First International Conference on
Business Sustainability, 2008
Management, Technology and Learning for Individuals, Organisations
and Society in Turbulent Markets

CONFERENCE PROGRAMME

June 25-27, 2008
Ofir, Esposende - Portugal
Programme

June 24
Tuesday

08:30 - 10:00
Registration

10:00 - 10:45
Opening Session
Keynote Lectures

11:00 - 12:45
Keynote Lectures

14:30 - 19:00
Registration

June 25
Wednesday

08:30 - 10:00
Coffee break

10:00 - 10:45
Session 5
Session 7

11:00 - 12:45
Session 6
Session 8

14:30 - 16:15
Session 1
Session 3

16:30 - 18:15
Session 2
Session 4

19:30 - 21:00
Welcome Reception

June 26
Thursday

09:00 - 10:45
Session 9
Session 12

11:00 - 12:45
Session 10
Session 13

14:30 - 16:15
Training Course
Open Sessions

16:30 - 17:30
Closing Session

June 27
Friday

09:00 - 10:45
Session 11
Session 14

11:00 - 12:45
Coffee break

14:30 - 16:15
Coffee break

16:30 - 18:15
Coffee break

19:30 - 21:00
Conference Gala Dinner
Wednesday
25<sup>th</sup> June

10:00-10:45
Room “Auditório”
OPENING SESSION
Keynote Lectures
“It’s just a phase I’m going through”: Integral lenses and phase transitions in organisational transformation
Mark Edwards, University of Western Australia (Australia)
Carbon Market
Ivone Rocha, JPAB – José Pedro Aguiar Branco & Associados – Sociedade de Advogados, R.L., (Portugal)

11:00-12:45
Room “Auditório”
From Individual to Collective Intelligence
Paulo Garrido, University of Minho (Portugal)
New Paradigms for Business Sustainability
Goran Putnik, University of Minho (Portugal)

Session 1 (14:30-16:15)
Room “Auditório” (round table)
Session Type: DIALOG
Session Coordinator: Putnik G. D.

An Integral Metatheory for Organisational Sustainability: Living with a crowded bottom line in chaotic times
Edwards M., University of Western Australia (Australia)
Reviewer: Heli Talja
Dialog Facilitator: Garrido P.
Business sustainability and collective intelligence
Garrido P., University of Minho (Portugal)
Reviewer: Cunha M.
Dialog Facilitator: Talja H.
Towards communication based leadership in knowledge organizations
Talja H., Saari E., VTT (Finland)
Reviewer: Garrido P.
Dialog Facilitator: Putnik, G. D.
How to organize for local resource generation
Backström T., Mälardalen University (Sweden)
Reviewer: Carvalho, D.
Dialog Facilitator: Cunha M.
Session 2 (16:30-18:15)

Room “Auditório” (round table)

Session Type: DIALOG
Session Coordinator: Bakstrom, T.

On turbulent environment and adaptive behaviour
Machado A., (Portugal)
Reviewer: Garrido P. Dialog Facilitator: Bakstrom, T.

Sustainable conversion processes of mining heritage in a second life cycle: a geoconservation perspective
Meixedo J.P., et al., Instituto Superior de Engenharia do Porto, Universidade de Coimbra, Direcção Regional de Cultura do Norte (Portugal)
Reviewer: Putnik G. D. Dialog Facilitator: Carvalho D.

Human limitations on waste detection: an experiment
Carvalho D., University of Minho (Portugal)
Reviewer: Bakstrom, T. Dialog Facilitator: Putnik, G. D.

Sustainable competence: Reproduction and innovation in a bank
Hagström T., Stockholm University (Sweden)
Backström T., Mälardalen University (Sweden)
Göransson S., Stockholm University (Sweden)
Reviewer: Carvalho, D. Dialog Facilitator: Garrido, P.

Session 3 (14:30-16:15)

Room “Sala Douro”

Session Type: DIALOG/AUTHOR PRESENTATION
Session Coordinator: Varela M. L.

Creating value with open source software
Almeida F., Universidade do Porto, (Portugal)
Reviewer: Varela M. L. Dialog Facilitator: Pinho J.

A p2p web decision support system for manufacturing scheduling
Varela M. L., University of Minho (Portugal)
Carmo-Silva S. University of Minho (Portugal)
Reviewer: Pinho J. Dialog Facilitator: Almeida F.

Improving processes through the evolution of software: a case study
Ribeiro J. P., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Pinho J., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Reviewer: Almeida F. Dialog Facilitator: Varela M. L.
Achieving Sustainable Business for Industrial Software Systems
Stoll P., ABB Corporate Research (Sweden)
Wall A., ABB Corporate Research (Sweden)
(Author presentation)

Session 4 (16:30-18:15)
Room “Sala Douro”

Session Type: DIALOG/AUTHOR PRESENTATION
Session Coordinator: Szecsi T.

The organizational maturity as a conducive field for germinating business sustainability
Amaral A. Universidade do Minho (Portugal)
Araujo M. Universidade do Minho (Portugal)
(Author presentation)

Maturity evaluation in health and safety management systems: a proposal model towards the adoption of sustainable practices
Franz L. A. Universidade do Minho (Portugal)
Arezes P. M. Universidade do Minho (Portugal)
Amaral F. G. Universidade do Minho (Portugal)
(Author presentation)

The effect of consumer satisfaction on the environment
Szecsi T., Dublin City University (Ireland)
Putnik G. P., Universidade do Minho (Portugal)
Reviewer: Meixedo J.P. Dialog Facilitator: Varela M. L.

Acquisition and data analysis of the eco-efficiency for the establishment of indicators parameters for industrial environmental sustainability
Castro A.C.M., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Silva F.J.G., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Meixedo J.P., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Durão L., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Reviewer: Szecsi T. Dialog Facilitator: Pinho J.
Thursday
26th June

Session 5 (09:00-10:45)
An I*PROMS Session: Knowledge Management for Networking
Room “Auditório” (round table)
Session Type: DIALOG
Session Coordinator: Heek R. v.

Building a Combined Roadmap for Integrating Particular Research Area Roadmaps for Innovative Production Machines and Systems
Putnik G. D., Universidade do Minho, (Portugal)
Raja V., University of Warwick (UK)
Reviewer: Heek R. v.  
Dialog Facilitator: Badiyani S.

Radical Roadmapping for Innovative Production Machines and Systems
Putnik G. P., Universidade do Minho, (Portugal)
Szecsi T., Dublin City University (Ireland)
Heek R. v., TNO (The Netherlands)
Reviewer: Badiyani S.  
Dialog Facilitator: Szecsi T.

Business Roadmaping as a model for Research Roadmaping
Heek R. v., TNO (The Netherlands)
Reviewer: Szecsi T.  
Dialog Facilitator: Putnik G. D.

Intellectual Property Management for Sustainability: problems faced by small innovative companies
Badiyani S., WMG, University of Warwick (UK)
Raja H., WMG, University of Warwick (UK)
Raja V., WMG, University of Warwick (UK)
Reviewer: Putnik G. D.  
Dialog Facilitator: Heek R. v.
Session 6 (11:00-12:45)

Room “Auditório” (round table)

Session Type: DIALOG/AUTHOR PRESENTATION
Session Coordinator: Schlegel T.

Increasing productivity of knowledge workers by ontological training
Gavrilova T., Graduate School of Management, Saint-Petersburg State University (Russia)
(Author presentation)

An ontology for selecting manufacturing scheduling methods
Varela M. L., University of Minho (Portugal)
Carmo-Silva S. University of Minho (Portugal)
Reviewer: Schlegel T. Dialog Facilitator: Badiyani S.

Interactive processes and semantic models in production systems
Schlegel T. Fraunhofer Institute for Industrial Engineering (Germany)
Reviewer: Varela M. L. Dialog Facilitator: Shah V.

Improving Media Planning by Modeling Commercials Scheduling in Serbia
Milica Kostić, The Faculty of Organizational Sciences in Belgrade (Serbia)
Tamara Vlastelica, The Faculty of Organizational Sciences in Belgrade (Serbia)
Dragana Makajić-Nikolić, The Faculty of Organizational Sciences in Belgrade (Serbia)
(Author presentation)

New Approach to Risk Analysis in Marketing Communications Using Fault Tree Analysis
Milica Kostić, The Faculty of Organizational Sciences in Belgrade (Serbia)
Dragana Makajić-Nikolić, The Faculty of Organizational Sciences in Belgrade (Serbia)
Tamara Vlastelica, The Faculty of Organizational Sciences in Belgrade (Serbia)
(Author presentation)
Session 7 (09:00-10:45)
Room “Sala Douro”

Session Type: AUTHOR PRESENTATION
Session Coordinator: Madureira A.

A decentralized predictive maintenance system based on data mining concepts
Lopes I., Universidade do Minho (Portugal)
Pires L., Instituto Politécnico de Bragança (Portugal)
Bastos P., Instituto Politécnico de Bragança (Portugal)
(Author presentation)

Hybrid dynamic scheduling coordination through MAS and bio-inspired techniques
Madureira A., GECAD – Knowledge Engineering and Decision Support
Group Institute of Engineering – Polytechnic of Porto (Portugal)
Santos F., GECAD – Knowledge Engineering and Decision Support Group
Institute of Engineering – Polytechnic of Porto (Portugal)
(Author presentation)

Meta-heuristics self-configuration for scheduling
Madureira A., GECAD – Knowledge Engineering and Decision Support
Group Institute of Engineering – Polytechnic of Porto (Portugal)
Fonseca N., Institute of Engineering – Polytechnic of Porto (Portugal)
Pereira I., GECAD – Knowledge Engineering and Decision Support Group
Institute of Engineering – Polytechnic of Porto (Portugal)
(Author presentation)

Cognitive Knowledge Management System for Automatic Populating
Organisation Taxonomy with Documents
Shah V., University of Minho (Portugal)
(Author presentation)

Makespam minimization in the flow-shop scheduling problem with sequence dependent setup time
Lopes M. P., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
(Author presentation)
Session 8 (11:00-12:45)

Room “Sala Douro”

Session Type: AUTHOR PRESENTATION
Session Coordinator: Ávila P.

A method to identify critical resources: illustration by an industrial case
Lyonnet B., Laboratoire SYMME Université de Savoie, Annecy le Vieux (France)
Pillet M., Laboratoire SYMME Université de Savoie, Annecy le Vieux (France)
Pralus M., Laboratoire SYMME Université de Savoie, Annecy le Vieux (France)
Guizzi L., Laboratoire IREGE Université de Savoie, Annecy le Vieux (France)
Habchi G., Laboratoire SYMME Université de Savoie, Annecy le Vieux (France)
(Author presentation)

An analysis about the resources selection process in agile/virtual enterprises
Pires A., Polytechnic Institute of Porto (Portugal)
Putnik G. D., University of Minho, School of Engineering (Portugal)
Ávila P., Polytechnic Institute of Porto (Portugal)
(Author presentation)

Production systems design – a product oriented approach and methodology
Alves A. C., University of Minho (Portugal)
Carmo-Silva S., University of Minho (Portugal)
(Author presentation)

Business frameworks for virtual enterprises in collaborative product design
Simões R., Polytechnic Institute of Cávado and Ave (Portugal)
Cunha M. M., Polytechnic Institute of Cávado and Ave (Portugal)
Gonçalves P., Polytechnic Institute of Cávado and Ave (Portugal)
(Author presentation)

Analysis of the simulation methodology of pallets transport projects by AGVs
Pedro Miranda, University of Minho (Portugal)
Susana Cunha, University of Minho (Portugal)
José A. Oliveira, University of Minho (Portugal)
(Author presentation)
Friday
27th June

Session 9 (09:00-10:45)
Room “Auditório” (round table)
Session Type: DIALOG
Session Coordinator: Alves C.

Measuring material flows in industrial processes - a key step towards sustainable production
Partidário P. J., Instituto Nacional de Engenharia, Tecnologia e Inovação, IP (Portugal)
Figueiredo J. M., Instituto Nacional de Engenharia, Tecnologia e Inovação, IP (Portugal)
Reviewer: Alves C. Dialog Facilitator: Oliveira J. A.

Optimizing transportation processes in urban waste collection systems
Alves C., University of Minho (Portugal)
Macedo R., University of Minho (Portugal)
Carvalho J. V., University of Minho (Portugal)
Reviewer: Partidário P. J. Dialog Facilitator: Pinto G. C.

Exploring the use of neural networks in urban traffic management
Pinto G. C., Polytechnic Institute of Porto (Portugal)
Barbosa M. R., University of Porto (Portugal)
Reviewer: Oliveira J. A. Dialog Facilitator: Alves C.

Furnace scheduling in a foundry
Cerqueira P., University of Minho (Portugal)
Dias L., University of Minho (Portugal)
Oliveira J. A., University of Minho (Portugal)
Pereira G., University of Minho (Portugal)
Reviewer: Pinto G. C. Dialog Facilitator: Partidário P. J.

Short-term wind forecast using artificial intelligence techniques
Silva F., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Castro A., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Fidalgo N., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
(Author presentation)
Session 10 (11:00-12:45)
Room “Auditório” (round table)
Session Type: DIALOG
Session Coordinator: Partidário P. J.

The human resources management Nippon and the enterprises competition in Portugal
Reis F. L., Univeridade Aberta (Portugal)
Martins A. E., Univeridade Aberta (Portugal)
Reviewer: Ferreira P. Dialog Facilitator: Partidário P. J.

The Niponic management of innovation system in the Iberian Peninsula
Reis F. L., Univeridade Aberta (Portugal)
Martins A. E., Univeridade Aberta (Portugal)
Reviewer: Ferreira P. Dialog Facilitator: Partidário P. J.

Why anthropocentric organization models don’t succeed in Portugal? A cultural perspective using Hofstede’s cultural dimensions
Ferreira P., Instituto Português de Administração de Marketing de Matosinhos (Portugal)
Reviewer: Reis F. L. Dialog Facilitator: Reis F. L.

Explicative model of intellectual capital
Martins A. E., Univeridade Aberta (Portugal)
Reis F. L., Univeridade Aberta (Portugal)
Reviewer: Partidário P. J. Dialog Facilitator: Ferreira P.
Session 11 (14:30-16:15)
Room “Auditório” (round table)
Session Type: DIALOG
Session Coordinator: Sousa S.

Sustainability and social responsibility balanced scorecard
Fonseca L., APCER and Polytechnic Institute of Porto (Portugal)
Reviewer: Meixedo J.P. Dialog Facilitator: Marques P. C.

On the design of a sustainable performance measurement system (PMS) in a turbulent environment
Sousa S., University of Minho (Portugal)
Nunes E., University of Minho (Portugal)
Reviewer: Marques P. C. Dialog Facilitator: Meixedo J.P.

Balanced scorecard versus tableau de board
Marques P. C., University of Aveiro (Portugal)
Neto A., University of Aveiro (Portugal)
Reviewer: Sousa S. Dialog Facilitator: Fonseca L.

Data analysis applied to the evaluation of a technological nature teaching model as a regional development tool
Meixedo J.P., Instituto Superior de Engenharia do Porto (Portugal)
Pinho M., Escola Tecnológica de Vale de Cambra (Portugal)
Teixeira A., Escola Tecnológica de Vale de Cambra (Portugal)
Hoffbauer L., Instituto Superior de Engenharia do Porto (Portugal)
Castro A. C. M., Instituto Superior de Engenharia do Porto (Portugal)
Reviewer: Fonseca L. Dialog Facilitator: Ávila P.

The excellence in metrology
Sousa C., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Ávila P., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
(Author presentation)
Session 12 (09:00-10:45)
An I*PROMS Session: Business Transformation Strategies towards Networking
Room “Sala Douro”
Session Type: DIALOG
Session Coordinator: Raja V.

From 'traditional' enterprises to virtual enterprise: a contribution to the transformation processes
Castro H., University of Minho (Portugal)
Putnik G., University of Minho (Portugal)
Shah V., University of Minho (Portugal)
Reviewer: Ávila P.  Dialog Facilitator: Guerreiro A.

Implementation of Virtual Enterprise aspects: an analysis of Outsourcing Industry
Shah V., University of Minho (Portugal)
Castro H., University of Minho (Portugal)
Putnik G., University of Minho (Portugal)
Reviewer: Badiyani S.  Dialog Facilitator: Ávila P.

Product cycle reduction in a Virtual ENTERPRISE
Guerreiro A., ISEP - Instituto Superior de Engenharia do Porto (Portugal)
Putnik G., University of Minho (Portugal)
Reviewer: Castro H.  Dialog Facilitator: Shah V.

Contribution to align the small/individual companies to the global players
Resende A., Renault Cacia Logistics Management (Portugal)
Ávila P., Polytechnic Institute of Porto (Portugal)
Reviewer: Guerreiro A.  Dialog Facilitator: Castro H.
Session 13 (11:00-12:45)

An I*PROMS Session: “efm” Showcase
Room “Sala Douro”
Session Type: DIALOG
Session Coordinator: Raja V.

No formal paper presentation

Session 14 (14:30-16:15)

Room “Sala Douro”
Session Type: AUTHOR PRESENTATION
Session Coordinator:

Optimization of the quality plan in Saint-Gobain Mondego, S.A.: a case study
Ávila P., Polytechnic Institute of Porto (Portugal)
Putnik G. D., University of Minho (Portugal)
Sá C., Saint-Gobain Mondego, S.A. (Portugal)
Contente J., Technologic School of Vale de Cambra (Portugal)
(Author presentation)

Case study: Continuous improvement in a semiconductor assembly fab
Bastos J. A., Polytechnic Institute of Porto (Portugal)
Oliveira C., Qimonda (Portugal)
(Author presentation)

Kaizen management system on CaetanoBus: case study
Castro J., Kaizen Institute (Portugal)
Bastos J. A., Polytechnic Institute of Porto (Portugal)
(Author presentation)

e-Learning at Universidade Aberta: an empirical study applied to management courses
Bernardo M. R., Universidade Aberta (Portugal)
Carrilho T., Universidade Aberta (Portugal)
Jacquinet M., Universidade Aberta (Portugal)
(Author presentation)
NOTES: