

PROGRAMME

		Day 01	
July 17	Afternoon	14.00	Check-in Pre-conference
		14.30	workshop How to get published in Academic Journals, by Gary McLean [AUDITORIUM]
		17.30	Welcoming Reception University of Famalicão
		Day 02	
July 18	Morning	9.00	Check-in Vice-Chancellor of Lusíada Universities, Professor António José Moreira
		9.30	Welcoming Session Rector of Lusíada University of Famalicão, Professor Rosa Moreira [AUDITORIUM] Conference Chair & Dean of Business and Economics Faculty, Professor Elizabeth Real President of CLEGI, Professor Rui Silva
		10.00 - 11.00	Keynote Speech We have global knowledge: Why don't they use it? , by Professor Gary MClean
		11.00 - 11.30	Coffee-break
		11.30 - 13.00	Parallel Sessions Knowledge and Engineering Management Room A2 Knowledge-Based Development in the Knowledge Economy Room A3
			#182 "Generalized Dependent Competing Risks for Imperfect Maintenance" Makram Krit #101 "A Descriptive Analysis on the Role of Education in Economic Development: A Theoretical Perspective" Muhammad Hussein Noure Elahi and Parivash Jafari
			#184 "Quality Assurance in a Busy Tertiary Hospital in South East Asia" Sook Muay Tay #125 "Innovativeness, innovation strategy, technological capabilities, and dynamic capabilities: their impact on firm's export performance" Margarida Vicente, José Luís Abrantes, Mário Sérgio Teixeira and Cláudia Seabra
			#193 "Service Quality Analysis at a Public Hospital: The Case of the Internal Medicine Department of Saint Joseph Hospital" Isa Felix, Manuela Sarmiento and António Rosinha #181 "What 'Impedes' the Globalisation of Knowledge? The Case of Knowledge-Intensive Service Industry" Yuan-Ling Chen, Yu-Chin Lee, Julia Lin and Yung Chung Wei
			#104 "A Review of Literature on Lean Manufacturing and the Value Chain" Cidália Oliveira, Elizabeth Real de Oliveira and Pedro Ferreira #187 "The Choice of the University Abroad: A Conceptual Model" Elisete Queijo
			13.00 - 14.30 Lunch Break at DUX Restaurant
Afternoon	14.30 - 15.30	Keynote Speech Exploring Knowledge Management in Quality Management Process: Implications for Organizational Performance , by Professor Mesut Akdere [AUDITORIUM]	
	15.30 - 16.00	Coffee-break	

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Day 02

July 18	Afternoon	16.00 - 17.30	Parallel Sessions	Consumer-centric knowledge in the new economy Room A2 #165 "Green consumer behaviour: consumer attitudes towards electric cars in Portugal" Joel Vaz and Moritz von Schwedler #117 "What Influences Consumers Choice of Mandatory Prescribed Drugs" Hugo Barbosa, Ferreira Pedro and Elizabeth Real de Oliveira #121 The Impact of Brand Website on Business Management Software Sales - Case Study of a Market-leading Company Miguel Correia and Paula Arriscado #175 "If you touch you buy! Need for touch as an antecedent of brand experience and purchase intention" Nadine Moreira and Pedro Ferreira	Co-Creation of Value in Services Room A3 #115 "Competitive Advantage of Organizations through Value Exchange: University – Enterprise" Arlindo Monteiro Marinho, Rui Silva and Ângela Silva # 140 "Costumer Interaction and Companies' Strategy: A Conceptual Approach" Carmen Marques, Irina Saur-Amaral and Joaquim José Gouveia #152 "With a Little Help of my Customers: Value Co-Creation as Starting Point of Service Business Model Development" Sven M. Laudien and Birgit Daxböck #166 "The transformation of wholesale (B2B) telecommunications products into true services" Luis Costa
		20.30		Conference Dinner	

Day 03

July 19	Morning	9.30 - 11.00	Parallel Sessions	Knowledge and Engineering Management Room A2 #113 "Concurrent Engineering in the Development of New Products using APQP and Quality Gates" J.P. Dourado, R.G. Silva and A.M. Silva #124 "Expanded Social Circles: Efficient query on social graphs" Rui Lima #137 "Optimization of Resources in the Organizations by reducing the proliferation of Individualized Management Systems" Manuel Rebelo, Gilberto Santos and Rui Silva #138 "Development of an automated tool to consolidate information about Portuguese administrative parishes" Fábio André Lopes de Oliveira and Vítor Pereira	Knowledge-Based Development in the Knowledge Economy Room A3 #126 "Export commitment and firms' export performance: the process through innovativeness and marketing capabilities" Margarida Vicente, José Luís Abrantes, Mário Sérgio Teixeira and Cláudia Seabra #186 "Sustainable Policies and Practices – a twofold Approach for Successful CSR in a Government of India Enterprise" Mehul Chauhan and Satvendra C Pandev #151 "Overcoming the "European Paradox": the role of Regional Innovation Systems (RIS) translating R&D investments into economic and employment growth" Ricardo Moutinho, Arnaldo Coelho and José Pires Manso #196 "Multinomial Logistic Model to Understand the Gender Difference in Brand Engagement" Paula Rodrigues and Raquel Reis
		11.00 - 11.30		Coffee-break	

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		Day 03		
July 19	Morning	11.30 - 13.00 Parallel Sessions	<p>HRD's Role in Knowledge Management Room A2 #107 "Is job satisfaction an explanatory factor of business failure? Inter-sectoral empirical analysis for Spain" Montserrat Manzaneque Lizano, Regino Banegas Ochovo and Alba María Priego de La Cruz</p> <p>#118 "Understanding employer branding" Pedro Ferreira and Elizabeth Real de Oliveira</p> <p>#143 "Understanding the Relation Between Interorganizational Career Advancement and Voluntary Turnover" Sven M. Laudien and Jana Gruner #168 "Mediator role of knowledge sharing intention between perceived behavioral control, subjective norm and personal attitude – knowledge sharing relationship" Ugur Yozgat, Ömer Faruk Oktar and Ahmet Murat Özkan</p>	<p>Knowledge and Engineering Management Room A3 #170 "Measuring Supply Chain Knowledge Management (SCKM) Performance based on Double / Triple Loop Learning Principle" Asher Ramish, Haris Aslam and Khurram Shehzad</p> <p>#156 "Operations Management and Marketing in the Vending Machines Sector in Portugal" Telma Santos, Ângela Silva and Raquel Reis</p> <p>#180 "Problems and Difficulties in Measurements Productivity in Services" Pellegrino Manfra</p> <p>#149 "Emergy Signature for Human Services in Portuguese Traded Resources" Cecília Martins and Carlos Rego</p>
		13.00 - 14.30	Lunch Break at DUX Restaurant	
		14.30 - 16.00 Parallel Sessions	<p>Co-Creation of Value in Services Room A2 #127 "The interactions between clients and providers of marketing activities" Maria Antónia Rodrigues and João F. Proença</p> <p>#159 "Co-creacion de valor con los futuros graduados: una propuesta para la universidad española" Gloria Caballero, María Jesús López, Lorenzo Rodríguez and Jesús Fernando Lamón #198 "Smells Like Hospital? Time Perception in a Scented Area: The Case of Hospital da Arrábida" Joana Afonso and Pedro Ferreira</p> <p>#189 "Connection Between CRM and Retailers' Success" Ivana Plazibat, Ivan Peronja and Senka Borovac-Zekan</p>	<p>Knowledge-Based Development in the Knowledge Economy Room A3 #158 "Innovation in Business Management by using Business Model Generation (BMG)" Luiz Fernando Campos, Vanessa Estela Rolon, Elton Schneider, Elizeu Alves, Abraão Lima, Elaine Hobmeir and Marcelo Piuma</p> <p>#191 "Importance of Knowledge of Intellectual Property in a Changing Economy" Ingrida Veiksa</p> <p>#194 "Sustainable Development and the Importance of Virtual Communities" Manuela Sarmiento, Antonio Rosinha and Diamantino Durão</p> <p>#123 "Capital Structure in Small Business of the City of Itabira - Minas Gerais" Wendel Silva, Tancredo Vieira and Alfredo Melo</p>
		16.00 - 16.30	Coffee-break	
	Afternoon			

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Day 03

July 19 Afternoon

16.30 - 17.30 Parallel Sessions

Benchmarking and Best Practices in Knowledge |Room A2 |

#114 "A Benchmarking Study on Organizational Creativity and Innovation Practices in High Technology Industries"

Fernando Sousa and Ileana Monteiro

#142 "Benchmarking Between Military and Civilian Environment: case study for leadership gap's formation for feminine gender"

Carlos Rouco, José Gois Horácio, Mónica Rodrigues and Nélia Câmara

Benchmarking and Best Practices in Knowledge |Room A3 |

#128 "The Mutual Interactions Between Growing Volume of Knowledge Accumulation and the Improvements of Information and Communication Technologies"

Özcan Karahan

#188 "Knowledge Infrastructure Capabilities and Knowledge Management: Case of an Indian Public Sector Undertaking"

Satyendra C Pandey and Andrew Dutta

16.30 - 17.30 Parallel Sessions

HRD's Role in Knowledge Management

#141 "Organisational Learning Model in Leadership Based on Better Practices"

Carlos Rouco, João Vieira Borges, Nuno Lemos Pires, Miguel Freire and Ana Lucia-Casademunt

#195 "Investment on Continuing Education: what is the impact on intellectual capital and market value companies?"

Luís Diniz

#197 "Developing an Employer Brand Index: Conceptual Implications" **Ivo**

Cardoso, Pedro Ferreira and Elizabeth Real de Oliveira

17.30 - 18.00

Closing Session
|AUDITORIUM|