International Conference on Applied Management Advances in the 21st Century (AMA21)
2020
São Paulo, Brazil

FINAL PROGRAM

Wednesday 5th, February 2020

08:15-18:10 Welcome Desk – Room: C4 (Groundfloor) - (closes for lunch – 13:00 to 14:15)

09:45-10:00 Session O – Opening Session
(Room: Sala da congregação)

OPENING SESSION
Profs. Adriana Becke Noronha Viana and Pedro Isaías

10:00-11:00 Session KL1 – Keynote Presentation
(Room: E203 – Ruy Leme)

“ARTIFICIAL INTELLIGENCE: BREAKTHROUGHS AND TRENDS”
By Professor Fabio Gagliardi Cozman, University of Sao Paulo (USP), Brazil

11:00-11:30 Coffee Break (1st floor – “Espaço de Eventos”)

11:30-12:55 Session RP 5.1
Teaching & Learning in Business
(Room: C7)
Chair: Andrea Moura Da Souza

SOCIAL MEDIA AND ACCESS TECHNOLOGIES AS FACTORS OF INFORMATION AND INFLUENCE IN FRESHMEN STUDENTS OF A HIGHER EDUCATION INSTITUTION (R082)
Péricles José Pires, Bento Alves da Costa Filho and Rômulo Barreto Castelo Branco

TRANSFER OF LEARNING IN POSTGRADUATE MANAGEMENT PROGRAMMES (R211)
Patricia Teixeira Maggi-da Silva and Diógenes de Souza Bido

ACTIVE METHODOLOGIES: ANALYSIS OF CONTEXT AND THE IMPLICATION IN THE USE OF TWO DIFFERENT METHODS (R150)
Carla Campana, Pablo Leão and Caio César Coelho

DISTANCE LEARNING IN TRADITIONAL HIGHER EDUCATION: A REFLECTION ON BRAZILIAN LEGISLATION AND THE WILLINGNESS AND PERCEPTION OF BENEFITS OF MANAGEMENT STUDENTS (P156)
Anna Cristina Pascual Ramos, Carlos Eduardo Munhoz and Marcileide Munic Cavalcante de Melo Silva

13:00-14:15 Lunch Break (1st floor – “Espaço de Eventos”)

14:15-15:15 Session WS - Workshop
(Room: C3)

DOING IT! ACTIVE LEARNING – DIFFERENT POSSIBILITIES TO EXPLORE IN CLASS
By Professor Pedro Isaías, The University of New South Wales (UNSW – Sydney), Australia
14:15-16:10 Session RCP 5.2
Entrepreneurship & Innovation // Strategic Marketing
(Room: C7)
Chair: João Valente Filho

THE INFLUENCE OF A POSTGRADUATE COURSE IN UNDERTAKING AS A CAREER OPTION (R033)
Maurício Henrique Benedetti, Nelson Roberto Farquim, Maria Thereza Rubim Camargo, Gustavo Loureiro and André Laizo

SENIORS LEARNING: A GATE IN THE ENTREPRENEURSHIP CONTEXT (R254)
Mariza Cândido da Silva, Roberto Lima Ruas and Leticia Oliveira dos Ouros

THE INFLUENCE OF COMMUNICATION ON THE PURCHASE OF GIFTS ON COMMEMORATIVE DATES (R174)
Flávia N. Mantovani Alves, Luciana Florêncio de Almeida and Eduardo Eugênio Spers

HOW PATENTS BECOME DISRUPTIVE TECHNOLOGIES AT THE HIGHER EDUCATION INSTITUTION: POINTS OF CONVERGENCE (C020)
Andréa Moura da Costa Souza

AN INVESTIGATION OF MANAGEMENT PRACTICES IN CHINESE SOCIAL ENTERPRISES (C218)
Long Wang and Yanto Chandra

16:00-16:30 Coffee Break (1st floor – “Espaço de Eventos”)

Thursday 6th, February 2020

08:15-15:30 Welcome Desk – Room: C4 (Groundfloor) - (closes for lunch – 13:00 to 14:15)

09:55-11:00 Session RCP 6.1
Managing with ICT
(Room: C7)
Chair: Patricia Teixeira Maggi-da-Silva

UBER PRICE DISTRIBUTION AS A MEASURE OF ACCESSIBILITY: AN EXPLORATORY ANALYSIS IN THE CITY OF SÃO PAULO (R93)
Liliane Matias de Almeida, André Insardi, Suzane Streblau and Eduardo de Rezende Francisco

IMPLICATIONS IN THE PHILOSOPHY OF SCIENCE FROM THE USE OF ARTIFICIAL NEURAL NETWORKS (C144)
Carlos Kazunari Takahashi and Marcos Amatucci

ERP SOFTWARE IMPLEMENTATION - DEFINITION AND KEY COMPONENTS OF IMPLEMENTATION SUCCESS (C139)
Thomas Brugger

11:00-11:30 Coffee Break (1st floor – “Espaço de Eventos”)

11:30-12:50 Session RCP 6.2
Digital Economy
(Room: C7)
Chair: Celso Hashisaka Junior

AN EXPANDED APPROACH TO URBAN RESILIENCE: THE CASE OF ACCRA, GHANA (R159)
Lutz, Felipe Ribeiro Barbacat Queiroz and Marie Anne Macadam

SYSTEMS AND PROCESS AS A TREND IN URBAN MOBILITY PROJECT (R251)
Celso Hashisaka Junior and Rosâria de Fátima Segger Macrì Russo

HOW DOES A SMART CITY STRUCTURE ITS LABOR MARKET POLICY? A COMPARATIVE STUDY OF GLOBAL CITIES (C229)
Ney Nakazato Miyahira, Wilson Aparecido Costa de Amorim and Dalilley Melina Nasif Mantovani

CONFESSIONALITY IN STRATEGIC MANAGEMENT OF CONFESSIONAL EDUCATION INSTITUTION (P227)
Flavio Roberto Mantovani and Adilson Aderito da Silva

13:00-14:15 Lunch Break (1st floor – “Espaço de Eventos”)

14:15-15:00 Session RCP 6.3
Finances & Fintech
(Room: C7)
Chair: Marcelo Henriques de Brito

ANALYZING THE OPPORTUNITY FOR OPEN BANKING IN BRAZIL (R232)
Rafael Dan Schur and Larissa Campostrini Silly

ARE CRYPTOCURRENCIES UNBIASED? THE CASE OF BITCOIN IN BRAZIL (C284)
João Valente Filho, Denis Forte and Eli Hadad Junior

15:30 – Social Event - Conference Tour and Dinner
Friday 7th, February 2020

08:30-12:45 Welcome Desk – Room: C4 (Groundfloor)

09:50-11:00 Session RCP 7.1
Finances & Fintech
(Room: C7)
Chair: Thomas Brugger

INSTITUTIONAL LOGIC AND THE TRANSFORMATION IN THE BANKING SECTOR: FROM TRADITIONAL LOGIC TO FINTECH (R176)
Alana Bauer Lacerda, Felipe Robaski and Fernando Dias Lopes

GROUP BEHAVIOUR AFFECTS FINANCIAL DECISIONS (R202)
Marcelo Henries de Brito and Paula Esteban do Valle Jardim

BUILDING CONCEPTUAL BRIDGES BETWEEN BLOCKCHAIN AND SUPPLY CHAIN SUSTAINABILITY (C166)
Rafaela Oliveira Franca, Danilo Cavalcante de Vasconcelos, Josimar Souza Costa, Remo Galdino Rodrigues and Yohan Farias Ferreira Capela

11:00-11:30 Coffee Break (1st floor – “Espaço de Eventos”)

11:30-12:25 Session RCP 7.2
Entrepreneurship & Innovation
(Room: C7)
Chair: Flavio Roberto Mantovani

DIGITAL ENTREPRENEURSHIP AND EMPOWERMENT: A CHALLENGE FOR THE EXECUTIVE SECRETARY (R102)
Liliane Matias de Almeida, Walkiria Aparecida Gomes de Almeida and Luciana Florencio de Almeida

INNOVATION PRACTICES THROUGH KNOWLEDGE NETWORKS: PARTICIPANT OBSERVATION IN THE BRAZILIAN NAVY MANAGEMENT SCHOOL (C192)
Érica Von Raschendorfer Bastos Maia, Felipe Maia Braga and Lilian Magalhães Girardin Pimentel Furtado

ORGANIZATIONAL CULTURE AND INNOVATION: AN EXPLORATORY STUDY IN BRAZILIAN COMPANIES (P049)
Lillian do Nascimento Gambi, Fabiane Leticia Lizarelli and Mateus Cecílio Gerolamo

12:30 Best Paper Awards Ceremony and Closing Session
(Room: C3)
Profs. Adriana Backs Noronha Viana and Pedro Isaias