ana Rosa ou Jd. Helga e descer na R. Cardoso de Almeida, altura do número 1000.

Ônibus:

- | | |
|---|---|
| - 175P - Parque Edu Chaves / Metrô Ana Rosa | - 875A - Aeroporto / Perdizes |
| - 177P - Pedra Branca / Butantã / USP | - 875P - Metrô Barra Funda / Metrô Ana Rosa |
| - 637H - Metrô Barra Funda / Jardim Helga | - 877V - Metrô Barra Funda / Parque |
| - 828P - Metrô Bara Funda / Lapa | Continental |



Restaurantes próximos ao evento / Nearby Restaurants

Transamérica/Don Carlini
Rua: Monte Alegre, 835 – (11) 3801-3750

Macedo
Rua: Monte Alegre, 759 – (11) 3862-5772
Almoço – serviço buffet R\$ 42,90

Família Burguer
Rua: Monte Alegre, 681 – (11) 3672-8989
(Carlos Alberto)

Blú bistrô
Rua: Monte Alegre, 591 – (11) 3875-4947
(Gaston)

Bartira Grill
Rua: Bartira, 429 – (11) 2645 0474

Yoko Japanese Food
Rua: Dr. Homem de Mello, 436 – (11) 3672-4023/3672-3710

Arabesco
Rua: Dr. Homem de Mello, – (11) 3872-8164

Tele-Thai
Rua: Caiubi, 1442 – (11) 3676-1774

Ferrara
Rua: Caiubi 155 – (11) 3679-9959

O Casarão
Rua: Dr. Cândido Espinheira 449 – (11) 3865-3867

Ofner
Esquina R. Caiubi/ Cardoso

Geribá Bar e Restaurante
Rua: João Ramalho, – (11) 3875-1029

Pizzaria PAULINO
Rua: João Ramalho, – (11) 3865-2875

Buca Romana
Pça. Thomas Morus, 200 – (11) 3864-8630

Krystal Chopps
Rua: Cardoso de Almeida, – (11) 3862-9599
(Ines)

Tivoli
Rua: Cardoso de Almeida, – (11) 3673-0194

Babbo Giovanni
Rua: Cardoso de Almeida, 407 – (11) 3825-4336

Casa do Espeto
Rua: Cotoxó, – (11) 3676-0436

Zattar cozinha árabe
Rua: Caraíbas, – (11) 3675-1803

Kacique Restaurante
Rua: Turiassú, 393 – (11) 3569-2119

Bendita Hora
Rua: Vanderlei, 795 – (11) 3862-0622





08 de dezembro - terça-feira

TEATRO TUCA

14h00 - 15h00 – Entrega de material

15h00 - 15h00 – **Inspiração - Criando futuros**

Lala Deheinzelin - Cooperação Sul-Sul e Plataforma Global Criando Futuros (Brasil)

15h30 - 16h45 – **Cerimônia de abertura**

Prof. Dr. Dirceu de Mello – Presidente da PUCSP
Prof. Dr. Antonio Vico Mañas – Vice Presidente da PUCSP

Apresentação da comissão organizadora:

China – Prof. Dr. Hu Shuhua,
Japão – Prof. Dr. Ken Kaminishi,
Holanda – Prof. Dr. Geert Duysters
Brasil – Prof. Dr. Arnoldo José de Hoyos Guevara

Fortalecendo as relações entre empresa e universidade para o desenvolvimento sustentável:

Prof. Dr. Marcos Bicudo – Coordenador do CEBDS
Prof. Dr. Sergio R. de Queiroz – FAPESP

16h45 - 17h15 - Soft Technologies Shaping a New World

Zhouying Jin -Chinese Academy of Social Sciences (CASS); Center for Technology Innovation and Strategy Studies (CTISS) of CASS - (China)

17h15 - 17h45 - Tecnologias Sociais e Novos Indicadores Econômicos

Ladislau Dowbor - Universidade Católica de São Paulo e NEF – Núcleo de Estudos do Futuro (Brasil)

17h45 - 18h15 – Perguntas e respostas

18h15 - 19h30 – Apresentação de dança e música com o Grupo Cangarussu
Coquetel

Tuesday - December 08

TUCA THEATER

2:00 – 03:00 pm – Registration

03:00 – 0:30 pm – **Inspiration – Creating futures**

Lala Deheinzelin - Cooperation South-South and Global Platform for Creating Futures (Brazil)

03:30 – 04:45 pm – **Open Ceremony**

Prof. Dr. Dirceu de Mello – Presidente da PUCSP
Prof. Dr. Antonio Vico Mañas – Vice Presidente da PUCSP

Presentation of leaders of organizing committee

China – Prof. Dr. Hu Shuhua,
Japan – Prof. Dr. Ken Kaminishi,
Holanda – Prof. Dr. Geert Duysters
Brazil – Prof. Dr. Arnoldo José de Hoyos Guevara

Strengthening private sector and University relations for education aimed at sustainable development

Prof. Dr. Marcos Bicudo – Coordenador do CEBDS
Prof. Dr. Sergio R. de Queiroz – FAPESP

04:45 – 05:15 pm Soft Technologies Shaping a new world

Zhouying Jin – Chinese Academy of Social Sciences (CASS); Center for Technology Innovation and Strategy Studies (CTISS) of CASS - (China)

05:15 – 05:45 pm Social Technologies And New Economic Indicators

Ladislau Dowbor - Center for Future Studies NEF - Pontifical Catholic University of São Paulo (Brazil)

05:45 – 06:15 Questions and answer

05:45 – 06:15 Music and dance presentation with the Group Cangarussu
Cocktail

**GESTÃO DE INOVAÇÃO PARA O
DESENVOLVIMENTO SUSTENTÁVEL**



09 de dezembro - quarta-feira

TEATRO TUCA

09h00 - 09h20 Tecnologias Fundamentais de Convergência para o Século 21 – As NBICS - Vídeo Conferencia
Jerome Glenn - The Millennium Project (USA)

09h20 – 10h00 On the Sustainable Energy Explotation in Regional Economy – Japan Cases
Ken Kaminishi – Graduate School of Innovation & Technology Management – Yamaguchi University (Japão)

10h00 – 10h20 - Gestão de Inovação de Produtos na China
Xie Kefan -School of Management and the School of Art and Design, Wuhan University of Technology (China)

10h20 – 10h35 – Perguntas e respostas

10h35 – 10h50 - Intervalo

10h50 – 12h15 – Workshops – Case Brasil I

Inovação para Desenvolvimento Sustentável
Moderadora: Maria Ângela do Rego Barros – Presidente da ANPEI e Relações Institucionais e Inovação da Motorola

SANTANDER
Carlos Nomoto – Superintendente Executivo de Desenvolvimento Sustentável

Experiência da VERTI ECOTECNOLOGIAS
Euler Santos – Diretor Executivo

BRASKEN – Inovação Sustentável e Novas Tecnologias
Luis F. D. Cassinelli – Diretor de Inovação Tecnológica

10h50 – 12h15 –PRÉDIO NOVO PUC-SP

5º ANDAR - APRESENTAÇÃO DE

PAPERS I

Wenesday- December 09

TUCA THEATER

9:00 – 9:20 am - Key Converging Tech in the 21st Century NBICs – Video Conference
Jerome Glenn - The Millennium Project (USA)

09:20 – 10:00 am – Global forum – Innovation for sustainability: How to overcome the crisis with creativity
Rodrigo Loures – Center for technological development of the National Association of Industries (Brazil)

10:00 – 10:20 am – Product Innovation Management in China
Xie Kefan - School of Management and the School of Art and Design, Wuhan University of Technology (China)

10:20 – 10:35 am – Questions and answer

10:35 – 10:50 am – Coffee Break

10:50 am 12:15 pm Workshops – Case Brazil I

Innovation for Sustainable Development
Coordinator: Maria Ângela do Rego Barros – President of ANPEI

SANTANDER
Carlos Nomoto

VERTI ECOTECNOLOGIAS
Euler Santos – Executive Director

BRASKEN
Luis F. D. Cassinelli – Director of Innovation

10:50 am – 12h15 pm

PN PUC-SP – 5th floor

PRESENTATION OF PAPERS I

12:15 – 01:30 pm Lunch



09 de dezembro - quarta-feira

13h30 – 16h30

PRÉDIO NOVO PUC-SP – 5º ANDAR

APRESENTAÇÃO DE PAPERS II

15h00 – 15h15 Intervalo

TEATRO TUCA

15h15 – 15h45 – Temas Fundamentais no Cenário Brasileiro da Inovação

Lúcia de Carvalho Pinto de Melo – Presidente CGEE – Centro de Gestão e Estudos Estratégicos

15h45 – 16h15 – Inovação para Sustentabilidade: como superar a crise com criatividade

Rodrigo Loures – Centro para Desenvolvimento Tecnológico da Confederação Nacional de Industrias (Brasil)

16h15 – 16h45 – Perguntas e respostas

Wednesday- December 09

01:30 – 04:30 PN PUC-SP 5th floor

PRESENTATION OF PAPERS II

03:00 – 03:15 Coffee Break

TUCA THEATER

Lúcia de Carvalho Pinto de Melo – President CGEE – Center for Managing and Strategic Studies (Brazil)

03:45 – 04:15 pm Global Forum – Innovation for Sustainability: how to overcome the crisis with creativity

Rodrigo Loures – Center for Technological Development of the National Association of Industries (Brazil)

04:15-04:45 – Question and answer

**MANAGING INNOVATION FOR
SUSTAINABLE DEVELOPMENT**

03:15 – 03:45 pm – Key Issues of Brazilian Innovation Landscape

10 de dezembro Thursday-December 10



TEATRO TUCA

09h00 – 09h25 – Communications and Power, Control and Cyber Systems.

Paul Werbos – Collaborative Research Group in Computational EuroScience and Power, Control and Adaptive Networks – ECCS – Electrical (EUA)

09h25 – 09h55 – Managing Collaborative Innovation

Geert Duysters – Organization Science at the Eindhoven University of Technology (Holanda)

09h55 – 10h15 Perguntas e respostas

10h15 – 10h30 Intervalo

10h30 – 12h30 Workshops Cases do Brasil II

Gestão da Inovação Colaborativa

Moderadora: Sonia M. Tuccori – Consultoria em Gestão e Inovação

NATURA – Processo de Inovação Aberta Natura

Gilson Manfino – Gerente Executivo de Inovação e Tecnologia

Projeto de Inovação e Colaboração para o Cultivo Sustentável do Dendê

Janice Cassara – Gerente do Grupo de Tecnologias Sustentável

EMBRACO-A Experiência da Embraco no Mercado Nacional e Internacional Guilherme Marco de Lima – R&D e relações governamentais

INSTITUTO INOVAÇÃO – Experiência com Transferência Tecnológica e Inovação Aberta

Bruno Moreira – Diretor de Consultoria

PUC RGS – Elizabeth Ritter – Coordenadora do Escritório de transferência de tecnologia da PUC-RGS e do FORTEC

10:30 am 12:30 pm Workshops Cases Brazil II

Managing Collaborative Innovation

Coordinator: Sonia M. Tuccori

TUCA TEATHER

09:00 – 09:25 am– Communications and Power, Control and Cyber Systems

Paul Werbos – Collaborative Research Group in Computational EuroScience and Power, Control And Adaptive Networks – ECCS – Electrical (EUA)

09:25 – 09:55 am Managing Collaborative Innovation

Geert Duyters – Organization Science at the Eindhoven University of Technology (The Netherlands)

09:55 – 10:15 Questions and answer

10:15 - 10:30 am Coffee Breack



ICIM 2009

NATURA

Gilson Manfino – Executive Manager for Innovation and Technology

Projeto de Inovação e Colaboração para o Cultivo Sustentável do Dendê

Janice Cassara

EMBRACO

Guilherme Marco de Lima – R&D e relações governamentais

INSTITUTO INOVAÇÃO

Bruno Moreira – Diretor de Consultoria

PUC RGS – Elizabeth Ritter – Coordenadora do Escritório de transferência de tecnologia da PUC-RGS e do FORTEC

10 de dezembro - quinta-feira

10h30 – 12h30 –

PRÉDIO NOVO PUC-SP – 5º ANDAR

APRESENTAÇÃO DE PAPERS III

12h30 – 13h45 Almoço

13h45 – 15h15 –

PRÉDIO NOVO PUC-SP – 5º ANDAR

APRESENTAÇÃO DE PAPERS IV

TEATRO TUCA

15h15 – 15h45 Innovation for Human Security

David Harries – The Canadian Defense Academy and Foresight Canada (Canada)

15h45 – 16h00 Intervalo

16h00 – 16h20 The Age of Light, Beyond Globalization – Video Conferencia

Hazel Henderson – Futurista, autora e empreendedora social (EUA)

16h20 – 16h50 Perspectivas Alternativas da Inovação – do global para o local

Marcos Arruda – Instituto Políticas Alternativas para o Cone Sul – PACS (Brasil)

16h50 – 17h20 O novo Renascimento da Inovação

Rosa Alegria – NEF – Nodo Brasileiro do Projeto Milênio.

Inovacion y Colaboración Internacional

Hector Casanueva – Nodo Chileno do Projeto Milênio (Chile)

17h20 – 17h45 Perguntas e respostas

17h45 – 19h30 – Cerimônia de Encerramento



Thursday- December 10

10:30 am – 12:30 pm

PN PUC-SP – 5th floor

PRESENTATION OF PAPERS III

12:30 – 01:45 pm Lunch

01:45 – 03:15 pm

PN PUC-SP – 5th floor

PRESENTATION OF PAPERS IV

TUCA THEATER

03:15 – 03:45 pm Innovation for Human Security

David Harries – The Canadian Defense Academy and Foresight Canada (Canada)

03:45 – 04:00 pm Coffee Break

04:00 – 04:20 pm The Age of Light, Beyond Globalization – Video Conference

Hazel Henderson – Futurista, autora e empreendedora social (EUA)

04:20 – 04:50 pm Alternative Views of Innovation – from global to local



Trabalhos Científicos

Papers





- 01 - "Matriz" e "filial". Uma análise comparada das principais tipologias de inovação que impactaram essas governanças - Fabio Lucio Prado; Antonio Vico Mañas
- 02 - A Busca Pela Qualidade de Vida no Ambiente Universitário: Relato de uma Experiência - Ruth Yamada Lopes Trigooga, Myrt Thânia De Souza Cruz
- 03 - A Contribuição da Antropologia na Área de Inovação: O Uso da Pesquisa Etnográfica na Geração de Ideias para Novos Produtos - Tania Maia, Antonio Vico Mañas
- 04 - A dual-step multi-algorithm approach for churn prediction in Pre-paid telecommunications service providers - Ali tamaddoni Jahromi, Mehrad Moeini, Issar Akbari, Aram Akbarzadeh
- 05 - Redes Sociais: Um Estudo de Caso Sobre a Fazenda da Esperança - Antonio Gomes Galvez, Denise Pena De Moraes, Denise Perroud Amaral, Joelson Alves Do Nascimento, Luciano Antonio Prates Junqueira, Marisa Gianetti
- 06 - A Produção de Fármacos e Medicamentos no Brasil e na Índia: Uma Análise Comparativa (1995-2001) - Roberto Mario Lovón Canchumani
- 07- Aglomeração Produtiva, Desenvolvimento Local e (In) Difusão de Inovações: O Quadro Recente das Cristalarias de Blumenau - SC - Rafael Ricardo Jacomossi;Ivo Marcos Theis;Flávio Henrique Dos Santos Foguel
- 08 - Alliance-Based Network View on Chinese Firms' Catching-Up: Case Study Of Huawei Technologies Co.Ltd - Ying Zhang & Geert Duysters
- 09 - An Economic Analysis of the Generic Competition Paradox in the Pharmaceutical Market: The Role of Physician's Prescription Decision - Kenichiro Yamada ; Kenichi Ohkita;Kazumitsu Minamikawa
- 010 - Analysis Of Patents Information In The Electric Vehicle Technology Of China - Wu Fei-Fei;Huang Lu-Cheng
- 011 - Analysis On Strategic Choice Of China's Small And Medium-Sized Trust Company's During Global Financial Crisis - Xu Fengju, Feng Jintao
- 012 - The Development of "Green" Products: The Challenge of Integrating "Green" Competencies Along The Supply Chain - Sylmara Lopes Francelino Gonçalves Dias; Maria Cecilia Loschiavo Dos Santos; Leandro Fraga Guimarães
- 013 - Dimensões Intangíveis: A Relevância do Conhecimento Tácito em Processos de Inovação e Sustentabilidade - Beatrice Maria Carola Gropp
- 014 - Auto-Realização Como Paradigma Para Novos Modelos de Organização Do Trabalho: A Experiência da Empresa Semente Una - Rita Monte
- 015 - Biological Description Of Patent Technology - Huang Lucheng;Li Jiang
- 016 - Blog as an Innovation Tool of Integrated Communication For Small and Medium-Sized Enterprises In Brazil - Liliana Chin Lau
- 017 - Building Company Competitive Advantage Based on Customer Value Delivery Strategy and Sustainable Marketing System - Diao Zhaofeng, Cheng Yun
- 018 - Collectivism and Traditionality: How do they Mediate Between Rewards And Organisational Commitment? Evidence From China - Abdullah Z. Sheikh;Alex Newman
- 019 - Conjoint Analysis for Portable Audio Player in Japan - Yoshiki Hiramatsu;Kazumitsu Minamikawa
- 020 - DAP - Projeto de um Dispositivo Automático de Pesagem - Flávio Napolitano; Jorge Nei Brito; Sérgio Francisco Dela Antônio
- 021 - Desafios da Sustentabilidade em Contextos de Pobreza: Estudo Sobre a Chapada Diamantina - Myrt Thânia de Souza Cruz
- 022 - Desafios para Gestão da Sustentabilidade em Cadeias de Suprimentos:Uma Análise Exploratória na Cadeia da Carne Bovina Brasileira -Sylmara Lopes Francelino Gonçalves Dias;Fernanda Silva Maciel; Julia Drezza Azevedo Soares



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- 023 - [Disseminação da Cultura de Inovação e Propriedade Intelectual no Contexto dos Ensinos Médio e Técnico em uma Instituição de Ensino](#) - Djane Santiago De Jesus;Carla Renata Santos Dos Santos;Genice De Jesus Santana
- 025 - [Effect of Corporate Innovation Ability on the Choice Between Product Innovation and Process Innovation](#) - Zeng Wu ; Tian Zhilong
- 026 - [Empirical Analysis of the Contribution of Technology Progress to The Industrial Economy in Wuhan in China](#) - Liang Dong; Li Zhihong;Yang Yupeng
- 027 - [Empirical Study On The Board Working Style In Family Business](#) - Guo Lin
- 028 - [Enabling Mechanisms for Innovation at the Base of the Pyramid](#) - Shyama V. Ramani, Shuan Sadreghazi; Geert Duysters
- 029 - [Evaluation of Independent Innovative Capacity of High-Tech Enterprises In Shandong Province](#) - Yang Huixin, Liu Chunyu, Feng Wenna
- 030 - [Examine the Relations Between Patient Satisfaction, Loyalty & Trust](#) - Hironari Nogami
- 031 - [Game Analysis of Relative Subjects on Reverse Logistics](#) - Cheng Guoping, Zhu Xinqiu
- 033 - [Government Green Procurement and Its Supplier Selection](#) - Wan Junkang, Lu Xiaofei
- 034 - [Green Initiatives: Viability of A Public Investment Project on Public Lighting](#) - Jody Ngongo Ngoy, Brian O. Walters
- 035 - [Indicadores como Ferramente de Avaliação da Eficácia do Sistema de Gestão em SST e Ambiental](#) - Rejane Daniela de Campos; Elisabete Poiani Delboni Hyde, Soila Barbosa; Emilia Satoshi Miyamaru Seo
- 036 - [Innovation in Hospital Services From a Perspective of Technical Operations: Case Studies in University Hospitals](#) - Cariza Teixeira Bohrer; Eduardo Raupp de Vargas
- 037 - [Innovation Matters? A Case Study Research on the Brazilian Telecommunications Market About The Impact of Innovation on The Company Financial Results](#) - Rodolfo Ribeiro, Alexandre Luzzi Las Casas, Marcelo Moraes Garcia
- 038 - [Innovation Project Management: A Research Agenda](#) - Sergey Filippov; Herman Mooi
- 039 - [Inovação de Ruptura, A Experiência da Visa Vale no Segmento de Vale-Refeições](#) - Lídia Valéria de Souza Lima ;Maria Cristina Sanches Amorim
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**"MATRIZ" E "FILIAL". UMA ANÁLISE COMPARADA DAS PRINCIPAIS TIPOLOGIAS DE INOVAÇÃO QUE IMPACTARAM ESSAS GOVERNANÇAS.**

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Resumo: O artigo analisou, sob a metodologia de estudo de caso, um comparativo dos principais tipos de inovação que uma empresa multinacional do setor de telecomunicações articulou entre 2007 e 2008. Ao analisar cada inovação associado ao impacto ou benefício direto, ficou nítido do tipo de inovação e o grau que cada tipo se associa em função de sua origem, ou seja, a "MATRIZ" ou a "FILIAL". Deixemos então uma pergunta promotora de futuros estudo adicional: Esse comportamento se replica para outras empresas do segmento de Telecomunicações? São de natureza comum o tipo e grau de inovação da "MATRIZ" em relação à "FILIAL"? Quais contextos nós assistiríamos enquanto comportamentos antagônicos, ou seja, a "FILIAL" prevalece a "MATRIZ" excluindo a questão de investimentos? A análise comparativa foi realizada através das teorias de Tidd, Bessant e Pavitt e Clayton Christensen acerca das tipologias de inovação e graus de novidade.

TL 002

**A BUSCA PELA QUALIDADE DE VIDA NO AMBIENTE UNIVERSITÁRIO:
RELATO DE UMA EXPERIÊNCIA****RUTH YAMADA LOPES TRIGOOGA, MYRT THÂNIA DE SOUZA CRUZ***FEA-PUC/SP*

Resumo: As transformações sociais e tecnológicas que ocorreram nos últimos anos têm alterado drasticamente o cerne das relações interpessoais e sociais, incorporando novas dinâmicas e tornando escassas tantas outras, como os laços de solidariedade, por exemplo. Os seres humanos se vêem cada vez mais inseguros em relação ao aspecto profissional com conseqüências na sua vivência do cotidiano, inclusive em sua vida particular. O que os coloca diante de desafios cada vez mais complexos, na tentativa de conciliar diferentes dimensões da vida: espiritualidade, profissional, familiar, lazer, dentre outras. A pressão para o sucesso "a qualquer preço" intensifica o ritmo de trabalho e os coloca em condição de competitividade exacerbada, o que invariavelmente conduz a situações de estresse e, não raro, ao desenvolvimento de patologias decorrentes dessa pressão. Razão pela qual, através da prática de ouvir e ser continente à demanda da vida universitária e seus desdobramentos, criou-se um serviço de atendimento e orientação psicopedagógicos, cujo objetivo central era criar espaço de escuta e escoamento das demandas ali trabalhadas. Este trabalho se propõe a analisar a implementação de um serviço que atende e orienta as pessoas visando a promoção de saúde numa instituição educacional na cidade de São Paulo, sob a ótica do Pensamento Complexo, considerando-se as inter-relações dos múltiplos fatores históricos e sociais. Concluímos que, apesar das dificuldades encontradas no trabalho com as subjetividades humanas, pensar em alternativas viáveis é possível e, a busca pelo bem-estar e qualidade de vida das pessoas envolvidas em uma instituição torna-se uma necessidade cada vez mais imperante. A solução passa por experiências muitas vezes simples, mas criativas, cujos baixos custos indicam a possibilidade de replicá-las em outros contextos organizacionais.

Palavras-chave: Qualidade de Vida no Trabalho; Sustentabilidade; Psicologia Organizacional; Promoção de Saúde.

TL 003

A CONTRIBUIÇÃO DA ANTROPOLOGIA NA ÁREA DE INOVAÇÃO: O USO DA PESQUISA ETNOGRÁFICA NA GERAÇÃO DE IDEIAS PARA NOVOS PRODUTOS.**TANIA MAIA, ANTONIO VICO MAÑAS**

Resumo: Atualmente as empresas encontram-se em um ambiente bastante competitivo e neste contexto, a pesquisa etnográfica, originada na antropologia, passa a adquirir importância na área de marketing, por ser considerada como uma das alternativas para gerar idéias na área de inovação. Este artigo discute as contribuições da antropologia a partir da análise do conhecimento da pesquisa etnográfica na geração de idéias para a área da inovação. O texto trata de mostrar que se usado corretamente, o método etnográfico pode ser útil para uma interpretação minuciosa da dinâmica sociocultural do consumidor.



TL 004

A DUAL-STEP MULTI-ALGORITHM APPROACH FOR CHURN PREDICTION IN PRE-PAID TELECOMMUNICATIONS SERVICE PROVIDERS

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Abstract: Nowadays customer churn has become the main concern of companies which are active in different industries. Among all industries which suffer from this issue, telecommunications industry can be considered in the top of the list with approximate annual churn rate of 30%. Dealing with this problem, there exist different approaches via developing predictive models for customer churn but due to the nature of pre-paid mobile telephony market which is not contract-based, customer churn is not easily traceable and definable, thus constructing a predictive model would be of high complexity. Handling this issue, in this study, we developed a dual-step model building approach, which consists of clustering phase and classification phase. With this regard firstly, the customer base was divided into four clusters, based on their RFM related features, with the aim of extracting a logical definition of churn, and secondly, based on the churn definitions that were extracted in the first step, different algorithms were utilized with the intention of constructing predictive models for churn in our developed clusters. Evaluating and comparing the performance of the employed algorithms based on "gain measure", we concluded that employing a multi-algorithm approach in the model constructing step, instead of single-algorithm one, can bring the maximum gain among the tested algorithms.

Keywords Customer Churn, Data mining, Telecommunications Industry

TL 005

REDES SOCIAIS: UM ESTUDO DE CASO SOBRE A FAZENDA DA ESPERANÇA

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NASCIMENTO, LUCIANO ANTONIO PRATES JUNQUEIRA, MARISA GIANETTI**

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Resumo: Este artigo trata de um estudo de caso sobre a Fazenda da Esperança, entidade filantrópica sem fins lucrativos, que tem por objetivo a recuperação de tóxico-dependentes, fundamentada na tríade: convivência, laborterapia e prática da espiritualidade, e cujas ações nas áreas da Assistência Social, Saúde e Educação tem promovido uma transformação social dos atores envolvidos. O artigo apresenta uma pesquisa sobre a contribuição das redes na solução das questões sociais, uma vez que essas ocupam a lacuna criada pelo afastamento do Estado nesta problemática. A Fazenda da Esperança foi criada a partir de ações individuais e consolidou-se na estruturação de uma rede hierarquizada, baseada nas relações de confiança estabelecidas entre os diversos atores que compartilhavam o interesse em responder ao problema das drogas na comunidade, permitindo a criação de articulações entre as diversas organizações: públicas, privadas e do terceiro setor de forma a contribuir com a gestão das políticas sociais. Como resultados deste estudo, destacam-se: a identificação das inter e intrarelacionamentos da Fazenda da Esperança com a comunidade e parceiros e a formação de laços fortes e fracos, revelando um importante elemento de inovação no atendimento das necessidades sociais. Finalmente apontam-se novas possibilidades de temas para pesquisa visualizando as relações em rede e suas conseqüências.

Palavras-chave redes sociais, políticas sociais, laços fortes e fracos, Fazenda da Esperança, tóxico-dependência.

TL 006

A PRODUÇÃO DE FÁRMACOS E MEDICAMENTOS NO BRASIL E NA ÍNDIA: UMA ANÁLISE COMPARATIVA (1995-2001)

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Resumo: Este artigo compara a situação da indústria farmacêutica instalada no Brasil com a indústria farmacêutica da Índia, no tocante à capacidade de produção de fármacos e medicamentos acessíveis à população, no período de 1995-2001, e identifica os mecanismos que levaram à situação em que se encontra esse setor industrial nesses países, considerando que são ambos — Brasil e Índia — países retardatários tanto na industrialização quanto nas práticas modernas de desenvolvimento científico e tecnológico. Verificou-se que o Brasil, comparativamente com a Índia, encontra-se em notória desvantagem devido, basicamente, à condução diferente que tiveram nos dois países as políticas específicas voltadas para o setor farmacêutico.

Palavras-chave: indústria farmacêutica, desenvolvimento tecnológico, Brasil e Índia, políticas.

**AGLOMERAÇÃO PRODUTIVA, DESENVOLVIMENTO LOCAL E (IN) DIFUSÃO DE INOVAÇÕES: O QUADRO RECENTE DAS CRISTALERIAS DE BLUMENAU - SC.****RAFAEL RICARDO JACOMOSI; IVO MARCOS THEIS; FLÁVIO HENRIQUE DOS SANTOS FOGUEL**

CENTRO UNIVERSITÁRIO SENAC – SÃO PAULO / NPDR/FURB

Resumo: Este trabalho trata de atualizar a discussão existente sobre o aglomerado produtivo das indústrias cristaleiras de Blumenau, que sofre uma abrupta queda de sua capacidade de gerar impostos e renda desde a abertura econômica da década de 1990. O vértice principal da pesquisa trata de desmistificar a literatura existente sobre clusters que exagera nos benefícios automaticamente gerados pelo simples fato de firmas estarem geograficamente aproximadas. Por outro lado, percebe-se que devem ser levadas em consideração as especificidades locais e as condições da política macroeconômica. As indústrias cristaleiras de Blumenau surgiram na década de 1950 e, décadas após, consolidaram-se como o principal pólo de fabricação de cristais da América Latina. Com a abertura econômica de 1990, o setor assim como outros, deparou-se com diversas condições adversas à competitividade, como o acirramento da concorrência nacional e internacional, o aumento de taxas de impostos diminuindo sobremaneira o faturamento dessas firmas, mergulhando-as em dívidas tributárias e trabalhistas impagáveis. Diversas foram as tentativas das firmas para suplantar a crise, todavia, não surtindo efeitos positivos. Entretanto, quando se olha para as estratégias implementadas por outros setores, percebe-se que a reestruturação produtiva fundamentada por um espírito cooperativo foi de fundamental importância para o enfrentamento das questões. No entanto, não se percebe esse olhar no setor cristaleiro, onde predomina um sentimento de individualidade exacerbado e, principalmente de resistência à mudanças. Por fim, chega-se a conclusão que a proximidade das indústrias cristaleiras de Blumenau de nada adiantou para a proposição de soluções que poderiam ser implementadas para o enfrentamento da crise que perdura no segmento há quase duas décadas.

TL 008

ALLIANCE-BASED NETWORK VIEW ON CHINESE FIRMS' CATCHING-UP: CASE STUDY OF HUAWEI TECHNOLOGIES CO.LTD.**YING ZHANG & GEERT DUYSTERS***UNU-MERIT, KEIZER KARELPLEIN 19, 6211 TC, MAASTRICHT, THE NETHERLANDS*

Abstract: With China's rapid economic growth in recent years, many Chinese firms especially in high-tech industries have started to technically lead in the international market. In this study, we aim to uncover the root causes that lead to Chinese firms' catching up from network perspective. By taking Huawei Technologies Co. Ltd. as a case, we integrate absorptive capacity development and firm-level catching up into an alliances-based network framework. We found that network alliances with firms and universities complement each other at different catching up stages; and alliances-based network provides a springboard for Chinese firms to shorten catching up path. We argue that in Chinese context, impact of FDI on firms' performance comes into effect only if partnership is carried out; alliances with universities facilitate development of absorptive capacity at an early stage; Partnering with leading players stimulate R&D investment at a late stage and simultaneously enhance firm's innovation performance as well.

Key words: Strategic alliances, Network, Chinese firms, absorptive capacity, catching up

TL 009

AN ECONOMIC ANALYSIS OF THE GENERIC COMPETITION PARADOX IN THE PHARMACEUTICAL MARKET: THE ROLE OF PHYSICIAN'S PRESCRIPTION DECISIONKENICHIRO YAMADA¹ KENICHI OHKITA² KAZUMITSU MINAMIKAWA³

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Abstract: The objective of this paper is to provide a game theoretic model explaining the generic competition paradox that demonstrates an increase of brand-name drug price in response to generic entry. In the context of a two-stage model with the physician determining whether patients receive either brand-name, or generic drugs, or none, the paper shows that there exist conditions under which the price of brand-name drugs increases following the entry of generic drugs. The generic competition paradox is shown to be more likely to occur when the entire market is served, the marginal cost of production is high, the number of firms of generics is low, the difference in perceived qualities between brand-name and generic drugs is large, the amount of insurance coverage is high, and the reduction in co-payment a patient is entitled to if he/she buys generic drugs as opposed to brand-name drugs is low.

Key words: pharmaceutical prescriptions, brand-name drug, generic entry, generic competition paradox



TL 010

ANALYSIS OF PATENTS INFORMATION IN THE ELECTRIC VEHICLE TECHNOLOGY OF CHINA**WU FEI-FEI;HUANG LU-CHENG***SCHOOL OF ECONOMICS & MANAGEMENT, BEIJING UNIVERSITY OF TECHNOLOGY, P.R.CHINA,*

Abstract In order to hold Olympics in 2008, the Chinese government puts forward the concept of "High-Tech Olympics", and implements "Technology Action Plan for Olympics (2008)" which have fund many researches projects. Beijing municipal S&T Commission and National natural science foundation of China have funded hundreds of researches projects. Being one of the most important areas, the electric vehicles research has got lots of achievement. Based on relative information collected from Olympic electric vehicle projects with project principals as keywords, this paper searched patents of Olympic electric vehicle from SIPO^[1] and analyzed the parents information such as application time, technology domain, legal-status information, and citation information, then put forward some suggestions for facilitating to commercialize these patents. These suggestions may be help for development of electric vehicle industry.

Keywords: Electric Vehicle, High-tech, Patent, Technology Commercializing

TL 011

ANALYSIS ON STRATEGIC CHOICE OF CHINA'S SMALL AND MEDIUM-SIZED TRUST COMPANY'S DURING GLOBAL FINANCIAL CRISIS**XU FENGJU, FENG JINTAO***SCHOOL OF MANAGEMENT, WUHAN UNIVERSITY OF TECHNOLOGY, WUHAN, P.R.CHINA,*

Abstract: Under the background of the Global Financial crisis, Chinese trust industry confronted not only the chances that brought by new regulation and the state investment plan, but also encountered the recession and the increasingly fierce competition. Meanwhile, numerous China's small and medium-sized trust companies (SMT) are facing more adverse competition shortage of core competence against large-scale trust companies that are in the Market-led occupation. As the Matthew Effect in the trusts industry evolving, how do the SMTs Grasp the opportunities offered by the new situation is a problem worth considering. This paper's analysis is based on the status quo of trust industry, aiming to reset the strategic positioning of SMTs and describes three strategies ways for SMT to regain the initiative in fierce competition during the financial crisis.

Key words: Financial crisis; SMT; New regulation of trust; Strategic choice

TL 012

THE DEVELOPMENT OF "GREEN" PRODUCTS: THE CHALLENGE OF INTEGRATING "GREEN" COMPETENCIES ALONG THE Supply CHAIN**SYLMARA LOPES FRANCELINO GONÇALVES DIAS; MARIA CECILIA LOSCHIAVO DOS SANTOS; LEANDRO FRAGA GUIMARÃES***FEA.USP*

Abstract: This paper considers product differentiation strategies in which businesses aim to develop innovations with reduced environmental impact throughout the life-cycle, which assumes the involvement of the production chain. It highlights the strategies employed by a producer of PET resin, to launch onto the Brazilian market a fiber manufactured from recycled plastic, called Alya ECO. Research takes the form of a case study, with collection of secondary data, analysis of documents and realization of semi-structured interviews. On this basis it was possible to reveal the complexities of integrating "green" competencies into product development, marked by increasingly intense social and legal pressures and by the presence of multiple stakeholders with diverse motivations, conceptions and managerial capacities to deal with the environmental issue. With that, this paper attempts to advance our understanding of the managerial, technical and operational issues facing the integration of development strategies for "green" products in terms of the Brazilian reality. In this way, Project Alya ECO has demonstrated that, from an environmental perspective, the traditional limits on corporations are no longer applicable to the development of new products, calling for vision and control over the entire product lifecycle. By integrating the notion of circularity, the business in question demonstrated its capacity to perceive another relationship with its stakeholders and, from that, build a strategy which allowed it to reduce its costs of materials, pay fewer taxes and prepare for new regulatory obligations. In particular, the incorporation of the environmental dimension into the product strategy implied a change in the conventional concept of its supply chain towards the adoption of a closed-loop supply chain. This means that the success of Project Alya ECO depended not only on the capacity of executives to manage environmental innovation strategies, but also on their ability to integrate the activities of other partners into the production chain. In this way, the logic of antagonism (win-lose) was transformed into a perspective of cooperation (win-win) in the approach to relationships between environmental objectives and business strategies.

**DIMENSÕES INTANGÍVEIS: A RELEVÂNCIA DO CONHECIMENTO TÁCITO EM PROCESSOS DE INOVAÇÃO E SUSTENTABILIDADE.****BEATRICE MARIA CAROLA GROPP, MARIA DAS GRAÇAS PINHO TAVARES**

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Resumo: Os ativos intangíveis, hoje considerados pelas organizações de ponta como diferencial competitivo, são capazes de prover a sustentabilidade dentro de um ambiente de negócios de complexidade crescente. O conhecimento tácito, de difícil apreensão e difusão, vêm sendo considerados como parte dos bens intangíveis. Este artigo aborda aspectos não tangíveis dos processos de conhecimento e aprendizagem que favorecem a inovação a partir do levantamento das configurações sociais nas situações concretamente vividas pelos atores econômicos, dos seus engajamentos na interação social, de sua capacidade de criação autônoma de significados e formação de comunidades de prática, como elementos centrais para a construção de modelos desenvolvimento sustentáveis.

Palavras Chave: Conhecimento Tácito, Inovação, Sustentabilidade

TL 014

AUTO-REALIZAÇÃO COMO PARADIGMA PARA NOVOS MODELOS DE ORGANIZAÇÃO DO TRABALHO: A EXPERIÊNCIA DA EMPRESA SEMENTE UNA**RITA MONTE**

CONSULTORA ASSOCIADA À REDE SEMENTE UNA

Resumo: As mudanças recentes no mundo do trabalho abrem campo para a problematização do conceito e da organização do trabalho. A busca por sentido apresenta-se como tendência global na revisão do lugar que trabalho ocupa na identidade e na vida individual e social. Entretanto, não se trata de uma revisão conceitual qualquer: em busca de sentido existencial para o que faz, o sujeito questiona seu trabalho na exata medida em que percebe que grande parte de sua vida é vivenciada em função disto. Se não se é realizado no trabalho, quando e onde a felicidade é possível? Um outro paradigma para o mundo do trabalho desponta: a auto-realização – mais ligada à idéia de felicidade – e o senso de um propósito maior no que se produz para o mundo dirigem uma nova organização do trabalho, pautada pela ética da sustentabilidade.

TL 015

BIOLOGICAL DESCRIPTION OF PATENT TECHNOLOGY**HUANG LUCHENG;LI JIANG****SCHOOL OF ECONOMICS AND MANAGEMENT, BEIJING UNIVERSITY OF TECHNOLOGY, P.R.CHINA**

Abstract: Understanding the evolution path and dynamics of technology evolution—whether for the purposes of forecasting technology trend ,identifying key points and development phases or studying relationships among technology, society, culture, sports and so on—is a key challenge for innovators and policymakers. This paper presents concept of technology population under framework of population ecology and evolutionary biology, and interprets hierarchic relationship among technology population, technology individual (technology integration) and technology community; identifies status of patent technology population through several parameters, like density of patent technology population, nasality and mortality; age structure and spatial distribution structure; explores growth rules of patent technology population; finally, describes evolution process of technology population with patent technology evolution map, and made an evolution map for optical lithography patent technology population based on analysis from patents retrieved from USPTO in optical lithography domain to locate aberration points and phases of technology population.

Keywords: Biology, Patent Technology, Technology Population



TL 016

BLOG AS AN INNOVATION TOOL OF INTEGRATED COMMUNICATION FOR SMALL AND MEDIUM-SIZED ENTERPRISES IN BRAZIL

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Abstract: The paper employs the blog as a way to develop the communication of Small and Medium-sized Enterprises in Brazil. It presents the importance of internet and understands the amount of Social Media for SMEs. It implies the Societal Marketing concept and Integrated Marketing Communication to sets up the blog as a tool of communication. It draws a conclusion is essential for Small and Medium-sized Enterprises improve and complement their communication with the public whether it be costumers, others companies or employees. Furthermore, SME could be innovative without invest in new products and technology.

Key words: Blog; Integrated marketing; Innovation; Small and medium-sized enterprise

TL 017

BUILDING COMPANY COMPETITIVE ADVANTAGE BASED ON CUSTOMER VALUE DELIVERY STRATEGY AND SUSTAINABLE MARKETING SYSTEM

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Abstract: Different from views about competitive advantage theories studied by former scholars, this paper probes into building company competitive advantage based on customer value delivery strategy and sustainable marketing system. The paper describes the logical relation of customer value delivery strategy and company competitive advantage. Then it introduces the company sustainable marketing system and builds company competitive advantage model. The STV triangle can identify customer value, deliver customer value, and communicate customer value, and creates sustainable competitive advantage in the end.

Key words: Competitive advantage; Customer value delivery strategy; Sustainable marketing system

TL 018

COLLECTIVISM AND TRADITIONALITY: HOW DO THEY MEDIATE BETWEEN REWARDS AND ORGANISATIONAL COMMITMENT? EVIDENCE FROM CHINA

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Abstract: Although the diverse body of literature on affective organizational commitment continues to uncover increasingly complex workplace attitudes, the cultural dimensions influencing affective organizational commitment remains little understood, especially outside the Western context. This study reports on the antecedents of employee commitment in the Chinese context. Questionnaire survey from 290 employees in a major Chinese airline revealed positive relationship between employee commitment and satisfaction with compensation, autonomy and satisfaction with supervision, in line with previous studies in the Western context. It, however, suggested that traditionality negatively moderated the relationship between affective commitment and autonomy and satisfaction with supervision. This suggests that employees with different cultural orientations, especially in traditional societies, may have varying levels of emotional attachments to their organizations.

**CONJOINT ANALYSIS FOR PORTABLE AUDIO PLAYER IN JAPAN****YOSHIKI HIRAMATSU KAZUMITSU MINAMIKAWA***DEPARTMENT OF BUSINESS ADMINISTRATION, NANZAN UNIVERSITY, NAGOYA, JAPAN*

Abstract: This paper attempts to discover what type of portable audio player consumers generally preferred via a conjoint analysis. In addition, we investigate customers' willingness to pay (WTP) using a conditional logit model. The study helps with the decision-making procedure for designing portable audio player adaptable to new technology development.

Key words: portable audio player, choice-based conjoint analysis, conditional logit model, willingness-to-pay.

TL 020

**DAP - PROJETO DE UM DISPOSITIVO AUTOMÁTICO DE PESAGEM
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Resumo: Um dos principais conceitos a ser seguido pelo empresariado para suplantar a concorrência e conquistar maior espaço no mercado é o desenvolvimento tecnológico e a eficiência de seus produtos e serviços. Foi baseado nestes conceitos e pressentindo a necessidade do mercado de uma inovação no que se refere à pesagem de carga (transportada) que se desenvolveu o Dispositivo Automático de Pesagem - DAP. Sua aplicação no mercado é ampla, sendo perfeitamente adaptável a caminhonetes, caminhões leves, médios ou pesados, ou em qualquer outro veículo utilizado no transporte de carga (vagões de trem)-areia, minério, combustíveis, cana de açúcar etc. agilizando, principalmente, o transporte de produtos perecíveis e de animais. Os atuais sistemas de pesagem de carga são demorados e pouco práticos, além de exigir um elevado custo, a exemplo das balanças de pesagem de carga instaladas em rodovias, provocando longas filas de espera e dificultando muitas vezes a fluidez do tráfego. Através do DAP, o peso da carga transportada é fornecido de maneira instantânea e eficiente, com grande margem de segurança, e em qualquer ponto da rodovia, uma vez que este dispositivo é acoplado ao próprio veículo.

TL 021

**DESAFIOS DA SUSTENTABILIDADE EM CONTEXTOS DE POBREZA: ESTUDO SOBRE A CHAPADA
DIAMANTINA
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Resumo: No início da colonização portuguesa, os bandeirantes avançaram sertão adentro, dizimando as populações indígenas, explorando os recursos naturais e demarcando territórios. Com a intenção de estabelecer a pecuária nos domínios do semi-árido brasileiro, varreram a área em busca de povos para escravizar. Quando encontravam resistência, usavam de seu poderio de "fogo" para dominar os grupos existentes. Utilizando o Rio São Francisco penetraram a região central da Bahia, área da Chapada Diamantina. Estabeleceram-se por lá, constituindo-se um dos elementos de formação dos povos das caatingas. Paralelo à atividade pecuária, descobriu-se grande quantidade de riquezas: primeiramente o ouro e, num segundo momento, o diamante. Inicia-se então o processo histórico de ocupação dos povos externos à região. Com o enfraquecimento da atividade canavieira na faixa litorânea, muitos escravos foram deslocados para a região com o intuito de serem utilizados na atividade pecuária e nos garimpos. Essa ocupação é marcada pela violência que acompanhou as batalhas entre bandeirantes e indígenas e entre bandeirantes e escravos. Violência que se inscreve nos modos de ser e existir na região, perpetuando a relação mando/obediência que marca tanto as relações patronais quanto as relações com lideranças políticas, criando práticas de gestão da *res* pública baseadas na apropriação e uso privado dos bens públicos, bem como no estabelecimento de políticas do favorecimento a uma minoria privilegiada que historicamente tem dominado os pequenos municípios da Chapada Diamantina. O presente trabalho tem a intenção de discutir os desafios da sustentabilidade no contexto da Chapada Diamantina, marcado pelas relações de mando que historicamente se constituíram na região e suas conseqüências para os dilemas sócio ambientais que assolam região, fortemente marcada pelas atividades mineradoras e de garimpo que revolveram cada palmo de terra, impactando os modos de vida local, bem como o frágil ecossistema caatingueiro. Baseia-se em estudos realizados entre 1996 e 2006, nos quais resultaram dentre outras produções, a Dissertação de Mestrado e a Tese de Doutorado.



TL 022

DESAFIOS PARA GESTÃO DA SUSTENTABILIDADE EM CADEIAS DE SUPRIMENTOS: UMA ANÁLISE EXPLORATÓRIA NA CADEIA DA CARNE BOVINA BRASILEIRA

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Resumo: Para ampliar a complexidade das operações empresariais no cenário global, aparecem as conseqüências do aquecimento global. Os efeitos aparecem por toda parte; do derretimento de geleiras em todo o mundo ao furacão "Catarina", ocorrido no Brasil em março de 2004. Tais efeitos têm mostrado a necessidade até de reescrever o que os livros de ciência naturais diziam: "É impossível haver furacões no Atlântico Sul" (AL GORE, 2006). Frente ao contexto de crescente degradação ambiental, passa a ser primordial que as empresas entendam a sustentabilidade como uma questão estratégica, intrinsecamente ligada ao dia a dia das corporações. Esta abordagem não admite tratar tal temática apenas nas franjas da operação empresarial. Afinal trata-se de uma questão que envolve a manutenção da vida no planeta, e que está mais do que nunca presente no cotidiano de nossa sociedade. A partir disto, a idéia da sustentabilidade tem se destacado em vários campos do saber. Considerada até pouco tempo assunto exclusivo da comunidade científica (e para muitos, de ficção científica), tornou-se hoje tema de interesse geral, sendo discutida em todas as esferas, com os "vilões" se revezando no interesse dos estudiosos e da mídia. Entretanto há que se destacar que há pouco mais de uma década, a temática da sustentabilidade era vista à margem do mundo dos negócios. Era como se iniciativas compensatórias do impacto da produção-consumo na sociedade, fossem apoiadas em projetos aqui e acolá. Assim, para o sucesso empresarial não basta técnicas de marketing bem aplicadas, abrangendo pesquisa, comunicação direta, propaganda, promoção, força de vendas e distribuição. Mais do que isso, o diferencial está em desenvolver essas etapas incorporando novos conceitos e valores da sociedade às suas estratégias, tais como o respeito ao meio ambiente e ao ser humano, além da interação com a comunidade. Assim, independente do ramo da empresa sejam agro negócios, bens de consumo, indústrias de base, serviços, transporte, tecnologia ou varejo a preocupação com a gestão da sustentabilidade tem sido crescente. No meio empresarial, esta aproximação tem ocorrido não somente por ser um procedimento amigável socioambientalmente, mas porque tem gerado bons negócios e alta lucratividade (SRIVASTAVA, 2007). De fato, esta atividade agrega valor ao negócio e apresenta-se não somente como um centro de custos operacionais (WILKERSON, 2005). Além disso, existe uma clara tendência da legislação ambiental tornar as empresas cada vez mais responsáveis pelo ciclo de vida de seus produtos (GONÇALVES-DIAS et al 2007). Neste contexto, a Gestão da Sustentabilidade na Cadeia de Suprimentos (GSCS) tem apresentado crescente interesse entre pesquisadores e gerentes que atuam na área de gestão empresarial e sustentabilidade. A importância da GSCS deve-se à deterioração ambiental, principalmente em relação à escassez de recursos naturais, à saturação dos aterros sanitários e ao aumento dos níveis de poluição. Frente a este cenário surgiu o problema de pesquisa pertinente a este artigo: Quais são os desafios para gestão da sustentabilidade na cadeia produtiva da carne? Ou seja, quais são os desafios e oportunidades para monitorar a produção da carne ao longo da cadeia produtiva. A partir de documentos disponíveis em portais eletrônicos como Google e Google Acadêmico, efetuou uma análise exploratória da cadeia da carne bovina brasileira. A divulgação do documento "A Farra do Boi na Amazônia" pelo Greenpeace (2009) foi a grande motivadora deste artigo. A análise empreendida na cadeia da carne bovina brasileira revela um problema de gestão da cadeia em direção à sustentabilidade. Com isso se faz necessário difundir melhores práticas e medidas de desempenho ambiental intra e entre empresas ao longo da cadeia.

TL 023

DISSEMINAÇÃO DA CULTURA DE INOVAÇÃO E PROPRIEDADE INTELECTUAL NO CONTEXTO DOS ENSINOS MÉDIO E TÉCNICO EM UMA INSTITUIÇÃO DE ENSINO.

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GENICE DE JESUS SANTANA**

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RESUMO: Atualmente é possível perceber grandes mudanças ocorridas tanto no campo socioeconômico e político quanto no da cultura, da ciência e da tecnologia. Essas mudanças tecnológicas são características fundamentais da era atual: a chamada "era do conhecimento". Nesse contexto, as criações do intelecto humano se expandiram de forma que tornou-se necessário à estruturação de um conjunto de direitos referentes a este bem intangível. Este conjunto de direitos, denominado propriedade intelectual, incide na posse do inventor por sua criação, impedindo que a mesma seja apropriada por outro sem que o inventor receba qualquer valor. O crescimento da importância da inovação e propriedade intelectual no país pode ser notada diante da grande preocupação em regular leis relacionadas ao tema, bem como com a implementação de programas e políticas de apoio à inovação tecnológica, de forma que o país possa atingir um patamar mais elevado em relação ao seu desenvolvimento econômico e



social, gerando riquezas, oriundas das tecnologias desenvolvidas pelos principais agentes empreendedores do ramo tecnológico no país (instituições de ensino e pesquisa, pequenas médias e grandes empresas). Entretanto, existem alguns aspectos que acabam por provocar dificuldades para o alcance desses objetivos, como, por exemplo, o desconhecimento e a desmotivação que acarretam em desinteresse por parte dos pesquisadores, no que diz respeito às instituições de ensino e pesquisa. Diante do contexto, o núcleo de inovação tecnológica do instituto federal de educação, ciência e tecnologia da Bahia NIT/IFBA, buscou identificar o perfil dos pesquisadores e estudantes da instituição, objetivando o desenvolvimento de uma metodologia para disseminar e popularizar a cultura de propriedade intelectual e inovação tecnológica, bem como fomentar a interface entre a academia, sociedade e empresa.

TL 025

EFFECT OF CORPORATE INNOVATION ABILITY ON THE CHOICE BETWEEN PRODUCT INNOVATION AND PROCESS INNOVATION

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Abstract: With the method of duopoly game theory, the effect of firms' innovation ability on the choice between product and process innovation is studied. The concept of cost coefficient of product innovation is introduced, and the criterion equation for the innovation type is derived. The following conclusions are made: the more the product innovation ability, the more the possibility for the firms to carry out the product innovation in both the Bertrand and the Cournot competitions. With the decrease of the product innovation ability, for the high-quality firms, Cournot competitor turns to select the process innovation earlier than the Bertrand competitor. But for the low-quality firms, the Bertrand competitor would select the process innovation firstly.

Key words: Innovation Ability, Process Innovation, Product Innovation, Competition

TL 026

EMPIRICAL ANALYSIS OF THE CONTRIBUTION OF TECHNOLOGY PROGRESS TO THE INDUSTRIAL ECONOMY IN WUHAN IN CHINA

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Abstract: On the basis of analyzing the relative researches about the technology progress at home and abroad, the paper makes a comprehensive analysis of the inputs of funds and manpower in science and technology in Wuhan in the light of the statistic data of Wuhan from 2000 to 2007 and also does a correlative study of the inputs and the industrial economic increase by way of the method of production function. The results show us that the technology progress has a remarkable promoting to the industrial economic increase in Wuhan. Based on the study, the paper proposes policy suggestions to further promote the technology progress in Wuhan and puts forward the points of view that the technology progress is the bottle neck of the industrial economic increase of Wuhan.

Key words: Technology progress, Industrial economy, Empirical analysis

TL 027

EMPIRICAL STUDY ON THE BOARD WORKING STYLE IN FAMILY BUSINESS

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Abstract: The purposes of this paper are to explore the relationship between the board working style and the board role performance. Based on the analysis results of 107 Chinese family businesses, the results shows that board's working style affect the board role performance. Board of directors' knowledge and skill, good relation with CEO, and formalization of formal board routines are important for the board's ability to perform its control and service roles effectively. However, the board's family affaire role is mainly influenced by the ratio of family member in the board. This study empirically supports the arguments about the importance of good and clearly defined working style in the board of family businesses.

Key words: Boards of directors; Board's working style; Family business; Board role



TL 028

ENABLING MECHANISMS FOR INNOVATION AT THE BASE OF THE PYRAMID

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Abstract: There is an emerging body of literature that examines how pro-poor innovations should be created and what business models should accompany them. However, there is little on actual implementation practises and the present paper attempts to fill this void by analyzing the findings of the literature and confronting them with the actual field practises of sanitation activists in India. It demonstrates that the common thread that unifies progressive sanitation activists is their adoption of the 'market based approach', which works from the premise that if the facilities constructed are to be used efficiently, first a real demand must be created among end-users. Market failures stemming from the demand side are shown to be due to problems of expressions of demand as a function of perception of needs and their mismatching with perceptions of the value of the innovation which is targeted to eliminate the market failure in the first place. It also identifies how activists go beyond the academic model of assessing need, appropriateness of technology and demand to include practises for 'accompaniment', 'sustainable maintenance' and 'generation of knowledge, demand and innovation spillovers' in an endogenous fashion, providing an alternative to the 'centralized platform delivery' model'.

TL 029

EVALUATION OF INDEPENDENT INNOVATIVE CAPACITY OF HIGH-TECH ENTERPRISES IN SHANDONG PROVINCE

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Abstract: On the basis of establishment of evaluative index system for independent innovative capacity of high-tech enterprises, five principal factors used for evaluation are obtained by means of carrying out factor analysis, and comprehensive ranking of independent innovation capacity of different cities in Shandong province is achieved through calculation of composite score, at last, classification and comparison of difference of independent innovative capacity among high-tech enterprises in 14 cities of Shandong province is carried out by means of cluster analysis.

Keywords: High-Tech enterprises; Independent innovative capacity; Index system

TL 030

EXAMINE THE RELATIONS BETWEEN PATIENT SATISFACTION, LOYALTY & TRUST

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Abstract The healthcare service is a high credence service. Not only patient satisfaction but also patient (*emotional*) trust with healthcare service providers is regarded as important to the patients. Moreover, the ultimate aim of every patient is to have his/her disease cured or have their health improved or feel more comfortable after treatment. Any satisfying strategy from healthcare service providers without achieving these purposes is meaningless. These points differentiate the model in healthcare service from other services in general. Taking those differences into consideration, this paper is the extension of the customer loyalty model presented in [1] (Kay Storbacka, Tore Strandvik, and Christian Gronroos (1994)) into the healthcare service. It is to study the role of patient loyalty in the relationship between patient satisfaction and trust. It examines the factors affecting patient loyalty and patient trust. Finally, it offers a simplified framework for further analysis of the satisfaction, loyalty and trust of patients.

Keywords Patient Satisfaction; Patient Loyalty; Patient Trust.

**GAME ANALYSIS OF RELATIVE SUBJECTS ON REVERSE LOGISTICS****CHENG GUOPING, ZHU XINQIU***SCHOOL OF MANAGEMENT, WUHAN UNIVERSITY OF TECHNOLOGY, WUHAN, P.R.CHINA, 430070*

Abstract The uncertainty characteristics of reverse logistics make the revenue's distribution of reverse logistics is more complex, this text forms a concise game analysis between driving side(government) and executing side(enterprises) among reverse logistics, mainly discussing the game problem of revenue distribution from the supply chain only consisting of one collector and one processor among reverse logistics by the way of game analysis. And we get some conclusions as following: revenue proportion is reducing when produce processing cost of processor is increasing; supply chain of independent decision is low efficiency, when other conditions remain unchanged, the value of processor's processing unit cost is greater, the efficiency is lower.

Key words Reverse logistics; Game analysis; Supply chain; Revenue

TL 033

GOVERNMENT GREEN PROCUREMENT AND ITS SUPPLIER SELECTION**WAN JUNKANG¹, LU XIAOFEI²**

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Abstract: Government green procurement is both an institutional innovation and a management innovation on government procurement, which is adapt to the sustainable development in social economy. This paper examines on the implication of government green procurement, and emphases on the supplier selection issue of government green procurement. In addition, the paper presents the evaluation index system and the supervision model for supplier selection of government green procurement.

Key words: Government green procurement, Environmental management, Supplier selection

TL 034

GREEN INITIATIVES: VIABILITY OF A PUBLIC INVESTMENT PROJECT ON PUBLIC LIGHTING**JODY NGONGO NGOY¹, BRIAN O. WALTERS²**

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Abstract: This paper highlights the viability of a Solar street lamp project versus an electricity street lamp project. For a section of two kilometers requiring 100 luminous units for a ten year - exploitation period, the total cost of the electric investment rises to ¥ 2,690,100 whereas the solar system consumes only ¥1,470,000. The solar system allows economies of about 335W per luminous unit and can generate a budgetary economy of about ¥ 1, 173,840 in energy saving for the whole project. Beyond its economic advantages, the solar public lighting system offers easy installation (no cables), easy use thanks to a quasi permanent autonomy and free maintenance due to the longevity of solar modules and LED lamp usage. Over all, it contributes to environment protection by the use of clean energy and a rational use of natural resources. It thus constitutes an investment economically profitable, and an economical and ecological solution for the long run, exploitable by developing countries.

Key words: Solar street lamp; LED (Light Emitting Diode) lamp; Clean energy



TL 035

INDICADORES COMO FERRAMENTA DE AVALIAÇÃO DA EFICÁCIA DO SISTEMA DE GESTÃO EM SST E AMBIENTAL

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Resumo: É notoriamente necessário que as empresas avaliem seu desempenho em diversas áreas, isto as ajuda a definir seus planos estratégicos. Num conceito de administração participativa, os indicadores auxiliam na transparência dos negócios e facilitam o diálogo entre as partes interessadas e a identificação de pontos em que os recursos necessitam ser empregados promovendo assim a melhoria contínua. Dentre as diversas maneiras de avaliar a eficácia de Gestão da SST e da Gestão Ambiental como auditorias, por exemplo, este trabalho procura evidenciar como os indicadores podem servir de ferramenta para a avaliação do desempenho do Sistema de Gestão da Saúde e Segurança do Trabalho (SST) e Ambiental.

Palavras-chave: Gestão, Indicadores, Eficácia, Saúde no Trabalho e Meio Ambiente.

TL 036

INNOVATION IN HOSPITAL SERVICES FROM A PERSPECTIVE OF TECHNICAL OPERATIONS: CASE STUDIES IN UNIVERSITY HOSPITALS

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Abstract: Aiming to an expanded analysis on the technical procedures that might be mobilized by multiple participants, the following paper approached, in the light of a neo-schumpeterian theory, the way particularities of the services industry influenced in the innovation processes in hospital service sector. In order to accomplish this goal, 44 innovation study cases have been analyzed in the four biggest university hospitals in Brazil. The results led to the fact that innovations are conceived through many participants, who mobilize and exchange experiences through operations set in different ways. The phases of such process have not been well defined; in a general sense, a process starting with a coordinator is conducted by many participants aiming to solve the problems of a defined population. The results showed the importance of knowledge exchange activities among the participants who are related to the many facets in which services are rendered in a hospital.

Key words: innovation in services, hospital innovation, technical operation perspective

TL 037

INNOVATION MATTERS? A CASE STUDY RESEARCH ON THE BRAZILIAN TELECOMMUNICATIONS MARKET ABOUT THE IMPACT OF INNOVATION ON THE COMPANY FINANCIAL RESULTS

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Abstract: The purpose of this article is to analyze innovation impacts on financial results in Brazilian telecommunications companies. Using a case study research, which organization selected was the one that presented the best financial results from 1999 to 2007 (the industry was public until 1998), the research focused on determine if innovation was a critical factor for achieving competitive advantage on this market. Accepted as one of the sources for competitive advantage [1,2], innovation seems to have no impact on this market in this period. Other strategies, as cost reduction and a strong focus on increasing profitability were the main reasons for success on the market.

Keywords: Innovation, competitive advantage, telecommunications.

**INNOVATION PROJECT MANAGEMENT: A RESEARCH AGENDA****SERGEY FILIPPOV; HERMAN MOOI**

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Abstract: Originally developed in the mid-20th century, project management has become a distinctive way to manage business activities nowadays. Another important development is virtually universal recognition of the role of innovation and technology in the corporate change, growth and profitability. It is unsurprising that development of innovation is often run as a project. Yet, theoretically both project management and innovation studies have evolved over time as distinctively separate disciplines. In this paper we make an attempt to conceptualise the innovation project management and to specify the idiosyncratic nature of innovation projects as opposed to conventional projects. By doing so, we contribute to the nascent academic debate on the interplay between innovation and project management.

Key words: project management, innovation, technology

**INOVAÇÃO DE RUPTURA,
A EXPERIÊNCIA DA VISA VALE NO SEGMENTO DE VALE-REFEIÇÕES.****LÍDIA VALÉRIA DE SOUZA LIMA* ; MARIA CRISTINA SANCHES AMORIM****

Resumo: Originada em 2003, a partir de uma inovação de ruptura, a CBSS (proprietária do cartão Visa Vale) alcançou posição de destaque no mercado brasileiro de refeições para os trabalhadores. O objetivo desse artigo é apresentar e discutir os impactos da inovação de ruptura no setor de serviços no ambiente do negócio. Nossa análise mostra que a constituição da empresa e o lançamento do cartão eletrônico para refeições alteraram significativamente a partilha do mercado e que a continuidade de estratégia inovadora é um dos desafios postos para a Visa Vale em 2009.

Palavras-chave: Inovação, estratégia, regulação

INSIDE THE TERTIUS GAUDENS: THE CASE OF ASML**IRENE LAMMERS ; ARD-PIETER DE MAN ; MARIANN JELINEK**

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Abstract: This paper studies the network orchestration practices of a tertius gaudens, i.e. the central company in a structural holes network. Extant literature has pointed towards the benefits and drawbacks of a structural holes strategy in comparison to a closure strategy. Although the roles and activities of the central company in a closure network, the tertius iungens, have been described in detail, the practices of tertius gaudens network orchestrators have not been studied in detail. We advance a number of propositions regarding these practices. Next, we show the plausibility of our proposition by means of an in-depth analysis of a tertius gaudens, the high tech company ASML. Our analysis shows that the tertius gaudens follows different policies than the tertius iungens. These



policies include consciously separating partners instead of connecting them, avoiding a network strategy based on group based competition and continuously increasing the number of network partners. We conclude with discussing the benefits of a tertius gaudens approach and the need for future research to include firm agency and contextual factors as important drivers in explaining actual network orchestration regimes.

TL 041**INTERNATIONALISATION STRATEGY OF CHINESE COMPANIES IN EUROPE****YING ZHANG* & SERGEY FILIPPOV****

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Abstract: Since end of the 1990s, the world has been witnessing a phenomenon of internationalisation of Chinese companies. This internationalisation is often understood through FDI inflows, whereby multinational companies establish their presence in a form of subsidiaries overseas. However, lately many companies (and Chinese firms in particular) started to use strategic alliances and M&As as a pair of tools of internationalisation. Despite the growing body of literature on this topic in the context of advanced western economies, use of strategic alliances in the internationalisation of Chinese firms remains an under-researched topic. In the paper we investigate the potential benefits for Chinese companies to internationalise through strategic alliances and M&As, and specifically in comparison to the traditional forms of outward FDI. By using the data from Thomson SDC database, we specifically focus on the Single European market as a new prospective location for Chinese companies and provide a quantitative overview of Chinese firms' alliances as well as M&As in Europe. To illustrate the optimal pattern of internalisation of Chinese firms in Europe, we additionally use a case study of Chinese automotive manufacturer Chery Automobile Co. Ltd.

Keywords: strategic alliances, emerging economies, China, Europe, internationalisation

Note: An earlier version of this paper was presented at the International workshop "Chinese direct investment in Europe – data, patterns and strategies", organised by the German Institute of Global and Area Studies / Institute of Asian Studies (Hamburg, 28-29 Jun 2009). The authors are grateful to participants for insightful comments.

TL 042**MANAGING INFORMATION OVERLOAD: ORGANIZATIONAL PERSPECTIVE****SERGEY FILIPPOV; KSENIA IASTREBOVA**

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Abstract: The 20th century brought some dramatic changes in terms of volume of information and communication and their diversity. The problem of having too little information has been transformed into a problem of having too much information and increasing information flows. This situation created what is known as "information overload". The paper investigates this phenomenon both at a conceptual and empirical level. We review the relevant academic literature looking at information overload at the individual and organizational levels. There is a general lack of studied treating information overload from the organizational perspective. Hence, this paper aims to fill this gap by focusing on a case study in which we define information overload in the organizational context, and then elaborate on organization-enabled coping structures. **Keywords:** information overload, competences, information processing, organizational behavior



TL 043

**MODEL OF UNEXPECTED CREDIT RISK OF SUPPLY CHAIN BASED ON CATASTROPHE THEORY
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Abstract: This article tries to apply catastrophe theory to the research of unexpected credit risk of the supply chain. Considering the occurrence characteristics of unexpected credit events and with the combination of features of the supply chain itself, it builds a model of unexpected credit risk. And it conducts simulation analysis for both the impact of unexpected credit events and the size of it, which provides a good approach for analyzing unexpected credit risk of the supply chain. So that it lies a foundation for extended studies in the future.

Key words: Unexpected credit risk; Supply chain; Catastrophe theory; Simulation analysis

TL 044

**NEW POLICY FOR REDUCTION OF GHG EMISSION IN DEVELOPING COUNTRIES; FEASIBILITY STUDY
ON APPLICATION OF BIOFUELS AND THEIR ENVIRONMENTAL PERFORMANCE**

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UNIVERSITY OF SCIENCE AND CULTURE, TEHRAN-IRAN*

Abstract: The topic of biofuels has drawn increased interest worldwide in the wake of steeply-climbing fossil fuel prices in 2005-2006. In late 2006/early 2007 prices began to subside, but are unlikely to return to their former levels. The painful experience of national economies at the mercy of decisions taken far from their shores left a lasting impression on policymakers, and many nations now have a strong desire to increase energy self-reliance. By substituting biofuels partially for imported oil, cash-strapped developing countries can invest their scarce capital in their own farms and industries rather than exporting it to wealthier oil producing nations. If that reinvestment can be made in ways that help the poor escape poverty without degrading their lands, biofuels could contribute to equitable economic development, energy self-reliance and reducing carbon emissions into the atmosphere. Biofuels are renewable fuels that are predominantly produced from domestically produced biomass feed stocks or as a byproduct from the industrial processing of agricultural or food products, or from the recovery and reprocessing of products such as cooking and vegetable oil. Biofuel contains no petroleum, but it is simple to use, biodegradable, non-toxic and essentially free of sulfur and aromatics. Biofuels offer a potential source of renewable energy and possible large new markets for agricultural producers. But few current biofuels programs are economically viable, and most have social and environmental costs: upward pressure on food prices, intensified competition for land and water, and possibly, deforestation. This Article brings an in-depth coverage for Understanding importance of Biofuels in developing countries. Also it looks at the basics of biofuels, the different types of biofuels available, the various uses, advantages, and disadvantages of biofuels, along with the critical factors influencing demand and supply scenarios in the global biofuel industry, the regulatory policy initiatives, vehicle compatibility, and the current and proposed production capacity of biofuels.

Keyword: Biofuels, Biodiesel, GHG Emission, Sustainable Development, Global Warming

**ON ENTERPRISE PRODUCT INNOVATION ASSESSMENT AND BEST PRACTICES****HE SHAN;HU DANSHU;LI QIUBIN***SCHOOL OF MANAGEMENT, WUHAN UNIVERSITY OF TECHNOLOGY, WUHAN, P.R. CHINA, 430070*

Abstract Driven by managers' desire to identify and implement an optimal new product development process, the search for best practices of new product development is ongoing,. This article proposes a methodology to identify best practice enterprises, discovers the best practices in new product development through statistic analyzing the significance of difference of the processes, tools or methods between the best and the rest. Structural Equation Modeling is also used to probe the internal mechanism and path to improve product innovation performance. This study can give deep insight that how industry leaders do things and thereby to identify what may have to change for other enterprises to create a sustainable, competitive advantage.

Key word Product innovation;Best practice;Structural Equation Modeling

**ORCHESTRATING AN UNBUNDLED BUSINESS PROCESS NETWORK:
AN ASSESSMENT TOOL****1MEHRAD MOEINI JAZANI, 1ALI TAMADDONI JAHROMI, 1ISSAR AKBARI, 2PETER NAUDE⁷***1 TARBIAT MODARES UNIVERSITY, TEHRAN, IRAN / 2 MANCHESTER BUSINESS SCHOOL, MANCHESTER, UK*

Abstract Rapid improvements in internet and networking have radically reduced the interaction costs between companies which in turn affects the boundaries of the firm. Traditional companies are now thinking of the advantage of specialized companies focusing on their core processes, and unbundling their non-core businesses. It is no longer necessary for a company to do everything itself. Companies are able to benefit from leveraging their growth and profiting from other companies resources and capabilities, without owning them. This is the underlying notion of business process networks- the networks in which each company is specialized in one or more processes that together form a total value chain. Managing such business process networks is one of the most important tasks of network orchestrator- the company with appropriate information about end customers able to direct, to motivate, and to encourage cooperation between other members of the network. In this paper we propose a framework based on the notion of "Unbundling the Corporation" (Hagel & Singer, 1999) which assists orchestrators to evaluate and assess their process networks. By considering case study in a well-known Iranian pharmaceutical company and reporting our findings, we have facilitated the employment of our proposed framework for managers and scholars.

Key Words Leveraged Growth, Unbundling the Corporation, Business Networks, Orchestration

**RESEARCH ON MODELS AND MOTION MECHANISM OF INDUSTRIAL TRANSFER OF PROCESSING TRADE
IN MID-CENTER CHINA: A CASE STUDY OF HUBEI PROVINCE****LING DAN¹, QIAO WEILI²***1 SCHOOL OF ECONOMICS, WUHAN UNIVERSITY OF TECHNOLOGY, WUHAN, P.R.CHINA, 430070 / 2 DEPARTMENT OF BUSINESS ADMINISTRATION, HENAN ECONOMIC & TRADE POLYTECHNIC, HENAN,P.R.CHINA,450053*

Abstract: Processing trade is taking on the new tendency in China, it accelerated transferring from Coastal area to Mid-west Area. This brings a historic opportunity for the development of China's inland area. Hubei province is an important part of Mid-China. This paper illustrates by the case of Hubei. Through a SWOT analysis on Hubei carrying on the industrial transfer of processing trade, the authors put forward the essential principles and models by which Hubei carries on industrial transference of processing trade, construct its motion mechanism, and point out that Mid-China ought to play fully the basic role of market's distributing resources,



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the government is to build the platform and market orderly competition guides the productive elements optional regrouping and rational flow so as to succeed in carrying on the industrial transfer of processing trade from Eastern Coastal Area.

Key words: Processing trade; Industrial gradient transference; Model; Motion mechanism

TL 048

RESEARCH ON THE RISK DECISION-MAKING MODE OF ENTREPRENEURIAL TEAM*

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Abstract: As a major form of organization decision-making, the team decision-making has always been the academic focus of attention. The construction of risk decision-making of entrepreneurial team is the most important role in the future and the destiny of venture enterprises and the start-ups. This paper analyzes the individual psychological and self-efficacy characteristics of each members in the entrepreneurial team and finds that six major factors—Risk Perception, Opportunity Perception, Risk Preference, Innovation Power, Executive Power and Decisive Power, have great influence on the risk-making performance of entrepreneurial team. The empirical study is based on the 4-person top management team members. The results show that entrepreneurial teams with different scales have different risk decision-making modes, the typical ones of which are democracy type mode, quasi-democracy type mode and quasi-dictatorship type mode.

Key words: Entrepreneurial team; Trait identification; Risk preference; Mode of risk decision-making

TL 050

SIMBIOSE INDUSTRIAL NO POLO INDUSTRIAL DE MANAUS: UMA PROPOSTA PARA O ALCANCE DA SUSTENTABILIDADE AMBIENTAL

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Resumo O objetivo deste artigo é verificar a existência, ou não, de relações simbióticas espontâneas no conjunto de empresas localizado na cidade de Manaus – capital do estado do Amazonas, Brasil – conhecido por Polo Industrial de Manaus (PIM), ao mesmo tempo em que sugere a aplicação do conceito de Simbiose Industrial (SI), ferramenta da Ecologia Industrial (EI), como prática de redução do impacto ambiental na indústria amazonense. Para isso, foram visitadas vinte empresas, em onze subsetores industriais diferentes, representativas de todo parque industrial segundo o faturamento. Em cada uma delas verificou-se se a troca de resíduos (caso existisse) pode ser caracterizada como de SI. Como resultado, observou-se que o PIM não apresenta relações simbióticas espontâneas. Ou seja, das poucas práticas de troca de resíduos, nenhuma atende às exigências expostas na literatura.

Palavras-chave: Ecologia Industrial–Gestão Ambiental–Polo Industrial de Manaus– Simbiose Industrial.



SOCIAL INNOVATION AND SUSTAINABILITY: CASE STUDIES IN THE USE OF ELECTRIC POWER IN UNDERPRIVILEGED COMMUNITIES IN BRAZILIAN NORTHEAST

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Abstract: About 1.8 billion worldwide do not have access to electric power and 2.4 billion still use wood to cook. This paper is about the use of electric energy universalization plans by underprivileged communities in Brazil. The main objective is the creation of a sustainable model. A study was made of the legal aspects (universal access to electric power and regulations) as a necessary, but not sufficient condition for any development project to present systemic effectiveness and for the integration of the participation of the State, as a whole, together with the power sector, so as to make actions part of public policies. So public policies and social exclusion is the subject of this paper. The methodological procedures began with a research of the bibliography and documents, a survey carried out through semi-structured interviews and the study of cases. We consider underprivileged communities those that are isolated, that is, are not served by electric power services. The concept of sustainability adds to the dimension of social equity that of environmental sustainability, which is based on the double ethical requirement of synchronic solidarity with current generation and diachronic solidarity with future generation, demanding the use of multiple time and space scales. The projects in small communities involve their life cycle, which consists of different stages: start, planning, execution, control and closing. The qualification and role of leaderships in community projects is important in the scope of this paper. These were carried out in low income communities where the price of public services is often prohibitive. Indicators of underprivileged communities and of sustainable power development were used. This paper shows a trend for making power sector legislation more socially inclusive, particularly through the electric energy universalization of services. The management of the power problems that afflict the bottom of the pyramid involves elements that are relevant for developing countries and issues like sustainable development; clean and distributed energies; local knowledge and global reach; private companies with support and investment policies (public and private) to achieve scale are part of this agenda.

Key words: social innovation, Bottom of the Pyramid, Electric Power sector, sustainability

STUDY ON MEASUREMENT OF EDUCATIONAL EVALUATION IN ADVANCED PROJECT MANAGEMENT SUBJECT

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Abstract: In order to guarantee the educational effect in practice educating which designates the society member as the object, it is indispensable to execute the education design which is based on educational technology method such as instructional design. In this paper, important study item was calculated on the basis of the analysis result of the conceptual structure of PMBOK, the course program of project management subject was designed. In addition, measurement of the educational effect in project management subject is tried using with the questionnaire survey described with basis on important study item. It is obtained that the looking back study with group debate is to be study method in order to raise the educational effect.

Key words : project management, educational evaluation, instructional design, educational technology

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Abstract: This article views quantitatively the study method that used to assess regional logistics capacity, by using the method of principal component analysis (PCA). And then, it performs empirical study on the horizontal and vertical level respectively, by using Hubei province as an example to verify the efficiency of the model. Further, it conducts correlation analysis between Hubei economy and Hubei logistics capacity by using integrated principal components. With this analysis, it intends to explore the pulling or pushing effects that regional logistics capacity has imposed on the development of regional economy.

Key words: Regional logistics, Principal component analysis (PCA), Logistics capacity

TL 054

SUSTAINABILITY-ORIENTED PORTFOLIO MANAGEMENT

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Abstract: In the last few years, sustainability has become one of the most important topics in society, and consequently in management, due to its impact on everyone's life and on any kind of industry or business. And, as its own nature reminds us, sustainability is related to preserving the rights for future generations to have the same access to the resources as we do nowadays. Thus, it is possible to foresee the importance of take sustainability issues into consideration for innovation and technology management, in order to make it possible to guarantee or provide these conditions in the future, mainly if we keep in mind the importance and relevance of the satisfaction of the several organizational stakeholders. This paper aims to highlight some aspects related to sustainability regarding to innovation management, especially aspects and concepts related to portfolio management and to state some theoretical propositions that should reflect the relationships between sustainability and portfolio management. These propositions are launched to be tested in future studies and this paper aims to bring contributions and reflections on this relevant subject, linking different theoretical streams.

Key words: innovation, sustainability, portfolio management, triple bottom line, stakeholders

TL 055

SUSTAINABLE INNOVATION IN BRAZILIAN'S UNIVERSITIES: THE UNIVERSITY OF CAMPINAS (UNICAMP) CASE.

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UNICAMP

Abstract: This paper will approach the development and promotion of clean Technologies through the example of the University of Campinas. The background used to validate the analyses consists in the evolutionary perspective of innovation combined with the ecological economics view of environmental function of innovation. From this conceptual framework shall raise different categories of clean innovation used to classify the patents generated in the University of Campinas. The observation of the different types of technologies and institutes, who generated it, draws the conclusion that despite the little financial support to this kind of inventive activity there is an enormous potential of clean tech generation in Brazil.

Key words: Sustainable Innovation; University; Patent.

**TECHNOLOGICAL LEARNING IN CLEAN DEVELOPMENT MECHANISM PROJECTS AND THE ROLE OF ABSORPTIVE CAPACITY****ASEL DORANOVA*, IONARA COSTA, GEERT DUYSTERS***UNU-MERIT, KEIZER KARELPLEIN 19, MAASTRICHT, 6211TC, THE NETHERLANDS.*

Abstract: Technology transfer in Clean Development Mechanism (CDM) projects of the Kyoto Protocol has become one of the important issues addressed both in policy agenda and by academic scholars. In many CDM project host countries, technology transfer is among the key provisions of sustainable development objectives of the CDM projects. This study is an effort to investigate CDM projects' related technology transfer process from the organizational learning perspective. The prerequisite for successful technology transfer and organizational technological learning is to foster technological capabilities (TC) of an organization. In this study we used data from our survey of the CDM project host organizations in which we assessed TC building progress and studied various characteristics of the organizations. The present paper focuses on absorptive capacity related determinants of technological capability building in the CDM projects. Absorptive capacity is a multidimensional concept thus we investigated the effect of the dimensions such as prior knowledge, personnel qualification, and training efforts. A strong positive association was established between prior knowledge and TC building; and less for qualification variable. Besides we proved a curvilinear relationship between prior knowledge and TC building outcomes.

Key words: Clean Development Mechanism, Technology transfer, technological capability building, technological learning, absorptive capacity

THE CONTROL SYSTEM OF ROAD FREIGHT COST LOGISTICS IN NETWORK ENVIRONMENT**HE QIONG, MING JUN, ZHANG PEILIN***SCHOOL OF MANAGEMENT, WUHAN UNIVERSITY OF TECHNOLOGY, WUHAN, P.R.CHINA, 430070*

Abstract: In the process of the domestic road freight transport enterprises transformation to modern logistics enterprises, road freight transport enterprises should find a balance between the logistics costs and logistics services to promote their development. In this paper, it applies the process analysis and combines with the logistics costs and logistics management information systems and so on theories, according to the characteristics of road freight transport enterprises, to construct a suitable road freight logistics cost control system. The conclusion is that in order to achieve a reasonable logistics costs control, it should take the customers' demands and the information sharing for the account.

Keyword: Network environment; Road freight transport enterprises; Logistics cost control system

THE FIVE ELEMENTS MODEL OF ENTREPRENEURIAL TEAM STRUCTURE***CHEN YUN¹, XIE KEFAN¹, ZHAO SHI¹, GAO WEIYI¹***¹ SCHOOL OF MANAGEMENT, WUHAN UNIVERSITY OF TECHNOLOGY, WUHAN, HUBEI, P.R.CHINA, 430070*

Abstract: The behavior and performance of entrepreneurial teams are affected by many factors, whereas, the team structure is a very important one. Based on the traditional Chinese Five Elements theory, this paper puts forward a model to classify entrepreneurial team members and analyzes the team structure, meanwhile, the five elements properties of an entrepreneurial team are analyzed and the allelopathy relationship among the team is described. In addition, this paper also carries out an analysis on the vacancy of the five elements, and proposes a cover solution when vacancy exists.

Key words: Entrepreneurial team; the Five Elements Theory; Harmony entrepreneurial team

**THE IMPACT OF CAE ADVANCEMENT ON PRODUCT DEVELOPMENT PROCESS****YOSHIHIRO MATSUURA^{1,2}, KEN KAMINISHI¹, YOSHIYUKI MATSUURA¹**

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Abstract: Cae is indispensable technology for today's advanced product development. However, prior studies do not clarify the impact of cae on product development process and specifically its impact on the length of development period is disputable. We show that the significant role of cae within current digital engineering framework and then cae exploitation at earlier stage can affect positively to the length of product development. Our case suggests this benefit comes from the reduction of inefficient trial and error examination at design stage and the less frequent trouble occurred at prototyping stage.

Key words: cae, product development, up-front engineering

TL 061

THE IMPORTANCE OF THE INNOVATION AND THE INTELLECTUAL CAPITAL FOR THE PRODUCTIVITY OF THE ORGANIZATION**GIULIANO PICCIONI SILVESTRE DE MÉROE**

PONTIFÍCIA UNIVERSIDADE CATÓLICA DE SÃO PAULO (PUC-SP)

Abstract: The article presents the relevance of the intellectual capital for the productivity of the modern companies, evincing the importance of innovation in this scenario. It is demonstrated that innovation and creativity must be constant; a strategic tool in pursuit of human's capital valorization as much as the human resources. Through innovation happens an injection of new blood in the companies, refreshing and modifying ideas, which can increase the productivity, generating profitability and primarily appreciating what's the best of the modern companies, its human capital. This way, this study concluded that human capital gifted with the right innovation and creativity may generate promising results for the companies, raising, this way, prominently, the productivity.

Keywords: innovation, human capital, management, creativity, strategy.

TL 062

THE INFLUENCE OF OPENNESS TO INNOVATION PERFORMANCE: EMPIRICAL ANALYSIS BASED ON INDUSTRY CLASSIFICATION**LI LI, WANG JIFEI, CI JINFENG**

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Abstract: According to the propensity for open innovation, this paper divides the manufacturing industries into three sub-groups. Using a sample of 345 manufacturing firms, this paper empirically verifies the relationship between the degree of openness and the innovation performance in different industries. Results show that external search breadth and depth are all curvilinearly (taking an inverted U-shape) related to performance in each industries. For firms which are more fit with open innovation, their optimal external search breadth is wider and external search depth deeper.

Key words Open innovation; Innovation performance; Openness

**THE PAPER OF THE TECHNOLOGY AND INNOVATION FOR THE PROPOSAL OF PROSPERITY WITHOUT GROWTH.****POSTAL, ANDREIA M.***INSTITUTE OF ECONOMY – UNICAMP*

Abstract: The present article wants to argue as the technology and the innovation is seen by different chains of economic thought and which the imperfection of the ideologies that deposit in the innovation the great exit or solution for all the ambient challenges that we face in search of the sustainable development. Which its key conditions, which its reach? What are the limits of the technologies and innovation for the reach of a developed, healthful and happy society?

Key words: sustainability, limits, innovation, technology

THE PROCEDURES DESIGN OF HAZARDS MANAGEMENT AND CONTROL FOR AIR TRAFFIC MANAGEMENT¹**LUO FAN¹, XIAO WENJUAN², ZHOU FENGHUA³, CHEN GAOMING⁴**

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Abstract From the point of hazards, oriented to feasible implementation of hazards management and control, to the principle of closed-loop control, dynamic control and hierarchical control, this paper describes the procedures of hazards management and control in detail which contain the following seven stages: identification and collection of hazards, whether to set up a risk management group, risk assessment of hazards, establishment of pre-control schemes, implementation of pre-control schemes, continuous monitoring of schemes implementation and the effect evaluation of schemes implementation. The process of risk assessment of hazards which is the critical stage is also introduced so as to provide some useful suggestions to the implementation of hazards management and control for air traffic bureaus.

Key words air traffic management (ATM), hazards, risk assessment, management and control procedures

THE ROLE OF UNIVERSITIES ON THE INNOVATION PROCESS OF INDUSTRY AS A KNOWLEDGE SOURCE**I.FIGEN GULENC;OZLEM ARACI***KOCAELI UNIVERSITY / ISTANBUL TECHNICAL UNIVERSITY*

Abstract: Increasing possibility of innovation success depends on reducing risk and environmental uncertainties. Firms are forced by competition to benefit from not only internal knowledge sources but also external knowledge sources through the innovation process. This paper examines universities as an external knowledge source. Our aim is to reveal importance level of universities according to innovative and non-innovative firms. The data is gained from Community Innovation Survey (CIS-4), which was based on OECD's Oslo manual. Firstly innovativeness of firms is inquired. Our sample includes both innovative and non-innovative firms. Then firms are asked to indicate importance level of universities for the innovation process. Importance level is scaled as "not used", "low", "medium" and "high". After analysis, this paper draws a conclusion that innovative and non-innovative firms are different based on the importance level of universities as a knowledge source. 73,9% of the non-innovative firms assessed universities in "not used" level. Only 10,3% of innovative firms find universities in the "high" level important category as a knowledge source. Most of the firms evaluate importance level of universities in "low" level category. Firms should evaluate the idea of cooperate with universities. Universities have potential to increase innovative success of firms by providing new instruments, techniques and methods.

Key words: innovation, knowledge source, universities



THE SPIRAL-UP INNOVATION OF PETROCHEMICAL COMPLEX IN GROUP OPERATION CONCERNING THE CASE OF RING (RESEARCH ASSOCIATION OF REFINERY INTEGRATION FOR GROUP-OPERATION) IN JAPAN

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Abstract: The circumstances that surround the oil and petrochemical industry recently have been severe. Under such a severe competitive situation, oil and petrochemical companies came up with the idea of business cooperation in the same region in order to acquire global competitiveness. In this paper, the approach and ways of the high-level integration for group operation in petrochemical complex are analyzed, the meaning of RING projects is declared, and the economy that arises from group operation business is considered. Cooperation with some businesses would be effective for energy conservation and environmental measures, and would advance the possibility to achieve economies of public profit. Also, group operation would break the stoppage and promote innovations one after another in a petrochemical complex.

Key words: petrochemical complex, oil and petrochemical industry, group operation, sustainable development, business cooperation, energy conservation, environmental measures, economies of public profit

TL 068

UMA ANÁLISE MÉTRICA DAS PRINCIPAIS TIPOLOGIAS DE INOVAÇÃO. O CASO DA OPERADORA DE TELECOMUNICAÇÕES DE SÃO PAULO.

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PONTIFÍCIA UNIVERSIDADE CATÓLICA – PUC SP

Resumo: Este artigo foi trabalhado objetivando entender, interpretar e capturar o grau de novidade das inovações das empresas visando a possibilidade de discriminação das empresas inovadoras em perspectivas como as mais inovadoras das menos inovadoras e não mais em perspectivas como as inovadoras e não inovadoras. Para o alcance desse entorno foi testado o modelo de métricas de inovação de Sawhney *et al.* (2006), tendo como um entendimento precedente as tipologias de inovação como qualificadores dos graus de novidade. Trata-se de um estudo de caso aplicado numa empresa multinacional de alta tecnologia prestadora de serviços de telecomunicações. Os executivos desta empresa não permitiram a divulgação do nome da empresa alegando sigilo e proteção estratégica. de Inovação, Tipologias de Inovação.

Palavras chave: Inovação, Métricas

TL 069

DA PROPRIEDADE INTELECTUAL À ECONOMIA DO CONHECIMENTO²

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Resumo: O eixo central de geração de valor desloca-se do conteúdo material para o conteúdo de conhecimento incorporado aos processos produtivos. Com isso criou-se uma batalha ideológica e econômica em torno do direito de acesso ao conhecimento. O acesso livre e praticamente gratuito ao conhecimento e à cultura que as novas tecnologias permitem é uma benção, e não uma ameaça. Constitui um vetor fundamental de redução dos desequilíbrios sociais e da generalização das tecnologias necessárias à proteção ambiental do planeta. Tentar travar o avanço deste processo, restringir o acesso ao conhecimento e criminalizar os que dele fazem uso não faz o mínimo sentido. Faz sentido sim estudar novas regras do jogo capazes de assegurar um lugar ao sol aos diversos participantes do processo. Vale a pena atentarmos para o universo de mudanças que se descortina: são os trabalhos de Lawrence Lessig sobre o futuro das idéias, de James Boyle sobre a nova articulação dos direitos, de Joseph Stiglitz sobre a fragilidade do sistema de patentes, de André Gorz sobre a economia do imaterial, de Jeremy Rikin sobre a economia da cultura, de Eric Raymond sobre a cultura da conectividade, de Castells sobre a sociedade em rede, de Toffler sobre terceira onda, de Pierre Lévy sobre a inteligência coletiva, de Hazel Henderson sobre os processos colaborativos e tantos outros inovadores. Nestas propostas, veremos que as mudanças não estão esperando que se desenhem utopias, um outro mundo está se tornando viável.



TL 070

A FALÁCIA DO DESENVOLVIMENTO SUSTENTÁVEL

KOITI EGOSHI

Resumo: Este presente trabalho efetua uma análise crítica sobre desenvolvimento sustentável. Também analisa outros assuntos correlatos, como a tão falada responsabilidade social, ética e ecológica, bem como o tão promovido e explorado aquecimento global. Demonstra que aquecimento global, tanto quanto resfriamento global, são fenômenos pelos quais o planeta terra já passou e sofreu infinitas vezes, como ainda irá sofrê-los, quer a humanidade queira ou não. E quanto ao desenvolvimento sustentável e à responsabilidade social, ética e ecológica, promovidos em altos brados por aí, não passam de grandes falácias interesseiras do século 21 – principalmente no Brasil da nova república, dominado por um estado populista-paternalista em conluio com poderosos grupos de interesse. São mais discursos demagógicos de políticos, e slogans marqueteiros de empresas. Por fim, propõe uma efetiva busca do desenvolvimento sustentável a partir do desenvolvimento auto-sustentável dos indivíduos.

Palavras-chave: administração do bem-estar social, ético e ecológico; administração da infra-estrutura; as quatro funções básicas e fundamentais do estado; “apagão” aéreo; aquecimento global e resfriamento global; civilização; corrupção; cumplicidade estado-empresas; desenvolvimento econômico; desenvolvimento sustentável; diamante de portier; ecologia; educação e ensino; jeitinho brasileiro; memetismo; pesquisa da heridade sobre liberdade de mercado; selva do mato e selva de pedra.

TL 071

GESTÃO DO CONHECIMENTO E INOVAÇÃO:

REFLEXÕES SOBRE O LUGAR DO CONHECIMENTO NA EDUCAÇÃO

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RESUMO

Este breve ensaio busca contribuir para a reflexão sobre a gestão do conhecimento como um elemento aglutinador de ações que promovam a geração, o armazenamento, a disseminação e o compartilhamento do conhecimento nas instituições educacionais. A reflexão acerca do conhecimento e da gestão do conhecimento na educação permeia tanto a problemática acerca da geração do conhecimento em situação de ensino-aprendizagem quanto as estratégias de gestão escolar baseadas no conhecimento.

Palavras- Chave: 1. Gestão do Conhecimento; 2. Educação; 3. Sistemas de Inovação.

TL 072

WOMEN IN MANAGEMENT: A COMPARATIVE RESEARCH BETWEEN EXPERIENCES IN BRAZIL AND CHINA

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Abstract The purpose of this paper is to present part of the results obtained from the MBA thesis study about experiences of women in management positions - seven in Brazil and seven in China. The research was conducted to provide a better understanding on the issue in Brazil and in China and, as a consequence, to stimulate the awareness of the role that gender diversity may play in business. The increasing of the participation of women in the workplace is remarkable although one may not overlook that, in spite of their reaching of lower and middle levels of management positions, they seldom reach top management positions. So far, in management literature, the study of women in management has been a new field of research and comparisons among countries, limited. The results of the work can be expanded in future studies and it is presumed that the outcomes of this research will be able to give companies a different perspective on gender issues and a better evaluation about women's work within a corporation.

Key words Women, Management, Gender, Brazil and China.

**FINANCIAL INNOVATION IN SWITZERLAND: INNOVATIVE STRATEGIES IN TICINO'S BANKS**

ROBERTO NAPOLI

*CURRENT AFFILIATION FACULTY OF ECONOMICS UNIVERSITY OF TRENTO, ITALY***Introduction**

The present study, upon trying to explain the nature of innovation in the banking sector, also aims at verifying if banks are in fact as innovative as statistics based on CIS (Community Innovation Survey) in several European countries suggest (Napoli, 2008b). Furthermore, the present work also contributes to the theoretical debate. In fact, a new view is proposed in order to assess innovativeness of banks, which bases on their propensity to finance innovative projects. With their allocating decisions, financial intermediaries act as a multiplier of innovative capacity and hence overtake a leading role in driving innovative forces.

TL 074**DETERMINANT FOR ADOPTING AN INNOVATION : SMALL AND MEDIUM-SIZE RETAILERS IN A DOUGHNUT PHENOMENON**

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Abstract We paid our attention to non-compatibility with finance theory, as a result of surveying diffusion of innovation theory and investigating the feature. We analyze how the perceived risk of an innovation had affected decision-making of innovation adoption by small and medium-sized enterprise with the case of regional small retailer to the innovation which the retailer adopted. The retailer had overestimated the risk of the innovation to minus. Furthermore, they were indifferent to almost all risks. When they adopted an innovation, their decision-making was performed in the risk of a familiar small number, without carrying out suitable evaluation.

Keywords determinant,innovation,risk,SME

TL 076**INNOVATION AND UNIVERSITY-INDUSTRY COOPERATION IN BRAZIL – A PORTRAIT FROM PINTEC 2005**

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In recent years, large credit has been given to knowledge due to its central role in economic growth and development. More specifically, technology – which is knowledge applied to productive purposes – has an important share in the innovative movements of firms and economies. Innovation, in its turn, as a key determinant of productivity growth, is seen as the engine that moves the economy, reshapes industries, firms and markets.

In connection to the innovation subject, cooperative arrangements for innovation have gained interest among scholars, interested in understanding in depth a growing phenomenon. In such arrangements, different agents of the economic system, such as firms, research institutes, universities, consultancies etc. gather together with a common purpose to produce applicable knowledge. They take various forms, from joint ventures to non-equity research agreements, and bring together agents at different positions of the productive chain.

The reasons why cooperative arrangements for innovation have gained importance originate from the very nature of knowledge. Nowadays knowledge and technology evolve at an extremely fast pace, making their dissemination, as well as its obsolescence, much faster, which increases the costs of producing knowledge. Moreover, knowledge creation is a risky endeavour, and its outcomes cannot be predicted at full length. Therefore, as agents get



together with a common target to reach, they complement each other's knowledge assets as well as share the risks (and profits) of searching for innovation.

This paper addresses the linkages between science and technology, and how firms benefit from cooperative agreements with universities – the main generators of basic knowledge. The importance of universities and research institutes as engines or fuels for industrial innovation are broadly acknowledged nowadays. Numerous works have devoted to this sole subject, and proved that science, in special public science, has a positive impact on the performance of industries, and therefore, on economic development (Perez and Soete, 1988; Narin *et al.*, 1997; Cohen *et al.*, 2002).

We present data from the last Brazilian Innovation survey available – PINTEC 2005. The survey investigates the main sources of knowledge used for innovation, as well as cooperative arrangements of different sorts and between different agents. We draw a portrait of the state of cooperation between agents in Brazil, as well as with foreign partners. Special attention will be paid to cooperative agreements between firms and universities and public research institutes. Our main objective is to assess the role that cooperative agreements, and university-firm partnerships play in the Brazilian innovation system.

As an empirical exercise, we run a probit model in order to investigate which characteristics of firms increase their propensity to undertake research partnerships with universities.

The paper is structured as follows: next section presents the theoretical framework on university-industry cooperation and the new paradigm of open innovation, which has expanded the frontiers of firm R&D. Section 3 presents the general characteristics of innovation and cooperation in Brazil, as portrayed by PINTEC 2005, and the recent trends on university-industry partnerships in Brazil. Section 4 presents the model, hypotheses and results. A final section brings some final remarks and ideas for future investigation.

TL 077

RESEARCH ON SUSTAINABLE DEVELOPMENT OF ECONOMY **ECOLOGICAL AREA** EMBRACE POYANG LAKE BASED ON CONFERENCE AND EXHIBITION

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Abstract: Building an integrated system from the urban agglomeration embrace Poyang Lake to start position to develop economy of conference and exhibition, the paper studies and explores the economic development strategy of economy ecological area embrace Poyang Lake. It puts forward a plan of making full use of its regional advantages, industry advantages and ecological advantages. It stresses characteristics of the area, makes every effort to innovate it, builds a base of conference and exhibition in the central country and promotes the sustainable development of the economy ecological area embrace Poyang Lake.

Key words : Embrace Poyang Lake ; Economy **Ecological Area** ; Sustainable development ; Economy of Conference and Exhibition

TL 078

CRIANDO CENÁRIOS COM A CHINA INDUSTRIAL: UM ESTUDO SOBRE AS TRANSFORMAÇÕES NO DESENVOLVIMENTO SUSTENTÁVEL

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Resumo

Este trabalho tem como objetivo a construção de cenários da China industrial, dentro do contexto do paradigma evolucionário, usando as incertezas e o não alinhamento entre estruturas econômicas e as expectativas de desenvolvimento social. O objeto de estudo é a análise da adaptação da China às condições de um país desenvolvido a partir de sua ascensão econômica.

Diferentes estudos referem-se ao país e seu respectivo desenvolvimento como fenômeno de análise quantitativa, exclusivamente sob parâmetros de desenvolvimento econômico. Os dados do IDH, no entanto, expõem a China a um revés social em contraste às conquistas financeiras. A criação de cenários mostra que os presentes componentes do desenvolvimento chinês traçam regulamentação apenas industrial, com significativo impacto nos componentes sociais e ambientais na análise estratégica de risco proposta por HEIJDEN.

Palavras-Chave: China, planejamento de cenários, economia global.