

# ICOPEV<sup>A</sup>

INTERNATIONAL CONFERENCE  
ON PRODUCTION ECONOMICS  
AND PROJECT EVALUATION

2022

SEPTEMBER 29<sup>TH</sup>-30<sup>TH</sup>

**POLYTECHNIC INSTITUTE  
OF CASTELO BRANCO**  
ESCOLA SUPERIOR  
DE TECNOLOGIA





# INTERNATIONAL CONFERENCE ON PRODUCTION ECONOMICS AND PROJECT EVALUATION

The Instituto Politécnico de Castelo Branco (IPCB) in partnership with the Escola de Engenharia da Universidade do Minho is organizing the **ICOPEV – International Conference on Production Economics and Project Evaluation**. This edition will take place in Castelo Branco and is an international event that aims to boost regional innovation ecosystems innovation through a **strong interaction** between **academia** and **industry** in the I&D+Inovation domains with interest on the following issues:

- Business Intelligence;
- Innovation & Technology;
- Project Management;
- Knowledge & Technology Transfer;
- Energy Issues;
- Decision support Systems;
- Cost Management;
- Sustainability;
- Innovation & Entrepreneurship.

**Contact:**

[icopev2022@ipcb.pt](mailto:icopev2022@ipcb.pt)

**Website:**

[icopev22.ipcb.pt](http://icopev22.ipcb.pt)

# OVERALL PROGRAM

September 29<sup>th</sup>

09:00		<b>Registration   Opening</b>
09:20		<b>Welcome Session</b>
10:00 – 11:30	B.6   B.7 B.8   A.9	<b>Parallel Sessions</b>
10:50 – 11:40	Aud. 1	<b>Round Table I (Parallel session)</b> Collaborative Projects - Perspectives on Knowledge and Technology Transfer in Higher Education
11:30 – 11:50		Coffee Break
11:50 – 12:50	Aud. 1	<b>Joaquim Oliveira Martins</b> Special Advisor, EU Commissioner for Cohesion and Reform.
13:00 – 14h30		Lunch Break
14:30 – 16:00	Aud. 1	<b>Round Table II</b> Best Practices in Industry-University Collaboration. Moderator: António Bob Santos. FCT Eduardo Pinto (ANI) Gabriela Fernandes (UC) Paula Ferreira (UMinho) Maria do Sameiro Carvalho (Centro Algoritmi)
16:00 – 16:20		Coffee Break
16:20 – 17:10	Aud. 1	<b>ISQ</b> Collaborative Projects
17:20 – 18:40		<b>Visit to ISQ /Labet</b>

## September 30<sup>th</sup>

<b>09:00 – 10:30</b>	A.7   A.8 A.9   A.10	<b>Parallel Sessions</b>
<b>10:30 – 11:30</b>	Aud. 1	<b>José Alves</b> (online) Dean at the Faculty of Business of the City University of Macau
<b>11:30 – 11:50</b>		Coffee Break
<b>11:50 – 12:40</b>	Aud. 1	<b>José Tribolet</b> (online) IST
<b>12:40 – 14:00</b>		Lunch Break
<b>14:00 – 14:40</b>	Aud. 1	<b>Morten Lund</b> (online) Vice Head of Business School. Aalborg University, Denmark
<b>14:40 – 15:20</b>	Aud. 1	<b>Pedro André Corista</b> Capgemini.
<b>15:20 – 16:00</b>	Aud. 1	<b>Ana Barros</b> PNO Innovation Portugal
<b>16:20 – 16:40</b>		Coffee Break
<b>16:40 – 17:30</b>	Aud. 1	<b>António Baptista</b> INEGI
<b>17:30</b>	Aud. 1	<b>Closing session</b> Isabel Ferreira . Secretary of State for Regional Development

# DETAILED PROGRAM

September 29<sup>th</sup>

## Session 1 | Room B.6

Moderator: José Metrolho

Zoom ID: 99860843026

<b>10:00</b>	Anna Petrassi Luiz Siqueira Antonio Bornia Paulo Afonso	Financing of Higher Education Institutions: Analysis and Discussion of the Brazilian “OCC Matrix” Approach
<b>10:15</b>	Paulo Altman Ferreira Maria Luisa Mestrener	A Value Co-creation and Relational-Based View for Financial Metrics in Third-Party Logistics
<b>10:30</b>	Orlando Duran Matheus Franco Paulo Afonso Jose Garcia Vinicius Minatogawa	Business Model Innovation using Swarm Intelligence
<b>10:45</b>	Paulo Altman Ferreira	Digital Transformation in Supply Chain Finance: an Activity Theory Perspective
<b>11:00</b>	Ricardo de Sousa Fabio Fernandes Gabriel Serra Eduardo Noronha	Head Protection in Micromobility: Materials and Design
<b>11:15</b>	Eduardo Castanha Valdirene Gasparetto Paulo Pereira Afonso Antonio Cezar Bornia	Supplier Switching Costs and Interorganizational Cooperation

## Session 2 | Room B.7

Moderator: Carmo Horta

Zoom ID: 97704817938

<b>10:00</b>	Cristina Calmeiro Teresa Albuquerque Arlindo Cabrito Bruno Oliveira	Green Brick – an Alternative for the Construction Industry
<b>10:15</b>	Carmo Horta Verónica Oliveira María García-Gonzalez	The Circular Economy Applied to Livestock Effluent Management
<b>10:30</b>	Pedro Rodrigues Paula Ferreira Jorge Cunha	A Step-by-Step Approach for Sustainability Report: the Case of the Textile and Clothing Industry
<b>10:45</b>	Marcela Jorio António Amaral Teresa Neto Paula Ferreira	Sustainable Social Housing – the Rio de Janeiro Case Study
<b>11:00</b>	Filipe Machado Nelson Duarte António Amaral Madalena Araújo	Industry 5.0: A Sustainability Booster?
<b>11:15</b>	Jocelyn Nieto Constança Rigueiro	A Management Model for Urban Rehabilitation

September 29<sup>th</sup>

## Session 3 | Room B.8

Moderator: Pedro Torres

Zoom ID: 96508007869

<b>10:00</b>	Constança Rigueiro Luis Farinha Pedro Torres	INOVC+ - Intelligent Innovation Ecosystem – A Support System for Collective Actions for Scientific and Technological Knowledge Transfer
<b>10:15</b>	João Paulo Pereira Vera Ferro-Lebres	Hei's as an Innovation and Regional Development Platform for Non-Central Regions
<b>10:30</b>	Arlindo Silva Oswaldo Santos Fernando Ribeiro Filipe Fidalgo Jose Carlos Metrolho Mohammad Amini Luis Fonseca Rogério Dionísio	Innovation and Knowledge Transfer for Monitoring, Predicting and Preventing Pressure Ulcers: The SensoMatt Approach
<b>10:45</b>	Carlos Sampaio Pedro Torres Luís Farinha	Industry Digitalization, Technological Developments in Forest Machines Towards Forestry 4.0
<b>11:00</b>	Fátima Lima, Paula Ferreira Madalena Araújo	The Adoption of Sustainable mobility and user perception
<b>11:15</b>	Thomaz Fagá Alaize Dall'Orsoletta Jorge Cunha	Public Impact and Investment Assessment: a Framework for Small-Scale Projects
<b>11:30</b>	Sara Proença Vera Cristina Ribeiro Luís Araújo Santos	Value Co-Creation from Academia-Business Partnerships



## Session 4 | Room A.9

Moderator: Ofélia Anjos

Zoom ID: 98907933971

<b>10:00</b>	Catarina Barbosa Jorge Cunha	A Contribution to Understanding the Process of New Business Incubation Based On Case Study Analysis
<b>10:15</b>	Acendino Neto Fernando Romero	Industry 4.0 and Technological Evolution in CNC Machines
<b>10:30</b>	Mónica Régio Paula Pereira Margarida Morgado Carlos Sampaio	Interdisciplinary Collaboration for a Digital Systems Module
<b>10:45</b>	Leticia M. Estevinho Agata Wierzbińska Luís Dias	Conventional Methods versus Voltammetry in the Monitoring of the Mead's Production
<b>11:00</b>	Mário Cristóvão Ana Martins Inês Brandão Christophe E. Santo	Technological Food Pilot Units: Work-Case on New Product Development and Post-Harvest Conservation
<b>11:15</b>	Ofélia Anjos Ilda Caldeira Tiago A. Fernandes Sheila Oliveira-Alves Nádia Santos Sara Canas Sofia Catarino	Innovation and Sustainability of Wine Spirit Ageing Technology: The Importance of Oxidation Reactions
<b>11:30</b>	Ana Borges Fernando Pereira Inês Barbedo João P. Almeida Paula Cabo Pedro Rodrigues Vera Ferro-Lebres Cláudia S. Costa Josiana Vaz Juliana A. de Souza	Skill Development in Health Sciences: Active Methodologies in Higher Education

# September 30<sup>th</sup>

## Session 5 | Room A.7

Moderator: Rogério Dionísio

Zoom ID: 95461252871

<b>09:00</b>	Leticia de Barros Vinicius Minatogawa Renata Gasparino	Development of a Framework for the Application of Lean Healthcare in Emergency Units
<b>09:15</b>	Matheus Souza Tatiana Russo Andrea Oliveira Maisa Tobias Marcus Rocha	Logistics of the Arc North Amazonian Corridors: An Analysis Using Linear Programming
<b>09:30</b>	Shuwen Liu Farzad Sabetzadeh	The Relationship Between External Knowledge Capture and Innovative Performance: a Case Study in Mcdonald's
<b>09:45</b>	Maria Elisabete Neves Pedro Gonçalves Rafael Gomes Catarina Proença Beatriz Lopes Cancela	Impact of noise on the performance of Portuguese Listed Companies: New Evidence Using Panel Data.
<b>10:00</b>	Xiaoheng Chen	A Social Capital Perspective to the Co-creation of Digital Servitization in the Industrial Internet of Things Startups
<b>10:15</b>	Xurxo Riguira María Araujo Javier Martínez-Torres Eduardo Giraldez Atonio Recaman	Computer Vision Application for Improved Product Traceability in the Granite Manufacturing Industry
<b>10:30</b>	Ana Costa Sandra Regina Rech	Phygital: Brazilian Fashion Retail Market Trends

## Session 6 | Room A.8

Moderator: Constança Rigueiro

Zoom ID: 96422515851

<b>09:00</b>	Elisabete Nogueira Sofia Gomes João M. Lopes	Triple Bottom Line, Sustainability and Economic Development: Theoretical Insights and the Research Agenda
<b>09:15</b>	Marcela Jorio António Amaral Teresa Neto Paula Ferreira	Barriers and Critical Success Factors for Sustainable Social Housing – An Overview
<b>09:30</b>	Sara Costa Maria S. Carvalho Carina Pimentel Cláudia Duarte	Lessons from the organizational change literature towards a transformational model for the construction industrialization
<b>09:45</b>	Eusébio Nunes Sergio Sousa Luis Dias	Impact of Order Size on Quality Cost of 100% Inspection: A Simulation Approach
<b>10:00</b>	Francisco Reis Teresa Pereira António Amaral	Development of a Cost Estimation Model in a Furniture Manufacturer
<b>10:15</b>	Sara S. Golmaryami Paula Ferreira Manuel Lopes Nunes	A Review of Sustainable Business Model in the Energy Sector

September 30<sup>th</sup>

## Session 7 | Room A.9

Moderator: Nuno Octávio

Zoom ID: 95344486386

<b>09:00</b>	Carlos Sampaio João Renato Sebastião Mónica Régio	An Assessment of the Relationship Between Market Orientation and Business Performance Using Bibliometric Methods and Thematic Analysis
<b>09:15</b>	Isaac Moreira Pedro Ferreira João Nuno Lopes Sofia Gomes	The Impact of Digital Transformations on Business Leadership: A Bibliometric Approach
<b>09:30</b>	Anna Santos Wellington Alves Vitor Braga	Bringing Together Project Management and Lean Thinking
<b>09:45</b>	Marília Budak Gutemberg Gomes Pedro Veiga Ricardo Rodrigues	The Socioeconomic Impact in Entrepreneurial Activities
<b>10:00</b>	Fernando Barbosa Fernando Romero	The Concept of Strategy: a Bird's Eye View
<b>10:15</b>	Diogo Barbosa Ângela Silva Wellington Alves	Unfolding Projects in Acts: Digital Transformation in Automated Guided Vehicles

## Session 8 | Room A.10

Moderator: Domingos Santos

Zoom ID: 96212623635

<b>09:00</b>	Maria João Barroca Aida Moreira da Silva	IDEAS4life Project [I&D+I]: Maritime plants as source of medicine and food ingredients
<b>09:15</b>	Cláudia Pereira Jorge Oliveira	The Resilience of the Footwear Industry During Covid-19 Pandemic
<b>09:30</b>	Cristina Varandas Vitor Duarte Ricardo Rodrigues Pedro Veiga	Impact of Cultural Dimensions on the European Innovation Index
<b>09:45</b>	Ana M. Machado Gleidcy Rocha Kathleen Carvalho Ana Isabel Pereira Vera Ferro-Lebres	Paths Towards the Future of Higher Education: the Case of the Polytechnic Institute of Bragança
<b>10:00</b>	Jorge Cunha Fernanda Pontes Madalena Araújo Manuel Lopes Nunes	A Bibliometric Analysis of Social Innovation Impact Assessment Strategies

# KEYNOTE SPEAKERS

## JOAQUIM OLIVEIRA MARTINS

Plenary Session I | September 29<sup>th</sup> | 11:50 – 12:50



Mr. Oliveira Martins is the Special Advisor for the EU Commissioner for Cohesion and Reforms. As deputy director he worked closely with the Director to advance the OECD's work on SME and entrepreneurship policy; regional, urban, rural and local development; subnational statistics; multi-level governance and decentralisation; and tourism. He also oversaw the work of the OECD Trento Centre for Local Development.

### **THEME:**

Science and Technology-Based Entrepreneurship, SMEs, Regions and Cities: Rethinking Territorial Competitiveness"

# JOSÉ ALVES

Plenary Session II | September 30<sup>th</sup> | 10:30 – 11:30



José Alves is the Dean at the Faculty of Business of the City University of Macau. Previously, he was the Dean at the School of Business of the University of Saint Joseph, Macau, where he had also served as Vice-Rector for Academic Affairs. José's research focuses on leadership, international management, and regional innovation in China. He has publications in leading academic journals and regularly contributes as a consultant and advisor to a range of start-ups, established firms, and universities in China.

## **THEME:**

Chinese Foreign Technology: What we know about it and why it is important to engage with it.

# **JOSÉ TRIBOLET**

Plenary Session III | September 30<sup>th</sup> | 11:50 – 12:40



IST Distinct Full Prof. of Information Systems (Emeritus). President of INESC. Specialties: Enterprise Architecture; Business Processes and Information Systems Governance; Business Process Engineering; Information Systems Architecture; IT/IS Organization and Management; Organizational Learning and Knowledge Management.

**THEME:**

Enterprise Operating Systems



## **MORTEN LUND**

Plenary Session IV | September 30th | 14:00 – 14:40



Vice Head of Aalborg University Business School, Associate Professor, Entrepreneur, executive and business design expert. Experienced entrepreneur and executive, with a combined academic, pragmatic, and creative profile, that believes in organizing genius and creativity with methods and structure. His educational background is an MA in Business, with specialization in organizational and business strategy and a Ph.D. in Business models.

### **THEME:**

Creating Business Models

## **PEDRO ANDRÉ CORISTA**

Plenary Session V | September 30<sup>th</sup> | 14:40 – 15:20



AI Engineer at Capgemini Engineering specialized in Mobile Network and IoT data processing and analytics. Has been working with Big Data technologies (Spark, Hadoop, Elastic-Search...) to address AI initiatives such as Smart Capex, Network Dimensioning and Forecasting, Data mobility Prediction, among others.

**THEME:**

Artificial intelligence.

## **ANA BARROS**

Plenary Session VI | September 30th | 15:20 - 16:00



Ana Barros, MBA, PhD, is Senior Innovation Consultant at PNO in Portugal. Before joining PNO, Ana Barros worked 10 years as a senior researcher at INESC TEC in the field of operations, supply chain and technology management. At INESC TEC, Ana Barros participated in several European projects (ADVENTURE, BEinCPPS, NEXT-NET, and SoTecln Factory), research projects in collaboration with Carnegie Mellon University (E4Value and VR2Market), and consultancy projects in the area of technology strategy and Industry 4.0. Ana Barros was the EIT Manufacturing Program Manager @ INESC TEC (2019-2021) and a member of the founding team of the PRODUTECH Digital Innovation Hub.

### **THEME:**

Innovation: academia-industry collaboration

# ANTÓNIO BAPTISTA

Plenary Session VII | September 30<sup>th</sup> | 16:40-17:30



António Baptista (A.J. Baptista) is Project Manager and Senior Researcher in the Product and Systems Development Unit at INEGI – institute of mechanical engineering and industrial management. He has a degree in Mechanical Engineering (2002) and a PhD in Production Technology, in the area of Computational Mechanics (2007) at FCTUC, from the University of Coimbra. After his PhD he worked from January 2007 to May 2011 at Centro Tecnológico Sodecia, in the automotive industry sector on international engineering projects. He was also responsible for continuous improvement projects (kaizen activities, root cause analysis, cost reduction, productivity increase).

## **THEME:**

Collaborative projects: Product and Systems Development

# ROUND TABLES

## PROJECT TRACE

Round Table I | September 29<sup>th</sup> | 10:50 – 11:40

### THEME:

Project TRACE: Perspectives on Knowledge and Technology Transfer in Higher Education

### MODERATORS AND ORGANIZERS:

Vera Ferro Lebres

Kathleen Carvalho

### SPEAKERS:

**José Barbosa** (Scientific director of Intelligent Technologies | MORE - Laboratório Colaborativo Montanhas de Investigação | Invited Professor at Instituto Politécnico de Bragança)

**Ronaldo Bernardo** (CEFET-RJ, Brazil)

**Jorge Humberto Sampaio** (Entrepreneurship Office at Instituto Politécnico de Bragança)

**Jordi Andreu** (Founder of T-valley business ecosystem | Professor at Universitat Rovira i Virgili)

**Felipe Haddad Manfio** (Business and Community Relations Director Universidade Tecnológica Federal do Paraná, Brazil)

**Sara Proença** (Instituto Politécnico de Coimbra)



# UNIVERSITY OF MINHO | ANI | BOSCH CAR MULTIMÉDIA PORTUGAL S.A. | FCT

Round Table II | September 29<sup>th</sup> | 14:30 – 16:00

## THEME:

Best Practices in Industry-University Collaboration

(Doctoral Program in Industrial and Systems Engineering at the University of Minho)

## MODERATOR:

**António Bob Santos**

(Member of the Board of Directors of FCT; Executive Coordinator of Programa Impulso Adultos/Jovens STEAM, Resilience and Recovery Plan; ANI – Agência Nacional de Inovação ANI – Agência Nacional de Inovação; Member of the Economic and Social Council)

## SPEAKERS:

**Eduardo Pinto** (ANI)

**Gabriela Fernandes** (UC)

**Paula Ferreira** (UMinho)

**Maria do Sameiro Carvalho** (Centro Algoritmi)



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# **ISQ | PRODUTECH SIF**

## **Solutions for the Industry of the Future**

Round Table III | September 29<sup>th</sup> | 16:20 – 17:10

### **THEME:**

Core Technologies for Cyber-Physical Manufacturing Systems

(The co-operation between enterprises and science and technology organizations in the development of industrial solutions)

### **SPEAKERS:**

**Helena Gouveia**  
**Francisco Frazão Guerreiro**

### **GUIDED VISIT BY:**

**Vasco Pires**  
**Nuno Marques**



# COMMITTEES

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(ICOPEV)

University of Minho,  
Department of Production and  
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**Luís Farinha**  
(ICOPEV 2022's Edition)

Polytechnic Institute of Castelo  
Branco, Portugal

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**Rogério Dionísio**

**Fernando Reinaldo**

**Nuno Caseiro**

**Rogério Ribeiro**



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