

**Day 1: 16th June 2016**

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|---------------|--|---|
| 08:30         | Start Registration   |   |
| 09:15 - 09:45 | <b>Opening Session (ROOM: B1.15)</b>   |   |
| 09:45 - 11:15 | <b>SESSION A: ENTREPRENEURSHIP AND DECISION MAKING (ROOM: B1.15)</b>   |   |
|               | <p><b>Brand Strategy In The Food Market: A Conceptual And Integrative Model</b><br/><i>Sandra Gouveia, Manuel Lopes Nunes</i></p> <p><b>A Prescriptive Cost Model For Demand Shaping: An Application For Target Costing</b><br/><i>Alex Santana, Paulo Afonso, Ana Maria Rocha</i></p> <p><b>Cost Management In New Product Development: Insights For Its Conceptualization And Application</b><br/><i>Jorge Oliveira, Manuel Nunes, Paulo Afonso</i></p> <p><b>Generation Z, Do They Matter?</b><br/><i>Mike Behan</i></p> <p><b>Agility Measurement Using Fuzzy Set Method</b><br/><i>Joanna Kałkowska</i></p>   |   |
| 11:15 - 11:45 | Coffee Break   |   |
| 11:45 - 12:30 | <b>PLENARY SESSION (ROOM: B1.15)</b>   |   |
|               | <p><b>The Project of the Industrial Engineering Discipline: Time to Re-engineer?</b><br/><i>Professor José M Framiñán</i></p>  |   |
| 12:30 - 14:00 | Lunch break  |   |
| 14:00 - 16:00 | <b>SESSION B: DECISION SUPPORT SYSTEMS (ROOM: B1.15)</b>   | <b>SESSION C: SUSTAINABILITY ASSESSMENT (ROOM: B1.14)</b>   |
|               | <p><b>Economic Evaluation Of A Conventional Public Transit System In Low-Density Areas</b><br/><i>Luís Martins, Paula Ferreira, Paulo Ribeiro, Ricardo Bento</i></p> <p><b>The Intelligent Support Programming Of The Fans Emergency Evacuation Of The Sports Stadium Event</b><br/><i>Leszek Pacholski</i></p> <p><b>Requirements For A Project Evaluation And Selection Methodology</b><br/><i>Cláudio Santos, Madalena Araújo</i></p> <p><b>The Application Of A Decision Model In The Management Of Raw Material Costs</b><br/><i>Eduardo Ribeiro, Anabela Tereso</i></p> <p><b>The Use Of The SCRUM Methodology For A More Effective An Efficient Design Of Costing Systems: An Application To The Imaging Service In A Hospital</b><br/><i>Jiménez, V.; Afonso, P.; Pajares, J., Duarte, C.</i></p> <p><b>Analysis Of The Market Of Electrical And Electronic Equipment Waste In Portugal</b><br/><i>Anabela Botelho, Marta Ferreira Dias, Carla Ferreira, Lígia Pinto</i></p> | <p><b>Fuel Transmission Price Mechanism: A Brief Review Of The Literature</b><br/><i>Jorge Oliveira, Jorge Cunha, Pedro Cerqueira</i></p> <p><b>The Impact Of Hidden Quality Costs: A Case Study In A Mattress Manufacturing Company</b><br/><i>Gleiciany Rengifo, Wellington Porto, Alex Santana, José De Souza, Deyvison Oliveira, Cesar Chavez</i></p> <p><b>Sustainability In Small-Medium-Artisanal Mining Enterprises In Brazil</b><br/><i>Wellington Alves, Paula Ferreira, Madalena Araújo</i></p> <p><b>Methodology For Hubs Placement Analysis: An Application To Portuguese Industrial Co2 Emissions</b><br/><i>Isabella Costa, Alexandre Szklo, Roberto Schaeffer, Paula Ferreira, Madalena Araújo, Nathália Dreyer</i></p> <p><b>Sustainability Assessment Of Power Technologies In Brazil</b><br/><i>Lunardo De Sena, Paula Ferreira, Maria João Santos</i></p> <p><b>Generating And Keeping The Desired Social Change: What Do We Learn From Project-Based Interventions And How Can We Further Build On Them?</b><br/><i>Elena-Loreni Baciú, Theofil-Andrei Lazar</i></p> |

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| 16:00 - 16:30 | Coffee Break  |  |
| 16:30 - 17:45 | <b>SESSION D: ENERGY ISSUES (ROOM: B1.15)</b>   | <b>SESSION E: INNOVATION AND TECHNOLOGY MANAGEMENT (ROOM: B1.14)</b>   |
|               | <p><b>Low-Carbon Scenarios For The Brazilian Power System</b><br/><i>Maria João Santos, Paula Ferreira, Madalena Araújo, J. Portugal-Pereira, André Lucena, Roberto Schaeffer</i></p> <p><b>Factors Influencing Power Plans: A Sensitivity Analysis For Algeria</b><br/><i>Brahim Haddah, Abdelkrim Liazid, Paula Ferreira</i></p> <p><b>Measuring Decoupling: A Comparative Assessment Of Different Metrics</b><br/><i>Fátima Lima, Manuel Nunes, Jorge Cunha</i></p> <p><b>Understanding The Cost Escalation Of Nuclear Reactor Construction Projects</b><br/><i>J. Portugal-Pereira, Paula. Ferreira, Jorge. Cunha, Alexandre. Szklo, Roberto. Schaeffer, Madalena. Araújo</i></p> | <p><b>Initial Literature Review: Achieving Operational Excellence In Smes Through The Integration Between Continuous Improvement And Innovation</b><br/><i>Lina Alshelh, Sergio Sousa</i></p> <p><b>Strategy, Innovation And Internationalization Processes: In Search Of Useful Synergies</b><br/><i>Fernando Barbosa, Fernando Romero</i></p> <p><b>Business Incubators In Brasil</b><br/><i>Giovane Gurçel, Filipa Vieira, Cristina Rodrigues</i></p> <p><b>Co-Creation Experience In Higher Education (He) Sector</b><br/><i>Duangthida Ayutthaya, Manuel Nunes, Pisut Koomsap</i></p> |
| 18:30 - 19:30 | <b>SOCIAL PROGRAMME</b>   |  |
| 20:00         | <b>CONFERENCE DINNER</b><br>Casa Amarela Restaurant (located on the Historical Quarter of Guimarães )   |  |

## USEFUL INFO:

### Using ICOPEV 2016 Wi-Fi in the University of Minho:

Network: EDUROAM

User/Login: ICOPEV2016@guest

Password: !uminho..16

### SOCIAL PROGRAMME

Guimarães—Outside the city walls

Meeting point: Padrão do Salado, Largo da Oliveira



### CONFERENCE DINNER



Restaurante Casa Amarela

Rua de Donães, 16  
4800 408 Guimarães  
+351 253 292 629

[www.casaamarela.pt](http://www.casaamarela.pt)

GPS:

49°26'32.29"N  
8°17'34.85"W



Day 1: 17th June 2016

|               |   |
|---------------|---|
| 09:30 - 11:00 | <p><b>SESSION F: RISK MANAGEMENT (ROOM: B1.15)</b></p> <p><b>Military Grade Risk Application For Projects' Defence, Resilience And Optimization</b><br/><i>Cesar Oboni, <a href="#">Franco Oboni</a></i></p> <p><b>Brazilian Navy Risk Management Improvement: A Proposal Of A Risk Model For Military Shipbuilding Projects</b><br/><i>Jorge Diniz Fernandes, José Crispim</i></p> <p><b>Real Options And Operative Flexibility For Evaluation Of Strategic Capacity Decisions</b><br/><i>Camilo Micán, Paola Acosta, Andrés Sanchez</i></p> <p><b>What Have We Learned By Applying Social Network Analysis To The Study Of University Industry Relations?</b><br/><i>Fernando Romero, Eric Costa</i></p> <p><b>The Corporate Social Projects: Risks Valuation Method Based On The Fuzzy Sets Approach</b><br/><i>Aleksandr Kozlov, Anna Teslya</i></p>  |
| 11:00 - 11:30 | Coffee Break  |
| 11:30 - 13:00 | <p><b>SESSION G: BUSINESS MANAGEMENT (ROOM: B1.15)</b></p> <p><b>Manufacturing Enterprise Key Agility Factors – Case Study</b><br/><i>Leszek Kaszuba, Andrzej Klimek, Hanna Włodarkiewicz-Klimek</i></p> <p><b>Integrating Cost-To-Serve And Customer Profitability For An Effective Market Orientation Business Culture: Lessons From A Case Study</b><br/><i>Sandra Gouveia, Manuel Lopes Nunes, Paulo Afonso</i></p> <p><b>Innovation Management Of The Region On The Basis Of Regional Indicators Concept: Case Of Yamal</b><br/><i>Aleksandr Kozlov, S Gutman, I Zaychenko, <a href="#">Elena Rytova</a></i></p> <p><b>Analysis Of Cultural Factors Related To Project Success In High Tech Manufacturing Organisations</b><br/><i>Ross Power, <a href="#">Kathryn Cormican</a></i></p> <p><b>Using Lean To Drive Operational Effectiveness And Efficiency At A National Level – The Irish Lean Business Offer Initiative</b><br/><i>Richard Keegan</i></p>  |
| 13:00 - 14:30 | Lunch break   |
| 14:30 - 17:00 | <p><b>SESSION H: COST AND PROJECT MANAGEMENT (ROOM: B1.15)</b></p> <p><b>Project's Assessment Principles And Strategies</b><br/><i>Nuno Moutinho, Helena Mouta</i></p> <p><b>Cost Modelling For Early Stage Design Decisions: A Moldflow-Based Technical Cost Estimation For Injection Molded Thermoplastic Parts</b><br/><i>C.N. Barbosa, R. Simões, J.C. Viana, M. Franzen, T. Baranowski, P. Afonso</i></p> <p><b>A TDABC Model For Waste Valorization Under The Lean Management Perspective</b><br/><i>Hyggor Medeiros, Rui Sousa, Paulo Afonso</i></p> <p><b>Preliminary Research Plan Towards A Project And Portfolio Management Framework To Support Innovation-Driven SMES</b><br/><i>Mohamad Ali Mishly, Anabela Tereso</i></p> <p><b>Project Management Under Uncertainty: Solution Methods Revisited</b><br/><i>João Faria, Madalena Araújo, <a href="#">Anabela Tereso</a></i></p> <p><b>Conceptualization Of PMO Structures</b><br/><i>Helena Ferreira, Anabela Tereso, Gabriela Fernandes</i></p> <p><b>A Review On The Environmental Assessment Of Electricity Generation: Economic Input-Output Vs. Process-Based Life Cycle Assessment</b><br/><i>Carla Oliveira, Dulce Coelho</i></p> |