

2nd international week

13th to 17th April 2015
 Department of Economics, Management
 and Industrial Engineering



PROGRAMME

Monday, April 13 th	
10:00 – 10:30 Room 10.1.3	WELCOME SESSION » Prof. Carlos Costa Head of the Department of Economics, Management and Industrial Engineering » Prof. Gillian Moreira Pro-Rector and Chair of the Campus Europae Humanities and Social Sciences Sub-Committee » Prof. Elisabeth Pereira Coordinator of International Mobility of DEGEI and Chair of the Campus Europae Business and Economics Sub-Committee
10:30 – 11:00 Room 10.1.3	PRESENTATION OF THE UNIVERSITY OF AVEIRO » Niall Power Head of the International Relations Office
11:00 – 13:00 Room 10.1.3	PRESENTATION OF THE GUESTS' UNIVERSITIES » European Humanities University (Lithuania) » Federal University of Maranhão (Brazil) » Federal University of Pernambuco (Brazil) » J.J. Strossmayer University of Osijek (Croatia) » NHL University of Applied Sciences (Netherlands) » Novia University of Applied Sciences (Finland) » State University of Rio Grande do Norte (Brazil) » Tomas Bata University in Zlín (Czech Republic) » University of Alcalá (Spain) » University of Debrecen (Hungary)
13:00 – 14:00	Lunch break
14:00 – 15:00 Room 10.1.3	» Creating entrepreneurial ecosystems* Alice Loy Global Center for Cultural Entrepreneurship (USA) * This session is promoted by the American Corner of the Library of the University of Aveiro, in collaboration with DEGEI.
15:00 – 16:00 Meeting room	COFFEE BREAK AND NETWORKING* *Only for registered participants and guest lecturers participating in the International Week.
16:00 – 16:30 Room 10.1.3	» Análise do capital intelectual na Universidade Pública Brasileira Telma Silva Federal University of Maranhão (Brazil)

Tuesday, April 14th

09:00 – 11:00 Room 11.1.12	» Experiential marketing for tourist destinations Nadzeya Charapan European Humanities University (Lithuania)
11:00 – 12:00 Room 10.1.3	» Os eventos dão trabalho! Isabel Angélica Bock (Brazil)
11:00 – 13:00 Room 10.2.7	» The measurement of social progress Luis F. Rivera-Galicia University of Alcalá (Spain)
13:00 – 14:00	Lunch break
14:00 – 16:00 Room 12.2.1	» Gamification: What is, what is not and where it is useful Alberto Signoretti State University of Rio Grande do Norte (Brazil) » Roteiros do Brasil: Programa de regionalização do turismo Michele Galdino Câmara State University of Rio Grande do Norte (Brazil)
16:00 – 18:00 Room 12.2.1	» Current trends of tourism development in Lithuania Nadzeya Charapan European Humanities University (Lithuania)

Wednesday, April 15th

09:00 – 11:00 Room 10.1.3	» Project-based team learning in a tourism context Maria Engberg Nova University of Applied Sciences (Finland)
09:00 – 11:00 Room 10.1.11	» Why it is important to be entrepreneurial? Suncica Oberman Peterka J.J. Strossmayer University of Osijek (Croatia)
11:00 – 13:00 Room 10.1.3	» Think Finland Maria Engberg Nova University of Applied Sciences (Finland)
13:00 – 15:00	Lunch break
14:15 – 15:30 Room 10.1.7	» The importance of student mobility in the current European context Elisabeth Pereira & Tiago Simões University of Aveiro Handover ceremony of Campus Europae certificates
15:30 – 17:30 Room 10.1.7	International student mobility: Sharing experiences and knowledge
15:00 – 17:00 Room 10.1.8	» Lean management Sjoerd Moman NHL University of Applied Sciences (Netherlands)

Thursday, April 16th

09:00 – 11:00 Room 10.1.3	» As teorias das cidades sustentáveis e da conservação integrada: Reflexões sobre o processo de turistificação do Centro Histórico da cidade do Recife/Brasil Luís Henrique Souza Federal University of Pernambuco (Brazil)
11:00 – 13:00 Room 10.1.3	» The academic tourism Xosé A. Rodriguez University of Santiago de Compostela (Spain)
11:00 – 13:00 Room 10.3.7	» Lean Logistics: Cases from Europe, Japan and USA Denisa Hrušecká Tomas Bata University in Zlín (Czech Republic)
13:00 – 14:00	Lunch break
14:00 – 16:00 Room 10.3.2	» UNESCO world heritage in Hungary Tibor József Novák University of Debrecen (Hungary)
14:00 – 16:00 Room 10.3.7	» Modeling and simulation manufacturing processes via plant simulation Michal Pivnička Tomas Bata University in Zlín (Czech Republic)
16:00 – 18:00 Room 10.1.7	» Geological and historical backgrounds of spa culture in Hungary Tibor József Novák University of Debrecen (Hungary)
16:00 – 18:00 Room 10.3.7	» Optimalization of manufacturing processes by using discrete-event simulation via plant simulation Michal Pivnička Tomas Bata University in Zlín (Czech Republic)

Friday, April 17th

09:00 – 11:00 Room 10.3.4	» International marketing strategies to promote Spain as a new tourist destination Blanca Garcia Henche University of Alcalá (Spain)
09:00 – 11:00 Room 10.1.11	» The measurement of productivity Xosé A. Rodriguez University of Santiago de Compostela (Spain)
11:00 – 13:00 Room 10.3.4	» Advanced methods of data analysis Luis F. Rivera-Galicia University of Alcalá (Spain)