

ABSTRACTS

CIK- 9th International Conference in collaboration with SINGEP

Oct. 20-22, 2021, Online

Theme: Entrepreneurship, Innovation, Sustainable Economic Development, and Project Management



CYRUS Institute of Knowledge

Cambridge, MA, USA

And

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

October 20-22, 2021

Online

Conference Abstracts

Co-sponsors:

- Bentley University – USA
- ESCA University – Morocco
- UNINOVE University (São Paulo) – Brazil

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Conference Theme:

***Entrepreneurship, Innovation, Sustainable Economic Development, and
Project Management***

PAPERS AND CASES SPECIALIZATIONS/revised

- 1. Entrepreneurship**
- 2. Economics & Finance**
- 3. Sustainable Development, Supply Chain, and Consumers' Behavior**

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I. ENTREPRENEURSHIP

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ENTREPRENEURSHIP AND UNEMPLOYMENT: DISAGGREGATING THE VARIABLES

Noha Ghazy,

The German University in Cairo, Egypt

Hebatallah Ghoneim,

The German University in Cairo, Egypt

and Guenter Lang

Kuehne Logistics University

Abstract

Policy makers have often considered entrepreneurship as a possible policy to attain growth and reduce unemployment. Therefore, they resort to the literature on the topic to aid them with designing the adequate policy. Nonetheless, the literature on the topic is still ambiguous with rather mixed results (Thurik et al., 2008). The importance of the topic is exacerbated in the Covid and Post-Covid era where the soaring unemployment levels worldwide represent a serious challenge to policy makers and gaining a clearer understanding is vital for their quest to choose the right policies to reduce those rates.

Hence, the paper aims to contribute to the empirical literature on the topic by clarifying the relationship between entrepreneurship and unemployment rates for the different groups constituting the economy, namely: males, females, youth males and youth females. The paper utilizes the GEM's total entrepreneurial activity index (TEA), opportunity TEA and high growth TEA as measures for entrepreneurship. The study is conducted using unbalanced Panel data for the period 2010-2018 for 32 countries both developed and developing.

Studies that examined the topic were mainly concerned with the aggregate relation between unemployment rate and the adopted measure of entrepreneurship. However, with female unemployment rate being statistically higher than male unemployment rate and youth unemployment rate (for both males, and females) being statistically higher than their aggregated counterparts, it is interesting to understand how the different types of entrepreneurship affect the unemployment of these different groups. This could guide policy makers in designing better targeted policies to assist the disadvantaged groups.

Our results show that entrepreneurship (with its different types) decrease the unemployment rate. However, it was found that opportunity entrepreneurship and High growth entrepreneurship, *with High Job Creation Expectation*, fell short to TEA with regards to mitigating unemployment. Moreover, our results do not seem to suggest that entrepreneurship is particularly more beneficial to a specific group.

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DETERMINANTS OF STARTUP INTENTION IN The GCC: Evidence from the Global Entrepreneurship Monitoring (GEM) Data

Nehal El Naggar

Royal University for Women, Kingdom of Bahrain
and

Jalal M. Naser

Principal Consultant with JAFCON Consultants for Productivity Improvement, GradStat with Royal Statistical Society in UK & Chairperson of the Bahrain Statistical Society, Kingdom of Bahrain

Abstract

This study aims at identifying the factors affecting individuals in establishing startups in three countries in the GCC namely: Qatar, Saudi Arabia and UAE. This study used the theory of planned behavior based on the Adult Population Survey (APS) of the Global Entrepreneurship Monitor (GEM) of 2016. The entrepreneurial behavior variables considered included: Attitude toward entrepreneurship, subjective norms, and perceived behavioral control have significant effects on establishing start-ups in the countries studied.

Binary Logistics Regression model in addition to Chi square were the main methods utilized to test the four hypotheses studied in this paper. Based on the statistical analysis performed, the influence by subjective norms, and perceived behavioral control were found significant but not Attitude toward entrepreneurship. All demographic profile variables (gender, age, education, income and family size) were found to have an effect on startup status except working status.

When performing the logistic regression on each GCC country separately, the influencing factors change. In Saudi Arabia, both Subjective norm concerning entrepreneurship and Perceived behavioral control towards entrepreneurship were found significant. For UAE, only Attitude toward entrepreneurship, while in Qatar the Attitude toward entrepreneurship and Perceived behavioral control towards entrepreneurship were found significantly affecting startup intention. This might be due to the country's population intensity, length of the entrepreneurship focus and support policies, and entrepreneurship ecosystem maturity and integration level.

The findings of this study support the application of the theory of planned behavior in the GCC context and provide practical policy implications of these results for strengthening start-up efforts in the GCC through various public and private initiatives. This study provides a clear mapping of potential individuals who are the most likely to start a business on the one hand and identification of factors, which may affect the start-up intention on the other.

Moreover, the authors propose research directions to further enhance the understanding of Entrepreneurship and Startup Intention in the GCC.

Keywords: Startup Intention, Entrepreneurial Intention in GCC, Entrepreneurship in KSA, UAE and Qatar, Theory of Planned Behaviour, GEM

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SOCIAL ENTREPRENEURSHIP BUSINESS MODELS AND LEGAL SERVICES

Jonathan Sales

Bentley University
Waltham MA, USA
and

Jessica A. Magaldi
Pace University, NYC

act

Abstract

This paper explores a social entrepreneurship business models as a solution to providing affordable and effective legal services to low- and moderate-income individuals who are caught in the “justice gap.” Researchers calculate that 80 percent of the civil legal needs of those living in poverty and 40 to 60 percent of the civil legal needs of moderate-income Americans are unmet because they lack access to affordable representation. These populations have incomes too high to qualify for public legal assistance and too low to afford private sector legal representation.

The paper evaluates and analyzes an approach whereby a not-for-profit legal incubator assists early-stage attorneys to become individual for-profit entrepreneurs and to create and execute business models that focus on offering legal services to low- and moderate-income populations. The not-for-profit legal incubator helps the entrepreneurs to build sustainable small firms, with a network of referrals and a commitment to meet the needs of low- and moderate-income clients. In this situation, lawyers receive fair compensation for the value they provide to their clients, and clients receive much-needed assistance at affordable rates. This paper explores whether this entrepreneurial cutting-edge approach to the justice gap issue is a potentially viable alternative to the traditional not-for-profit legal services business model where a not-for-profit entity operates a legal services office for qualifying individuals.

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THE PLACE OF WOMEN IN FAMILY BUSINESSES IN MOROCCO

Dora Jurd de Girancourt

and

Thami Ghorfi

ESCA Ecole de Management

Morocco

Abstract

In Morocco, family businesses account for approximately 90% of the economy and women have always played informal and behind-the-scenes roles in these businesses. However nowadays, a new generation of female members is taking the reins and most of them become more visible (Jurd de Girancourt & Ghorfi, 2021). In this context, we have conducted a research for almost two years to understand the actual place of female family members working within Moroccan family businesses. The research answers the following questions: How are these women perceived by the firm, the family and society? What are their challenges and their success drivers? How have they become more visible?

The research is based on a thorough literature review and a qualitative analysis made of 30 interviews with female family members working in family businesses in diverse sectors and locations across the country. We identified six major success drivers and analyzed how well the family business setting nurtured them professionally.

The research also emphasizes some main learnings. First, these successful women have succeeded in leveraging some social barriers to their competitive advantages. Second, most of them received a modern and egalitarian education from their family, who considered them legitimate successors since the beginning. Finally, they thrived in the family business environment thanks to a climate of trust and shared values, allowing them to become major inspiring role models for other Moroccan women.

Keywords: Women leadership; Gender equity; Professional inclusion; Family businesses; Moroccan business

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FRONTIERS OF DISCUSSION IN PLATFORMS AND ECOSYSTEMS: A BIBLIOMETRIC AND TEXTUAL ANALYSIS UNDER THE 2021 ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT

André Luiz Barros Nery

and

Marcos Rogério Mazieri

UNINOVE University
Brazil

ABSTRACT

The historical analysis of the global technological revolution demonstrates an economy that migrates from organizations based on the local factory, passing by the national corporation, to the non-geographical platform in the 21st century. This platform economy or Digital Platform Economy (DPE) becomes the new discussion about the evolutionary idea of digitally enabled activities in business, politics and social integration, composed by digital technology infrastructure, multisided digital platforms, and Digital Platform-based Ecosystems (users and entrepreneurs in a context). In order to actualize the frontiers of discussion in platforms and ecosystems, we attended the 2021 Annual Meeting of the Academy of Management (AoM) and conducted two analysis based on 87 congress papers and 7 symposia extracted from the 2021 AoM Annual Meeting Proceedings. First, a bibliometric analysis based on papers and symposia presented in the meeting, secondly, a textual data analysis based on abstracts. The bibliometric analysis highlighted that 64.61% of the discussion was concentrated in two divisions, Technology and Innovation Management – TIM (37.35%) and Strategic Management – STR (27.26%); that affiliations were mainly congregated in United States (32 affiliations), England (20), Germany (13) and France (10); that discussion was led by three mainly authors; that had 11 references most cited; and showed other interesting metrics and source productions related to the topic. The textual data analysis showed three clusters emerged from abstracts, Platform (46.20% of relevance), Entrepreneurship (32.20%), and Ecosystem (21.60%), according to Reinert's Method or Method of Descending Hierarchical analysis – DHA. The specificities and correspondence factor analysis rise ramifications from the field of study, the one and most related to the field showing elements based on "digital" such as "technology", "market", "business", and "model", the second related to company directions showing elements based on "firm" such as "value", "strategy", and "structure", the third related to the evolution of concepts showing elements based on "innovation" such as "develop", "actor", and "governance". From the results, we concluded that there is a huge interest of scholars in better understanding phenomena into platforms and ecosystems context. Apparently, the distance between "digital" elements and "firm" elements may represent a theoretical gap that bringing the digital business models closer to business strategies. When including "digital" and "technology", some of these discussions are emerging subjects that link these two topics in one, as a unique Digital Platform Ecosystem context.

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Keywords: Innovation; Ecosystem; Platform; Entrepreneurship; Digital Business Models.

II. ECONOMICS AND FINANCE

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A MULTI-LAYER ORGANIZATIONAL CULTURE FRAMEWORK FOR ENHANCING THE FINANCIAL PERFORMANCE IN TOURISM AND HOSPITALITY FAMILY FIRMS

Kayhan Tajeddini

and

Thilini Gamage

Sheffield Hallam University

UK

ABSTRACT

Prior research on factors influencing the financial performance of tourism and hospitality family firms concentrated mainly on family-level traits and values, thus limiting our comprehension of the organizational culture mechanism by which family-level values are transformed into firm-level business processes. We bridge this void in prior literature by presenting a multi-layer organizational culture framework comprised of the organizational values and organizational climate layers. Data stemmed from eight in-depth interviews, followed by a survey with 187 tourism and hospitality family firms reveal that stewardship climate inside the firms mediates the relationship between long-term-oriented values and financial performance. Moreover, our findings show that entrepreneurial orientation moderates the organizational culture mechanism that enhance the financial performance of tourism and hospitality family firms.

Keywords: *entrepreneurial orientation, family firms, long-term orientation, organizational culture, stewardship climate, tourism and hospitality*

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TRANSPLANT TOURISM

Reza F. Saidi

Chief of Transplantation,
Director, Kidney Transplant Program
SUNY Upstate Medical University
Syracuse, NY, USA

Abstract

Because of the ongoing organ donor shortage, transplant tourism is occurring at an increasing rate both in the USA and abroad. Transplant tourism is ever increasing and patients may be at risk for greater post-transplant morbidity as well as inadequate follow up care. Transplant centers require some guidance with regard of how to deal with these patients.

Transplant tourism is an increasing reality facing the USA transplant centers. Most professional societies do not condone it yet cannot abrogate a physician's right to care for such patients. Ethical principles mandate transplant physicians provide adequate care for returning transplant tourists. Better ways of assessing the scope of the problem are necessary. Transplant tourism may exist because of the disparity between the need for organ donors and their availability and thus is likely to continue into the future.



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

Alf H. Walle

Cyrus Institute of Knowledge
Cambridge MA

ABSTRACT

In the late 1860s, acclaimed American author Mark Twain (Samuel Clemens) toured the Middle East and the 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 subjective feelings 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.

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DISCONNECTED REALITIES: THE FALLACY OF CORPORATE SOCIAL RESPONSIBILITY IN BIG BUSINESS

Fadwa Chaker

School of Management
ESCA Ecole de Management
Morocco

Abstract

Corporate Social Responsibility (CSR) has emerged as one of the most researched topics in management. For decades, the discourse about the positive impact of CSR has prompted increased adoption of sustainability agendas worldwide, especially among large corporations. However, we know little about whether and how the practice of CSR in mega-firms has spurred any effective and long-lasting impact on both society and the environment. This research addresses this gap by surveying the CSR practices of the largest firms in five continents during the period 2018-2019.

Results unveil that more than half of the top 25 mega-firms globally undertake CSR programs that are largely misaligned with the core income-generating activity. These practices are generally disparate and fragmented with little long-term impact on local communities or the environment. Findings also show important variations across geographic regions and industries, revealing various levels of commitment.

These findings challenge our understanding of CSR as a concept that is essentially meant to do good not only to business but also, and primarily, to society and the planet. By uncovering the chasm between a corporate reality where CSR is chiefly instrumentalized for business goals, and the reality of a world in desperate need for new business paradigms, these findings raise fundamental questions about the effectiveness and relevance of CSR to meet the societal challenges of our time.

Keywords : Corporate Social Responsibility, CSR practice, large businesses, CSR impact, End of CSR.

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INTERNET OF THINGS: SAFETY AND RISKS

***Jéferson de Oliveira Mello,
Fernando Alvaro Ostuni Gauthier,
and
Paloma Zimmer***

Universidade Federal de Santa Catarina
Brazil

Abstract

Introduction/Issues: Security and privacy issues are a growing concern for users and vendors as they move to the Internet of Things. Customers expect products and their data to be secure. Therefore, a company's ability to provide security is becoming an important source of value – and a potential differentiator.

Objective/proposal: This article has as a general objective to identify how it is possible to reduce risks in relation to IoT, on the aspects of privacy for people and organizations, having greater security in the collection of data and information.

Theoretical foundation: An exploratory research was carried out, using secondary data, such as articles and books that address the theme “safety and risks related to the Internet of Things”.

Final Thoughts/Conclusion: The big challenge for companies in an IoT environment will be to learn how to quickly fix IoT device vulnerabilities and how to prioritize them, but have regulatory compliance that ensures the product is approved and ready to go the market with the necessary certifications is fundamental.

Keywords: Internet of Things; Information security; Blockchain.

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BUSINESS OWNERS' RELIGIOSITY AND RELIGION AND BUSINESS PERFORMANCE IN A DEVELOPING MARKET

Owolabi KUYE

and

Ayodele ONIKU

University of Lagos
Nigeria

Abstract

Religion practice in Nigeria is dominated by the three widely accepted faiths or religions in the country which are Christianity, Islam and African Traditional Religion (ATR) and studies have shown that Nigeria is religious society whereby adherence to a particular faith is non-negotiable a way of life among Nigerians. Different studies have identified that religion and religiosity of people affect behaviours 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 performances based on the owners' observation 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 religiosity and religion of business owners on business performances, hence performances are measured in terms of customer retention and market share. 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 behaviours in business.

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III. SUSTAINABLE DEVELOPMENT, SUPPLY CHAIN AND CONSUMERS BEHAVIOR

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THE ROLE OF INSTITUTIONS IN ADVANCING SUSTAINABLE DEVELOPMENT

Rozita Ghaffari Fard

Cyrus Institute of Knowledge

Cambridge, MA 02238

Dina Frutos-Bencze

Saint Anselm College

Manchester, NH 03102-1310

and

Nader Asgary

Bentley University

Waltham, MA 02452

Abstract

This paper examines the role of institutions in advancing sustainable development. We provide an overview of the literature and identify measurable macro indicators such as economic, political, legal, cultural, and regional variables that are influenced by institutions. Six countries that have gone through significant institutional and development changes since 1980's, have been selected for examination.

Our findings show interesting outcomes which indicate that having viable and sustainable institutions are necessary conditions for advancing sustainable development. However, a country's cultural history and location play a far more significant role for sustainable growth. For example, one of the reasons that Spain has been able to build a viable democracy and continued growth is due to its location in Europe surrounded by countries with strong institutions where democratic values prevail. However, this cannot be stated for the case of Egypt, Iran, and Turkey.

Keywords: Institutions, Governances, Sustainable Development, Developing Countries, Democracy

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THE GOVERNANCE OF WOMEN COOPERATIVES IN MOROCCO: AN EXPLORATORY STUDY

Asma EL AARROUMI

ESCA Ecole de Management
Morocco

Abstract

In this paper, we attempt to explore the practices of governance in Moroccan women cooperatives. In fact, this question of how governance is practices in Moroccan women cooperatives has stimulated our interest seeing the peculiarities of these entities, namely in terms of their anchorage in their disadvantageous socio-economic environment. Additionally, this study aims to long existing gap in the literature on the governance of women cooperatives, specifically in the Moroccan context. To address our main research question, we have adopted the grounded theory method as a purely qualitative inductive approach. Our methodological choices have been asserted by the scarcity of research on the subject of women cooperative's governance. Effectively, in our quest for understanding this phenomenon, and considering the nature of our research object, we have conducted an in-depth exploration at the premises of seven women cooperatives in Morocco. Our findings led to the formulation of a grounded theory model "Grounded theory of community embedded governance in women cooperatives". As we analyzed the different dimensions of this model, we were able to shed light on how governance and management practices are driven by a community-embedded institutional framework, in which are anchored the cooperative's identity, mission and purpose.

Keywords: Cooperatives, Women cooperatives, Governance, Cooperative identity, Grounded theory

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LINKED DATA IN GOVERNMENT: A REVIEW ON DATA PROVENANCE MODELS

***Jéferson de Oliveira Mello, Lodacir Rodrigo Silva da Rosa,
Fernando Álvaro Ostuni Gauthier,
and José Leomar Todesco***

Universidade Federal de Santa Catarina
Brazil

Abstract

Introduction: In 2007, some fundamental principles associated with open government data were discussed, with the intuition that society can monitor data such as government-generated revenues and expenses. Based on these principles, the OGD (Open Government Data) was formed, which ended up standardizing the presentation of these data in an accessible and free form for all.

Objective: Identify in the literature which provenance models support the use of Linked Data in government.

Methods: This is a descriptive synthesis based on a systematic review carried out on the bases of CAPES (Coordination for the Improvement of Higher Education Personnel). Twenty-six articles in different languages that met the pre-established inclusion and exclusion criteria were found.

Outcomes: Presentation of eight benefits and eight rules provided by open government data; challenges inherent in the amount of open and unconnected data and publishing connected open data; provenance models and provenance data collection tool.

Conclusion: The government, in various spheres, and in several countries, has advanced in the publication of data via transparency portals. However, few open data catalogs have higher levels on the maturity scale when it comes to data binding.

Keywords: Provenance Model, Linked Data, Data Collection Tools, Open Data Plan, Linked Data in Government.

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METHODS AND TECHNIQUES FOR PREDICTIVE ANALYSIS: AN APPLICATION ON OPEN DATA FOR THE PREDICTION OF PUBLIC REVENUES

**Jeferson de Oliveira Mello,
Alexandre Leopoldo Gonçalves, and
Paloma Zimmer**

Universidade Federal de Santa Catarina
Brazil

Abstract

Introduction: Data production doubles every two years, according to statistics released by the International Data Corporation - IDC. In competitive environment, the use of data for decision making supports the reduction of uncertainties. In complex environments, where uncertainty is high, the need to substantiate data is greater. However, this data will only become a competitive advantage if it is converted into information. This growing amount of available data has required the application of new techniques for data analysis. Many decision makers not only need to understand the forecasting process, they also need to be familiar with the tools that can qualify and quantify markets. Although a large number of activities fall within the broad scope of market analysis, this article focuses on techniques used to make revenue forecasts. Any micro-forecasting technique generally falls into one of three broad categories of models: time series, random, or judgmental.

Objective: This article is centered on these categories. Predicting future events is an important factor with application in different areas such as operations management, marketing, finance and risk management, economics, industrial process control, and demography. The main objective of this article is to present the main techniques used by decision makers to estimate market conditions and make more assertive predictions. For this, a review of the literature in the area was carried out.

Methodology: In order to apply one of the forecasting techniques mapped in the literature, data on total revenues of Brazilian municipalities were used. This type of data was chosen because it is available on the transparency portals. Furthermore, regardless of the government's political ideology, the public budget is the main instrument of government planning. The government needs a budget to be able to function. The Fiscal Responsibility Law aims to establish public finance standards aimed at the responsibility for spending by the Union, states, Federal District and municipalities. Public spending is conditioned on the capacity to collect taxes.

Keywords: forecasting; arima; data prediction; decision making.

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THE IMPACT OF THE COVID-19 PANDEMIC ON PROSOCIAL BEHAVIOR: THE MEDIATING ROLE OF COMMON FATE AND GLOBAL IDENTITY

Nada Nasr Bechwati

Bentley University
Waltham, MA 02452
United States of America

Abstract

Research comparing consumers behavior prior to the COVID-19 pandemic to that during the Pandemic implies that people exhibited more prosocial behavior during the Pandemic. The purpose of this research is to explain this increase in prosocial behavior. We draw on the social identity theory to argue that the Pandemic created a common fate context that led to a global identity. As a result of this heightened global identity, consumers wanted to be a resource to others through providing for them, e.g., donating, sharing, and even protecting resources available to others, such as the environment. Findings from two studies, a survey and a laboratory experiment, lend support to the proposed model. Understanding how the COVID-19 pandemic has affected prosocial behavior can have important implications for the well-being of consumers and society at large. Prosocial behavior is desirable and various entities are implementing initiatives to encourage consumers to act prosocially. Moreover, it is established in the marketing field that contextual factors impact most aspects of consumer decision making, particularly those pertaining to prosocial behavior. The COVID-19 pandemic is a major change in the context in which most decisions are made. Thus, monitoring certain behaviors, such as prosocial behavior, during this “experiment-like” period can inform researchers about what possibly triggers or fosters such behaviors, and ideally turn them into lifelong habits. Finally, based on our model, triggering a common fate can enhance prosocial behavior. While this research focuses on the COVID-19 pandemic impact, simple techniques can be used to elicit common fate and, hence, boost prosocial behavior without having to go through a pandemic.

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BRAINSTORMING TECHNIQUES DURING THE PANDEMIC: CHALLENGES AND OPPORTUNITIES

***Paloma Zimmer,
Jéferson de Oliveira Mello,
and
João Artur de Souza***

Universidade Federal de Santa Catarina
Brazil

Abstract

Brainstorming is a widely used technique for solving problems or creating strategies collectively. In order to create solutions collectively and creatively, the technique aims to share ideas, exchange information, experiences and thoughts. The plurality of employees' ideas and visions is what promotes better alternatives and suggestions in meetings. A relaxed and supportive environment is essential for brainstorming. Some authors recommend that section participants leave the natural working environment as a way to stimulate creativity. Different contexts help people to think differently.

On March 11, 2020, COVID-19 was characterized by the World Health Organization (WHO) as a pandemic. The state of emergency caused several municipalities to decree the lockdown. One of the main instructions of the WHO in the fight against the coronavirus is to avoid agglomerations and closed environments with more than 20 people. Therefore, many companies opted overnight for the home office. This article presents, through a case study, the challenges faced by a company in the Information Technology segment, in adapting brainstorming techniques to the remote environment.

Keywords: brainstorming; innovation; remote work.

ABSTRACTS

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AN INVESTIGATION OF THE BENEFIT OF OPTIMAL REFUND OVER THE FULL REFUND STRATEGY IN RETAIL MARKET, A NUMERICAL STUDY

Ali Shirzadeh Chaleshtari and

and

Ehsan Elahi

University of Massachusetts Boston

MA, USA

Abstract

Many retailers offer full refunds in the matter of product returns, which further intensifies pervasive, increasing application of this option. While the return option stimulates the market demand via rectifying customers' uncertainty regarding the value of products, it endures intense expenses to the retailer. Therefore, comparison of the full refund with the optimal refund strategy helps the retailers wisely decide whether to follow the commonly adhered strategy of full refund, or switch to the optimal refund strategy to alleviate the harms of the returns. To this end, we develop an analytical framework in this paper which is capable of capturing the impact of all major factors affecting the purchase and return behavior of customers. Using this framework, we address the optimal refund strategies of the retailers in various circumstances, and specify the monetary outcomes of these strategies along with the outcomes of full refund, which enables the comparison between the two policies and decision making.

Keywords: Pricing; Product Return; Return Strategy; Full Refund; Return Leniency; Customer Behavior.

ABSTRACTS

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ASSESSMENT OF THE EFFECT OF ENVIRONMENTAL AND SOCIAL FACTORS IN THE UPSTREAM SUPPLY CHAIN ON FINANCIAL PERFORMANCE: CASE OF INDUSTRIAL COMPANIES

Leila AMAZIAN

and

Amr MIR

ESCA ECOLE DE MANAGEMENT, Morocco

Abstract

The relationship between sustainable supply chains and companies' performances has been the subject of many research studies in the past few years. Some authors showed that sustainable supply chains don't contribute to the financial performance, while others found the opposite. This research paper is fully in line with this debate and aims to investigate the relationship between the financial performance and the supply chain's sustainability of industrial companies listed on the stock exchange and belonging to three different sectors. A statistical analysis was carried out using the database of Vigeo Eiris, an international environmental, social and corporate governance research and rating agency founded in 2002, and companies' annual reports. Results show that sustainable relationships with partners in the upstream supply chain impact the financial performance of companies in different ways, depending on the characteristics of each sector. The findings of this research have financial, ecological and social implications as they can help companies understand the importance of having an efficient supply chain while being environmentally and socially responsible, as well as developing CSR strategies in consolidating the competitive advantage and having a better position on the market.

Keywords: Supply chain; CSR; sustainable supply chain; sustainable supply chain management; financial performance; multiple linear regression.