

Conference Day 1: Friday, May 20, 2016

08.30 - 09.15

Check-in:

Location: Carnide Campus, Universidade Europeia, Check-in Desk (ground floor)

09:15 - 09:30

Opening session:

Location: Auditorium | Auditório (ground floor)

Welcome & Conference Practicalities

09:30 - 11:00

<u>English-speaking session.</u> Location: Room A15 Session Chair: Luis Miguel	<u>Portuguese-speaking session.</u> Location: Room A18 Session Chair: Teresa Aragonez
<i>A Dual-Process of Impulse Buying: An Integrative Literature Review</i> Meysam Moayeri, Deusto University	<i>A afetividade e o processo de tomada de decisão no turismo de peregrinação: caminhos de Santiago</i> Bruno Sousa, IPCA; Beatriz Casais, University of Minho & FEP – University of Porto; Alexandra Malheiro, IPCA – Polytechnic Institute of Cávado and Ave; Cláudia Simões, EEG - University of Minho
<i>The Impact of mobile devices on the shopping experience</i> Sílvia Cavalinhos, ISCTE-IUL	<i>O tecnostress e as características individuais: uma abordagem com modelos de equações estruturais</i> Danilo Marchiori, UBI - NECE; Emerson Mainardes, Fucape Business School; Ricardo Rodrigues, UBI - NECE
<i>Developing marketing capabilities through export commitment and innovativeness</i> Margarida Vicente; Maria Antunes; Madalena Malva, Instituto Politécnico de Viseu	<i>Lazer urbano: Transformative Service Research e a Experiência de Consumo do Espaço Público em Belo Horizonte</i> Ítalo Brener; Marlusa Gosling, CEPEAD/UFMG
<i>The tipping-point of academic spin-offs: the case of Veniam</i> Ana Dias Daniel; Mariana Pita, University of Aveiro	<i>An approach on place attachment, involvement and satisfaction in cross-border tourist regions</i> Bruno Sousa, IPCA; Cláudia Simões, EEG - University of Minho

11:00- 11:15

Coffee-break

For registered authors and workplace innovation only, please...bring your coffee-break vouchers and your badges!

Location: Outside Garden

11:15 - 12:00



Luminary Session: Challenges for Future Cities

Location: Auditorium | Auditório (ground floor)

Luminary Speaker: António Bob Santos

Smart Cities Project Manager at CEiiA (Centre for Innovation and Creative Engineering)

12:00 - 12:45



Luminary Session: The Entrepreneur Mindset

Location: Auditorium | Auditório (ground floor)

Luminary Speaker: João Guedes Barbosa

CEO of Dynargie

12:45 - 14:00

Buffet Lunch & Networking

For registered authors only, please...bring your lunch vouchers and your badges!

Location: Outside Garden

13:45 - 14:30



Luminary Session: Managing the Innovation Ecosystem at Altice Labs

Location: Auditorium | Auditório (ground floor)

Luminary Speaker: Pedro Carvalho

Head of R&D and Innovation and Knowledge Management at Altice Labs

14:30 - 16:00

<u>English-speaking session.</u> Location: Room A15 Session Chair: <i>Maria do Carmo Leal</i>	<u>Portuguese-speaking session.</u> Location: Room A18 Session Chair: <i>João Farinha</i>
<i>The impact of marketing capabilities, technological capabilities and organizational innovation on export performance</i> Margarida Vicente; Maria Antunes, Instituto Politécnico de Viseu	<i>A eficácia da identidade visual do Novo Banco na perceção e associações semânticas à marca</i> Mariana Vieira Martins; Maria Teresa Roberto, Universidade de Aveiro; Nuno Fortes, Inst. Politéc. Coimbra, ESTGOH
<i>Purchase intentions and behaviour for quality labelled PGI/PDO brands</i> Luis Miguel; Susana Marques, ISCTE-IUL	<i>Biótipos e a Cultura de Consumo na Sociedade Hipermoderna</i> Sandra Rech, UDESC; Valter Cardim, IADE; Nelson Gomes, University of Lisbon
<i>Competitive Advantages Determinants for Successful SME's Internationalization with FDI</i> Pedro Matos, Universidade Europeia; Fernando Alonso, UCM	<i>O Empowerment Feminino na Publicidade: um estudo exploratório sobre as percepções e atitudes dos consumidores</i> Marina Lima, University of Minho; Beatriz Casais, University of Minho & FEP - University of Porto
<i>Assessing Corporate Social Responsibility Perceived Image</i> Ana Brochado, ISCTE-IUL & BRU-IU, Fernando Brochado, ISEG, William Saung Woo Kang (ISCTE-IUL)	

16:00 – 16:15

Coffee-break

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Location: Outside Garden

16:15 - 17:30

<u>English-speaking session.</u> Location: Room A15 Session Chair: Pedro Matos	<u>Portuguese- & Spanish-speaking session.</u> Location: Room A18 Session Chair: Maria Laura Falcón
<i>Drivers of Customer Brand Engagement in Social Media</i> Amélia Carvalho, FEP – University of Porto	<i>Estudio de los indices de marca pais más relevantes: el turismo como elemento esencial</i> Laura Juarez, Universidad Europea
<i>Some keys to improve loyalty towards hedonic social networks</i> Fernando Doral-Fábregas, Universidad Europea; Inma Rodríguez-Ardura; Antoni Meseguer-Artola, Open University of Catalonia	<i>Marketing Turístico: Perfil do Visitante do Santuário de Fátima</i> Teresa Aragonez; Manuel Gouveia, IPAM - The Marketing School; Irina Saur-Amaral, Universidade Europeia
<i>The art of engagement: Brands on social networks</i> Ana Cristina Antunes; Sandra Miranda; Ana Teresa Machado, ESCS-IPL	<i>Pick2trip: Estruturação conceitual de uma startup brasileira com foco no turismo de experiência, fundamentada pela ótica de branding.</i> Patrick Veiga; Luiz Salomão Gomez, UFSC

21:00 – ...

Gala Dinner

For registered authors only...bring your dinner voucher and badges!

Location: see your check-in information.

Conference Day 2: Saturday, May 21, 2016

09:30 - 11:00

<u>English-speaking session.</u> Location: <i>Room A15</i> Session Chair: Rui Cruz	<u>Portuguese- & Spanish-speaking session.</u> Location: <i>Room A18</i> Session Chair: Maria do Carmo Leal
<i>Fashion Design as Entrepreneurship: New Challenges and New Opportunities</i> Clara Fernandes; Maria Madeira; Maria Pereira; José Lucas; Rui Miguel, UBI	<i>El programa de liderazgo y la motivación como una alternativa de solución en problemas de clima organizacional</i> María Laura Herrera Falcón, CIBERTEC
<i>How Trust is affected by a Leader's failure on his role?</i> João Farinha; Maria José Sousa, Universidade Europeia	<i>Localização e Produção Digital Multilingue: relato de uma experiência com a ESN Minho</i> Sílvia Araújo; João Araújo; Mariana Leones; Tereza Afonso, Universidade do Minho
<i>Tailoring in contemporary times: Handmade tailoring and industrial tailoring a study case</i> Benilde Reis; Madalena Pereira; Rui Miguel, UBI	<i>Determinantes da intenção de utilização de serviços de comunicações móveis na Guiné-Bissau: Um estudo empírico aplicado ao mercado de internet móvel</i> Abdel Jaquité; Nuno Fortes, Instituto Politécnico de Coimbra, ESTGOH
<i>Business Model Innovation: A Systematic Literature Review</i> Irina Saur-Amaral; Raquel Reis Soares, Universidade Europeia; João F. Proença, Universidade Europeia & ADVANCE	<i>O papel dos Blogs de Moda no processo de gestão de crise corporativa</i> Lucilene Gomes, University of Minho; Beatriz Casais, University of Minho & FEP - University of Porto
	<i>Consumidores verdes: tendências europeias</i> Flavio Tiago; Maria Teresa Tiago; Carlos Silva, University of the Azores

10:45 – 11:00

Coffee-break

For registered authors and workplace innovation only, please...bring your coffee-break vouchers and your badges!

Location: Outside Garden

11:15 - 12:00



Luminary Session: Horizontal Cities: A Start-up Project to boost mobility and support Smart Cities Development!

Location: Auditorium | Auditório (ground floor)

Luminary Speaker: Pedro Fernandes
Co-Founder at Horizontal Cities and Brand Manager Europe for VonZipper (GSM Group)

12:00 - 12:45



Luminary Session: Business Analytics in the Big Data Era – From data to intelligent actions

Location: Auditorium | Auditório (ground floor)

Luminary Speaker: Manuel Dias
Business Analytics Lead at Microsoft Portugal

12:45 – 14:00

Buffet Lunch & Networking

For registered authors only, please...bring your lunch vouchers and your badges!

Location: Outside Garden

14:00 - 15:30

<u>English-speaking session.</u> Location: <i>Room A15</i> Session Chair: Luis Miguel	<u>Portuguese-speaking session.</u> Location: <i>Room A18</i> Session Chair: Teresa Aragonez
<i>The Quality of Business Relationships in the Tourism System: An Imaginary Organisation Approach</i> Armando Luis Vieira; Carlos Costa; Arthur Araújo, Universidade de Aveiro - DEGEIT/GOVCOPP	<i>Da Reestruturação estratégica aos excluídos da cidade: o caso de Venda Nova em Belo Horizonte, Minas Gerais, Brasil</i> Luciano Diniz, CEFET-MG; Maura Vêras, PUC-SP
<i>Cultural Memories, Discursive Gaps and Tourism Promotion: A Framework for Applied Research</i> Marcelo Oliveira; Carmo Leal; Maria Isabel Roque; Maria João Forte; Sara Sousa, Universidade Europeia; Antónia Correia, CEFAGE & Universidade Europeia	<i>A Análise SWOT aplicada ao Branding Territorial: estudo da metodologia TXM aplicada à marca turística de Florianópolis</i> Daniele Warken, LOGO UFSC; Luiz Salomão Gomez, UFSC; Thiago Janning, LOGO UFSC
<i>Sharing information: quality of reviews on online vacation rentals</i> Maria João Alves Ferreira de Sousa, Universidade Europeia; Antónia Correia, CEFAGE & Universidade Europeia	<i>Quality Evaluation of Critical Regions of Organ Harvesting Service in Portugal</i> Rui Cruz, Universidade Europeia; Isabel Miguel; Albérico Rosário, ISLA - Santarém
<i>Online Consumer Behavior of Mass Customized Apparel: A Proposed Model</i> Liliana Ribeiro; Paulo Duarte; Rui Miguel, UBI	

15:30 - 15:45

Conference Official Closing Session:

Conference Wrap-up

Location: Auditorium | Auditório (ground floor)

15:45 - 16:30

Coffee-break & Farewell

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Location: Outside Garden

Workplace Innovation | EUWIN event – Friday, May 20

Workplace innovation – Special Track (10.00 – 12:30) Location: <i>Room A09</i> Session Chair: Maria José Sousa	Workplace innovation – Round table EUWIN (14:00 – 17:30) Location: <i>Room A09</i> Session Chair: Maria José Sousa
<p>Keynote Speaker: Peter Totterdill, EUWIN, UKWon and Kingston University</p> <p>Invited Speakers:</p> <p>Isabel Caetano, Cotec Portugal Ana Neves, Knowman Leonor Almeida, Cavalo de Tróia</p> <p>Projects Universidade Europeia:</p> <p>Out of the Box – Tiago Dias Prof. Joaquim Caetano e-Work – Carlos Catarino Profs. Maria José Sousa, Isabel Moço, Ivo Dias</p>	<p>14:00 Opening</p> <p>João Proença – Rector at Universidade Europeia Peter Totterdill – EUWIN, UKWon and Kingston University</p> <p>14:30 Round Table: Prospects for Workplace Innovation in Portugal</p> <p>Moderators:</p> <p>Peter Totterdill – EUWIN, UKWon and Kingston University Maria José Sousa – Universidade Europeia, EUWIN Ambassador</p> <p>Invited Personalities:</p> <p>André Magrinho, Associação Industrial Portuguesa António Rapoula, Expert IT and SmartCities António Bob Santos, CEiiA – Center for Innovation and Creative Engineering Etelberto Costa, Expert LifeLong Learning Fernando Marta, Agência para a Modernização Administrativa Isabel Caetano, Cotec Portugal Jorge Mota, Associação Empresarial Portuguesa Marc Jacquinet, Snesup Paulo Carvalho, Câmara Municipal de Lisboa Ricardo Lopes, i9 magazine Rosemary Extton, UKWon Sérgio Guerreiro, Turismo de Portugal, Ministério da Economia Susana Bogalho, Expert ISO CT 260 Human Resources Management Vanda Garcia, CECO A</p> <p>16:30 CML Innovation Project</p> <p>Paulo Carvalho, Câmara Municipal de Lisboa</p> <p>17:00 Closing remarks</p> <p>Peter Totterdill – EUWIN, UKWon and Kingston University</p>