

Iberoamerican Academy of Management



Management in Iberoamerican Countries:

Current Trends and Future Prospects

Third International Conference

December 07-10, 2003 – São Paulo – Brazil



Escola de Administração de Empresas de São Paulo
Fundação Getulio Vargas

Conference program guide

<i>Time</i>	Sunday December 7 th	Monday December 8 th	Tuesday December 9 th	Wednesday December 10 th
08:30am		Registration + material pick up (all day)	Registration + material pick up (all day)	Registration + material pick up (all morning)
09:00am		Opening Ceremony	Paper Session 3	Paper Session 5
09:30am		Panel 1 The real thing		
10:00am				
10:30am	Pre-conference Doctoral Workshop	Coffee-break		
11:00am		Paper Session 1	Panel 4 Organization Studies	Panel 7 How to foster research cooperation and quality
11:30am				General Business Meeting + Closing ceremony
12:00pm		Lunch		
12:30pm	Lunch			
01:30pm	Pre-conference Doctoral Workshop	Paper Session 2	Paper Session 4	
02:00pm				
02:30pm				
03:00pm	Coffee-break			
03:30pm		Panel 2 Strategic conversations	Panel 5 New trends	
04:00pm				
04:30pm				
05:00pm	IAM Board Meeting	Panel 3 Teaching & Learning	Panel 6 Research & Publication	
05:30pm		Symposium 1	Symposium 2	
06:00pm				
07:30pm	IAM Board Dinner	Pasta Dinner at Museum MASP	Brazilian Networking Dinner at Museum – MCB	

Sunday, December 7, 2003

10:30am – 03:30pm DOCTORAL WORKSHOP

Location Blue Tree Towers Paulista Hotel

Coordinator Francisco Aranha, FGV-EAESP

Guest-speakers Mansour Javidan, University of Calgary
Wilton de Oliveira Bussab, FGV-EAESP
Tom Dwyer, UNICAMP
Oriana White, USP

Session one Learning beyond the borders: knowing how other fields in social sciences and hard-sciences organize research and publication

Session two Meeting the experts: doing exemplar qualitative and quantitative research

05:00pm – 07:00pm IAM BOARD MEETING

Location Blue Tree Towers Paulista Hotel

Coordinator Luis Gomez-Mejia, Arizona State University

Participants Isabel Gutierrez, Universidad Carlos III de Madrid
Thomaz Wood Jr., FGV-EAESP
Julio de Castro, University of Colorado
Martin Larraza Kintana, Universidad Pública de Navarra
Maria José Tonelli, FGV-EAESP
Victoria Jones, FGV-EAESP
Rita Campos e Cunha, Universidade Nova de Lisboa

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS	
Theme: Family business: culture and society	Monday 11:00am – 12:30pm
Moderator: Julio de Castro, University of Colorado	Location: room 702

466 ORGANIZATIONAL CULTURE CHARACTERIZATION IN FAMILY BUSINESSES

Sánchez, Ramón Sabater; Universidad de Murcia
 Mercader, Josefa Ruiz; Universidad de Murcia
 Hernández, Antonio José Carrasco; Universidad de Murcia

161 CORPORATE SOCIAL RESPONSIBILITY IN THE SPANISH FAMILY BUSINESS

Suárez, Maria Katuska Cabrera; University of Las Palmas de Gran Canaria
 Déniz Déniz, Maria de La Cruz; University of Las Palmas de Gran Canaria
 Martín, Domingo J. Santana; University of Las Palmas de Gran Canaria

62 FARM MANAGEMENT: IMPORTANCE AND INFLUENCE OF THE FAMILY

Cella, Daltro; USP/ESALQ
 Pavarina, Paula Regina de Jesús Pinsetta; USP/ESALQ
 Peres, Fernando Curi; USP/ESALQ

Track: INTERNATIONAL MANAGEMENT	
Theme: Comparative studies: strategy, management and control systems	Monday 11:00am – 12:30pm
Moderator: Isabel Gutierrez, Universidad Carlos III de Madrid	Location: room 808

124 CANADIAN AND BRAZILIAN MANAGEMENT TECHNIQUES: STRAIT-JACKET COMMANDEERING VERSUS FIRE JUMPING.

Murphy, Loretta Lynn; Universidade Federal da Bahia

181 COMPARATIVE STUDY OF THE CONCEPTUAL FRAMEWORK OF FINANCIAL ACCOUNTING: BRAZILIAN, NORTH-AMERICAN AND INTERNATIONAL EXPERIENCE

Paulo, Edilson; Fundação Visconde de Cairu
 Silva, José Dionísio Gomes da; Universidade Federal do Rio Grande do Norte
 Pedrosa Júnior, Carlos; Fundação Visconde de Cairu

403 MANAGEMENT CONTROL SYSTEMS: UNIVERSAL PRACTICES OR NATIONAL PRACTICES?

Fonseca, Ana Carolina; UFRJ-FACC

97 SUSTAINABLE ENVIRONMENT PRATICIES AS A COMPETITIVE FACTOR OF INDUSTRIAL ORGANIZATIONS ON INTERNATIONAL TRADE

Fontenele, Raimundo Eduardo Silveira; Universidade de Fortaleza
 Dias, José Graciano; Universidade de Fortaleza
 Sousa Junior, Kerginaldo Candido; Universidade de Fortaleza

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: Quality of work life	Monday 11:00am – 12:30pm
Moderator: Martin Larraza Kintana, Universidad Publica de Navarra	Location: room 601

- 605 ORGANIZATIONAL PERFORMANCE AND MEANING OF WORK: CORRECTING FOR RESTRICTED RANGE**
 Morin, Estelle M; HEC Montréal
 Audebrand, Luc K.; HEC Montréal
- 262 WORKPLACE EDUCATION PROGRAMS AND THE DEVELOPMENT OF BASIC SKILLS: FUNDAMENTAL REMARKS FOR AN INTERVENTION AGENDA**
 Moreira, Daniel Augusto; Universidade de São Paulo; UNINOVE
 Godoy, Arilda Schmidt; Universidade Presbiteriana Mackenzie
- 606 QUALITY OF WORK LIFE AND FIRM PERFORMANCE: THE CASE OF TEKNIKA**
 Morin, Estelle M; HEC Montréal
 Morin, Wilfrid; Teknika

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: Executive life and gender issues	Monday 11:00am – 12:30pm
Moderator: Maria Irene Stocco Betiol, FGV-EAESP	Location: room 602

- 37 MODERN ORGANIZATIONAL IMAGINARY AND THE DISCOURSE OF THE SUCCESSFUL TOP EXECUTIVE IN THE BUSINESS MEDIA**
 Siqueira, Marcus Vinicius Soares; FGV-EAESP
- 206 THE IMPORTANCE OF TRUST AND DISTRUST IN NEGOTIATION: AN EMPIRICAL STUDY TO PORTUGUESE EXECUTIVES**
 Sobral, Filipe; Universidade de Coimbra
 Coelho, Arnaldo; Universidade de Coimbra
- 365 THE FEMALE MANAGEMENT IN THE INDUSTRIAL AND THE BANKING SECTORS: THE INTERNALIZED CONSERVATISM VERSUS THE GROWING MODERNITY**
 Melo, Marlene Catarina de Oliveira Lopes; UFMG
- 429 THE FEMALE MANAGER: A CASE STUDY IN A MINING COMPANY IN BELO HORIZONTE-MG**
 Cappelle, Mônica Carvalho Alves; CEPEAD-UFMG
 Guimarães, Tatiane Barleto Canizela; UFPR
 Doyle, Maria Luíza Fátima Costa Proença; PUC-MG
 Melo, Marlene Catarina de Oliveira Lopes; Faculdade Novos Horizontes

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Structure, compensation and motivation	Monday 11:00am – 12:30pm
Moderator: Cecilia Whitaker Bergamini, FGV-EAESP	Location: room 603

- 64 THE INTERACTIVE NETWORKS OF THE SYSTEMIC CONCEPTION: A CONTEMPORARY PERSPECTIVE OF THE ORGANIZATIONAL PSYCHOLOGIST IN HUMAN RESOURCE MANAGEMENT**
Gonçalves, Marusa Helena da Graça Leal; Universidade Tuiuti do Paraná
- 86 THE REDUCTION OF HIERARCHIES: DISCRETION VERSUS SUPERVISION?**
Olaverri, Carmen García; Universidad Pública de Navarra
Arribas, Emilio Huerta; Universidad Pública de Navarra
- 180 PROVED AGAIN: SALARY IS A WEAK INFLUENCE ON MOTIVATION**
Pinto, Éder Paschoal; Universidade Regional de Blumenau
- 198 DO YOUNG UNIVERSITY STUDENTS FEEL MOTIVATED IN THEIR FIRST JOBS? AN EXPLORATORY STUDY**
Cesar, Ana Maria Valentini Coelho; Universidade Presbiteriana Mackenzie

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: National culture and organizational culture	Monday 11:00am – 12:30pm
Moderator: Isabela Francisca Gouveia de Vasconcelos, FGV-EAESP	Location: room 604

- 113 ISO 14001 AND THE GREEN ISOMORPHISM CHALLENGES: A CASE STUDY OF THE CULTURAL IMAGINERIES IN A MINAS GERAIS METALLURGIC FIRM**
Cissé Ba, Serigne Ababacar; FACER
Brito, Mozar José de; Universidade Federal de Lavras
- 328 EXPATRIATES IN BRAZIL: EXPATRIATES' PERCEPTION ABOUT THE BRAZILIAN CULTURE IN COMPARISON TO THEIR OWN CULTURE**
Pliopas, Ana Luisa Vieira; FGV-EAESP
Dell'Agli, Maria Graziela; FGV-EAESP
- 344 THE MEANING OF WORKING AT SNCF**
Hervieux, Geneviève; Université Laval
Cherré, Benoit; HEC Montréal

Track: PUBLIC ADMINISTRATION	
Theme: Models based on knowledge & participation	Monday 11:00am – 12:30pm
Moderator: Marta dos Santos Farah, FGV-EAESP	Location: room 709

- 602 INNOVATION IN BRAZILIAN MUNICIPAL ADMINISTRATION: A DIALOGUE WITH SOME SCHUMPETERIAN IDEAS**
Pinho, José Antônio Gomes; UFBA
- 232 THE NEW INSTITUCIONAL MODEL FOR THE BRAZILIAN CIVIL SOCIETY ORGANIZATIONS: THE “OSCIPS”**
Koga, Natalia Massaco; FGV-EAESP
- 440 PROPOSITION OF A MANAGEMENT MODEL FOR KNOWLEDGE BASED ORGANIZATIONS: A CASE STUDY IN A PUBLIC COMPANY**
Pereira, Heitor José; PUC-PR

Track: PUBLIC ADMINISTRATION	
Theme: Cooperatives and social organizations	Monday 11:00am – 12:30pm
Moderator: Mario Aquino Alves, FGV-EAESP	Location: room 707

- 603 IMPACTS OF WINE FAIR TRADE: THREE CASES OF CHILEAN COLLECTIVE PRODUCERS' FIRMS**
Mori ,Tonia; HEC Montréal
Malo, Marie-Claire; HEC Montréal
- 383 BRAZILIAN FINANCIAL COOPERATIVE NETWORKS AND THEIR ROLE IN THE LOCAL DEVELOPMENT**
Tremblay, Benoit; HEC Montréal
Martinez, Immaculada Buendia; HEC Montréal
- 432 GOVERNANCE STRUCTURES AND COLLECTIVE ENTREPRENEURSHIP: THE CASE OF DOUTORES DA ALEGRIA**
Rodrigues, Andréa Leite; FGV-EAESP
Malo, Marie Claire; HEC Montréal

Track: STRATEGY AND BUSINESS POLICY	
Theme: Resources based strategy	Monday 11:00am – 12:30pm
Moderator: Luiz Artur Ledur Brito, FGV-EAESP	Location: room 606

- 604 ECONOMIC PROFIT AND THE THEORY OF THE FIRM**
Barney, Jay; Ohio State University
Alvarez, Sharon; Ohio State University
- 607 FLEXIBILITY AND COMPROMISE IN THE BRAZILIAN AUTOMOTIVE INDUSTRY**
Mariotto, Fabio Luiz; FGV-EAESP
- 431 COMPETITIVE ADVANTAGE THROUGH THE ARTICULATED RESOURCES: THE RESOURCES NETWORK**
Binder, Marcelo Pereira; FGV-EAESP
- 288 HUMAN RESOURCES CONTRIBUTION TO A FIRM'S SUCCESS EXAMINED FROM A CONFIGURATIONAL PERSPECTIVE**
Dolan, Simon L.; ESADE
Mach, Mercè; ESADE
Sierra, Vicenta; ESADE

Track: STRATEGY AND BUSINESS POLICY	
Theme: Corporate governance and social responsibility	Monday 11:00am – 12:30pm
Moderator: Adalberto Américo Fischmann, USP	Location: room 607

- 277 IDENTIFYING AND CATEGORIZING STAKEHOLDERS IN A FINANCIAL INSTITUTION**
Forte, Sérgio Henrique Arruda Cavalcante; UNIFOR
Farias, Iracema Quintino; UNIFOR
Nogueira, Eveline Maria de Melo Morel; UNIFOR
- 17 GOVERNANCE STRUCTURE IN A HYBRID ORGANIZATION: THE CASE OF DESIGNATIONS OF ORIGIN**
Camacho, Demian Castillo; Universidad de Las Américas Puebla
- 408 CORPORATE SOCIAL RESPONSIBILITY IN BRAZIL: SPORADIC PROJECTS OR STRATEGIC INITIATIVE?**
Barbero, Edson Ricardo; USP
Fischmann, Adalberto Américo; USP

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Organizational performance and the social dimension	Monday 11:00am – 12:30pm
Moderator: Flávio Marcílio Rabelo, FGV-EAESP	Location: room 608

- 306 FORMULATION: A PROPOSAL FOR CORPORATE STRATEGY**
Coral, Eliza; UNIVALI
Rossetto, Carlos Ricardo; UNIVALI
Selig, Paulo Maurício; UFSC
- 343 NORMATIVE MODELS OF ETHICS IN MARKETING: INCLUDING THE STAKEHOLDERS THEORY AND THE REALIST PHILOSOPHY**
Arruda, Maria Cecilia; FGV-EAESP
Cardoso, Roberta de Carvalho; FGV-EAESP
- 299 CORPORATE SOCIAL RESPONSIBILITY, COMPETITIVE ADVANTAGE AND FINANCIAL PERFORMANCE**
Souza, Maria José Barbosa de; UNIVALI
Marcon, Rosilene; UNIVALI
- 225 PERFORMANCE EVALUATION OF PENSION FUNDS IN BRAZIL**
Barros, Lousanne Cavalcanti; CEPEAD-UFMG
Amaral, Hudson Fernandes; CEPEAD-UFMG

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Management performance	Monday 11:00am – 12:30pm
Moderator: Servio Tulio Prado Júnior, FGV-EAESP	Location: room 609

- 38 EFFECTS OF THE TOP MANAGEMENT TEAM DIVERSITY AND THE PROCESS OF REACHING AN AGREEMENT ON THE STRATEGIC ORIENTATION OF INNOVATION FIRMS**
Camelo-Ordaz, Carmen; Universidad de Cádiz
Martín-Alcázar, Fernando; Universidad de Cádiz
Romero-Fernandez, Pedro; Universidad de Cádiz
- 122 PROGRAMS OF INCENTIVE TO EMPLOYEES (GAINSHARING, PROFIT SHARING) AND OPERATIONAL PERFORMANCE OF BRAZILIAN CHEMICAL COMPANIES**
Teixeira, Edilson Gonçalves; Universidade Presbiteriana Mackenzie
Basso, Leonardo Fernando Cruz; Universidade Presbiteriana Mackenzie
Martin, Diógenes Manoel Leiva; Universidade Presbiteriana Mackenzie
- 471 SUBSTITUTION BETWEEN PRODUCT MARKET COMPETITION AND FINANCIAL MANAGERIAL INCENTIVES**
Santaló, Juan; University of Chicago

Track: TECHNOLOGY AND INNOVATION MANAGEMENT	
Theme: Industry level studies	Monday 11:00am – 12:30pm
Moderator: Henrique Luiz Corrêa, FGV-EAESP	Location: room 804

- 239 TECHNOLOGICAL KNOWLEDGE AS A SOURCE OF INNOVATIVE CAPACITY OF SPANISH INDUSTRIAL FIRMS**
Díaz, Nieves Lidia Díaz; Universidad de Las Palmas de Gran Canaria
Díaz, Inmaculada Aguiar; Universidad de Las Palmas de Gran Canaria
Pérez, Petra de Saá; Universidad de Las Palmas de Gran Canaria
- 443 COMPETENCIES FOR INNOVATION IN THE BRAZILIAN PETROCHEMICAL INDUSTRY**
Bomtempo, José Vitor; UFRJ
Coutinho, Paulo; UFRJ
Alves, Flavia Chaves; UFRJ
- 237 DEVELOPMENT METHODS, TECHNOLOGICAL INTANGIBLE ASSETS AND PERFORMANCE: AN APPLICATION TO THE TECHNOLOGICAL INTENSIVE SECTOR IN SPAIN**
Montoya, Pilar Vargas; Universidad La Rioja
Zárate, Rodolfo Salinas; Universidad La Rioja
Martín, Luis Angel Guerras; Universidad Rey Juan Carlos
- 125 CLASSIFICATION OF WORLDWIDE CHEMICAL INDUSTRY COMPANIES ACCORDING TO THE DYNAMISM OF THEIR GROWTH**
Ron, Carlos Ernesto Abundis; ITESO
Zapata, Alvaro Rafael Pedroza; ITESO

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Company level studies	Monday 11:00am – 12:30pm
Moderator: André L. C. Duarte, FGV-EAESP	Location: room 806

- 54 SURVEY OF CLIENT REQUIREMENTS IN CIVIL CONSTRUCTION: A CASE STUDY**
Mourão, Yves Rabelo; Universidade Federal do Ceará
Sales, Alessandra L. F.; Universidade Federal do Ceará
Barros Neto, José de P.; Universidade Federal do Ceará
- 413 ADOPTION OF QUALITY SYSTEMS IN THE PRODUCTION AND DISTRIBUTION OF DRINKING WATER: THE EXPERIENCE OF THE SANITATION COMPANY OF PARANÁ - SANEPAR**
Passador, João Luiz; Universidade Estadual de Maringá
Freitas, Fabiana Leiko Mikuni de; Universidade Estadual de Maringá
- 455 PRODUCT INNOVATION ADOPTION IN THE BRAZILIAN HEAVY TRUCKS SECTOR**
Pace, Alessandro; Universidade Presbiteriana Mackenzie
Brito, Eliane Pereira Zamith; Universidade Presbiteriana Mackenzie

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Industry level studies	Monday 11:00am – 12:30pm
Moderator: Neusa Maria Bastos F. Santos, PUC-SP	Location: room 807

- 68 TECHNOLOGY AUDIT OF SMALL CHEMICAL FIRMS IN JALISCO (MÉXICO)**
Zapata, Alvaro Rafael Pedroza; ITESO
Naranjo, Juan Villalvazo; Universidad de Guadalajara
Nuñez, Tirso Suarez; Universidad Autonoma de Yucatán
- 308 THE INNOVATION IN FINANCIAL PRODUCTS FOR THE BANKING MARKET: A STUDY OF INFORMATION TECHNOLOGY CONTRIBUTION.**
Pires, Marcel Ginotti; Instituto Presbiteriano Mackenzie
Marcondes, Reynaldo Cavalheiro; Instituto Presbiteriano Mackenzie
- 259 GLOBALIZATION AND TECHNOLOGY: A STUDY IN BANK INSTITUTIONS**
Santos, Neusa Maria Bastos F.; PUC-SP
Mancini, Mônica; PUC-SP

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS	
Theme: Entrepreneurship: training and development	Monday 01:30am – 03:00pm
Moderator: Julio De Castro, University of Colorado	Location: room 702

- 227 A MODEL FOR THE ANALYSIS OF ENTREPRENEURS' LEARNING PROCESS**
Moraes, Liege Viviane dos Santos; UFSC
Hoeltgebaum, Marianne; Universidade Fundação Regional de Blumenau
- 207 ENTREPRENEURS' DEVELOPMENT THROUGH THE UNIVERSITIES**
Marcarini, Ademir; Universidade Fundação Regional de Blumenau
Silveira, Amélia; Universidade Fundação Regional de Blumenau
Hoeltgebaum, Marianne; Universidade Fundação Regional de Blumenau
- 427 THE RURAL ENTREPRENEUR'S EDUCATION IN THE COUNTRY OF AGRIBUSINESS**
Bastiani, Ivoneti Catharina Rigon; Universidade Estadual de Maringá
Silva, Wânia Rezende; Universidade Estadual de Maringá

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS (interactive)	
Theme: Entrepreneurship: capital and knowledge	Monday 01:30am – 03:00pm
Moderator: Andrea Leite Rodrigues, FGV-EAESP	Location: room 605

- 65 VENTURE CAPITAL IN BRAZIL: PRACTICES AND ALTERNATIVES FOR THE CAPITALIZATION OF NEW BUSINESSES**
Rezende, José Francisco de Carvalho; COPPEAD-UFRJ
Nogueira, Antonio Roberto Ramos; COPPEAD-UFRJ
- 422 START-UPS AND STRATEGIC KNOWLEDGE MANAGEMENT**
Schlemm, Marcos Mueller; PUC-PR
Duclós, Luiz Carlos; PUC-PR
- 178 ANALYSIS AND DIAGNOSTIC OF PUBLIC SUBSIDIES TO SUPPORT AND TO PROMOTE THE EMPLOYMENT IN THE FIELD OF THE SOCIAL ECONOMY IN ARAGON**
Nuez, Maria Jesús Alonso; Universidad de Zaragoza
Górriz, Carmen Galve; Universidad de Zaragoza
- 339 THE ROLE OF THE SOCIAL AGENTS. ANALYSIS FROM THE PERSPECTIVE OF THE NON PROFIT ORGANIZATIONS**
Porcar, Antonio Muñoz; Universidade de Zaragoza

Track: INTERNATIONAL MANAGEMENT	
Theme: Strategies for internationalization	Monday 01:30am – 03:00pm
Moderator: Isabel Gutierrez, Universidad Carlos III de Madrid	Location: room 808

- 469 CASCADING STRATEGY: A PATTERN FOR FIRM'S INTERNATIONALIZATION**
Vives, Luis; IESE Business School
Svejenova, Silviya; Cranfield School of Management
Costa, Joan Enrich Reicarti; IESE Business School
- 376 INTERNATIONALIZATION PROCESS: EXPLORING GOVERNMENT-COMPANY AND GOVERNANCE-MANAGEMENT RELATIONSHIPS**
Guedes, Ana Lucia; FGV-EBAPE
Faria, Alexandre; IAG-PUC-RJ
- 50 MARKET SATURATION, INTANGIBLE ASSETS AND AGENCY PROBLEMS: THE INTERNATIONALISATION OF SPANISH FRANCHISING**
Diaz, Manuel Gonzalez; Universidad de Oviedo
López, Begoña; Universidad de Oviedo
- 355 INTERNATIONALIZATION STRATEGIES OF THE SHOES COMPANIES IN BIRIGUI**
Pacanhan, Mario Nei; FEA-USP
Mestre, Marcos César; Universidade Estadual de Londrina
Amarante do Nascimento, Thiago; Universidade Estadual de Londrina
Stahl, Luciane Maria; Universidade Estadual de Londrina
Miranda, Stela Ribeiro Faria de; Universidade Estadual de Londrina

Track: INTERNATIONAL MANAGEMENT (interactive)	
Theme: Knowledge management	Monday 01:30am – 03:00pm
Moderator: Moacir de Miranda Oliveira Júnior, FGV-EAESP	Location: room 809

- 137 STUDY OF THE ORGANIZATIONAL LEARNING AND ANALYSIS OF THE FACTORS THAT INFLUENCE THE MANAGEMENT OF THE KNOWLEDGE AND THE AGREEMENTS OF COOPERATION**
 Elola, Luis Navarro; Universidad de Zaragoza
 Tejedor, Ana Clara Pastor; Universidad de Zaragoza
 Tejedor, Jesus Pastor; Universidad de Zaragoza
- 194 RETENTION OF MANAGERS IN CROSS-BORDER ACQUISITIONS: THE RELATIONSHIP BETWEEN KNOWLEDGE AND VALUE CREATION**
 Duarte, Roberto Gonzalez; PUC-MG
 Barros, Betânia Tanure de; Fundação Dom Cabral
- 238 INTERNATIONALIZATION IN SERVICES: FOCUSING KNOWLEDGE INTENSIVE BUSINESS SECTORS**
 Cerqueira, Alair Helena F.; UNICAMP
 Quadros, Ruy; UNICAMP

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: The management culture	Monday 01:30am – 03:00pm
Moderator: Sigmar Malvezzi, FGV-EAESP	Location: room 601

- 36 MODERN ORGANIZATIONAL IMAGINARY AND THE BEST COMPANIES TO WORK FOR IN BRAZIL**
 Siqueira, Marcus Vinicius Soares; FGV-EAESP
- 47 HIGH PERFORMANCE WORK SYSTEMS AND TECHNOLOGICAL INTENSITY: A CONTINGENT APPROACH**
 Olaverri, María Carmen García; Universidad Pública de Navarra
 Kintana, Martín Larraza; Universidad Pública de Navarra
 Alonso, Ainhoa Urtasun; Universidad Pública de Navarra
- 48 TRAINING, ORGANIZATIONAL CULTURE AND FIRM PERFORMANCE**
 Sánchez, Antonio Aragón; Universidad de Murcia
 Bañón, Alicia Rubio; Universidad de Murcia
 Marín, Gregorio Sánchez; Universidad de Murcia
- 465 ORGANIZATIONAL SOCIALIZATION: IMPLICATIONS FOR HUMAN RESOURCE MANAGEMENT**
 Shinyashiki, Gilberto Tadeu; FEARP-USP

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: Hierarchy, commitment and performance	Monday 01:30am – 03:00pm
Moderator: Estelle Morin, HEC-Montréal	Location: room 602

298 DISTANCES BETWEEN SUCCESSIVE HIERARCHICAL LEVELS: AN APPROACH CONSIDERING THE INHERENT CONTRADICTIONS OF THE HIERARCHICAL RELATIONSHIP

Cisneros, Luis Felipe; ITESM-EGADE
 Fiol, Michel; Groupe HEC
 Fronda, Yannik; INT

296 A MULTIPLE COMPONENT PROPOSAL FOR ORGANIZATIONAL COMMITMENT

Medeiros, Carlos Alberto Freire, Universidade Federal do Rio Grande do Norte
 Albuquerque, Lindolfo Galvão de; USP
 Marques, Glenda Michelle; Universidade Federal do Rio Grande do Norte
 Siqueira, Michella; UFRN

66 ETHICALITY IN NEGOTIATION: AN ANALYSIS OF ATTITUDES, INTENTIONS, AND OUTCOMES

Volkema, Roger; American University
 Fleck, Denise; COPPEAD-UFRJ
 Toth, Agnes Hofmeister; Budapest University of Economic Sciences

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Human resources management in Iberoamerican countries	Monday 01:30am – 03:00pm
Moderator: Beatriz Maria Braga Lacombe, FGV-EAESP	Location: room 603

330 SUBJECTIVITY AT WORK: DILEMMAS AND REALITIES THAT LATIN-AMERICAN ORGANIZATIONS MUST CONFRONT

Gomez, Ana Maria Davila; HEC Montréal
 Santos, Jair Nascimento; UEFS-UNIFACS

95 THE DIALECTICS OF HUMAN RESOURCE MANAGEMENT IN CUBA

Cunha, Miguel Pina e; Universidade Nova de Lisboa
 Cunha, Rita Campos e; Universidade Nova de Lisboa

175 MANAGEMENT IN IBEROAMERICA: INFLUENCE OF THE MEXICAN WORK CULTURE IN THE HUMAN RESOURCES MANAGEMENT

Márquez, Laura Elena Islas; University of State of Hidalgo

284 MANAGERS COMPETENCIES IN DIFFERENT GEOGRAPHIC REALITIES (BAHIA X USA)

Adler, Marcelo; UFBA
 Quintela, Rogério Hermida; UFBA

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Decision Making	Monday 01:30am – 03:00pm
Moderator: Flavio Carvalho de Vasconcelos, FGV-EAESP	Location: room 604

- 176 HEURISTICS AND BIASES OF DECISION: THE LIMITED RATIONALITY IN DECISION MAKING**
Macedo, Marcelo Alvaro da Silva; Universidade Federal Rural do Rio de Janeiro
Oliveira, Murilo Alvarenga; Universidade Federal Rural do Rio de Janeiro
Alyrio, Rovigati Danilo; Universidade Federal Rural do Rio de Janeiro
Andrade, Rui Otavio Bernardes; Universidade Federal Rural do Rio de Janeiro
- 240 TO BE OR NOT TO BE RATIONAL, THAT'S THE QUESTION: A SHORT PROVOCATION REGARDING THE HUMAN BEHAVIOR**
Machado, Denise Del Prá; FGV-EAESP
Carvalho, Leão R. M.; FGV-EAESP
- 280 METHODOLOGIES FOR ANALYTICAL SUPPORT TO DECISION MAKING IN HUMAN RESOURCES: A CASE STUDY**
Lacaze, Laurent; IBMEC
Gomes, Luiz Flavio Autran Monteiro; IBMEC
Machado, Maria Augusta Soares; IBMEC

Track: PUBLIC ADMINISTRATION	
Theme: Democracy and social policies	Monday 01:30am – 03:00pm
Moderator: George Avelino Filho – FGV-EAESP	Location: room 709

- 228 DEMOCRACY, SOCIAL SPENDING AND THE DOUBLE LOGIC OF INTERNATIONALIZATION IN LATIN AMERICA: 1980-1999**
Avelino Filho, George; FGV-EAESP
Brown, David S.; University of Colorado
Hunter, Wendy A.; University of Texas at Austin
- 83 MANAGEMENT OF SOCIAL POLITICS: THE NECESSITY FOR A "NET STATE"**
Colucci Filho, Angelo Alberto; Associação Educacional Toledo
- 202 THE RELATIONSHIP BETWEEN DECENTRALIZATION AND INTERSECTORIALITY**
Ckagnazaroff, Ivan Beck; UFMG
Mota, Nomaston Rodrigues; UFMG
- 27 MEANING AND IMPORTANCE OF EMANCIPATIONS: A POLEMIC NOT YET RESOLVED IN RIO GRANDE DO SUL**
Pinheiro, Ivan Antonio; UFRGS
Motta, Paulo Cesar de; UFRGS

Track: PUBLIC ADMINISTRATION (interactive)	
Theme: Reinventing government	Monday 01:30am – 03:00pm
Moderator: João Luis Passador, Universidade Estadual de Maringá	Location: room 707

- 394 HIGHWAY CONCESSION MODELS IN LATIN AMERICA**
 Britto, Daniel Pitelli de; USP-Escola Politécnica
 Araújo, Stênio Brasil Accioly de; USP-Escola Politécnica
- 397 PROCESSES REENGINEERING IN TAX MANAGEMENT: A CASE STUDY OF THE PROCESS OF COLLECTING TAXES AT THE REVENUE DEPARTMENT OF THE STATE GOVERNMENT OF BAHIA**
 Monteiro, Augusto de Oliveira; Universidade Salvador
 Lima, Roberval Lopes; Universidade Salvador
 Yoshida, Shimpei; Universidade Salvador
- 430 REGULATORY AGENCIES AND PEOPLE MANAGEMENT: THE PETROLEUM NATIONAL AGENCY CASE STUDY**
 Ferreira, Luciana Carvalho de Mesquita; Fundação Dom Cabral
- 88 TARIFFS ON PUBLIC SERVICES OF SANITATION: THE CASE OF RE-USE OF WATER ON THE INDUSTRIAL DISTRICT OF FORTALEZA-CE**
 Fontenele, Raimundo Eduardo Silveira; Universidade de Fortaleza

Track: STRATEGY AND BUSINESS POLICY	
Theme: Competitive strategy and positioning	Monday 01:30am – 03:00pm
Moderator: Imaru Arias, ITESM	Location: room 606

- 393 THE COSTS VERSUS DIFFERENTIATION DILEMMA**
 Piscopo, Marcos Roberto; PUC-SP
 Oliveira Junior, Moacir de Miranda; PUC-SP
- 242 DISCRIMINANT ANALYSIS AND COMPETITIVE STRATEGY: AN APPLICATION FOR DETERMINING THE BRAZILIAN PETROCHEMICAL INDUSTRY STRATEGIC GROUPS**
 Moraes, Claudio A. de; Universidade Presbiteriana Mackenzie
 Zilber, Moisés Ari; Universidade Presbiteriana Mackenzie
- 404 HOSPITAL INSTITUTIONS STRATEGY: FINE TUNING THE ADMINISTRATION AND MEDICAL DOCTORS**
 Burlamaqui, Paulo F.; PUC-RS
 Keller, Adair; PUC-RS
- 179 CONDITIONS, IMPLICATIONS AND PRACTICES RELATING TO CANNIBALISM AMONGST PRODUCTS**
 Oliveira, Bráulio Alexandre Contento de; USP
 Mattar, Fauze Najib; USP

Track: STRATEGY AND BUSINESS POLICY	
Theme: Diversification, mergers and acquisitions	Monday 01:30am – 03:00pm
Moderator: Sergio Giovanetti Lazzarini, IBMEC	Location: room 607

- 45 BUSINESS DIVERSIFICATION STRATEGIES FOLLOWED BY FAST-GROWTH COMPANIES: A RESOURCE-BASED VIEW APPROACH TO CATALAN MULTINATIONAL INDUSTRIAL COMPANIES**
Parada, Pedro; ESADE
Planellas, Marcel; ESADE
- 107 DIVERSIFICATION AND PERFORMANCE: EMERGING VS. DEVELOPED ECONOMIES**
Moreira, Julia; ESADE
Planellas, Marcel; ESADE
- 260 COMPETITIVE STRATEGIES IN THE AUDIT MARKET: SPECIALIZATION AND DIVERSIFICATION OF AUDIT FIRMS IN SPAIN**
Carrera, M. Nieves; University of Manchester
Gutiérrez, Isabel; Universidad Carlos III de Madrid
Carmona, Salvador; Universidad Carlos III de Madrid; Instituto de Empresa
- 361 CONSOLIDATION AND TAKEOVER PROCESSES IN FOREIGN-OWNED COMPANIES IN BRAZIL: MARKET MOTIVATORS AND BRAND MANAGEMENT**
Lopes, Karen Perrotta; PUC-SP
Oliveira Júnior, Moacir de Miranda; PUC-SP
Toledo, Geraldo Luciano; USP

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Industry level studies	Monday 01:30am – 03:00pm
Moderator: Fabio Luis Mariotto, FGV-EAESP	Location: room 608

- 46 ANALYSIS OF INTER-POPULATION RIVALRY IN THE SPANISH BANKING SYSTEM**
Fuentelsaz, Lucio; Universidad de Zaragoza
Gómez, Jaime; Universidad de Zaragoza
Lucea, Victoria; Universidad de Zaragoza
- 60 STRATEGY AND SUSTAINABILITY IN SMALL ENTERPRISE**
Nuñez, Tirso Suarez; Universidad Autonoma de Yucatán
Zapata, Alvaro Pedroza; ITESO
- 418 THE STUDY OF MILK AGRIBUSINESS THREATS AND OPPORTUNITIES IN THE CONDEPRO REGION BASED ON SYSTEMIC COMPETITIVENESS ANALYSIS**
Rossetto, Carlos Ricardo; UNIVALI
Cruz, Cassiana Maris Lima; Universidade de Passo Fundo
- 449 TOWARDS THE COMPETITIVENESS OF THE APPAREL INDUSTRY IN SANTANDER COLOMBIA**
Corso, Luz Angela; Universidad Autonoma de Bucaramanga
Ludeña, Mercy Escalante; Universidad Autonoma de Bucaramanga
Alcazar, José de Jesus Perez; Universidad Autonoma de Bucaramanga

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Cooperation and Knowledge Transfer	Monday 01:30am – 03:00pm
Moderator: Eduardo Loebel, FGV-EAESP	Location: room 609

- 312 INDUSTRIAL CLUSTERS, KNOWLEDGE INTEGRATION AND PERFORMANCE**
Morosini, Piero; IMD
- 195 ANALYSIS OF HEALTH INDUSTRY INTERFIRM NETWORK**
Bittencourt, Otávio Neves da Silva; UFRGS
Kliemann Neto, Francisco José; UFRGS
- 252 KNOWLEDGE AS A STRATEGIC RESOURCE: AN ANALYSIS ON BRAZIL AND SPAIN INDUSTRIAL DISTRICTS**
Hoffmann, Valmir Emil; UNIVALI
Molina-Morales, Francisco Javier; Universitat Jaume I

Track: TECHNOLOGY AND INNOVATION MANAGEMENT	
Theme: Industry level studies	Monday 01:30am – 03:00pm
Moderator: Susana Carla Farias Pereira, FGV-EAESP	Location: room 804

- 251 TECHNOLOGICAL INNOVATION PROFILE IN THE BRAZILIAN FOOD INDUSTRY**
Cabral, José Ednilson de Oliveira; Universidade de Fortaleza
Traill, W. Bruce; University of Reading
- 351 TECHNOLOGICAL INNOVATION NATURE IN THE BRAZILIAN FOOD INDUSTRIES**
Cabral, José Ednilson de Oliveira; Universidade de Fortaleza
- 23 ORGANIC AND TRANSGENIC PRODUCTS CONSUMER PERCEPTION: A COMPARATIVE STUDY**
Moori, Roberto Giro; Universidade Presbiteriana Mackenzie
Sato, Geni Satiko; Universidade Presbiteriana Mackenzie
Lombardi, Marta F. Sambiase; Universidade Presbiteriana Mackenzie
- 96 ECONOMETRIC TIME SERIES MODELLING OF DIRECT SALES IN BRAZIL: A GROWING MARKET**
Angelo, Claudio Felisoni de; FEA-USP
Fávero, Luiz Paulo Lopes; FEA-USP
Siqueira, João Lara de; FEA-USP
Demidio, Marcelo; FEA-USP

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Industry level studies	Monday 01:30am – 03:00pm
Moderator: Henrique Luiz Corrêa, FGV-EAESP	Location: room 806

- 341 INVESTMENT DECISIONS AND ENVIRONMENT IN THE SUGAR-ALCOHOL SECTOR**
Guagnoni, Weverson Cleber; USP
Nakao, Sílvio Hiroshi; USP
Ribeiro, Máisa de Souza; USP
- 300 REFLECTIONS ON PRODUCT DEVELOPMENT IN THE AERONAUTICAL PARTS INDUSTRY: FOCUS IN THE QUALITY MANAGEMENT**
Machado, Marcio Cardoso; PUC-SP; EP-USP
Gozzi, Sergio; FEA-USP; FEA-PUC-SP
- 450 THE IMPLEMENTATION OF THE INTEGRATED MANAGEMENT SYSTEMS ERP: THE ANALYSIS OF CRITICAL FACTORS OF SUCCESS**
Fedichina, Márcio Antonio Hirose; PUC-SP
Gozzi, Sérgio; PUC-SP; FEA-USP

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Information technology and innovation management	Monday 01:30am – 03:00pm
Moderator: Alberto Luiz Albertin, FGV-EAESP	Location: room 807

- 246 THE EVOLUTION AND VALUE OF BUSINESS MODELS IN THE DIGITAL ERA**
Albertin, Alberto Luiz; FGV-EAESP
Moura, Rosa Maria de; FGV-EAESP
- 357 A FRAMEWORK BASED ON A USER MODEL TO INSTANTIATE DIFFERENT INFORMATION SYSTEM' INTERFACES FOR DIFFERENT USERS**
Ferreira, Simone Leal; IBMEC-RJ
Miceli, Lúcia; IBMEC-RJ
- 287 E-BUSINESS ON DEMAND: A CASE STUDY BASED ON THE IBM CORPORATION**
Oliveira, Ricardo Rosa de; IBMEC-RJ
Ferreira, Simone Bacellar Leal; IBMEC-RJ
Chauvel, Marie Agnes; IBMEC-RJ
- 424 THE IMPACT OF THE ADOPTION OF A COMPUTERIZED SOLUTION WITHIN THE SÃO PAULO STATE SECRETARY OF FINANCE: A CASE STUDY**
Sobreira Netto, Francisco; FEA-USP
Zuliani, Devanir; IPT-USP
Braz, Edson; FEA-USP

03:30pm – 04:50pm

PANEL 2 – STRATEGIC CONVERSATIONS

Theme	Research in Strategy: where we came from? Where should we go?
Location	Auditorium
Moderator	Carlos Osmar Bertero, FGV-EAESP Fabio Luis Mariotto, FGV-EAESP
Presenters	Jay Barney, Ohio State University Richard Whittington, Oxford University

05:00pm – 06:30pm

PANEL 3 – TEACHING & LEARNING

Theme	Is there a future for business school?
Location	Noble Room
Moderator	Piero Tedeschi, FGV-EAESP
Presenters	Isabel Gutierrez, Universidad Carlos III de Madrid Rita Campos e Cunha, Universidade Nova de Lisboa Michel Fiol, Groupe HEC Per-Olof Berg, Stockholm School of Entrepreneurship Marcel Planellas, ESADE Fernando Meirelles, FGV-EAESP

Tracks (join session)	Entrepreneurship and Family Business Organizational Behavior and Human Resources Management Organizational Culture and Symbolism
Theme	Burn-out: Understanding and managing employee burn-out in cross-cultural contexts: An Iberoamerican perspective
Location	Room 804
Coordinators	Shimon L. Dolan, ESADE Roberto Kertez, Universidad de Flores Fany Tchikovsky, UFRJ
Participants	Lucia Novaes, UFRJ Rene Eduardo Soto, ITESM Federico Ramos, ITESM Rosendo Romero, ITESM Miriam Diez Pinol, ESADE Salvador Garcia, University of Barcelona

Tuesday, December 9, 2003

09:00am – 10:30am

PAPER SESSION 3

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS	
Theme: Entrepreneurship: resources and behavior	Tuesday 09:00am – 10:30pm
Moderator: Cândido Vieira Borges Jr., HEC Montréal	Location: room 702

- 189 BEHAVIOR'S CHARACTERISTICS IN WOMEN AND MEN ENTREPRENEURS**
Machado, Hilka Vier; Universidade Estadual de Maringá
Machado, Urbano; Universidade Federal de Santa Catarina
- 78 SCIENTIFIC RIGOR AND ACTION ORIENTED AGENDAS: A MODEL-METHODOLOGY FOR CLUSTER DEVELOPMENT**
Mesquita, Luiz Ferraz de; Universidad Austral
D' Andrea, Guillermo; Universidad Austral
- 337 THE SOCIAL CAPITAL OF NASCENT ENTREPRENEURIAL TEAMS**
Krannert, Natalia Weisz; Purdue University
Vassolo, Roberto; Universidade Austral
- 204 FIRST-MOVER ENTREPRENEUR RESOURCES COMBINATION: DEFENSE MECHANISMS AGAINST RIVALS**
Iwai, Tatiana; FGV-EAESP

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS (interactive)	
Theme: Small business and management models	Tuesday 09:00am – 10:30pm
Moderator: Marcelo Marinho Aidar, FGV-EAESP	Location: room 605

- 25 MANAGEMENT FOR SMALL BUSINESS MODEL: STUDY OF CASE FOR MOM & POP'S IN MEXICO CITY**
Flores, Carlos Gabriel Colin; Universidad Ibero Americana
- 18 ORGANIZATIONAL CHANGE MODEL FOR SMALL BUSINESS**
Carranza, María Teresa de la Garza; Universidad de Celaya
- 453 THE WORK OF MANAGERS-OWNERS FROM THE CLOTHING RETAILING SECTOR OF FLORIANÓPOLIS**
Lucena, Eduardo de Aquino; Universidade Federal de Pernambuco
- 370 SMALL INDEPENDENT ENTREPRENEURS IN THE FOOD SECTOR: A QUANTITATIVE STUDY ABOUT THE CHALLENGES, OPERATIONAL AND MANAGEMENT ASPECTS**
Ghisi, Flávia Angeli; FEARP-USP
Maciel, Andréia Marques; FEARP-USP
Merlo, Edgard Monforte; FEARP-USP

Track: INTERNATIONAL MANAGEMENT	
Theme: Multinational business and globalization	Tuesday 09:00am – 10:30pm
Moderator: José Maria Cubillo Pinilla, Universidad Carlos III de Madrid	Location: room 808

- 329 BRAZILIAN COMPETITIVE ENVIRONMENT AND STRATEGIC RELEVANCE OF BRAZILIAN SUBSIDIARIES OF MULTINATIONAL CORPORATIONS**
 Borini, Felipe Mendes; PUC-SP
 Oliveira Junior, Moacir de Miranda; PUC-SP
- 222 MNC INTERNATIONALIZATION STRATEGY AND SPILLOVERS: LEARNING FROM THE SPANISH AUTOMOTIVE INDUSTRY**
 Pinilla, Jose Maria Cubillo; Universidad Carlos III de Madrid
- 172 PROMOTIONAL STRATEGIES OF NORTH-AMERICAN FILM RELEASES IN THE BRAZILIAN MARKET: A CASE STUDY**
 Araújo, Thaissa Helena de Barros; IBMEC-RJ
 Chauvel, Marie Agnes; IBMEC-RJ
- 359 NEW RESEARCH DIRECTIONS IN MACROMARKETING: CONSEQUENCES OF BIOSQUATINNG IN THE THIRD WORLD**
 Acevedo, Claudia Rosa; UNINOVE
 Souza, Maria Tereza Saraiva de; UNINOVE
 Hermosilla, José Luiz; Centro Universitário Moura Lacerda
 Nohara, Jouliana; UNINOVE

Track: INTERNATIONAL MANAGEMENT (interactive)	
Theme: Culture, gender and environment	Tuesday 09:00am – 10:30pm
Moderator: Andres Hatum, Universidad Austral	Location: room 809

- 89 UNDERSTANDING IBERO-AMERICAN ORGANIZATIONS AND THE CULTURAL FORCES THAT AFFECT THEM: A MODEL METHODOLOGY**
 Friedrich, Patricia; Universidad Austral
 Hatum, Andres; Universidad Austral
- 456 EXPLORING THE ROLE OF MACHISMO IN GENDER DISCRIMINATION: A COMPARISON OF MEXICO AND THE U.S.**
 Segrest, Sharon L.; California State University
 Romero, Eric; University of Texas
 Damonte-Domke, Darla; Coastal Carolina University
- 338 PROPOSAL OF JOINT DEVELOPMENT OF A MODEL OF ANALYSIS OF CERTIFIED ENVIRONMENTAL MANAGEMENT SYSTEM**
 Collado, Francisco Javier Conde; Universidad de Castilla La Mancha
 Londoño, Javier Conde; Universidad de Castilla La Mancha
 Bonilla, Ada Sánchez; Fundación para La Investigación y el Desarrollo Ambiental

Track: INTERNATIONAL MANAGEMENT (interactive)	
Theme: Comparative studies: management systems and crisis	Tuesday 09:00am – 10:30pm
Moderator: Betânia Tanure de Barros, Fundação Dom Cabral	Location: room 907

335 JAPANESE IMMIGRATION AND THE ASSIMILATION OF ADVANCED MANUFACTURING TECHNIQUES IN DEVELOPING COUNTRY: THE CASE OF BRAZIL AND MEXICO
Dubois, Frank L.; Kogod School of Business, American University

174 CHANGES ON INTERNATIONAL TRADE MANAGEMENT IN RECENT YEARS: THE IMPACTS OF INDUSTRIALIZATION IN LATIN AMERICAN COUNTRIES
Carvalho, Eveline; Universidade de Fortaleza

209 CURRENCY CRISIS IN THE GLOBAL ECONOMY: CRISIS FOR WHOM? THE CASE OF BRAZIL AND ARGENTINA
Meznar, Martin B.; Arizona State University West
Noronha, Gregory; Arizona State University West

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: Knowledge Management	Tuesday 09:00am – 10:30pm
Moderator: Jean-Jacques Salim, FGV-EAESP	Location: room 601

193 THE INTELLIGENT NEGOTIATOR: THE IMPORTANCE OF COGNITIVE AND EMOTIONAL INTELLIGENCE IN NEGOTIATION
Sobral, Filipe João Bera de Azevedo; Universidade de Coimbra
Almeida, Filipe Jorge Ribeiro de; Universidade de Coimbra

245 MANAGING COMPETENCIES AND HUMAN RESOURCES MANAGEMENT: A PRELIMINARY ANALYSIS OF BRAZILIAN STUDIES
Fleury, Maria Tereza Leme; FEA-USP
Lacombe, Beatriz Maria Braga; FGV-EAESP

285 REFLECTING ON POWER ISSUES WITHIN A RESEARCH CENTER COLLECTIVE CREATION PROCESS: SOME PRELIMINARY RESULTS AND ITS MANAGERIAL IMPLICATIONS FOR DEVELOPING ORGANIZATIONAL KNOWLEDGE THROUGH COLLECTIVE LEARNING AT A BRAZILIAN PRIVATE MANAGEMENT SCHOOL
Villardi, Beatriz; PUC-RJ
Migueles, Carmen; ESPM

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Training and Development	Tuesday 09:00am – 10:30pm
Moderator: Rafael Alcadipani, FGV-EAESP	Location: room 603

- 70 QUALITY AND DIFFERENTIATION OF EDUCATIONAL CENTRES: IMPLICATIONS FOR THEIR MANAGEMENT**
 Fierro, Jesús J. Cambra; Universidad de Zaragoza
 Berdun, Jesús Cambra; Centro Asociado de Barbastro
- 71 ONLY “T” DOES NOT LEAD UP TO “D”**
 Souto, Solange; IBMEC-RJ
 Araújo, Ângela Maria da Silva; IBMEC-RJ
 Moraes, Ângela Rita de; IBMEC-RJ

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Human resources management and high education systems	Tuesday 09:00am – 10:30pm
Moderator: Patricia Tavares, FGV-EAESP	Location: room 604

- 116 ENTREPRENEURSHIP AND LEARNING IN A BRAZILIAN COLLEGE**
 Vasconcelos, Maria Celeste Reis Lobo de; Fundação Pedro Leopoldo
 Felício Junior, Joaquim; Fundação Educacional de Caratinga
- 264 THE “OMBUDSMAN” AT COLLEGES AND UNIVERSITIES IN BRAZIL: A NEW MARKETING RELATIONSHIP MODEL**
 Viana Junior, Humberto Rodrigues; UNIFACS
 Ladeira, Rodrigo; UNIFACS
- 392 HIGHER EDUCATION TEACHERS AS A POST-CORPORATE PROFESSIONAL CATEGORY**
 Fremder, Marcelo Miguel; COPPEAD-UFRJ
 Paixão, Ricardo Luís; COPPEAD-UFRJ

Track: ORGANIZATIONAL CULTURE AND SYMBOLISM	
Theme: Business ethics and social responsibility	Tuesday 09:00am – 10:30pm
Moderator: Alketa Peci, FGV-EBAPE	Location: room 602

- 295 ADMINISTRATIVE KNOWLEDGE DEVELOPMENT: TYPOLOGY AND HISTORICAL ANALYSIS**
Curado, Isabela Baleeiro; FGV-EAESP
- 272 CORPORATE SOCIAL RESPONSIBILITY IN ARGENTINA REVISITED**
Milberg, Amalia; Universidad Austral
Paladino, Marcelo; Universidad Austral
Vassolo, Roberto; Universidad Austral
- 405 CULTURAL DEFINITIONS OF DANGER AND ENVIRONMENTAL RISKS OF BRAZILIAN AUTOMOBILE ORGANIZATIONS**
Vieira, Francisco Giovanni David; Universidade Estadual de Maringá
Arruda, Rinaldo Sérgio Vieira; PUC-SP
Silva, Wânia Rezende; Universidade Estadual de Maringá

Track: PUBLIC ADMINISTRATION	
Theme: Efficiency in public services	Tuesday 09:00am – 10:30pm
Moderator: Ana Maria Malik, FGV-EAESP	Location: room 709

- 442 HOW ABOUT YOUR SATISFACTION TOWARDS PUBLIC SERVICES? THE SATISFACTION SURVEYS IN ENGLAND, CANADA, THE UNITED STATES AND BRAZIL**
Gazzoli, Patricia; École Nationale D'administration Publique
- 82 INCORPORATION OF SCIENTIFIC ADVANCES IN CLINICAL AND MANAGEMENT PRACTICE OF HOSPITALS IN RIO GRANDE DO SUL**
Bittencourt, Otávio Neves da Silva; UFRS
Ribeiro, José Luis Duarte; UFRS
- 218 TECHNICAL EFFICIENCY AND MANAGEMENT IN PUBLIC HOSPITALS OF STATE OF SÃO PAULO**
Bueno, Ricardo Luiz Pereira; FGV-EAESP
- 270 PRIMARY RESULTS OF THE TELECOMMUNICATIONS UNIVERSAL SERVICE POLICY IN BRAZIL**
Anuatti Neto, Francisco; FEA-RP-USP
Domingos, Renata C.; FEA-RP-USP

Track: PUBLIC ADMINISTRATION (interactive)	
Theme: Planning and development	Tuesday 09:00am – 10:30pm
Moderator: George Avelino Filho, FGV-EAESP	Location: room 707

- 112 COMPARATIVE ANALYSIS AMONG INDUSTRIAL DISTRICTS: AN APPLICATION OF THE SYSTEMIC FOCUS TO EVALUATE PROJECTS OF LOCAL DEVELOPMENT**
Mauad, Talita Marum; FEA-RP-USP
Attadia, Lesley Carina do Lago; FEA-RP-USP
Lima, Cristina Bernardi; FEA-RP-USP
Martinelli, Dante Pinheiro; FEA-RP-USP
- 129 SOFT SYSTEMS METHODOLOGY: A URBAN PLANNING APPLICATION**
Graeml, Felipe Reis; UFSC; Lancaster University
Graeml, Karin Sylvia; UFPR
Erdmann, Rolf Hermann; UFSC
- 313 THE AGRICULTURE AND THE FOOD PRODUCTION INSIDE THE CONTEXT OF THE SUSTAINABLE DEVELOPMENT AND THE POSSIBILITY OF MANAGEMENT BY THE HYDROGRAPHIC BASINS**
Rodrigues, Isabel Cristina; UFSCAR
Rodrigues, Andréia Marize; FIC
Rebelato, Marcelo Giroto; PUC-PR
- 447 THE VALORIZATION OF THE CIVIC COMMUNITY: THE "PARTICIPATING BUDGET" AND THE GROWTH OF THE SOCIAL CAPITAL**
Ferreira, Marcia Regina; Universidade Estadual de Maringá
Passador, João Luiz; Universidade Estadual de Maringá

Track: STRATEGY AND BUSINESS POLICY	
Theme: Strategy formation	Tuesday 09:00am – 10:30pm
Moderator: Imaru Árias , ITESM	Location: room 606

- 210 A HISTORICAL PERSPECTIVE OF THE CONCEPT OF EMERGENT STRATEGY**
Zanni, Pedro Pinto; FGV-EAESP
- 434 STRATEGIC THINKING AN EPISTEMOLOGICAL VIEW OF COMPLEXITY**
Vasconcelos, Francisca Solange S. de Azevedo; UECE
Leitão, Cláudia; UECE
- 271 MISSION'S CONSTRUCTION AND DISSEMINATION AMONGST CEARÁ COLLEGES**
Forte, Sérgio Henrique Arruda Cavalcante; UNIFOR
Pereira, Maise Soares; UNIFOR
Aquino, Patrícia Morais de; UNIFOR
- 410 QUALITY PROGRAMS IN CONSTRUCTION INDUSTRY IN BRAZIL: AN ANALYSIS UNDER THE INSTITUTIONAL THEORY VIEW**
Romano, Bruno Dessaune; UFES

Track: STRATEGY AND BUSINESS POLICY	
Theme: Performance measurement	Tuesday 09:00am – 10:30pm
Moderator: Fabio Luiz Mariotto, FGV-EAESP	Location: room 607

315 KNOWLEDGE INTEGRATION MECHANISMS AND THE COMPETITIVE PERFORMANCE OF FIRMS – AN EMPIRICAL INVESTIGATION

Morosini, Piero; IMD
Renaud, Olivier; University of Geneva

441 COMPETITIVE ADVANTAGE: THE CONSTRUCT AND A METRIC

Brito, Luiz Artur Ledur; FGV-EAESP
Carvalho de Vasconcelos, Flávio; FGV-EAESP

459 BALANCED SCORECARD AND THE BRAZILIAN MANAGEMENT STYLE

Iglesias, Ana Elisa Arouca; Universidade Presbiteriana Mackenzie
Teixeira, Maria Luisa Mendes; Universidade Presbiteriana Mackenzie

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Knowledge management	Tuesday 09:00am – 10:30pm
Moderator: Eduardo Loebel, FGV-EAESP	Location: room 608

114 KNOWLEDGE MANAGEMENT STRATEGIES IN THE CONTEXT OF BUSINESS STRATEGY IN THE ELECTRICAL SECTOR: CONTRADICTIONS AND CHALLENGES

Rodrigues Filho, José; Universidade Federal da Paraíba

309 FIRM COMPETENCE PROTECTION AND TRANSFER: AN ANALYSIS IN THE LARGEST MANUFACTURING SPANISH FIRMS THROUGH THE CONCEPT OF CAUSAL AMBIGUITY

Gonzalez, Nuria; University of Leon
Nieto, Mariano; University of Leon

369 INTELLECTUAL CAPITAL MANAGEMENT FOR STRATEGIC BUSINESS: EVALUATION, MEASUREMENT AND OTIMIZATION THROUGH MULTICRITERIA DECISION METHOD

Silva, Ricardo da; CNPQ
Bilich, Feruccio; University of Brasília

461 CULTURAL COMPATIBILITY IN THE INTRAORGANIZATIONAL TRANSFER OF KNOWLEDGE

Almeida, Desiderio J. García; Universidad de Las Palmas de Gran Canaria

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Supply chain management	Tuesday 09:00am – 10:30pm
Moderator: Luiz Carlos Di Serio, FGV-EAESP	Location: room 609

304 THE STRATEGIC POWER OF POSTPONEMENT
Sampaio, Mauro; FGV-EAESP
Duarte, André Luís de Castro Moura; FGV-EAESP
Csillag, João Mário; FGV-EAESP

386 SUPPLY CHAIN MANAGEMENT: THE EXPERIENCE OF A SUPPLY CHAIN OF POULTRY AND INDUSTRIALIZED POULTRY PRODUCTS IN BRAZIL
Pereira, Susana Carla Farias; FGV-EAESP
Csillag, João Mário; FGV-EAESP

281 THE OPERATIONS STRATEGY IN THE BRAZILIAN AUTOMOBILE INDUSTRY
Duarte, André Luís de Castro Moura; FGV-EAESP
Di Serio, Luiz Carlos; FGV-EAESP
Sampaio, Mauro; FGV-EAESP

Track: TECHNOLOGY AND INNOVATION MANAGEMENT	
Theme: Innovation management	Tuesday 09:00am – 10:30pm
Moderator: José Carlos Barbieri, FGV-EAESP	Location: room 804

266 ACKNOWLEDGING AND PROMOTING LOCAL INNOVATION: A LITERATURE REVIEW AND A RESEARCH MODEL
Boffo, Céline; HEC Montréal

15 TECHNOLOGY AND INNOVATION MANAGEMENT: THE LAW OF INNOVATION AS INSTRUMENT OF SUPPORT TO THE CONSTRUCTION OF AN INDEPENDENT TECHNOLOGICAL MODEL IN BRAZIL
Pereira, José Matias; Universidade de Brasília

352 USE OF ARTIFICIAL NEURAL NETS ADAPTIVE RESONANCE THEORY-BASED – ART NETS – IN ECONOMICAL CLASSIFICATION OF COUNTRIES
Benite, Maurílio; EESC-USP
Merlo, Edgard Monforte, FEA-RP-USP
Nagano, Marcelo Seido; FEA-RP-USP

234 BIOTECHNOLOGY AND VENTURE CAPITAL IN BRAZIL: FATAL REPULSION?
Judice, Valeria Maria Martins; Fundação Pedro Leopoldo
Baeta, Adelaide Maria Coelho; Fundação Pedro Leopoldo

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Information technology and innovation management	Tuesday 09:00am – 10:30pm
Moderator: Marta de Campos Maia, FGV-EAESP	Location: room 806

- 303 THE INTERNET BANKING: A STUDY OF CLIENT ASSISTANCE IN A BRAZILIAN BANK**
Mello, Roberto Agostinho de; UNINOVE
Stal, Eva; UNINOVE
- 318 PREFERENCES PROCESS FORMATION IN INTERNET ENVIRONMENT**
Rossi, George Bedinelli; FGV-EAESP
Motta, Sérgio Luís Stirbolov; Universidade Presbiteriana Mackenzie
- 345 THE ECONOMY OF THE OPEN SOURCE SOFTWARE: REASONS THAT LEAD DEVELOPERS OF SOFTWARE TO PARTICIPATE OF THE OPEN SOURCE COMMUNITIES**
Arroyo, Cristiane Sônia; USP
Merlo, Edgard Monforte; FEA-RP-USP
Simões, André Xavier; USP
- 325 INFORMATION TECHNOLOGY AND THE DISTANCE EDUCATION IN BRAZIL**
Maia, Marta de Campos; FGV-EAESP
Meirelles, Fernando de Souza; FGV-EAESP

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Knowledge management	Tuesday 09:00am – 10:30pm
Moderator: Eliane P. Zamith Brito, Universidade Presbiteriana Mackenzie	Location: room 807

- 467 TACIT EPISTEMOLOGICAL OPERATOR: AN ANTHROPOCENTRIC APPROACH**
Yong, Chu Shao; FGV-EAESP
- 99 MOTIVATIONAL ORIENTATIONS AND ATTITUDES VIS À VIS A ON-LINE MASTER PROGRAM**
Lado, Nora; Universidad Carlos III de Madrid
Martos, Mercedes; Universidad Carlos III de Madrid
Nelson, James; University of Colorado at Boulder
- 217 PARTNERSHIPS FOR NEW PRODUCT DEVELOPMENT AND GLOBAL BUSINESS: IMPACTS ON INTERNAL ORGANIZATIONAL STRUCTURE AND KNOWLEDGE**
Liboni, Lara Bartocci; USP
- 265 A PROPOSED EMPIRICAL MODEL FOR PRODUCT ADAPTATION IN AN EMERGENT ECONOMY**
Luchi, Roberto; IAE
Dambra, Luis; IAE
García, Fausto; IAE

11:00am – 12:30pm

PANEL 4 – ORGANIZATION STUDIES

Theme	Research in Organization Studies: where we came from? Where should we go?
Location	Auditorium
Moderators	Clóvis Machado-da-Silva, CEPPAD-UFPR Rita Campos e Cunha; Universidade Nova de Lisboa
Presenters	Jean Bartunek, Boston College Jean-François Chanlat, Université Paris-Dauphine

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS	
Theme: Family business: strategy and the environment	Tuesday 01:30am – 03:00pm
Moderator: Luiz F. Mesquita, Arizona State University West	Location: room 702

- 59 A PRELIMINARY STUDY OF THE DISTINCTIVE CHARACTERISTICS OF THE FAMILY BUSINESS**
 Sabaté, Juan Manuel de La Fuente; Universidad de Burgos
 Mazagatos, Virginia Blanco; Universidad de Burgos
 Lara, Luis Angel Castrillo; Universidad de Burgos
 Puente, Esther de Quevedo; Universidad de Burgos
- 02 ADAPTATION UNDER ENVIRONMENTAL TURMOIL: ORGANISATIONAL FLEXIBILITY IN FAMILY-OWNED FIRMS**
 Hatum, Andres; Universidad Austral
 Pettigrew, Andrew M.; University of Warwick
- 163 CORPORATE AND FAMILY GOVERNANCE IN THE SPANISH FAMILY FIRMS**
 Suárez, Maria Katuska Cabrera; Universidad de Las Palmas de Gran Canaria
 Martín, Domingo J. Santana, Universidad de Las Palmas de Gran Canaria
- 415 INTERNATIONALIZATION OF A BRAZILIAN FAMILY BUSINESS: THE H.STERN CASE**
 Soares, Leonardo Barbosa; COPPEAD-UFRJ
 Ferreira, Leonardo Julianelli; COPPEAD-UFRJ

Track: ENTREPRENEURSHIP AND FAMILY BUSINESS (interactive)	
Theme: Family business: strategy and culture	Tuesday 01:30am – 03:00pm
Moderator: Hilka V. Machado, Universidade Estadual de Maringá	Location: room 605

- 470 ENTREPRENEURS AND FAMILY BUSINESSES IN ARGENTINA**
 Kessler, Ana; University of Flores
 Kravetz, Haydée, University of Flores
 Kertész, Victor; University of Flores
 Kertész, Roberto, University of Flores
- 108 MANAGEMENT BRAZILIAN STYLE: CASE STUDY OF A FAMILY-OWNED PHARMACEUTICAL COMPANY**
 Fremder, Marcelo Miguel; COPPEAD-UFRJ
 Paixão, Ricardo Luís; COPPEAD-UFRJ
- 231 STRATEGIC FAMILY BUSINESS MANAGEMENT: IMPORTANT FACTORS**
 Cônsoli, Matheus Alberto; FEA-RP-USP
 Martinelli, Dante Pinheiro; FEA-RP-USP

Track: INTERNATIONAL MANAGEMENT	
Theme: Mergers, acquisitions and joint-ventures	Tuesday 01:30am – 03:00pm
Moderator: Moacir de Miranda Oliveira Júnior, FGV-EAESP	Location: room 808

- 159 THE RELEVANCE OF GIDDENS' PERSPECTIVE TO RESEARCH IN MANAGEMENT: INSIGHTS FROM THE INVESTIGATION OF A LATIN AMERICAN PARTNERSHIP**
Jimenez, Amparo; Université du Québec à Montréal
Pasquero, Jean; Université du Québec à Montréal
- 213 ACQUISITIONS: THE PROFILE OF BRAZILIANS OPERATIONS**
Barros, Betania Tanure de; Fundação Dom Cabral
Cançado; Vera L.; Fundação Dom Cabral; Fundação Pedro Leopoldo
- 51 PERFORMANCE OF EUROPEAN JOINT-VENTURES IN LATIN AMERICA, ASIA AND EASTERN EUROPE**
Meschi, Pierre-Xavier; Euromed Marseille School of Management
Brulhart, Franck; Université de La Méditerranée
Prevot, Frédéric; Euromed Marseille School of Management
- 297 INTERNATIONAL MANAGEMENT, CAPITAL COST AND AMERICAN DEPOSITARY RECEIPTS: THE BRAZILIAN EVIDENCES**
Bruni, Adriano Leal; Universidade Salvador; Faculdade Ruy Barbosa
Fama, Rubens; USP; PUC-SP; UNIP

Track: INTERNATIONAL MANAGEMENT (interactive)	
Theme: Internationalization process	Tuesday 01:30am – 03:00pm
Moderator: Alexandre Faria, IAG-PUC-RJ	Location: room 809

- 375 CRITIQUE AND RELEVANCE IN STRATEGY: AN UNDERSTANDING OF BOUNDARIES, NETWORKS AND MANAGERS**
Faria, Alexandre; IAG-PUC-RJ
- 241 THE ACCESS OF COMPANIES FROM CEARÁ TO FOREIGN MARKETS: A STUDY ON INTERNATIONAL DISTRIBUTION CHANNELS**
Silva, Leopoldo Neto Nunes da; Universidade de Fortaleza
Cabral, José Ednilson de Oliveira; Universidade de Fortaleza
- 286 INTERNATIONAL STRATEGIC ALLIANCES IN TELECOMMUNICATIONS: COMPETITION AND CO-OPERATION**
Camino, David; Universidad Carlos III de Madrid
Martínez, Miguel Ángel; Universidad de Alcalá
- 377 IDENTIFICATION OF THE LEVEL OF HARMONIZATION BETWEEN BRAZILIAN GAAP WITH IASB STATEMENTS**
Carvalho, L. Nelson; FEA-USP
Lemes, Sirlei; FACIC-UFU

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: Compensation	Tuesday 01:30am – 03:00pm
Moderator: Rita Campos e Cunha; Universidade Nova de Lisboa	Location: room 601

- 248 MORAL RISK: THREAT OR OPPORTUNITY? EMPIRICAL EVIDENCE IN THE SPANISH FIRM**
Garro, Pablo Arocena; Universidad Pública de Navarra
Ruiz, Mikel Villanueva; Universidad Pública de Navarra
- 250 HUMAN CAPITAL: IMPACT OF EDUCATION ON SALARY LEVEL IN TWO DISTINCT SECTORS - HOTELS AND BANKING**
Pereira, Sandra Brito; Escola Superior de Hotelaria e Turismo do Estoril
Cunha, Rita Campos e; Universidade Nova de Lisboa
- 289 STOCK OPTIONS COMPENSATION AND MOTIVATION: A QUALITATIVE STUDY IN A COMPANY OF THE ELECTRICAL SECTOR IN BRAZIL**
Godoi, Christiane Kleinubing; UNIVALI
Marcon, Rosilene; UNIVALI
- 311 STRATEGIES ASSOCIATED TO PROFITSHARING AND GAINSHARING PLANS FOR CREATION OF VALUE FOR COMPANIES**
Krauter, Elizabeth; Universidade Presbiteriana Mackenzie
Basso, Leonardo Fernando Cruz; Universidade Presbiteriana Mackenzie
Kimura, Herbert; Universidade Presbiteriana Mackenzie

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Quality of work life	Tuesday 01:30am – 03:00pm
Moderator: Maria Irene Stocco Betiol, FGV-EAESP	Location: room 603

- 121 REVISITING ORGANIZATIONAL CLIMATE: A THEORETICAL CONTRIBUTION TO THE CONCEPT**
Bedani, Marcelo; PUC-SP
- 147 QUALITY OF WORKING LIFE AND WORKPLACE STRESS: A STUDY OF A MILITARY POLICE CORPORATION**
Marques, Antônio Luiz; CEPPEAD-UFMG
Moraes, Lúcio Flávio Renault de; CEPPEAD-UFMG
Costa, Renata Pinal da; NEACO-UFMG
Ferreira, Juliana Rodrigues; FAFICH-UFMG
- 290 ORGANIZATIONAL PARADOXES AND INFORMATION TECHNOLOGY: A CRITICAL ANALISYS OF THE IMPLEMENTATION OF SELF-SERVICE SYSTEMS IN HUMAN RESOURCES PROCESSES IN SOUZA CRUZ S/A.**
Mascarenhas, André Ofenhejm; FGV-EAESP
Carvalho de Vasconcelos, Flávio; FGV-EAESP
Gouveia de Vasconcelos, Isabella Freitas; FGV-EAESP; UNINOVE
- 314 BOUNDARIES FOR THE BOUNDARYLESS CAREER? CONTRIBUTIONS FROM A PRELIMINARY ANALYSIS OF THE UNIVERSITY PROFESSOR CAREER IN BRAZIL**
Lacombe, Beatriz Maria Braga; FGV-EAESP

Track: ORGANIZATIONAL CULTURE AND SYMBOLISM	
Theme: Managerial knowledge, structure and innovation	Tuesday 01:30am – 03:00pm
Moderator: Ana Carolina S. Queiroz, UNINOVE	Location: room 602

- 417 **NEW TECHNOLOGIES AND INNOVATION**
Queiroz, Ana Carolina S.; UNINOVE
Carvalho de Vasconcelos, Flávio; FGV-EAESP
- 423 **BUSINESS ETHICS: AN ANTHROPOFAGIC APPROACH**
Meira, Fabio Bittencourt; Universidade de Sorocaba
- 426 **THE STRUCTURATION OF A FIELD OF POWER BY MEDIA: THE THIRD SECTOR IN BRAZIL (1994-2001)**
Alves, Mário Aquino; Universidade Presbiteriana Mackenzie
- 123 **EPISTEMOLOGICAL TRIP TO THE AIRPORT BOOKSHOPS**
Paes de Paula, Ana Paula; FVG-EAESP
Wood Jr, Thomaz; FGV-EAESP

Track: ORGANIZATIONAL CULTURE AND SYMBOLISM (interactive)	
Theme: Power, identity and democracy	Tuesday 01:30am – 03:00pm
Moderator: Ricardo Bresler, FGV-EAESP	Location: room 604

- 278 **BEYOND THE OBJECTIVITY-SUBJECTIVITY DICHOTOMY**
Peci, Alketa; FGV-EBAPE
- 44 **FACTORS THAT HELP/HINDER WORKPLACE DEMOCRACY IN LATIN AMERICA**
Montesino, Max U.; Indiana University-Purdue University Fort Wayne
- 171 **ORGANIZATIONS, IDENTITIES AND IDENTIFICATIONS: THE POSSIBILITIES OF A CIVIL ORGANIZATIONAL PROCESS**
Spers, Eduardo Eugênio; Universidade Metodista de Piracicaba
Spers, Valéria Rueda Elías; Universidade Metodista de Piracicaba
Siqueira, Elisabete Stradiotto; Universidade Metodista de Piracicaba
- 98 **CRITICAL, EMANCIPATING INVESTIGATION: POWER AND PARTICIPATION, THE CRITICAL RESISTANCE IN ORGANIZATIONAL THEORY IN BRAZIL**
Cavalcanti, Marly; PUC-SP

Track: ORGANIZATIONAL CULTURE AND SYMBOLISM (interactive)	
Theme: Post-modernity, time and aesthetics	Tuesday 01:30am – 03:00pm
Moderator: Rafael Alcadipani, FGV-EAESP	Location: Room 907

- 409 FREE TIME IN THE ORGANIZATIONS: CONCEPTIONS, EVIDENCES AND REFLECTIONS OF A STUDY THEORETICIAN-EMPIRICIST**
Emmendoerfer, Magnus Luiz; UFSC; Centro Universitário de Belo Horizonte
- 214 THE AESTHETICS WHILE INFLUENTIAL ELEMENT OF THE ORGANIZATIONAL CULTURE: A PERSPECTIVE OF ANALYSIS**
Leal, Raimundo S.; EA-UFBA; CEPPEV-FVC
- 381 POST-MODERN ORGANIZATIONS: POSSIBILITIES AND SOME CONSIDERATIONS**
Augusto, Paulo Otavio Mussi; FGV-EAESP

Track: PUBLIC ADMINISTRATION	
Theme: Public policies and fiscal indicators	Tuesday 01:30am – 03:00pm
Moderator: José Antonio Gomes Pinho, UFBA	Location: room 709

- 451 ELECTRONIC TRADE AND FISCAL WAR: POOR IMPOVERISHED SMALL STATES!**
Fernandes Filho, José Nilson; Universidade de Fortaleza
Oliveira, Francisco Correia de; Universidade de Fortaleza
- 249 MONETARY VALUATION OF RISKS: THE CASE OF 'LINE 3' OF RIO DE JANEIRO'S SUBWAY SYSTEM**
Campos, Luiz Claudio de Souza; IBMEC-RJ
Gomes, Luiz Flavio Autran Monteiro; IBMEC-RJ
- 307 MAKING SOCIAL INDICATORS: ONE "MCDAC" APPLICATION**
Caprario, Ney Guillermo; UFSC
Pinto, Claudia Alexandra de Souza; UFSC
Boni, Maria Albertina Schmitz; UFSC
Erdmann, Rolf Hermann; UFSC

Track: PUBLIC ADMINISTRATION (interactive)	
Theme: Reinventing government	Tuesday 01:30am – 03:00pm
Moderator: Darcy Mitiko Hanashiro, Universidade Presbiteriana Mackenzie	Location: room 707

- 294 TOTAL QUALITY MANAGEMENT OF THE SANITARY SERVICE: AN EMPIRICAL RESEARCH ACCORDING TO SELF-ASSESSMENTS EFQM CRITERIA'S**
Alegria, Ana Isabel Zardoya; Universidad de Zaragoza
Graterón, Iván Ricardo Guevara; Universidad Centroccidental "Lisandro Alvarado"
Bernal, Javier García; Universidad de Zaragoza
Marzo, Mercedes; Universidad de Zaragoza
- 40 PERCEPTION OF E-ADMINISTRATION VERSUS ICT ATTITUDE/APTITUDE: A STATISTICAL EXPLORATORY STUDY**
Cardona, Diego; ESADE
- 152 PUBLIC EMPLOYEE AND LIFE QUALITY: IMPOSSIBLE COLABORATION?**
Freitas, Tiziana Severi; Universidade Federal de Pernambuco
Amorim, Tânia Nobre Gonçalves Ferreira; Universidade Federal de Pernambuco
Barros Filho, Marcelo Ricardo Carneiro de; Universidade Federal de Pernambuco
- 81 LOCAL GOVERNMENT DECISION-MAKING A STAKEHOLDER-BASED PROCESS? EMPIRICAL EVIDENCES FROM ENGLISH LOCAL AUTHORITIES**
Gomes, Ricardo Correa; Univerdidade Federal de Viçosa

Track: STRATEGY AND BUSINESS POLICY	
Theme: Networks & alliances, cooperation & control	Tuesday 01:30am – 03:00pm
Moderator: Isabela Baleeiro Curado, FGV-EAESP	Location: room 606

- 130 CONTROL IN THE KNOWLEDGE-INTENSIVE FIRM**
Roberts, Hanno; Norwegian School of Management
Chaminade, Cristina; Autonomous University of Madrid
- 162 REPUTATION AND PRIOR LINKS AS KEY FACTORS OF TRUST AND CAUSES OF SUCCESS IN INTERORGANIZATIONAL RELATIONSHIPS**
Valentín, Eva María Mora; Universidad Rey Juan Carlos
Sanchez, Angeles Montoro; Universidad Complutense de Madrid
Martín, Luis Angel Guerras; Universidad Rey Juan Carlos
- 148 THE FIT IN THE ORGANIZATIONAL DESIGN OF COOPERATIVE AGREEMENTS AS A KEY FACTOR FOR SUCCESS**
Martin, Luis Angel Guerras; Universidad Rey Juan Carlos de Madrid
Sanchez, Angeles Montoro; Universidad Complutense de Madrid
- 167 ON THE FORMATION OF ALLIANCE CONSTELLATIONS: DATA FROM THE GLOBAL AIRLINE INDUSTRY**
Lazzarini, Sergio Giovanetti; IBMEC
Joaquim, Thiago Arruda Zaleschi; IBMEC

Track: STRATEGY AND BUSINESS POLICY	
Theme: Environmental management and decision making	Tuesday 01:30am – 03:00pm
Moderator: José Carlos Barbieri, FGV-EAESP	Location: room 607

- 106 ENVIRONMENTAL MANAGEMENT AND COMPETITIVE ADVANTAGE: THE ROLE OF POLLUTION PREVENTION AND ENVIRONMENTAL HUMAN RESOURCE MANAGEMENT**
Moreno, Eva Carmona; Universidad de Almería
Lorente, José Céspedes; Universidad de Almería
Jiménez, Jerónimo de Burgos; Universidad de Almería
- 244 FACTORS INFLUENCE TO ADOPT A PRO-ACTIVE ENVIRONMENTAL STRATEGY: THE CASE OF SPANISH FIRMS WITH ECOLABELS**
Palacios, Tomas M. Bañegil; Universidad de Extremadura
Mera, Antonio Chamorro; Universidad de Extremadura
Rivero Neto, Pedro; Universidad de Extremadura
- 331 INTERNAL FACTORS CONDITIONING THE DEGREE OF DECISION MAKING RATIONALITY: THE EXTERNALIZATION OF RETIREMENT FUNDS**
Navarro, Antonio Montero; Universidad Rey Juan Carlos
Martín, Luis Ángel Guerras; Universidad Rey Juan Carlos

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Strategy process & content	Tuesday 01:30am – 03:00pm
Moderator: Luis Artur Ledur Brito, FGV-EAESP	Location: room 608

- 134 NEGOTIATION ON THE ORGANIZATIONAL STRATEGIC DECISION MAKING**
Bataglia, Walter; Universidade Presbiteriana Mackenzie
- 166 THE STRATEGIC DECISION-MAKING PROCESS: A CONCEPTUAL APPROACH**
Barros Neto, José de Paula; Universidade Federal do Ceará
- 305 THE PROCESS OF STRATEGIC ADAPTATION OF UNIMED DE FLORIANÓPOLIS (1985 – 2002)**
Castro, Julio Cesar da Rocha de; UFSC
Rossetto, Carlos Ricardo; UNIVALI
- 373 A STUDY OF THE CONCEPT OF THE STRATEGY CONTENT: CASES FROM THE INFORMATION TECHNOLOGY AREA**
Boaventura, João Maurício Gama; FEA-USP
Fischmann, Adalberto Américo; FEA-USP

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Customer relationship management	Tuesday 01:30am – 03:00pm
Moderator: Ricardo Fasti de Souza, FGV-EAESP	Location: room 609

- 170 RELATIONSHIP MARKETING AND CUSTOMER LOYALTY PROGRAMS IN SUPERMARKETS IN SOUTHERN BRAZIL**
Hüskes, Monika; Universidade Regional de Blumenau
Silveira, Amélia; Universidade Regional de Blumenau
Tontini, Gérson; Universidade Regional de Blumenau
- 273 EFFICIENCY OR RELATIONSHIP? AN EXPLORATORY STUDY OF CUSTOMER SERVICE IN THE CELLULAR TELEPHONE SECTOR**
Souza, Carlos Augusto Pamplona de; COPPEAD-UFRJ
Suarez, Maribel Carvalho; COPPEAD-UFRJ
Casotti, Letícia; COPPEAD-UFRJ
- 354 POWER AND DEPENDENCE RELATIONSHIPS IN NEGOTIATIONS BETWEEN ROASTING FACTORIES AND COFFEE SHOPS**
Ghisi, Flávia Angeli; USP
Spinelli, Paula Bulamah; USP
Rossi, Ricardo Messias; USP
Martinelli, Dante Pinheiro; USP
Carlim, Paulo Eduardo; USP

Track: TECHNOLOGY AND INNOVATION MANAGEMENT	
Theme: Company level studies	Tuesday 01:30am – 03:00pm
Moderator: Alberto Luiz Albertin, FGV-EAESP	Location: room 804

- 356 MATTERS THAT INFLUENCE THE PATTERN OF THE INTERNET TECHNOLOGIES USAGE IN HOTELS**
Lobianco, Márcia Moura Leite; Instituto Pernambuco de Ensino e Cultura
Ramos, Anátalia Saraiva Martins; Universidade Federal do Rio Grande do Norte
- 385 THE EASY WAY. THE DIFFUSION OF A DIY CHAIN STORE IN ARGENTINA**
Casarin, Ariel A; Universidad Austral
Delfino, Maria Eugenia; University of Warwick
- 128 TACKLING CHURN IN TELECOMMUNICATIONS**
Ferreira, Jorge Brantes; PUC-RJ
Silva, Jorge Ferreira da; PUC-RJ

Track: TECHNOLOGY AND INNOVATION MANAGEMENT (interactive)	
Theme: Supply Chain Management	Tuesday 01:30am – 03:00pm
Moderator: João Mário Csillag, FGV-EAESP	Location: room 806

- 276 MODEL OF ENVIRONMENTAL MANAGEMENT SYSTEM (EMS) FOR SMALL AND MEDIUM COMPANIES: A STUDY IN SANTA CATARINA STATE**
Campos, Lucila Maria de Souza; UNIVALI
Vieira, Rodrigo; UNIVALI
Alberton, Anete; UNIVALI
- 35 THE DESIGN OF THE REVERSE LOGISTIC FUNCTION: A WHOLE APPROACH**
Palacios, Tomás M. Bañegil; Universidad de Extremadura
Lacoba, Sergio Rubio; Universidad de Extremadura
- 75 PERFORMANCE AND SUPPLY CHAIN DEVELOPMENT OF EUROPEAN AUTOMOTIVE SUPPLY CHAINS IN ARGENTINA**
Luchi, Roberto; IAE Business School
Loppacher, Julio Sánchez; IAE Business School
Tamanini, Héctor; IAE Business School
Luzuriaga, Nicolas; IAE Business School

03:30pm – 04:50pm

PANEL 5 – NEW TRENDS

Theme	Performing Magic: Management in a New Key
Location	Auditorium
Moderators	Michel Fiol, Groupe HEC Sigmar Malvezzi, FGV-EAESP Jean-François Chanlat, Université Paris-Dauphine
Presenters	Per-Olof Berger, Stockholm School of Entrepreneurship Guje Sévon, Stockholm School of Economics

05:00pm – 06:30pm

PANEL 6 – RESEARCH & PUBLICATION

Theme	Is management knowledge developed in the academy relevant for management practice?
Location	Noble Room
Moderator	Clóvis Machado-da-Silva, CEPPAD-UFPR
Presenters	Mansour Javidan, University of Calgary Maria Tereza Leme Fleury, FEA-USP Guje Sévon, Stockholm School of Economics Reed Nelson, Southern Illinois University Luis Gomez-Mejia, University of Colorado

Tracks (join session)	Entrepreneurship and Family Business Organizational Behavior and Human Resources Management Organizational Culture and Symbolism
Theme	Organizational Culture, Performance and Human Resources Management: a Multicultural Debate
Location	room 804
Coordinators	Estelle M. Morin, HEC Montréal José Neves, ISCTE
Participants	Luc K. Audebrand, HEC Montréal Yehuda Baruch, University of East Anglia António Caetano, ISCTE Neusa Maria Bastos Fernandes dos Santos, PUC-SP Nelson Ramalho, ESCE Setubal Polytechnic Institute Eduardo Davel, HEC Montréal Susana Tavares, ISCTE Marise Delia Carvalho Teixeira, UFRN Diane-Gabrielle Tremblay, Télé-université et Université du Québec

Wednesday, December 10, 2003

09:00 – 10:30am

PAPER SESSION 5

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT	
Theme: Young professionals	Wednesday 09:00am –10:30pm
Moderator: Renato Guimarães Ferreira, FGV-EAESP	Location: room 601

- 141 THE ECONOMIC UTILITY OF TRAINING: AN IMPLEMENTATION OF THREE UTILITY ANALYSIS MODELS**
Carertero, José M.; Universidad Carlos III de Madrid
Cabrera, Elizabeth F.; Universidad Carlos III de Madrid
- 347 SOCIAL (DIS)CONSTRUCTION OF IDENTITY: CHANGES IN THE WORK WORLD AND THEIR IMPLICATIONS FOR THE IDENTITY OF THE “REFLEXIVE WORKER”**
Gouveia de Vasconcelos, Isabella Freitas; FGV-EAESP; UNINOVE
Crubellate, João Marcelo; FGV-EAESP
- 349 ATTRACTION AND RETENTION AT SMALL AND MEDIUM ENTERPRISES OF YOUNG PROFESSIONALS WITH HIGH POTENTIAL DEVELOPMENT**
Ferreira, Luciana Carvalho de Mesquita; Fundação Dom Cabral
Sarsur, Amyra Moyzes; Fundação Dom Cabral; FEA-USP
Arruda, Carlos Alberto; Fundação Dom Cabral

Track: ORGANIZATIONAL BEHAVIOR AND HUMAN RESOURCES MANAGEMENT (interactive)	
Theme: Human resources, intellectual capital and performance	Wednesday 09:00am –10:30pm
Moderator: Isabela Baleeiro Curado, FGV-EAESP	Location: room 604

- 310 PROPOSAL OF CREATION OF A MODEL OF INTELLECTUAL CAPITAL APPLIED TO THE HOSPITALITY SECTOR**
Antón, José Miguel Rodríguez; Universidad Autónoma de Madrid
Andrada, Luis Rubio; Universidad Autónoma de Madrid
Moreno, Carlos Merino; Universidad Autónoma de Madrid
- 32 HUMAN RESOURCES CONFIGURATIONS, EMPLOYMENT MODELS AND ORGANIZATIONAL CAPABILITIES: ARE THEY CONNECTED?**
Cabrales, Alvaro Lopez; Pablo de Olavide University
Cabrera, Ramon Valle; Pablo de Olavide University
- 388 COMPETITIVE ADVANTAGE: THE POSITION OF BUSINESS ETHICS IN BRAZILIAN AIRLINES COMPANIES**
Zilber, Moises Ari; Universidade Presbiteriana Mackenzie
Lopes, Tito Alcides Romeu; Universidade Presbiteriana Mackenzie
Borin, Paulo César; Universidade Presbiteriana Mackenzie
- 367 AN ANALYSIS OF THE INTELLECTUAL CAPITAL MANAGEMENT AND ITS INTER-RELATIONSHIPS IN THE SUGARCANE INDUSTRIES: AN EXPLORATORY STUDY IN SUGAR CANE COMPANIES FROM SÃO PAULO STATE**
Matheus, Leandro de Freitas; EESC-USP
Nagano, Marcelo Seido; FEA-USP
Merlo, Edgard Monforte; FEA-USP

Track: ORGANIZATIONAL CULTURE AND SYMBOLISM	
Theme: Organizational culture and power	Wednesday 09:00am –10:30pm
Moderator: Rita Campos e Cunha, Universidade Nova de Lisboa	Location: room 602

- 457 INSTITUCIONAL STRUCTURES AND POWER RELATIONSHIPS: AN ORGANIZATIONAL FIELD IN A SOCIAL SETTING?**
Machado-da-Silva, Clóvis L.; CEPPAD-UFPR
Coser, Claudia; CEPPAD-UFPR
- 428 THE FORGING OF INCOR, A CARDIOLOGIC INSTITUTE OF EXCELENCE, AND THE LEADERSHIP OF DR. ZERBINI: AN ANALYSIS FROM THE STANDPOINT OF THE POLITICAL BEHAVIOUR OF ITS FOUNDER.**
Steuer, Ruth S.; Banco Real ABN Amro Bank; Fundação Dom Cabral
Sarsur, Amyra M.; FEA-USP; Fundação Dom Cabral
- 72 ON THE NONHIERARCHICAL NATURE OF MANAGERIAL HIERARCHIES: FORMAL STRUCTURE, VERBAL NETWORKS AND CULTURE IN FOUR HOSPITALS**
Nelson, Reed E.; Southern Illinois University
- 261 UNMASKING THE ORGANIZATIONAL CULTURE IN INSTITUTIONS OF HIGHER EDUCATION**
Santos, Neusa Maria Bastos F.; PUC-SP
Rosso, Maria José Urioste; PUC-SP
Mancini, Mônica; PUC-SP

Track: ORGANIZATIONAL CULTURE AND SYMBOLISM (interactive)	
Theme: Organizational culture and diversity	Wednesday 09:00am –10:30pm
Moderator: Mário Aquino Alves, FGV-EAESP	Location: room 603

- 332 CULTURAL DIVERSITY: CURRENT OVERVIEW AND REFLECTION CONCERNING BRAZILIAN REALITY**
Hanashiro, Darcy Mitiko Mori; Universidade Presbiteriana Mackenzie
Carvalho, Sueli Galego; Universidade Presbiteriana Mackenzie
- 275 THE INFLUENCE OF INTERNAL MARKETING ON THE ORGANIZATIONAL CULTURE OF A PASSENGER BUS DEPOT COMPANY**
Porcaro, Jorge; COPPEAD-UFRJ
Suarez, Maribel Carvalho; COPPEAD-UFRJ
Casotti, Letícia; COPPEAD-UFRJ
- 200 THE PROCESS OF OUTSOURCING, THE RELATIONSHIP AND THE IMPACT IN THE CULTURE ORGANIZATION**
Gomes, Clandia Maffini; USP
Vieira, Elenir Honorato; USP
Fuentes, Junio; USP
Santos Neto, João Paulo dos; USP
Baptista, Paulo de Paula; USP
- 30 MANAGEMENT BY PERFORMANCE AS MEDIATOR OF THE ORGANIZATIONAL CULTURE IN THE BANCO SILBRA**
Rezende, José Francisco de Carvalho; COPPEAD-UFRJ

Track: PUBLIC ADMINISTRATION	
Theme: Public policies and democracy	Wednesday 09:00am –10:30pm
Moderator: Cláudia Souza Passador, Universidade Estadual de Maringá	Location: room 709

- 8 INDUSTRIAL POLITICS, SCIENCE AND TECHNOLOGY AND DEVELOPMENT IN BRAZIL**
Pereira, José Matias; Universidade de Brasília
- 153 BRAZILIAN CRIMINAL JUSTICE SYSTEM DECENTRALIZATION: GOVERNANCE DILEMMAS**
Ribeiro, Ludmila Mendonça Lopes; Fundação João Pinheiro
Batitucci, Eduardo Cerqueira; Fundação João Pinheiro
Cruz, Marcus Vinícius Gonçalves da; UFMG
- 379 RURAL FAMILY IN THE STATE OF PARANÁ (1990-2002): DEVELOPMENTS IN PUBLIC EDUCATION AND NET OF FARMERS**
Passador, Cláudia Souza; Universidade Estadual de Maringá
- 458 DIVISION OF POWER AND REPRESENTATION AT THE BRAZILIAN HOUSE OF REPRESENTATIVES: AN APPLICATION OF GAME THEORY**
Zugman, Fábio; UFPR-CEPPAD
Telli, Walter Fabrício de Castro; UFPR-CEPPAD

Track: STRATEGY AND BUSINESS POLICY	
Theme: Supply chain management	Wednesday 09:00am –10:30pm
Moderator: Susana Carla Farias de Brito, FGV-EAESP	Location: room 606

- 69 ASSESSMENT AND REASSESSMENT OF SUPPLIERS IN A RELATIONAL CONTEXT: THE CASE OF BODEGAS PIRINEOS, S.A**
Fierro, Jesús J. Cambra; Universidad de Zaragoza
Redondo, Yolanda Polo; Universidad de Zaragoza
- 91 THE MANAGEMENT PERCEPTION OF THE STRATEGY OF OUTSOURCING: AN EMPIRICAL EVIDENCE**
Rodríguez, Tomás Francisco Espino; Universidad de Las Palmas de Gran Canaria
Robaina, Víctor Padrón; Universidad de Las Palmas de Gran Canaria
Suárez, Juan Carlos C.; Universidad de Guadalajara

Track: STRATEGY AND BUSINESS POLICY (interactive)	
Theme: Theory and criticism	Wednesday 09:00am –10:30pm
Moderator: Flavio Carvalho de Vasconcelos, FGV-EAESP	Location: room 608

- 173 THEORIZING ON THE SELF-PERPETUATION OF ORGANIZATIONS: INSIGHTS FROM A COMPARATIVE HISTORICAL ANALYSIS**
Fleck, Denise L.; COPPEAD-UFRJ
- 256 ARE THERE ANY PARADIGMS IN BUSINESS ADMINISTRATION? AN ANALYSIS ABOUT THE CONCEPT USAGE**
Santos, Silvio Aparecido dos; USP
- 464 UNBOUNDED RATIONALITY: THE DIFFUSION OF BALANCED SCORECARD MODEL IN ORGANIZATIONS**
Aidar, Marcelo Marinho; FGV-EAESP
- 416 DO OPTIONAL DISCIPLINES EFFECTIVELY CONTRIBUTE TO A BUSINESS ADMINISTRATION CURRICULUM? AN ANALYSIS ON HOW THE STUDENTS CHOOSE AMONG DIFFERENT DISCIPLINES**
Porto, Elvio Corrêa; FGV-EAESP
Brito, Luiz Artur Ledur; FGV-EAESP
Vicari, Márcia Regina; FGV-EAESP
Cardoso, Roberta de Carvalho; FGV-EAESP

Track: TECHNOLOGY AND INNOVATION MANAGEMENT	
Theme: Supply chain management	Wednesday 09:00am –10:30pm
Moderator: Ruy Quadros; UNICAMP	Location: room 804

- 196 INTEGRATING SUPPLY CHAIN MANAGEMENT: AN INFORMATION TECHNOLOGY ARCHITECTURAL MODEL**
Dias, Rogério de Matos; FGV-EBAPE
Pitassi, Cláudio; PUC-RJ
Jóia, Luiz Antonio; FGV-EBAPE
- 390 ECONOMIC COORDINATION AND TECHNOLOGICAL UPGRADING IN THE BRAZILIAN AUTOMOTIVE CHAIN: IMPLICATIONS FOR SMALL AND MEDIUM SIZED AUTO PARTS PRODUCERS**
Quintão, Rubia; UNICAMP
Quadros, Ruy; UNICAMP
- 371 CONSUMER INFORMATION SEARCH BEHAVIOR FOR NEW AUTOMOBILES**
Botelho, Delane; FGV-EBAPE
- 115 ERP AND CRITICAL THEORY: WARNINGS AGAINST THE RISKS OF A "RUNNING" TOWARDS A NEW TYPE OF IRON CAGE**
Ludmer, Gilson; Universidade Federal de Pernambuco
Rodrigues Filho, José; Universidade Federal da Paraíba

11:00am – 12:00pm

PANEL 7 – RESEARCH IN IBEROAMERICAN COUNTRIES

Title	How to foster research cooperation? How to promote quality?
Location	Noble Room
Coordinator	Luis Gomez-Mejia, Arizona State University
Participants	Isabel Gutierrez, Universidad Carlos III de Madrid Rita Campos e Cunha, Universidade Nova de Lisboa Clovis Machado-da-Silva, UFPR Guje Sévon, Stokholm School of Economics Per-Olof Berg, Stockholm School of Entrepreneurship Jean Bartunek; Boston College Jay Barney; Ohio State University

12:00pm – 01:00pm

PLENARY SESSION

Title	Business meeting Closing Cerimony
Location	Noble Room
Topics	Introduction and overview; Luis Gomez-Mejia Report on 2003 Conference; Thomaz Wood Jr. Report on 2005 Conference; Rita Campos e Cunha Report of Treasurer; Julio de Castro Report of Secretary; Martin Kintana-Larrazza Report of Management Research; Isabel Gutierrez Report of Revista de Empresa; Manuel Becerra General discussion Awards announcement Final remarks, Luis Gomes-Mejia