CYRUS Institute of Knowledge

Cambridge, MA, USA

And

Simpósio Internacional de Gestão de Projetos, Inovação e Sustentabilidade (SINGEP)

October 1-3, 2020

Online

Conference Abstracts

Co-sponsors:

- **Bentley University – USA**
- **UNINOVE University (São Paulo) – Brazil**

ABSTRACTS

Conference Theme:

Entrepreneurship, Responsible Leadership,

and Economic Development

PAPERS AND CASES SPECIALIZATIONS

1. ***Entrepreneurship***
2. ***Economics & Finance***
3. ***Innovation***
4. ***Culture***
5. ***Others***

ABSTRACTS

CIK- 8th International Conference in collaboration with SINGEP

Oct. 1-3, 2020, Online

Theme: Entrepreneurship, Responsible Leadership, and Economic Development.

Table of Contents

1. ENTREPRENEURSHIP

ENTREPRENEURIAL ORIENTATION AND FAMILY FIRM PERFORMANCE: THE ROLE OF FAMILY LEVEL ANTECEDENTS

Matthias Filser

Zurich University of Applied Sciences, Switzerland

ABSTRACT

This study investigates the effect of family functionality, identification with and emotional attachment to the family on entrepreneurial orientation (EO) and, as a further consequence, the impact on objective firm performance. Structural equation modeling reveals that family functionality is positively linked to the identification with and the emotional attachment to the family. However, differences prevail regarding the effect of identification and emotional attachment on the single EO dimensions – innovativeness, proactiveness, and risk-taking. In addition, the results show that solely innovativeness is positively linked to firm performance. After analyzing and critically reflecting on the individual effects, this paper concludes with a discussion of its findings, along with its practical and theoretical implications.

ENTREPRENEURSHIP AT UNIVERSITY NEW LEARNING OPPORTUNITY

Sanae Solhi, Karima Ghazouani, and Jalila Ait Soudane

UM5 in Rabat Morocco

ABSTRACT

Currently, each year there are more than 100 million young people in the world entering the labor market. The question of their employment remains one of the major problems facing decision-makers. Initiative and entrepreneurship" refers to an individual's ability to identify and seize opportunities, move from idea to implementation and plan and manage processes to achieve objectives.

Drucker places opportunity as the cornerstone of entrepreneurship. For him, the entrepreneur will always see the opportunities rather than the obstacles developed by the change (Steiner, 1997). To promote entrepreneurial culture and fill the gap in training entrepreneurs in business management techniques in Morocco, an entrepreneurship education program has been introduced in Moroccan universities to encourage young people to reflect on the economic role of entrepreneurship. This entrepreneurship training encourages these young academics to consider self-employment and business creation as a possible professional choice. In this respect, modules have been developed to develop entrepreneurial skills and competences among students in order to assess their entrepreneurial potential and contribute to fostering their entrepreneurial spirit. Several students were evaluated before entering the program and at the end of the training, evaluate their entrepreneurial skills. The results of this analysis are likely to answer our question: would appropriate training make young academics aware of the issues and challenges involved in becoming an entrepreneur? Can we use a specific program and teaching methods to best prepare our future graduates to consider entrepreneurship as a career option? The answer to this question requires a clarification of the dialectical relationship between two objectives underpinned by two research hypotheses.

H1: Entrepreneurial intent can evolve over time through specific entrepreneurship education
H2: The entrepreneurship program has a positive impact on learners' attitudes and entrepreneurial personality through the development of entrepreneurial skills.
H3: Entrepreneurship training develops the entrepreneurial appetite

An empirical verification of these hypotheses is carried out through data provided by the survey of 1000 students from various regions and disciplines ñ in order to assess entrepreneurial potential and contribute to promoting their entrepreneurial spirit. These students were evaluated before entering the program and at the end of the training to assess their entrepreneurial skills. Finally, we carry out an empirical verification of this relationship by cross-referencing the results and factor analysis of the main components.

THE "GRANULAR" INNOVATION-ENTREPRENEURSHIP-CAPITAL CONTINUUM CASE: MOHAMMED 6 POLYTECHNIC UNIVERSITY – UM6P (OCP)

Jalila Ait Soudane and Sara Zouaher

Mohammed V University, Rabat, Morocco

ABSTRACT

Globally, the model of entrepreneurship used today is the post-war model that has shown its limits. Indeed, today, there exist two dominant models: the original and much copied US entrepreneurship model; and the rising Chinese model – a complete re-haul and an adaptation of the US model. Besides these two models, Europe seems to produce shy results, relative to the massive flows of capital in investment and subsidies. Morocco – similarly to Europe yet in a different context – has adopted the US model. Countless entrepreneurship programs are implemented; those are incubators and accelerators related to different themes and addressed to different demographics. However, the entrepreneurship environment appears to be a disparate patchwork of siloed initiatives, most optimistically. Currently, Moroccan startup entrepreneurs are absent from the global entrepreneurship landscape. How do we change this state of fact? Entrepreneurship is co-dependent of Innovation and Capital. Any combination of these three variables counts towards favoring the emancipation of the entrepreneur or hindering the entrepreneurial dynamics ii. Obviously, emulating the Silicon Valley model straight as-is in Morocco is incongruous. On the one hand, there needs to be access to structured and mature forces of innovation. Fundamentally, Innovation pivots on fluid access to resources and facilities, and valorizes different areas of knowledge and research in industry, academia and socio-economics. It is, thus, the aggregate of means, resources and infrastructures: labs, living labs, operational production sites, prototyping fablabs … On the other hand, forces of capital need to develop models in a construct different from the conventional investment vehicles – investment fund and venture capital (VC). Indeed, investment funds are not capable, intrinsically, of coping with startup risk-levels. And, VC is incapable of payback to investors as per the risk profile of startups in Morocco (lack of tangible startup "success" in the international scene) and the timid scale of the stock market. To evolve, the Moroccan entrepreneurship ecosystem ought to be better stitched to the regional context, and more specifically be inscribed in a larger harmonious system. i.e For entrepreneurship to be meaningful, we suggest that it reside across the integrated Innovation – Entrepreneurship – Capital continuum. We are offering Mohammed 6 Polytechnic University (UM6P) as a use case to illustrate this concept. At UM6P, one major experiment is developing these three components (I, E, C) as a contiguous gradient: a center for Innovation and Entrepreneurship; and a Capital investment firm. In fact, UM6P – a university founded and funded by OCP Group, the largest Moroccan multinational company – is endowed with a rich, and somewhat unique, portfolio of resources and capabilities to ignite and accelerate innovation. This innovation framework is, in turn, a pertinent springboard to their and their partners' entrepreneurship programs. At the outset of the I&E cycle comes an organically compatible capital interface.

Keywords: Innovation, Entrepreneurship, Capital, Incubator, Accelerator.

FEMALE STUDENTS' INTENTION TO BECOME, ENTREPRENEURS, SOCIAL ENTREPRENEURS, AND/OR WORK FOR SOMEONE ELSE

Narendra C. Bhandari

Pace University, New York, USA

and

Varsha Deshpande

BMCC, Pune, India

ABSTRACT

A questionnaire containing 72 questions was prepared to study what the students of Brihan Maharashtra College of Commerce (BMCC), Pune, India, intend to do after they have completed their education? 324 students provided the usable responses to the Q 15 of the instrument dealing with their intention options as presented below:

1. Option (a): Start a business (without any particular emphasis on it being a socially oriented business): 126 (38.89%) male; and 38 (11.73%) female.
2. Option (b): Start a business with (with a particular emphasis on it being a socially oriented business): 33 (10.19%) male; and 15 (4.63%) female.
3. Option (c): Work for someone else: 83 (25.62%) male; and 29 (8.95%) female.

The purpose of this part of the research is to study the reasons of the BMCC's female students to do so, using the following reasons:

1. Family reasons,
2. Personal Reasons,
3. Business Reasons,
4. Social Reasons, and
5. Government Reasons

Key words: Female, entrepreneurship, India, social entrepreneurship,

ENTREPRENEURS AND DIGITAL DISRUPTION: AWARENESS AND ADAPTATION

Rozita Ghaffari Fard

Southern New Hampshire University, Manchester, NH

ABSTRACT

In today's IT economy, as the technology advances at a record pace, technological innovations bring intense changes to business processes, and business environments change rapidly at an industry-wide scale, an increasing number of industries are prone to disruption. It is ever more important for entrepreneurs to recognize the emergence of opportunities as well as the threats that arise from their industries being disrupted by digital advancements. The goal of this research is to evaluate the awareness of Iranian entrepreneurs of digital disruption reshaping their industries and to reveal the opportunities for Iranian entrepreneurs to benefit from technology in order to gain industry strength, sustained advantage, and competitiveness. A survey was distributed to over 1100 Iranian entrepreneurs in 5 industries including IT, tourism, commerce, service, and construction. Based on a total of 206 unique responses received, it is concluded that Iranian entrepreneurs have high awareness of digital disruption and see technological transformations as positive disruptors. However, they are not currently employing strategies to absorb the impact of digital disruption in their industry and fully embrace and gain advantage of digital advancements.

KEYWORDS: digital disruption, business strategy, entrepreneurship

2. Economics and Finance

THE ECONOMIC CONSEQUENCES OF INCOME INEQUALITY

Mahmoud Metwally and Christian Richter

German University in Cairo, Egypt

ABSTRACT

This time series study investigates how income inequality measured by the Palma ratio affects economic growth in Germany, China and the US. We use the Autoregressive Distributed Lag Model (ARDL) to investigate the short and long-run effect of income inequality on economic growth. Moreover, the threshold model is used to test for the existence of more than one steady state and investigate whether an optimal income inequality level exists. The threshold model is also used in another context to study how income inequality reaching a threshold affects the impact of lagged GDP growth, investments growth and labor growth on GDP growth.

Results of the ARDL model vary across the three countries. The effect of income inequality on economic growth based on the ARDL model is negative in the Germany, positive in the US and insignificant in China. Moreover, the first threshold model shows that an optimal level of income inequality exists for the three countries. This optimal level is different in each country. Results of the second threshold model show that the effect of income inequality on the impact of the three variables on economic growth highly varies across countries. We provide concrete policy recommendations based on our findings.

Keywords: *Income Inequality, Economic Growth, Palma ratio, Autoregressive Distributed Lag Model, Threshold Model.*

THE EFFECTS OF MONETARY POLICY ON INCOME INEQUALITY AND ECONOMIC UNCERTAINTY

Nadeen Emadeldin

and

Christian Richter

German University in Cairo, Egypt

ABSTRACT

This research aims to study the "real" effects of monetary policy on income inequality and economic uncertainty. Following the empirical literature, the study used dynamic models in the analysis, namely the Error-correction model (ECM) and the Auto-regressive distributed lag model (ARDL) to investigate the two relationships. We addressed two main questions, first: If monetary policy has a distributional impact, and second: If monetary policy affects economic uncertainty. In addition, we examined if the two relationships hold in the long-run, and linked between both effects. The data used are the Top 10% income share, short-term interest rate, and Economic Uncertainty index. We contribute to the empirical literature by drawing evidence from a sample of nine countries at different stages of development: United States, United Kingdom, Russia, Germany, France, Greece, China, South Africa and Chile. The findings provide evidence of a long-term relationship between monetary policy and inequality as well as economic uncertainty. Nevertheless, the impact differs between the nine countries in our sample which we can relate to the difference in monetary policy distributional channels in each country. As well, we link the two relationships to help draw an understanding of the "real" economic impact of monetary policy. The results provide important implications that can contribute in bettering policy setting and help in assigning a role for monetary policy in reducing both income inequality and economic uncertainty.

Keywords: Monetary Policy, Income Inequality, Economic Uncertainty, Auto-regressive Distributed lag model, Error-Correction model, Cointegration, Unit root analysis.

COMPETITION, ATTITUDES, AND ETHICAL BEHAVIOR ACROSS COUNTRIES

Long Wang

City University of Hong Kong

ABSTRACT

Competition brings out the best in products and the worst in people. David Sarnoff, Founder of NBC. In September 2003, the Bay Area Laboratory Co-Operative (BALCO) was raided by federal agents from the FDA, the IRS, the San Mateo Narcotics Task Force, and The USADA because of its conspiracy to distribute steroid, and other illegal performance-enhancing drugs to athletes. Among the elite athletes who were later incriminated in the investigation were Barry Bonds, a 7- time MVP and 14-time All-Star player, who had 762 home runs, Marion Jones, a winner of five Olympic medals (three gold), and numerous other medals on the international stage, Kelli White, a two time world champion, Dwain Chambers, one of the fastest European sprinters, shot putter Kevin Toth, middle distance runner Regina Jacobs, and hammer throwers John McEwen and Melissa Price (USAToday).

In spite of the zero tolerance policy for drugs in almost all sports, many top athletes are still taking the risk by using steroid and other illegal drugs. In a society of winners taking all (Frank & Cook, 1995), athletes are perhaps among the very first group of people in limelight who have always been pushed to finish first as being a runner-up sometimes means to be a loser. Thus, competition is commonly believed to lead to cheating and other unethical behavior because it creates both great pressures and incentives (e.g. Hegarty & Sims, 1978; Kilduff et al., 2015; Shleifer, 2004). However, it is also worth noting that only the athletes on the top of the pyramid could possibly compete to win the glory, fame and money.

The vividness of these top talents and their scandals seems to overshadow the much bigger base of the pyramid, where the majority of others are often motivated not by obsession with winning, but simple participation because they may have almost no chance of winning anything. Because competition creates winners and losers, our view of competitions is often narrowly incentive and winning-focused. Both incentives and winning are of course important for any competitions. From sports events to market and trade competitions, to political elections, to biological evolution, competition is supposed to create the fittest group of people, economically, politically, ecologically, and socially. However, a simple winning and incentive-focused view of competition tends to ignore other aspects of competition, especially people's other motivation toward competition (Tauer & Harackiewicz, 1999; Epstein & Harackiewicz, 1992). In this research, we focus on the psychological and ideological perspectives of competition.

Specifically, we investigate how people's value judgments of competition relate to their ethical behavior and other work related values. First, in spite of the common beliefs about the potential negative impact of competition on ethical behavior, we suggest that people are actually less likely to approve of unethical behavior when they have positive value judgments about competition. This is because focusing on positive values rather than winning and incentives of competition requires recognition of both benefits of competition, fulfilling of which often needs to avoid the negatives to create and maintain healthy competition. Thus, positive value judgments of competition are likely to relate to less rather than more approval of unethical behavior. Second, because achievement, efficiency, and innovation are often important features of

competition, we suggest positive value 2 judgments of competition are also positively associated with positive work attitudes, and preferences of differentiated distribution, and private ownership. We collected data from the World Values Survey (WVS 2005-06 wave). The release of the World Values Survey (WVS) 2005 includes data corresponding to 43 countries. Because some countries did not have adequate or reliable data for some of the measures, our final sample includes 2820 managers and employers (on average, 44.17 years of age, 37.7% of females, and 31.5 % with college education) from 26 countries: Australia, Brazil, Bulgaria, Canada, Chile, China, Ethiopia, Finland, Germany, Ghana, India, Indonesia, Italy, Malaysia, Mexico, Norway, Poland, Romania, South Africa, Sweden, Taiwan, Thailand, Trinidad Tobago, Turkey, and USA.

In addition to WVS data, we also included several country-level variables in our analyses to control for possible country-level variances. The results suggest that endorsing competition relates to less rather than more approval of unethical behavior. Also, there was a positive relationship between endorsing competition and positive work attitudes, and the relationship between the two was partially mediated by achievement orientation. A desire to compete positively and significantly related to subjective well-being, but not materialistic being.

References

Epstein, J. A., & Harackiewicz, J. M. 1992. Winning is not enough: The effects of competition and achievement orientation on intrinsic interest. Personality and Social Psychology Bulletin: 18(2), 128-138.

Frank, R. H., & P. J. Cook, P. J. 1995. The winner-take-all society: Why the few at the top get so much more than the rest of us. New York: Penguin Books.

Hegarty, W. H. & Sims, H. P. 1978. Some determinants of unethical decision behavior: An experiment. Journal of Applied Psychology: 63, 451-457.

Kilduff, G., Galinksy, A., Gallo, E., & Reade, J. (2015). Whatever it takes to win: Rivalry increases unethical behavior. Academy of Management Journal,. doi:10.5465/amj.2014.0545

Tauer, J.M., & J. M. Harackiewicz. 1999. Winning isn't everything: Competition, achievement orientation, and intrinsic motivation. Journal of Experimental Social Psychology, 35: 209-238. Shleifer, A. (2004). Does Competition Destroy Ethical Behavior?. American Economic Review, 94(2): 414-418.

BUILDING JOB READY TECHNICAL SKILLS TO BRIDGE THE SKILLS GAP IN THE BAHAMAS

Darville Alexander, Mark Hughes, and Robert Robertson

Bahamas Technical and Vocational Institute, Bahamas

ABSTRACT

This paper addresses the development of certified trade skills in the Bahamas. The case highlights a partnership between Valencia College of Orlando, Florida and the Bahamas Technical and Vocational Institute (BTVI), Nassau.

In the fall of 2019, the Bahamas was hit by a category five hurricane creating damage in excess of $2 billion USD. To assist in developing the technical skills to address the skills gap in post hurricane rebuilding Valencia College and BTVI partnered to deliver accelerated training based on the National Center for Construction Education and Research model. The intention is to train approximately 150 skilled craftsmen and women to NCCER standards and have these individuals train more than 500 trades men and women. Of course, COVID-19 has required that the original plans are modified to accommodate health standards. For example, there has been more use of technology to deliver a portion of the training. However, having a plan and timeline to rebuild is important from a social perspective as well as an economic development imperative.

The paper details the skills gap in the Bahamas; the NCCER model of certification to industry standards; trades; using non-traditional online models to provide technical and vocational (TVET); and, the proposed apprenticeship model that will be rolled out to assist in the national economic redevelopment efforts.

Key Words: Skills Gap; Economic Development; Technical Vocational and Education Training; Bahamas;

EGYPT-MERCOSUR FTA: A COMPLEMENTARITY ANALYSIS

Hebatallah Ghoneim

German University in Cairo, Cairo, Egypt

Rana Abdulmonem

Monetary Policy Sector, Central Bank of Egypt, Cairo, Egypt

and

Noha Ghazy

German University in Cairo, Cairo, Egypt

ABSTRACT

In 2010, Egypt has signed a preferential Free Trade Agreement (FTA) with the Common Market of the South (Mercosur). The agreement has been ratified in January 2013, aiming at the reduction of trade barriers and the expansion of the reciprocal trade as well as investment relations between the two parties. The realization of the intended benefits of this trade agreement highly depends on the degree of complementarity of trade between the two regions.

Correspondingly, this paper aims at evaluating the success of this FTA by measuring the degree of complementarity between the two economies in alignment with the same methodology used in Andereosso-O'Callaghan and Nicolas (2007), De Castro (2012), Pitigala (2005) and Vaillant & Ons (2002). The results of this paper provide an estimated empirical evidence for the success of this agreement as well as estimation to the degree of competition that domestic producers will face under such free trade area.

MANAGEMENT FOR INTEGRATED SUSTAINABILITY - GSI: A MANAGEMENT TECHNOLOGY FOR THE PERENNITY AND SUCCESS OF ORGANIZATIONS

Ilmar Polary Pereira

State University of Maranhao – UEMA, Brazil

ABSTRACT

The article has as objective analyzes the model of the Administration for Sustainability Integrated as a technology of professional administration that favors the perennity and the success of the contemporary organizations. It investigate the problem "how the Administration for Integrated Sustainability, while administration technology, done base in the Theory of Entrepreneurship, impact in the perennity and success of the organizations?". The current organizational context suggest a reflection of the all is relevant what the contemporary organizations, private, public or does society of mixed economy, of any activity branch and load can if they maintain perennity and with success in their results for us to accomplish your economical and social function, aligned to your mission. In the methodology, the data were extracted of the secondary sources. In the field, the universe was of 1.700 industrial companies, 15.112 of services rendered, 17 hospitals and 03 universities, with stratified random samples and for accessibility. In the investigation, the technique was the questionnaire and the data received statistical treatment, with descriptive analysis, variance analysis and correlation test. Among the results in the industrial organizations, it suggests that the Administration for Integrated Sustainability, while administration technology, impact favorably in the perennity of the micro and small companies, and in the public organizations, a systemic vision of the ambient macro, in spite to prevail in the actions the transparency, the suitability and the ethics, position that it favors the public organizations that look for the organizational excellence, being relevant for the society. Among the theoretical and methodological contributions, the model of the Administration for Integrated Sustainability, based in the Theory of Entrepreneurship, it enlarges the field of options of application of the administration technologies in the social organizations and in the academy.

Keywords: Integrated Sustainability Management. Technology. Perennity. Social Organization.

ENVIRONMENTAL SUSTAINABILITY IN LATIN AMERICA AND MENA: IMPACT OF THE UN GLOBAL COMPACT AND GRI INITIATIVES ON COUNTRY AND FIRM LEVEL SUSTAINABILITY

Dina Frutos-Bencze

Saint Anselm College, New Hampshire

ABSTRACT

The article examines and describes the impact of the UN Global Compact and the Global Reporting Initiative on environmental sustainability of participating Latin American and Middle East & North Africa (MENA) countries at a national level and at a firm level. Composite indexes (Human Development Index, Ecological Footprint Index and Biocapacity ratios) are used to determine country level sustainability. Firm level sustainability is based on a qualitative survey of companies using the GRI framework and UN Global Compact participation. Based on the methodology used, participating countries cannot be considered environmentally sustainable. However, despite the lack of integration between initiatives proposed by different institutions, firm level sustainability trends are positive and encouraging. The need of a concerted effort to align different organizations and institutions regarding sustainability initiatives in the studied regions is apparent. The synergies between these initiatives is also explored.

Keywords: Environmental sustainability, Global Reporting Initiative (GRI), Latin America, Middle East & North Africa, multinational enterprises (MNEs), UN Global Compact, Environmental Cooperation Program

HUMAN CAPITAL AND ECONOMIC GROWTH IN EGYPT

Merna Hefnawi

and

Hebatallah Ghoneim

German University in Cairo

ABSTRACT

The role that human capital plays in the economic growth of the countries has been an ongoing debate through the last two decades and has shown various empirical results over this period which creates a high importance in studying it, especially in the developing countries, using more recent data since the developing countries are the richest in terms of the human capital resource. This study aims is to analyze and investigate the magnitude of relationship between human capital and the economic growth in Egypt since the Egyptian population has exceeded 96 million which shows that human capital is one of the most important resources Egypt has. This raises an important question which is; how can this high population contribute in the economic development of the Egyptian economic system and achieve the desired economic growth?. To investigate this question, macroeconomic as well as microeconomic models are applied. The macroeconomic model used is the Augmented Solow Growth Model, while the microeconomics model used is Mincer's Human Capital Earning Function. Both models are adjusted to include health in addition to the education as important factors that define the human capital status in the developing countries, more specifically in Egypt. The results of this study help in evaluating the government education and health expenditure policies, giving recommendations for the successful needed social policies, and providing a direction for the required investments in Egypt which can lead to the desired future economic growth.

ADVACEMENT OF SCIENCE AND ITS INFLUENCE ON WOMEN PROFESSIONAL DEVELOPMENT

Ellen Luiza Rech, Murilo Henrique Hentz, and
Kellerman Augusto Lemes Godarth

IFPR, Paraná, Brazil

ABSTRACT

Being a woman these days is a complex task, as well as being born in the sex that is considered fragile, many of them choose professions that are considered the opposite sex. Since she is born, the woman is influenced to break the standards that impose that she must behave according to models dictated by the society. In their formation, most people who stipulate such patterns make jokes or inappropriate plays to humiliate women and make them feel unable to pursue their goals.

Recently women are overcoming these archetypes of how or what they should follow in their careers. According to data from the Lattes platform (http://lattes.cnpq.br/), it is observed that women comprise a little more than 50% of masters and doctors, which fact was not even considered decades ago. Faced with this, we can see the evolution of society in relation to women, although they still suffer from prejudice with their choices and ideals. Such data reveal that the vast majority of women prefer sciences that go to the human side, such as health sciences, Languages/Literature, social sciences, etc. However, their presence is also somewhat remarkable in the exact areas, such as engineering.

Based on this information, the objective of this work was to explore the reality of IFPR (Federal Institute of Paraná) in state and local scope. Obtaining information from the Federal Government Server Portal (http://transparencia.gov.br/servidores/), it was verified the significant amount of men working in the institution, being they Technician and Teachers. Women excel in their specializations and exercise them efficiently. In the IFPR, there are more men teaching staff than women, with a difference of 180 employees, but there are more technician women than men, the difference of 67 servers, thus confirming the necessity to have more female teachers working in our entity so that there is gender balance aiming at equality. Most of them have the master's degree, both technicians and teachers, however, some have opted to only stay with the doctorate, others have already gone beyond and specialized.

By obtaining the information needed for such research, it is possible to affirm that the field of work for women is becoming more and more broad and favorable, so that the new generations to come continue to seek and achieve their goals, both in the IFPR, and in Brazil.
Therefore, it is concluded that science has increasingly opened space for women to act professionally, but it is necessary to extol their presence in the educational and work environment.

Keywords: Woman, IFPR, Gender, Science, Equality.

FOREIGN DIRECT INVESTMENT AND SOVEREIGN CREDIT RATINGS: A STUDY ON SELECTED EAST AFRICAN COMMUNITY COUNTRIES

Philippe Ndikubwimana and Florence Mukamanzi
Abel Barakamfitiye, University of Rwanda, Rwanda

ABSTRACT

The two main objectives of this study were to identify the role of institutional and economic factors in Selected EAC countries' credit risk perception by the three big credit ratings agencies (Fitch, Moody's and S&P), and to assess the effect of changes in Sovereign Credit Ratings (SCR) on Foreign Direct Investment (FDI). A random-effects logistic regression used to identify the key factors explaining sovereign credit ratings for the countries under consideration. On the one hand, the model supports that there is a strong relationship between institutional factors proxied by the governance index and the upgrades in SCR. The governance index had a significant and positive effect on the probability of receiving an upgrade in rating. On the other hand, the results related to the model do not fully support the hypothesis of the association between economic factors and the sovereign credit ratings since only two over six economic variables, namely the external debt to exports ratio and the external balance to GDP ratio were found to be significant. Results showed a positive relationship between external balance to GDP ratio, while the external debt to exports ratio had a negative on the probability of having an upgrade in SCR. To achieve the second objective of this study, we used the Random effect GSL regressions to estimate the impact of changes in SCR on Foreign Direct Investment. The first model considering the impact of upgrades indicates the absence of relationship between upgrades in ratings and Foreign Direct Investment. However, among control variables, the GDP Growth was found to be significant with a positive impact on Foreign Direct Investment. The second model considering the impact of downgrades revealed the absence of relationship between the downgrades in SCR and FDI. As for the model of upgrades, the GDP growth significantly explained the FDI. These results are not consistent with hypothesis regarding the impact of changes in ratings on Foreign Direct Investment. In conclusion institutional factors are of greater relevance since most of governments decisions affect economics factors directly. The external debt to exports ratio and current account to GDP ratio are also of greater importance since they indicate the sovereign's ability to meet foreign currency denominated obligations. The present study revealed a positive association between governance index and the upgrade in sovereign credit ratings. Over time, political instability or weak institutions can slow down economic growth, increase inflation, production shortages, and create a shortage of foreign exchange resulting from an imbalance between exports and imports. However, the results showing that the economic variables do not influence the sovereign rating are surprising and inconsistent with the large theoretical literature regarding sovereign credit ratings determinants. The results showed a positive relationship between external balance to GDP ratio and sovereign credit ratings. A large current account deficit indicates that the public and private sectors are highly rely on foreign funds. Persistent current account deficits lead to growth in external debt, which may become unsustainable over time. Apart from governance index, the external debt was also significant in explaining the probability of having a positive change in SCR. Contrary to the governance index, this variable had a negative effect on SCR. A higher debt burden corresponds to a higher risk of default. The weight of the burden increases as a country's foreign currency debt rises relative to its foreign currency earnings (exports). The results revealed the absence of correlation between positive changes in SCR and FDI. On the one hand, the results showing that positive news has limited and non significant impact on foreign investment capital inflows

compared to negative news.On the other end, the findings are not in line with the literature since investors may use the SCR when making investment decisions in particular sectors or companies of the country.

Key words: *Foreign Direct Investment, Sovereign Credit Ratings, GDP growth, trade openness*

SEASONAL ANOMALIES IN THE LATIN AMERICAN STOCK MARKETS: 1995-2019

Ahmad Etebari
University of New Hampshire, NH USA

ABSTRACT

The purpose of this study is to test for the presence of seasonal patterns in the Latin American (LATAM) stock markets. The LATAM markets are relatively less researched and arguably less efficient than the U.S. and other developed markets, thus providing an excellent opportunity to make further evaluations of the seasonal anomalies and, in turn, the efficient market theory. The countries included in the study are Argentina, Brazil, Columbia, Mexico, Peru and Venezuela. The United States is also included for comparative analysis. The study period runs from January 1, 1995 to December 31, 2019, covering 6262 daily returns per country. The LATAM country index data are market-value weighted prices calculated from 50-100 stocks within each index, with the data sourced from Thompson Reuters' Datastream databases.

The effects tested include the day of the week seasonal, as well as the January effect, the Halloween effect, pre-holiday, turn of the month, and Friday the 13th unlucky day. Though controversial and puzzling, these effects are potentially useful for implementing alpha generation investment strategies.

3. INNOVATION

STUDY OF THE TECHNICAL EFFICIENCY OF AGRIBUSINESS OF MINAS GERAIS WITH DATA ENVELOPMENT ANALYSIS (DEA) BETWEEN 2006 AND 2017

Mauro Pinheiro,
Brazilian Army - 4th.Supplier Warehouse

Claudia Moreira,
Federal Center for Technological Education of Minas Gerais- CEFET-MG
and
Robert Aldo Iquiapaza Coaguila
Federal University of Minas Gerais – UFMG, Brazil

ABSTRACT

Agribusiness plays an important role in the economic history of Brazil. The process of modernization of the countryside has intensified since the 1970s with the emergence of Agroindustrial Complexes. The strength of Brazilian agribusiness products is traditionally identified by agricultural cycles such as the Sugarcane, Pau Brasil, Cotton, Coffee, and Rubber. Minas Gerais has stood out for the strength of its agribusiness production, with emphasis on coffee, milk, fruits and grains, particularly corn, soybeans, and beans. It was in this context that this study was developed, with the main objective of analyzing the technical efficiency of agribusiness in Minas Gerais. Using the Data Envelopment Analysis (DEA) method, we studied the technical performance of 12 (twelve) DMU (Decision Make Unit), corresponding to the state's mesoregion, which encompasses the 853 (eight hundred and fifty-six) municipalities. Using data from the Agricultural Censuses of 2006 and 2017, with the assumption of constant returns to scale (CCR Model), the following variables were considered: production value (thousand reais), as output; as inputs, the number of establishments with agricultural production, the area of agricultural establishments (hectares) and the number of existing tractors and agricultural implements were considered. Using the DEAP Software, it was possible to verify an average efficiency gain of 112.7%, in the period from 2006 to 2017, with emphasis on the Vale do Mucuri (379.7%), Jequitinhonha (297.4) %) and Vale do Rio Doce (261.6%). Of the twelve DMU studied, in 2006 only three reached maximum efficiency (benchmarks), and four in 2017. The average inefficiency of inefficient DMU was 58.56% in 2006, falling to 22.07% in 2017. The Gross Average Value of Agricultural Production / DMU, from USD 22,102.93 in 2006 to USD 39,854.72 in 2017 (+80.31%). Considering the Gross Production Value / Area of the DMU (hectares), the productivity gain was lower from USD 304.44 (2006) to USD 504.66 (2017). There is also an intensification in the use of capital and technologies. In 2006, there were 71 tractors and implements per DMU. In 2017, that number jumped to 21,842 (+30,673%) in 2006. The Average Production / Machinery Value went from USD 13,328,764.12 to USD 85,224.20 in 2017. It is concluded that there was a significant gain in technical efficiency in the period, with an improvement in the productivity indicators considering that there was an increase in income in the countryside, corroborating to the regional and country economic growth.

KEYWORDS: Agribusiness. Productive technical efficiency. Data Envelopment Analysis.

DEVELOPMENT OF BIOMECHANICAL PROSTHESIS USING 3D PRINTING

Márcio José Kloster, Rubens Felipe Ribeiro,
Cleber Fernando Serafin, Lais Rodrigues da Silva, and João Sady dos Santos Neto
Instituto Federal do Paraná, Paraná, Brazil

ABSTRACT
The project titled "Dando as Mãos" is a proposal aimed at social inclusion, where the objective is the construction of two automated prosthetics with tweezers between the middle finger and the thumb. The system will feature a mini servomotor, an Arduino board, battery and muscle sensor to carry out the project. Two forearms will be built with low density polymer material that will facilitate movement because the weight will be reduced. The batteries could be of cellular to facilitate the maintenance, the servo motor will be of low cost, like the other items. Forearms will be printed on a 3D printer that already exists in the institution. In order for this project to be viable it will be necessary to use software that will be necessary to develop in order to meet the needs of the disabled, taking into account the human anatomy and proportionality of the member to be as natural as possible. The person who receives the biomechanical arms can have more autonomy in their daily life, being able to perform simple tasks, such as: typing, drinking water, feeding, brushing teeth and other basic activities. The benefits that will be achieved will be in order to meet all these basic needs and especially the self-esteem.

Keywords: Social Inclusion, 3D printer, automated prosthesis.

A METHODOLOGY FOR THE PRODUCTION OF PRODUCTS AND INNOVATIONS

Márcio José Kloster, Rubens Felipe Ribeiro, Cleber Fernando Serafin, Djose Marcelo de Moraes, and Lauana Pires Golemba

Instituto Federal do Paraná, Paraná, Brazil

ABSTRACT

During the years 2017 to 2019, at the IFPR-Telemaco Borba-Paraná-Brazil educational institution, several intellectual properties were produced involving academic works of technological innovation. At the beginning of the activities began with the production of a flight simulator, being produced entirely within the educational institution from 7:30 a.m. to 12:00 noon every Friday and counts with the participation of several teachers from areas related to technological production and administrative technicians to support the students involved in the activities. During this interdisciplinary process, several innovations arose as much related to the prototype, as new ideas of academic production. These activities have aroused students' interest in putting into practice the theoretical / practical concepts learned in the classroom and in the quest to meet the diverse activities and products developed in search of viable alternatives to products. Such products may be marketed after the publication of patents, thus creating the Creation / Development / Product cycle, linked to an educational institution. The fundamental role of the activities is to awaken the enterprising spirit of the students and the search for the viability of the product, presenting the first contact with the production of projects and processes.

Key words: Technological innovation, entrepreneurship, interdisciplinarity.

LEARNING AND DEVELOPMENT BASED ON PRACTICE FOR PRODUCTS DEVELOPMENT AND CREATIVE PRODUCTION GROWTH

Márcio José Kloster, Rubens Felipe Ribeiro,

Cleber Fernando Serafin, Lais Rodrigues da Silva, and João Sady dos Santos Neto

Instituto Federal do Paraná, Paraná, Brazil

ABSTRACT

The current paper is devoted to methods discussion which approach learning focused on the production of innovative technologies. It is known that creativity is something that can be explored as the student interacts with the practice associated to theory. This process embraces the construction of both the cognitive and the motor skills of the one involved, in the constructive process of products meeting the needs and the approach of innovative ideas with social as well as commercial potential. The creativity, firstly, consists of the idea and initial conception, being discussed in a working group counting on professors and students in the activities. The interaction of the group triggers and awakens the innovation of products and processes that facilitate social, cultural or productive environment. Creativity is something intrinsic to the subject and may be worked in different ways associated with the knowledge base of professors and content learned in classroom. In this path, the advisor has a fundamental role in instigating the student in the search for alternatives that satisfy the project and in the search for different methods from the conventional ones.

Keywords: Creativity, interaction, innovative technologies.

LOW COST TECHNOLOGY: BIRD SCARES

Samuel Neitzke Pontes, Djeisson Eliezer Waldov,
Murilo Henrique Hentz, Andre Luiz Dengo Kellerman Augusto Lemes Godarth,
and Edimaldo Fialho Nunes de Oliveira
Instituto Federal do Paraná, Brazil

ABSTRACT

A technological innovation event, which was held in 2017, brought together rural producers from the southwestern region of Paraná, who presented their technological problems. In the cases presented a theme aroused more interest in our team, because it was a problem related to bird scares, for this scenario was proposed the challenge of "creating a device with low cost technology, so that the ventilation of the aviary was saving money and reducing the possibility of bird deaths from rising ambient temperatures and loud noise. " Initially a theoretical research was carried out, choosing to use Arduino; followed by the methodologies: search for a solution to sequentially turn on the fans; test timer schedules in Arduino; make models to test this programming; run a simulation in the house by manually turning the fans on and off. At first the group was able to simulate on a model the activation of fans sequentially using LEDs, but programming that took into account the temperature would be necessary. A new programming / mockup was carried out that triggered 02 fans / coolers for a period of 5 seconds, if the temperature was still above triggered another 02 fans, until all were turned on, if necessary. When the temperature was normalized, the fans / coolers would be turned off in reverse logic. On a visit to the aviary simulated the action of the equipment. It was informed by the owner of the house and verified on site that every 10 minutes cycle, the fans would be 03 minutes off, because in the house the nebulization system is already automated and has these characteristics. Obtaining relevant results at all stages of the project, it was possible to calculate that the fans would be off 90 min / day; generating a maximum savings of 30% in the monthly energy cost of the house. It is noteworthy that there are periods of high temperature in which the system works all the time without being able to reach the ideal temperature, just making it milder. In a research carried out in the city of Capanema, the average cost of R $ 18,000.00 was verified for the ventilation automation of said aviary. The owner of the house informed that the savings of 30% in the energy bill would represent, on average, $ 205.00 per month. Thus, paying for automation would require 87.8 months. On the other hand, the proposed system pays for itself in 4.7 months; and using Arduino and considering wiring and circuit breaker expenses, the total estimated cost is R $ 965.00; which enables the project execution. Thus, there was a fundamental gain in the possibility of developing new low cost technologies developed by high school students through research and extension projects with the involvement of society. It is evident that the project helped in the formation of professionals able to seek technical solutions of technological bottlenecks. The intelligent ventilation system will be implemented in the house, representing an innovation for small producers. The problem of bird scares is caused by their small size, and by the fact that they eat rations that stimulate growth, so that they do not have a good development of the cardiovascular system.

Keywords: Aviary, technology, low cost, event and producers.

4. CULTURE

IT TOOK A PANDEMIC TO MAKE US CONSUME MORE RESPONSIBLY!

Nada Nasr Bechwati
Bentley University, Waltham MA, USA

Abstract
Are consumers consuming less (or more) responsibly due to COVID-19? The purpose of this research is to examine the impact of the 2020 pandemic on responsible consumption behavior. We define responsible consumers as individuals who, in all stages of consumer behavior, are aware of themselves, their communities and the society at large and behave in ways that contribute to the well-being of all these entities. This research consists of two main parts: (1) the development of an index to measure responsible consumption behavior, and (2) the analysis of data collected prior to and then during the pandemic. An intensive literature review led to the development of a list of statements for the index. A panel of nine scholars examined and modified the list of items. Analysis of data collected from surveying 708 consumers supported a 42-item index around eleven dimensions; data from a survey of 339 additional consumers were used to validate the constructed index. Comparing data from 339 consumers collected in 2019 to data from 209 consumers collected in July 2020 reveal an improvement in consumers' behavior along nine of the eleven dimensions of responsible consumption. These nine dimensions are: (1) concern for the environment, (2) consistency of consumption with one's values, (3) concern for one's health, (4) concern for one's financial status, (5) sharing possessions with family, (6) donating, (7) impact of one's behavior on others, (8) exercising, and (9) buying used items. The only dimension on which consumers performed worse during the pandemic is the eating healthy dimension. The contribution, implications, and limitations of the research are discussed.

HABITS OF THOUGHT, COMMODIFICATION, AND TOURISM: Mark Twain's Tour of the Middle East

Alf H. Walle

Cyrus Institute of Knowledge, Cambridge MA, USA

ABSTRACT

In the late 1860s, acclaimed American author Mark Twain (Samuel Clemens) toured the Middle East and Holy Land, recording his adventures in *Innocents Abroad: or the New Pilgrim's Progress*. Extrapolating how the "habits of thought" embraced by travelers led to distinctive examples of what John Urry calls the "tourist gaze" Twain's travelogue provides insights of value to today's tourism specialists regarding (1) the dichotomy between "tourism assets" vs. "tourism products" (2) with reference to the subective feeling of travelers, the information available to them, and the commodification process.

Key words: Cultural Tourism; Habits of Thought; Tourist Gaze; commodification; Middle East; Holy Land.

OWAMBE: THE CASE OF CULTURE MARKETING

ONIKU Ayodele and KUYE Owolabi
University of Lagos, Nigeria

ABSTRACT
In 2017, a documentary was run by CNN on opulence and affluence display on social events like wedding, funeral, baby shower/christening among Nigerians irrespective of social class and status which is not common in any society across the world; in local parlance it is called Owambe. Thus, the study developed a scale with six different constructs to measure Owambe – Health and Safety, Price and Cost, Pollution and Environment, Marketing Opportunities, Culture and Materialism. Psychometric test was carried out to determine the reliability of the scale, and correlation was carried out to determine the relationship between the independent variables to predict Owambe behaviours in the society. The findings show that all variables were significant to predict Owambe behaviours and materialism appeared as a greater predictor of Owambe behaviour. The consumerism factor is to show that in spite of tasking nature, risk and challenges involved in organising Owambe the prevalence of culture and tradition condition society to observe it when opportunity arises

Presentation Type: Cross-cultural Marketing

HOW THE LUXURY BRAND VALUE IS PERCEIVED BY THE MOROCCAN CLIENTS? THE RESULTS OF AN EMPIRICAL STUDY

Fatine EL MOUQTAFI and Redouane BARZI

National School of Business and Management, Kenitra, Morocco

ABSTRACT

As a fellow PhD student, my thesis is reaching its end. Believing each country differs from another, this concept applies to other features such as the client's type, from where comes the discipline of geographic marketing. The purpose of my research is to study the Moroccan clients' behavior toward luxury brands. For instance, we collected a number of variables that explain the perceived value of a luxury brand.

Luxury brands have certain points which qualify them as luxury, and make them stand out from any other basic brand. In order to bring out these points, we went through a variety of researches, which are the literature review, then the qualitative survey, and finally we arrived to the empirical study. Throughout these researches we detected new variables and also replaced others with new ones, like the boutique, the country of origin effect and the relational sale.

This paper summarizes the results of our empirical study, which is the last step of our thesis. We emphasized new variables and old ones already cited by authors from the same domain.

Key words: Luxury brands – Perceived value – Moroccan customers – Empirical study

CULTURAL AND LEGAL ENVIRONMENTAL IMPACTS ON FAMILY-OWNED BUSINESSES' FINANCIAL PERFORMANCE

Nader Asgary,
Bentley University
Marcello Romani-Dias,
Positivo University, Brazil
Jonathan Sales and Neeka Asgary
Bentley University, MA USA

Abstract
In this paper we examine the influence of cultural and legal environmental on family-owned businesses' (FOB) financial performance. FOB are essential in terms of job creation and wellbeing in all countries businesses, especially for developing countries. As economies grow and rules and regulation for businesses are developed most of these FOBs move on to manage professionally. Therefore, the legal system and culture of the business home country influences all aspects of the FOB. We have developed a viable database and estimated the several models which has been advanced based on our literature survey. Our finding shows that both cultural characteristics and legal system of the home businesses' are statistically significant. For example, we find mixed legal system of home country negatively impact financial performance of the FOB compared to non-mixed legal system.

A ROAD TO AN EFFECTIVE MEMBERSHIP POLICY: HOW TO IDENTIFY A COMPANY'S CUSTOMER SEGMENTS TO STRATEGICALLY ENHANCE CUSTOMER SATISFACTION RATE

By Andrea Dell'Anno, Elliot Lin, Shaquille Moultrie, and Nan Zhi

Bentley University, Waltham MA, USA

ABSTRACT

The prime business problem we are trying to solve is the overall low ratings of customer experience and low membership sign-up rates among wholesale retailers. Our initial hypothesis is that the shopping time, location, transaction method, and product selection may have an impact on customers' shopping experience and their decision whether to join the membership. Also, to be successful in the marketing business, every company needs to add value to its products by adopting basic strategies. Our project incorporates four basic strategies, including satisfaction & customer value, product, membership, and price & sales. We will be able to provide these strategies through extensive literature review and quantitative information.

AMERICAN AND CANADIAN RESTAURANT CHAIN MARKETING STRATEGIES: A CROSS-BORDER ANALYSIS

Lise Heroux and Christina Dimitriou

Plattsburgh, New York, USA

ABSTRACT

Restaurant chains are very popular in the US and Canada. In the US, it is a $521.9 billion industry, with more than half of the sales coming from Top 500 chains, and 94% of those dollars from Top 250 chains (Technomic, 2017). In Canada, with US$16 billion in sales, the Top 10 Canadian chains control a third of the market of nearly US$50 billion (Aaronallen, 2017). According to this source, Americans spend 50% of their food budget on Food Away From Home (FAFH). The aim of this study is to compare restaurant chain marketing strategies from the US and Canada to identify similarities and differences between the two markets. Twelve restaurants from different large restaurant chains were visited in each county (n=24). Restaurants on both sides of the border were paired so that the two samples of restaurants were equivalent (e.g., 2 steakhouse chains, 2 pizza chains, etc.). Although the sample size appears small, these restaurant chains use the same marketing strategy in all of their outlets, so the observations in these 24 cases represent strategies applied in thousands of restaurants on both sides of the border. Observations on 49 variables were collected relating to their product, price, promotion and placement strategies. Most chains were found to be similar in service and place/atmosphere variables, while more differences were found for product, price and promotion variables. In both regions, the stronger marketing strategy variables appear to be for products/services, location/atmosphere and personal selling. The weaker marketing strategy variables relate to promotion and price.

The primary contribution of this paper lies in the insights gained by analyzing both market similarities and differences to identify potential marketing strategy adaptations that would increase the chance of success when expanding a restaurant chain across the border. For American restaurant chains considering opening locations in Canada, attention should be given to some key variables where differences exist that create different expectations in the minds of consumers. Canadians have higher expectations of food quality, so meeting this expectation may be critical to success in this region. Menu variety is also important to consider. For Canadian restaurant chains considering entering the American market, consideration should be given to portion sizes that meet American consumer expectations. This is an important, if not critical, strategic consideration in deciding whether a Canadian chain should adapt its marketing strategy regarding product and price for the US market. For restaurants in the fast food and fast-casual categories, use of coupons may help keep up with the local competition. Finally, training of servers might include a different approach to greeting customers and speed of service, and possibly up-selling strategies.

Keywords: Restaurants, Chains, Marketing Strategies, Cross-border Analysis, US, Canada.

5. Others

THE PERFECT STORM: MID-TIER HIGHER EDUCATIONAL LEADERSHIP & INSTITUTIONAL CHALLENGES PRE- AND EARLY COVID 19 CRISIS—A STAKEHOLDER, ISSUES MANAGEMENT PERSPECTIVE

Joseph Weiss, Nader Asgary, and Cindy Wu

Bentley University, Waltham MA, USA

ABSTRACT

Mid-tier U.S. university and college presidents and their teams faced daunting financial, demographic, and organizational challenges before the Covid 19 crisis struck. With the onslaught of the virus, we present and compare traits, success factors, and required capabilities of higher education institutional leaders pre- and early stage Covid. We contextualize the wider issues, stakeholder interests, and needs leaders and institutions face in order to survive and succeed, or not, going forward.

THE INTERNATIONALIZATION OF FULL-TIME ACADEMIC RESEARCHERS AND THE USE OF SOCIAL EXCHANGE THEORY

Angela Maria Scroccaro Biasoli, Marcello Romani-Dias,
and Aline dos Santos Barbosa
Universidade Positivo, Brazil

ABSTRACT
The theme of internationalization of researchers is still little conceptualized in the literature, but it is a topic that has been the subject of long discussions in the academic area, both in congresses and journals, as it is of interest not only to the researchers themselves, but also of higher education institutions. Although the topic of internationalization of higher education is relevant in several areas, in practice, not all institutions and researchers have opportunities and conditions that facilitate this process. For example, in Brazil, 63% of researchers have never had a research experience outside the country. In the United Kingdom, in turn, 24% of full-time academic researchers are foreigners from countries such as Italy, China and India (British Council 2018; Hotcourses 2019). This study from identify what are the key weaknesses and opportunities that Social Exchange Theory has to explain the internationalization of fulltime academic researchers. It is from this theme, more specifically based on the phenomenon of internationalization of full-time academic researchers, that this article aims to describe and analyze the opportunities and weaknesses present in the Social Exchange Theory (SET), a theory widely recognized in different areas. There were 39 interviews with international researchers working in 15 graduate programs in the United States and Brazil. Interviews were conducted at Massachusetts Institute of Technology (MIT), Harvard University, Boston College, Bentley University, FGV Business School of Sao Paulo (EAESP-FGV), the University of Sao Paulo (USP), at the Federal University of Rio de Janeiro (COPPEAD-UFRJ) and others. Through the interviews we identified four categories of analysis that highlight SET's weaknesses and, at the same time, that bring opportunities for its development, namely: (i) there are rewards arising from the internationalization of researchers that were not foreseen by the theory; (ii) the benefits of researchers with internationalization are not restricted to the individual level, as originally advocated by SET; (iii) contrary to theory premises, researchers' choices for internationalizing their careers are not exclusively made rationally; (iv) the costs and rewards of one international activity, when compared to another, are rarely equivalent, contrary to the theory. With these results, the article brings different contributions. The first, theoretical, is intended for SET, by presenting its weaknesses and opportunities for its development. Moreover, we discuss in this study about the existence of relevant topics that are part of the internationalization process, as motivators, facilitators and conditions that bar the internationalization of researchers. We also contribute to the practice by bringing theoretical and empirical arguments for researchers and institutions to elaborate their internationalization strategies, also based on the comparison between the perceptions of researchers working in the US and Brazil. As an example, our analysis can assist higher education institutions in increasing their predictive capabilities towards their professors by having insights into motivators and barriers present in the process of internationalization in higher education.
Keywords: Social Exchange Theory, Internationalization, Higher Education.

INHIBITORS TO A THRIVING ECONOMY IN OUTER SPACE, A LEGAL ANALYSIS: COMMENTARY ON THE WEAKENING INTERNATIONAL FRAMEWORK & THE RISE OF NATIONAL LEGISLATION

Steve Simon

Lincoln International, Chicago, IL USA

ABSTRACT

Entrepreneurs and blue-chip corporations alike are seeking to capitalize on outer space's bountifulness, setting industry growth ablaze and establishing an engine for an economic and technological revolution. However, there remains meaningful impediments that could stifle the industry's growth, in particular the legal landscape. The paper begins with an examination of the growing legal uncertainty of activities in outer space. Significant debate regarding the current international law's permissibility of space activities has left private businesses perplexed about the legal status of their endeavors. This paper then investigates the recent resulting proliferation of conflicting national legislation in response to the uncertainty on the international level. It finds that the rise in state regulations is constructing an environment of regulatory competition, threatening to lower the standards of policies. Ultimately, this paper seeks to encourage scholars, lawmakers, and industry leaders alike to reexamine the international regulatory framework, making updates as needed to curb regulatory competition. In doing so, it becomes possible to avoid the growing possibility of inhibiting the development of NewSpace and the resulting technological and economic revolutions.

THE VOLUNTARY MENTORING PRACTICE AS A PROMOTER OF SOCIAL CAPITAL: A CASE STUDY OF SALTO ACCELERATOR

Amanda Arioli Putti and Luiza Stein

Impact Hub Florianópolis, Florianópolis, Santa Catarina, Brazil

ABSTRACT

The volunteer mentorship as a booster to social capital: study case of Salto Accelerate This study focuses on the analysis of how social capital is strengthened in a practical volunteering mentorship in a Micro Entrepreneurs - MEIS program named as Salto - Accelerator of MEIS. The program's mentors selection was made by calling for volunteering entrepreneurs who could contribute with the micro entrepreneurs participants of the program. Thus, the program requires community engagement for its success. The aim of this study is to analyze the mentors' motivation to act as volunteers in the light of the social capital theories, and identify the mainly factors that influence its fortification and contribute to the emergence of collaborative networks. The theoretical foundation evidences the major theories about social capital (PUTNAM, 1996; BAQUERO; SOUZA; SCHERER, 2009; COLEMAN, 1988; 1990)

This study is configured as qualitative and exploratory. The methodology considers documentation analysis and two empirical research stages. The first research was conducted during the volunteers registration step and focused on understanding their motivation to participate in the program. The second research was applied after the conclusion of the mentorship process, putting emphasis on program evaluation and collection of socioeconomic data on the network of mentors. The purpose of the network construction was to enable the connection between mentors and micro entrepreneurs participating in the program. Altogether, 270 volunteers signed to participate as mentors. Each micro entrepreneur received about five hours of mentorship in management areas such as Process, Planning and strategic management, Human resources, Sales and marketing, Innovation, Bureaucracy and Financial management. One of the participant’s statement was: "The mentorship was with no doubt watershed! The space to discuss my own ideas and have a professional support to tell me that my dreams could become true and give me more ideas to make it happen, was the highlight of the program to me.

I dare to say that in an ideal world this mentorship could take place during the whole course, allowing a better understanding of each topic of the program and accelerating even more each step of it". The mentorship process allowed the connection of two different people to share and learn each other with their own experiences and life learnings. Finally, this report hopes to foster initiatives and contribute to a better understanding of how collaborative networks arise. Furthermore, each stakeholder is important in this process and influences the formation of the network. It is believed that a mature innovation ecosystem can add to socioeconomic local development, and the collaboration among the ecosystem's stakeholders impact to raise the social capital.

This study is limited to analyze the development of the mentor's network and represents an experience hold within this context. Future studies could go further, promoting the discussions concerning the mentorship practice in other situations.

Keywords: Social capital, collaborative networks, mentorship, mentor network

BUSINESS OWNERS' RELIGIOSITY AND RELIGION, AND THE INFLUENCE ON BUSINESS OPERATION IN A DEVELOPING MARKET. A CASE OF NIGERIA

Kuye Owolabi and Oniku Ayodele

University of Lagos, Nigeria

ABSTRACT

Religion practice in Nigeria is dominated by the three widely accepted faiths or religions in which are Christianity, Islam and African Traditional Religion (ATR). Studies have shown that Nigeria is a religious society whereby adherence to a particular faith is a common practice among the people and a way of life among Nigerians. Different studies have identified that religion and religiousity of people affect behaviors and businesses especially the influence of religions' tenets and doctrines on businesses and individual consumption styles. Thus, the study measured the effects of business owners' religions and religiosity on the business operations towards achieving good performance based on the owners' behaviors and application of tenets of their faiths. Triangulation approach was adopted for the study, and the Allport's –Ross I/E Scale was employed to determine and test religious orientation of business owners to understand the effects on disposition to business management, other set of scales were developed alongside to measure the effects of owners' religiousity towards achieving performance. The study' findings show that there is a negative relationship between business owners' religiosity and business management and performance. Equally the business owners' religion tenets only affect their intrinsicness and not their extrinsicness behaviors in business, and business-religion is developed to show the third motivation of religiosity in business.

Presentation Type: Marketing Theory and Practice, Business Operation, Developing Market, Nigeria

A MATHAMATICAL FRAMEWORK, BASED ON REGULATORY FOCUS THEORY, OF ANGEL INVESTORS' RISK-REWARD PROFILES AND STRATEGIC INVESTMENT PREDISPOSITIONS

Jonathan S. Sales

Bentley University, Waltham MA, USA

ABSTRACT

This paper proposes a mathematical framework that characterizes Angel investors' strategic inclinations accounting for the risk and reward uncertainties inherent in funding entrepreneurial ventures. The paradigm is applied to analyze how these strategic inclinations affect Angels' funding decisions and their fit with entrepreneurs, entrepreneurial ventures, and entrepreneurs' presentations. The model is based on Regulatory Focus Theory (Higgins, 1997), which divides persons into two different orientations, a Promotion Regulatory Focus and a Prevention Regulatory Focus.

The existing literature considering the application of Regulatory Focus Theory to Angel investing proposed that an Angel's Regulatory Focus orientation affects their funding decisions (Brockner, Higgins and Low, 2004; Mitteness, Sudek and Cardon, 2012). For example, Brockner et al. (2004: 212) proposed that the greater the congruence or match between the Regulatory Focus orientation (Promotion or Prevention) of an Angel and an Entrepreneur, the stronger the Regulatory Fit, and the greater probability of a positive funding decision.

However, the existing literature has not considered the issue at the level of how, within matching Regulatory Focus orientations, the juxtaposition of the relative magnitudes of each separate gain and loss function (sub-components of Regulatory Focus) results in Regulatory Fit or doe not produce a Regulatory Fit; and how this thereby affects an Angel's funding decisions.

This paper compliments the existing literature by proposing that: (1) Angels' strategic inclinations are modeled by the mathematical framework set forth in this paper that deconstructs Angels' Regulatory Focus gain and loss functions into separate root and power functions. This provides a new perspective to understand how Angels' underlying risk and gain components produce an overall Regulatory Focus, which furthers the theoretical understanding of why and how it influences an Angels' funding decisions. (2) The proposed mathematical framework provides an additional perspective to analyze the Regulatory Fit between Angels and Entrepreneurs at a level deeper than simple congruencies; to the level of juxtaposing the magnitude of the separate gain and risk profiles underlying Angels' and entrepreneurs' Regulatory Focus. This analysis discloses that not all incongruences or asymmetries result in negative funding decisions.

a. Instead, Negative Regulatory Value Mismatches do not result in Regulatory Fit and thereby have a negative effect on Angels' funding decisions. b. In contrast, Positive Regulatory Value Mismatches do result in Regulatory Fit for the Angel, and thereby have a positive effect on Angels' funding decisions. Even when they are less congruent (i.e. have greater asymmetry) they have a positive affect on Angels' funding decisions.

Keywords: Angel Investing; Regulatory Focus Theory; Mathematical Model; Regulatory Fit; Risk; Uncertainty

AN EXAMINATION OF THE GREAT RECESSION: DOES THE UNITED STATES UNEMPLOYMENT RATE AFFECT INDIVIDUALS MENTAL HEALTH?

Neeka Asgary

Bentley University, Waltham MA, USA

ABSTRACT

This paper presents the findings of a statistical regression model between the United States unemployment rate and individuals days of poor mental health. Specifically, the years of the Great Recession of 2007-2009 in the United States are covered, which have not been examined in previous studies. We test the theoretical Model of Health Demand developed by Grossman (1972) and employ 7 million observations from the Center for Disease Control's Behavioral Risk Factor Surveillance System and unemployment rate from the Bureau of Labor Statistics.

Our findings show that given a 1 percent increase of the United States unemployment rate, individuals' poor days of mental health increased by 3.7%. We also found that 46% of this effect can be attributed three variables: employment status, health plan status, and income level. These findings are in line with the Grossman Model of Health Demand, which our model is derived from. Other significant findings include the larger magnitude of the number of poor mental health day increases in married individuals, males, and those with no educational background.

Keywords: Great Recession, Unemployment Rate, Mental Health; Grossman Model of Health Demand

A NEW PARADIGM TO ADDRESS THE IMPACT OF GLOBAL SOCIAL CHALLENGES AND CLIMATE CHANGE ON BUSINESS

Hossein Varamini
Elizabethtown College, PA, USA

ABSTRACT
The stated goal of the firm has been going through a number of changes in the past few decades, starting from maximizing the stockholders wealth to focusing on all paying attention to all stakeholders. More recently, scholars have documented the impact of long term corporate strategies related to sustainability of business practices on stakeholders of the organization. In addition, companies are increasingly adopting plans to not only maximize the profits, but also pay attention to social and environmental challenges of societies.

The main challenge facing businesses is that the existing business models are mainly based on the assumption that current economic, environmental and social conditions, with some manageable variations, will continue in the future and they do not fully plan for the emergence of drastic changes in social and environmental factors they are observed in recent years. Consequently, their lack of contingency plans could create significant disruptions in their business activities and could significantly reduce their bottom line.

One of the most important external factors affecting businesses, countries and the world is the rising impact of climate change on everyday life. The frequency of floods, earthquakes, intense storms, wildfires, extreme temperature swings, sea level rise, changing growing seasons for agricultural products, quick spread of viruses across the globe and other natural disasters are affecting the supply chain of businesses and are threatening the profitability of many organizations. These changes are affecting all industries from aerospace to manufacturing to commerce to insurance to transportation and tourism. In addition to these environmental disruptions, social changes, migration, rise of nationalism and extremism in different regions, changes in political landscapes throughout the world and the social impact of globalization are influencing corporate activities and profitability. These environmental and social challenges neutralize some of the effective profit-maximizing strategies of corporations and necessitate the need for developing contingency plans to deal with the consequences of increasingly unpredictable social and environmental factors.

Despite these challenges and their certain impact on businesses, many business journal have paid little attention to addressing the development of effective strategies to address the social and environmental changes. Educational institutions, particularly those in higher education, have an important role in developing concepts, strategies and models to help businesses deal with the impact of climate change and social challenges. The main purpose of this study is to outline the models of collaboration between businesses and the institutions of higher education and provide a model of curricular revisions to better prepare the future business leaders to develop more effective strategies for their organizations.

CHARACTERISTICS OF WOMEN SCIENTISTS IN BRAZIL AND AT IFPR

Polianna Letícia Bertó Müller, Ana Luiza de Araujo Furtado,

Ellen Luiza Rech, and Kellerman Augusto Poloni Godarth

IFPR, Brazil

ABSTRACT

Science is influenced by women's presence, whether in global, national or local terms. But it is still little. For a long time, women’s role was merely looking after the house and the family, respecting the orders imposed by their husbands. In order to deconstructed this belief several conflicts were fought, where many women fought for a space for their gender. However, at the same time, women conquer their space in society by ascending in various professions, reaching important spaces previously strongly masculinized. In that way, this research objective was to investigate the reality of IFPR - Campus Capanema due to the amount of female scientists to compare with the national data captured on the Lattes Platform of the CNPq base.

The methodology used was qualitative, descriptive, bibliographic and documentary, using secondary data. The data from the 2016 CNPq Lattes Curricula database brings Brazil’s gender ratio, and it is observed that women cover more than 50% of the masters and doctors, but previous decades, more specifically in the 70s. of the last century, this fact was not even considered. Thus, there is an evolution of society regarding to women, although they still suffer with prejudice. These data demonstrate that the vast majority of women choose humanistic sciences such as health sciences, linguistics, languages and arts, humanities, biological sciences, also known as "female ghettos". However, in exact areas, such as engineering, the presence of women masters and doctors has been remarkable. Comparing the IFPR-Campus Capanema teacher data, there was a slightly higher number of female teachers than male teachers, but among technicians the difference is abrupt in favor to women. The public workers are in a total of 38 people, being 60.5% women and 39.5% men; of these, 23 are women, of which 61% are teachers and 39% are technicians, being 6 graduates, 8 specialists, 5 masters and 4 doctors; Of the 15 men, 86.6% are teachers and 13.4% are technicians, 2 graduates, 2 specialists, 7 masters and 4 doctors. Observing these facts, it is possible to understand that local data follow the nationals’ tendency to increase the proportion of women in science, since they have an equivalent or higher academic background than men, and therefore, a positive point, since women are increasingly inserted in the social space, changing the idea that they should only be housewives and could not enter the scientific environment. In the IFPR - Campus Capanema, it is concluded that women occupy most positions of teachers and technicians, showing female strength and empowerment. Keywords: Capanema Campus, science, Lattes curriculum, women teachers, IFPR

ANALYSIS OF THE USE OF TECHNOLOGY IN FAMILY FARMING

João Henrique Bonan de Quadros, Augusto Pilati Stachlewski, André Luiz Dengo, Marcel Leite Rios, Bruno Rógora Kawano, and Kellerman Godarth

Instituto Federal do Paraná, Paraná, Brazil

ABSTRACT

This project is inserted as extension and research at the Federal Institute of Paraná - Campus Capanema, by activities involving technology, family farming and education. At the region of Capanema, small familiar agricultures stands as the base of the local economic system, but there are a several barriers to its development. Among the presented cases, the main objective of the project is to conduct researches to measure the levels of technological development in the rural area of the city and in the whole state of Paraná. For the field research an online form was elaborated, with purpose of investigating how interested farmers are about technological innovations in their area of expertise. By the time the form had been applied, it became explicit the tendency that the population had to use or adapt itself to new technologies and ways of producing, however, many barriers prevent them from the objective of innovate and automate the manual processes existing.

Among the many obstacles that were found, the more relevant ones consist in very high automating prices and the great lack of technicians specialized and prepared to take care of those situations. In that scenery, aiming to solve these problems, it is intended to develop a kit focused on introducing people to low cost automating platforms, such as Arduino, followed by a didactic book to assist them. Arduino is a open-source electronic prototyping platform designed with a microcontroller and with built-in input / output support, a standard programming language, which comes from C / C ++.

It is expected that teaching how to use this platform may provide the development of new and different low-cost projects, and stimulate a better qualification of the graduates in IT from IFPR, contributing for a technological expansion in the region of Capanema. Aiming to promote the product resulting from this project, students will accomplish exhibitions and classes, so that this material will be widespread.

THE ROLE OF GOVERNANCE IN THE MANAGEMENT OF PRE-COMPETITIVE RESEARCH CONSORTIA WITH MULTIPLE STAKEHOLDERS

Paloma Zimmer, João Artur de Souza,
and Jéferson de Oliveira Mello
Softplan Systems, Brazil

ABSTRACT

The biggest challenge for collaboration between university and industry lies in the co-creation of knowledge, in which the dominant type of knowledge is tacit, complex, and context-specific. In pre-competitive research projects, the exploration of the new requires sharing knowledge and externalization of tacit to explicit knowledge. There are different forms of interaction between agents of an innovation system aiming at the transfer and co-creation of knowledge. Among them are research consortia, which consists of a cooperative or association formed by institutions in the same segment or not. In this paper, a framework will be presented, based on good practices, for collaboration between university and industry, in the context of the pre-competitive research consortium, from a governance perspective. In this paper, we will present a governance framework for pre-competitive research consortia with multiple stakeholders. The proposed framework was built from a systematic review of the literature in journals indexed in Scopus, Web of Science, and EBSCO, and through a case study, involving participant observations, documental analysis, and in-depth interviews. And later verification with experts on the subject, who analyzed the consistency of the proposed practices. In the proposed framework, the management of the consortium maintained by multilevel governance, articulated by a permanent team. Governance should be divided into strategic, tactical, and operational levels, managed by executive management dedicated to the consortium. Each of these levels needs to have well-defined roles. The strategy to be adopted by the consortium needs to be defined by the executive board and executed by a permanent team (operational level). The tactical level is responsible for the scientific monitoring and advice of the projects. The operational team is responsible for executing the strategy; it subsidizes tactical and strategic levels with information about the consortium. For this, it monitors the status of the projects and manages the physical and financial resources.

Keywords: Governance; collaborative research; pre-competitive innovation.

GLOBALIZATION AND DEVELOPMENT OF REGIONS OF EUROPE, ASIA PACIFIC, AND LATIN AMERICA: A COMPARATIVE STUDY

Adeola A. Adeniyi

Southern New Hampshire University, Manchester, NH

ABSTRACT

Globalization is one of the most significant concepts of our time that has led to countless academic discussions and public debates. Several empirical literatures have explored how globalization has impacted developed and developing economies. It is critical to study the effects of regional globalization and the impact of different methodological perspectives. This paper examines the effects of globalization across various regions of Europe, Asia Pacific and South/Latin America. The secondary data used for this paper is obtained from Statista and the World Bank. The methodologies used include One-way Anova, Regression Analysis and Ancova. The findings of the Anova show how globalization significantly impacts the regions discussed in this paper. This indicates that the regions derived substantial benefits from globalization. The regression analysis results highlight that there is no relationship between globalization and democracy, and the Ancova results support that the interaction of region and democracy is not significant. As a result, we conclude that the growth and development of these regions related to globalization is based on increased competition, employment, investment and capital flows, foreign trade, spread of technical know-how, spread of culture, high standard of education, and structural institutions. This paper provides a platform to better inform policy makers in these regions, as well as the world, on how the benefits of globalization leads to the expansion and growth of developed and developing countries; as well as the regions and nations that are unwilling to up open their economies for globalization.

KEYWORDS: Globalization, Development of Regions, Comparative Study

TOURISM IN THE ERA OF CORONAVIRUS*:* PITFALLS TO OVERCOME OR WINDOWS OF OPPORTUNITY?

Nader Asgary and Sofia Escandon

Bentley University, Waltham MA, USA

Alf Wall

Cyrus Institute of Knowledge

Cambridge MA, USA

ABSTRACT

The recent coronavirus epidemic has resulted in significant setbacks for tourism. New strategic responses are needed to overcome these challenges and exploit opportunities. Valuable clues might be gained by viewing crises that the industry has faced in the past. One relevant example involves the contraction of the Egyptian tourism industry that was triggered by the political unrest associated with the "Arab Spring" of 2011 and thereafter. We developed a new model in which overcome the challenges that COVID-19 created and benefit from evolving opportunities. The model predict that tourism could evolve to be more of a mix of work and leisure in the future. This shows that higher number of younger professionals will participate in tourism than before. Therefore, host countries should consider offering services that appeal to professionals and offer better services than in the past especially in terms of health services. Regional collaborations among host countries would bring in more efficiency and higher number of tourist.

Keywords: Tourism, Coronavirus, Model, Strategy;