

The International Joint Conference ICIEOM-ADINGOR-IISE-AIM-ASEM (IJC2017)

July 6th to 7th, 2017 - Universitat Politècnica de València - València, Spain

General Programme

Thursday July 6th, 2017	TIME	Aula 2-7	Aula 2-8	Aula 2-15	Aula 2-14		
	11:30-13:30	Registration					
	13:30-15:00	Logistics, Production and Information Systems (I)	Strategy and Entrepreneurship (I)	OR, Modelling and Simulation (I)	Doctoral Symposium (13:00-15:00)		
	15:00-15:30	Coffee and poster session. Nexus hall					
	15:30-17:00	Logistics, Production and Information Systems (II)	Strategy and Entrepreneurship (II)	OR, Modelling and Simulation (II)	Service Systems		
	17:00-18:00	Plenary session (keynote speaker) & Opening. Salon de Actos					
	20:30-23:00	Gala Diner. Vales e Vents					

Friday July 7th, 2017	TIME	Aula 2-7	Aula 2-8	Aula 2-9	Aula 2-10	Aula 2-11	
	9:00-10:30	Logistics, Production and Information Systems (III)	Strategy and Entrepreneurship (III)	OR, Modelling and Simulation (III)	Education	Quality and Product Management (I)	
	10:30-11:00	Coffee and poster session. Nexus hall					
	11:00-12:00	Plenary session (keynote speaker). Salon de Actos					
	12:30-14:00	Logistics, Production and Information Systems (IV)	Strategy and Entrepreneurship (IV)	OR, Modelling and Simulation (IV)	Knowledge and Project Management (I)	Quality and Product Management (II)	
	14:00-15:00	Lunch. Galileo					
	15:30-17:00	Logistics, Production and Information Systems (V)	Strategy and Entrepreneurship (V)	Logistics, Production and Information Systems (VI)	Knowledge and Project Management (II)	Quality and Product Management (III)	
17:00-17:30	Conference Closing Session. Salon de Actos						

Programme. Oral Presentations

Thursday July 6th, 2017 13:30–15:00

		Logistics, Production and Information Systems (I)
Aula 2-7	034	Interorganizational Relationships in the Brazilian Construction Industry Supply Chain Christiane Wagner Mainardes Krainer, Jefferson Augusto Krainer, Cezar Augusto Romano
	163	A Framework for Centralizing Stock in Pharmaceutical Distribution Networks Frank Giarallo, Kerry Ward, Jon Goodstein
	037	Value Stream Mapping with Environmental Aspects: A Literature Review and Future Directions Danie Lorenzon dos Santos, Lucila Maria de Souza Campos
	174	Capabilities and Resources for Selection of Logistics Service Provider for Heavy Load Road Transport Marlene Amorim, Geraldo Oliveira Neto
		Strategy and Entrepreneurship (I)
Aula 2-8	006	The Impact of CMMI Implementation on the Firm Performance. An Evaluation from a Dynamic Capabilities Approach Eduardo Agenjo, Natalia Martin-Cruz, Cristina Ruiz-Martin, Adolfo Lopez-Paredes
	138	Strategies Adopted by Social Enterprises to Overcome Operations Resources Constraints: The Case of Vintage for a Cause Liliana Ávila, Marlene Amorim
	026	Economic Complexity and Quality of Life in Latin America and Asia between 2010 and 2014 Diogo Ferraz, Herick Moralles, Jéssica Suarez Campoli, Daisy Rebelatto
	193	A Model and a Methodology for the Systematization of Continuous Improvement of Logistics Processes in World-Class Companies Paulo Afonso
		DR, Modelling and Simulation (I)
Aula 2-15	154	Solving the Linear Ordering Problem Using a Genetic Algorithm with Local Search Cagla Cergibozan, A. Serdar Tasan
	133	Energy Management Optimization in Buildings through Electric Vehicles Francisco Diaz-Gonzalez, Rocio de la Torre, Akos Baldauf
	067	The Economic Viability of Second-Generation Ethanol in Coming Years Marcelo Dias Carvalho, Leticia Ishikawa
	129	Establishing a multi-criteria evaluation model for local development strategies. A case study in Cartagena (Colombia) Hannia Gonzalez-Urango, Monica García-Melón
		Doctoral Symposium (13:00-15:00)
Aula 2-14	179	Hospital accreditation and its impacts on quality culture Jose Daniel Rodrigues Terra, Fernando Tobal Berssaneti
	057	Modeling and Simulation of Operations: A Case Study in a Port Terminal of Vale S/A Icaro Agostino, Saymon Sousa, Pedro Frota, Ricardo Daher Oliveira, Adriano Souza
	109	Nonlinear Principal-Agent Model: An Adapted Study by the Marginal Disutility of Labor and Fluctuations in Demand of Products José Silva, Guilherme Cerqueira
	058	Queuing Theory and Simulation Applied to Arrival Train Process at Port of Ponta da Madeira Icaro Agostino, Saymon Sousa, Pedro Frota, Ricardo Daher Oliveira, Rialberth Cutrim

Thursday July 6th, 2017 15:30-17:30

		Logistics, Production and Information Systems (II)
Aula 2-7	108	Pressures for Adoption of Green Supply Chain Management Practices: A Qualitative Comparative Analysis Juliana Veiga Mendes, Denise Franco, Luis Antonio De Santa-Eulalia, Rui Tadashi Yoshino, Gilberto Ganga
	089	Disaster Management: Initiating Emergency Response for Forest Fires Seren Ozmehmet Tasan, Yunus Emre Ergenc
	061	Alternative Maintenance Management Policies: A Comparative Analysis Jesús María Pinar-Pérez, Diego Ruiz-Hernandez
	063	Study of Fruit Pulp Chain from the Perspective of Supply Chain Management (SCM) Jéssica Gonella, Eduardo Guilherme Satolo, Sergio Braga Junior, Renato Monaro, Caio Oliveira
		Strategy and Entrepreneurship (II)
Aula 2-8	124	Addressing Climate Change with Responsible Research and Innovation Iván Ligardo-Herrera, Tomás Gómez-Navarro
	096	Investigating the Impact of Process Innovation over Profitability and Productivity: A Food Sector Application Burcu Felekoglu, Seren Ozmehmet Tasan
	014	Long Term Capacity Planning: The Comparison Between the Net Present Value, Return on Investment and Unitary Cost for Scale Analysis Artur Santa Catarina
	182	Layout Study Based on Performance Indicator System Gabriel Cordeiro, Rafael Araujo Kluska, Fernando Deschamps, Edson Pinheiro de Lima
		DR, Modelling and Simulation (II)
Aula 2-14	027	The Efficiency of Public Expenditures on Education: Data Envelopment Analysis of Brazilian Federative Units between 2011 to 2014 Jéssica Suarez Campoli, Diogo Ferraz, Daisy Rebelatto
	165	A Deterministic Equivalent Problem to Study the Effects of Security Policies Hiram Moya, Gabriel Rueda
	150	Conditional Risk and Return in Investment Valuation: An Application to Enrolling in a Higher Education Degree Decision Felipe Araújo Nascimento, Eduardo Pontual Ribeiro
	171	Optimization of the industrial layout of a metallurgical using a Tabu Search Metaheuristic and the FacPlan method: Analysis of the productive flow and departmental area Marina Assunção Lima, Miqueias da Silva de Jesus, Luís Henrique dos Santos Siva Sousa, Pedro Henrique Pinto Albuquerque, Ricardo de Andrade Lira Rabelo
		Service Systems
	050	A Conceptual Model of Healthcare Supply Chain Network Omar Othman, Saeed Rahwanji, Amjad Jeitan
	131	Lean Office: a Systematic Literature Review Jaqueline Melara, Rui M. Lima, Thiago Antonio Souza
	069	The Necessity of Customization of Mobile Device Interfaces for Elderly People Franciele Alves do Santos Medina, Sergio Gustavo Medina Pereira, Rodrigo Gonçalves

Friday July 7th, 2017 9:00-10:30

	Logistics, Production and Information Systems (III)
Aula 2-7	112 The Role of Packaging Design for Improving Sustainable Competitiveness. An Analysis in the Household Goods Jesus Garcia Arca, A. Trinidad González-Portela Garrido, José Carlos Prado Prado
	158 Approach of Information Systems Applied to Reverse Logistics Perla Aguirre, Andrés Boza, Llanos Cuenca
	104 Contributions of Packaging Improvements as Logistic Costs Reducing on Electronic Commerce Murilo Stankevix, José Neves, Thais Ramos, Celi Langhi, Getulio Akabane
	176 Using of Performance Indicators to Evidence Improvement of the Competitive Dimensions of an Electronic Commerce Company (B2C) Murilo Stankevix, José Neves, Thais Ramos, Celi Langhi, Getulio Akabane
	Strategy and Entrepreneurship (III)
Aula 2-8	110 Derailed Locomotive? Petrobras Investments and Economic Growth in Brazil Raíssa Yabiko, Rosemarie Broker Bone
	172 Assessing Organisational Energy for Effective Change: The Batteries of Change Model Geert Letens, Kurt Verweire, Peter De Prins
	010 Benefits and Obstacles in the Implementation of Sustainable Public Procurement (SPP): Literature Review Jettson Carlos Dominicini Valadão, Osvaldo Luiz Gonçalves Quelhas, Aryel Cruz França, Sergio Luiz Braga França
	DR, Modelling and Simulation (III)
Aula 2-9	166 Electronic Junk: Best Practice of Recycling and Production Forecast Case Study in Brazil Carlos Alberto Albuquerque, Carlos Henrique Pereira Mello, Vinicius Paes, Pedro Paulo Balestrassi, Lucas Souza
	153 Analyzing a Wastewater Treatment Plant by Fuzzy Goal Programming as a Management Tool: A Case Study Manuel Díaz-Madroñero, Modesto Pérez-Sánchez, Jose R. Satorre, Josefa Mula, P. Amparo López-Jiménez
	039 Using Simulated Annealing to Solve the Daily Drayage Problem with Hard Time Windows Alejandro Escudero-Santana, Manuel Cuberos-Gallardo, Jesús Muñozuri, Pablo Cortés
	106 Data Mining Association Rules Applied to Supermarket Transactional Data Modeling: A Case study in Brazil Gustavo Schonhorst, Vinicius Paes, Pedro Paulo Balestrassi, Anderson Paiva, Paulo Henrique Campos
	Education
Aula 2-10	073 Lecture Capture and Learner Engagement Strategies for Industrial Engineering Education: Results of a Pilot Program Alicia Jenner, Michael Helwig, Arlette Rufer
	139 Technology Transfer Outputs versus Publications: Which One Wins the Battle? Rocio de la Torre, Dolores Gil-Doménech, Jasmina Berbegal-Mirabent
	152 Rubrics as a Tool for Evaluating Hydraulic Engineering Projects in both Bachelor's and Master's Degree Modesto Pérez-Sánchez, Vicente S. Fuertes-Miquel, Javier Soriano, Elena Gómez, P. Amparo López-Jiménez
	031 Are We Doing the Right Thing for Industrial Engineering Students? – A Work in Progress Raissa Zylberglej, S. Jimmy Gandhi
	Quality and Product Management (I)
Aula 2-11	081 Effect of Parameter Estimation on the Performance of Statistical Process Control Charts: an Old Problem Revisited from a New Standpoint Eugenio Epprecht, Subhabrata Chakraborti, Felipe Jardim, Lorena Drumond Loureiro
	079 Analysis of Water Consumption in Cosmetic Factories in Brazil Sabrina Gonçalves, Carlos Cerqueira
	056 Implantation of Total Productive Maintenance: A Case Study in the Manufacturing Industry Ximena Rojas, Kazuo Hatakeyama

Friday July 7th, 2017 12:30-14:00

Logistics, Production and Information Systems (IV)	
Aula 2-7	076 A Model-Based Decision Support System for Multiple Container Terminals Hub Management Francesco Facchini, Francesco Boenzi, Salvatore Digiesi, Giovanni Mummolo
	003 Reverse Logistics for Return Management in Retail: A Systematic Literature Review from 2007 to 2016 Karina Tonelli Silveira Dias, Sergio Braga Junior, Dirceu Silva, Eduardo Guilherme Satolo
	112 The Role of Packaging Design for Improving Sustainable Competitiveness. An Analysis in the Household Goods Jesus Garcia Arca, A. Trinidad González-Portela Garrido, José Carlos Prado Prado
	070 The Impacts of Additive Manufacturing on Production Systems Douglas Rafael Veit, Daniel Lacerda, Maria Morandi, Aline Dresch, Luis Henrique Rodrigues
Strategy and Entrepreneurship (IV)	
Aula 2-8	178 Developing a Scale to Measure Quality in Public Services Transport Júlio Cesar Valandro Soares, Vinícius Paula, Vitória Barros Brandão, Mayara Alves de Souza, Agenor Sousa Santos
	074 Technology and Science Investments, Universities, and Intellectual Property Analysis on the Brazilian South region Julio Siluk, Tais Bisognin Garlet, Rafael Marcuzzo, Cláudia de Freitas Michelin, Italo Fernando Minello
	123 Motivating Factors for the Merger Process among Automotive Industry Organizations Sara da Costa Fernandes, Sânia da Costa Fernandes, Vagner Rosalem, Júlio Cesar Valandro Soares
OR, Modelling and Simulation (IV)	
Aula 2-9	140 State of the Art in Simulation-Based Optimization for Vehicle Routing Problem with Pick-up and Delivery Diego Evandro Mazzuco, Djonathan de Oliveira, Enzo Frazzon
	051 Comparison: Group Model Building Workshops of Two SMEs from the Basque Industrial Sector Maria Ruiz Amurrio, Unai Elorza, Noemi Zabaleta
	001 Analysis of OR-Based Literature Reviews on Agri-Food Supply Chains Ana Estesó, María del Mar Eva Alemany, Angel Ortiz
	048 An Optimization Model for Modular Vaccine Packaging Jung Lim, Bryan Norman, Jayant Rajgopal
Knowledge and Project Management (I)	
Aula 2-10	086 Effect of Social Capital on Collaboration Performance in IPD Teams: The Mediating Role of Knowledge Sharing Lianying Zhang, Xin Jing
	042 Value Chain Mapping Methodology: A Proposal for a Process Mapping Project Simone Monteiro, Mariana Pereira, Iana Branco, Ana Carla Reis
	192 Unit of Production Effort Method for Performance Measurement in Production Systems: Conceptualization and Application Paulo Afonso, Antônio Zanin, Rodney Wernke
Quality and Product Management (II)	
Aula 2-11	008 Competitive Priorities in the Hotel Sector of Sinop - Located in Northern <i>Mato Grosso</i> - Brazil Heloisa Cado Lopes, Juliana Martins Da Silva Galante, Camyla Piran Leitner, Adelize Minetto Sznitowski, Salli Baggenstoss
	041 Comparison on a Lean Production System: A State of Mexico Automotive Industry Case Study Lina Tabares-Rodríguez, Manuel Robles-Cárdenas, Lorenzo Ros-McDonell
	141 Photovoltaic Solar Energy and Environmental Management and as a Tool for Industrial Systems: Case study in Brazil Miguel Melo, Adriana Nascimento, Jeferson Pereira, Thiago Santos

Friday July 7th, 2017 15:30-17:00

Friday July 7th, 2017 15:30-17:00	
Aula 2-7	Logistics, Production and Information Systems (V)
	116 Linking Quantity Discounts and Operational Performance through the Bullwhip Effect Borja Ponte, Julio Pucho, Rafael Rosillo, Alberto Gómez, David de la Fuente
	066 Vaccine Cold Chain in Brazilian Health System: A Logistics Assessment Lucas Pereira Durand da Silva Souza, José Victor Viana Vasques, Thiago Arruda de Aguiar, Raquel Flexa
	169 Identifying the Main Uncertainties in the Agri-food Supply Chain Angel Ortiz, Faustino Alarcón Valero, David Perez Perales, María del Mar Alemany Díaz
188 Perception of the Benefits of SMED Under the Point of View of Machining Services Providers Jaqueline Barduzzi, Milton Vieira Junior, Elesandro Baptista, Ivan Correr	
Aula 2-8	Strategy and Entrepreneurship (V)
	060 Entrepreneurial Universities and the Academic Role in Innovation and Development Paula Salomão Martins, Ricardo Manfredi Naveiro
	040 Product Development and Design Thinking: a Corporate Strategy Integrated to Social and Environmental Responsibility Principles Osvaldo Luiz Gonçalves Quelhas, Natália Marques Malheiros Maia, Jonas Raphael Caride Gomes, André Mendes Mesquita, Ruben H. Gutierrez
	095 Frequency and Quality of Vertical Communication in New Product Development Burcu Felekoglu
135 The Trade Relationship between Brazil and Algeria in the Import of Oil and its Derivatives in the Period 2010-2016 Fabiana Lucena Oliveira, Ana Luisa Assis da Silveira, Milena Auzier Vilena	
Aula 2-9	Logistics, Production and Information Systems (VI)
	120 An Oil Package Study aiming the Logistics Optimization on the Palletizing Capacity Amanda Umamoto, Márcia Samed
	091 State of the Art on Arduino and RFID Patrick Jhullyan Soares, Cristiano Oliveira, Gudelia Morales, Jose Arica, Italo Matias
	088 Timetable Planning in a Courier Network: A Heuristic Resolution Method Enrique Parra
121 A Fuzzy AHP Approach to Support Decision Taking for Selecting Wheat Suppliers in the State of Paraná, Brazil Felipe Meneguetti de Carlos, Márcia Samed	
Aula 2-10	Knowledge and Project Management (II)
	059 Design of a Model for the Analysis of Hidden Costs in International Projects. Application to the Energy Sector. Pablo Villa Sanchez, Mercedes Grijalvo, María Jesús Sánchez Naranjo
	093 Sustainability Assessment Framework to Effectively Manage Architectural Projects Ecehan Ozmehmet, Seren Ozmehmet Tasan
	161 Process Mining Projects: A Case Study in a Software Development Enterprise Rafael Araujo Kluska, Marco Antonio Archanjo, Fernando Deschamps, Eduardo Alves Portela Santos
064 The Portfolio Management and Influence in Projects of Decisions Rolney Baptestone, Roque Rabechini	
Aula 2-11	Quality and Product Management (III)
	009 Motivators and Barriers for Using Design Thinking in NPD Roberta Cristina Redante, Janine Fleith de Medeiros, Cassiana Maris Lima Cruz
	159 Analysis of the Results of Lean Manufacturing Implementation in a Metal-Mechanical Company from Panambi - Rio Grande do Sul - Brazil Gil Guimaraes, Fabricio Schmidt, Vanderlei Benetti, Renato Monaro, Taciana Mareth
007 Sustainable Performance: Analysis between Certified Companies Camila Fabrício Poltronieri, Gilberto Miller Devós Ganga, Mateus Cecilio Gerolamo	

Programme. Posters

Thursday July 6th, 2017 15:00-15:30

NEXUS Hall	151	The Improvement of Learning Results in Fluid Mechanics Topics through the Transversal Competence Autonomous Learning Modesto Pérez-Sánchez, Ruzan Galstyan-Sargsyan, P. Amparo López-Jiménez
	049	Application of Fuzzy Sets in the Selection of Industrial Valves Suppliers Marcos Santos, Ney Souza, Fabrício Tenório, Raphael Lopes, Fabrício Dias
	018	Application of Linear Programming in the Formulation of a Minimum Cost Diet: Case Study of a Collective Food Company Marcos Santos, Rodolfo Sampaio, Fabrício Dias, Ernesto Martins, José Lima
	072	Integration of QFD and TRIZ in Defining Engineering Product Requirements Vinicius Motta de Oliveira, Ricardo Manfredi Naveiro
	184	Analysis of Product Development Project methodologies (PDP) as a Factor of Creation of Ergonomic Products Pedro Henrique Silva, Estefânia Silva, Kamyla Reis, Lucas Paiva
	167	Project Portfolio Selection: Differences Between Research and Application Ernany Gonçalves, Dalton Garcia Borges de Souza, Rafaela Oliveira, Carlos Silva
	025	Risk Identification and its Generating Factors in a Supply Chain from the Natural Gas Sector Felipe Tomé, Elizabete Silva, Maria Leite
	080	The Contribution of the Process of Materiality to the Evolution of the Field of Sustainability Performance Measurement Pablo Carpejani, Edson Pinheiro de Lima, Sergio E Gouvea da Costa, S. E. Machado, , Claudimar P Veiga
	036	International Strategies focused on Business Digitalisation and Technology Adoption Ricardo Chuma, Leda Kanashiro Makiya, Francisco I. Giocondo César
	015	Strategy Consolidation Level and its Effects in Organizational Variables Nathalie da Silva Cavalcanti Monteiro, Alfredo Iarozinski Neto, Alessandra Tourinho Maia, Cezar Augusto Romano
004	Application of Diffuse Logic in the Development of a Solar Light Mechanical Device for the Fight against Mosquito Aedes Aegypti Marcos Santos, Viviane Abreu, Ernesto Martins, Fabrício Dias, Raphael Lopes	

Friday July 7th, 2017 10:30-11:00

NEXUS Hall

065	Using PERT / CPM in Choosing the Shortest Path Marcos Santos, Ney Souza, Fabrício Tenório, Raphael Lopes, Fabrício Dias
119	Proposed Model for Risk Assessment Liane Márcia Freitas e Siva, Ana Camila Rodrigues de Oliveira, Maria Silene Alexandre Leite, Fernando Augusto Silva Marins
144	A MILP for Mono-machine Injection Moulding Sequencing Raquel Sanchis, Beatriz Andres, Raúl Poler, Manuel Díaz-Madroñero, Josefa Mula
136	Risk Assessment of Critical Factors in the Implementation of Safety Management System (SMS) via Analytic Hierarchy Process (AHP) and the impact of risks on Sustainability and Quality of a Maintenance Organizations Ricardo Cardoso, Jose Cristiano Pereira
156	Analysis of Lean Healthcare Implantation Results at Hospital Santa Lucia de Cruz Alta - Rio Grande do Sul - BRAZIL Gil Guimaraes, Fernando Pedroso, Hana Ivanovich, Cristine Benetti, Elissa Silva
168	Project Portfolio Selection Methods a Bibliometric Review Mario Henrique Sombra Beuttenmuller Vilela, Carlos Eduardo Sanches da Silva, Dalton Garcia Borges de Souza
185	Some Technical and Environmental Aspects of Wood-Plastics Composites for Sustainable Design Applications Carlos do Amaral Razzino, Vivian Karina Bianchini
033	A Free Application Engineering Economics Developed in C++ to Improve the Teaching Process in Distance Learning Ricardo Alexandre Deckmann Zanardini, Alessandra de Paula, Cristiane A Ripka, Kellen Coelho dos Santos
045	Smart-safe: Determination of Relevant Functionalities in Development of Mobile APP for Personal Safety and Safe Areas Felipe Penteado Santana, Wagner Froes, José Marcelo Palma, Henrique Heldt, Ieda Kanashiro Makiya, Francisco I. Giocondo César
054	Institutional Relationship on Smart Cities Approach: the Brazilian Case Rebecca Lorenzetti Bezerra, Camila Aya Nakajima, Ieda Kanashiro Makiya, Francisco I. Giocondo César
046	Innovation and Competitiveness of the Business Clusters in Paraguay: Evidence of their Limitations Edgar Antonio Sánchez Báez, Fernando José Avancini Schenatto