



# VIII SINGEP

Simpósio Internacional de Gestão de Projetos, Inovação e Sustentabilidade  
International Symposium on Project Management, Innovation and Sustainability  
ISSN: 2317-8302



8TH INTERNATIONAL CONFERENCE



© JohnnyVMoraes



**SINGEP - PROJECT MANAGEMENT, INNOVATION, AND  
INDUSTRY 4.0.**

**CIK - 8th International Conference in Collaboration with SINGEP/UNINOVE University Online Oct. 1-3, 2020**  
**ENTREPRENEURSHIP, RESPONSIBLE LEADERSHIP, AND SUSTAINABLE DEVELOPMENT**

---

Dear Participants,

Welcome to the 8<sup>th</sup> CYRUS Institute of Knowledge (CIK) and the VIII International Symposium on Project Management, Innovation and Sustainability (SINGEP) Conference. This joint conference focuses on the themes of *Entrepreneurship, Responsible Leadership, Project Management, Innovation, Sustainable Development, and Industry 4.0*. We hope you enjoy the stimulating discussions and online networking environment this conference will provide. The conference is co-sponsored by Bentley, ESCA, and UNINOVE universities. We thank you for your participation!

CIK is a progressive think tank organization. CIK's vision is "to cultivate the discourse on human capital potentials for better living," an appropriate and imperative response to the current challenges facing most regions of world. SINGEP initiative aims to provide a relevant space for discussions of scientific and technological character, in order to expand the training of professionals whose activities permeate these areas.

There are several neoteric factors that we hope will penetrate the dialogue of this conference, and they will now be briefly reviewed. The arrival of the COVID-19 pandemic at the end of 2019 significantly altered human lives, creating drastic changes which rippled into economic and organizational structure remodels that the world has not confronted since 1918. COVID-19 forced the closure of many businesses, disrupted global supply chains, reduced travel across borders, and instilled fear in face-to-face interactions. The lockdown in many countries created uncertainty about the future of business activities, hastening leaders to find new strategies and approaches. Additionally COVID-19 allowed the historically prevailing economic, social, and racial injustices toward Black, Indigenous, and People of Color principally in the United States and, moreover, around the world, to be brought to foreground. This initiated a resurgence in the Black Lives Matter movement, and rightly, provoked a global uprising demanding human rights for all. Furthermore, consequential climate change and environmental degradation has caused tremendous forests fires, an increasing number of detrimental hurricanes, and amplified migration, necessitating fundamental changes in stakeholder behavior. We hope this memorable conference will serve as a cornerstone in the discussion and study of the aforementioned global crises. These challenges require businesses, governments, and citizens' active engagement to prosper, and scholars are often on the cutting edge.

The main objectives of the conference are as follows: 1) Generating ideas to advance the globe's intellectual atmosphere by sharing theoretical and applied knowledge in the management sciences, and 2) Forging a networking environment for scholars, practitioners, philanthropists, and others who share the values and mission of CIK and SINGEP. Consider yourself now a part of our network!

**CONFERENCE EXECUTIVE COMMITTEE**

- Dr. Nader Asgary, President of CIK and Professor of Management and Economics, Bentley University, MA, USA
- Dr. Shahriar Khaksari, Member of Board of Director of CIK and Professor of Finance, Suffolk University, MA, USA
- Dr. Emerson Maccari – Professor of Management, University of Nine July, Brazil and  
General Coordinator for International Scholarship – CAPES, Ministry of Education, Brazil.
- Dr. Cristina Dai Prá Martens, Director of DBA & Master in Project Management, University of Nine July, Brazil,
- Dr. Massood Samii, Member of Board of Director of CIK and former Interim Dean of the School of Business,  
Southern New Hampshire University, New Hampshire, USA

**THE CONFERENCE CO-SPONSORING INTERNATIONAL INSTITUTIONS**

*Bentley University – USA*  
*ESCA – Casablanca, Morocco*  
*UNINOVE University, São Paulo, Brazil*



**BENTLEY**  
**UNIVERSITY**

**ESCA**  
/ Ecole de Management

**UNINOVE**  
Universidade Nove de Julho

*CYRUS Institute of Knowledge (CIK), Box 380003, Cambridge, MA 02238-0003, USA*

<http://www.cyrusik.org/>

[Contact@Cyrusik.org](mailto:Contact@Cyrusik.org)

**Link to SINGEP Sessions and Information**

<http://www.singep.org.br>  
[singep@uninove.br](mailto:singep@uninove.br)

## **Plenary Presentations**

### **Thursday Oct. 1**

9:15 – 10:40 AM, EST/Boston Time

#### **Plenary Presentation I: *ENTREPRENEURSHIP, PROJECT MANAGEMENT, RESPONSIBLE LEADERSHIP AND SUSTAINABLE DEVELOPMENT IN THE NEW ERA***

**Introduction by:** Cristina Dai Prá Martens, Director of the Graduate Program in Project Management at Universidade Nove de Julho, PPGP-UNINOVE

Poorya Hosseini, Associate at Flagship Pioneering, Cambridge, MA

Nader Asgary, President of Cyrus Institute of Knowledge and Professor at Bentley University, Waltham MA

Jorge Ferreira da Silva, Professor of the Graduate Program of Business Administration at the IAG Business School at Pontifícia Universidade do Rio de Janeiro – PUC-RIO

1:30 - 3:30 PM, EST/Boston Time

#### **Plenary Presentation II: *HIGHER EDUCATION CHALLENGES AND OPPORTUNITIES IN THE ERA OF COVID-19***

**Introduction by:** Nader Asgary, CIK and Bentley University, MA, USA

Prof. Ricardo Bueno, the General Coordinator for International Programs, the Directorate of International Affairs of CAPES, Brazil.

Maling Ebrahimpour, Dean College of Business, the University of Rhode Island, RI, USA

Thami Ghorfi, President of ESCA University, Casablanca, Morocco

Tarek Hatem, Head of Entrepreneurship and Leadership, the American University in Cairo, Egypt

Joseph Weiss, Nader Asgary, and Cindy Wu, Bentley University, Waltham MA, USA

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

Darville Alexander, Mark Hughes, and Robert Robertson, Bahamas Technical and Vocational Institute, Bahamas

## **II. Friday, October 2**

9:00 – 10:45 AM, EST/Boston Time

### **Plenary Presentation III: CLIMATE CHANGE, SUSTAINABLE GROWTH, AND PUBLIC POLICY**

**Introduction by:** Dina Frutos-Bencze, Saint Anselm College, New Hampshire

Helena Athoussaki PwC, Director, Sustainability and Climate, PwC Luxembourg  
Petros Koutrakis, Harvard T.H. Chan School of Public Health, MA USA  
Isak Kruglianskas, Professor Titular FEA/USP, Diretor Presidente FIA-Fundação Instituto de Administração, Coordenador do PROGESA, Brazil  
Dina Frutos-Bencze, Saint Anselm College, New Hampshire  
Hossein Varamini, Elizabethtown College, PA, USA

9:00 – 10:45 AM, EST/Boston Time

### **Plenary Presentation IV: *SINGEP PANEL- CIRCULAR ECONOMY AND 4.0 CHALLENGES AND INNOVATIVE OPPORTUNITIES* - **PORTUGUESE LANGUAGE****

**Introduction by:** Priscila Rezende da Costa, Director of the Graduate Program of Business Administration at Universidade Nove de Julho, PPGA-UNINOVE

Carlos Ruffin, Suffolk University, USA  
Dante Minucci, IT and New Technologies Senior Manager at UNIDAS  
Mauro Luiz Martens, Director of the Graduate Program in Production Engineering at Universidade Nove de Julho, PPGE-UNINOVE

## **Saturday, October 3**

10:00 – 11:30 AM, EST/Boston Time

### **Plenary Presentation V: *INTERNATIONAL AND TRANSNATIONAL ENTREPRENEURSHIP: EVIDENCE FROM EMERGING MARKETS***

**Introduction By:** Kaveh Moghaddam, University of Houston-Victoria, TX

George Nakos, Clayton State University, GA  
Kaveh Moghaddam, University of Houston-Victoria, TX  
Majid Ghorbani, Renmin University of China  
Leonel Cezar Rodrigues, University of Araraquara, SP - Brazil  
Sarika Pruthi, San Jose State University, CA

**CYRUS INSTITUTE OF KNOWLEDGE 8<sup>th</sup> INTERNATIONAL CONFERENCE**  
**AND**  
**VIII SIMPÓSIO INTERNACIONAL DE GESTÃO DE PROJETOS, INOVAÇÃO E**  
**SUSTENTABILIDADE**

**CONFERENCE PROGRAM - OCTOBER 1-3, 2020**

**Online Via Zoom /Eastern Standard Time**

**Thursday, October 1**

8:30 AM - 5:30 PM **Registration for CIK - <https://www.cyrusik.org/conference2020/registration/>**

**Question: [CIK@Cyrusik.org](mailto:CIK@Cyrusik.org)**

**Registration for SINGEP - <http://singep.org.br/8/inscricoes/>**

**Question: [singep@uninove.br](mailto:singep@uninove.br)**

9:00 – 9:15 AM

**Zoom Link/SINGEP**

**[https://singep-org-br.zoom.us/webinar/register/WN\\_xGWbGiw7RtyUdmI-42fLMQ](https://singep-org-br.zoom.us/webinar/register/WN_xGWbGiw7RtyUdmI-42fLMQ)**

**Webinar ID: 917 6282 6297**

**Passcode: 818516**

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

**Welcoming Remarks By:**

Eduardo Storopoli, President of Universidade Nove de Julho – UNINOVE

Maria Cristina Storopoli, Provost of Universidade Nove de Julho – UNINOVE

Nader Asgary, President of Cyrus Institute of Knowledge and Professor at Bentley University; President of the Organizing Committee of the CIK International Conference

Cristina Dai Prá Martens (Director of the Graduate Program in Project Management at Universidade Nove de Julho, PPGP-UNINOVE; President of the Organizing Committee of the VIII SINGEP

Jorge Ferreira da Silva, Professor of the Graduate Program of Business Administration at the IAG Business School at Pontifícia Universidade do Rio de Janeiro – PUC-RIO

Priscila Rezende da Costa, Director of the Graduate Program of Business Administration at Universidade Nove de Julho, PPGA-UNINOVE

Mauro Luiz Martens, Director of the Graduate Program in Production Engineering at Universidade Nove de Julho, PPGE-UNINOVE

**CIK - 8th International Conference in Collaboration with SINGEP/UNINOVE University Online Oct. 1-3, 2020**  
**ENTREPRENEURSHIP, RESPONSIBLE LEADERSHIP, AND SUSTAINABLE DEVELOPMENT**

---

9:15 – 10:40 AM      **Plenary Presentation I: *ENTREPRENEURSHIP, PROJECT MANAGEMENT, RESPONSIBLE LEADERSHIP, AND SUSTAINABLE DEVELOPMENT IN THE NEW ERA***

**Zoom Link/SINGEP**

[https://singep-org-br.zoom.us/webinar/register/WN\\_xGWbGiw7RtyUdml-42fLMQ](https://singep-org-br.zoom.us/webinar/register/WN_xGWbGiw7RtyUdml-42fLMQ)

**Webinar ID: 917 6282 6297**

**Passcode: 818516**

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

**Introduction by:** Cristina Dai Prá Martens, Director of the Graduate Program in Project Management at Universidade Nove de Julho, PPGP-UNINOVE

Poorya Hosseini, Associate at Flagship Pioneering, Cambridge, MA

Nader Asgary, President of Cyrus Institute of Knowledge and Professor at Bentley University, Bentley University, MA

Jorge Ferreira da Silva, Professor of the Graduate Program of Business Administration at the IAG Business School at Pontifícia Universidade do Rio de Janeiro – PUC-RIO

10:40 - 11:00 AM      **Coffee Break**

**Zoom Link/SINGEP**

<https://singep-org-br.zoom.us/meeting/register/tJAc-qrzoiGdLDHPocRLXdjO2QK0U-eosl>

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

11:00AM – 12:30PM **CIK/Parallel Sessions**

**SESSION A: ENTREPRENEURIAL ORIENTATION, INNOVATION, AND DIGITAL DISRUPTION AND GROWTH**

**Zoom Link**

<https://bentley.zoom.us/j/95386207675>

**Meeting ID: 953 8620 7675**

**Passcode: CIKSIN8**

**Session Chair:** Rozita Ghaffari Fard, Southern New Hampshire University, NH, USA

**ENTREPRENEURSHIP AT UNIVERSITY NEW LEARNING OPPORTUNITY**

Sanae Solhi, Karima Ghazouani, and Jalila Ait Soudane, UM5 in Rabat Morocco

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

Jalila Ait Soudane and Sara Zouaher, Mohammed V University, Rabat, Morocco

**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

**ENTREPRENEURS AND DIGITAL DISRUPTION: AWARENESS AND ADAPTATION**

Rozita Ghaffari Fard, Southern New Hampshire University, Manchester, NH, USA

**ADVANCEMENT OF SCIENCE AND ITS INFLUENCE ON WOMEN PROFESSIONAL DEVELOPMENT**

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

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

Philippe Ndikubwimana and Florence Mukamanzi Abel Barakamfitye, University of Rwanda

***SESSION B: INCOME INEQUALITY, HUMAN CAPITAL, INVESTMENT, MONETARY POLICY AND ECONOMIC GROWTH***

**Join Zoom Meeting**

**<https://bentley.zoom.us/j/97345610845>**

**Meeting ID: 973 4561 0845**

**Passcode: CIKSING8**

**Session Chair:** Ahmad Etebari, University of New Hampshire, NH USA

**THE ECONOMIC CONSEQUENCES OF INCOME INEQUALITY**

Mahmoud Metwally and Christian Richter, German University in Cairo, Egypt

**COMPETITION, ATTITUDES, AND ETHICAL BEHAVIOR ACROSS COUNTRIES**

Long Wang, City University of Hong Kong

**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

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

Ilmar Polary Pereira, State University of Maranhao – UEMA, Brazil

**THE EFFECTS OF MONETARY POLICY ON INCOME INEQUALITY AND ECONOMIC UNCERTAINTY**

Nadeen Emadeldin and Christian Richter, German University in Cairo, Egypt

**HUMAN CAPITAL AND ECONOMIC GROWTH IN EGYPT**

Merna Hefnawi and Hebatallah Ghoneim, German University in Cairo, Egypt

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

Ahmad Etebari, University of New Hampshire, NH USA

12:30 - 1:30 PM

**Lunch**

1:30 - 3:30 PM

**Plenary Presentation II: *HIGHER EDUCATION CHALLENGES AND OPPORTUNITIES IN THE NEW ERA***

**Join Zoom Meeting**

<https://bentley.zoom.us/j/98171637030>

**Meeting ID: 981 7163 7030**

**Passcode: CIKSIN8**

**Introduction by:** Nader Asgary, CIK and Bentley University, MA, USA

Prof. Ricardo Bueno, the General Coordinator for International Programs, the Directorate of International Affairs of CAPES, Brazil.

Maling Ebrahimpour, Dean College of Business, the University of Rhode Island, RI, USA

Thami Ghorfi, President of ESCA University, Casablanca, Morocco

Tarek Hatem, Head of Entrepreneurship and Leadership, the American University in Cairo, Egypt

Joseph Weiss, Nader Asgary, and Cindy Wu, Bentley University, Waltham MA, USA

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

Darville Alexander, Mark Hughes, and Robert Robertson, Bahamas Technical and Vocational Institute, Bahamas

3:30 - 3:45 PM

**Coffee Break**

**Zoom Link/SINGEP**

<https://singep-org-br.zoom.us/meeting/register/tJAl-d-qoqTsoHtOqjWVHIXTWmZLpgOgSaJyP>

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

3:45 - 5:45 PM

**SESSION C: PANDEMIC, CULTURAL, BEHAVIOR, MARKETING, TOURISM**

**Join Zoom Meeting**

**<https://bentley.zoom.us/j/91245309590>**

**Meeting ID: 912 4530 9590**

**Passcode: CIKSIN8**

**Session Chair:** Nada Nasr Bechwati, Bentley University, Waltham MA, USA

**IT TOOK A PANDEMIC TO MAKE US CONSUME MORE RESPONSIBLY!**

Nada Nasr Bechwati, Bentley University, Waltham MA, USA

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

Alf H. Walle, Cyrus Institute of Knowledge, Cambridge MA USA

**OWAMBE: THE CASE OF CULTURE MARKETING**

ONIKU, Ayodele and KUYE, Owolabi, University of Lagos, Nigeria

**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

**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

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

Lise Heroux and Christina Dimitriou, Plattsburgh, New York

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

Nader Asgary, Sofia Escandon, Bentley University, and Alf Wall, Cyrus Institute of Knowledge Cambridge, MA USA

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

Andrea Dell'Anno, Elliot Lin, Shaquille Moultrie, and Nan Zhi, Bentley University, Waltham MA, USA

**CIK - 8th International Conference in Collaboration with SINGEP/UNINOVE University Online Oct. 1-3, 2020  
ENTREPRENEURSHIP, RESPONSIBLE LEADERSHIP, AND SUSTAINABLE DEVELOPMENT**

---

**Friday, October 2**

8:30 AM - 5:30 PM    **Registration for CIK:** <https://www.cyrusik.org/conference2020/registration/>  
**Question:** [CIK@Cyrusik.org](mailto:CIK@Cyrusik.org)

9:00 – 10:45 AM    **Plenary Presentation III: *CLIMATE CHANGE, SUSTAINABLE GROWTH, AND PUBLIC POLICY***

**Join Zoom Meeting**

<https://bentley.zoom.us/j/99768211628>

**Meeting ID: 997 6821 1628**

**Passcode: CIKSIN8**

**Introduce By:** Dina Frutos-Bencze, Saint Anselm College, New Hampshire

Helena Athoussaki PwC, Director, Sustainability and Climate, PwC Luxembourg,  
Petros Koutrakis, Harvard T.H. Chan School of Public Health, MA USA

Dr. Isak Kruglianskas, Professor Titular FEA/USP, Diretor Presidente FIA-Fundação  
Instituto de Administração, Coordenador do PROGESA, Brazil

Hossein Varamini, Elizabethtown College, PA, USA

Dina Frutos-Bencze, Saint Anselm College, New Hampshire

**Plenary Presentation IV: *SINGEP PANEL- CIRCULAR ECONOMY AND 4.0 CHALLENGES AND INNOVATIVE OPPORTUNITIES - PORTUGUESE LANGUAGE***

**Zoom Link/SINGEP**

[https://singep-org-br.zoom.us/webinar/register/WN\\_MR0yw8\\_\\_TdaVXf6jybirhw](https://singep-org-br.zoom.us/webinar/register/WN_MR0yw8__TdaVXf6jybirhw)

**Webinar ID: 926 0531 2637**

**Passcode: 254802**

**Note: When accessing the link, enter the same email address you used in your communication with the CIK, and the following password: CIKSIN8**

**Introduction by:** Priscila Rezende da Costa, Director of the Graduate Program of  
Business Administration at Universidade Nove de Julho, PPGA-UNINOVE

Carlos Ruffin, Suffolk University, USA

Dante Minucci, IT and New Technologies Senior Manager at UNIDAS

Mauro Luiz Martens, Director of the Graduate Program in Production Engineering at  
Universidade Nove de Julho, PPGE-UNINOVE

10:45 – 11:00 AM    **Coffee Break**

**Zoom Link/SINGEP**

[https://singep-org-br.zoom.us/meeting/register/tJ0sde2prj0sG9FKUjzKNmEzVD\\_VVJctZ0uk](https://singep-org-br.zoom.us/meeting/register/tJ0sde2prj0sG9FKUjzKNmEzVD_VVJctZ0uk)

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

**11:00 AM - 1:00 PM SESSION D: *GLOBALIZATION, INOVATION, AND DEVELOPMENT***

Join Zoom Meeting

<https://bentley.zoom.us/j/99965708366>

Meeting ID: 999 6570 8366

Passcode: CIKSIN8

**Session Chair:** Gang Li, Bentley University, Waltham MA USA

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

Adeola A. Adeniyi, Southern New Hampshire University, Manchester, NH 03106

**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

**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

**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

**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

**LEGITIMACY AND CORPORATE SOCIAL RESPONSIBILITY: A  
COMPARATIVE STUDY OF THE OIL AND TECH INDUSTRY**

Nader Asgary, Gang Li, and Euthemia Stavoulaki, Bentley University,  
Waltham MA USA

**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

**CIK - 8th International Conference in Collaboration with SINGEP/UNINOVE University Online Oct. 1-3, 2020**  
**ENTREPRENEURSHIP, RESPONSIBLE LEADERSHIP, AND SUSTAINABLE DEVELOPMENT**

---

1:00 - 2:00 PM      **Lunch**

2:00 - 3:30 PM      **CIK/SINGEP – INTERNATIONAL DOCTORAL CONSORCIUM**

Join Zoom Meeting

<https://bentley.zoom.us/j/97317337639>

Meeting ID: 973 1733 7639

Passcode: CIKSIN8

**Introduction by:** Emerson Maccari – Professor of Management, University of Nine July, Brazil and General Coordinator for International Scholarship – CAPES, Ministry of Education, Brazil

Dr. Tagi Sagafi-nejad, Professor Emeritus, Loyola University Maryland  
Dina Frutos-Bencze, Saint Anselm College, New Hampshire  
Ahmad Etebari, University of New Hampshire, NH USA  
Alf Walle, Cyrus Institute of Knowledge, Cambridge MA USA  
Kaveh Moghaddam, University of Houston-Victoria, TX  
Hossein Varamini, Elizabethtown College, PA, USA Hossein  
Fernando Antonio Ribeiro Serra - UNINOVE - Brazil

3:45– 5:30 PM      **SESSION E: *INTERNATIONALIZATION, ANGEL INVESTORS, LEADERSHIP, MENTORING, AND THE ECONOMY***

Join Zoom Meeting

<https://bentley.zoom.us/j/92192154260>

Meeting ID: 921 9215 4260

Passcode: CIKSIN8

**Session Chair:** Jonathan Sales, Bentley University, Waltham MA

**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

**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

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

Neeka Asgary, Bentley University, Waltham MA, USA

**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

**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

**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

**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

**LEADERSHIP CHARACTERSTICS OF FAMILY-OWNED BUSINESSES AND FINANCIAL PERFORMANCE**

Nader Asgary, Bentley University, Marcello Romani-Dias, and Carla Borges Amaral, Positivo University, Pesquisadora na Universidade Positivo - PMDA Campus Ecoville Curitiba-Pr, Brazil

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

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

5:30 – 5:45 PM

**Coffee Break**

**Zoom Link/SINGEP**

[https://singep-org-br.zoom.us/meeting/register/tJcscu6rqz4jHNGINhv\\_PguQozLGom3gblLy](https://singep-org-br.zoom.us/meeting/register/tJcscu6rqz4jHNGINhv_PguQozLGom3gblLy)

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

**5: 45 PM**

***CIK/SINGEP – BEST PAPERS***

**Zoom Link/SINGEP**

[https://singep-org-br.zoom.us/webinar/register/WN\\_1i-kn12DRkeys2FF7n9zOA](https://singep-org-br.zoom.us/webinar/register/WN_1i-kn12DRkeys2FF7n9zOA)

**Webinar ID: 951 8021 9879**

**Passcode: 052132**

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

**CIK - 8th International Conference in Collaboration with SINGEP/UNINOVE University Online Oct. 1-3, 2020**  
**ENTREPRENEURSHIP, RESPONSIBLE LEADERSHIP, AND SUSTAINABLE DEVELOPMENT**

---

**Saturday, October 3**

8:00 - 9:45 AM **WORKSHOP I/SINGEP - USE OF EXPERIMENTS IN SCIENTIFIC RESEARCH IN MANAGEMENT IN PORTUGUESE**

**Zoom Link/SINGEP**

<https://singep-org-br.zoom.us/meeting/register/tJwodOqqrjkhH9QQCsutzUSjg5eG9QS0za-->

Meeting ID: 985 3320 2350

Passcode: 381890

Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8

Evandro Luis Lopes, Professor of the Graduate Program of Business Administration at Universidade Nove de Julho, PPGA-UNINOVE and of the Graduate Program of Health Systems Management at Universidade Nove de Julho – MPA-GSS - UNINOVE

9:45 - 10:00AM **Coffee Break**

**Zoom Link/SINGEP**

[https://singep-org-br.zoom.us/meeting/register/tJEvdOmurTijEtNzpi\\_ULCILzxbatBKXDe-G](https://singep-org-br.zoom.us/meeting/register/tJEvdOmurTijEtNzpi_ULCILzxbatBKXDe-G)

Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8

10:00 – 11:30 AM **Plenary Presentation IV: INTERNATIONAL AND TRANSNATIONAL ENTREPRENEURSHIP: EVIDENCE FROM EMERGING MARKETS**

**Join Zoom Meeting**

<https://bentley.zoom.us/j/93494302421>

Meeting ID: 934 9430 2421

Passcode: CIKSIN8

**Introduction By:** Kaveh Moghaddam, University of Houston-Victoria, TX

George Nakos, Clayton State University, GA

Kaveh Moghaddam, University of Houston-Victoria, TX

Majid Ghorbani, Renmin University of China

Leonel Cezar Rodrigues, University of Araraquara, SP - Brazil

Sarika Pruthi, San Jose State University, CA

10:00 – 11:45AM

**WORKSHOP II - DESIGN SCIENCE RESEARCH - IN PORTUGUESE**

**Zoom Link/SINGEP**

<https://singep-org-br.zoom.us/meeting/register/tJUocO-gqTkoHNVgl7zr1qGhOgJkOK0zw6BF>

**Meeting ID: 915 7687 2261**

**Passcode: 839387**

**Note: When accessing the link, enter the same email address you used in your communication with the CIK and this password: CIKSIN8**

**Introduction by:** Rosária Macri Russo, Professor of the Graduate Program in Project Management at Universidade Nove de Julho, PPGP-UNINOVE

Cristiane Drebes Pedron, Professor of the Graduate Program of Business Administration at Universidade Nove de Julho, PPGA-UNINOVE and of the Graduate Program in Project Management at Universidade Nove de Julho, PPGP-UNINOVE

11:45 – 12:00 **Closing Comments, *Question and Answer Session***

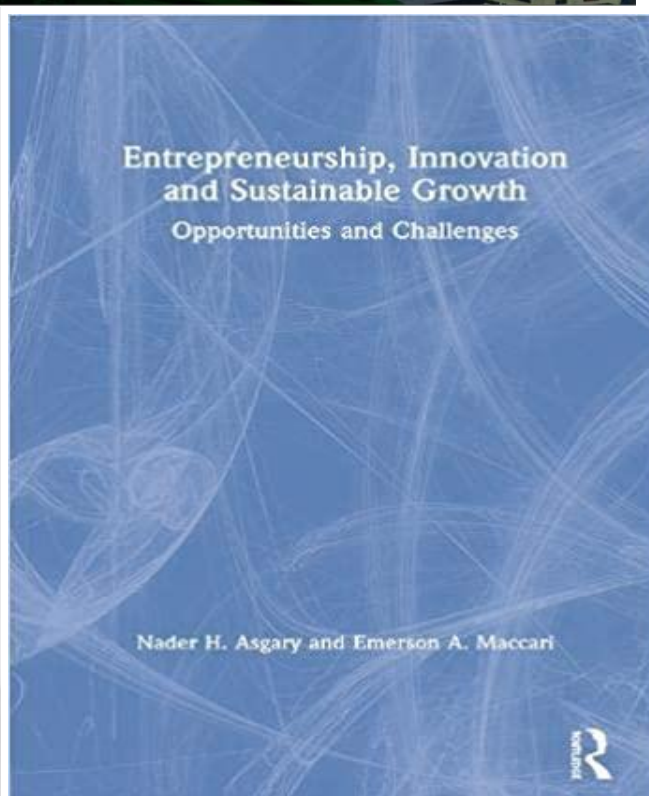
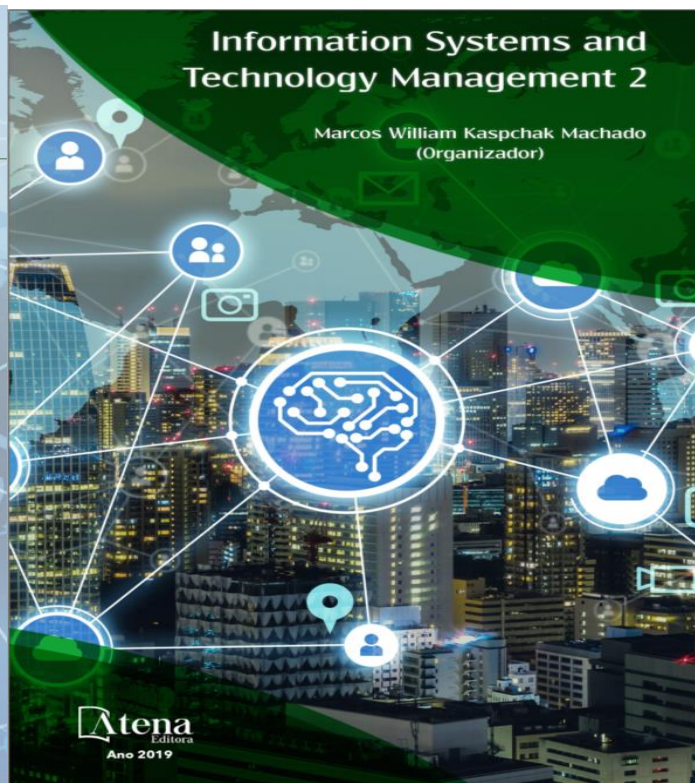
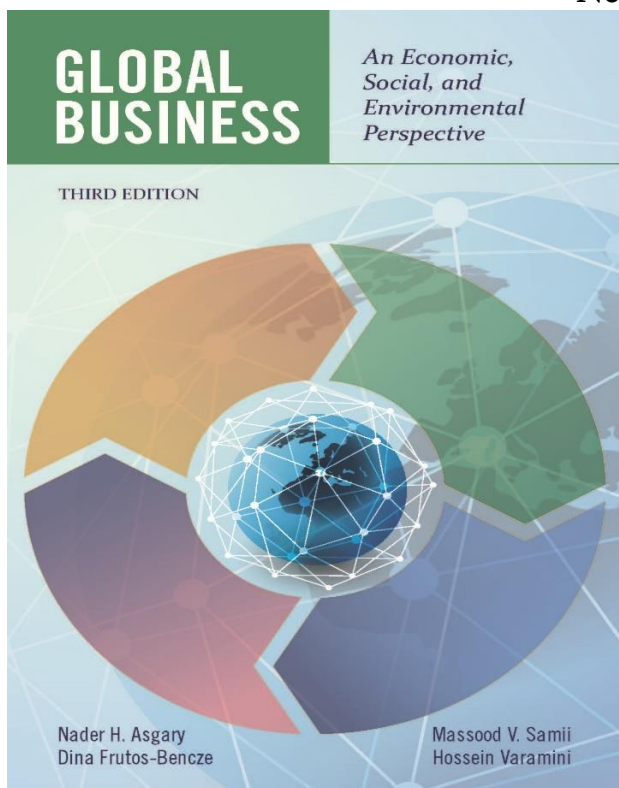
**Join Zoom Meeting**

<https://bentley.zoom.us/j/97488971320>

**Meeting ID: 974 8897 1320**

**Passcode: CIKSIN8**

### New Books



*Note:*

*Thank you!*

## ***Cyrus Chronicle Journal (CCJ)*** ***The flagship journal of the CYRUS Institute of Knowledge***

### ➤ **Editorial Team**

Editor: Tagi Sagafi-nejad: Professor Emeritus, Loyola University, Maryland, USA

Associate Alf Walle: University of Alaska at Fairbanks, USA

Assistant Editor: Nancy Black Sagafi-nejad, USA



### ➤ **Editorial Advisory Board**

An editorial board consisting of distinguished members from world-class institutions of higher learning, practice and industry. Please see: <http://www.cyrusik.org/editorial-advisory-board/>



### ➤ **Purpose**

The editorial objective is to create opportunities for scholars and practitioners to share theoretical and applied knowledge. The subject fields are management sciences, economic development, sustainable growth, and related disciplines.