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Dear Participants,

Welcome to the 12th CYRUS Institute of Knowledge (CIK), ESCA School of Management in Morocco, and the 12th International Symposium on Project Management, Innovation and Sustainability (SINGEP) Conference. This collaborative conference focuses on the themes of *Climate Change, Entrepreneurship, Innovation, and Sustainable Development*. We hope you enjoy the stimulating discussions and networking environment this conference will provide. The conference is co-sponsored by Bentley, USA, and UNINOVE universities in Brazil. *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. 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.



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Global warming and climate change have become the biggest challenges that humanity is facing in recent decades. There is no easy solution to address these challenges, but there is hope. Solutions require collective and sustainable collaboration among all stakeholders to minimize its negative impact. Scientific research has shown climate change from the micro perspective is associated with increased mortality, heart-pulmonary diseases, childbirth problems, various cancers, mental illnesses, etc. The increase in these diseases is associated with a decrease in people's productivity and an increase in poverty, especially in vulnerable groups of the world. In terms of the macro perspective, it is leading to migrations, wars, social unrest and instabilities around the world.

United Nations Framework Convention on Climate Change (UNFCCC) meets to measure progress and negotiate multilateral responses to climate change every year since its adoption in 1992. So far, there are [198 Parties](#) to the Convention. The [UNFCCC](#) is a multilateral treaty that evolved after the first assessment report by the Intergovernmental Panel on Climate Change ([IPCC](#)) in 1990. It aims to stabilize greenhouse gas concentrations "at a level that would prevent dangerous anthropogenic (human-induced) interference with the climate system." UNFCCC has provided the basis for international climate negotiations since then. The first Conference of the Parties (COP) was held in Germany, in 1995 and this year will be held in Baku, Azerbaijan, in November 2024.

The aim of this conference is to have an intellectual discussion about the impact of climate change and identify a potential road map to stabilize greenhouse gas concentrations. As educators, we have a high responsibility to educate our students in this regard. Consumers, businesses, and governments are the primary stakeholders who need to seriously act on this agenda. Perhaps, climate change and ethics will become more widespread throughout educational curriculum.

The main objectives of the conference are as follows: 1) The impact of environmental changes on businesses and the livelihood of people, short and long term, 2) Generating ideas to advance the globe's intellectual atmosphere by sharing theoretical and applied knowledge in the management sciences, and 3) Forging a networking environment for scholars, practitioners, philanthropists, and others who share the values and mission of CIK, ESCA 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, USA

Dr. Saad Laraqui, Director of Research, The ESCA Ecole de Management (ESCA), Casablanca Morocco.

Dr. Maling Ebrahimpour, Professor and *Editor Cyrus Global Business Perspectives*, The University of Rhode Island, USA,

Dr. Emerson Maccari – Professor of Management and former Director do Programa de Pós-Graduação em Administração - PPGA – UNINOVE, Sao Paulo, Brazil,

Dr. Cristina Dai Prá Martens, Diretora | Programa de Pós-Graduação em Gestão de Projetos – PPGP UNINOVE, Universidade Nove de Julho, Brazil,

Dr. Hicham Nachit, Assistant professor of Strategy an Innovation, and research coordinator at ESCA School of Management (ESCA), Casablanca, Morocco

Dr. Hossein Varamini, Professor of Finance and International Business, Elizabethtown College, Pennsylvania, USA.



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CO-SPONSORING INTERNATIONAL INSTITUTIONS

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

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

<http://www.cyrusik.org/> | Contact@Cyrusik.org

Link to [CIK Program](#)

Link to [CIK](#) Registration and Information:

9:30 AM - 5:30 PM, Boston Time,

Registration for [CIK](#) online

Registration for [CIK](#) in person: Room – ESCA – 1st Floor

Question: CIK@Cyrusik.org

Link to [SINGEP](#) Registration and Information:

10:30 AM - 6:30 PM, Brazil Time,

Registration for [SINGEP](#) online:

<https://submissao.singep.org.br/12singep/login.php?pagina=inscricao.php>

Question: singep@uninove.br

Link to [ESCA](#) Registration and Information

Link to [ESCA](#) website

9:30 AM - 5:30 PM, Morocco Time



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DETAILS OF THE CIK/ESCA/SINGEP CONFERENCE PROGRAM

CYRUS INSTITUTE OF KNOWLEDGE 12th INTERNATIONAL CONFERENCE, USA

ESCA SCHOOL OF MANAGEMENT, Casablanca Morocco

AND

**12th SIMPÓSIO INTERNACIONAL DE GESTÃO DE PROJETOS, INOVAÇÃO E
SUSTENTABILIDADE, Brazil**

CONFERENCE PROGRAM - OCTOBER 23-25, 2024

Hybrid Via Zoom

Wednesday, October 23

2:00 – 2:30 PM, Morocco Time

9:00 – 9:30 AM, Boston Time

10:00 – 10:30 AM, Brazil Time

Zoom Links: [ESCA](#)

Room: ESCA – 1st Floor

Welcoming Remarks By:

Thami Ghorfi, President, ESCA Ecole de Management, Casablanca, Morocco

Nader Asgary, President of the Cyrus Institute of Knowledge (CIK) and Professor at Bentley University, USA

Dr. Emerson Maccari – Professor of Management and former Director do Programa de Pós-Graduação em Administração - PPGA – UNINOVE, Sao Paulo, Brazil

2:30 – 4:30 PM, Morocco Time

9:30 – 11:30 AM, Boston Time

10:30 – 12:30 PM, Brazil Time

Zoom Links: [ESCA](#)



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PLENARY SESSION: COLLABORATIVE PATHWAYS FOR CLIMATE ACTION

I. PLENARY PRESENTATION I: COLLABORATIVE PATHWAYS FOR CLIMATE ACTION

Panel Chair: Dina Abdel Fattah, Assistant Professor in Economics, School of Business, The American University in Cairo, Egypt

Presenters

Reza F. Saidi, MD, FICS, FACS. Associate Professor of Surgery, Upstate Medical University of New York, USA.

Majid Kaissar El Ghaib, Professor of Management, Director of the Social Innovation and Sustainability research group, ESCA Ecole de Management, Morocco.

Sherwat Elwan Ibrahim, Professor of Operations management, School of Business, The American University in Cairo, Egypt

Alexander Kolker, Climate Scientist, Oceanographer, and Geologist, USA

5:00 - 6:15 PM, Morocco Time

12:00 - 1:15 PM, Boston Time

1:00 - 2:15 PM, Brazil Time

Zoom Link:

<https://bentley.zoom.us/j/97382444955?pwd=2C2lkBbdCyUbOaa1gyOyVznFxbVPaQ.1>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CkSin#24

Session A: Room – Casablanca

NON-PROFIT ORGANIZATIONS CHALLENGES FOR MAKING A DIFFERENCE

Session Chair: Jalila El Jadidi, Southern New Hampshire University, USA



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PAX POPULI: EDUCATION FOR THE WOMEN OF AFGHANISTAN,
Harper Flint, Andrew Freger, and Lily D'Amico, Bentley University, USA

IT TAKES A VILLAGE” ANALYSIS OF AFRICANO WALTHAM,
Caroline Johnson, Sabrina Gonzalez, and Ralph Jurgens, Bentley University, USA

Caroline Johnson, Ralph Jurgens, and Sabri Gonzalez, Bentley University, USA

CYRUS INSTITUTE OF KNOWLEDGE: STRENGTHS AND WEAKNESSES,
Gabbi Gise, Daniel Furze, MaKenna Walsh, and Ava Springfield, Bentley University,
USA

**INSPIRED MASSES: AN ARTS NONPROFIT ORGANIZATION’S SUCCESSES
AND CHALLENGES,**
Aidan Melton, Thu Pham, and Isabella Ramirez, Bentley University, USA

SINGER

5:30 - 7:15 PM, Morocco Time

12:30 - 2:15 PM, Boston Time

1:30 - 3:15 PM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/89140661289>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: Ck5in#24

Session B – Room: New York

Forum of Editors and Authors: Impact, Open Science, and Internationalization
[IN PORTUGUESE – Zoom simultaneous translated subtitle - Port-Eng / Eng-Port]

Panel Chair: Priscila Rezende da Costa, Director of the Graduate Program in Administration, PPGA-UNINOVE, and Professor of the Graduate Program in Project Management, PPGP-UNINOVE.

Presenters



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Leonardo Augusto de Vasconcelos Gomes, Associate Editor of TECHNOVATION, Editor-in-Chief of IMR, and Professor at USP

Edmundo Inácio Junior, Editor-in-Chief of REGEPE and Professor at UNICAMP

Maling Ebrahimpour, Professor and Chief Editor Cyrus Global Business Perspectives, The University of Rhode Island, USA

7:15 - 9:15 PM, Morocco Time

2:15 - 4:15 PM, Boston Time

3:15 - 5:15 PM, Brazil Time

SINGEP Parallel Paper Presentation Sessions

Access the full schedule of parallel sessions here:

<https://singep.org.br/12/wp-content/uploads/sites/11/2024/10/Programacao-Singep-V3.pdf>

Access: <https://submissao.singep.org.br/12singep/login.php> - User id: cik@cyrusik.org and this password: CikSin#24

9:15 - 10:45 PM, Morocco Time

4:15 -5:45 PM, Boston Time

5:15 -6:45 PM, Brazil Time

SINGEP Parallel PTTs (Technical-Technological Products) Presentation Sessions

Access the full schedule of parallel sessions here:

<https://singep.org.br/12/wp-content/uploads/sites/11/2024/10/Programacao-Singep-V3.pdf>

Access: <https://submissao.singep.org.br/12singep/login.php> - User id: cik@cyrusik.org and this password: CikSin#24

SINGEP Parallel Poster Presentation Sessions

Access the full schedule of parallel sessions here:

<https://singep.org.br/12/wp-content/uploads/sites/11/2024/10/Programacao-Singep-V3.pdf>

Access: <https://submissao.singep.org.br/12singep/login.php> - User id: cik@cyrusik.org and this password: CikSin#24



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Thursday, October 24

ESCA Sessions, in Person – Morocco Time

9:00 AM – 12:30 PM

12:30 – 2:00 PM – Lunch

SINGEP

12:45 - 2:15 PM, Morocco Time

7:45 - 9:15 AM, Boston Time

8:45 - 10:15 AM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/84769263566>

Note: When accessing the link, enter User Id: cik@cyrusik.org and this password: CkSin#24

Plenary Presentation: Scientific Research and Impact on Society: Contributions to Achieving the Sustainable Development Goals

[IN PORTUGUESE – Zoom simultaneous translated subtitle - Port-Eng / Eng-Port]

Panel Chair: Fernando Antonio Ribeiro Serra, Professor of the Graduate Program in Administration – PPGA-UNINOVE, and Professor of the Graduate Program in Project Management – PPGP-UNINOVE.

Presenters

Edna Frasson de Souza Montero, President of ABEC – Brazilian Association of Scientific Editors

André Jun, Emerald Publishing

Thais Vick and Fernanda Gusmão, Elsevier

2:30 - 4:30 PM, Morocco Time

9:30 - 11:30 AM, Boston Time

10:30 - 12:30 PM, Brazil Time

Zoom Link: <https://bentley.zoom.us/j/92564303555?pwd=JbhzmKN9ThGqU5nMFSzxvxKPx5Ynwd.1>

Note: When accessing the link, enter User Id: cik@cyrusik.org and this password: CkSin#24



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Room: New York

Plenary Presentation II: CLIMATE CHANGE: A GLOBAL PERSPECTIVES

Panel Chair: Nader Asgary, CIK

CLIMATE CHANGE: CHALLENGES AND OPPORTUNITIES

Petros Koutrakis, Professor of Environmental Sciences

**Department of Environmental Health, Harvard T.H. Chan School of Public Health,
Harvard University, MA USA**

EXTREME HEAT, CLIMATE CHANGE AND PUBLIC HEALTH

**Barrak Alahmad, MD, MPH, Research Fellow - Exposure, Epidemiology & Risk
(EER) Program**

**Department of Environmental Health, T.H. Chan School of Public Health,
Harvard University, Boston, MA, USA**

**FINANCING THE ENERGY TRANSITION IN DEVELOPING COUNTRIES: THE
CHALLENGE FOR ENERGY CONSUMERS**

**Carlos Rufin, Professor of Strategy and International Business, Affiliated Professor
of Public Service, Director, Master of Public Administration and Master of
Healthcare Administration Program, Suffolk University, USA**

**CLIMATE CHANGES AND THE FLOOD TRAGEDY IN THE STATE OF RIO
GRANDE DO SUL – BRAZIL**

**Luis Felipe Nascimento, Professor of Management and Sustainability, Federal
University of Rio Grande do Sul, Brazil**

Lunch/Break

4:30 - 5:30 PM, Morocco Time

11:30 - 12:30 PM, Boston Time

12:30 - 1:30 PM, Brazil Time



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5:30 - 7:30 PM, Morocco Time

12:30 - 2:30 PM, EST

1:30 - 3:30 PM, Brazil Time

Zoom Link: <https://bentley.zoom.us/j/94643168343?pwd=K1bICyZbB7dVVopX7qUFu1oSnENxWY.1>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CkSin#24

Session C – Room: Casablanca

CIK/SINGEP – INTERNATIONAL DOCTORAL CONSORTIUM

Session Chair: Emerson Maccari – Professor of Management, Nove de Julho University, Brazil and Former General Coordinator for International Scholarship – CAPES, Ministry of Education, Brazil

Mentorship Panelists

Alf Walle, Cyrus Institute of Knowledge, Cambridge MA USA

Ahmad Etebari, New Hampshire university, USA

Nader Asgary, CIK, USA

Jalila EL-Jadidi, Southern New Hampshire University, USA

5:30 - 7:00 PM, Morocco Time

12:30 - 2:00 PM, Boston Time

1:30 - 3:00 PM, Brazil Time

Zoom Link: <https://bentley.zoom.us/j/93114055856?pwd=XgCRTO3CkiRbI5JmPOBoIINosUcxdb.1>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CkSin#24

Session D – Room: New York

Title: CLIMATE STRATEGIES

Session Chair: Hossein Varamini, Elizabethtown College, Pennsylvania, USA

LOWERING THEIR CARBON FOOTPRINT AND IMPROVING WORKER BENEFITS? DOES THE PUBLIC EXPECT BUSINESSES TO “DO IT ALL”?

Michael Quinn and Patrick Scholten, Bentley University, USA



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**NAVIGATING AGAINST THE ENVIRONMENTAL KUZNETZ CURVE:
CLIMATE STRATEGIES AND SOLUTIONS FOR MOROCCO**

Cristina E. Ciocirlan, Elizabethtown College, PA USA and **Purity Kagendo Mugambi**,
University of Nairobi, Kenya

**ASSESSING ECONOMIC DRIVERS OF CARBON DIOXIDE EMISSIONS: THE
ROLE OF MONETARY POLICY AND US FEDERAL FUNDS RATE
SPILLOVERS,**

Nadeen Omar, Jens Klose, and Dina Yousri, German University, Egypt

**STRATEGY PATHS IN ENTREPRENEURSHIP: A BIBLIOMETRIC ANALYSIS
IN THE STRATEGIC ENTREPRENEURSHIP JOURNAL**

**Daniela Menezes, Fernando Antônio Ribeiro Serra, and Isabelle Carlos Campos
Rezende Cavalcante**, Universidade Nove de Julho, Brazil and **Maling Ebrahimpour**,
University of Rhode Island, USA

THE IMPACT OF SUBSIDIES ON CO2 EMISSIONS,

Ryder Paulus and Lillian Hicks, Elizabethtown College, USA

7:30 - 9:15 PM, Morocco Time

2:30 - 4:15 PM, Boston Time

3:30 - 5:15 PM, Brazil Time

Zoom Link: <https://bentley.zoom.us/j/94166203150?pwd=fkdvObfaVDDsnBUdq9xFz6aLS2BQvO.1>

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSin#24

Session E – Room: Casablanca

Title: DIVERSE TOPICS

Session Chair: Hamid Farooqi, PAX POPULI, USA

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

Jonathan S. Sales, Clark University, USA



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**FAMILY- OWNED BUSINESSES CHALLENGES FOR BECOMING
MULTIGENRATION,**

Nader Asgary, CIK and Clifton Chow Bentley University, USA

**BRAIN DRAIN: PROPOSAL FOR A MANAGEMENT MODEL OF THE CAPES
FULL, DOCTORAL PROGRAM IN THE LIGHT OF THE RESOURCE-BASED
VIEW, Sara Cristina Alves dos Santos and Emerson Antonio Maccari,**

Uninove university, Brazil

DIGITAL TRANSFORMATION IMPACT ON HUMAN CAPITAL

Jalila EL-Jadidi, Southern New Hampshire University, USA

SOCIALLY RESPONSIBLE INVESTING: THE GOOD, THE BAD AND THE UGLY

Ahmad Etebari, University of New Hampshire, USA

**A BIBLIOMETRIC ANALYSIS OF ETHICS AND GAMIFICATION BY INDUSTRY,
2011-2020: WHAT MATTERS AND FOR WHOM? Joseph Weiss, Bentley University,**

USA, Neeka Asgary, CIK, USA and Kiera Harakal, Bentley University, USA

**TRANSFORMING LIVES: FAROOQI WELFARE FOUNDATION'S SUPPORTING
INITIATIVE IN AFGHANISTAN,**

Ahmad Sahak and Hamid Farooqi, Farooqi Welfare Foundation, Afghanistan

SINGEP

7:45 - 9:45 PM, Morocco Time

2:45 - 4:45 PM, Boston Time

3:45 - 5:45 PM, Brazil Time

SINGEP Parallel Paper Presentation Sessions

Access the full schedule of parallel sessions here:

<https://singep.org.br/12/wp-content/uploads/sites/11/2024/10/Programacao-Singep-V3.pdf>

Access: <https://submissao.singep.org.br/12singep/login.php> - User id: cik@cyrusik.org and this password: CikSin#24

SINGEP Paper Development Workshop (PDW) with Journal Editors



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Coordination: Heidy Rodriguez Ramos, Professor of the Graduate Program in Administration, PPGA-UNINOVE, and Professor of the Graduate Program in Smart and Sustainable Cities, PPG-CIS, UNINOVE.

Access the full schedule of PDW sessions here:

<https://singep.org.br/12/wp-content/uploads/sites/11/2024/10/Programacao-Singep-V3.pdf>

Access: <https://submissao.singep.org.br/12singep/login.php> - User id: cik@cyrusik.org and this password: CikSin#24

10:00 - 10:30 PM, Morocco Time

5:00 - 5:30 PM, Boston Time

6:00 - 6:30 PM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/81051865500>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CikSin#24

SINGEP Awards Ceremony: Awards for the Best Works of the Event (6 categories)
Best Thesis and Best Dissertation Award (2 categories)

Friday, October 25

ESCA – Stakeholders Day Schedule

SINGEP – Workshops

1:00 - 2:45 PM, Morocco Time

8:00 - 9:45 AM, Boston Time

9:00 - 10:45 AM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/85885368807>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CikSin#24

Workshop I: Analysis of Necessary Conditions: Understanding What Is Sufficient and What Is Necessary in Our Models

[IN PORTUGUESE – Zoom simultaneous translated subtitle - Port-Eng / Eng-Port]

Presenters:

Luis Alberto Figueiredo de Sousa, Solvi Consulting and Business Management, Master's in Administration from PPGA UNINOVE

Juliana Ribeiro Garcia Donzelli, Doctoral Candidate at PPGA UNINOVE



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3:00 - 4:45 PM, Morocco Time

10:00 - 11:45 AM, Boston Time

11:00 AM - 12:45 PM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/82728235133>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CkSin#24

Workshop II: Paths to a Sandwich PhD and Research Internationalization

[IN PORTUGUESE – Zoom simultaneous translated subtitle - Port-Eng / Eng-Port]

Presenters:

Daiane Tretto da Rocha, Professor at UFRR, Doctoral Candidate at PPGA-UNINOVE

Daniela Cíntia de Carvalho Leite Menezes, Professor at UFPB, and Doctoral Candidate at PPGA-UNINOVE

Edicley Machado, Sales Enablement & Engineering Manager at Omron Automation and Doctoral Candidate at PPGP-UNINOVE.

6:00 - 7:45 PM, Morocco Time

1:00 - 2:45 PM, Boston Time

2:00 - 3:45 PM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/81740836991>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CkSin#24

Workshop III: Prospecting in Patent Databases

[IN PORTUGUESE – Zoom simultaneous translated subtitle - Port-Eng / Eng-Port]

Presenters:

Camila Naves Arantes, Doctoral Candidate at PPGA UNINOVE

Katia Tregnago Cunha, Instructor in the Specialization Course in Intellectual Property Expertise at UFRGS, Consultant in Industrial Property, and Doctoral Candidate at PPGA UNINOVE.



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8:00 - 9:45 PM, Morocco Time

3:00 - 4:45 PM, Boston Time

4:00 - 5:45 PM, Brazil Time

Zoom Link: <https://us06web.zoom.us/j/82882103513>

Note: When accessing the link, enter User id: cik@cyrusik.org and this password: CkSin#24

Workshop IV: Decision Making and Uncertainty: Management Modeling with Monte Carlo Simulation

[IN PORTUGUESE – Zoom simultaneous translated subtitle - Port-Eng / Eng-Port]

Presenter:

Wanderson Dutra Gresele, Professor at UNIOESTE, and Doctoral Candidate at PPGA UNINOVE.

Thank you!