

International Scientific Conference Navigating the Future of Management

July, 10th-11th 2019 | Campus da Quinta do Bom Nome



DAY 1 – WEDNESDAY, JULY 10, 2019

- 08:30 Registration
- 09:30 **Opening ceremony**
Pedro Barbas Homem, Rector of Universidade Europeia
- 09:45 **Key Note Speaker**
José Tribolet (INESC, Portugal)
- 10:30 **Key Note Speaker**
Luiz Moutinho (University of Suffolk, England)
- 11:15 Coffee break and networking
- 11:30 **Plenary session**
- Knowledge management and its role in the development of managerial creativity – Atef Awad (Abu Dhabi University – UAE)
 - Generations and types of service guarantees:
A research in the luxury hotel industry to promote customers' loyalty after service failures – Thea Francisca Schattner (Universidade Europeia- Lisbon), Raquel Soares (Universidade Europeia- Lisbon), Márcia Herter (Universidade Europeia- Lisbon)
 - The influence of perceived ethics on customer relations: towards a measurement scale for consumer perceived ethics – Mounire Trifess (ISCAE Casablanca- Morocco), Ouaffae Zaim (ISCAE Casablanca- Morocco)
- 13:00 Lunch
- 15:00 **Parallel Session 1**
- 15:00 • The Standout Performance Evaluation System and Artificial Intelligence Tools: Possible Connections – Letícia Liechavicius (WRI-Brasil), Alyane Audibert (PUCRS/ESPM-Sul, Brasil)

- 15:30 • Will robots be able to replace humans? – Mafalda Rombão (Universidade Europeia- Lisbon), Eduardo Tomé (Universidade Europeia- Lisbon)
- 16:00 Coffee break and Networking
- 16:15 • No "smoking rooms": The challenge of Managing Robotization and Artificial Intelligence. A review of the literature – César Fernando Carreira Ribeiro (Universidade Europeia- Lisbon)
- 16:45 • Determinants of success in the implementation of a CzRM program in the Associated Municipalities of the Inter-municipal Community of Lezíria do Tejo – Albérico Manuel Fernandes Travassos Rosário (IPAM – GOVCOPP), António do Carmo Pratas (ISLA Santarém), Carlos Manuel Triães Diogo (ISLA Santarém)
- 15:00 **Parallel Session 2**
- 15:00 • Contributions of institutional theory in the analysis of organizational change processes: the case of higher education institutions – Ana Paula Marques Lebre (Universidade Europeia Lisbon)
- 15:30 • Internal marketing in job satisfaction and organizational engagement – Melissa de Campos Van-Dúnem (IPAM), Albérico Manuel Fernandes Travassos Rosário (IPAM) – Melissa de Campos Van-Dúnem (IPAM), Albérico Manuel Fernandes Travassos Rosário (IPAM – GOVCOPP)
- 16:00 Coffee break and Networking
- 16:15 • Green and ethical banks – Osvaldo Didalelwa Hilongwa Peuyadi (Universidade Europeia- Lisbon), Sofia Santos (Porto Business School)
- 16:45 • Monitoring stress and promoting awareness and wellbeing at the workplace: a new challenge for healthcare providers – Tiago Filipe Rodrigues do Nascimento (Universidade Europeia- Lisbon), Gabriel César Ferreira Pestana (Universidade Europeia- Lisbon)

10:00 **Parallel Session 1**

10:00 • **Embracing digital: Financing and structuring smart-infrastructure projects** – Francisco Pinheiro Catalão (Universidade Europeia- Lisbon), Carlos Oliveira Cruz (IST-Universidade de Lisboa), Joaquim Miranda Sarmento (ISEG- Universidade de Lisboa)

10:30 • **Reassignment of Subsidiary's Equity: Systematic Review of Sources of Value** – Todorovic Miroslav (University of Belgrade, Faculty of Economics, Serbia), Djurovic Lazar (University of Belgrade, Faculty of Economics, Serbia)

11:00 Coffee break and Networking

11:15 • **The relationship between work well-being and turnover intentions: Is there a difference among the age groups?** – Ana Sabino (Universidade Europeia- Lisbon), Elizabete Basílio, Sílvia Lopes (Universidade Europeia- Lisbon), Francisco Cesário (Universidade Europeia- Lisbon), Maria José Chambel (Universidade de Lisboa) & Daniela Gerales (Universidade de Lisboa)

11:45 • **The impact of organizational culture, power, and the role of actors on management accounting change** – Luís Pimentel (Universidade Europeia- Lisbon)

12:15 • **Family-Work interface: The relationship between perceived family support and temporary agency workers' well-being inside and outside work** – Ana Sabino (Universidade Europeia), Catarina Silva (Universidade Europeia- Lisbon), Sílvia Lopes (Universidade Europeia), Francisco Cesário (Universidade Europeia- Lisbon) & Maria José Chambel (Universidade de Lisboa), Daniela Gerales (Universidade de Lisboa)

10:00 **Parallel Session 2**

10:00 • **The influence of Social Media on customer satisfaction in business-to-business sales** – Ricardo Roçadas Lourenço de Araújo (IPAM), Albérico Travassos Rosário (IPAM – GOVCOPP)

10:30 • **An image reflects more than a thousand mirrors: the impact of the publication of the social media influencers on the behavioral level of followers** – Inês Filipa Lopes (Universidade Europeia- Lisbon), Márcia Maurer Herter (Universidade Europeia- Lisbon), Raquel Reis Soares (Universidade Europeia- Lisbon)

11:00 • **Teaching supply chain coordination through simulation: An empirical investigation into the learning effects of model transparency and instructional guidance** – Carlos Capelo (Universidade Europeia – Lisbon), Ana Lorga (Universidade Lusófona)

11:30 Coffee break and Networking

11:45 • **Exploring strategy using system dynamics: A case study of modelling an energy service venture** – Carlos Capelo (Universidade Europeia- Lisbon)

12:15 • **The Impact of Social Influence on Baby Food Consumers' Intentions and Attitudes** – Fábio Miguel Ferrony Varela Cruz Martins (Universidade Europeia- Lisbon), Márcia Maurer Herter (Universidade Europeia- Lisbon)

12:45 • **Do the Portuguese know the bed where they will lay?** – Maria do Carmo Leal (Universidade Europeia- Lisbon), Manuel do Carmo (Universidade Europeia- Lisbon)

13:15 Lunch

15:00 **Parallel Session 1**

15:00 • **The Influence of Authentic Leadership on Organizational Confidence Mediated Engagement** – Piedade Melo da Silva (Universidade Europeia- Lisbon), Francisco Cesário (Universidade Europeia- Lisbon)

15:30 • **Exit intentions in the Hotel Industry: Conceptual Proposal** – Miguel Portugal (Universidade Europeia- Lisbon)

16:00 • **Contribution to the Analysis of Succession in Family Businesses** – José Alberto Gonçalves de Campos (Universidade Europeia- Lisbon)

15:00 **Parallel Session 2**

15:00 • **Empirical Research on Expectation Discrepancy in Dairy Purchasing Behavior of Consumers** – Zhao-ge LIU (Harbin Institute of Technology), Xiang-yang LI (Harbin Institute of Technology- China)

15:30 • **The impact of government control on food safety risk: the Brazilian milk chain case and future operations management perspectives** – Danielle Nunes Pozzo (FADERGS-Brazil), Yen-Tsang Chen (NEOMA- France)

16:00 • **Contribution to a generic matrix of prospective diagnosis** – Tawfiq Rkibi (Universidade Europeia- Lisbon)

16:30 Coffee break and Networking

16:45 **Plenary Session**

16:45 • **Parallel session's systematization by stream presidents**

17:30 **Conference Closing**
Raquel Reis Soares, Dean of FCES of Universidade Europeia – Lisbon