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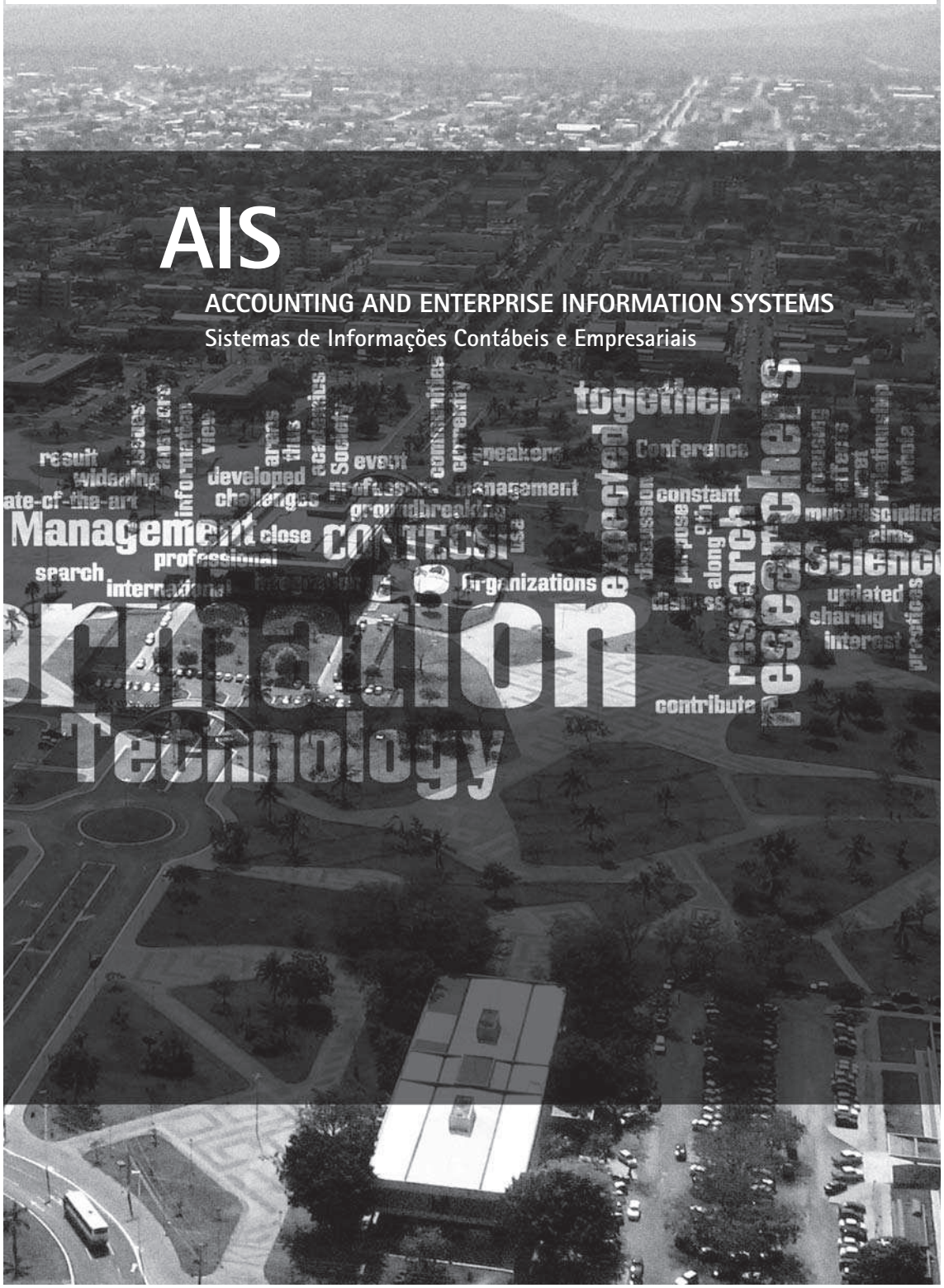
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THE INFLUENCES OF THE IMPORTATION PROCESS IN THE MANAGEMENT OF A SULMINEIRA COMPANY THAT IMPORTS COMPUTER INDUSTRY

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The present study aimed to characterize the transaction costs present in the importation process and analyze their influence on the working capital of a company in southern Minas Gerais. For the study, we used the literature review and a survey of organizational data. Data collection was conducted through observation and the data were analyzed through qualitative analysis. The search strategy used was a study case. The work has shown the occurrence of additional costs incurred by the transaction costs. As regards the influence on the working capital of the importing company, has been identified its operating cycles, financial and economic are atypical when compared with the internal market, which generates the need for large investments in working capital for the maintenance of operational activities of the company, meaning, there is a great need for working capital of the organization.

Keywords: Economics of Transaction Costs, Working Capital Management, Dynamic Model, Import Sector Informatics

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ADOPTION OF INTERNATIONAL ACCOUNTING RULES IN BRAZIL, DERIVATIVES DISCLOSURE AFTER THE 14TH CPC: ADHERENCE STUDY OF BRAZILIAN COMPANIES LISTED ON BM&FBOVESPA IN THE IBRX-50

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The normative framework that embraces and literary recognition, measurement and disclosure of financial instruments suffers the intervention of various regulatory agencies, a fact which makes it complex and difficult to understand, requiring contributions from theoretical and empirical studies. Within this context, is part of this study aimed to verify how Brazilian companies listed on the IBrX-50 of the BM&FBovespa, the derivatives are evident after the adoption of the 14th CPC in the light of CVM Resolution 566/08. For this, a metric is developed for conducting empirical research containing 8 categories and 28 subcategories. A descriptive, qualitative and documentary, was content analysis procedure in the explanatory notes for the year ended 2009 of 22 non-financial companies. The results indicate that even with the significant advance of the adoption of international standards, the companies that made up the sample failed to meet 100% of current legislation. These results show similarities with previous studies that, despite the disclosure is mandatory, is not effective.

Keywords: Derivatives. CPC 14. International Accounting Standards.

ADOÇÃO DAS NORMAS INTERNACIONAIS DE CONTABILIDADE NO BRASIL, EVIDENCIAÇÃO DOS DERIVATIVOS APÓS O CPC 14: UM ESTUDO DA ADERÊNCIA BRASILEIRA EM EMPRESAS LISTADAS NO ÍNDICE IBRX-50 DA BM&FBOVESPA

O arcabouço normativo e literário que abarca o reconhecimento, a mensuração e a evidenciação dos instrumentos financeiros sofre a intervenção de diversos órgãos reguladores, fato que o torna complexo e de difícil entendimento, demandando contribuição de estudos teórico-empíricos. Dentro desse contexto, se insere este estudo que teve por objetivo verificar como as empresas brasileiras, listadas no IBrX-50 da BM&FBovespa, estão evidenciando os derivativos após a adoção do CPC 14, à luz da Deliberação CVM nº. 566/08. Para isso, elaborou-se uma métrica para realização de pesquisa empírica contendo 8 categorias e 28 subcategorias. A pesquisa descritiva, documental e qualitativa, teve como procedimento a análise de conteúdo nas notas explicativas, do exercício findo em 2009, de 22 empresas não financeiras. Os resultados indicam que, mesmo com o avanço significativo da adoção das normas internacionais, as empresas que integraram a amostra não conseguiram atender 100% da legislação vigente. Esses resultados revelam semelhanças com estudos anteriores de que, apesar da evidenciação ser obrigatória, não é efetiva.

Palavras-chave: Derivativos. CPC 14. Normas Internacionais de Contabilidade.

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CHANGE IN BUSINESS PROCESS AND FITNESS OF IT ON BUSINESS AS A RESULT OF IMPLEMENTATION OF THE SPED: A MULTIPLE CASES STUDY IN THE STATE OF PARÁ.

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This article deals with the fitness of the organizations into the new system SPED, responsible for promoting greater control tax of organizations and accountability to government. Aimed to identify changes impacting the business process involved, and IT requirements needed to support these changes. Through a qualitative study in three organizations in the state of Para, and making use of content analysis, the following results: two companies in the IT infrastructure was capable of supporting the implementation of the new system. All they had to analyze their processes to make the adjustments required. It was also found that in two companies no IT governance practices Thus, it is recommended to adopt a governance model that optimizes IT infrastructure investments, not only for the implementation of SPED, but as a way to manage and extract most from IT investment.

Keywords: Business Process, information technology, SPED, IT Governance, content analysis.

MUDANÇA DOS PROCESSOS DE NEGÓCIOS E ADEQUAÇÃO DA TI NAS EMPRESAS EM DECORRÊNCIA DA IMPLANTAÇÃO DO SISTEMA PÚBLICO DE ESCRITURAÇÃO DIGITAL – SPED: UM ESTUDO DE CASOS MÚLTIPLOS NO ESTADO DO PARÁ

Este artigo trata da adequação das organizações ao novo sistema SPED, responsável por promover um maior controle fiscal das organizações e prestação de contas ao governo. Teve como objetivo identificar mudanças impactaram os processos de negócios envolvidos, e, os requisitos de TI necessários para o apoio a essas mudanças. Por meio de uma pesquisa qualitativa em três organizações do estado do Pará, e fazendo uso da análise de conteúdo, obteve os seguintes resultados: em duas empresas a infraestrutura de TI foi capaz de suportar a implantação do novo sistema. Todas tiveram que analisar seus processos para realizar as adequações requeridas. Verificou-se também que em duas empresas não existe práticas de governança de TI. Assim, recomenda-se a adoção de um modelo de governança de TI que otimize os investimentos em infraestrutura, não apenas para a implantação do SPED, mas como forma de gerenciar e extrair melhores resultados do investimento em TI.

Palavras-chave: Processos Organizacionais, Tecnologia da Informação, SPED, Governança de TI, Análise de Conteúdo.

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A STUDY ABOUT THE PERCEPTION OF MANAGEMENT OF MEDIUM COMPANIES IN RECIFE METROPOLITAN REGION ABOUT THE UTILIZATION AND IMPORTANCE OF THE ACCOUNTANCY INFORMATION IN THE DECISION-MAKING SUPPORT

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The objective of this study was to investigate the perception of the medium companies (ME) management in the Recife Metropolitan Region (RMR, Pernambuco) about the importance of the information supplied by the Accounting Information Systems (AIS, SIC) in trials of decision-making support. They were characterized profiles and the importance of the ME, analyzed the literature that treats to carry this of company and identified the accounting information utilized by trials of decision-making support. It is an empirical research of exploratory-descriptive character that utilized the inductive approach and was carried out with sample of 37 of ME. It was utilized the program SPSS (Statistical Package for Social Sciences) for help in the handling of the data and achievements of the necessary statistical tests. The data of the research showed that the managements of the ME of the RMR (PE) perceive the importance of the accounting information in the decision-making support in theses medium companies. The more important information considered were demonstration of cash flow (DFC), result of the profit/damage, goods exits record, stocks control; less important: economic-financial indicator.

Keywords: Accountancy, Medium Companies, Accounting Information System, Accountancy Information, decision-making support.

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DECISION-MAKING THROUGH THE USE OF MANAGEMENT INDICATORS IN A FEDERAL UNIVERSITY HOSPITAL

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The aim of the study was to identify the contribution of the indicators produced by the Management Information System for University Hospitals – SIG AGHU – in managers' decision-making process. Descriptive research was conducted through a case study with qualitative approach of data collected. The data were collected by means of a structured questionnaire, interviews and observations on reports and minutes of meetings. It was found that the studied hospital has produced various operational performance indicators, but it does not generate financial indicators. Decision-making by means of performance indicators is carried out timidly. According to the hospital directors, the development of an organizational culture is needed to increase the use of such indicators. There is an expectation, by those directors, that there will be greater efficiency in the hospital after the consolidation of all modules' implementation and with the possibility of developing further indicators, including sector ones.

Keywords: Management Information System; Hospital Management; Performance Indicators; University Hospital.

TOMADA DE DECISÃO POR MEIO DA UTILIZAÇÃO DE INDICADORES GERENCIAIS EM UM HOSPITAL UNIVERSITÁRIO FEDERAL

O objetivo do estudo foi identificar a contribuição dos indicadores produzidos pelo SIG AGHU no processo de tomada decisão por parte dos gestores. Realizou-se pesquisa descritiva, conduzida através de um estudo de caso com abordagem qualitativa dos dados coletados. Os dados foram coletados por meio de um questionário estruturado, entrevistas e observações em relatórios e atas de reuniões. Constatou-se que o hospital elabora diversos indicadores de desempenho hospitalar operacionais, mas não gera indicadores financeiros. A tomada de decisão por meio dos indicadores de desempenho é realizada de forma tímida e, segundo a direção do hospital, é necessário criar uma cultura organizacional para maior utilização desses indicadores. Para a direção há uma expectativa de que após a consolidação da implantação de todos os módulos e com a possibilidade de elaboração de outros indicadores, inclusive setoriais, haja uma maior eficiência no hospital.

Palavras-chave: Sistema de Informação Gerencial; Gestão Hospitalar; Indicadores de Desempenho, Hospital Universitário.

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ANALYSIS OF CORRELATIONS BETWEEN THE CHARACTERISTIC VARIABLES ERP SYSTEM AND ITS RESULTS IN CONSTRUCTION COMPANIES

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This paper examines the correlation between the processes of deployment, management and performance of ERP system that can influence the satisfactory results and therefore subsidize information to support management and decision making. In order to reach this goal was accomplished an applied research, descriptive and quantitative 53 construction companies throughout Brazil who use the ERP system. Analysis of the results was performed using inferential statistics to check the Pearson correlation between variables. The strongest association is between the results obtained after the ERP implementation and performance, which justifies the fact that the better performance better the result. The factors with the highest associations relative to the gains were: satisfaction with the system; commitment to the objectives of the system and continual improvement; technical training and financial; and aid indecision-making processes.

Keywords: construction industry, integrated management, ERP systems.

ANÁLISE DAS CORRELAÇÕES ENTRE AS VARIÁVEIS CARACTERÍSTICAS DO SISTEMA ERP E SEUS RESULTADOS EM EMPRESAS DA CONSTRUÇÃO CIVIL

O presente trabalho analisa as correlacões entre os processos de implantação, gerenciamento e desempenho do sistema ERP que possam influenciar nos seus resultados satisfatórios e, com isso, subsidiar informações para apoio na gestão e na tomada de decisões. Para alcançar esse objetivo foi realizada uma pesquisa aplicada, descritiva e quantitativa em 53 empresas construtoras espalhadas pelo Brasil que utilizam o sistema ERP. A análise dos resultados fora realizada por meio de estatística inferencial para verificar a correlação Pearson entre as variáveis. A associação mais forte está entre resultados obtidos após a implantação e desempenho do ERP, o que justifica o fato de que quanto melhor o desempenho melhor o resultado. Os fatores com associações mais altas em relação aos ganhos foram: satisfação em relação ao sistema; comprometimento com os objetivos do sistema e com melhorias contínuas; capacitação técnica-financeira; e, auxílio nos processos de tomadas de decisão.

Palavras-chave: construção civil, gestão integrada, sistemas ERP.

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LEVEL OF DISCLOSURE PRACTICED BY COOPERATIVES FROM THE STATE OF SANTA CATARINA REGARDING THE ORIENTATIONS EMANATED BY THE NBC T 10.8

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Considering what is attributed to the cooperative societies, the Federal Accounting Council, through the Brazilian Technical Accounting Standards – NBC T 10.8, established specific evaluation criteria and procedures from the register and the structure of accounting demonstrations as well as the minimum information to be divulged in explicative notes. The present article aimed to verify the observance degree to the orientations emanated by the NBC T 10.8, practiced by the Cooperative societies of the State of Santa Catarina regarding the process of information spreading to external users. The study is characterized as descriptive, being developed through documentary research, with predominantly qualitative approach. The research universe comprehended 256 (two hundred fifty six) cooperatives which were members of the Cooperatives Organization of the State of Santa Catarina (OCESC) in March, 2010. The criterion used to define the sample was the accessibility to the related reports that composed management information, the set of accounting demonstrations and explicative notes. We concluded that the level of disclosure used in the information presentation by the researched cooperatives demonstrates a necessity of improvement in the spreading process of annual reports from the cooperatives of the State of Santa Catarina.

Keywords: orientations; NBC T 10.8; cooperatives; information spreading.

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COMPETENCE MANAGEMENT AND ERP FLEXIBILITY – MULTIPLE CASE STUDY IN BRAZILIAN ECONOMIC SCENARIO

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This research evaluates which is the role of the organizational competences that are linked to the ERPs systems management universe in their post implementation perspective. Starting from the bibliographical raising developed in the first part of the work, it were elaborated study propositions which formed the basis for the fields research development in five ERP large firms belonging to different economic segments of the Brazilian scenario. The methodology used in the study predicted the development of the method of multiple case study, through which the information picked in the companies were analyzed together and in a crossed way, making possible the most robust identification of the organizational competences and of their respective adherences to the research problem. The empiric evidences suggest that there are a group of organizational competences which are adherents to the ERP operational flexibility within the legal requirements of informational macro Brazilian scenario.

Keywords: ERP Systems, ERP Valuation, ERP Implementation, Organizational Competences, Managerial Competences.

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THE PARTICIPATION OF THE TAXES MANAGEMENT IN ERP IMPLEMENTATION: STUDY OF MULTIPLE CASES

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This research examined the participation of the Taxes Management-GT in the implementation of the Enterprise Resource Planning ERP. The research was qualitative with 3 multi cases. The ERP in the studied companies was the R / 3, marketed and produced by the SAP. In this way, it was possible to answer to the following research question: What is the role of the management tax systems in the implementation of ERP? For the development of the research it was used the qualitative methodology and 3 multiple cases. It was applied a research protocol in the chosen companies. The purpose of the case study was due to the need to understand in depth this unexplored issue in the academic environment. As a result, it was identified that there was the presence of GT in ERP implementation, but the requests were not always met. The training offered was not sufficient for the operation of the ERP. It is then suggested more attention from software programmers to the needs of GT.

Keywords: tax management, information technology, informatics tools, Controlling, Accounting, Integrated Management Systems, ERP.

A PARTICIPAÇÃO DA GESTÃO DE TRIBUTOS NA IMPLEMENTAÇÃO DO ERP: ESTUDO DE MULTI-CASOS

Esta pesquisa analisou a participação da Gestão de Tributos-GT na implementação do ERP Enterprise Resource Planning – ERP. A pesquisa qualitativa envolveu 3 multi-casos. O ERP presente nas empresas estudadas foi o R/3, comercializado e produzido pela fornecedora SAP. Esse cenário permitiu formular e buscar resposta à seguinte questão de pesquisa: Qual a participação da gestão de tributos na implementação dos sistemas de integrados de gestão ERP? Para o desenvolvimento da pesquisa, foi utilizada a metodologia qualitativa com o estudo de múltiplos casos, em um total de três empresas estudadas. Como resultado, foi identificado que houve a presença da GT na implantação do ERP, porém, as solicitações nem sempre foram atendidas. O treinamento ofertado não foi suficiente para a operação do ERP. Sugere-se assim uma maior atenção dos fornecedores de software às necessidades informacionais da GT.

Palavras-chave: Gestão de tributos, Tecnologia da Informação, ferramentas de informática, Controladoria, Contabilidade, Sistemas Integrados de Gestão ERP.

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DECISION SUPPORT SYSTEM FOR OPERATIONAL COSTS IN ENERGY DISTRIBUTING

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In this paper we show the results of an R&D Project developed collaboratively between the University and an energy distributing company in Southern Brazil. Using the design research methodology, we developed a Decision Support System to measure, evaluate and manage the operational costs of heavy maintenance work in the power grid (third party activities). The correspondent computational system produced is based on methods of absorption costing, standard cost, as well as on statistical analysis to generate confidence limits for the activities times and its unitary costs, following the UPRA criteria. The results show an enhanced rationality in the process of third parties firms' compensation. The system allows the company managers to conduct scenario simulations thus enhancing their managerial competencies.

Keywords: energy distributing, Decision Support System, costs.

SISTEMA DE APOIO À DECISÃO PARA CUSTOS OPERACIONAIS EM REDES DE DISTRIBUIÇÃO ELÉTRICA

Apresenta-se neste trabalho os resultados de um projeto de P&D desenvolvido em processo de articulação Universidade-Empresa em uma empresa de distribuição de energia elétrica. Usando a metodologia de "Design Research", desenvolveu-se um sistema de apoio à decisão para mensuração, avaliação e gestão dos custos operacionais de algumas atividades terceirizadas, mais precisamente de equipes de manutenção pesada e de obras em redes elétricas. O sistema computacional desenvolvido baseia-se em métodos de custeio por absorção, custeio-padrão, e de analise estatística para geração de limites de confiança de tempos de atividades e seus custos unitarios, seguindo o critério UPRA. Os resultados apontam para uma maior racionalidade do processo de remuneração de serviços terceirizados. O sistema desenvolvido permite realizar simulações de cenarios, dando maior flexibilidade à gestão.

Palavras-chave: distribuição de energia, Sistema de Apoio à Decisão, custos.

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MODE OF ACT AND THINK MANAGEMENT ANCHORED IN THE USE OF ERP SYSTEM

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The use of Enterprise Resource Planning (ERP) in enterprises has been increasing all the time and it is already considered by many sectors basic a rule. By affecting the various aspects of an organization, it also represents major changes for users, including changing work processes and consequently affecting the required skills, behaviors and managerial functions. This study attempts to analyze how Enterprise Resource Planning is perceived and used by managers and the possible transformations generated in his attributions. To achieve the overall goal a case study was performed using an interpretive approach in a given manufacturing industry installed in Portugal. Organizational areas of such industry were analyzed in depth. The estudied areas were selected due to their use of the ERP system and the availability of managers. Semi-structured interviews were conducted with actors belonging to the top echelon of the company, directors and managers, who deal directly with the ERP. The interviews were conducted in the industry and in its respective managerial offices so that it would resemble the natural conditions of their work. In a period of approximately one year, interviews were conducted in two phases, according to the evaluation of the results that were achieved in relation to the objectives of the study. The interpretations of the results indicated that despite a limited use of operational functions, ERP seems crystallized in the minds of managers as being vital to the performance of their attributions and essential for a professional career.

Keywords: ERP, management actions, Interpretive Case

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COST MANAGEMENT PRACTICES IN A HIGHER EDUCATION INSTITUTION: AN ANALYSIS IN THE LIGHT OF THE AGENCY THEORY

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The study aims to identify, in light of agency theory, the perception on the costs practices of managers and coordinators of a higher education institution courses. This is a case study, descriptive, conducted through a survey, with qualitative data. The results indicate that the university uses a computerized system to manage its costs. However, the system used is not integrated with the other. The main reports generated and used in decision making are: comparison of costs by cost center, cost comparison per course, and comparison of costs relative to income. Since the main factors that influence decision making are related to the economic viability of the courses offered, the operations of the institution and the speed of change. From the perspective of agency theory, it was noted that there are three points of divergence between the perceptions of respondents. It is concluded that there is divergence between the perceptions of managers and coordinators of courses in respect of cost management practices from IES.

Keywords: Management practices. Cost management in educational institutions. Agency theory.

PRÁTICAS DE GESTÃO DE CUSTOS EM UMA INSTITUIÇÃO DE ENSINO SUPERIOR: UMA ANÁLISE A LUZ DA TEORIA DA AGÊNCIA

O estudo objetiva identificar, à luz da teoria da agência, a percepção de gestores e coordenadores de cursos de uma IES, sobre as práticas de gestão de custos da mesma. Trata-se de um estudo de caso, de natureza descritiva, realizado por meio de um levantamento, com abordagem qualitativa dos dados. Os resultados indicam que a IES utiliza um sistema informatizado para a gestão de seus custos. Porém, o sistema utilizado não está integrado aos demais. Os principais relatórios utilizados no processo decisório são: comparação de custos por centro de custo; comparação de custos por curso; e, comparação de custos em relação à receita. Já os principais fatores que influenciam a tomada de decisão estão relacionados à viabilidade econômico-financeira dos cursos oferecidos, a manutenção das atividades da instituição e a velocidade das mudanças. Sob a perspectiva da teoria da agência, se observou a existência de três pontos de divergência entre as percepções dos entrevistados. Conclui-se que há divergência entre as percepções de gestores e coordenadores de cursos em relação às práticas de gestão de custos da IES.

Palavras-chave: Práticas de gestão. Gestão de custos em instituições de ensino. Teoria da agência.

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INTELLECTUAL CAPITAL DISCLOSURE: A STUDY OF ADMINISTRATION REPORTS OF TELECOMMUNICATIONS SECTOR IN 2009-2010.

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This article aims to identify the elements of the voluntary disclosure of Intellectual Capital (IC) in the Reports of Directors of the companies in the telecommunications industry, listed on the BOVESPA, in the years 2009 and 2010. The research is characterized as descriptive, qualitative approach by means of documentary analysis of secondary data. The results show that the company shows that most elements of intellectual capital is the CIA TELECOM OF CENTRAL BRAZIL, with 75% of disclosure, the element of intellectual capital is further evidenced by the companies "Customers" no major differences in the amount of elements released companies from 2009 to 2010, the frequency of the categories of intellectual capital found by similar research is balanced with the present research. It is concluded that the companies surveyed realize the importance of disclosure of intellectual capital and disseminate such data.

Keywords: Intellectual Capital. Telecommunications. Disclosures.

EVIDENCIAÇÃO DE CAPITAL INTELECTUAL: UM ESTUDO NOS RELATÓRIOS DA ADMINISTRAÇÃO DAS EMPRESAS DO SETOR DE TELECOMUNICAÇÕES NOS ANOS DE 2009 E 2010

Este artigo tem por objetivo identificar a evidenciação voluntária dos elementos de Capital Intelectual (CI) nos Relatórios da Administração das empresas do setor de telecomunicações, listadas na BOVESPA, nos anos de 2009 e 2010. A pesquisa caracteriza-se como descritiva, com abordagem qualitativa por meio de análise documental de dados secundários. Os resultados demonstram que a empresa que mais evidencia elementos de Capital Intelectual é a CIA TELECOMUNICAÇÕES DO BRASIL CENTRAL, com 75% de evidenciação; o elemento de Capital Intelectual mais evidenciado pelas empresas é "Clientes"; não há grandes divergências na quantidade de elementos divulgados pelas empresas de 2009 para 2010; a frequência das categorias de Capital Intelectual encontradas pela pesquisa similar equilibra-se com a presente pesquisa. Conclui-se que as empresas pesquisadas percebem a importância da divulgação dos elementos de Capital Intelectual e divulgam esses dados.

Palavras-chave: Capital Intelectual. Telecomunicações. Evidenciação.

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DEVELOPMENTS IN THE GENERATION AND DISTRIBUTION OF ADDED-VALUE: AN ANALYSIS OF THE NEW MARKET DURING THE 2006 TO 2010 PERIOD

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One country stands out economically due to its ability to generate wealth, however, the companies are the main sources of generation and distribution of wealth. Due to the importance of distribution and generation of wealth for a nation's economic and social development, this study aims to analyze the evolution of wealth generation and distribution of New Market firms, based on the Added-Value Statement, published on the BM & F website in the 2006 to 2010 period. It's a descriptive research, with a qualitative approach of the data and secondary data collection, using the Financial Statements published by the companies. It was concluded that, on average, 84% of the added-value is generated by the Entity itself, and 16% is received on transfer. Of the wealth's total, government received the period's largest share, an average of 33%. The share that goes to personnel remained on second place for the whole five years, receiving an average of 27%. Compensation of third party capital equity and business owners competed for the remainder of generated wealth, both receiving an average of 20%. In 2008, when many companies lost money, the distribution for all concerned was reduced, with the exception of pay of debt, which increased. This year, the third party capital has received more wealth at the expense of business owners, however, by 2010, the balance was reestablished.

Keywords: Added-Value Statement, Evolution and Distribution of Wealth, New Market

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INSTRUMENTS CHARACTERISTICS FOR DETERMINING THE DISCLOSURE INDEX OF ACCOUNTING INFORMATION

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The disclosure of financial information by public companies to the various stakeholders is an important phenomenon for the capital market. The quality of the capital market also depends on the quality of the coercive and voluntary accounting information available to investors. The information is what will confer the market with credibility and reliability for investing. Research involving the measurement of information disclosure, especially the volunteers, using different instruments for its measurement and indicate the limitations involving the metric. Thus, the goal of this study is to describe the characteristics of some of the main instruments mentioned in the literature for calculating the disclosure index of accounting information. The methodological design of the descriptive research was conducted through document analysis, having a qualitative approach. The results focus on five themes, which express the care needed to develop a metric to measure the accounting information disclosure: the target audience and definition of coercive and voluntary information; the choice of the database; extension of the data collection instrument; factors that interfere with the metric; and reliability testing. It is concluded that the study may contribute to future research in identifying metrics for measuring the extent of the accounting information disclosure by companies.

Keywords: Disclosure. Accounting information. Metrics. Extent of voluntary disclosure.

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ACCOUNTANT INFORMATION SYSTEM AND RURAL MANAGEMENT: A STUDY OF RURAL PROPERTY THE 31ª DEPARTAMENT OF REGIONAL DEVELOPMENT OF ITAPIRANGA – SC.

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Facing the growth environment of the Brazilian economy identified on the last decades, it is evident the growth of the rural companies. Similarly, the need for efficiency in the rural management has increased. Therefore, the importance of taking decisions in concrete data, foresee an increasing in the valorization of the information supplied by the accounting. This study aims to identify the importance of the accountant system and its controls for the rural properties management in the cities of the 31ª Department of regional development (DRD) of Itapiranga – SC. It is a descriptive study, which culminated with the quantitative analysis of the data, collected by a questionnaire applied in the rural properties in the cities that make part of the DRD of Itapiranga – SC. The results identified that nowadays, accounting is few used in the properties and the records are performed basically for income tax. We can denote that there is an ignorance of the accounting information and the controls are few used, despite this they are understood as important or very important and there is a hope of its use when this information is released by accounting. We conclude that the study tries to meet the results still showed in the previous studies which demonstrated a limited use of accounting and the accountant information systems in the rural properties.

Keywords: Accountant information system. Rural property. 31ª DRD of Itapiranga – SC

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COSTING SYSTEM IN AGRO INDUSTRIES: AN APPLICATION OF COST MANAGEMENT IN A SMALL WINERY

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The need for correct identification of production costs is essential for any company, no different for a small winery agribusiness. The absorption costing methodology facilitates the achievement of these costs, given its characteristics, such as simplicity and cost of deployment accessible. The study aims to evaluate the costs of production in a small wine by applying a system of cost management. We conducted a case study, a quantitative approach, following the production process and using reports from a small winery located in the western state of Santa Catarina. We applied the procedures established by the absorption costing method. The results of this study demonstrate that the company researched the costs of refined products are significantly different. Large differences are observed between the gross margins of products and, in view of costs determined, the company's net income was limited, comprising a net margin of 11.36%. It is concluded that the implementation of a cost management system for a small agribusiness production of wine, helps to overcome the shortcomings of management information, assists managers in making decisions and improving their results.

Keywords: Costing system. Agribusiness. Winery

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PRACTICES OF VOLUNTARY DISCLOSURE IN BRAZILIAN BANKS: AN ANALYSIS THROUGH INFORMATIONAL ENTROPY

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The study aimed to identify the voluntary disclosure practices of Brazilian banks by information entropy. The sample included the ten largest banks with total assets greater according to the Central Bank of Brazil. The results showed higher entropy of information about supplier relationships and customer satisfaction, capacity utilization, efficiency indicators and quantity of services provided; prospects for new investment and new markets; detailed information about costs of services, performance indicators, and composition of the supervisory board. And, lower entropy in the disclosures about the effects of economic events in the company, business risks, the organizational structure, the main target markets, the DFC; financial information in accordance with international standards, the market value, flow projections cash, sales, earnings, liquidity indicator sand major shareholders.

Keywords: Voluntary Disclosure. Brazilian Banks. Information Entropy

PRÁTICAS DE EVIDENCIAÇÃO VOLUNTÁRIA NOS BANCOS BRASILEIROS: UMA ANÁLISE POR MEIO DA ENTROPIA INFORMACIONAL

O estudo objetivou identificar as práticas de evidenciação voluntária dos bancos brasileiros por meio da entropia da informação. A amostra compreendeu os dez maiores bancos brasileiros com maior ativo total de acordo com o Banco Central do Brasil. Os resultados demonstraram maior entropia das informações sobre relacionamento com fornecedores e satisfação de clientes; utilização da capacidade produtiva, indicadores de eficiência e quantidade de serviços prestados; perspectivas de novos investimentos e novos mercados; informações detalhadas sobre custos dos serviços; indicadores de rentabilidade; e composição do conselho fiscal. E, menor entropia nas evidenciações sobre os efeitos dos eventos econômicos na empresa; os riscos do negócio; a estrutura organizacional; os principais mercados de atuação; a DFC; informações contábeis de acordo com as normas internacionais; o valor de mercado, projeções de fluxo de caixa, vendas, lucros; indicadores de liquidez e principais acionistas.

Palavras-chave: Disclosure Voluntário. Bancos Brasileiros. Entropia da Informação.

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INNOVATION DISCLOSURE IN THE MANAGEMENT REPORT ON TECNOLOGY FIRMS LISTED BM&FBOVESPA.

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The study aims to identify the level of disclosure in management reports regarding, innovation in products / services, processes, marketing and organizational. A descriptive research with a qualitative approach was carried out in document analysis of eight Brazilian companies in the economic sector of information technology-traded listed in the report of the sectoral classification of companies and funds traded on BM&FBOVESPA. The construct for the parameters of the elements of innovation has been structured based on ratings of the Oslo Manual (OECD, 2005). In order to collect data, we applied the technique of content analysis in management reports from 2008 to 2010. The results show that the level of innovation is low. Three out of eight companies surveyed did not show any evidence of innovation. Five innovations highlighted some of the elements studied. It is concluded that the information highlighted in the report of management on innovation of the companies surveyed may not match the innovation strategies of these organizations.

Keywords: Disclosure. Innovation. Management Reports. Information Technology.

EVIDENCIAÇÃO DAS INOVAÇÕES REALIZADAS NOS RELATÓRIOS DE ADMINISTRAÇÃO DAS EMPRESAS DE TECNOLOGIA DA INFORMAÇÃO LISTADAS NA BM&FBOVESPA.

O estudo objetiva identificar o nível de evidenciação nos relatórios da administração, das inovações em produtos/serviços, processos, marketing e organizacionais nas empresas de Tecnologia da Informação listadas na BM&FBOVESPA. Realizou-se pesquisa descritiva, com abordagem qualitativa, por meio de análise documental. Desenvolveu-se um constructo para estabelecer os parâmetros dos elementos de inovação investigados com base nas classificações do Manual de Oslo (OCDE, 2005). Para a coleta dos dados, aplicou-se a técnica da análise de conteúdo nos relatórios da administração no período de 2008 a 2010. Os resultados mostraram que o nível de inovação evidenciado é baixo. Das oito empresas analisadas, três não evidenciaram nenhum elemento de inovação e cinco evidenciaram inovações em alguns dos elementos pesquisados. Conclui-se que as informações evidenciadas nos relatórios da administração das empresas pesquisadas podem não corresponder às estratégias de inovações dessas organizações.

Palavras-chave: Evidenciação. Inovação. Relatório de Administração. Tecnologia da Informação.

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THE IMPACT OF INFORMATION SYSTEMS IN ACCOUNTING CONSIDERING ITS INTEGRATION WITH BUSINESS PROCESSES

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Business processes are expected to facilitate the decision process, when supported by information systems that integrate different areas of an organization. Economically relevant in commercial businesses, car dealerships are willing to use integrated systems on business processes management. Previous researches have focused on economic and structural aspects of car dealerships, however did not analyzed the impacts of the use of integrated information systems in these SMEs accountancy services. This paper uses multiple cases study as the research design and tries to answer the following questions: – how the car dealership business main processes are accomplished, such as buying, selling, providing repair and maintenance services; and – how the support given by the information system to these processes impacts on the accounting information system? In the two cases studied, the business processes are properly supported by their information system. According to those interviewed, exceptions are associated with non-relevant processes. The data input at the accounting information system is pre-parameterized, without expressive manual interventions. The integration between the business processes and the accounting information systems allows the use of accounting information in management decisions.

Keywords: Integrated information systems, business processes, car dealerships, accounting information systems.

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THE EMOTION'S INTERFERENCE ON THE DECISIONS AND PERCEPTION OF RISK: AN ESSAY ABOUT RESEARCH ON THE FINANCE, ACCOUNTING AND BUSINESS AREAS

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This theoretical paper aims to characterize, in a theoretical perspective, the contribution of research in the areas of finance, accounting and management to the theory of the interference of emotions in decisions and perceptions involving risk. It was developed through a bibliometric analysis of the database of Capes, where was found 10 articles. Despite evidence of the interference of emotion in decision-making and perception, existing theories do not explain entirely the complex human behavior in the moment of choice, which indicates the existence of other unknown variables.

Keywords: emotion, affect, decision, perception and risk.

A INTERFERÊNCIA DAS EMOÇÕES NAS DECISÕES E PERCEPÇÕES DE RISCO: UM ENSAIO SOBRE AS PESQUISAS NAS ÁREAS DE FINANÇAS, CONTABILIDADE E GESTÃO

Este ensaio teórico tem como objetivo caracterizar, em uma perspectiva teórica, a contribuição das pesquisas nas áreas de finanças, contabilidade e gestão à teoria da interferência das emoções nas decisões e percepções que envolvem risco. Foi desenvolvida uma análise bibliométrica por meio da base de dados da Capes onde foram encontrados 10 artigos. Apesar dos indícios da interferência da emoção no processo de decisão e percepção, as teorias existentes não explicam na sua totalidade o complexo comportamento humano no momento de escolha, o que indica a existência de outras variáveis ainda desconhecidas.

Palavras-chave: emoção, afeto, tomada de decisão, percepção e risco.

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THE EFFECT SUBLIMINAL IN SITUATIONS DECISIONS ON STOCK PURCHASE

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The aim of this study is to investigate the influence exerted by the subliminal effect in decision tasks in a scenario of stock acquisition through the experimental approach. For this purpose, using the simulation of investment, an experiment which considered two types of decision on whether to purchase the stocks (buy and not buy) was conducted. This study included 31 professionals in a Neuroscience laboratory, in which each target was preceded by a subliminal stimulus lasting 17 minutes, using a mask bearing words typical of Economics (positive / negative) randomly categorized. The proposal of the research was to analyze the positive or negative effects on decisions. The experimental results were statistically analyzed using the techniques Chi-square and ANOVA. The analysis the results suggest that when the subject does not know the company, his/her decision can indeed be influenced, showing that lack of knowledge permits influence of words. Our findings suggest that subliminal effects influence decisions when the subjects are not familiar with the companies, because the subjects were affected in our experiment.

Keywords: Decision-Making. Subliminal effect. Experimental Research.

O EFEITO SUBLIMINAR EM SITUAÇÕES DE DECISÕES SOBRE COMPRA DE AÇÕES

Este estudo teve como objetivo investigar a influência do efeito subliminar em tarefas de decisões em opções de compra de ações, mediante abordagem experimental. Para isso, utilizando a simulação de investimentos, foi conduzido um experimento que considerou dois tipos de decisões sobre a possibilidade de compra de ações (compro e não compro). Participaram do estudo 31 profissionais em um laboratório de Neurociência, em que cada alvo foi precedido por um estímulo subliminar com duração de 17ms, utilizando uma máscara com palavras (positivas / negativas) da Economia/Contabilidade, categorizadas aleatoriamente. A pesquisa se propôs a analisar o efeito positivo ou negativo sobre as decisões. Os resultados experimentais foram analisados estatisticamente utilizando as técnicas Qui-quadrado e ANOVA. Os resultados encontrados sugerem que efeito subliminar influencia a decisão, quando os sujeitos não conhecem as empresas, pois os sujeitos foram afetados.

Palavras chave: Tomada de Decisão; Efeito subliminar; Pesquisa Experimental.

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ACCOUNTING INFORMATION QUALITY: EVIDENCE FROM DIFFERENT ECONOMIC SECTORS

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The goal of this work was to analyze the statistical difference in results management of different sectors of activity of BM, & FBovespa quality of accounting information. The theoretical reference are information about the quality of accounting information and management settings result in vision of different authors. It also shows why it is not considered earnings management as accounting fraud. The model KS (1995) was used to calculate the result management practiced by companies. It was later applied to the t Test to verify that there was statistical difference between the average values of result management by sector of activity of companies listed on the BM & FBovespa. After analysis of results was found that there is no significant statistical difference between the sectors, with the exception of three cases. It is concluded that there is no statistical difference between the level of output management practiced by companies from different sectors of the BM & FBovespa.

Keywords: Earnings management; Acrurrals; Quality of accounting information.

QUALIDADE NA INFORMAÇÃO CONTÁBIL: UMA EVIDÊNCIA EM DIFERENTES SETORES ECONÔMICOS

O objetivo deste trabalho foi analisar a diferença estatística do gerenciamento de resultados nos diferentes setores de atuação da BM&FBovespa, com vistas a qualidade da informação contábil. No referencial teórico encontram-se informações acerca da qualidade da informação contábil e definições de gerenciamento de resultado na visão de diferentes autores. Também se mostra porque não se considera earnings management como fraude contábil. O modelo KS (1995) foi utilizado para calcular o gerenciamento de resultado praticado pelas empresas. Posteriormente, foi aplicado o Teste t para verificar se havia diferença estatística entre os valores médios do gerenciamento de resultado por setor de atuação das empresas listadas na BM&FBovespa. Após análise de resultados ficou constatado que não existe diferença estatística significativa entre os setores, com exceção de três casos. Conclui-se que não existe diferença estatística entre o nível do gerenciamento de resultados praticados pelas empresas dos diferentes setores da BM&FBovespa.

Palavras-chave: Gerenciamento de resultados, Acrurrals, Qualidade da informação contábil.

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ECONOMIC VALUE ADDED (EVA®) AS A CONDITION FACTOR FOR THE STOCK RETURNS OF BRAZILIAN PUBLIC COMPANIES

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One of the most powerful Economic Value Added (EVA®) is its strong relationship with stock prices. In this context, this study aims at identifying the economic value added is a condition factor for the stock returns of Brazilian public companies. It is a descriptive type of document and quantitative approach. Working with a sample of 72 companies listed among the 100 largest publicly Brazilian public companies as Exame Magazine editing Biggest & Best, 2011. The results presented by multiple linear regression analysis confirmed the expected by the study, and already presented in previous research. That is, the positive relationship between stock returns and aggregate economic value of public companies. In other words, it was found that a positive change in economic value added implies the likelihood of a company valued its shares on the market. Additionally, it was found that the level of corporate governance has no influence on stock returns of the companies investigated.

Keywords: Economic value added. Stock returns. Performance assessment.

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ACQUIRING METRICS AND PERFORMANCE INDICATORS FROM WORKSTATIONS

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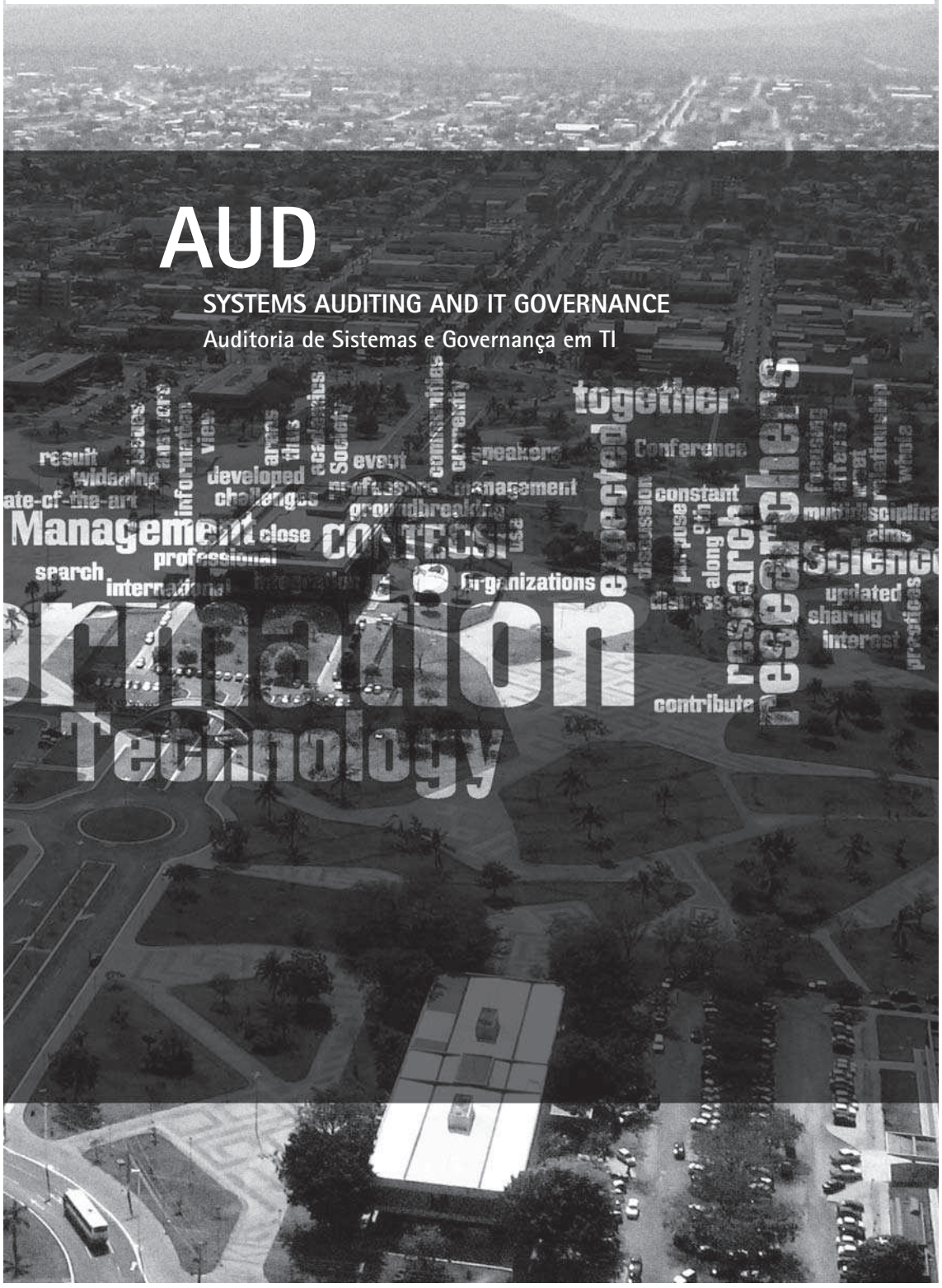
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This work is the result of an interview conducted at a company, small business, the textile industry, clothing women's fashion, in order to collect data for further analysis. This paper presents the general data obtained in this company. It was proposed to identify an ideal tool that could design the processes identified and mapped the existing company. It was found, then, BPMN, and together with the Process Modeler software BizAgi, Copyright © 2011- BizAgi, obtained an order to submit designs of these processes. This study shows, in general, it is possible to generate performance indicators of the metrics obtained from the posts by means of simple control and well structured. This study is part of a work for the final report to the management discipline and process simulation of textile manufacturing EACH / USP under the supervision of Professor Dr. Isabel Italian.

Keywords: Organization, Method, Quality, Textile.


AUD
SYSTEMS AUDITING AND IT GOVERNANCE
Auditoria de Sistemas e Governança em TI
together
researchers
Conference
Management
Technology
organizations
contribute
constant
result
developed
challenges
event
speakers
management
close
professional
search
updated
sharing
interest



Systems Auditing and IT Governance
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PROPOSED USE OF THE COBIT FRAMEWORK AS A FACILITATOR FOR THE STRATEGIC ALIGNMENT BETWEEN INFORMATION TECHNOLOGY AND BUSINESS
Anderson César Silva Vieira
Adriane Maria Arantes de Carvalho

BENEFITS IDENTIFIED IN THE IMPLEMENTATION OF PRACTICE FOR IT GOVERNANCE: A CASE STUDY
Ênio Sanhudo Morais
Raquel Janissek-Muniz
Everton da Silveira Farias
Marinês Steffanello

SYMPTOMS OF INEFFECTIVE IT GOVERNANCE: A STUDY IN FOUR BRAZILIAN FEDERAL RESEARCH INSTITUTES
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PROPOSED USE OF THE COBIT FRAMEWORK AS A FACILITATOR FOR THE STRATEGIC ALIGNMENT BETWEEN INFORMATION TECHNOLOGY AND BUSINESS

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Strategic alignment between Information Technology (IT) and business is an important aspect to the successful organizations. On the other hand, the lack of knowledge about IT procedures within organizations also compromises their success. Several models are used to investigate this strategic alignment, its maturity, and its implementation. From the literature review and the case study in an organization, this exploratory study presents a proposal that establishes a relationship between the main criteria of strategic alignment of IT/business of Luftman's model and the processes of the Control Objectives for Information and Related Technology (COBIT). A relational framework summarizes the perceived interactions and explains possible integration between them. The proposed study can be applied to any organization to improve the maturity needs of its strategic alignment.

Keywords: strategic alignment; information technology; COBIT; IT Governance; maturity model.

PROPOSTA DE UTILIZAÇÃO DO FRAMEWORK COBIT COMO ELEMENTO FACILITADOR PARA O ALINHAMENTO ESTRATÉGICO ENTRE TECNOLOGIA DA INFORMAÇÃO E NEGÓCIO

O alinhamento estratégico entre TI e Negócios é visto como de extrema importância para o sucesso dos negócios. Por sua vez, a falta de percepção do papel da TI dentro das organizações tem comprometido o sucesso nos negócios da organização. Vários modelos têm sido utilizados para investigar este alinhamento, sua maturidade, e para auxiliar na sua implantação. A partir da análise da literatura e do estudo de caso em uma organização, este estudo, de natureza exploratória, apresenta uma proposta de relacionamento entre os principais critérios do modelo de maturidade do alinhamento estratégico de TI e Negócio de Luftman e os processos do Control Objectives for Information and Related Technology (COBIT). Um quadro relacional foi criado para demonstrar, de forma resumida, as interações percebidas e deixar explícitas as possibilidades de integração existente entre os dois modelos. O modelo proposto pode ser aplicado em qualquer organização que pretenda elevar a maturidade do alinhamento estratégico.

Palavras-chave: alinhamento estratégico; tecnologia da informação; COBIT; governança de TI; modelo de maturidade.

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BENEFITS IDENTIFIED IN THE IMPLEMENTATION OF PRACTICE FOR IT GOVERNANCE: A CASE STUDY

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The Information Technology (IT) has become an asset with extraordinary power management support organizations, in particular, to ensure business continuity. The growing demand for information from the best practices of Corporate Governance requires the adoption of IT governance on a scale that ensures objective contributions to the improvement of economic and competitive factors on business performance. This work analyzes the benefits achieved by the implementation of significant IT Governance adopted in a company's industrial segment of synthetic footwear (ABC Company) through its interaction with IT executives. The study approach was used for qualitative criteria that enabled an understanding of the object being analyzed. In conclusion, we observed the alignment of actions and projects in the IT demands of corporate governance, reducing the feeling that IT is a barrier limiting the business.

Keywords: Corporate Governance, IT Governance, Practices and Benefits of IT Governance.

BENEFÍCIOS IDENTIFICADOS COM A IMPLEMENTAÇÃO DE PRÁTICAS DE GOVERNANÇA DE TI: UM ESTUDO DE CASO

A Tecnologia da Informação (TI) tornou-se um dos ativos com extraordinário poder de apoio à gestão das organizações, sobretudo, para assegurar a continuidade dos negócios. A demanda crescente por informações decorrentes das boas práticas de Governança Corporativa determina a adoção de governança de TI em uma dimensão que garanta contribuições objetivas para a melhoria dos fatores competitivos e no desempenho dos negócios. Este trabalho busca analisar os benefícios alcançados com a implementação das principais práticas de Governança de TI adotados em uma empresa do segmento industrial de calçados sintéticos (empresa ABC) através da interação com seus executivos de TI. A abordagem do estudo utilizou-se de critérios qualitativos que viabilizaram a compreensão do objeto analisado. Como conclusão, observou-se o alinhamento das ações e projetos da área de TI às demandas da governança corporativa, reduzindo o sentimento que TI constitui uma barreira limitante para os negócios.

Palavras-chave: Governança Corporativa, Governança de TI, Práticas e Benefícios da Governança de TI.

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SYMPTOMS OF INEFFECTIVE IT GOVERNANCE: A STUDY IN FOUR BRAZILIAN FEDERAL RESEARCH INSTITUTES

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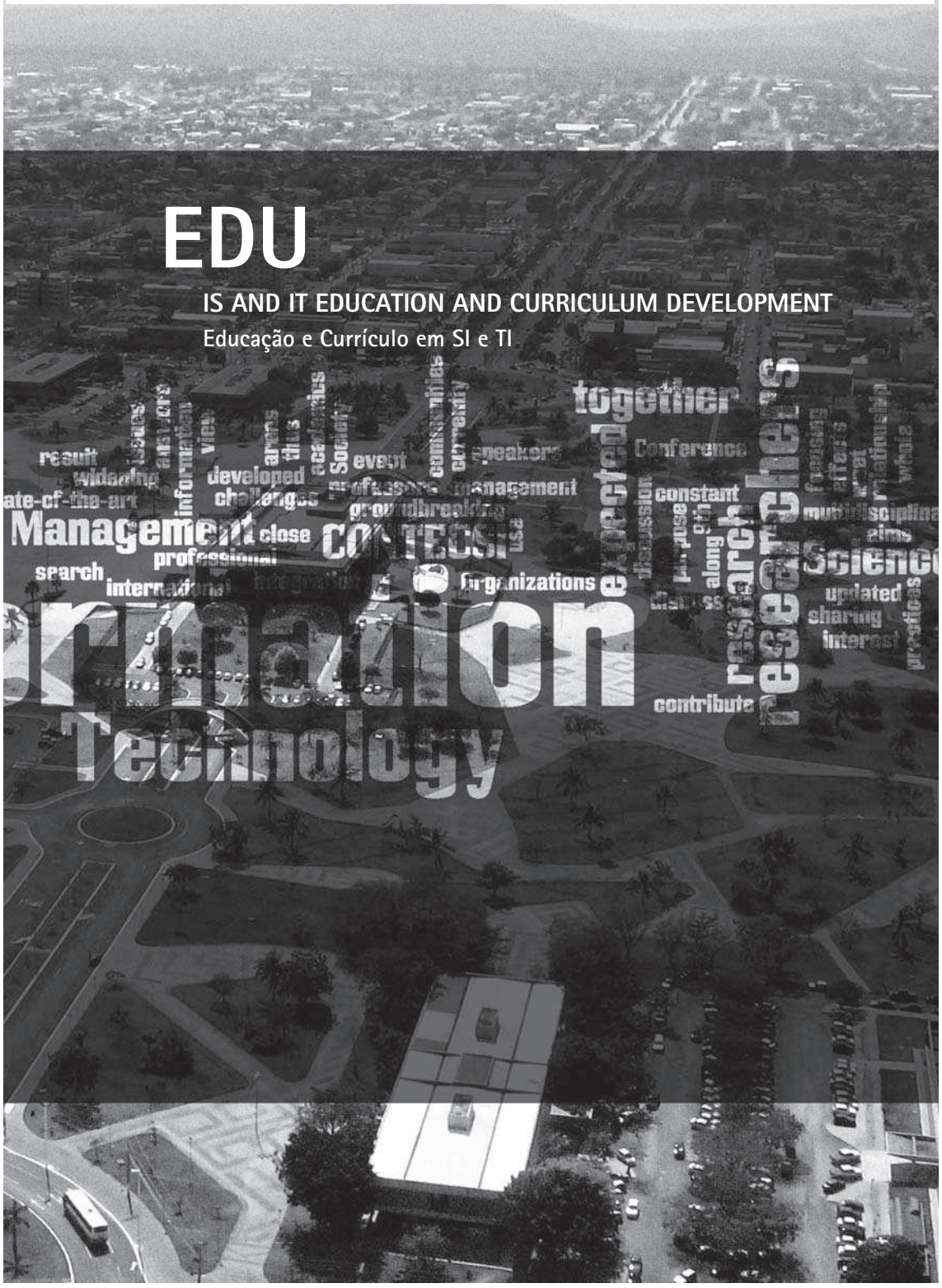
Information Technology (IT) means an opportunity to provide strategic value and brought opportunities to increase productivity and differentiation for organizations, but it also represents a source of significant costs and risks to organizational operations. To minimize the related risks and align IT initiatives and projects with business objectives, organizations have adopted models, processes and good practices to implement effective IT Governance. This paper is the result of an exploratory case study to identify symptoms of ineffective IT Governance in four federal research institutes whose process of implementation of IT governance began in 2009, based on the model proposed by Weill and Ross (2006). To achieve this purpose, a qualitative study was developed using semi-structured interviews with IT managers of the four research institutes. The findings points out that the institutes have five symptoms of ineffective IT Governance.

Keywords: symptoms, ineffective, information technology, governance

SINTOMAS DE GOVERNANÇA DE TI INEFICAZ: UM ESTUDO EM QUATRO INSTITUTOS DE PESQUISA FEDERAIS NO BRASIL

A Tecnologia da Informação (TI) tem significado uma possibilidade de fornecer valor estratégico e tem trazido oportunidades de aumento de produtividade e de diferenciação para as organizações, mas tem representado também uma fonte de gastos significativos e de riscos para as operações organizacionais. Para minimizar os riscos relacionados e alinhar os projetos e iniciativas de TI aos objetivos do negócio, as organizações tem buscado adotar modelos, processos e boas práticas no sentido de implementar uma Governança de TI eficaz. Este artigo é o resultado de um estudo de casos exploratório com o objetivo de identificar a ocorrência há sintomas de Governança de TI ineficaz em quatro institutos de pesquisa federais cujo processo de implementação da Governança de TI teve início em 2009, com base no modelo proposto por Weill e Ross (2006). Para isso, foi desenvolvida uma pesquisa qualitativa através de entrevistas semi-estruturadas com os quatro coordenadores de TI dos institutos de pesquisa. Os resultados da pesquisa apontam que os institutos apresentam cinco sintomas de Governança de TI ineficaz dos sete apresentados por Weill e Ross (2006).

Palavras-chave: sintomas, governança, tecnologia da informação, ineficaz


EDU
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Conference
Management
Technology
organizations
contribute
constant
developed
challenges
close
professional
search
updated
sharing
interest



IS and IT Education and Curriculum Development

Educação e Curriculo em SI e TI

ADOPTION OF FREE SOURCE SOFTWARE IN NONPROFIT COLLEGES
Edmir Parada Vasques Prado
Clovis Luiz Galdino

THE ROOTS OF THE SYSTEMIC ABORDING OF LUDWIG VON BERTALANFFY: CONTEMPORARY REFLEXS ON HIS FOLLOWERS AMONG DIFFERENT BRANCHES OF SCIENCE
Silvana Karina de Melo Travassos
José Isidio de Freitas Costa
Aldemar de Araújo Santos

INSTRUCTIONAL DESIGN (ID) FOR HYPERMEDIA LEARNING MATERIALS
Alturki Uthman
Aldraiweesh Ahmed

QUALITY TOOLS APPLIED TO CORPORATE COURSES IN DISTANCE EDUCATION
Luís Felipe de Souza Salomão
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INSTITUTIONAL DEVELOPMENT PLAN OF BRAZILIAN FEDERAL UNIVERSITIES
Cristian Baú Dal Magro
Rita Buzzi Rausch

TEACHING MODEL IN IMPLEMENTING AN UPGRADE PROGRAM TEACHING IN THE ACADEMIC ADVISING IN VIRTUAL ENVIRONMENTS OF TEACHING – LEARNING OF THE UNIVERSIDAD AUTÓNOMA DEL ESTADO DE MÉXICO.
Araceli Romero Romero
Claudia Inés Martínez Cobo
Mayela Anita García Palmas
Sandra Janeth Tinajero Mulia

RESEARCH FORUM

USE OF AUDIO ON E-LEARNING
Sandra Rachel Moscati
José Dutra de Oliveira Neto
Ulisses Ferreira de Araújo
Gil da Costa Marques

SCIENTIFIC PRODUCTION IN THE AREA OF TECHNOLOGY AND INFORMATION SYSTEMS: A BIBLIOMETRIC ANALYSIS
Bruna Camargos Avelino
Ricardo Rodrigues Barbosa
Igor Pires Soares

PEDAGOGICAL CYBERNETICS: DIGITAL DIVIDE AND VIRTUAL LEARNING ENVIRONMENTS
Lucilene Cury
Carmen Gattás
Ligia Capobianco

KNOWLEDGE ASSISTANT WITH NATURAL LANGUAGE INTERFACE AND MULTIAGENT ARCHITETURE FOR MENTORING PROCESS IN EDUCATION AT DISTANCE
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ADOPTION OF FREE SOURCE SOFTWARE IN NONPROFIT COLLEGES

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This work aims to analyze the adoption of open source software (OSS), through the Theory of Planned Behavior. It contributed to identify the degree of adoption of OSS and the influence of university in the adoption of OSS by their students. The research is characterized as an exploratory study, which used a survey as a research strategy. The research was applied in a non-profit institution located in the metropolitan region of Sao Paulo, and data were collected through a questionnaire, which were applied in students of different courses of this institution. The research made contributions to the understanding of the OSS adoption phenomenon. Despite the low adoption of SL, this research identified that the university environment influenced the adoption of SL.

Keywords: Free Source Software, Information Systems, Nonprofit Organizations, Survey.

ADOÇÃO DE SOFTWARE LIVRE EM INSTITUIÇÕES DE ENSINO DO TERCEIRO SETOR

Este trabalho tem como objetivo principal analisar a adoção de software livre (SL), através da Teoria do Comportamento Planejado. Ele contribui para identificar o grau de adoção de SL e verificar a influência de uma instituição de ensino superior na adoção de SL por parte de seus alunos. A pesquisa caracteriza-se por ser um estudo exploratório, no qual foi utilizada uma enquête (survey) como estratégia de pesquisa. A pesquisa foi aplicada em uma instituição sem fins lucrativos situada na região metropolitana da Grande São Paulo, e os dados foram coletados através de questionário, as quais foram realizadas junto aos alunos dos diversos cursos dessa instituição. A pesquisa fez contribuições ao entendimento do fenômeno da adoção de SL. Apesar da baixa adoção de SL foi identificado que o ambiente universitário influenciou a adoção de SL.

Palavras-chave: Software Livre; Sistemas de Informação; Terceiro Setor; Survey.

doi: 10.5748/9CONTECSI2012/PS-658

THE ROOTS OF THE SYSTEMIC ABORDING OF LUDWIG VON BERTALANFFY: CONTEMPORARY REFLEXS ON HIS FOLLOWERS AMONG DIFFERENT BRANCHES OF SCIENCE

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The aim of the following study is to investigate the roots of the systemic approach of Ludwig von Bertalanffy in the contemporary reflections of his followers, in various branches of science. The methodological procedure used in this study was a literature review focused on the systemic influence of Betalanffy. The results and final considerations is based on the identification of 37 followers of Bertalanffy who spread the influence of General Systems Theory (GST) and Systems Theory in Biology, Health Sciences, Agricultural Sciences, Exact Sciences and of the Earth, Engineering Applied Social Sciences, Humanities Sciences, Linguistics, Literature and Arts, Environmental Sciences and Multidisciplinary matters. It was found that there is a concentration of followers in Applied Social Sciences, which corresponds of 59.46% of the total occurrences, against 39.54% distributed among the eight remaining areas. The realized studies of GST and Bertalanffy has been expanding itself thru time in different areas of knowledge, shortening distances and lowing boundaries between themselves, while it also clarifies the existing interdependence, as does so too to the necessary integration of the knowledge required as a prerequisite in interpretations of complex phenomena existing in sciences.

Keywords: Ludwig von Bertalanffy. Systems. General Systems Theory, Systemic Thinking, GST.

doi: 10.5748/9CONTECSI2012/PS-90

INSTRUCTIONAL DESIGN (ID) FOR HYPERMEDIA LEARNING MATERIALS

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Learning is a continuous process of acquiring knowledge, skills, attitudes, or values, through study, experience, or teaching, that causes a change of behavior that is persistent, measurable, and specified or allows an individual to formulate a new mental construct or revise a prior mental construct. This process depends on experience and leads to long-term changes in behavior potential. Behavior potential describes the possible behavior of an individual and not his actual behavior in a given situation in order to achieve a goal. But potential is not enough. If individual learning is not periodically reinforced, it becomes shallower and shallower, and eventually is lost in that individual. Often, learning is synonymous with education. Education is the conscious attempt to promote learning in others. The primary function of "teaching" is to create a safe, practical, and productive learning environment. Teaching is managing of the total learning environment to promote, enhance and motivate learning. Learning environment is the place, which is usually physical, where teaching and learning occurs. The learning environment can have both positive and negative effects on the mentor's ability to teach and the student's ability to focus on the learning task. A constructive learning environment puts many and open powerful resources in student hands in order to develop their problem-solving skills (Jonassen 1999), provides spaces for student privacy (Moore, 1986) and encourages the active use of knowledge and skills of the learners (Perkins, 1991). As the technologies develop, so does the learning environment. And with the development of the hypertext, hypermedia, Multimedia, the Internet and the World Wide Web, a new kind of learning environment developed, such as the Virtual Learning Environment (VLE); Learning Management Systems (LMS); Course Management System (CMS); Managed Learning Environments (MLE); and education via Computer-mediated Communication (CMC) or Online Education.

Keywords: instructional design (ID), hypermedia learning materials, learning environment, hypermedia, Online Education

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QUALITY TOOLS APPLIED TO CORPORATE COURSES IN DISTANCE EDUCATION

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The courses offered by the 3º Centro de Telemática de Área (3º CTA), in the form of Distance Education (DE), registered a considerable growth in enrollment in recent years, however, there were also high dropout rates. Evasion, as observed in several publications, is one of the main problems faced by distance education as well as being a factor in evaluating the success or failure of a course and directly influence the level of quality offered by them. The occurrence of alarming dropout rates, led to the objective of this study that was to propose solutions to mitigate evasion in DE stages from 3° CTA after identifying what reasons led the students to quitting, using some Quality Tools, such as Pareto Chart and Ishikawa Diagram. The exploratory approach as a research tool was a questionnaire based on questions of affectivity promoted by mentoring and dropout factors listed in survey available at Analytical Report of Distance Education in Brazill (Censo EAD.BR 2009). The sample consisted of 475 students from two courses offered in the first half of 2011 where, from the results of the analysis, there was a positive role of mentorship on the affection, and stood out as factors in evasion the lack of time, the lack of support from the Military Organization of the student, lack of access to technological resources and family problems.

Keywords: Evasion, Distance Education, Quality tools.

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INSTITUTIONAL DEVELOPMENT PLAN OF BRAZILIAN FEDERAL UNIVERSITIES

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The Institutional development plan - PDI is an instrument that provides relevant information about higher education institutions. This information reveals the identity of universities and express goals and actions aimed at the quality of education. This instrument also serves as control of financial resources, planning for new investment, new technologies, aimed at its development. The Ministry of education of Brazil-MEC, through law No. 10,861\/04, provided a base template for preparation of PDI, serving as a prerequisite to the process of accreditation, recognition and authorization of superior courses. That said, the main objective of this survey was to identify whether the PDI's Brazilian Federal universities ´ include the requirements and dimensions set by the MEC. The methodological procedures characterize the study as descriptive, quantitative and documentary. Based on the law and on the requirements laid down by the MEC, a check list has been drawn up to facilitate the collection and analysis of data. The data collection was accomplished through documents contained in electronic sites of the institutions of the sample. The sample was in 24 universities. The results indicate that none of the surveyed universities evidences in their PDI ´ s, 100% of the requirements and dimensions set by the MEC. It was also noted that only 5 universities are showing above 70% of items, between 10% and 70% of 50 items and 9 below 50% of the items. In another analysis concluded that the Federal universities located in the southern region of Brazil are the most include the requirements and dimensions set by the MEC, regarding the Institutional development plan.

Keywords: Institutional development plan. Higher education. Brazilian Federal Universities.

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TEACHING MODEL IN IMPLEMENTING AN UPGRADE PROGRAM TEACHING IN THE ACADEMIC ADVISING IN VIRTUAL ENVIRONMENTS OF TEACHING – LEARNING OF THE UNIVERSIDAD AUTÓNOMA DEL ESTADO DE MÉXICO.

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The relevance that have acquired the discussions and analysis on teacher training in the framework of the new educational scenarios leads to wonder by the features that currently assumes the updating of teachers in the use of alternative modes and management of virtual environments in the process of teaching - learning in higher level. A central problem on the discussion of teacher training in the University, is the quality of the update process and the role of information and communication technologies; watching them from the perspective of incorporation as tools in the framework of the educational model and not just as transformations in themselves. The Autonomous University of the State of Mexico; through form distance education programs; the transformation of the academic and educational process is from September 2007 on the need for transformation in the training of teachers in this feature, requiring the opening of alternative arrangements to allow, according to the model of curricular innovation force since 2003, as well as expand the possibilities of discharge through a productive, competitive education and quality at the national and international levels.

Keywords: teacher update, pedagogical model of teacher training, virtual environments of teaching - learning.

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USE OF AUDIO ON E-LEARNING

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E-learning is a modality of learning that requires differents forms from instruction methodology in respect of conventional or presential instruction. One of those formats issue derives from the proposal of Universal Design that propose respect to diversity, to preference and student individuality. Among the proposals from Universal Design, arises audio application as text alternative. Although there are theoretical evidences of audio as a promising alternative, the studies which support its efficacy are few. The objective of this research is to evaluate the user perception in respect to the use of audio as an alternative material on e-learning. Two courses of e-learning specialization offered by Brazilian Universities to 725 professionals from educational area constitutes the sample of this research, which has been divided in two stages. In the first stage, identified as course 1, were offered texts and audio-texts as optional didactic material, and on the second stage, identified as course 2, the students had only acess to audio-texts, with the objetive to perform an confirmatory analysis of stage 1. The results from the research showed that the majority of students investigated, applied the audio-text as alternative for the text from stage 1, having benefits on their learning. We concluded through stage 1 and stage 2 that the use of audio-text as alternative material didactic format instead of text is advantageous on e-learning.

Keywords: e-learning, Cognitive Load Theory, Modality Principle, Universal Design, internet acessibility.

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SCIENTIFIC PRODUCTION IN THE AREA OF TECHNOLOGY AND INFORMATION SYSTEMS: A BIBLIOMETRIC ANALYSIS

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The objective of this study is to analyze the scientific production of researchers associated with college institutions in CONTECSI from 2005 to 2011. The analysis is directed to three specific aspects: similarities among college institutions in the production and number of scientific researchers, thematic areas that have received most attention, and the most prolific authors. Some of the results are a) existence of two predominant groups with similar characteristics, one comprising 31.25% and the other 59.38% of institutions that had the 'minimum number of 10 researchers in at least one of the editions of the congress', b) the fact that 51.64% of the total articles published in seven editions of CONTECSI focused on six subject areas, c) the classification of 19 researchers as the most prolific as a result of having more than ten articles published between the editions of 2005 and 2011, and d) the prominent position of USP in all analyzed aspects.

Keywords: Scientific production. Bibliometrics. Information Systems. Technology Management. College institutions. Research.

PRODUÇÃO CIENTÍFICA NA ÁREA DE SISTEMAS DE TECNOLOGIA E SISTEMAS DE INFORMAÇÃO: UMA ANÁLISE BIBLIOMÉTRICA

O objetivo do presente estudo consiste em analisar a produção científica de pesquisadores associados a Instituições de Ensino Superior (IES) no CONTECSI no período de 2005 a 2011. A análise é direcionada a três focos específicos: similaridades entre as IES quanto à produção científica e ao número de pesquisadores; áreas temáticas que têm merecido mais atenção e autores mais prolíficos. Alguns resultados: a) a existência de dois grupos predominantes com características semelhantes, um englobando 31,25% e o outro 59,38% das instituições que apresentaram o 'número mínimo de 10 pesquisadores em pelo menos uma das edições do congresso'; b) o fato de 51,64% do total de artigos publicados nas sete edições do CONTECSI concentrarem-se em apenas 6 áreas temáticas; c) a classificação de 19 pesquisadores como os mais prolíficos, em decorrência destes terem publicado mais de dez artigos entre as edições de 2005 e 2011 e d) a posição de destaque da USP em todos os aspectos analisados.

Palavras-chave: Produção científica. Bibliometria. Sistemas de Informação. Gestão da Tecnologia. Instituições de Ensino Superior. Pesquisa.

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PEDAGOGICAL CYBERNETICS: DIGITAL DIVIDE AND VIRTUAL LEARNING ENVIRONMENTS

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This work aims to show the importance of the use of a set of open access digital advanced tools available in the Internet for applications and processes of e-learning. It presents experiences of the use of the Virtual Learning Environments (VLE) and its support of improving teaching and learning aiming to help to develop the educational process. It presents the Virtual Learning Environment AE - USP (http: // agora.tidia-ae.usp.br),. The paper also presents the use of blogs in Environmental Education and E-PROINFO system for teachers' training of basic education through Information Communication Technology. It concludes that the use of VLE can contribute to increase access to, and improve the relevance and quality of education.

Keywords: Pedagogical cybernetics; Virtual learning environment (VLE); Digital divide; Education through ICT;

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KNOWLEDGE ASSISTANT WITH NATURAL LANGUAGE INTERFACE AND MULTIAGENT ARCHITETURE FOR MENTORING PROCESS IN EDUCATION AT DISTANCE

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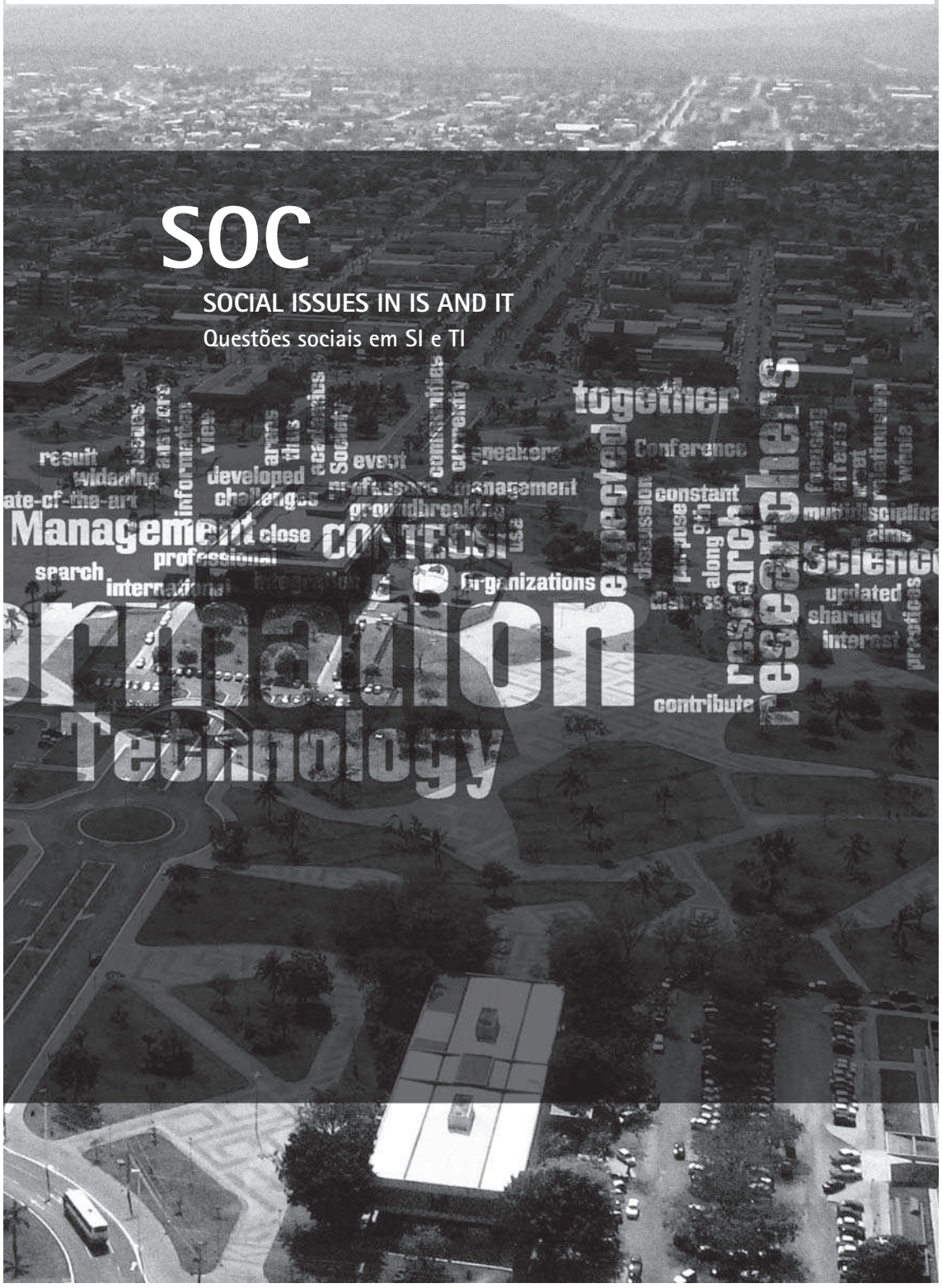
AI-based tools have a great potential in the support of teaching and learning processes under the education at distance modality. This paper presents a multiagent architecture based tool named "Knowledge Assistant" (KA), whose goal is to provide the knowledge contents, related to a specific domain, from a direct conversation with the apprentice. The KA uses natural language processing techniques, with the knowledge representation been made under domain ontologies. This tool contains several agents, classified according to the Dennett's intentionality typology, related to search, conversation, self-knowledge and learning, having the feature of context adaptability. It's showed here in details the structure of agents assembled in the KA, as well as the relationships between them, together with a conversation example. This work raises some implications about the teacher (or tutor) role as a knowledge engineer and the KA autonomy regarding the new knowledge acquisition process.

Keywords: knowledge assistant, intelligent agents, education at distance, mentoring, artificial intelligence applied to education.

ASSISTENTE DE CONHECIMENTO COM INTERFACE DE LINGUAGEM NATURAL E ARQUITETURA MULTIAGENTE PARA PROCESSOS DE TUTORIA EM EDUCAÇÃO A DISTÂNCIA

Ferramentas baseadas em Inteligência Artificial possuem um grande potencial para suporte a processos de ensino e aprendizagem na modalidade de educação a distância. Este artigo trata de uma ferramenta baseada em uma arquitetura multiagente denominada de Assistente de Conhecimento (AC), com o objetivo de fornecer ao aprendiz conhecimentos relativos a um domínio específico a partir de uma conversação direta. O AC utiliza técnicas para processamento de linguagem natural, com a representação de conhecimentos sendo feita na forma de ontologias de domínio. A ferramenta contém agentes, classificados de acordo com a tipologia de intencionalidade de Dennett, relacionados com processos de busca, de conversação, autoconhecimento e de aprendizado, com características de adaptabilidade a contextos. É mostrada também a estrutura dos agentes que fazem parte do AC bem como suas inter-relações e ainda um exemplo de conversação. São descritas algumas implicações referentes ao papel do professor (ou tutor) como um engenheiro de conhecimento e a autonomia de um AC quanto ao processo de aquisição de novos conhecimentos.

Palavras-chave: assistente de conhecimento, agentes inteligentes, Educação a Distância, tutoria em EAD, Inteligência Artificial aplicada à Educação.


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SOCIAL ISSUES IN IS AND IT
Questões sociais em SI e TI
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Social Issues in IS and IT
Questões sociais em SI e TI

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Wesley Antonio Gonçalves
Dalila Alves Corrêa
José Antonio Monteiro Hipólito
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MOTIVATION AND RESISTANCE TO THE USE OF INFORMATION TECHNOLOGY: A STUDY AMONG TEACHERS

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This article aims to analyze the motivating aspects and the resistance to the use of information technology by teachers at a higher education institution. The relevance of this work is by necessity of expansion of knowledge on the topic. The search is characterised as descriptive of survey and quantitative. The data were collected through a questionnaire composed of 15 statements, which involving four dimensions: the usefulness, ease of use, the pleasure and the resistance. A descriptive analysis and correlation between the variables was developed. Regard the profile of the teachers surveyed it was found that most of them are of masculine gender, with the age between 42 to 46 years. The master degree was predominant among the teachers surveyed. The variable usefulness reached the largest average value (6.20). The correlation coefficients between the four variables of the model were significant.

Keywords: Motivation. Resistance. Information Technology. Teachers. Higher Education.

MOTIVAÇÃO E RESISTÊNCIA AO USO DA TECNOLOGIA DA INFORMAÇÃO: UM ESTUDO ENTRE PROFESSORES

O objetivo deste artigo é analisar os aspectos motivadores e a resistência ao uso da tecnologia da informação por parte dos professores de uma Instituição de Ensino Superior - IES. A relevância deste trabalho deve-se pela necessidade da ampliação dos conhecimentos sobre o tema. A pesquisa caracteriza-se como descritiva, de levantamento e quantitativa. Os dados foram coletados por meio de questionário composto por 15 afirmativas, o qual contemplou quatro dimensões: a utilidade, a facilidade de uso, o prazer e a resistência. Procedeu-se a análise descritiva e de correlação entre as variáveis. Em relação ao perfil dos professores pesquisados verificou-se que a maioria deles é do gênero masculino, com a faixa etária entre 42 a 46 anos. O mestrado configurou-se titulação predominante entre os professores pesquisados. A variável utilidade foi a variável com maior valor médio (6,20). Os coeficientes de correlação entre as quatro variáveis do modelo se apresentaram significantes.

Palavras-chave: Motivação. Resistência. Tecnologia da Informação. Professores. Ensino Superior.

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INTUITION ON INSTANTANEOUS DECISION-MAKING

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There's a great difficulty on the part of current models to include all the elements present in decision making, leading people to consider the use of more informal sources, with easier access, among them intuition has an important role. Thus, this study seeks to present evidence for addressing the following research question: how intuition works in the instantaneous decision-making process? The main objective is to understand how executives and managers make use of intuition in this specific type of decision. Making use of a literature that sought elements of decision-making as well as intuition in the field of management and psychology, it was possible to establish points of intersection, which can serve as a basis to develop instruments for interaction and to collect data with managers and executives, and thus better understand such phenomena so important for the management of organizations.

Keywords: intuition, instantaneous decision-making, decision making, decision making experience, information.

INTUIÇÃO NA DECISÃO INSTANTÂNEA

Há uma grande dificuldade por parte dos modelos atuais em contemplar todos os elementos presentes nos processos decisórios, levando os indivíduos a recorrerem a fontes de cunho mais informal, de mais fácil acesso, dentre as quais a intuição tem um papel de destaque. Este estudo enumera alguns elementos para ajudar a responder à questão 'como a intuição atua no processo de decisão instantânea?' Com isso, faz-se uma reflexão teórica buscando embasar estudos sobre o uso da intuição na tomada de decisão instantânea. Para tal, com busca de literatura contendo elementos tanto de processo decisório, bem como da intuição, nos campos da gestão e da psicologia, foi possível estabelecer alguns pontos de intersecção, os quais podem servir de base para se elaborar instrumentos para a interação e coleta de dados juntos a gestores e executivos, e assim aprofundar a compreensão de tal fenômeno importante para a atuação gerencial nas organizações.

Palavras-chave: intuição, decisão instantânea, processo decisório, tomada de decisão, experiência, informação.

Agradecimentos: Trabalho realizado com o apoio de entidades do Governo Brasileiro [CAPES e CNPq] e do Governo Francês [COFECUB] para a formação de recursos humanos.

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AN INVESTIGATION OF ONLINE MOVIES ACQUISITION IN BRAZIL BY EXTENDED TECHNOLOGY ACCEPTANCE MODEL

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Even being the biggest country in general internet video consumption, the online movies business in Brazil still is just in the beginning. As the consumption of the videos from the traditional Home video sector for this new media (the internet) demands new technologies, this paper focus on understanding if the little adoption of online movies in Brazil is due to technology adoption. The study concluded that the technology adoption is true for the future intention of using the service, but not for the immediate one. For achieving this result, it was done a survey using the extended technology acceptance model applied to the online movies consumption. This paper contributes with important insights for future researches.

Keywords: TAM, Online movies, New media, TAMe, home video.

UMA INVESTIGAÇÃO DA AQUISIÇÃO DE FILMES ONLINE NO BRASIL PELO MODELO ESTENDIDO DE ACEITAÇÃO DA TECNOLOGIA

Apesar de ser o maior país consumidor de vídeos de Internet, o consumo de filmes online no Brasil ainda é incipiente. Uma vez que essa forma de consumo envolve o uso de novas tecnologias para consumir um produto já estabelecido em um segmento (home video), este artigo se propõe a investigar se o baixo sucesso das vendas se relaciona com a adoção de tecnologia. Resultou que esta é positiva sobre a intenção futura, mas não sobre a intenção imediata de adesão ao serviço. Esse resultado foi encontrado por meio de um levantamento de campo realizado segundo as categorias do modelo estendido de aceitação da tecnologia aplicado ao consumo de filmes online. Ainda que não haja solucionado a questão, são derivados importantes insights a respeito de pesquisas futuras.

Palavras-chave: TAM, Filmes online, Novas mídias, TAMe, home vídeo.

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DETERMINANTS OF THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES BY BEHAVIOUR ANALYSIS OF SERVERS IN A HIGHER EDUCATION INSTITUTION

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Considering the importance of using information technology in public service, this paper aims to investigate the individual level of digital inclusion from government employees. To achieve this research described a quantitative and descriptive study and in respect the data collection, a survey was conducted. The construction of the research instrument was based on models and theories about subject. As sample, 246 government employees of a Higher Education Institution were used. The results highlight the classification of government employees, considering the level of digital inclusion in two groups: the first classified by having a low level of digital inclusion, composed of 156 government employees, the second for having a medium level of digital inclusion, composed of 90 public servants. Tests did not identify significant differences between groups of servants concerning the performance of work with the information system.

Keywords: Digital inclusion; Government employee; Digital inclusion level.

DETERMINANTES DO USO DE TECNOLOGIAS DE INFORMAÇÃO E COMUNICAÇÃO ATRAVÉS DA ANÁLISE DO COMPORTAMENTO DOS SERVIDORES DE UMA INSTITUIÇÃO DE ENSINO SUPERIOR.

Considerando a importância do uso de tecnologia para o serviço público, este artigo teve como objetivo geral investigar o nível de Inclusão Digital individual de servidores públicos. Para atingir o objetivo essa investigação descreveu um estudo de natureza quantitativa e caráter descritivo, quanto à coleta de dados um levantamento tipo survey foi conduzido. A construção do instrumento de pesquisa se deu com base em modelos e teorias sobre o tema. Foi utilizada como amostra, 246 servidores públicos de uma Instituição de Ensino Superior. Dos resultados, destaca-se a categorização dos servidores públicos desta instituição, considerando o nível de inclusão digital, em dois grupos: um classificado por possuir um baixo nível de inclusão digital, composto por 156 servidores e o outro por possuir um médio nível de inclusão digital, composto por 90 servidores. Testes não identificaram diferença significativa entre os grupos de servidores no que tange ao desempenho do trabalho.

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VIRTUAL TERRITORY: A PROPOSAL FOR A STUDY IN ORGANIZATIONAL CONTEXT

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The issues surrounding the concept of territory have recently gained more prominence, being present in the definition of public policies, as well as in academic debate. One reason for this emphasis is on change that the territory has suffered with the advent of Information and Communication Technologies (ICTs), which allows individuals to interact in different territories without the need for physical movement. This article presents a proposal for a study model of a 'virtual territory', in other words, a territory that it considers the use and interaction through ICT as something inherent in their reality. It is conducted as a theoretical essay focused on the organizational context, which merges the visions of authors from the geography, with authors who study ICT and the organizational studies. The central focus of this paper is to bring reflections on the possibility of a 'virtual territory' be characterized from the traditional geographic definitions.

Keywords: Territory, Virtualization, Information Technology, Territorialization, Virtual Territory.

TERRITÓRIO VIRTUAL: UMA PROPOSTA DE ESTUDO NO CONTEXTO ORGANIZACIONAL

As questões que envolvem o conceito de território têm recentemente ganhado maior destaque, estando presente na definição de políticas públicas, e também no debate acadêmico. Uma das razões deste destaque está na mutação que o território vem sofrendo, com o advento das Tecnologias de Informação e Comunicação (TICs), que permite a interação de indivíduos em diferentes territórios, sem a necessidade de deslocamento físico. Este artigo traz uma proposta de modelo de estudo de um 'território virtual', ou seja, de um território que considera o uso e a interação por meio das TICs como algo inerente a sua realidade. É conduzido na forma de um ensaio teórico focado no contexto organizacional, que mescla as visões de autores oriundos da área da geografia, com autores que estudam as TICs e os estudos organizacionais. O foco central do artigo está em trazer reflexões sobre a possibilidade de um 'território virtual' ser caracterizado a partir das definições geográficas tradicionais.

Palavras-chave: Território, Virtualização, Tecnologias de Informação, Territorialização, Território Virtual.

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PROTOCOLS FOR EVALUATING WEB ACCESSIBILITY WITH THE PARTICIPATION OF FUNCTIONAL ILLITERATE USERS

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The web accessibility is related to the removal of the barriers that people perceive, understand and enjoy all the support offered by computer web systems. Among these people are the functionally illiterate, they are people who lack the skills in the field of reading, writing, and science calculations. Conduct evaluations of accessibility for audience participation is critical to ascertain how the use of the system. This study aimed to investigate the behavior of functionally illiterate users, identifying important features that assessors should consider in assessing accessibility to the public. Thus, we conducted three studies: an ethnographic study, a case study and a validation of the protocols identified in previous studies. This research resulted in a list of protocols to assist in the evaluation of accessibility with the participation of functional illiterates.

Keywords: Web Accessibility, Usability, Evaluation Methods, Functional Illiteracy and Social Inclusion.

PROTOCOLOS PARA AVALIAÇÃO DA ACESSIBILIDADE WEB COM A PARTICIPAÇÃO DE ANALFABETOS FUNCIONAIS

A acessibilidade web está relacionada à remoção das barreiras que impedem que as pessoas percebam, compreendam e usufruam de todo apoio computacional oferecido pelos sistemas web. Dentre essas pessoas estão os analfabetos funcionais, que são pessoas as quais faltam domínio nas habilidades de leitura, escrita, cálculos e ciências. Realizar avaliações de acessibilidade com a participação desse público é fundamental para verificar como é o uso do sistema. Esta pesquisa teve por objetivo pesquisar o comportamento dos usuários analfabetos funcionais, identificando características importantes que os avaliadores devem considerar na avaliação de acessibilidade com esse público. Para isso, foram realizados três estudos: um estudo etnográfico, um estudo de caso e uma validação dos protocolos identificados nos estudos anteriores. Esta pesquisa resultou em uma lista de protocolos para auxiliar nas avaliações de acessibilidade com a participação de analfabetos funcionais.

Palavras-chave: Acessibilidade Web, Usabilidade, Métodos de Avaliação, Analfabetismo Funcional e Inclusão Social.

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MAKING CLEAR COMMUNICATION BREAKDOWNS IN THE INTERACTION OF THE DEAF BILINGUAL IN CORPORATE INFORMATION SYSTEMS ON THE WEB

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The translation of Web content into Libras (Lingua Brasileira de Sinais - Brasilian Sign Language), although adequate, is not always capable of implementation due to its high cost. Thus, this study aims to identify and propose possible solutions to the potential breackdowns of communication in deaf bilingual user interaction in Web-based enterprise information systems. The analysis of interactions occurred in the intranet of the Fundação Oswaldo Cruz (Fiocruz), using the Communicability Evaluation Method (MAC) of Semiotic Engineering. The results indicated that although the population studied have experience on the Web, they have difficulties in using the corporate system.

Keywords: Observation of users; Accessibility; Usability; Deaf.

EVIDENCIANDO RUPTURAS DE COMUNICAÇÃO NA INTERAÇÃO DOS USUÁRIOS SURDOS BILÍNGUES EM SISTEMAS DE INFORMAÇÃO WEB CORPORATIVOS

A tradução de conteúdos da Web para a Língua Brasileira de Sinais (Libras), embora adequada, nem sempre é passível de implementação devido ao seu elevado custo. Desta forma, o presente trabalho tem por objetivo identificar e propor possíveis soluções para as potenciais rupturas de comunicação na interação de usuários surdos bilíngues em sistemas de informação Web corporativos. A análise das interações ocorreu na intranet da Fundação Oswaldo Cruz (Fiocruz), utilizando-se o Método de Avaliação de Comunicabilidade (MAC) da Engenharia Semiótica. Os resultados indicaram que, apesar da população estudada possuir experiência na Web, estes usuários apresentam dificuldades na utilização do sistema corporativo.

Palavras-chave: Observação de usuários; Acessibilidade Web, Usabilidade; surdos.

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AUTONOMY IN SOFTWARE COMPANIES FROM SOUTH BRAZIL: STUDY BASED ON MANAGERS' OPINIONS

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The aim of this paper is to consolidate a set of components that characterize the autonomy in software firms, from the literature and organizational practice. It adopted the concept of autonomy in the context of entrepreneurship, being considered one of the dimensions of entrepreneurial orientation of the organization. We conducted an exploratory and qualitative study through in-depth interviews with the main executive of 13 software firms considered the industry benchmark in entrepreneurship in the south of Brazil. The survey results describe how autonomy reflects in the firms regarding to the Team, Centering, Intrapreneurship and Independent action by presenting evidence with management practices. The study concludes with the consolidation of a set of components that characterize the autonomy in the researched firms, enriched with a new component arising from the research: Practices established for entrepreneurial behavior development.

Keywords: autonomy, entrepreneurial orientation, entrepreneurship, software firms, entrepreneurship firms.

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THE INFLUENCE OF TRUST AND PARTICIPATION IN THE BUDGET IN AN HEALTH INSTITUTION

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The article investigates the behavioral assessment of managers, budget emphasis, trust, budget participation and job related tension, applied in a philanthropic health organization. The aim was to identify what influence trust, emphasis and budget participation have on the job related tension in a philanthropic health organization. The study is quantitative trait, with the use of statistical methods for measurement of the variables. The data analysis technique used was the same as the basis of Article Lau and Buckland (2001), ie, the path analysis, using descriptive statistics and correlations to test and confirm the following hypotheses: H1: the emphasis in the budget have an indirect effect on job-related tension through trust; H2: the emphasis in the budget has an indirect effect on the stress related to work through the budget share; H3: budget participation has an indirect effect on work-related stress through trust.

Keywords: Budget Participation. Budget Emphasis. Trust.

A INFLUÊNCIA DA CONFIANÇA E DA PARTICIPAÇÃO NO ORÇAMENTO EM UMA INSTITUIÇÃO DE SAÚDE

O artigo investiga a avaliação de comportamento de gestores, a ênfase ao orçamento, a confiança, a participação orçamentária e a tensão relacionada ao trabalho, aplicada numa instituição filantrópica de saúde. O objetivo foi identificar qual a influência que a confiança, a ênfase e a participação no orçamento têm sobre a tensão relacionada ao trabalho em uma instituição de saúde. O estudo tem característica quantitativa, com a utilização de métodos estatísticos para mensuração das variáveis. A técnica de análise de dados utilizada foi a mesma do artigo base de Lau e Buckland (2001), ou seja, a análise de caminho, com uso de estatística descritiva e correlações para testar e confirmar as seguintes hipóteses: H1: a ênfase no orçamento tem um efeito indireto sobre a tensão relacionada ao trabalho através da confiança; H2: a ênfase no orçamento tem um efeito indireto sobre a tensão relacionada ao trabalho através da participação orçamentária; H3: a participação orçamentária tem um efeito indireto sobre a tensão relacionada ao trabalho através da confiança.

Palavras Chave: Participação orçamentária. Ênfase no orçamento. Confiança

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DEVELOPMENT OF BUSINESS MODELS FOR DISRUPTIVE INNOVATIONS: A SOCIOMATERIAL VISION OF TECHNOLOGY

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This article aims to investigate how material and social aspects associated with new technologies impact the development of business models for disruptive innovations. To that end, we conducted a case study, exploratory and qualitative nature of a company in the process of developing a business model for commercialization of an innovative solution for the analysis of coffee. For the interpretation of the data we chose to use the content analysis performed by pairing. The results showed that material and social aspects related to new technology can impact positively and negatively to the adoption of innovation by the coffee production chain.

Keywords: sociomaterial vision of technology, business models and innovation.

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NEW VISION : DIGITAL HUMANISM FROM UAEM´S TEACHERS IN ALTERNATIVE MODALITIES

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The most important topic in this article describes a proposal of a digital humanism model based on a cybernetic e-learning's model that will be applied in the Licenciatura en Informática Administrativa en su modalidad a Distancia (LIAD), which is taking place at the UAEM (Universidad Autónoma del Estado de México), combining teaching with the hard of Technologies. With this new proposal, students have to deal with the challenge of not counting with the professors' assistance and making all the activities which correspond to this bachelor by means of the ICT (Communication and Information Technologies), having as a consequence, developing new abilities and adjusting themselves in their way of communication, feedback, study and organization. Simultaneously, the assessor has, as a main purpose, to treat with a completely different kind of student, modifying his own behavior and his teaching, evaluating and communication method. To explain this relation mentioned above, ICT and humanistic elements (the relations between people) will be applied, using them as a really useful tool for the digital humanism project.

Keywords: Information and communication technologies, digital humanities, e-learning, constructivism, educational model

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A CATALOG OF MODELING FORMALISMS FOR DOMAIN-SPECIFIC MODELING LANGUAGES DESIGN

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In a blunt assessment, model-driven development (MDD) failed to capture broad interest of the software engineering community, more than ten years after first being proposed. It doesn't mean that this approach is dead – at least not yet. For MDD to succeed, a lot of research needs to be done, to simplify the MDD process and make it more a technique and less art. This research is happening, in many different aspects of MDD. This paper focuses on one relevant aspect of the research regarding MDD: the definition of a catalog of modeling formalisms that may be used as models of computation for a broad range of domain-specific modeling languages (DSMLs), so that the design of DSMLs (in the context of an MDD process) doesn't need to be created from scratch, but created instead from basic building blocks.

Keywords: Model-Driven Development (MDD), Domain-Specific Modeling Language (DSML), Model of Computation, Design Pattern, Modeling Formalism.

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STRAWBERRY PRODUCTIVE CHAIN IN THE REGION OF POUSO ALEGRE, MG: POSSIBILITIES OF CONTRIBUTION OF THE INFORMATION TECHNOLOGY

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Information Technology – IT – is relevant to the efficiency of the organization since it is aligned to business necessities. This research aims to discuss the possibility of contribution while using IT in productive chain of strawberries in Pouso Alegre region, which is the biggest producer of this fruit in the south of Minas Gerais State, presenting 1650 specific producers according to research performed. This study configures itself as exploratory one, qualitative approach, with an outlining structured through a case study performed in this region. The sample for observation and analysis was defined through selection of three producers according to their availability. They were also characterized as small, medium and big producers considering the cultivated area. Nonsystematic in locus observation was applied as an instrument for the research during which notes were taken regarding ways of production, the amount produced, packing, stocking and the ways of commerce of the fruit, in accordance to each producer. Some documents as laws, rules and regulations and boards were also used as complement to the research. The results show that the small producer, who comes from family farming and has few resources, does not make use of IT neither has the vision of its utilization in a short or long term in productive chain of strawberries. The medium and big ones already use it in the management of productive chain, through production control systems and insumes but not yet with its adoption in electronic commerce, despite having vision and envision strategies in its utilization. It is possible to conclude that the possibility of contribution while using Information Technology in answer to the demands of the market and the producers of productive chain of strawberries is feasible, and has become factor of competitive strategy in business.

Keywords: productive chain. information technology. agrobusiness. strawberry.

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THE REMUNERATION OF IT PROFESSIONALS IN THE COMPUTER INDUSTRY IN THE FEDERAL DISTRICT: A CASE STUDY

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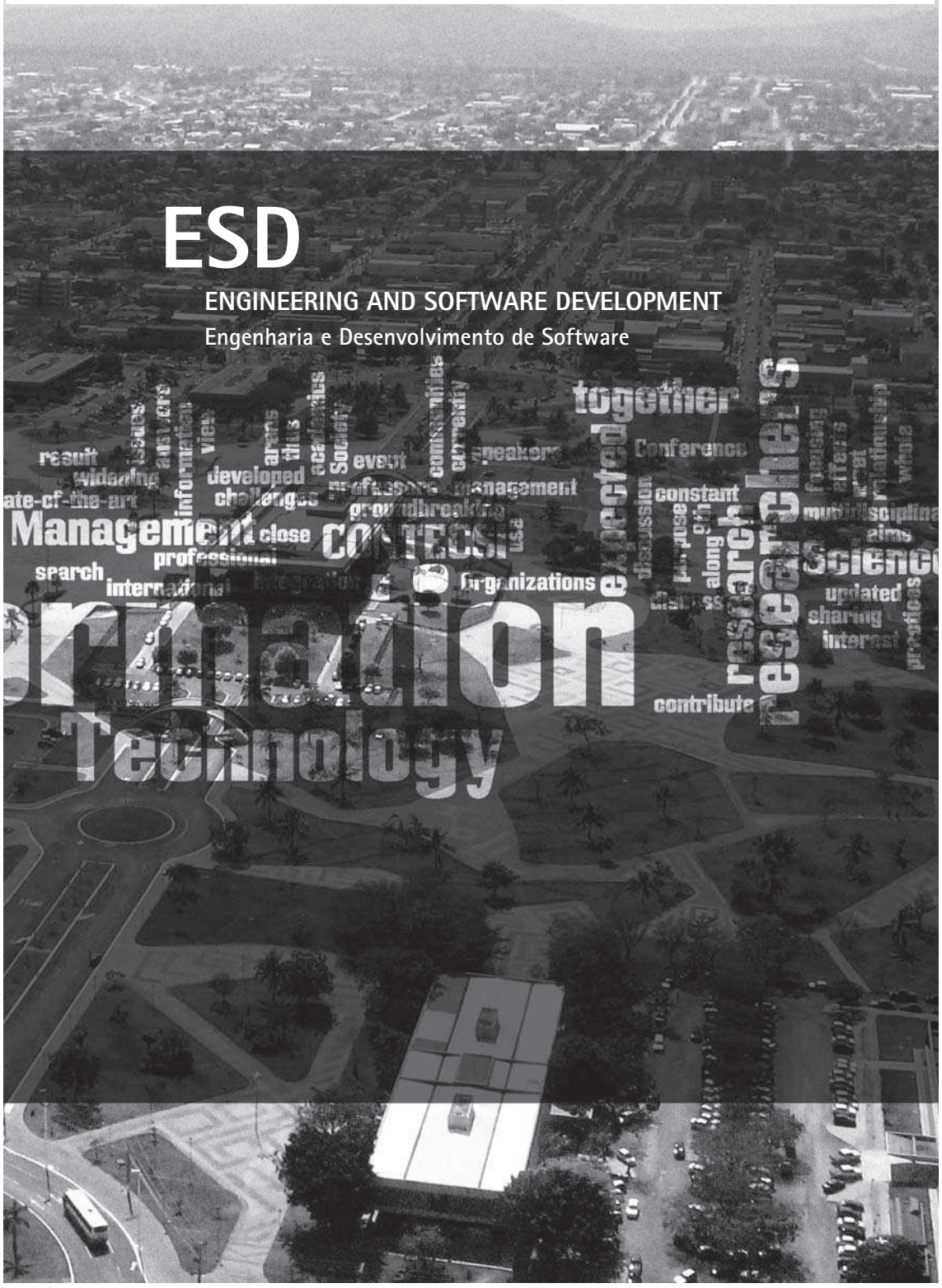
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Human interaction with the world of information technology (it) establishes, necessarily, relations with the learning process. The ability with which each individual deals with what you learn may reflect, including, in the way that his remuneration shall be conducted, for better or for worse, but inevitably according to what you learn and how to apply this learning. Extends this notion, the remuneration system exerts organisations in knowledge acquisition and influences on their competitiveness. Supported by a theoretical-conceptual approach on remuneration and management remuneration was a study of qualitative, descriptive and exploratory nature, through the case study method, whose goal was to know the pay system adopted by a group of companies in the industry of Informatics of the Distrito Federal to remunerate professionals of this area. The study was developed in two phases: the first presents a literature review of the subject and the second includes a field research re

Keywords: 1. remuneration. 2. remuneration of professionals. 3. remuneration system. 4. people management. 5. Strategic Remuneration.


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Araci Hack Catapan

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Collaborator: Paulo Ramirez

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MANAGEMENT OF PROJECTS WITH OPEN SOURCE WEB APPLICATION
Thiago Magela Rodrigues Dias
Taísa Silva de Sousa
Patrícia Mascarenhas Dias

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THE MANAGEMENT AND ENGINEERING OF KNOWLEDGE ALLIED IN MODELING OF KNOWLEDGE - A CASE STUDY OF THE REPOSITORY IN WEB

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Combining methodologies of Management and techniques of Engineering of Knowledge, was evaluated the context of the implementation of a repository in the web and identified educational requirements for modeling the environment as teaching practice repeatable, with automation of task-intensive in knowledge. The analysis followed the CESM and contextual framework of CommonKADS models. tasks Knowledge intensive have been mapped considering the understanding the process of teaching and learning and the interactions between the environment, process and content through a computerized environment. The methodologies combination, CESM and CommonKADS, brought theoretical and practical contributions not possible before. This model may be considered for effective success of engineering and knowledge management applied in the modeling of computer systems including education.

Keywords: management, engineering, knowledge, CESM, CommonKADS.

A GESTAO E ENGENHARIA DO CONHECIMENTO ALIADAS NA MODELAGEM DO CONHECIMENTO – UM ESTUDO DE CASO DE REPOSITÓRIO NA WEB

Aliando metodologias da Gestão e técnicas da Engenharia do Conhecimento, avaliou-se o contexto da aplicação de um repositório educacional na web e identificou-se requisitos para a modelagem do ambiente como prática pedagógica repetível, com automatização de tarefas intensivas em conhecimento. A análise seguiu o modelos CESM e o framework CommonKADS. Tarefas intensivas em conhecimento foram mapeadas considerando a compreensão do processo de ensino e aprendizagem e das interações entre o ambiente, processo e conteúdo através de um meio informatizado. A combinação de metodologias CESM e CommonKADS trouxe uma contribuição teórica e prática antes não possível. Este modelo pode ser considerado para o efetivo sucesso da Engenharia e Gestão do Conhecimento aplicada na modelagem de sistemas computacionais incluindo os educacionais.

Palavras-chave: gestão, engenharia, conhecimento, CESM, CommonKADS

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A TOOL FOR AUTOMATING ACCEPTANCE TESTS BASED ON LANGUAGE LETA

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Executable Acceptance Test-Driven Development helps to discover problems before the construction of software by tests. However, quality analysts need training and learning time to understand a programming language and tools to implement an acceptance test. In addition, implementation time can be long and affects the delivery of a software feature. This article presents a tool to automate the acceptance tests with the support of the language called LETA (Linguagem para Especificação de Testes de Aceitação). The language is similar to natural language with a few words of English. It also incorporates and validates business rules, because it is based on the SBVR (Semantics of Business Vocabulary and Business Rules) specification. The results obtained comparing the LETA with another tools, are the possibility of a quality analist to use a tool without knowing programming language, and the automatic generation of some test component, relieving its implementation by the programmer.

Keywords: agile method, acceptance test, automated test, test-driven development, SBVR.

UMA FERRAMENTA PARA A AUTOMATIZAÇÃO DE TESTES DE ACEITAÇÃO BASEADA NA LINGUAGEM LETA

O Desenvolvimento Dirigido por Testes de Aceitação Executável ajuda a descobrir os problemas antes da construção do software por meio dos testes. Mas, analistas de qualidade precisam de treinamento e tempo para dominar uma linguagem de programação e as ferramentas para implementar um teste de aceitação. Além disso, a implementação pode ser longa, prejudicando a entrega do software. Este artigo apresenta uma ferramenta para automatizar os testes de aceitação com a LETA (Linguagem para Especificação de Testes de Aceitação). A linguagem possui poucas estruturas e palavras do inglês, sendo próxima da natural, e incorpora regras de negócio, baseando-se na SBVR (Semantics of Business Vocabulary and Business Rules). Os resultados, obtidos da comparação da LETA com outras ferramentas, são a possibilidade de um analista de qualidade utilizar uma ferramenta sem conhecer a linguagem de programação e geração automática de alguns componentes de teste, aliviando a sua implementação pelo programador.

Palavras-chave: processo ágil, teste de aceitação, teste automatizado, desenvolvimento dirigido por testes, SBVR.

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SOFTWARE PRODUCT LINES: AN ANALYSIS OF TOOLS THAT SUPPORT APPLICATION REQUIREMENTS ENGINEERING'S PHASE

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Many companies are interested in improving the quality of software development, increase productivity, reduce costs, decrease time to market and having more flexibility. These interests can be found in approaches that use the principle of software reuse as in Software Product Line (SPL). In the context of the SPL, the activities of requirements engineering (RE) are more complex because they involve more stakeholders and products in addition to need more attention to the similarities and variability of SPL. Because of the great difficulty and importance of capturing the correct requirements for the development of a software product, this paper aims to analyze the main tools that assist the process of Application Requirements Engineering of SPL. In order to perform this analysis, we selected features that were identified in the tools found during the systematic review of literature, and from the construction of a picture was perceived to analyze the tools according to the features selected.

Keywords: Software Product Line (SPL), Application Requirements Engineering, Tools.

LINHAS DE PRODUTOS DE SOFTWARE: UMA ANÁLISE DAS FERRAMENTAS QUE APOIAM A FASE DE ENGENHARIA DE REQUISITOS DA APLICAÇÃO

Muitas empresas estão interessadas em melhorar a qualidade de desenvolvimento de software, aumentar a produtividade, reduzir custos, diminuir o time-to-market e possuir mais flexibilidade. Estes interesses podem ser encontrados em abordagens que usam o princípio de reuso de software como em Linha de Produtos de Software (LPS). No contexto de LPS as atividades de engenharia de requisitos (ER) são mais complexas por envolver mais produtos e stakeholders além de necessitar mais atenção as semelhanças e variabilidades da LPS. Por causa da grande dificuldade e importância de capturar os requisitos corretos para o desenvolvimento de um produto de software, o presente artigo se propõe a analisar as principais ferramentas que auxiliam o processo de Engenharia de Requisitos da Aplicação em LPS. Com a finalidade de realizar esta análise, foram selecionadas funcionalidades que foram identificadas nas ferramentas encontradas durante a revisão sistemática de literatura, e a partir da construção de um quadro ficou perceptível analisar as ferramentas de acordo com as funcionalidades selecionadas.

Palavras-chave: Linha de Produtos de Software (LPS), Engenharia de Requisitos da Aplicação, Ferramentas.

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AN USE CASE ABOUT EVENT-BASED SYSTEMS APPLIED TO SERVICES-ORIENTED ARCHITECTURE AT SERASA EXPERIAN

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This article describes the experience and deliverables of a research supported and sponsored by Serasa Experian as part of its program for incentive of academic research. The aim of this project was to introduce the event driven architecture story to the company and how it extends the service-oriented architecture. In order to achieve this main objective, a real use case of an event-based system based on corporate scenarios at Serasa Experian was modeled and implemented using an integrated development environment (IDE) that is part of this research. This IDE based on Eclipse offers support for development of distributed event-based systems and has visual editors for modeling and specification of these systems. The use case was also deployed on a controlled runtime environment also described in this article, so its execution and the deployment effort could be simulated and tested. This paper presents the contributions of this experience of implementing a real corporate event flow and how this opportunity influenced this work.

Keywords: event-based systems, service oriented architecture, software engineering, behavioral modeling, reactive components, distributed computing

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THE 3C COOPERATION MODEL APPLIED TO THE CLASSICAL REQUIREMENT ANALYSIS

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Aspects related to the users' cooperative work are not considered in the traditional approach of software engineering, since the user is viewed independently of his/her workplace environment or group, with the individual model generalized to the study of collective behavior of all users. This work proposes a process for software requirements to address issues involving cooperative work in information systems that provide distributed coordination in the users' actions and the communication among them occurs indirectly through the data entered while using the software. To achieve this goal, this research uses ergonomics, 3C cooperation model, awareness and software engineering concepts. Research-action is used as a research methodology applied in three cycles during the development of a corporate workflow system in a technological research company. This article discusses the third cycle, which corresponds to the process that deals with the refinement of the cooperative work requirements with the software in actual use in the workplace, where the inclusion of a computer system changes the users' workplace, from the face to face interaction to the interaction mediated by the software. The results showed that the highest degree of users' awareness about their activities and other system users' contribute to a decrease in their errors and the inappropriate use of the system.

Keywords: Software Requirements, Computer Supported Cooperative Work, 3C Cooperation Model and Awareness.

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SERVICE MODELING USING SOAML

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The modeling software collaborates in the formalization of business requirements through the description of its functions and behaviors. In Service Oriented Architecture (SOA) service modeling can be performed with a set of UML extensions called profiles, which add stereotypes in language, such as the profile SoaML. BPMN models (Business Process Management Notation) can provide support to a mapping of business rules in SoaML models. This article proposes to discuss concepts relating to SoaML and also as can be accomplished by mapping your BPMN models, considering reports of academic papers.

Keywords: Service Oriented Architecture, Service modeling, SoaML, BPMN

MODELAGEM DE SERVIÇOS USANDO SOAML

A modelagem de software colabora na formalização dos requisitos de negócios através da descrição de suas funções e comportamentos. Na Arquitetura Orientada a Serviços (SOA) a modelagem de serviços pode ser realizada com um conjunto de extensões UML chamadas de profiles, que adicionam estereótipos na linguagem, como o profile SoaML. Modelos BPMN (Business Process Management Notation) podem fornecer suporte para um mapeamento de regras de negócio em modelos SoaML. Este artigo propõe-se a discutir conceitos relativos ao SoaML e também como pode ser efetuado o seu mapeamento através de modelos BPMN, considerando relatos de trabalhos acadêmicos.

Palavras-chave: Arquitetura Orientada a Serviços, Modelagem de serviços, SoaML, BPMN

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DATA PROCESSING USING A CHARGING PROCESS IN THE DATABASE BASED ON ETL TOOL (EXTRACT, TRANSFORM AND LOAD)

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The quantity of data stored grows exponentially in organizations. On the other hand, there are few companies that monitors efficiently the cycle of data, which can cause losses and wrong decisions. Thus, there is a need to develop strategies to qualify the data, which can be obtained from the application of techniques of cleaning, prior to its inclusion in the database. The objective of this experimental research is to analyze possible improvements resulting from the application of data quality through data processing, in a process load on the database, through the ETL tool (Extract, Transform and Load). The study was conducted using a sample of 13,400 records and five fields of a customer base of brand Management Company of the international fashion industry in Brazil. The results showed benefits in terms of presentation of the data coming from the standardization of records. In addition to qualitative benefits, you can also measure the quantitative benefits related to the economy of financial resources from the techniques for the treatment of the data used.

Keywords: Data, Cleaning, Database, ETL, Quality.

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APPLICATION OF THE NFR-FRAMEWORK AND ISO/IEC 15504 TO PROMOTE THE REUSE OF SOFTWARE PROCESS PROFILE

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The certification related to process capability for software development, obtained by the company based on evaluated projects, does not guarantee the same level of capability to the process that will be used in a specific project. This paper presents a set of catalogued process profiles that can be reused to support the evaluation of the company's software development process or to evaluate the proposed configuration of this process in a specific project. The profile process is drawn from requirements extracted from a reference model for processes, in the case of this study, the standard ISO / IEC 15504 and its graphical representation, the Softgoal Interdependency Graph, an NFR-framework element, so that it can express the requirements of the process, their interrelationships, their state of satisfaction, the propagation of these states and the consequences of decisions taken in relation to the configuration process. As an expected result, there is a reusable set of process profiles to support the assessment of software development processes and their configurations. Having its viability confirmed, it may be a component of the method required in the standard ISO / IEC 15504 for the treatment of the requirements.

Keywords: evaluation of the software process, NFR-framework, ISO / IEC 15504, reuse, requirements, Softgoal Interdependency Graph.

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METHOD DEFINITION FOR ESTABLISHING REFERENCES IN PROCESSES IMPROVEMENT CYCLES – PRO2PI-WORK

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This paper presents a description of a method for workshop to establish references to Software, Systems and Services Process Improvement (SPI). This method is called PRO2PI-WORK (Workshop for Establishing a PRO2PI), where PRO2PI (Process Modeling Profile to Drive Process Improvement) is both the name of the methodology for process improvement and the name of the set of references that drive improvement. This set can have three types of models: Process Capability Profile, Process Enactment Description and Process Performance Indicator. This method is innovative because it integrates these three types of models during the phases of an improvement cycle for better guidance and monitoring of improvement. The current version has four sequential phases: Preparation (Phase 1), Analysis of References (Phase 2), Consolidation of References (Phase 3) and Conclusion (Phase 4) and eighteen activities.

Keywords: Software Process Improvement (SPI), Process Assessment, Process Modeling, PRO2PI Methodology.

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RECOVERY SOFTWARE REQUIREMENTS IN THE REVERSE ENGINEERING OF LEGACY SYSTEMS

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This article proposes a process for the recovery of the requirements of legacy systems using reverse engineering. The goal is to produce an updated and consistent specification for building a system to replace the legacy. The process uses three different sources of information for the requirements of the legacy system, which are subjected to technical analysis. It is used as a research methodology to Action Research. The process is built progressively in successive cycles of implementation and further refines that. Each cycle contributes in defining a sub process, which refines the result output in the previous cycle. The three sources used are: documents existing legacy system, the application of black box testing the functionality available in the interfaces Human-Human and Human-Machine and the execution traces produced by the legacy. These sources are exploited respectively in each cycle serving as stimuli of the sub processes.

Keywords: Software Reverse Engineering, Requirements Engineering, Legacy Systems, Recovery Requirements.

RECUPERAÇÃO DE REQUISITOS DE SOFTWARE NA ENGENHARIA REVERSA DE SISTEMAS LEGADOS

Este artigo propõe um processo para a recuperação dos requisitos de sistemas legados utilizando a engenharia reversa. O objetivo é produzir uma especificação atualizada e consistente para a construção de um sistema para substituir o legado. O processo utiliza três diferentes fontes de informação para obter os requisitos do sistema legado, que são submetidas às técnicas de análise. Utiliza-se como metodologia de pesquisa a Pesquisa-Ação. O processo é construído progressivamente em ciclos de execução sucessivos e complementares que o refina. Cada ciclo contribui na definição de um subprocesso, cuja saída refina o resultado obtido no ciclo anterior. As três fontes utilizadas no processo são: os documentos existentes do sistema legado, a aplicação de testes caixa preta nas funcionalidades disponíveis nas interfaces Homem-Homem e Homem-Máquina e os traços de execução produzidos pelo sistema. Estas fontes são exploradas respectivamente em cada ciclo servindo como estímulos dos subprocessos.

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METHODOLOGY FOR PROJECT MANAGEMENT SOFTWARE DEVELOPMENT

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This paper aims to develop a set of best practices, guidelines and consists of the main concepts of methodologies aimed at the area of software development, giving greater emphasis to the initial levels of maturity models in an objective and directed to small and medium software development companies of Santa Catarina. We tried the motivation of these companies by adopting some of these practices, thus enabling better management of their projects and consequently, products and services with quality and reliability, meeting the satisfaction of its customers. Initially, we performed an exploratory research carried out by means of literature, after the research was carried out bibliographical study. Based on the data and information collected, it was developed a methodology for managing software development projects, following the guidelines of good practice in project management recommended developers and major organs responsible for software development processes. This methodology is aimed at small and medium-sized software companies in designing their products and services, ensuring quality, reducing costs, estimating risks and monitored deadlines.

Keywords: Project Management, Maturity Models, Methodologies Project Management Software.

METODOLOGIA PARA GERENCIAMENTO DE PROJETOS DE DESENVOLVIMENTO DE SOFTWARE

Este trabalho tem por objetivo desenvolver um conjunto de boas práticas, composto pelas orientações e conceitos das principais metodologias voltadas à área de desenvolvimento de software, dando maior ênfase aos níveis iniciais dos modelos de maturidade de forma objetiva e, direcionada às pequenas e médias empresas de desenvolvimento de software de Santa Catarina. Buscou-se a motivação dessas empresas pela adoção de algumas dessas práticas, possibilitando assim melhor gerenciamento de seus projetos e conseqüentemente, produtos e serviços com qualidade e confiabilidade, atendendo a satisfação de seus clientes. Inicialmente foi realizada uma pesquisa exploratória, realizada por meio de pesquisa bibliográfica, após a realização da pesquisa foi realizado estudo bibliográfico. Com base nos dados e informações coletadas, foi elaborada uma metodologia para gerenciamento de projetos de desenvolvimento de software, seguindo as orientações das boas práticas no gerenciamento de projetos recomendadas principais órgãos fomentadores e responsáveis pelos processos de desenvolvimento de software. Esta metodologia é direcionada a pequenas e médias empresas de software, na elaboração de seus produtos e serviços, garantindo qualidade, diminuindo custos, estimando seus riscos e monitorado prazos.

Palavras-chave: Gerenciamento de Projetos, Modelos de Maturidade, Metodologias de Gerenciamento de Projetos de Software.

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TOOLS DEVELOPMENT FOR VIDEO DISSEMINATION TO IMPROVE MOODLE E-LEARNING

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This work presents a development and utilization of the management tool for video integrated in Virtual Environment Learning, Moodle. This tool works like a Institutional Repository, managing all videos where stored in repository, where this videos have public access or restricted access for specific discipline. The repository allows to link videos from other systems such Google's YouTube. This type of application avoid data duplication and improve facilities to teachers to find and distribute the videos in Virtual Environment.

Keywords: Virtual Learning Environment, Institutional Repository, Moodle, Providing videos.

DESENVOLVIMENTO DE FERRAMENTAS PARA DISPONIBILIZAÇÃO DE VÍDEO PARA APRIMORAR O AMBIENTE VIRTUAL DE APRENDIZAGEM MOODLE

Este trabalho visa apresentar o desenvolvimento e a utilização de uma ferramenta para gerenciamento de vídeos integrada ao Ambiente Virtual de Aprendizagem, Moodle. A ferramenta funciona como um Repositório Institucional, a qual gerencia os vídeos que estão cadastrados, que podem ser públicos ou de acesso restrito para alguma disciplina. O repositório permite vincular vídeos de outros sistemas como por exemplo o YouTube da Google. Esse tipo de aplicação evita duplicidade de dados, bem como facilita aos docentes localizarem e disponibilizarem os materiais no Ambiente Virtual.

Palavras-chave: Ambiente Virtual de Aprendizagem, Repositório Institucional, Moodle, Disponibilização de vídeos.

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ADEQUACY OF THE PROFILE OF THE IT PROFESSIONAL IN DEVELOPMENT OF SOFTWARE

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The purpose of this paper is to provide subsidies for allocation of the IT professional with ideal profile to assume the different roles exercised during the software development process, starting from the presupposition that some profiles are more appropriate to the exercised roles. The theoretical reference involves the intelligence types, the psychological types, their influence in the development of the competence, the exercised roles during the software development process and the adaptation at the role. The methodology is of explorative nature with the research based on quantitative investigation, although it involves a strong qualitative component. The data collection instrument is composed by three tests: Multiple Intelligences Test, Psychological Type Test and Adaptation of the IT Professional Test. The analysis data revealed the ideal profile of the roles with base in the adaptation level among the researched professionals, with the use of the indutive/analitic/comparative method. The achieved results indicated that there are more appropriate profiles for the roles exercised during the software development process.

Keywords: software development process, psychological type, intelligence type, competence, role.

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DESIGN FOR PARALLELING OF THE ALGORITHM BLAST IN A FLOW BIOINFORMATICS FOR ANALYSIS AND CHARACTERIZATION OF SOILS

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Biologists work constantly to find answers that allow proposing solutions to problems that affect everyday life. Computing has the necessary elements to support the work of biologists using bioinformatics. The characterization of soils for creole potato cultivation in Colombia demands interdisciplinary work between biology and computer science. In biology, the hybridization of chains of DNA allows to carry out the soil characterization as a laboratory activity. The computer science allows recreating this process of hybridization with the help of appropriate computer equipment, in order to reproduce the process of computational hybridization of sequences of DNA. This process is known as hybridization in silico. A general problem in biological information processing is the high response time. This paper proposes a parallelized version of hybridizer in silico system that runs on a computer cluster using mpiBLAST implementation. We propose an algorithm called Hybridizer In silico for Paralleling Processing - HISPeP-UN, which aims to increase the performance and to reduce system response time, allowing characterization results, in this case of soil, at reasonable times.

Keywords: Parallel processing, MPI, ADN sequence, Computing cluster, Hybridization in sílico

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A TEST PLAN FOR VALIDATION OF A SUBFRAMEWORK TO SEMANTIC ANALYSIS OF FORMULAS

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The activity of software testing is an activity very important which belongs to the software development process. This activity can be done using software testing techniques that allow identify and eliminate errors witch still remain. To assist this activity is created a document that describes all the testing activity, called test plan. This work aims to create and apply a test plan in a subframework to semantic analysis of formulas developed by the Research Group on Software Engineering at UTFPR Ponta Grossa. During the tests several cases where performed. These tests allowed improving the quality of the product, minimizing the amount of errors found by end users and reducing the maintenance costs.

Keywords: Software testing, Test plan, Structural testing, Subframework, Semantic analysis.

PLANO DE TESTE PARA VALIDAÇÃO DO SUBFRAMEWORK DE ANÁLISE SEMÂNTICA DE FÓRMULAS

A atividade de teste de software é uma atividade muito importante pertencente ao processo de desenvolvimento do software. Esta atividade pode ser realizada por meio da utilização de técnicas de testes de software que permitem a identificação e eliminação de erros que persistem. Para auxiliar esta atividade é necessário criar um documento que descreve toda a atividade de teste, chamado de plano de teste. Este trabalho tem como objetivo criar e aplicar um plano de teste em um subframework de análise semântica de fórmulas que foi desenvolvido pelo Grupo de Pesquisa em Engenharia de Software da UTFPR Câmpus Ponta Grossa. Durante o processo de testes foram realizados vários casos que permitiram melhorar a qualidade do produto, minimizando a quantidade de erros que poderiam ser encontrados pelos usuários finais e diminuindo o custo de manutenção.

Palavras-chave: Teste de software, Plano de teste, Teste estrutural, Subframework, Análise semântica.

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IT SERVICE FINANCIAL MANAGEMENT: A STUDY ON THE APPLICATION OF THE ITIL PROCESS IN AN OIL AND GAS COMPANY

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The Information Technology Infrastructure Library (ITIL) has been a major framework for IT Service Management and it has been adopted by several organizations worldwide. The ITIL defines a set of processes, including the Financial Management, which is responsible for budgeting, accounting and charging the IT services. Although it is an important process, there is not too much literature about this process and its adoption by companies. Thus, this article analyzes and describes the Financial Management model proposed by ITIL and, from an example-case, executed in an oil and gas industry, verifies its practical application. The analysis of the library indicates the ITIL Financial Management is essential for the appropriate identification and management of the IT service costs, contributing for financial savings, while the analysis of the organization suggests the process needs to be well adapted for producing the expected benefits.

Keywords: IT Service Management. ITIL. IT Financial Management.

GERENCIAMENTO FINANCEIRO DE SERVIÇOS DE TI: UM ESTUDO SOBRE A APLICABILIDADE DO PROCESSO ITIL EM UMA INDÚSTRIA DO SETOR DE ÓLEO E GÁS

A Information Technology Infrastructure Library (ITIL) tem se destacado como modelo de boas práticas para gerenciamento de serviços de TI, tendo sido adotada por várias organizações em todo mundo. A ITIL define uma série de processos, dentre os quais está o Gerenciamento Financeiro de TI, responsável pelo orçamento, contabilização e cobrança dos serviços de TI. Apesar de sua importância, observa-se uma lacuna na literatura sobre o este processo e sua utilização pelas empresas. Desta forma, este artigo analisa e descreve o modelo de Gerenciamento Financeiro proposto pela ITIL e, a partir de um caso-exemplo, realizado em uma indústria do setor de óleo e gás, verifica sua aplicabilidade prática. A análise da biblioteca indica que o modelo de Gerenciamento Financeiro de TI proposto pela ITIL é essencial para a identificação e gestão apropriadas dos custos associados aos serviços de TI, possibilitando a obtenção de ganhos financeiros, enquanto que a análise da organização sugere que o processo precisa ser bem adaptado para produzir os benefícios esperados.

Palavras-chave: Gerenciamento de Serviços de TI. ITIL. Gerenciamento Financeiro de TI.

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MANAGEMENT OF PROJECTS WITH OPEN SOURCE WEB APPLICATION

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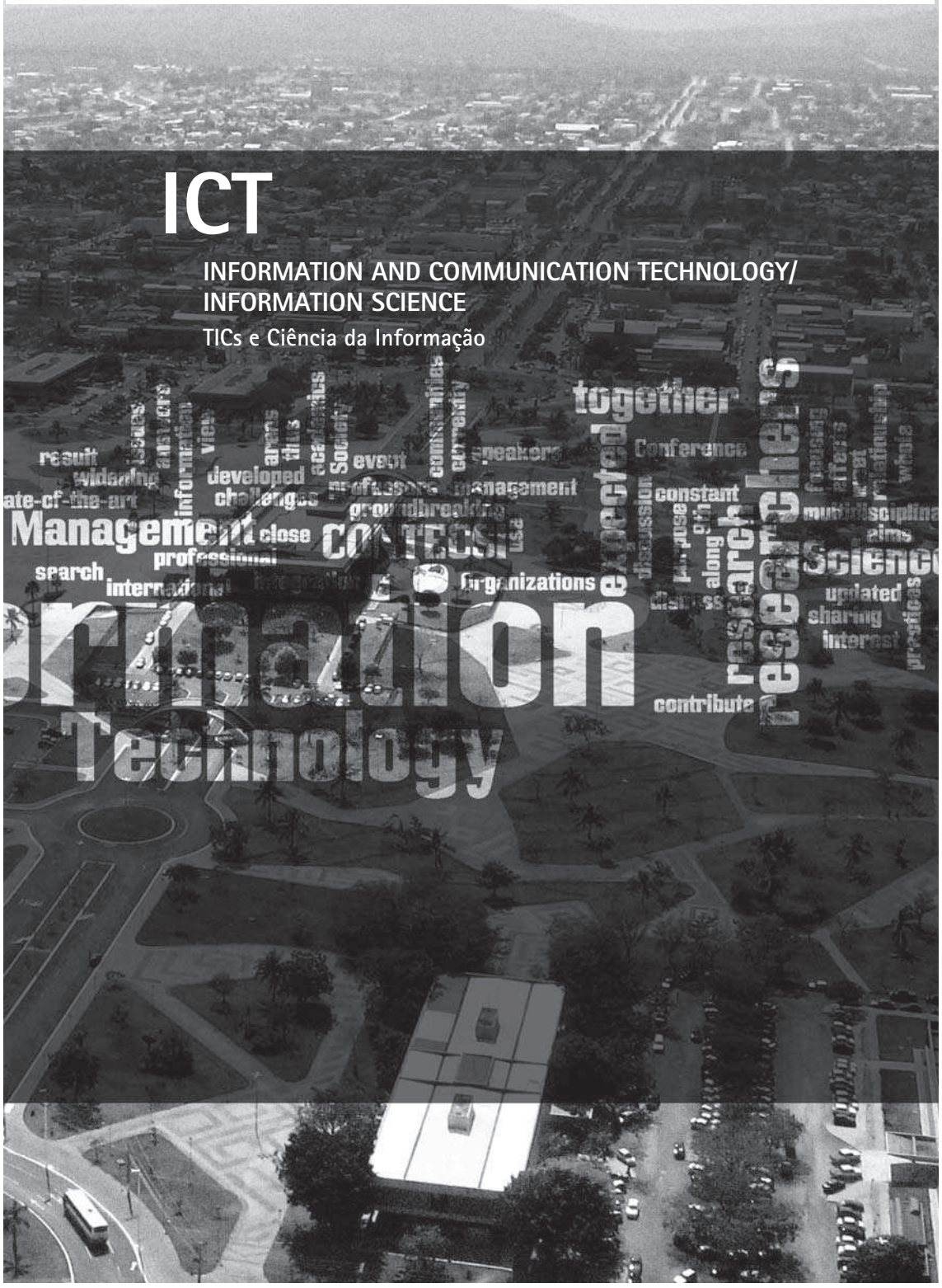
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Due to the highly competitive industry exists in software development and the quest for increasing product quality, project managers are required to adopt postures increasingly linked to meeting quality requirements and desires of its customers. The work aims to assist project developers in the management and improvement in its processes, in order to bring higher quality, making them capable of being more competitive. For this, we constructed a user-friendly web applicationfor management of the entire process of developing a project, providing quality into the process. In this context, were incorporated into the tool project managementpractices that help managers and employees to meet particular needs andconstraints and are still considered and specific features that the whole processneeds.

Keywords: Web Application, Project Management, Process Quality, Open Source.

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NEW PUBLIC MANAGEMENT AND FUNCTIONAL ILLITERACY: AN ANALYSIS IN PERSPECTIVE OF USERS OF INFORMATIONS
João Carlos Hipólito Bernardes Nascimento
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THE KNOW-HOW IN THE FRANCHISE AND ITS IMPACT ON THE PRODUCTION PROCESSES IN LATIN AMERICA AGAINST THE WORLD ECONOMIC CRISIS
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NEW PUBLIC MANAGEMENT AND FUNCTIONAL ILLITERACY: AN ANALYSIS IN PERSPECTIVE OF USERS OF INFORMATIONS

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The NPM allowed the development of innovations that promoted the quality, efficiency and effectiveness in public management. Based in Contingency Model of Lüder (1992), in which the changes implemented in the public sector suffer influences of contextual variables (socio-political and administrative factors), we tested the relationship between functional illiteracy (INAF) and the degree of disclosure of information (ITMI) that assist in social control. It was found empirically a positive and significant relation at a level of 0.01 between the level of disclosure and greater functional literacy of the population, ie in capitals with the highest level of functional illiteracy exists a lower degree of information disclosure. Thus, it is possible to conclude that the functional illiteracy is an unfavorable condition for implementing the NPM innovations impacting the process demand and utilization of information and, therefore, in monitoring of the performance of the public administration.

Keywords: New Public Management (NPM), Contingency Model, functional illiteracy.

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THE KNOW-HOW IN THE FRANCHISE AND ITS IMPACT ON THE PRODUCTION PROCESSES IN LATIN AMERICA AGAINST THE WORLD ECONOMIC CRISIS

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Latin America is a region with major geopolitical developments in franchising as a way to start a business, flexibility of their legal control mechanisms that allow a healthy economy in terms of region, cases such as Mexico, Brazil, Argentina, Chile, Among others that have bet on the know-how in the new knowledge processes, given the global economic crisis that does not respect countries or continents. This trend accelerated with the passage of time and of course more in Latin American countries seeking to expand within the continent. Against this are developed first world economies such as USA and Europe which have recently been hit by the economic crisis that today are suffering from cases several factors including the Latin American immigrants, and without further alternatives for workers living in those countries. Recall that the U.S. is the country with the largest number of franchisees around the world; it spread to countries in the continent and into Mexico and Brazil, Mexico 9 out of 10 franchises performed well compared to traditional companies that have a 70% closing before their second year of life. Provide methods and processes of knowledge with new technologies and new challenges for understanding and application of knowledge in globalized economies through the Know-How, used as an essential tool for technology transfer, and useful in international trade to describe existing knowledge.

Keywords: Latin America, know-how, production processes, economic crisis, international markets.

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QUALITY INFORMATION: DIVERGENCE IN UNDERSTANDING AND CONCEPTUAL PROPOSALS FOR NEWBUILDINGS

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The information as a product of interpretation has certainly built a dubious question, especially with regard to subjectivity - as well as the very subject of quality, satisfaction and dealing with the perception of each individual. The concept "Information Quality", as discussed in the literature reveals that this is a notion vague and unclear, although it was quite close to the common-sense understanding. This article aims to focus the discussion on ways to approach the literature of the concept of quality information in an effort to prove limitations and challenges for the theoretical construction of the concept, followed by investigation of dimensions for the evaluation and measurement of quality in the field from the point of view of both the conceptual and practical technology developer and the user of the information and finally a test of the models proposed for understanding the concept in practice.

Keywords: Information Quality, Marchand, Bachelard.

QUALIDADE DA INFORMAÇÃO: DIVERGÊNCIAS NO ENTENDIMENTO E PROPOSTAS DE NOVAS CONSTRUÇÕES CONCEITUAIS

A informação como produto da interpretação tem certamente uma questão dúbia embutida, principalmente no que se refere à subjetividade - assim como o próprio tema da qualidade, que trata da satisfação e a percepção de cada indivíduo. O conceito "Qualidade da Informação", tal como é abordado na literatura, revela que se trata de uma noção vaga e imprecisa, situando-se muito próxima ao entendimento do senso comum. Este artigo tem o objetivo de focalizar a discussão nas formas de abordagem na literatura do conceito Qualidade da Informação, no esforço de se revelar limitações e desafios para a construção teórica do conceito, seguida pela investigação de dimensões para a avaliação e mensuração de Qualidade em campo, do ponto de vista conceitual e prático tanto do desenvolvedor tecnológico como do usuário da Informação e finalmente pelo teste de um dos modelos propostos para entendimento do conceito de forma prática.

Palavras-chave: Qualidade da Informação, Marchand, Bachelard.

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APPLICATION OF INDICATORS WEBOMETRICS IN POST-GRADUATE COURSES IN ENGINEERING RECOMMENDED BY THE CAPES

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This study aims to identify, through the application of webometric indicators, which Post-Graduate Courses in Engineering recommended by the Coordination of Improvement of Higher Personnel Education (CAPES) in Brazil stand out in the web space, in relation to the communication process and dissemination of scientific information in the academic environment. For this, we analyzed the structures content of the sites, the use, through the conduct of investigations and searches, the quality of information available, as well as the structure of existent hypertexts in the sites of this universe of search. The tools and methodologies adopted for this study are: search engines (Google, Yahoo), Mapper software (Xenu Link Sleuth) and analysis software and visualization of networks (and Ucinet6 NetDraw). Webometric indicators are also used, such as size of the web sites, visibility, web impact factor, brightness and density of the network. These instruments provide a brief analysis and evaluation for this webometric study. Therefore, from the incursion of the literature used, it appears that there are many advantages of using this type of metric study in the so called Information Society. The obtained results could identify which post-graduate courses in engineering has a better availability of their information on the Web, as well to define which of these courses stands out in relation to the use of their information, which has been outstanding in respect to its impact factor and which offers a greater number of links that serve as a source of information for its users, contributing, in its turn, with the navigability of the same network. In summary, it is asserted that the webometric study presents promising results, which are able to achieve the proposed objectives, as well as identify the factors that contribute significantly to the good visualization of these sites in the network, thus helping the spread of information and scientific communication through the use of the Web.

Keywords: Metric study. Webometrics. Post-Graduation. Engineering.

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INTEGRATED SEARCH SYSTEM AND METADATA HARVESTING USING THE INTEROPERABILITY PROTOCOLS OAI-PMH AND SRU: A PROPOSAL FOR A CENTRALIZED PORTAL FOR ACADEMIC AND SCIENTIFIC CONTENT

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This work describes the implementation of an integrated search system and metadata harvesting from the use of metadata schema and interoperability protocols used in the academic and scientific context for the acquisition and dissemination of information, such as library catalogs, digital repositories, virtual libraries, among others. The main objective of this system is to provide of a uniform search interface that allows the recovery of content from different remote repositories and that directs the user to where the original information can be found, possibly complete content, so as to provide to the users a more comprehensive search system as well as expand the dissemination of information.

Keywords: Integrated search system. Interoperability protocols. Metadata schema. OAI-PMH. SRU.

SISTEMA INTEGRADO DE BUSCA E COLETA DE METADADOS UTILIZANDO OS PROTOCOLOS DE INTEROPERABILIDADE OAI-PMH E SRU: UMA PROPOSTA PARA UM PORTAL CENTRALIZADOR DE CONTEÚDO ACADÊMICO E CIENTÍFICO

O presente artigo descreve a implementação de um sistema integrado de busca e coleta de metadados a partir da utilização de padrões de metadados e protocolos de interoperabilidade presentes nos sistemas de informação utilizados pelos meios acadêmico e científico para aquisição e disseminação de informações, como catálogos on-line de bibliotecas, repositórios digitais, bibliotecas virtuais, dentre outros. O principal objetivo deste sistema é a disponibilização de uma interface uniforme de busca que permita a recuperação de conteúdo proveniente de diversos repositórios remotos e que direcione o usuário ao local onde a informação original pode ser encontrada, possivelmente em conteúdo completo, de modo a proporcionar aos usuários um sistema de busca mais abrangente, assim como ampliar a disseminação de informações.

Palavras-chave: Sistema integrado de busca. Protocolos de interoperabilidade. Padrões de metadados. OAI-PMH. SRU.

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THE PURPOSE OF THE USE OF A FOREIGN TRADE' SIMULATOR SOFTWARE IN THE HIGHER EDUCATION OF TWO UNIVERSITIES FROM SANTA CATARINA

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The fact of being able to simulate a real environment makes attractive the company's games and simulators and be well accepted by the students. The main focus of our study is the purposes of these games and the main goal is to recognize the professor's purpose when applies company's games with simulators, in the Foreign Trade's graduation, of two Higher Education Institutions from Santa Catarina. The methodology is: concerning the objectives, exploratory research; concerning the procedures, study case; concerning the problem's approach, qualitative research. Beside there are four main purposes of the company's games with simulators, based on the literature, the professors quote with more emphasis only two of them: to increase knowledge and to develop abilities. Then, more studies will be need about this subject, but in the professor's perspective of how to use the company's games and simulators and the consequences on the learning of the students.

Keywords: Foreign Trade; Higher Education; Purposes of the Company's Games; Professors; Simulations.

A FINALIDADE DO USO DE UM SOFTWARE SIMULADOR DE COMÉRCIO EXTERIOR NO ENSINO SUPERIOR DE DUAS UNIVERSIDADES DE SANTA CATARINA

O fato de poder simular um ambiente real torna atrativa a ferramenta jogos de empresas e simuladores, que é bem recebida pelos alunos do ensino superior. É as finalidades desses jogos o foco principal do estudo e seu objetivo é reconhecer a finalidade que o professor busca ao aplicar jogos de empresas com simulador, no curso de Comércio Exterior de duas Instituições de Ensino Superior de Santa Catarina. Tem por metodologia: quanto aos objetivos: pesquisa exploratória; quanto aos procedimentos: estudo de caso; quanto à abordagem do problema: pesquisa qualitativa. Apesar de serem quatro as principais finalidades para o uso de jogos de empresa com simulador, baseadas na literatura, os professores citam com maior ênfase apenas duas delas: ampliar conhecimento e desenvolver habilidades. Assim, são necessários mais estudos sobre como o professor percebe a utilização desses jogos de empresas e simuladores, em sala de aula, e as conseqüências de sua aplicação na aprendizagem dos alunos.

Palavras-chave: Comércio Exterior; Ensino Superior; Finalidades de Jogos de Empresas; Professores; Simulações.

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OPEN ARCHIVE INITIATIVES AND FEDERATED INFORMATION SYSTEMS: FUNDAMENTALS OF INFORMATION ARCHITECTURE FOR DATA ANALYSIS FROM THE PORTAL OF SCIENTIFIC LITERATURE IN COMMUNICATION SCIENCES UNIVERCIENCIA.ORG

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Open Archive Initiatives movement through the protocolo OAI-PMH, has allowed the production of federated digital libraries that provide wide aggregation of scientific production, creating conditions for the construction of important databases that enable the development of bibliometric research, scientometric, social network analysis and other modes of analysis. As a privileged means for evaluating and identifying patterns of information production in different scientific communities a federated digital library has been used like a source to study these communities. The construction of these databases involves several steps starting by the way information should be structured by local libraries, shared in a network environment and synthesized in order to ensure an integrated view of information. Relevant questions about the quality of such data directly impact on the possibilities of scientific analysis. We present here the foundations of how that information architecture has been implemented in the construction of the portal Univerciencia.org, focused on the scientific production of the Science of Communication, as well as the technologies involved, the ways of structuring metadata and the first results of analyzes of the data collected and their metadata quality.

Keywords: digital libraries, federated systems, OAI-PMH repositories open, scientometrics, bibliometrics.

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THE BORDER BETWEEN INFORMATION SYSTEMS AND COGNITIVE SCIENCES. AN INVESTIGATION FROM THE PERSPECTIVE OF THE CONCEPTUAL MIGRATION

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Studies on Information Systems, due to its long border discipline, often find themselves grappling with concepts that migrate between their border areas, especially when researchers appropriating concepts from cognitive science. Migration conceptual part of the scientific work and serve as a catalyst for continuous evolution of knowledge that deepens on itself, can often run the risk of altering the meaning and compromise the communication of knowledge. In order to investigate the dynamics of these migrations were analyzed articles published in national and international information systems in order to understand the concepts of ownership from the Cognitive Sciences, as a methodology using the fundamentals of Discourse Analysis. The articles analyzed, is determined that, when Information Systems researchers appropriating concepts of Cognitive Sciences, rely primarily on principles of autopoiesis, connectionism and classical psychology into a ring, under the interdiscourse, which leads to a deformation of the concepts, conceptual characterized as eclecticism. Such migrations occur in the form of simulation, through which concepts are structured, with the guidelines of the knowledge areas that are added to form the core concept.

Keywords: Information Systems, Cognitive Science, Conceptual Migration

A FRONTEIRA ENTRE SISTEMAS DE INFORMAÇÃO E CIÊNCIAS COGNITIVAS. UMA INVESTIGAÇÃO SOB A ÓTICA DA MIGRAÇÃO CONCEITUAL

Os estudos sobre Sistemas de Informação, devido à sua extensa fronteira disciplinar, se veem frequentemente às voltas com conceitos que migram entre as suas áreas limítrofes, especialmente quando os pesquisadores se apropriam de conceitos oriundos das Ciências Cognitivas. As migrações conceituais fazem parte do trabalho científico e servem como catalisador da evolução incessante do conhecimento que se aprofunda sobre si mesmo, podendo, muitas vezes, incorrer no risco de alterar o seu sentido e comprometer a comunicação do conhecimento. Como forma de investigar a dinâmica destas migrações, foram analisados artigos publicados em periódicos nacionais e internacionais de Sistemas de Informação com o objetivo de compreender a apropriação de conceitos oriundos das Ciências Cognitivas, utilizando como metodologia os fundamentos da Análise do Discurso. Pelos artigos analisados foi possível constatar que, quando os pesquisadores de Sistemas de Informação se apropriam de conceitos das Ciências Cognitivas, recorrem fundamentalmente aos princípios da Autopoiese, do conexionismo e da psicologia clássica em forma de aliança, no âmbito do interdiscurso, o que leva a uma deformação dos conceitos, caracterizada como ecletismo conceitual. Tais migrações ocorrem sob a forma de simulacro, por meio do qual os conceitos são estruturados, tendo como diretrizes áreas do conhecimento que se agregam para formar o conceito central.

Palavras-chave: Sistemas de Informação, Ciências Cognitivas, Migração Conceitual

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USABILITY IN INFORMATION SCIENCE: AN ANALYSIS OF SCIENTIFIC PRODUCTION

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The article presents the results of a survey that aimed to characterize the scientific production on Usability published in Brazilian journals in the field of information science between the years 1993 to 2010. It analyses 18 journals, and contains only six of these production on the subject. We identified 12 articles related to the usability issue. Analyzes the articles in terms of: authors cited, subject / user type studied, nature / type of research and methodological approach adopted, data collection instrument used.

Keywords: Scientific production. Usability. Electronic Journal.

USABILIDADE NA CIÊNCIA DA INFORMAÇÃO: UMA ANÁLISE DA PRODUÇÃO CIENTÍFICA

O artigo apresenta os resultados de uma pesquisa que objetivou caracterizar a produção científica sobre Usabilidade publicada em periódicos brasileiros da área de Ciência da Informação entre os anos de 1993 a 2010. Analisa 18 periódicos, sendo que destes apenas seis contém produção científica sobre o tema. Identificaram-se 12 artigos relacionados com o tema Usabilidade. Analisa os artigos em termos de: autores citados, sujeitos/tipo de usuário estudado; natureza/tipo de pesquisa realizada e abordagem metodológica adotada; instrumento de coleta de dados utilizado. Conclui que a produção científica sobre Usabilidade na área da Ciência da Informação ainda é escassa.

Palavras-chave: Produção científica. Usabilidade. Periódico eletrônico.

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INFORMATION AND COMMUNICATION TECHNOLOGIES IN EDUCATION: A BIBLIOMETRIC STUDY IN THE PERIOD OF 1997-2011

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This study has the objective to identify the most researched themes, works and authors in the Brazilian context on thesis and dissertations about Information Technology and Communication (ITC). It was applied a bibliometric research in 24 thesis and dissertations that were published at the Brazilian Digital Library of Thesis and Dissertations (DLTD). It was analyzed the most quoted works and also used the theme's content analysis. The first study appeared in 2002, some thesis at the education area. The most quoted work is by Manuel Castells "A galáxia da internet: reflexões sobre internet, os negócios e a sociedade". The most quoted authors were Manuel Castells, Michael Moore, Pierre Lévy, Maria Luiza Belloni e Greg Kearsley. The theme with most numbers of studies was the use of new ITC in teaching. Other studies related formation and profile of the professor and projects implementation from the distance education. It is suggested the deepening of the studies about the teaching-learning process on national and international works.

Keywords: Information Technology and Communication. Bibliometrics. Thesis and dissertations. Teaching. Distance Education.

TECNOLOGIAS DA INFORMAÇÃO E COMUNICAÇÃO NO ENSINO: UM ESTUDO BIBLIOMÉTRICO DO PERÍODO DE 1997-2011

Este estudo objetiva identificar temas, obras e autores mais pesquisados no contexto brasileiro em teses e dissertações sobre a temática de Tecnologias da Informação e Comunicação (TICs). Realizou-se uma pesquisa bibliométrica em 24 teses e dissertações publicadas na Biblioteca Digital Brasileira de Teses e Dissertações (BDTD). Realizou-se análise das obras mais citadas e de conteúdo do tipo temática. O primeiro estudo surgiu em 2002, uma tese na área da educação. A obra mais citada é de Manuel Castells "A galáxia da internet: reflexões sobre internet, os negócios e a sociedade". Os autores mais citados são Manuel Castells, Michael Moore, Pierre Lévy, Maria Luiza Belloni e Greg Kearsley. A temática com maior número de estudos foi o uso das novas TICs no ensino. Outros estudos relacionaram perfil e formação do professor e implantação dos projetos de educação a distancia. Sugere-se o aprofundamento de estudos sobre processo de ensino-aprendizagem em estudos nacionais e internacionais.

Palavras-chave: Tecnologias da Informação e Comunicação. Bibliometria. Teses e dissertações. Ensino. Educação a Distância.

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PREDICTION OF PROTEIN BACKBONE STRUCTURE BY PREFERENCE CLASSIFICATION WITH SVM

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Given the primary sequence of a protein and its □-carbon coordinates, the all-atom protein backbone reconstruction problem (PBRP) is to reconstruct the 3D coordinates of all atoms, including N, C, and O atoms on the backbone. A variety of methods for solving PBRP have been proposed, such as Adcock's method, SABBAC, BBQ, and Chang's methods. In this paper, we involve BBQ (Backbone Building from Quadrilaterals) and Chang's method as our candidate prediction tools. Then, we apply a tool preference classification with support vector machine (SVM) to determine which tool is more suitable for solving PBRP. According to the preference classification result, a proper prediction tool, either BBQ or Chang's method, is used to construct the atom of the target protein. Thus, after combining the results of all atoms, the backbone structure of the target protein is reconstructed. The three data sets of our experiments were extracted from CASP7, CASP8, and CASP9, which consists of 29, 24, and 55 proteins, respectively. The data sets contain only the proteins composed of standard amino acids. We improve the average RMSDs of BBQ results from 0.3955 to 0.3835 in CASP7, from 0.4437 to 0.4313 in CASP8, and from 0.4133 to 0.3691 in CASP9.

Keywords: bioinformatics, protein, backbone prediction, RMSD, SVM

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CHARACTERISTICS OF SCIENTIFIC PRODUCTION ON GOVERNMENTAL TRANSPARENCY PUBLISHED IN INTERNATIONAL JOURNALS

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Because the scope and importance that the issue government transparency is gaining transparency in recent years, this study aimed to identify, through a bibliometric study the characteristics of the studies in this field. For this we used 55 articles on the topic in the base Web of Science, and we identified that the majority of studies were published in the United States (46%), followed by England (19%). In addition, 54% of authors who write on the subject are linked to American institutions and 16% are linked to English institutions. Important to note the emergence of authors linked to institutions in South Africa, Holland and Denmark. The most productive research institution was the University of California (5 articles), followed by Harvard (4 items) and the University of Copenhagen (3 articles). The most productive authors were Alt, Lassen and Stasavage with three items each, while the most frequently cited were Alesina, Cukierman, Besley, Persson and Franzese, all with more than one hundred citations each. The paper most reported was Faust (2001) and the keyword moreused was information, followed by transparency.In post-crisis periods there is an increase in research on the subject and the co-citation networks are very dynamic due to the fact that no area of knowledge has so far appropriated the theme of this issue of research.

Keyword: Government Transparency. Bibliometrics. Social Network.

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AN EXPLORATORY STUDY ON CONVERGENCE IN ICT USING PATENT ANALYSIS

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Since the 1990s, information and communication technology (ICT) has been perceived as the critical technology for economic development, and the ICT industry itself has been growing exceptionally fast. Moreover, technology convergence in ICT has received particular attention. ICT innovations diffuse into existing products and thus come to form a new integral part of the goods. This is an exploratory research to examine technology convergence of supply side as a firm level in ICT sector using International Patent Classification (IPC) of 43,636 sample patents from 1998 to 2008. This study finds degree of merge and relationships between different technology domains through association rule mining of patent co-classification. This type of analysis helps companies to take strategies under the environment of technological trajectory change.

Keyword: technological convergence, information and communication technology (ICT), patent, international patent classification (IPC), co-classification, association rule mining

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EFFICIENCY OF USE AND SATISFACTION OF USER: USABILITY DESIGN OF THE SITE

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It is research that aims to investigate the usability of the portal of the Federal University of Paraiba (UFPB) in the perception of the pre-final year students of undergraduate programs in Computer Science and Library of that institution. It brings in the attributes of usability: efficiency of use and subjective satisfaction. It shows the relation between the interdisciplinary areas of Information Science and Computer Science, establishing a dialogue with the user studies and usability studies. The research is descriptive of the type under qualitative and quantitative methodological approaches. Its research subjects the pre-final year students of undergraduate programs in Computer Science and Library UFPB. Used for data collection, research literature and printed online, questionnaire and interview. As a method of data analysis, using the descriptive analysis of general and specific categories. As a result, characterizes the profile of the students surveyed by categories such as gender, age, duration of use of information systems, experience in using information systems, Internet access locations, frequency of Internet access and purpose of Internet use. With regard to the results on the usability of the portal UFPB, shows that it offers a quality of use, allowing users to have levels of productivity in performing their tasks, and demonstrates that the investigated group was satisfied with the portal, however, is aware that this show need revise its interface and functionality. It concludes by pointing out that when developing any project site, is essential to consider the perception / user experience envisioning it as a fundamental part in the development of an interface design.

Keywords: Usability. Efficiency of use. Subjective satisfaction. Site UFPB.

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INFORMATION SECURITY APPLY ON MOBILE DEVICES WITH FOCUS TO BLUETOOTH TECHNOLOGY

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The rising use of mobile devices to exchange information exposes them significantly, making them enable to be intercepted by many different ways. It is with this problem in mind, grounded on exhaustive literature research, that this article has as main purpose to highlight the potential problem of tiny mobile security (as well as reveal some infect methods / ways to break into a device) and propose some actions to be taken by people to protect themselves from the rising cybercrimes, focusing on Bluetooth technology.

Keywords: Information Security, Mobiles, Bluetooth.

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EDUCATION MEDIATED BY INFORMATION TECHNOLOGY AND COMMUNICATION: AN EMPIRICAL INVESTIGATION OF THE PERFORMANCE OF DISTANCE EDUCATION VIA WEB

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Abstract: Advances in information and communication technology have influenced macro educational strategies of public and private institution, considering policies and guidelines focused on distance education in the Institutional Development Plan. In this sense, in the higher education public institutions, Distance Education - DE develops the construction of knowledge from a simple transmission of information through hypermedia and the Internet to an entrepreneurial model of strategic governance based on cooperation between organizational network for education, information technology and communication. So, the use of flexible organic structures aiming to elevate the efficiency and effectiveness teaching learning process through functional expertise usage and skills techniques of their human resources becomes essential. In this context, then, from an empirical research applied to 110 students of a teacher training course for developing subject content, in the form of distance education, in the State University of Goias – Brazil, we evaluate from the perception of student, the performance of the system of distance education via web, with regard to teaching methodology, teaching materials, multimedia resources and mentoring.

Keywords: Distance Education. Quadrupole Method. Distance Education. Information Technology and Communication.

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GENERALIZATION APPLIED TO INFORMATION ORGANIZATION IN RELATIONAL MODELS

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Based on the fundamental ideas of the development of relational models the paper presents the principle of generalization proposed by McGee (1959) applied to the organization of information. Original and traditionally used in the processing of information, generalization offers a number of benefits to the development of systems including ease of maintenance, software reuse and reducing in costs. After the explanation of some of the advantages of the widespread application by information processing, the application of this concept to the organization of information - specifically regarding the process of data modeling - is discussed. Advantages of this application are presented, including the flexibility and stability of the model, low maintenance over time and the consequent significant reduction in costs. Further studies of this application based on concepts covered in information science are suggested, especially in relation to the organization and use of information.

Keywords: Generalization. Computer Science. Data Modeling. Information Science. Organization of Information.

O PRINCÍPIO DA GENERALIZAÇÃO APLICADO À ORGANIZAÇÃO DA INFORMAÇÃO NOS MODELOS RELACIONAIS

Retomando ideias fundamentais do desenvolvimento de modelos relacionais, o artigo apresenta o princípio da generalização proposto por McGee (1959) aplicado à organização da informação. Original e tradicionalmente utilizada no processamento de informações, a generalização oferece uma série de benefícios para o desenvolvimento de sistemas, entre eles a facilidade de manutenção, reutilização de programas e consequente redução de custos. Após a explicitação de algumas vantagens da aplicação da generalização ao processamento de informações, é discutida a aplicação desse conceito à organização da informação – especificamente em relação à modelagem de dados. São discutidas as vantagens dessa aplicação, entre elas a flexibilidade e estabilidade do modelo, a baixa manutenção ao longo do tempo e consequente redução significativa de custos. Sugere-se o aprofundamento deste estudo a partir de conceitos tratados na Ciência da Informação, principalmente em relação à organização e uso da informação.

Palavras-chave: Generalização. Modelagem de Banco de Dados. Organização da Informação. Ciência da Computação. Ciência da Informação.

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SCIENCE EDUCATION: THEORY AND PRACTICE

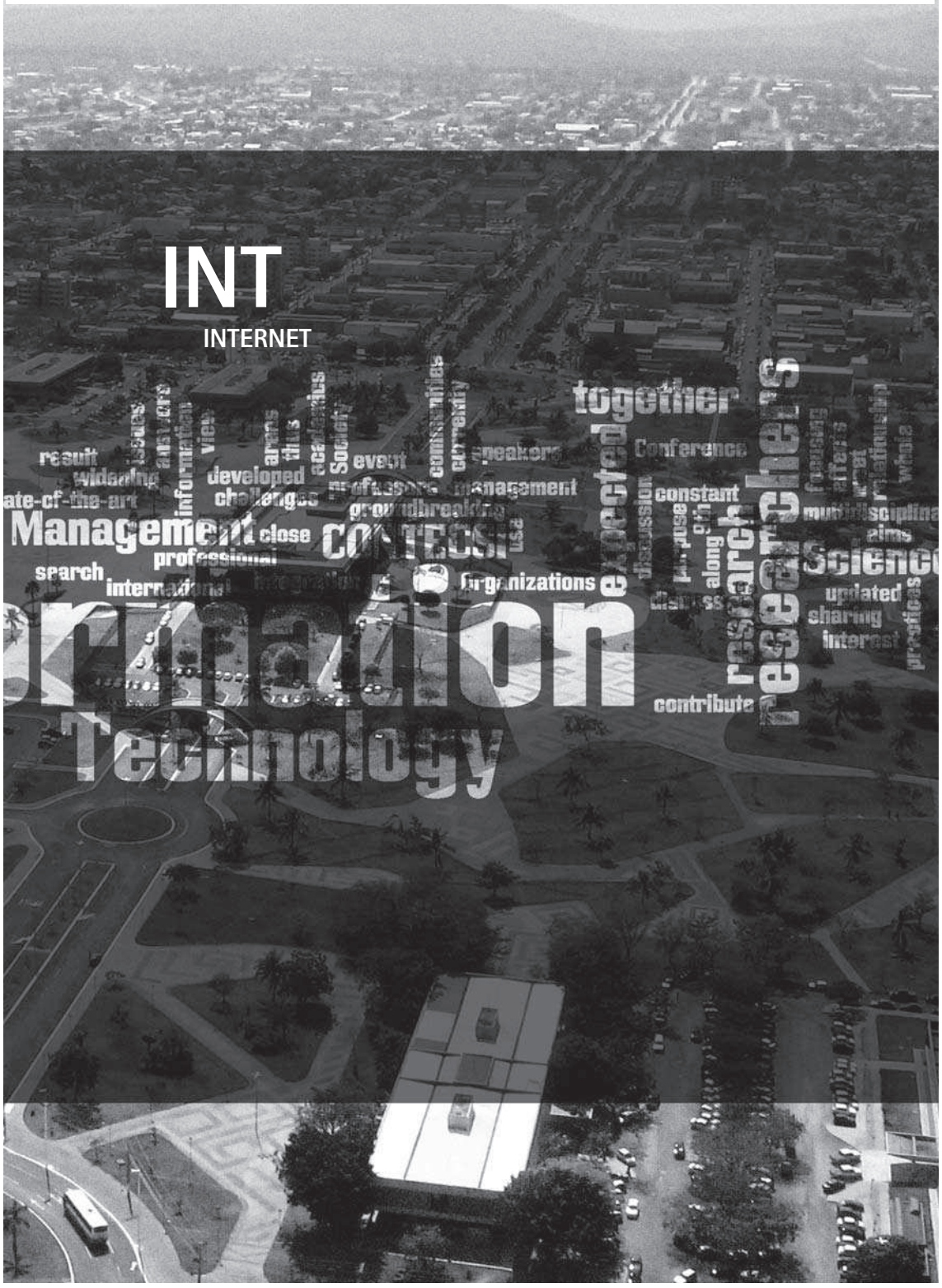
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This article deals with the evolution of teaching methods. A team of physicists, lead by A. Oliveira, developed and elaborated didactic material and scientific experiments, backed by available technologies at the Science Island Labs ("Laboratorio Ilha da Ciência"), to be passed in classroom (elementary, secondary school, undergraduate and graduate courses), aiming at turning the laws of physics more understandable, entertaining and attractive, transmitting scientific knowledge in everyday language. Devices and equipments are exhibited in Science Fairs and similar events. Note that a great deal of the success of this methodology is due to the fact that the experiments are interactive and original.

Keywords: education, science, technology, science popularization.


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Science



Internet

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ANALYSIS OF CONNECTIVITY LEVEL OF IPV4 INTERNET VS NEXT GENERATION IPV6 "ISLAND" IN BRAZIL

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The "new" IPv6 with 128bits addresses hugely expands the address space to allow the growing Internet, provides integrated support to mobility, is more secure and has auto configuration. Despite all these advertised benefits, the IPv6 is a recent protocol and its practical adoption on the Internet is not representative in numbers and not even operationally. Besides, IPv6 is a different one protocol than IPv4 and these two are not compatible each other, requiring the adoption of techniques to make feasible the communication between the IPv4 and IPv6 "islands". It is in this context that this paper presents a methodology to assess the Internet connectivity in Brazil through three stages: (i) Traditional IPv4, (ii) 6in4 Tunnel and (iii) IPv6.

Keywords: IPv6, IPv4, Internet, Connectivity

ANÁLISE DO NÍVEL ATUAL DE CONECTIVIDADE DA INTERNET IPV4 VS "ILHA" IPV6 DE PRÓXIMA GERAÇÃO NO BRASIL

O "novo" IPv6 com endereços de 128bits expande imensamente o espaço de endereçamentos para permitir o crescimento da Internet, provê suporte integrado a mobilidade, é mais seguro e possui mecanismos de autoconfiguração. Apesar de todos esses benefícios anunciados, o IPv6 é um protocolo recente e sua adoção prática na Internet ainda é pouco representativa em termos numéricos e principalmente operacionalmente. Além disso, o IPv6 é um protocolo diferente do IPv4 e ambos não são compatíveis, o que requer a adoção de técnicas para viabilizar a comunicação entre as "ilhas" IPv4 e IPv6. É nesse contexto que esse artigo apresenta uma metodologia que foi utilizada para avaliar o nível de conectividade da Internet no Brasil em três estágios: (i) IPv4 Tradicional, (ii) Túnel 6in4 e (iii) IPv6.

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TECHNOLOGY FOR TRAINING DELIVERY: CURRENT ISSUES

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Technology has been increasingly used in education, especially in corporate education, or training. Many organizations started adopting online options for their human resources development as an opportunity to reduce costs and expand training to employees who were not able to attend a traditional course. This growth is due to the improvement of technology (bandwidth, browsers etc.) and the availability of a large number of software for distance learning, like platforms, podcasts makers, video makers and so on, many of which being free. Nevertheless, some issues have not been appropriately addressed, such as the effectiveness, strengths and weaknesses of these training programs. This paper aimed to discuss in a critical way the effectiveness and impact of training and development programs, considering the online, technology enhanced, model. For that, the research has a qualitative approach, which includes interviews with online courses coordinators and faculty in Brazil. In doing so, we analyzed the advantages and disadvantages for online training, such as the higher flexibility, lower costs, trainee's pro-activity and business' improvement (advantages) and lack of social contact and inability of studying alone (disadvantages) among others.

Keywords: technology for training delivery; corporate training; online education; performance; effectiveness

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RELATIONSHIP MARKETING: CUSTOMER LOYALTY AND THE INTERNAL MARKETING OF ORGANIC PRODUCTS INDUSTRY

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The purpose of this study was to analyze the results and present the statistical programs of employment relationship marketing in its tracks: Loyalty Programs and Programs Endomarketing in a specific branch of the agribusiness sector, the organic products. In preparing the study was the exploratory research used to develop and clarify the theoretical concepts related to the topic, observational research to raise the companies producing organic market and questionnaires with open and closed questions to identify the profile of the programs Loyalty programs and Endomarketing they use. Were investigated in the survey 12 companies, 24 companies in the survey by observation in supermarket chains, and thus a convenience sample. It can be concluded with the analysis of the results that the Relationship Marketing, in its Customer Loyalty Programs and Endomarketing is employed by industries processing organic products. The types of loyalty programs offered by the more organic products industries were the Consumer Service Center (SAC), disclosure of revenue, merchandising and tips from health professionals. The types of programs are offered Endomarketing: organizational culture, behavior, and organizational climate change, bulletin boards, books, newspapers and pamphlets, quality of life, training and product merchandising. Thus, one can say that there is a higher incidence of the use of loyalty programs compared to programs endomaketing industries surveyed.

Keywords: Relationship marketing. Endomarketing. Customer Loyalty. Organic Products. Agribusiness Marketing

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THE INTERNET AS AN AGENT OF TRANSFORMATION OF THE RELATIONSHIP BETWEEN COMPANIES AND CUSTOMERS: A CASE STUDY OF DEPLOYMENT OF E-BUSINESS AND WEB 2.0 IN A COMPANY FROM THE MANUFACTURING AND SERVICES INDUSTRIES

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Through enabling the connection in networks of the economic agents (companies, suppliers, partners and customers), the internet led to important changes in the business environment. Vertical production arrangements are increasingly being replaced by network arrangements, facilitated by the practice of business transactions through the internet, also known as e-business. Social media, based on the concepts of collaboration and participation, has been forcing the companies to review their marketing and customer relationship strategies; the new scenario requires more frequent and deeper interaction with customers, which have been significantly empowered. Information technology (IT) has an important role in supporting this transformation process. The article explores how companies deal with e-business and social media technologies, with focus in their relationship with customers, and how IT has been involved. Initiatives from a manufacturing and services company in e-business and social media are discussed in a case study.

Keywords: internet, e-business, web 2.0, social media, customer relationship.

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MISUSE OF THE INTERNET BY STUDENTS IN HIGHER EDUCATION: REASONS AND MOTIVATIONS FOR PLAGIARISM

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This panel aims to discuss the reasons presented by higher education students to justify the misuse of the internet in their academic activities, which may be recognized when parts of works are copied or even when entire works or papers from a different authorship are downloaded and delivered to faculty as an original work. The research has started in 2005 and by now 1.236 students from six different institutions were researched, in diverse areas in Brazil, Argentina and Mexico. We observed that most of the students (exception to UAS Mazatlán – Mexico students – 63% admit plagiarism) deny they had ever delivered ready works downloaded from the internet as original works for the course's assessment activities (only about 40% admit plagiarism). However, when asked about the possible reasons for that behavior, students point out the following causes: lack of time, laziness, convenience, irrelevance of the activity, lack of interest, perception that the teacher will not be rigid in the corrections, overload of activities, desperate for grade, perception that the ready content on the Internet is superior to that he could be able to develop himself etc. The reason cited most frequently by students of all institutions is the lack of time, followed by ease or convenience to get content already developed. The study follows in development, being in use in Portugal and contacts have already started to apply also in Cuba and in Toluca, Mexico, and other public and private institutions in Brazil.

Keywords: Internet, higher education, plagiarism, student´s behavior

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STRATEGIC ALIGNMENT AND BUSINESS PROCESS AUTOMATION USING BPMS SUITE TECHNOLOGY AND ARCHITECTURE: PAYROLL IMPLEMENTATION

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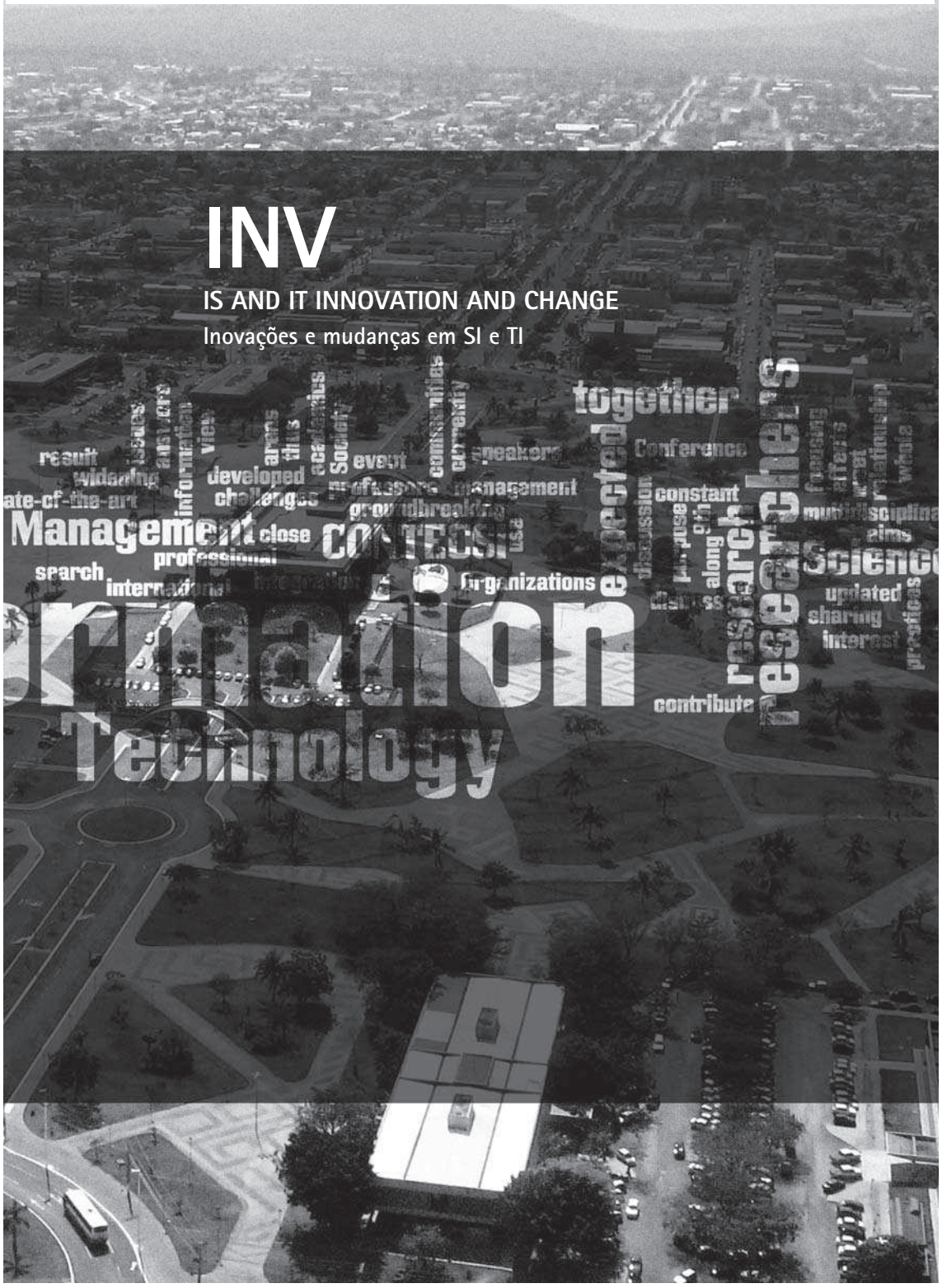
Companies increasingly need to know your business processes and be prepared for rapid changes that the market currently provides. To this end, organizations must be able to improve their business processes and to understand both the operational level and the strategic one, making it possible to meet the goals and targets set. This article proposes to assess how companies can align and automate business processes using BPM Architecture and Technology as a competitive differentiator. It began a study to consolidate the concepts of strategic alignment, business process management, business process automation and BPM architecture. Then, it was presented a case study showing an analysis of a payroll process from the strategic alignment to the use of a BPMs suite. Finally, the conclusion relates to the main results based on this analysis.

Keywords: BPM Technology and Architecture, Strategic Alignment, Business Process Automation.

ALINHAMENTO ESTRATÉGICO E AUTOMAÇÃO DE PROCESSOS DE NEGÓCIOS UTILIZANDO TECNOLOGIA E ARQUITETURA DE SUITE BPMS: IMPLEMENTAÇÃO EM FOLHA DE PAGAMENTO

As empresas, cada vez mais, necessitam conhecer seus processos de negócios e estar preparadas para as mudanças rápidas que o mercado atualmente proporciona. Para tanto, as organizações devem ser capazes de melhorar os seus processos de negócios e o entendimento entre o nível operacional e o estratégico, tornando-se possível o cumprimento dos objetivos e metas estabelecidos. Este artigo propõe-se a avaliar como as empresas poderão alinhar e automatizar os processos de negócios utilizando Tecnologia e Arquitetura de BPM como diferencial competitivo. Iniciou-se um estudo para consolidar os conceitos sobre alinhamento estratégico, gestão de processo de negócio, automação de processo de negócio e arquitetura de BPM. Em seguida, apresentou-se um estudo de caso, demonstrando uma análise de processo de folha de pagamento desde o alinhamento estratégico até a utilização de uma suite BPMS. Finalmente, a conclusão apresenta os principais resultados obtidos com base na análise.

Palavras-chave: Tecnologia e Arquitetura de BPM, Alinhamento Estratégico, Automação de Processo de Negócios.


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Inovações e mudanças em SI e TI
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Conference
Management
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close
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search
result
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Society
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sharing
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IS and IT Innovation and Change
Inovações e mudanças em SI e TI

THE EFFECT OF COLLABORATION ON KNOWLEDGE CREATION AND PRODUCTION OF GOODS
Igor Pires Soares
Marta Macedo Kerr Pinheiro
Bruna Camargos Avelino

PROJECT MANAGEMENT MATURITY: A STUDY IN FIRMS OF SOFTWARE FOR DIGITAL GAMES IN THE CITY OF SÃO PAULO
Maria Cristina Pereira Pimentel
Keysa Manuela Cunha de Mascena
Cesar Alexandre de Souza
Fernando Carvalho de Almeida

TAX INCENTIVES FOR TECHNOLOGICAL INNOVATION: DISCLOSURE AND ACCOUNTING RECOGNITION BY PUBLIC COMPANIES IN BRAZIL
Joshua Onome Imoniana
Rinaldo Nery dos Santos
Anisio Cândido Pereira

SERVICES THAT INCORPORATE KNOWLEDGE IN THE TELECOMMUNICATION SECTOR PRODUCTION CHAIN
Alair Helena Ferreira

INFORMATION TECHNOLOGY USED STRATEGICALLY IN REGIONAL RETAIL: A CASE STUDY
Kelen F. S. Marques
Julio Cezar Mairesse Siluk
Charlene Dalcol

CHARACTERISTICS OF OPEN INNOVATION: CASE STUDIES APPLIED IN INDUSTRIAL ENTERPRISES
Gislaine Cristina Viana
Clause Catozzo Guimarães
Marcio Antonio Hirose Fedichina
Sergio Gozzi
Leandro José Morilhas, Collab.

RESEARCH FORUM

THE INTERACTION BETWEEN THE INSTITUTE OF SCIENCE AND TECHNOLOGY AND INDUSTRY: THE STRATEGIC CONTEXT FOR DEVELOPMENT PROJECTS
Antonio Ramalho de Souza Carvalho
Ligia Maria Soto Urbina
José Henrique de Sousa Damiani

"STRONG ARM BRIGADE": A BRAZILIAN ARMY PROJECT BASED ON COMPLEX INFORMATION SYSTEMS
José Carlos Cavalcanti
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RANKING BRAZIL INDEX OF INNOVATION (IBI) IN THE INDUSTRIAL ACTIVITIES AND EXTRACTS FROM THE REGION SOUTH OF BRAZIL
Fernanda Kreuzberg
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Viviane Theiss
Nelson Hein

COMPETITIVE ADVANTAGE ACHIEVED BY USING THE FREE SOFTWARE AND LOW COSTINTERACTIVE WHITE-BOARD
Ivo Pedro Gonzalez Junior
Fábio Madureira Garcia

TIME MANAGEMENT: A COMPARATIVE STUDY OF THE MAIN METHODOLOGIES SOFTWARE-BASED USED IN THE DEVELOPMENT OF SCHEDULES FOR THE PROJECT MANAGEMENT OF TECHNOLOGICAL INNOVATION
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THE EFFECT OF COLLABORATION ON KNOWLEDGE CREATION AND PRODUCTION OF GOODS

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This work presents different forms of large scale collaboration from the perspective of technology, biomedicine, social mobilization and economy. The importance of events like the press evolution, World War II, the post-war years, and the digital revolution of the late twentieth and early twenty-first century is demonstrated through the study of the collaboration history. It analyses the activities, organizational structures and evolution of collaborative projects geographically dispersed and culturally diverse such as Free and Open Source Software projects, the Human Genome Project, the Navdanya International and Amazon's business model. Technological, economic and social impacts on the production of goods and creation of knowledge are evaluated from the analysis of those distinct forms of collaboration. Finally, key elements essential for the viability of collaborative projects are determined, enabling them to take advantage of technology in order to achieve their goals.

Keywords: Collaboration. Wikinomics. Open source. Free software. Globalization.

O EFEITO DA COLABORATIVIDADE NA PRODUÇÃO DOS BENS E NA CONSTRUÇÃO DO CONHECIMENTO

Neste trabalhado são apresentadas diferentes formas de colaboratividade em grande escala sob a ótica da tecnologia, biomedicina, mobilização social e economia. Por meio de um estudo do histórico da colaboratividade é demonstrada a importância de acontecimentos como a evolução da imprensa, a Segunda Guerra Mundial e o pós-guerra e a revolução digital do fim do século XX e início do século XXI. São analisadas as atividades, estruturas de organização e evolução de projetos colaborativos geograficamente dispersos e culturalmente diversos, como projetos de Software Livre e Código Aberto, o Projeto Genoma Humano, a Navdanya International e o modelo de negócios da Amazon. A partir da análise dessas formas de colaboratividade são avaliados os impactos tecnológicos, econômicos e sociais na produção dos bens e na construção do conhecimento. Por fim, são determinados elementos chaves necessários para a viabilização de projetos colaborativos globais que possam usar a tecnologia a seu favor.

Palavras-chave: Colaboratividade. Wikinomics. Código aberto. Software livre. Globalização.

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PROJECT MANAGEMENT MATURITY: A STUDY IN FIRMS OF SOFTWARE FOR DIGITAL GAMES IN THE CITY OF SÃO PAULO

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This study aimed at verifying the level of project management maturity of firms of software for digital games in the city of São Paulo through a multiple case study with five firms. The methodological approach was descriptive and exploratory, using the maturity model Prado-MMGP questionnaire and conducting semi-structured interviews with managers of the surveyed firms. As result, it was found a degree of maturity compatible with levels two and three of the model, indicating the use of project management methodologies. It was considered that this result may be due to a combination of factors including the profile of the owners of the firms, the size of the firms, the adoption of the Scrum methodology and the intended use of the games developed.

Keywords: Digital Games; Software; Management; Project; Maturity.

MATURIDADE EM GERENCIAMENTO DE PROJETOS: UM ESTUDO EM EMPRESAS DE SOFTWARE DE JOGOS DIGITAIS NA CIDADE DE SÃO PAULO

Este estudo teve o propósito de verificar o nível de maturidade em gerenciamento de projetos das empresas de jogos digitais da cidade de São Paulo mediante um estudo de casos múltiplos com cinco empresas. A abordagem metodológica foi descritiva e exploratória, usando-se o questionário de maturidade do modelo Prado-MMGP e conduzindo-se entrevistas semi-estruturadas com gestores das empresas pesquisadas. Como resultado, encontrou-se um grau de maturidade compatível com os níveis dois e três do modelo, indicando o uso de metodologias de gerenciamento de projetos. Considerou-se que este resultado pode ser decorrente de uma combinação de fatores incluindo o perfil dos proprietários das empresas, o porte das empresas, a adoção da metodologia Scrum e a finalidade de uso dos jogos produzidos.

Palavras-chave: Jogos Digitais; Software; Gerenciamento; Projeto; Maturidade.

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TAX INCENTIVES FOR TECHNOLOGICAL INNOVATION: DISCLOSURE AND ACCOUNTING RECOGNITION BY PUBLIC COMPANIES IN BRAZIL

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The aim of this study was to assess certain bones of contention concerning Tax Incentives for Technological Innovation: Disclosure and accounting Recognition held by Public Companies in Brazil during implementation of IFRS/11,638. Since the promulgation of the Brazilian corporate Law nº11,638 in 2007, a milestone in convergence with the international financial reporting standards, points dealing with taxes and technology amongst others still draw attention of the academics. This research borrows a leaf from aforementioned by adopting as exploratory-descriptive approach to analyze the reports from the financial statements published by publicly traded corporations in Brazil. Also, the technique of content analysis was applied to perform qualitative analysis on the said financial report. The critical theory and analysis carried out supports the grounds that companies surveyed are still influenced by tax rules, and some of these meets the disclosure requirements suggested by current accounting standards, specifically CPC07- Grants and Government Assistance. Finally, this study presents an adjusted proposal of financial statements as a contribution for future studies evolving the need for norms, presentation of templates for accounting and booking tax incentives.

Keywords: Accounting; Tax Incentives; Technological Innovation; Government Grants; IFRS.

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SERVICES THAT INCORPORATE KNOWLEDGE IN THE TELECOMMUNICATION SECTOR PRODUCTION CHAIN

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This article' main goal is to discuss the Knowledge Intensive Business Services (KIBS), from the standpoint of service companies belonging to the telecommunications sector, particularly to the fixed and mobile telephony segment. The several analyzed companies in this research perform activities such as software development, including cellphone applications, consulting services to the telecommunications operators and even hardware suppliers that perform services of high added value. From this group of interviewed companies this work discusses the existence and nature of SPICs in Brazil in this sector and maps the national and foreign companies within it, verifying which niche each occupies in the market. The work was developed an empirical research was made with firms from several States and not only with a quantitative character, but also qualitative, to understand the dynamics of these firms. The results of this doctorate work show that a large percentage of firms that innovated through investments in R&D - also understood here as engineering and development of new software - and used a qualified work force. Other characteristics of KIBS were also observed, such as the high interaction with the market and research institutes as well as between multinational and local enterprises. The research confirmed the importance of personnel qualification to develop innovations, showing clearly a greater average participation of graduates, masters and doctors in the R&D areas of the firms that have innovated. The existence of KIBS in the telecommunications sector in Brazil, not only as a phenomenon of outsourcing pre-existing rotine activities in enterprises of in this sector, was, therefore, confirmed.

Keywords: KIBs (Knowledge Intensive Business Service), Telecommunication, Technological Innovation, Services Industries.

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INFORMATION TECHNOLOGY USED STRATEGICALLY IN REGIONAL RETAIL: A CASE STUDY

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Greater efficiency in business processes, internal or external, makes retail organizations to be even more competitive in the search of improvement and innovation to keep their customers. These improvements generate competitive advantages by the intensive use of information technology (IT). In this context this study aims to analyze the tools used in a network of regional electronic sector in order to check which ones lead to competitiveness and contribute to innovation, checking the benefits and difficulties obtained with its use. The search procedures, is characterized as a descriptive bibliographic and qualitative as nature, being a case study of exploratory character, held on five regional electro-electronics store in the Rio Grande do Sul, applied through semi structured interviews – with its five managers. The results found allow an understanding of the positive action provided by the correct use of its tools, check the position of managers in relation to the use of these tools; identify some shortcomings in the process and drive proposals for actions in order to correct them. In addition, it appears that the tools can be used strategically because they increase competitiveness and promote innovation on this subsidiary and consequently on the other ones, for they use the same tools.

Keywords: Retail; Information technology; Competitiveness; Innovation; Strategy.

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CHARACTERISTICS OF OPEN INNOVATION: CASE STUDIES APPLIED IN INDUSTRIAL ENTERPRISES

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The theme open innovation deals with a quite new subject, related to interaction between company and individual organizations looking for competitiveness through innovatory open and specific structures development. This paper means rising mainly characteristics involved in innovation model development and the mainly obstacles in its implementation. Thus, it was elaborated a descriptive and exploratory research through two cases study from organizations adopt open innovation as a tool for competitive advantage. The collected data allowed analysis elaboration that resulted in correlation to the proposed objectives. So, it was gotten two dimensions, aiming to explain the problem in this study, which means, the implementation of open innovation and her major advantages The results show that the open or closed innovative process development must be widely considered by the organizations, aspects related to cultural fit, to the cooperation mechanism among collaborators, new perspective development of competition and relationship in the supply chain (suppliers, clients and others), are fundamental supporting elements for competitive level. Considering the great importance of the subject to company's reflection when choosing its strategic position in market, and how it will be characterized by the innovative process.

Keywords: Innovation Management; Open and Closed Innovation.

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THE INTERACTION BETWEEN THE INSTITUTE OF SCIENCE AND TECHNOLOGY AND INDUSTRY: THE STRATEGIC CONTEXT FOR DEVELOPMENT PROJECTS

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This paper describes how an Institution of Science and Technology (IST) uses the management of its projects to provide technologies to the industry. The paper focuses on the context of developing Booster Vehicle Survey - 30 and System Navigation and Control for Unmanned Aerial Vehicles. The study occurred between 2010 and 2011 and consists of reviewing the on competence, innovation and technological capabilities literature, and on the reading of reports that the defense aerospace section and of the IST projects. In the research concludes that IST acts as responsible for providing solutions for the development of sensitive technologies in partnerships with the production sector, development agencies, military forces and the government itself, as opposed to the mere use of imported technologies. The IST also encourages the integration of military programs in science, technology and innovation with universities and civil research centers, generating technological capabilities.

Keywords: Innovation, Unmanned Aerial Vehicles, Booster Vehicle Survey.

A INTERAÇÃO ENTRE A INSTITUIÇÃO CIENTÍFICA E TECNOLÓGICA E A INDÚSTRIA: O CONTEXTO ESTRATÉGICO DE DESENVOLVIMENTO DE PROJETOS

Este artigo descreve como uma Instituição Científica e Tecnológica (ICT) utiliza o gerenciamento de projetos para prover tecnologias para a indústria, delineando o estudo para o contexto do desenvolvimento do Veículo de Sondagem Booster – 30 e do Sistema de Navegação e Controle para Veículos Aéreos não Tripulados. O estudo realizado entre 2010 e 2011 consiste na revisão de literatura referente a competências, inovações e capacitações tecnológicas, e na leitura de relatórios que tratam do setor aeroespacial de defesa e dos projetos da ICT. Conclui-se que a ICT atua como responsável em prover soluções para o desenvolvimento de tecnologias sensíveis em parcerias com o setor produtivo, instituições de fomento, Forças Militares e o próprio governo, em contraposição à simples utilização de tecnologias importadas, bem como estimula a integração dos programas militares de ciência, tecnologia e inovação com as universidades e os centros de pesquisa civis, gerando capacitações tecnológicas.

Palavras-chave: Inovação, Veículo Aéreo não Tripulado, Veículo de Sondagem Booster.

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"STRONG ARM BRIGADE": A BRAZILIAN ARMY PROJECT BASED ON COMPLEX INFORMATION SYSTEMS

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This paper aims to make a brief presentation of the main conceptual elements of the information systems of the Strong Army Brigade Project (SABP), a Brazilian Army (BA) Project developed by contract through the Centro de Estudos e Sistemas Avançados do Recife- C.E.S.A.R., and a project that has multiple dimensions, which deals basically with: a) the deployment of the BA, within the national territory, to attend possible demands from events of great magnitude that will occur from 2013 (2013 Confederation Cup, 2014 World Football Cup, 2015 Americas Cup, 2016 Olympic and Para-Olympic Games); and, b) attending the occurrence of public calamities with intense impact over the population, such as floods and large periods of droughts that imply the deployment of the Army due to its high coordination capacity, as well as its proximity to the affected regions. In this way, the paper presents a brief discussion of the emergence of the SABP in its international and national contexts, followed by the introduction of the its structural steps and main modeling information systems components, which will lead to the development of the basic and executive projects of its operational phase after one year.

Keywords: JEL Classification: F52- National Security; H56 - National Security and War; H84 - Disaster Aid; M15- IT management; O32- Management of technological innovation and R&D.

doi: 10.5748/9CONTECSI2012/RF-501

RANKING BRAZIL INDEX OF INNOVATION (IBI) IN THE INDUSTRIAL ACTIVITIES AND EXTRACTS FROM THE REGION SOUTH OF BRAZIL

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The objective of the study aims to identify the ranking of Brazil Innovation Index of industrial and extractive activities are operated in southern Brazil. The design of this research is characterized as a descriptive study, with documentary research procedure, and a quantitative approach to the problem. Initially we collected data available on the web site relating to the technological innovations PINTEC the years 2000, 2003, 2005 and 2008, and calculated the Brazil Index of Innovation - IBI, states located in southern Brazil. In a further analysis, performed a ranking called AHP to identify the industrial and extractive activity for the three states that stood out. The results tell the descriptive analysis that the highest IBI was characterized for the states of Rio Grande do Sul, Parana and Santa Catarina respectively, as compared the highlights among the industrial activities in sequential order provides the manufacture of machinery and equipment, activity in manufacturing food products and other activities. Through the AHP ranking method, we found that the most innovative activities are classified respectively by the manufacture of food products, followed by the activity of manufacturing of machinery and equipment and other activities, reflecting the economic characteristics and innovation in Southern country.

Keywords: Brazil Index of Innovation; Business and Extractive Industrial; Technological Innovation

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COMPETITIVE ADVANTAGE ACHIEVED BY USING THE FREE SOFTWARE AND LOW COSTINTERACTIVE WHITE-BOARD

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The contemporary historical moment depicts an era of profound changes in all areas of knowledge, culture and social life. In these transformations it is clear that increasing innovations are emerging in the recent years at accelerated rates and with numerous applications in various industries. The main objective of this paper is to analyze the application of construction and the interaction through low-cost digital white-board and the use of free software. This is a way of increase the use of computerized systems and thus enable a gain in attractiveness and productivity, creating an alternative business model with economic and competitive advantages got through cost and innovation. The interactive white-board allows the teacher to integrate various techniques in any environment. This teacher / student interaction done through educational software narrows the distance between the student and the learning process. The survey results shows that there are several benefits of using this tool, such as interactivity, student concentration and interest. It also explains how to reduce investment in educational resources, as utilizes an alternative of digital white-board components of low cost.

Keywords: Competitive Edge. FreeSoftware. Interactive whiteboard. Low Cost. Innovations.

DIFERENCIAL COMPETITIVO ALCANCADO COM A UTILIZAÇÃO DO SOFTWARE LIVRE E LOUSA INTERATIVA DE BAIXO CUSTO

O momento histórico contemporâneo retrata uma era de profundas transformações em todas as áreas do conhecimento, da cultura e da vida social. Nestas transformações percebe-se que crescentes inovações vem surgindo nos últimos anos em proporções aceleradas, com inúmeras aplicações em diversos setores. O objetivo principal deste artigo é analisar a aplicação da construção e interação através da lousa digital de baixo custo e uso de software livre. Assim é dinamizado o uso de sistemas informatizados, e dessa forma viabilizar um ganho em atratividade e produtividade, criando um modelo alternativo de negócios com vantagens econômicas e competitivas concretas através dos custos e da diferenciação. A lousa interativa permite ao professor a integração de diversas técnicas em qualquer ambiente. Essa interação professor/aluno é feita através de softwares educacionais estreitando o aluno ao seu aprendizado. Os resultados da pesquisa evidenciam que existem vários benefícios do uso desta ferramenta, destacando-se a interatividade, concentração e interesse. Também explana como a redução de investimento, por ser uma alternativa de lousa interativa de componentes pequenos e de baixo custo.

Palavras-chave: Diferencial Competitivo. Software Livre. Lousa Interativa. Baixo Custo. Inovação.

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TIME MANAGEMENT: A COMPARATIVE STUDY OF THE MAIN METHODOLOGIES SOFTWARE-BASED USED IN THE DEVELOPMENT OF SCHEDULES FOR THE PROJECT MANAGEMENT OF TECHNOLOGICAL INNOVATION

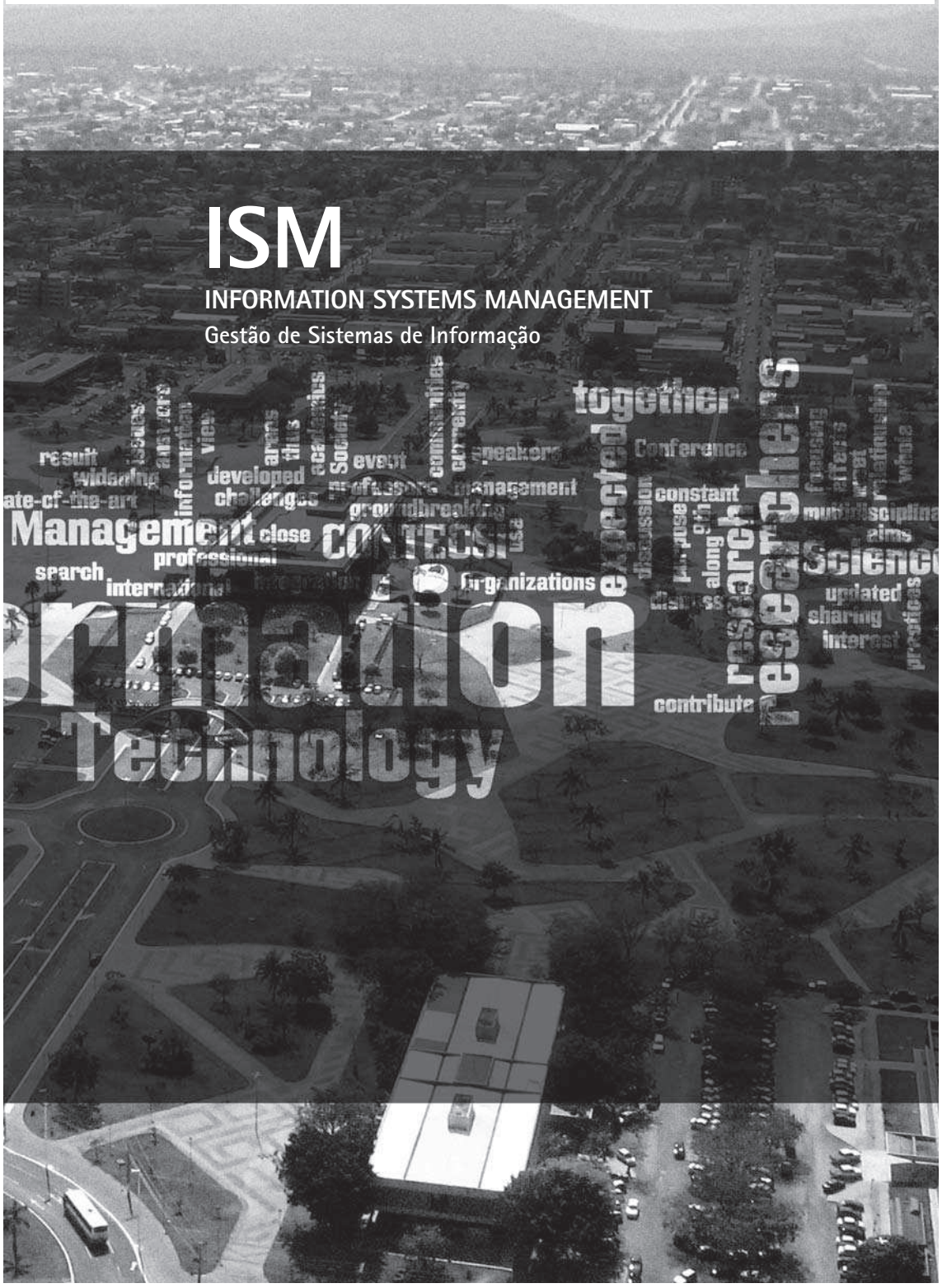
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The time management is among the most important topics in the project management, according to the Project Management Institute - PMI. Elaborate and follow a schedule in the implementation of a project is a major challenge for managers. This paper presents a study about the consequences of the implementation of software-based methodologies for estimating the duration of a project, in the process of modeling a schedule within the time management. The presented research is qualitative, bibliographical, exploratory and documental. The results show that, depending on their features and assumptions, applies a methodology can cause some variety of impacts. It is a consequence due to the expected duration of the project, which remains very similar. It was possible conclude that, from the definition of the role of resources, however, the differences in the estimated duration of the project undergo little variation.

Keywords: Project Management. Time Management. Project Schedule.


ISM
INFORMATION SYSTEMS MANAGEMENT
Gestão de Sistemas de Informação
together
Conference
Management
Technology
organizations
contribute
researchers
Science
search
close
professional
constant
updated
sharing
interest
developed
challenges
result
event
management
speakers
currently
Society
aims
this
issues
information
views
discussion
purpose
along
usa



Information Systems Management
Gestão de Sistemas de Informação

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Lolowah R. Alssum
Basit Shahzad

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Marcio Aurélio Ribeiro Moreira
Claudio Henrique da Costa
Fabiano Teodoro Cunha
Collaborator:Eduardo Mauricio Zalamena

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SELECTION OF EFFICIENT EVALUATION FUNCTION FOR OTHELLO

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Computer games have made themselves important increasingly with time. The intelligence level of these games has improved and humans have been defeated several times by the game engines like 'Chess', 'Go', 'Othello' and 'Checkers'. 'Time per move' and 'number of win/lose' are two different yardsticks and are used to measure the effectiveness of the evaluation functions used to implement the game. This paper is concentrated on finding the most efficient evaluation function for Othello. Extensive experimentation (approaching to 144,000 experiments collectively) has been done to measure the effectiveness of each evaluation function. The online engine is capable of playing the game up-till ten levels but in this paper we are covering the comparisons up to level 4. By making the comparisons based on the time, complexity, wins and draws it is easy to vindicate or reconsider the choice of evaluation function. After thorough experimentation it is proved that 'Standard Weighted Piece Counter (S-WPC)' is the best strategy among available with respect to its efficiency.

Keywords: Othello evaluation functions, Othello experiments, Othello engine intelligence

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THE CASE OF INCA´S NATIONAL BANK OF TUMORS MANAGEMENT SYSTEM (SISBNT) FROM BRAZIL

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Information Technologies can present new possibilities for cancer research, offering tools that integrate data from different sources. This article´s objective is to describe and analyze the system developed for the management of National Bank of Tumors (SISBNT), emphasizing its role for technology innovation management of the Instituto Nacional do Câncer (INCA) from Brazil. It is a qualitative study, with a descriptive and a exploratory natures, based on case study and participative observation methods. The results demonstrate that the SISBNT implementation is contributing to improve the quality of cancer treatment and also to support the organization´s effort to integrate basic, translational e clinical research.

Keywords: Information technology, Tissue bank, Health management, R&D, Translational research

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ENTERPRISE SOFTWARE NEGOTIATION PROCESS INFLUENCE FACTORS UNDER SYSTEM VENDOR PERCEPTION

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In the latest decades, major investments in enterprise software can be seen due to the increasing complexity of organizations and the market itself. Software acquisition is influenced by several intangibles, which end up hindering the use of traditional techniques of financial analysis based on projected cash flows. Given this condition, this study is aimed to identify the possible factors of influence in the negotiation of enterprise software vendors according to their perception. A unique case study has been developed where five experts working in the negotiation of different technologies such as ERP (enterprise resource planning,) SOA (Service-Oriented Architecture), CRM (customer relationship management), CPM (corporate performance management) and BI (business intelligence) were interviewed. The analysis of interviews was conducted by means of discourse analysis (DA) which allowed the relationship of 13 factors that may influence the negotiation of enterprise software, a grouping of the common as well as the identification of these factors both positively and negative during the negotiation process.

Keywords: Enterprise software; acquisition; selection; factors; influence.

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INFORMATION SYSTEMS IN METAL-MECHANIC SECTOR OF ITAJUBÁ

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The strategic partnerships among companies in the same supply chain require a high level of commitment and dependence. Information technology (IT), among others, is a way to connect businesses to the external environment, to promote interaction among the business sectors and to improve the access to information to support decision-making. The information system (IS), used as a direct communication channel in this kind of partnership, is the base to implement an efficient management structure. In this context, this article aims to present the IS features of metal-mechanic sector in Itajubá, MG. To this end, a questionnaire was applied to these companies in order to get the required information. The main conclusion is that companies in the metal-mechanic sector in Itajubá realize the importance of information system to improve its strategic competition.

Keywords: Information Systems, Supply Chain, Information Technology, metal-mechanic, management.

SISTEMAS DE INFORMAÇÃO NAS EMPRESAS DE ITAJUBÁ

As parcerias estratégicas estabelecidas entre empresas da mesma cadeia de suprimentos impõem um alto nível de comprometimento e dependência. A tecnologia da informação (TI), entre outros, é um meio para ligar as empresas ao ambiente externo, propiciar a interação entre os setores da empresa e melhoria no acesso a informações para auxiliar a tomada de decisões. Os sistemas de informações (SI) utilizados como canal direto de comunicação neste tipo de parceria é propício à implementação de uma estrutura eficiente de gerenciamento. Neste contexto, o artigo procura apresentar as características referentes aos SI das empresas do setor metal-mecânico de Itajubá. Para este fim, foi realizada pesquisa de campo através da aplicação de questionários junto a estas empresas. Como principal conclusão, tem-se que as indústrias do setor metal-mecânico em Itajubá percebem a importância do uso tanto de TI's quanto SI's no gerenciamento eficaz dos seus relacionamentos no seu micro ambiente de atuação.

Palavras-chave: Sistemas de Informação, cadeia de suprimentos, tecnologia da informação, metal-mecânico, gerenciamento.

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A LITERATURE REVIEW ON THE MAIN FACTORS THAT CONTRIBUTE TO ESCALATION IN INFORMATION SYSTEMS PROJECTS

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This article presents a literature review regarding runaway projects or escalating projects comparing the existing texts with the Brazilian cultural environment. The main theories that explain escalation are analyzed and compared. Additionally, the main recommendations are consolidated in order to support its use in practice.

Keywords: Escalation, Project Escalation, Project Management, Runaway Projects, Problematic Projects.

UMA REVISÃO DA LITERATURA ACERCA DOS PRINCIPAIS FATORES QUE CONTRIBUEM PARA O AGRAVAMENTO (ESCALATION) DE PROJETOS DE SISTEMAS DE INFORMAÇÃO

Este artigo apresenta uma revisão da literatura acerca de projetos intermináveis ou em condição de agravamento, contrapondo a literatura existente com o ambiente cultural brasileiro. As principais teorias que explicam o agravamento são analisadas e comparadas. Adicionalmente, suas principais recomendações são consolidadas para facilitar sua aplicação prática.

Palavras-chave: Agravamento, Agravamento de Projetos, Gestão de Projetos, Projetos Intermináveis, Projetos Problemáticos.

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THE DECISION-MAKER IN SANTA CATARINA'S TEXTILE CLUSTER: FOUNDATIONS FOR A SYSTEMATIC AND INTEGRATIVE MODEL

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Companies do not have tools which allow tacit knowledge employed by managers in strategic decision making to be stored and reused in order to automate strategic decisions. Thus, the objective of this work is the draft of a decision maker model from the integration of Competitive Intelligence with Information and Knowledge Management. The draft of this model aims to bring together concepts that can be applied to automate decision-making at a strategic level. As for the methods was applied a questionnaire with closed and one open question to information technology managers of large textile companies in the state of Santa Catarina (Brazil) to raise their understanding in relation to Competitive Intelligence, Information Management, Knowledge Management and Decision Making. Yet, the questionnaire aimed to survey the rules used by managers in decision-making to support the outline of the proposed decision-maker model. As a contribution this work presents a small result in the potential automation of strategic level decision-making within organizations.

Keywords: Decision Making, Knowledge Management, Competitive Intelligence

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DATABASE MANAGEMENT SYSTEMS (DBMS) AND HORIZONTAL PARTITIONING IN TABLES: PERFORMANCE ANALYSIS IN A STEEL COMPANY

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This work analyses the performance of a production database in a steel company, before and after the implementation of a partitioning technique named horizontal partitioning. This technique was applied in a system named Manufacturing Execution Systems (MES). These information and communication systems are responsible for maintain the data of the production processes in an organization. Considering the evolutionary and permanent feature of the organizational data, as the time pass, the database management systems that maintain e control these data suffer a great descent of performance, affecting directly the customers' response time. From the analysis of the obtained results, it was possible to realize that the horizontal partitioning is a process, that, in fact, contributes to improve the performance of high volume tables, despite the increase of the size that the partitioned tables will have in the hard disks.

Keywords: Data. Information. Database. Horizontal Partitioning. Otimization.

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HEURISTIC EVALUATION: A COMPARISON WITH THE USER PERCEPTION

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The tests and usability reviews have, besides other things, the goal of providing users, usable systems and, consequently, better quality. However, these activities still have barriers to implementation, either by cost, runtime and, mainly, by disbelief from some developers in their effectiveness. This article presents the results of a survey conducted with users of the Sistema de Boletins e Alterações (SisBol), whose questions were based on the usability problems found by heuristic evaluation, with the goal of measuring the degree of perception of the user. The result showed that the average of the responses obtained from users corresponded largely with the degrees of severity measured in heuristic evaluation, indicating, in this case, the effectiveness of the methodology.

Keywords: Heuristic Evaluation, Brazilian Army, Bulletin System.

AVALIAÇÃO HEURÍSTICA: UMA COMPARAÇÃO COM A PERCEPÇÃO DO USUÁRIO

Os testes e avaliações de usabilidade têm, entre outros, o objetivo de oferecer aos usuários, sistemas usáveis e, consequentemente, de melhor qualidade. No entanto, essas atividades ainda encontram barreiras em sua realização, seja pelo custo, tempo de execução e, principalmente, pela descrença de alguns em sua eficácia. Este artigo apresenta os resultados de uma pesquisa realizada com os usuários do Sistema de Boletins e Alterações (SisBol), cujas questões foram baseadas nos problemas de usabilidade detectados por uma avaliação heurística, com o objetivo de se mensurar o grau de percepção do usuário. O resultado demonstrou que a média das respostas obtidas dos usuários correspondeu em grande parte com os graus de severidade mensurados na avaliação heurística, indicando, neste caso, a eficácia da metodologia.

Palavras-chave: Avaliação Heurística, Exército Brasileiro, Sistema de Boletim.

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THE REDUNDANCY IMPLIED IN THE TRADITIONAL RELATIONAL MODEL: A BRIEF INTRODUCTION TO ESSENTIAL MODELING

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This paper discusses the possibility of redundancy implied of information present in several models created from traditional techniques of computer science. The classic texts of some of the main theories on relational models are revisited and some essential points to avoid this kind of redundancy are analyzed. The sequence of presentation of the theoretical foundation purposely follows a reverse chronological order because the most important point is to clarify the understanding of some of the basic ideas to create these models. It presents the Entity-Relationship Model (1975), the Relational Model (1969), the issue of data independence in relation to the computational structure (1967) and the concept of generalization (1959). According to essential modeling suggested some situations created by traditional modeling are analyzed, and it seems like there was not an analysis of the essence of the objects to be represented in the model - then the redundancy implied appears. Further studies based on concepts covered in Philosophy on the essence of things, and in Information Science especially in relation to the organization and use of information are suggested.

Keywords: Essential Modeling. Relational Model. Entity-Relationship Model. Modeling Database. Organization of Information.

A REDUNDÂNCIA IMPLÍCITA NA MODELAGEM RELACIONAL TRADICIONAL: UMA BREVE INTRODUÇÃO À MODELAGEM ESSENCIAL

Este artigo discute a possibilidade de ocorrência da redundância implícita da informação presente em diversos modelos criados a partir das técnicas tradicionais da Ciência da Computação. Os textos fundamentais de algumas das principais teorias sobre os modelos relacionais são revisitados, e alguns pontos essenciais para se evitar essa redundância são analisados. A sequência de apresentação da fundamentação teórica segue propositalmente uma ordem cronológica invertida, pois o ponto mais importante a se explicitar é a compreensão de alguns dos fundamentos da criação desses modelos. Dessa forma, serão apresentados o Modelo Entidade-Relacionamento (1975), o Modelo Relacional (1969), a questão da independência dos dados em relação à estrutura computacional (1967) e o conceito de generalização (1959). De acordo com a modelagem essencial proposta, são analisadas algumas situações criadas a partir do uso da modelagem tradicional – e defende-se que não houve uma análise da essência dos objetos a serem representados no modelo, gerando então a redundância implícita. Sugere-se o aprofundamento desse estudo a partir de conceitos tratados na Filosofia sobre a essência das coisas, e na Ciência da Informação principalmente em relação à organização da informação.

Palavras-chave: Modelagem Essencial. Modelo Relacional. Modelo Entidade-Relacionamento. Modelagem de Banco de Dados. Organização da Informação.

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GENERATING MANAGEMENT PANELS FROM DATA MARTS: AN EXPERIENCE REPORT

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Data stored are the basic elements which alone have no value for management analysis, and the operational databases are not created for the extraction of such information. Data Warehouse or Data Marts is the solution usually used for this purpose. In order to demonstrate the main advantages of using a Data Mart to build management panels, this paper presents a case study of a real business problem to generate a graphical agribusiness management panel.

Keywords: Business Intelligence, Decision Support Systems, Panel Management Solution

GERAÇÃO DE PAINÉIS GERENCIAIS A PARTIR DE DATA MARTS: UM RELATO DE EXPERIÊNCIA

Dados são os elementos básicos armazenados que por si só não tem valor para análise gerencial, e as bases de dados operacionais não são criadas para a extração desse tipo de informação. A utilização de Data Warehouse ou mesmo Data Marts é uma solução muito utilizada para esse fim. Com o intuito de demonstrar as principais vantagens da utilização de um Data Mart na construção de painéis gerenciais, esse trabalho apresenta um estudo de caso que traz a resolução de um problema real de uma empresa ao gerar gráficos de um painel gerencial de agronegócios.

Palavras-chave: Inteligência de Negócio, Sistemas de Suporte a Decisão, Painéis de Gestão.

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APPLICATION OF GEOGRAPHIC INFORMATION SYSTEMS TO SOCIAL PROBLEMS: MIGRATION MAZAHUA INDIGENOUS GROUPS. MEXICO

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In recent years the tendency to share information using the Internet as a medium of communication and the idea of publishing, sharing and storing geographic information has not been the exception, but the technology is not static and each time have new options for exchange, storage and distribution of information especially in the 1990's which was when the first SDI initiatives. Importantly, on the other hand, the most important places of attraction for the population migration Mazahua are the cities of Mexico and Toluca. It is considered that the main causes of population mobility is the lack of jobs in their places of origin and the fact that the income earned in agriculture are insufficient to support the family. The migrant population is made up of both men and women. Some people migrate permanently and others who do seasonal. Also, many of the people mazahuas serve as "bedroom towns" because its people come daily to work at other places nearby. Migrants go to work in farming country in different states such as Veracruz, Sonora, Queretaro and Jalisco. The men who come to the big cities are usually used in masonry work as watchmen or helpers in any business house or workshop, the women as domestic workers and others in the sale of fruit. (CDI, 2009). The importance of this research, by having standardized information useful to decision makers and people who are dedicated to research focused on this case mainly to the phenomenon of migration as it will be easier to exchange information and its use, interpretation and understanding, managing to avoid duplication as well as reliable information to users.

Keywords: Geographic Information Systems, Migration, indigenous groups

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STRATEGIC USES OF INFORMATION TECHNOLOGY: EVIDENCES IN AN OIL COMPANY FRAMEWORK

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This article describes advances in a methodology for evaluating the strategic uses of Information technology (IT) in companies. Its objective is to help fill in for the absence in the literature of an integrated, flexible and holistic methodology with the necessary contemporary tools that will sustain analyses of different aspects related to the use of IT and its effects on the competitive advantage of companies. The article shows that a methodology for evaluating the strategic uses of IT is an essential component in the process of strategic planning in information technology. The methodology described here encompasses different aspects not considered in current methodologies and refers to contributions from different authors, some in the area of technological auditing and others who deal with IT. The above-mentioned methodology has been applied as a pilot project and is in its first phase at a large oil company in Colombia. In this article we will show only the procedures followed and the results of the application of certain components of this methodology. The research was bibliographic and exploratory, and involves a case study.

Keywords: strategic uses of IT, competitiveness

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THE USE OF COMPETITIVE INTELLIGENCE AS A STRATEGIC ADVANTAGE IN IES: A VISION OF THE SISTEMAS DE INFORMAÇÃO OBSERVATÓRIO DA EDUCAÇÃO (SIOE)

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The main feature of a Higher Educational Institution, whether it is classified as, is to provide information and knowledge to their clients. Just like any other organization, all HEIs have, or should, manage to comprehensively, systematically and continuously, the information that circulates through it, be it internal or external. The objective is to identify the extent to which IES Santa Catarina, belonging to the ACAFE, adopts competitive intelligence as a strategy of using the indicators SIOE. For data collection instrument, we have used a semi-structured questionnaire, qualitative, applied to the IES belonging to the ACAFE Education, Santa Catarina. The results show that HEIs have, in a theoretical way, knowledge relating to the concepts and key functions of IC, but in more practical terms, most of them do not use it consistently and systematically, as it adapted to different realities and structures of the institutions surveyed here.

Keywords: Competitive Intelligence, Strategy, IES, SIOE

A UTILIZAÇÃO DA INTELIGÊNCIA COMPETITIVA EM IES COMO VANTAGEM ESTRATÉGICA: UMA VISÃO DO SISTEMAS DE INFORMAÇÃO OBSERVATÓRIO DA EDUCAÇÃO (SIOE)

A principal característica de uma IES é de prover informação e conhecimento aos seus clientes. Da mesma forma como qualquer outra organização, toda IES precisa, ou deveria, gerenciar de forma ampla, sistemática e contínua, as informações que por ela circulam, seja de caráter interno ou externo. O objetivo deste trabalho é identificar até que ponto as IES de Santa Catarina, pertencentes ao Sistema ACAFE, adotam a Inteligência Competitiva como forma de estratégia utilizando os indicadores do SIOE. Para instrumento de coleta de dados, utilizou-se um questionário semi-estruturado, de caráter qualitativo, aplicadas nas IES pertencentes ao Sistema ACAFE de Ensino, em Santa Catarina. Os resultados demonstram que as IES possuem, de uma forma teórica, um conhecimento referente aos conceitos e principais funções da IC, porém, em termos mais práticos, em sua maioria, não a utilizam de forma constante e sistemática, sendo ela adaptada às diversas realidades e estruturas das instituições aqui pesquisadas.

Palavras-chave: Inteligência Competitiva, Estratégia, IES, SIOE

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OPTIMIZATION OF THE SUPPLY OF PRODUCTION LINES USING THE CONCEPTS OF LEAN MANUFACTURING WITH RFID.

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The technological solutions are increasingly present and necessary in organizations especially in manufacturing industries, influence the entire production chain, contributing to the use of available resources maximized. This paper conducts the procurement process of assembly of a car assembly plant located in southeastern Goiás, based on the concepts of lean manufacturing, Just-in-time, which are used as theoretical basis, and is a practice of common market will be different line of business is a proposal for a process of supply of inputs in production lines, that operate in an automated fashion, the proposal is grounded on an exploratory study literature, characterized by analysis, observation and testing on the filling process on a production line. The paper presents an expectation of results that can be generated from the process of raising the requirements for implementation of a proposed automated execution as the supply of inputs in production lines.

Keywords: RFID, Lean Manufacturing, Software Engineering

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A STRATEGIC PERSPECTIVE OF APPLICATION INTEGRATION ARCHITECTURE AND ITS RELATIONSHIP WITH ENTERPRISE ARCHITECTURE – A CASE STUDY

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The aim of this study is to understand the nature of the relationship between the Enterprise and Integration Architectures. Enterprise Architecture has been advocated as a first new step towards systems integration. The nature of its attributes - namely the holistic vision of the organization as the Information System itself and its full orientation towards the business process - along with the advantages of its adoption, seems to fit well with the characteristics of Enterprise Application Integration (EAI), promoting the planning and implementation of a more consistent and flexible Integration Architecture. However, until very recently, there were no modeling methodologies for systems integration in the context of the design of Information Systems Architecture. This shows that this broad and current topic implies much work to be done. Based on a proposed conceptual model that relates the two architectures on the equivalence of its layers and the focus on business processes, this study left for a practical ground in order to prove its validity, looking for a matching pattern between the conceptually expected and the empirically observed through a case study. The importance of the research seems to meet the outlined in its objective, i.e., understanding the nature of the relationship between the two architectures and ultimately contribute to the explanation of the importance and difficulties in the implementation of SOA. The practical study demonstrated that the massive use of webservices over an ESB is one of the advantages and consequences of SOA adoption. The study also showed that Enterprise and Integration Architectures are deeply entangled and related, and that the Canonical Model artifact is one of the best evidences of that.

Keywords: EAI, Enterprise Architecture, Information Systems Integration, SOA.

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ADOPTION OF CLOUD COMPUTING IN SMALL BUSINESS: A STUDY ABOUT ACCOUNTING OFFICES

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This paper aims at analyzing the adoption of cloud computing (CC) by small accounting offices. It helps identify opportunities for improvement of accounting office's IT systems, and emphasizes the care needed in its implementation. The research is characterized by being an exploratory study that used a case study as research strategy. The survey was administered to an information technology company that provides services to accounting offices, and data were collected through interviews and analysis of reports and documents. The research identified problems with IT infrastructure in accounting offices that can be solved by adopting the CC, as well as necessary care and perceived by users as relevant in the adoption process.

Keywords: Cloud Computing, Information Systems, Accounting Offices..

ADOÇÃO DA COMPUTAÇÃO EM NUVEM EM MICRO E PEQUENAS EMPRESAS: UM ESTUDO SOBRE ESCRITÓRIOS CONTÁBEIS

Este trabalho tem como objetivo principal analisar a adoção da computação em nuvem (CN) por escritórios contábeis de pequeno porte. Ele contribui para identificar oportunidades de melhoria nos sistemas informatizados dos escritórios contábeis, bem como destaca os cuidados necessários na sua implementação. A pesquisa caracteriza-se por ser um estudo exploratório, que usou um estudo de caso como estratégia de pesquisa. A pesquisa foi aplicada em uma empresa que presta serviço de tecnologia de informação (TI) para escritórios contábeis, e os dados foram coletados através de entrevistas e análise de relatórios e documentos. A pesquisa identificou problemas de infraestrutura de TI dos escritórios contábeis que podem ser resolvidos pela adoção da CN, bem como cuidados necessários e percebidos pelos usuários como relevantes no processo de adoção.

Palavras-chave: Computação em Nuvem; Sistemas de Informação; Escritórios Contábeis.

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USING A WIKI TO SUPPORT PROJECT MANAGEMENT WITH SCRUM AGILE METHOD

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This article describes the use of a wiki repository to support project management activities in accordance with the practices of the agile method Scrum. For construction and evaluation of this repository, it was used the methodology of Action Research, that counted on a participation of a group of people involved in the process of managing and developing software for trading financial products. This experience resulted in creating a site with technical information, business and management, stored in wiki pages and files attachments, including the Scrum artifacts for the requirements implementation and monitoring of project tasks. This model permitted save information in a collaborative way, that could be easily searched, and made visible the project progress for all involved and assisted the manager in action on deviations or impediments along the entire process of software development.

Keywords: Wiki, Scrum, Agile Method, Project Management, Action Research.

UTILIZAÇÃO DE FERRAMENTA WIKI PARA SUPORTE A GESTÃO DE PROJETOS COM O MÉTODO ÁGIL SCRUM

Este artigo descreve a utilização de um repositório wiki para apoiar as atividades de gestão de projetos de acordo com as práticas do método ágil Scrum. Para construção e avaliação desse repositório, foi empregada a metodologia de Pesquisa-Ação, que contou com a participação de um grupo de pessoas implicadas num processo de gestão e desenvolvimento de software para negociação de produtos financeiros. Essa experiência resultou na criação de um site, com informações técnicas, de negócio e de gestão, armazenadas em páginas wiki e em arquivos anexos, incluindo os artefatos previstos pelo Scrum para implementação dos requisitos e acompanhamento das tarefas do projeto. Esse modelo propiciou o registro colaborativo das informações, as quais podiam ser facilmente pesquisadas, tornando visível o progresso do projeto para todos os envolvidos e auxiliando o gestor na atuação sobre os desvios ou impedimentos, ao longo de todo o processo de desenvolvimento de software.

Palavras-chave: Wiki, Scrum, Método Ágil, Gestão de Projetos, Pesquisa-Ação.

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INFORMATION SYSTEMS EVALUATION: PERCEPTIONS FROM USERS OF THE PHYSICAL CONTROL SYSTEM (SISCOFIS) IN A MILITARY ORGANIZATION

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This study aims to evaluate the Physical Control System, a control system of immovable assets, used in the Brazilian Army, in the perception of its groups of users. Then, it was approached in the literature review the relationship between information systems and organizations. Besides, it is discussed the evaluation and implementation of Information Technology, focusing on user. The research had a qualitative perspective, using the direct observation and of semi-structured interview for data collection and a content analysis. It was evidenced that the SISCOFIS is currently a system well accepted, that presents itself as an effective tool in managing of consumable and permanent material. However, in its initial stages, this system passed by some uncertainty, because of previous frustrating experiences of using other systems, being limited not by their features, but because of shortcomings in the physical structure of the Organization and the staff training.

Keywords: Evaluation of Information Systems. Physical Control System. Military Organization.

AVALIAÇÃO DE SISTEMAS DE INFORMAÇÃO: PERCEPÇÕES DOS USUÁRIOS DO SISTEMA DE CONTROLE FÍSICO (SISCOFIS) EM UMA ORGANIZAÇÃO MILITAR

O presente estudo buscou avaliar o Sistema de Controle Físico (SISCOFIS), um sistema de controle de bens móveis, utilizados no Exército Brasileiro, quanto à percepção de seus grupos usuários. Assim, buscou-se na literatura a relação dos sistemas de informações e as organizações. Além disso, discute-se sobre avaliação e implementação de Tecnologia da Informação, com ênfase no usuário. A pesquisa teve perspectiva qualitativa, utilizando-se da observação direta e da entrevista semi-estruturada para coleta de dados e da análise de conteúdo. Evidenciou-se que o SISCOFIS, atualmente, é um sistema bem aceito, que se apresenta como uma ferramenta eficaz na gestão patrimonial do material de consumo e permanente. Entretanto, passou por fases iniciais de incertezas, decorrentes de experiências frustradas de utilização de outros sistemas, sendo limitado, não por suas funcionalidades, mas pelas deficiências na estrutura física da organização e na capacitação do pessoal envolvido.

Palavras-chave: Avaliação de Sistemas de informação. Sistema de Controle Físico. Organização Militar.

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ORGANIZATIONAL TRANSFORMATION THROUGH LEAN MANUFACTURING AND THE USE OF INFORMATION TECHNOLOGY

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The challenge of survival of organizations, coupled with technological competitiveness and agility, highlighting new management techniques, which seek to maintain the organizations in a constantly changing scenario, developing administrative systems efficiently agile and strong enough for the new standards. In this sense, technological applications allow optimized and management the logistics system in an integrated and efficient its various components: inventory, storage, transportation, order processing and manufacturing, among others. This paper aims to present the main convergence the use of the application of Lean Manufacturing as most significant tools rationed with the use of Information Technology. To this study was adopted as a research method of content analysis, checking cases in scientific papers presented in national conferences, academic and business journals, academic and specialized management sites between 1999 to 2011 using the concept of lean as a tool to gain competitive advantage in the organization. This study also used a case study; the research was conducted through a questionnaire answered by an executive who made the deployment of Lean Manufacturing in a large organization of industrial automation. The research was exploratory and descriptive, as classified in an orderly information from papers and journals on the issue, the choice is also exploratory research because data was collected through a roadmap of research seeking a better understanding of the topic, and because there are few references about the question alignment the Lean Manufacturing with Information Technology. The results show that the set of tools presented in papers and the case study were able to align actions to create business value increasing efficiency the production by eliminating waste, and improving their processes. Therefore, this study possibled to identify the tools of Lean Manufacturing with the support of Information Technology enabled general waste in value.

Keywords: Lean Manufacturing, Information Technology, business value.

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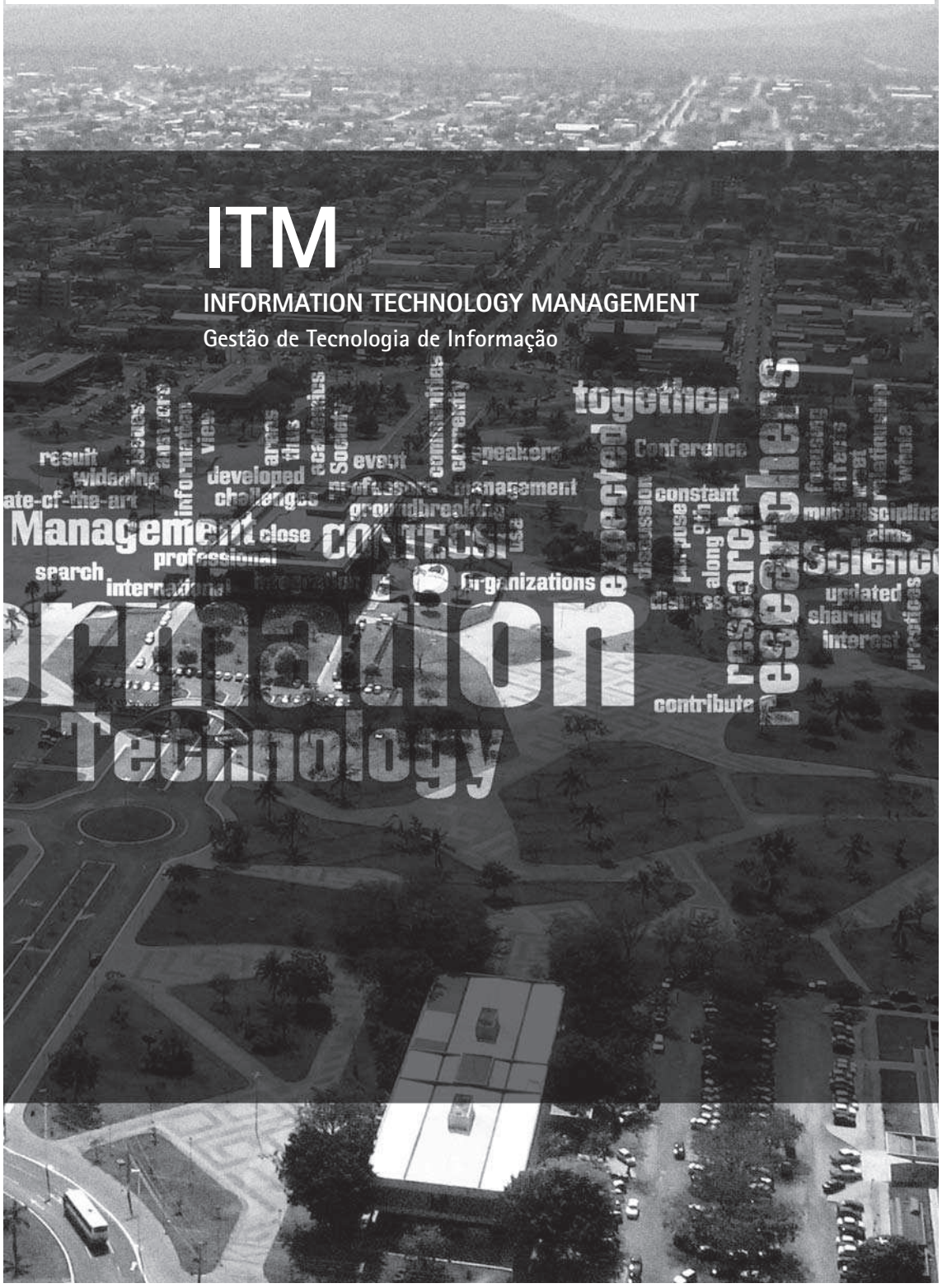
THE USE OF INFORMATION SYSTEMS IN A BOARD OF CONTROL OF THE STATE ADMINISTRATION

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This study aimed to describe the use of information systems in the General-Comptroller of the State of Sergipe (CGE /SE), highlighting the major systems currently used and the perception of six managers on the use of these systems as well as the promoting and the inhibitors factors to its use. To achieve this goal, we performed a focused interview with the supervisor of the Division of Technology (DITEC) from GCE/SE in order to detail the major information systems currently used in the office and meet their evolution in recent years revealing the promoting and inhibitors factors that their use. In return were made five focused interviews with managers of the user areas of the General-Comptroller to evaluate their perception about the systems used in order to compare their answers. From the analysis of the evidence was found that the use of information systems in the General-Comptroller of Sergipe is very recent and it faces as a major inhibiting factor to its full use, the unfamiliarity of most employees with IT. However, since 2006, the DITEC, in partnership with the Sergipe Technology (Emgetis) has been developing information systems to assist the General-Comptroller in their activities, being that this point is seen as strategic by CGE/SE. However, as some systems are still new and are being adapted, tend to be perceived as less effective than legacy. Finally, although many process of the General-Comptroller does not have the support of information systems, there was significant improvement on this issue in recent years.

Keywords: Information Systems. Public Administration. Promoting and Inhibitors Factors.


ITM
INFORMATION TECHNOLOGY MANAGEMENT
Gestão de Tecnologia de Informação
together
Conference
researchers
Management
Technology
organizations
contribute
constant
developed
challenges
professional
search
close
event
result
Science



Information Technology Management
Gestão de Tecnologia de Informação

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Júlio Venâncio

ITIL – A PROPOSAL FOR THE MANAGEMENT OF IT SUPPORT SERVICES
Carla de Almeida Martins Basso
Rejane Dedomenico

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EVALUATING THE ALIGNMENT EFFECT OF IT MANAGEMENT, INFORMATION SYSTEMS AND BUSINESS IN THE PERFORMANCE OF ORGANIZATIONS

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Recently huge investments have been made in the field of information systems (IS) as a part of Information Technology (IT) in organizations, but organizations could not reach their objectives in this sector. One factor which affects the return of investment (ROI) in IS and IT is strategic alignment of business and IT. Purpose of this study is to identify factors that affect the alignment of IT and business in organizations. In this study the role and responsibilities of chief information officers (CIO) and their performance relationships with IT and business alignment and improvement of organizational performance are evaluated in selected organizations. 80 IT professionals and managers from different organizations, who are identified by the State Scientific Research and Policy Center, responded to questions of this research through a website. Obtained results indicated that direct report to the chief executive by CIO and CIO membership in the executive committee improves IT services of the business. Findings show that the CIO has a key role in the alignment of business and IT. Limitations and problems of IT are properly understood by the CIO, therefore they can help to prepare appropriate IT and business strategies and consequently improve the performance of organizations.

Keywords: Business alignment, IT Management, CIO role, competitive advantage, strategic planning.

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THE IMPACT OF INFORMATION REVOLUTION ON THE LEVELS AND UNITS OF ANALYSIS

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This paper takes the view that the recent revolutionary changes in information technology have significantly influenced the conventional understanding of the levels and units of analysis in especially social sciences. To begin with, the paper distinguishes the levels of analysis form the units of analysis and makes a triple categorization of both concepts. It identifies three major levels as 1) the philosophical, 2) the theoretical, and 3) the practical (or phenomenological) levels; and three units as 1) the individual/single unit, 2) the societal/group unit, 3) the universal/all-inclusive unit. The paper then discusses how these levels and units have been operationalized in various social disciplines. With an analysis of the recent changes and developments in information technology and the increasing globalization in the world, the paper concludes that the universal/all-inclusive unit provides the students of social sciences with a more explanatory and perceptive analysis.

Keywords: levels, units, whole, international relations, globalization

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PROPOSAL FOR A MODEL OF KNOWLEDGE MANAGEMENT IN OPERATIONS OF INFORMATION TECHNOLOGY INFRASTRUCTURE

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The Information Technology units need to deliver value to the organizations they belong through service providing, offering them with quality, efficiency and aligned with business strategy. According to ITIL good practices library, a service should facilitate the expected outcomes without specific costs and risks. During IT infrastructure operations, which support and execute these services, information is transferred between providers (employees) and consumers (IT users). How to organize, store and transfer these information to create knowledge is one of the knowledge management goals. This paper makes a revision about two themes: knowledge management and operations involved on IT services delivery. More precisely, it proposes a conceptual model that maps how well managed information can improve these operations. In this proposal, the tacit knowledge (from persons), the explicit knowledge (structured and able to be consulted) and the ITIL practices and concepts are relevant entities.

Keywords: Information Technology. ITIL. Knowledge. Service.

PROPOSTA DE MODELO DE GESTÃO DE CONHECIMENTO EM OPERAÇÕES DA INFRAESTRUTURA DE TECNOLOGIA DA INFORMAÇÃO

As unidades de Tecnologia da Informação têm que entregar valor às organizações por meio de serviços, oferecendo-os com qualidade, eficiência e alinhados à estratégia de negócios. Segundo a biblioteca de boas práticas ITIL, um serviço de TI deve facilitar o alcance dos resultados esperados sem os custos e riscos específicos. Durante as operações da infraestrutura de TI, que dão suporte e executam esses serviços, ocorre transferência de informações entre os Collaboratores das organizações e os usuários de TI. Como organizar, armazenar e transferir informações é um dos objetivos da gestão de conhecimento. Este artigo faz uma revisão sobre dois temas: gestão de conhecimento e operações para a prestação de serviços de TI. Mais precisamente, propõe um modelo conceitual que mapeie como as informações bem gerenciadas podem melhorar essas operações. Nesta proposta, o conhecimento tácito (pessoas), o conhecimento explícito (estruturado) e os conceitos e práticas da ITIL são entidades relevantes.

Palavras-chave: Tecnologia da Informação, ITIL, Conhecimento, Serviços.

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USE OF PROJECT MANAGEMENT TO DEVELOP TECHNOLOGICAL INNOVATIONS - CASE STUDY COMPANY ARMTEC

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The use of innovation and technology is essential for creating a competitive advantage in today's globalized scenario. Project management is widely adopted by companies that want to respond with agility the market demands. This paper presents a study on how project management can foster innovation in a company that receives funds raised through government to support innovation development and how is the impact in its competitiveness. We proceeded with a real case study, and results indicated that companies that use project management strategies and are benefited with resources to encourage innovation, have more chances to obtain success in innovation-related activities.

Keywords: Innovation, project management, organizational strategies

UTILIZAÇÃO DA GESTÃO DE PROJETOS PARA DESENVOLVER INOVAÇÕES TECNOLÓGICAS - ESTUDO DE CASO DA EMPRESA ARMTEC

No atual cenário competitivo mundial, a utilização da inovação e tecnologia tem sido bastante difundida para criação de um diferencial competitivo. A gestão por projetos tem se mostrado uma tendência da atualidade e um instrumento eficaz para que a empresa possa responder com agilidade as exigências do mercado. Neste trabalho, apresenta-se um estudo sobre como a gestão por projetos pode favorecer a inovação numa pequena empresa beneficiada com recursos captados através de editais governamentais de apoio à inovação e qual o impacto disso na sua competitividade. Os resultados de um estudo de caso real indicaram que uma empresa beneficiada com recursos de incentivo à inovação possui mais chances de alcançar êxito na aplicação desses recursos e conseqüentemente conquistar inovações significativas para ela e para o mercado.

Palavras-chave: Inovação, gerência de projetos, estratégias organizacionais

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THE BANKING INDUSTRY AND THE STRATEGY OF INVESTIMENTS IN TI: INFLUENCE IN STRENGTHENING OF BRAZILIAN PRIVATE BANKS – BRADESCO CASE.

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The Brazilian banking industry strategically has invested strongly in IT (Information Technology) in the last ten years and it is no doubt the industry that invests more in TI in Brazil, and these investments are continuous and growing. In this scenario, in Brazil, there are 05 banks (03 private and 02 publics) that hold more than 60% of assets, profits, employees and branches. Based on this, the objective of this article is to identify the investments done by Brazilian Banking Industry in the last ten years (from 2000 to 2010) and at same time identify the strengthening occurred in this period specifically in one of the three biggest private banks of Brazil, the Bradesco bank and verify that this bank was one of the banks that more invested in IT in the analyzed period. Using documentation research and with the support of literature revision, some numbers are pointed to reveal the growing and continuous investments in IT and the strengthening in the analyzed case of Bradesco. As conclusion it was verified that the tendency is to continue investing and that the analyzed bank has experienced in this period a strengthening very important. Consequently, probably the investments in IT continue being part crucial of the Brazilian Banking Industry Strategy.

Keywords: Information technology. Strategy. Brazilian banking industry.

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FACTORS THAT LEAD ORGANIZATIONS TO ADOPT OR NOT IT OUTSOURCING

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Outsourcing is a practice that allows organizations to focus on their businesses and core competencies. Moreover, it is part of the Business-IT alignment strategy. The objective of this work is to identify which factors lead IT managers to adopt or not IT outsourcing, and which are the determinant factors for its success. This work emphasizes that, in order to obtain the expected results, it is necessary to make decisions regarding which function should or should not be outsourced, to analyze advantages and disadvantages, to map costs and a satisfactory communication/collaboration level with partners in the production chain, and also, manage the inherent risks to this process.

Keywords: Management of Information Technology, IT Outsourcing, Risks Management.

FATORES QUE LEVAM AS ORGANIZAÇÕES A OPTAREM OU NÃO PELA TERCEIRIZAÇÃO DOS SERVIÇOS DE TI

A terceirização é uma prática que permite que as organizações mantenham-se focadas no negócio e em suas competências centrais, além de ser parte integrante da estratégia de alinhamento de TI ao negócio. Este trabalho tem como objetivo identificar os fatores que conduzem os responsáveis pela Gestão de TI a optarem ou não pela terceirização, e quais são os fatores determinantes para seu sucesso. O trabalho destaca que, para alcançar os resultados esperados, é preciso tomar decisões a respeito das funções a serem ou não terceirizadas, analisar as vantagens e desvantagens, mapear os custos e um nível satisfatório de comunicação e colaboração com os parceiros da cadeia produtiva, além da gestão de riscos inerentes ao processo.

Palavras-chave: Gestão da Tecnologia da Informação, Terceirização de TI, Riscos da Terceirização.

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APPLICATION OF THE VAL IT FRAMEWORK: A CASE STUDY IN A BANKING COMPANY.

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The use of information technology (IT) by companies in certain industries is a great asset to achieve higher returns and improved competitiveness, suggesting the reason because IT investments by such companies are representative. Presenting IT investment values, many companies do not have the necessary knowledge to understand how much benefit they bring and how the risks have been mitigated. In this context, the Val IT is a framework that managers IT investments with tools aimed at providing greater security in the decision-making. This paper presents a case study in a commercial bank, which describes the decision-making processes related to the management of IT investments using the practices indicated in Val IT. The paper shows a critical analysis of the adequacy of the processes indicated in the business object framework for the research. The research indicates the adequacy of the framework Val IT to the bank and suggests aspects to be observed in this application.

Keywords: information technology, investment, Val IT.

APLICAÇÃO DO FRAMEWORK VAL IT: UM ESTUDO DE CASO EM UMA EMPRESA DO SETOR BANCÁRIO

O uso da tecnologia da informação (TI) em empresas de determinados setores atualmente é um grande trunfo para alcançar maiores retornos e melhor competitividade, motivo pelo qual investimentos em TI por parte de tais empresas são representativos. Ao apresentar os valores sobre os investimentos em TI, muitas empresas não possuem o conhecimento necessário para entender o quanto eles trazem de benefício e o quanto os riscos foram mitigados. Nesse contexto, o framework Val IT é uma metodologia de gerenciamento de investimentos em TI que possui ferramentas voltadas a oferecer maior segurança na tomada de decisão. O presente artigo apresenta um estudo de caso realizado em um banco comercial, no qual são descritos os processos decisórios relacionados à gestão dos investimentos em TI, à luz das práticas indicadas no Val IT. O estudo mostra uma análise crítica da adequação dos processos indicados no framework para a empresa objeto da pesquisa. A pesquisa conclui pela adequação do modelo Val IT para o banco e aponta aspectos a serem observados nesta aplicação.

Palavras-chave: Tecnologia da Informação, Investimentos, Val IT.

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ANALYSIS AND EVALUATION OF INFORMATION SYSTEMS IN AN AUTOMOTIVE INDUSTRY

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The information systems - ISs are an important tool for support to operations and management of organizations. However, the efficiency and alignment of ISs to corporate goals should be periodically evaluated; it´s a consequence of competitiveness which requires continuous improvement of business processes. In this paper is showed a case study, descriptive and exploratory, on ISs assessment of a company in the automotive industry. The analysis presented was based on bibliographic and documentary research about the concepts of ISs, portfolio of information technology (IT) and the use of quadrants technical to assess ISs. The results show that the organization's managers studied were successful in evaluating their systems using the method of analysis of the needs of applications. It was possible to evaluate the importance of systems analysis to the company's business, and develop your IT portfolio.

Keywords: Information Systems. Information Systems Analysis. Information Technology Portfolio.

ANÁLISE E AVALIAÇÃO DOS SISTEMAS DE INFORMAÇÃO EM UMA INDÚSTRIA AUTOMOTIVA

Os sistemas de informações – SIs são uma importante ferramenta de apoio e suporte às operações e à gestão das organizações. Entretanto, a eficiência e o alinhamento dos SIs aos objetivos das empresas deve ser periodicamente avaliado, pois a competitividade implica contínuo aprimoramento dos processos empresariais. Neste artigo será apresentado um estudo de caso, descritivo e exploratório, sobre a avaliação dos SIs de uma empresa do setor da indústria automotiva. A análise apresentada foi realizada a partir de pesquisa bibliográfica e documental sobre os conceitos de sistemas de informação, portfólio de tecnologia da informação (TI) e o uso técnica de quadrantes para avaliar SIs. Os resultados obtidos apontam que os gestores da organização estudada obtiveram sucesso ao avaliar os seus sistemas utilizando o método de análise das necessidades de aplicações. Foi possível avaliar a importância dos sistemas analisados para o negócio da empresa, além de elaborar o seu portfólio de TI.

Palavras-chave: Sistemas de Informação. Análise de Sistemas de Informação. Portfólio de TI.

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IDENTIFICATION OF ORGANIZATIONAL METAPHORS IN BRAZILIAN COMPANIES USING FUZZY CLUSTERING

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Most organization and management theories are based on implicit images or metaphors. The aim of this work was to identify the presence of images on a sample of 61 Brazilian companies located in the state of Rio Grande do Sul. For this purpose the results of a questionnaire answered by 198 employees of companies in the sample were analyzed using fuzzy data mining techniques. The results shown that it is difficult to find a clear image in most organizations. In most cases characteristics of different images or metaphors are observed, so soft computing techniques are particularly appropriate for this type of analysis.

Keywords: organizational images, soft clustering, data mining.

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RESEARCH'S EVALUATION AND DEVELOPMENT DISCUSSIONS OF INFORMATION TECHNOLOGY (IT)

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This study uses qualitative methodological approach that begins with a summary of the discussions regarding the Productivity Paradox, as it became known in the literature and IT to better understand the context in which organizations are today, to assuage the doubts raised in past research, searching for guiding new research. The second stage of this work was to present and an additional table summarizes the principal methodologies used in evaluating investments in IT initiatives, containing advantages and disadvantages of each method. Based on information presented in the literature and it is understood that you can improve the evaluation of IT, so he should be up from some premises, in particular: i) level of analysis (individual, organization or society), ii) The purpose of the evaluation (for what purposes we use internal or external users, the approach to financial or nonfinancial), iii) Question time (as the term - short or long term evaluation and the opportunity, over the term specifying the steps pre-acquisition: ex-ante and ex-post approaches). This study also shows that there is a need for further research on evaluation of IT especially in Brazil, in future research it is important to predict or consider the three elements referred for evaluation, enabling mapping the factors specific to each type of organization in the management of IT.

Keywords: Information Technology, IT Investment, IT Investment Evaluation, Organizational Performance.

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MANAGEMENT OF INFORMATION TECHNOLOGY OUTSOURCING BASED ON GOVERNANCE PRACTICES

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The objective of this study is to evaluate the management of the outsourcing of information technology (IT) governance practices based on IT (GTI) through literature review and quantitative research organizations in Brazil. Several organizations face difficulties in the management of outsourced services and therefore adopt practices recommended by various models of GTI. The study on the nature of the relationship between best practices for IT management and results from the analysis of 37 models of governance, with specific 15 GTI, of which three models were chosen - vs.4.1 CobiT, eSCM-CL vs. 1.1 and ITIL vs.3 - they represent almost the totality of processes and actions of all other practices related to the GTI models. The instrument was applied at 299 managers of companies of medium and large industrial, commercial and service of the Metropolitan Region of São Paulo and was conducted exploratory factor analysis. The final instrument contains 32 items that were distributed in five factors, namely: service strategy, service operations, monitoring services, supplier development and technological work. The research shows that most organizations use models GTI, and the large and mostly with a predominance of the ITIL framework.

Keywords: Information Technology, Outsourcing, Governance.

GESTÃO DA TERCEIRIZAÇÃO DA TECNOLOGIA DA INFORMAÇÃO BASEADA NAS PRÁTICAS DE GOVERNANÇA

O objetivo deste trabalho é o de avaliar a gestão da terceirização de serviços de tecnologia da informação (TI) baseados nas práticas de governança de TI (GTI) por meio de revisão bibliográfica e pesquisa quantitativa em organizações brasileiras. Diversas organizações enfrentam dificuldades na gestão dos serviços terceirizados e por essa razão adotam práticas recomendadas por diversos modelos de GTI. O estudo sobre a natureza da relação entre as práticas recomendadas de gestão de TI e seus resultados partiu da análise de 37 modelos de governança, sendo 15 específicos de GTI, dos quais três modelos foram escolhidos – CObIT vs.4.1, eSCM-CL vs.1.1 e ITIL vs.3 – por representarem quase que a totalidade de processos e ações práticas de todos os outros modelos relacionados à GTI. O instrumento foi aplicado junto a 299 gestores de TI de empresas de grande e médio porte dos setores industrial, comercial e de serviços da Região Metropolitana de São Paulo, sendo realizadas análise fatorial exploratória. O instrumento final contém 32 itens que ficaram distribuídos em cinco fatores, a saber: estratégias de serviços, operações de serviços, monitoramentos de serviços, desenvolvimento do fornecedor e trabalho tecnológico. A pesquisa evidencia que grande parte das organizações utiliza modelos de GTI, sendo as de grande porte sua maior parte e com predominância do modelo ITIL.

Palavras-chave: Tecnologia de Informação; Terceirização; Governança.

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THE LEADERSHIP USED BY NASA TEAMS APPLIED TO STRATEGIC ALIGNMENT OF IT AND BUSINESS

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With the change in the view that information technology figure as a simple service and transforming in a strong strategic agent in organizations, the problem of aligning IT objectives with strategic business objectives also emerge. This problem is compounded by the different cultures that separate the strategists of the business members of IT teams in organizations. This paper aims to study the leadership tool created by Dr. Chales Pellerin and used to optimize the relationship between teams of engineers and scientists with the project managers of the North American Space Agency (NASA) and its application to the alignment problem between IT and business teams.

Keywords: Strategic Alignment, Leadership, Project Management.

A LIDERANÇA UTILIZADA POR EQUIPES DA NASA APLICADA AO ALINHAMENTO ESTRATÉGICO DE TI E NEGÓCIOS

Com a mudança da visão da Tecnologia da Informação como sendo um simples serviço e passando a figurar como um forte agente estratégico nas organizações, surge também o problema de alinhar os objetivos de TI aos objetivos estratégicos do negócio. Este problema se agrava pelas diferentes culturas que separam os estrategistas de negócios dos integrantes das equipes de TI nas organizações. Este artigo tem como objetivo estudar a ferramenta de liderança criada pelo Dr Chales Pellerin e utilizada para otimizar o relacionamento entre equipes de engenheiros e cientistas com os gerentes de projeto da Agência Espacial Norte Americana (NASA) e sua aplicação no problema de alinhamento entre as equipes de TI e negócios nas organizações

Palavras-chave: Alinhamento Estratégico, Liderança, Gerenciamento de projetos

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RISK FACTORS MAPPING IN DISTRIBUTED SOFTWARE DEVELOPMENT PROJECTS

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Increasingly, software projects are becoming distributed geographically, generating limited face to face interaction among its participants. Identifying risks and its factors means understanding the origins of each uncertainty. This paper aims proposing a Risk Breakdown Structure (RBS) which catalogs the factors risks identified in Risk Management for Distributed Software Development (DSD) projects in order to allow understanding the distribution of risks in the project and support their management. In order to achieve this goal, a Systematic Mapping of published studies of Risk Factors in DSD was performed. By means of this mapping, 23 primary studies were identified as relevant and classified according to research question. The main contribution of this work is allowing a better understanding of the risk factors arisen from this specific type of project aiming generating information that can support companies in their structures and processes when dealing with this sort of project.

Keywords: Risk Breakdown Structure; Risk Identification; Risk Factor; Distributed Software Development.

MAPEAMENTO DE FATORES DE RISCOS EM PROJETOS DE DESENVOLVIMENTO DISTRIBUÍDO DE SOFTWARE

Resumo: Progressivamente, projetos de software estão se tornando distribuídos geograficamente, com interação face a face limitada entre os participantes. A identificação dos riscos e de seus fatores significa a compreensão das origens de cada incerteza. Este artigo apresenta uma Estrutura Analítica de Riscos (EAR) a qual cataloga os fatores de riscos identificados no gerenciamento de riscos em projetos de Desenvolvimento Distribuído de Software (DDS). Para alcançar este objetivo, um Mapeamento Sistemático de Estudos da literatura dos Fatores de Riscos em DDS foi executado. Por meio do mapeamento, 23 estudos primários foram identificados como relevantes e classificados de acordo com os objetivos da pesquisa. A principal contribuição deste trabalho é permitir uma melhor compreensão dos fatores de riscos originados neste tipo específico de projeto gerando informações que possam auxiliar na estruturação e processos das empresas que lidam com este tipo de projeto.

Palavras-chave: Estrutura Analítica de Riscos; Identificação de Riscos; Fator de Risco; Desenvolvimento Distribuído de Software.

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COMPARATIVE EVALUATION OF OPERATING SYSTEMS FOR DEVICES MOBILE: FOCUS ON FUNCTIONALITY

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This article has the objective present a comparison and evaluation between systems for mobile devices, by emphasizing its functions to the user final. The objective fundamental of the comparisons and evaluation performed is to show in relation this new technological market the more comprehensive solution in relation to the needs of the corporate use or particular of the users of mobile devices. Currently there are different types of operational systems mobile, presenting many differences and characteristics, making it difficult to its choice on the part of users and developers. The main objective of this paper is to analyze the operational systems Android of Google, iOS (iPhone) of the Apple and the Windows Phone 7 of Microsoft, pointing out their functions. The results present in this work serve as a guide for the companies and users, making it easier for them the choice of operational systems mobile more appropriate to their business and needs.

Keywords: Operating system, Device mobile, Features.

AVALIAÇÃO COMPARATIVA DE SISTEMAS OPERACIONAIS PARA DISPOSITIVOS MÓVEIS: FOCO EM SUAS FUNCIONALIDADES

Este artigo tem o objetivo de apresentar uma comparação e avaliação entre sistemas operacionais para dispositivos móveis, enfatizando suas funcionalidades. O objetivo fundamental das comparações e avaliações realizadas é demonstrar frente a este novo mercado tecnológico a solução mais abrangente em relação às necessidades do uso corporativo ou particular dos usuários de dispositivos móveis. Atualmente existem diversos tipos de sistemas operacionais móveis, apresentando inúmeros diferenciais e características, dificultando a sua escolha tanto por parte de usuários e desenvolvedores. O principal objetivo deste trabalho é analisar os sistemas operacionais Android da Google, iOS (iPhone) da Apple e o Windows Phone 7 da Microsoft destacando suas funcionalidades. Os resultados presentes neste trabalho servem de guia para as empresas e usuários, facilitando a escolha de sistemas operacionais mobile mais apropriados aos seus negócios e necessidades.

Palavras-Chave: Sistema operacional, Dispositivo móvel, Funcionalidades.

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BEHAVIOR FACTORS RELATED TO IT GOVERNANCE: A VIEW FROM WITHIN THE ORGANIZATION

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Recent works on information technology (IT) governance are strictly related to processes frameworks. There is a an opportunity to research behavior of the people that define these processes and put them into practice. A Brazilian organization is this study object, and data was collected during its ISO 20000 recertification processes. Based on this case study, dimensions of behavior of the employees are raised and compared, related to power relationships within the organization and processes maturity levels that represent all the IT services delivery lifecycle, based on ITIL. By the observed results, in a more autonomous environment there is less control, and action visibility of each professional and practical reflection become essential to maintain the organization delivering proper IT services. This maintenance therefore occurs due to the empowerment of employees.

Keywords: Governance, IT Governance, ITIL, Behavior, Processes

FATORES COMPORTAMENTAIS RELACIONADOS À GOVERNANÇA DE TI: UMA VISÃO INTERNA À ORGANIZAÇÃO

Os estudos de governança de tecnologia de informação (TI) versam muito sobre os modelos de processos, mas pouco é estudado sobre o comportamento das pessoas que os colocam em prática no dia-a-dia. Como objeto de estudo é utilizado o caso de uma empresa brasileira durante seu processo de recertificação na norma ISO 20.000.A partir deste caso são feitas relações entre dimensões de comportamento dos profissionais, voltadas às relações de poder dentro da empresa, e a maturidade de um conjunto de processos que representa todas as etapas do ciclo de vida de sua entrega de TI. Pelos resultados observados, vê-se que em um ambiente de maior autonomia, o controle é menor e se tornam essenciais a visibilidade das ações de cada um e a reflexão em práticas, que ocorre pelo empowerment dado aos profissionais.

Palavras-Chave: Governança, Governança de TI, Comportamento, ITIL, Processos

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A ROADMAP TO IMPROVE SOFTWARE DEVELOPMENT PROCESS IN COMPANIES THAT DO NOT ADOPT REGULATIONS OR MARKET STANDARDS

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In Brazil, until 1970s, software was a tool to make process more agile in companies. In 80s, electronic spreadsheets were adopted by office employees and "Windows" came to final users home .The 90s were the internet time that gave to users the opportunity to connect people around the world. Now, software is core for the operation processes and it's important to have a structured way to manage business to deliver a product/service with acceptable quality. There are a lot of frameworks and certifications and choosing one may impact on the culture and may increase costs. In Brazil most of companies aren't certified and it doesn't mean that they haven't quality. This paper aims to help companies that don't adopt a quality standard to improve their processes, based on CMMI. Certify and classify aren't targets, but identify gaps and suggest a to do list to improve software deployment process considering companies conditions. A research took place in a medium company called fictitiously ACME.

Keywords: process, CMMI, software, standard, gap

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A PERSPECTIVE FOR THE DEVELOPMENT OF INFRASTRUCTURE PROJECTS SUPPORTED BY ITIL

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To support the utilization of infrastructure and services for the ICT area, ITIL is a reference. However, even if it brings the best practices on infrastructure management and ICT services operations, ITIL don't define how manage the infrastructure projects, which can lead to misalignment between policy, practices and deployment. The present work aims to propose and discuss a business perspective to development of ICT infrastructure projects supported by ITIL. The research results point so far that complex scenarios, such as the health area, the use of ICT is essential, however, lead to deployment of an infrastructure compatible with the strategic planning, demand infrastructure projects aligned for this and capable of management and control. Use ITIL practices proposed on the development of an infrastructure project will enable to meet the demand, increasingly demanding and sophisticated, for health services quality.

Keywords: ICT, Infrastructure, ITIL, Project Management.

UMA PERSPECTIVA PARA O DESENVOLVIMENTO DE PROJETOS DE INFRAESTRUTURA APOIADA NO ITIL

Para amparar a utilização de infraestrutura e a prestação de serviços pela área de TIC, o ITIL é referência. Entretanto, apesar de reunir as melhores práticas na gestão da infraestrutura, manutenção e operação de serviços da TIC, o ITIL não define como gerenciar os projetos de infraestrutura, podendo levar ao desalinhamento entre estratégia, prática e implantação. O presente trabalho tem como objetivo apresentar e discutir uma perspectiva de negócio para o desenvolvimento de projetos de infraestrutura de TIC suportados no ITIL. Os resultados da pesquisa apontam, até o momento, que cenários complexos, como a área da saúde, a utilização de TIC é fundamental, porém, conduzir a implantação de uma infraestrutura compatível com o planejamento estratégico, demandam projetos de infraestrutura alinhados a este e, passíveis de gerenciamento e controle. Usar as práticas propostas pelo ITIL na elaboração de um projeto de infraestrutura possibilitará atender a crescente demanda, cada vez mais exigente e sofisticada, por serviços de saúde de qualidade.

Palavras-chave: TIC, Infraestrutura, ITIL, Gerenciamento de Projeto.

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IT GOVERNANCE AND SOA: MANAGEMENT CHANGES IN THE SERVICE ORIENTED ARCHITECTURE USING COBIT, ITIL AND ISO 27002

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Currently, service-oriented architecture (SOA) is widely used by organizations. The services created and based on this architecture are subject to change, due to changes caused by business processes. These changes, however, when poorly planned, unauthorized or tested can derail the whole process of development and maintenance, resulting in losses to organizations. This paper presents a process model of change management services, based on the use of best practices of COBIT, ITIL and ISO 27002 controls for a software development environment based on service-oriented architecture. The model allows services to evolve SOA safely, avoiding, thus, damage to the organization and enabling these services to absorb the necessary changes to business processes of the company.

Keywords: Change Management, COBIT, ITIL, ISO 27002, SOA.

GOVERNANÇA DE TI E SOA: GERENCIAMENTO DE MUDANÇAS NA ARQUITETURA ORIENTADA A SERVIÇOS UTILIZANDO COBIT, ITIL E ISO 27002

Resumo. Atualmente, a arquitetura orientada a serviços (SOA) é bastante utilizada por organizações. Os serviços criados e baseados nessa arquitetura estão sujeitos a modificações, em razão das alterações ocasionadas pelos processos de negócios. Essas mudanças, no entanto, quando mal planejadas, não autorizadas ou testadas podem inviabilizar todo o processo de desenvolvimento e manutenção, ocasionando perdas para as organizações. Este artigo apresenta um modelo de processo de gerenciamento de mudanças de serviços, baseado na utilização das boas práticas do COBIT, ITIL e dos controles da norma ISO 27002, para um ambiente de desenvolvimento de software baseado na arquitetura orientada a serviços. O modelo permite que os serviços SOA evoluam de forma segura, evitando, com isso, prejuízos para organização e possibilitando que esses serviços absorvam as alterações necessárias aos processos de negócios da empresa.

Palavras-Chave: COBIT, Gerência de Mudanças, ISO 27002, ITIL, SOA.

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BENEFITS OF THE USE OF INFORMATION TECHNOLOGY IN PRODUCTION PLANNING AND CONTROL: THE CASE OF A CERAMIC INDUSTRY OF RUSSAS - CE - BRAZIL

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The Information Technology (IT) has now become a crucial element in the environmental organization. Since it is incorporated in virtually all business activities, such as the production planning and control (PPC); they are either in support or in directly processes influencing the its productive performance. Therefore, this article intend to analyze a ceramic industry it benefits used in planning and production control in the municipality of Russas – CE - Brazil. The methodology used was based on qualitative descriptive and exploratory research, in which through a case study, it was possible to obtain information on the subject in question. Its data collection was done through interviews and a structured questionnaire application on IT benefits addressing and using processes related to innovation, flexibility, quality, productivity and costs. The finding indicates that IT use can play a significant role in relation to production tasks planning and control. This aid is essential for its productive performance. In which such decisions they make flexible processes and maximize business results by managing their resources maintaining the efficiency and operations effectiveness.

Keywords: Benefits, Information Technology; Planning, Production, Industry Ceramist.

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PETIC 3.0 PROPOSAL: UPGRADING AN ICT STRATEGIC PLANNING METHODOLOGY

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Currently, organizations face a very competitive market regarding their requirements on information and knowledge that would assist them intelligently on the management of their operations. Information and Communication Technologies (ICT) play a major part to provide competitive advantage. Therefore, management practices are needed to improve ICT benefits for the organization. In this context, it will be shown the importance of Information Technology (IT) Governance and ICT Strategic Planning (SP). It will be described major ICT-oriented SP methodologies and SP key support tools. Particularly, it will be submitted a proposal for the improvement of PETIC methodology. Basically, this proposal focuses on keeping small and medium sized enterprises (SME) as methodology target market and intends to align PETIC to main IT governance frameworks and models, as well as to the use of a supporting tool – PETIC Wizard software.

Keywords: Strategic Planning (SP), IT Governance, ICT Strategic Planning, PETIC Wizard.

PETIC 3.0: PROPOSTA DE APERFEIÇOAMENTO DA METODOLOGIA PETIC

Atualmente, as organizações enfrentam um mercado bastante competitivo precisando de informações e conhecimentos que possam auxiliar de forma inteligente a sua gestão. As Tecnologias da Informação e Comunicação (TIC) são uma grande aliada para a obtenção de vantagens competitivas. Para isso, necessita-se de práticas de gestão que visem ampliar os benefícios das TIC para a organização. Neste contexto, será mostrada a importância da Governança de TI e do Planejamento Estratégico (PE) de TIC. Serão descritas as principais metodologias para o PE das TIC. Em particular, será apresentada uma proposta da aperfeiçoamento da metodologia PETIC. Essencialmente, esta proposta preocupa-se em manter o público-alvo da metodologia nas pequenas e médias organizações, procura alinhar a PETIC aos principais frameworks e modelos de governança de TI, bem como ao uso de uma ferramenta de apoio – o software PETIC Wizard.

Palavras-chave: Planejamento Estratégico (PE), Governança de Tecnologias da Informação (TI), Planejamento Estratégico de TIC (PETIC), PETIC Wizard.

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DIAGNOSIS OF INFORMATION AND TECHNOLOGY MANAGEMENT SYSTEMS IN THE HOSPITALS OF SÃO LUÍS – MARANHÃO

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In the globalized world constant technological changes occur, which are absorbed mostly by organizational management that needs updating to ensure the smooth operation of hospitals, quality, efficiency and effectiveness. Considering the importance of the relationship between hospital management and technologies used in hospitals, aims to be diagnosed in hospitals in São Luís (Maranhão) and the Metropolitan Region, the use of these technological tools. The research was qualitative and quantitative, using a semi-structured questionnaire, standardized throughout Brazil and implemented by local researchers, provided by Network GESITI (Management of Information Systems and Technology) and CTI (Information Technology Center Renato Archer), ie, is an exploratory qualitative research methodology of case studies conducted in four hospitals. It will analyze the areas of technology and management of these hospitals, approaching from the strategic management of telemedicine, through fields of Information Technology and Management, checking the structure and planning aimed at decision-making, and organizational strategies, needs training and composition of the entire infrastructure, presenting a detailed diagnosis on the management of information technology in hospitals interviewed, favoring the improvement of practices and activities enabling them to improve in all the sectors investigated.

Keywords: Management and Information Technology, Management Information Systems, Hospital Technology.

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COMPETENCY MANAGEMENT AND THE SELECTION OF IT MANAGERS IN BRAZILIAN LEGISLATIVE BRANCH

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Competency management has been widely used as the most important model of people management in private companies, however, in the public sector remains poorly explored. In this study we analyzed the process of selecting of the it managers in public competition in brazilian legislative branch. For this purpose we conducted a research of documents and interviews with participants in the selection process. The objective was to analyze the degree of adherence of the selection of competencies in public competition held by the institution. The results showed that there was a structured plan for preparing the selection process, involving several areas of interest. The contest was based only in a matter of theoretical knowledge. 70% of the questions were focused on IT, but nevertheless, there is a lack of division of functions typical of the area of selection performed, which made it difficult for the technical skills specific to each function were evaluated further. it was concluded that it is necessary to adjust the process so there is really an alignment between the skills required for the manager of IT and public selection process.

Keywords: Competency management. Public competition. TI.

A GESTÃO POR COMPETÊNCIAS E OS MÉTODOS DE SELEÇÃO DE GESTORES DE TI NO PODER LEGISLATIVO BRASILEIRO

A gestão por competências tem sido difundida como o principal modelo de gestão de pessoas na empresas da iniciativa privada, contudo, no setor público ela é pouco explorada. Na presente pesquisa foi analisado o processo de seleção de pessoas, via concurso público de uma instituição do legislativo brasileiro. Para tanto foi conduzida uma pesquisa documental na instituição e entrevistas com os participantes do processo seletivo. O objetivo era analisar o grau de pertinência da seleção por competências em um concurso realizado pela instituição. Os resultados mostraram que não houve um planejamento estruturado para elaboração do processo seletivo, envolvendo as diversas áreas de interesse. O concurso de baseou unicamente na capacidade de conhecimento teórico da tríade de competência. 70% das questões foram focados em TI, no entanto, há uma falta de divisão de funções típicas da área da seleção realizada, o que impediu que as habilidades técnicas, específicas de cada função, fossem melhor avaliadas.. Conclui-se que se faz necessário ajustes no processo para que ocorra realmente um alinhamento entre competências requeridas para a área de TI e o processo seletivo realizado.

Palavras-Chave: Gestão por Competências. Concurso público. TI.

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A RISK BREAKDOWN STRUCTURE FOR MULTIPLE PROJECT SOFTWARE ENVIRONMENTS

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With the raise of customer demand by technological solutions, Information Technology (IT) organizations require to implement several software development projects simultaneously in order to remain competitive. These projects are vulnerable to several adverse factors that can affect project objectives as they share the resources, especially professionals. Multiple project software environments may suffer serious impacts in organizational goals because of risks. Therefore, to achieve an enhanced probability of success to projects, organizations must create an effective risk management planning, which begins with risk identification process. In this light, this paper consists of a risk management process analysis, aiming to select risk factors to build a Risk Breakdown Structure (RBS) on multiple project software environment contexts. The RBS proposal categorizes a large number of risk factors, initially found in the risk taxonomy of Software Engineering Institute (SEI). Through assumptions of a systematic literature review, other risk factors were identified on researches from multiple project software environment domains. The significant amount of risk factors covering potential sources of project risks in the proposed RBS assists project managers on risk identification, understanding, assessment and reporting from the environment.

Keywords: Risk Breakdown Structure, Risk Factors, Risk Management, Multiple Project Software Environment.

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ITIL – A PROPOSAL FOR THE MANAGEMENT OF IT SUPPORT SERVICES

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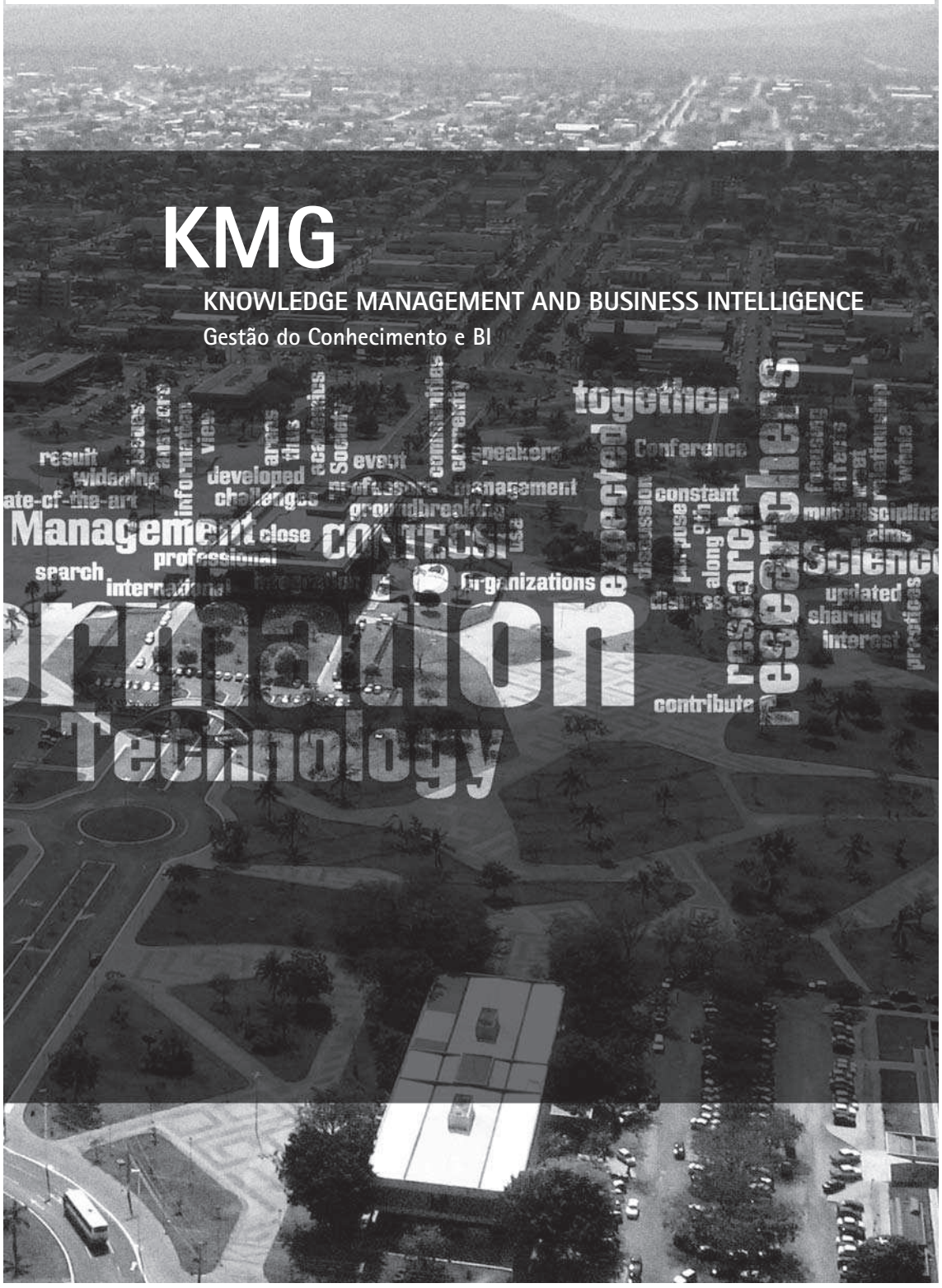
With the objective to optimize e to line up the involved processes and services in internal and external support to the systems of information kept and developed by company of the area of IT – Information Technology, in order to guarantee the generation of value to the organization, was developed proposal for management of support of information systems on the basis of the ITIL – Information Technology Infrastructure Library. This work presents study of the best practical ITIL and situation proposal on the basis of the ITIL, as well as, some screens of developed archetype, also in compliance with best the practical ones of the ITIL.

Keywords: ITIL. IT. Management of Services.

ITIL – UMA PROPOSTA DE APLICAÇÃO DE GERENCIAMENTO DE SERVIÇOS DE SUPORTE DE TI

Com o objetivo de otimizar e alinhar os processos e os serviços envolvidos no suporte interno e externo aos sistemas de informação mantidos e desenvolvidos por empresa da área de TI – Tecnologia da Informação, de modo a garantir a geração de valor à organização, foi desenvolvida proposta para gerenciamento de suporte de sistemas de informação com base na ITIL – Information Technology Infrastructure Library. Este trabalho apresenta estudo das melhores práticas ITIL, situação proposta com base na ITIL, bem como, algumas telas de protótipo desenvolvido, também em conformidade com as melhores práticas da ITIL.

Palavras-chave: ITIL. TI. Gerenciamento de Serviços.


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ORGANIZATIONAL BUSINESS INTELLIGENCE (OBI) PROJECT: ORGANIZATIONAL MODEL OF THREE ORGANIZATIONS FROM PARANÁ
Denis Alcides Rezende

BARRIERS TO IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN PUBLIC ORGANIZATIONS
Sabrina Rebelo; Larissa Beatriz Waskow; Carolina Schmitt Nunes; Marina Keiko Nakayama; Paulo Mauricio Selig, collab.

SYSTEM OF INFORMATION RETRIEVAL BY SEARCHING COMPARED, USING AS DESCRIPTORS MULTIWORDS EXPRESSIONS OBTAINED USING A TECHNIQUE THAT EVALUATES THE STRUCTURE OF THE DOCUMENT
Edson Marchetti da Silva; Renato Rocha Souza

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Patricia de Sá Freire; Alexandre Ueno; Isamir Carvalho; José Fernando Spanhol; Neri dos Santos, collab.

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Dante Marciano Girardi; Kelly Cristina Benetti Tonani Tosta; Júlia de Freitas Girardi; Humberto Tonani Tosta

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KNOWLEDGE MANAGEMENT FROM THE PERSPECTIVE OF MANAGERS (LEADERS) IN A COMPANY OF PROVISION SECURITY SERVICES AND VEHICLE TRACKING
Nadia Mar Bogoni; Leandro Serena; Rodrigo Dal´Forno Camargo; Cesar Buaes Dalmaso

RELATIONSHIP BETWEEN THE VARIABLES OF HI-TECH & COMPLEX PRODUCT DEVELOPMENT PROJECTS AND THE LEADERSHIP PROFILE MORE APPROPRIATE TO THESE PROJECTS SUCCESS: A LITERATURE REVIEW
Dinah Eluze Sales Leite; Claudiano Sales Araujo

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ORGANIZATIONAL BUSINESS INTELLIGENCE (OBI) PROJECT: ORGANIZATIONAL MODEL OF THREE ORGANIZATIONS FROM PARANÁ

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Concerned about innovation, creativity, productivity, effectiveness, durability and modernity, Organizations they invest in business intelligence. The objective is to describe the Zero Phase of the Organizational Business Intelligence (OBI) Project as a model of organizational management that has emphasized its organization, divulging and training. It included three organizations: Federação do Comércio, SESC, and SENAC of Paraná. After the zero phase, an OBI Project methodology is proposed based on Models of Organizational Information, where the BI Software is a support tool. The research methodology was emphasized by a case study that used a research-action. The results measured describe, through a project methodology, the phases, sub phases, points of approval and externalized products and formalize their respective challenges. The contributions reiterate that OBI and BI Software are distinct concepts and practices and require integrated planning and projects. The conclusion emphasizes that when the proposed project is totally implemented it may generate information and suggestions of intelligent decisions.

Keywords: organizational business intelligence; organizational intelligence; information models; intelligent decisions; organizational management.

PROJETO DE ORGANIZATIONAL BUSINESS INTELLIGENCE (OBI): MODELO ORGANIZACIONAL DE TRÊS ORGANIZAÇÕES PARANAENSES

Organizações preocupadas com inovação, criatividade, produtividade, efetividade, perenidade e modernidade, investem em inteligência organizacional. O objetivo é descrever sobre a Fase Zero do Projeto de Organizational Business Intelligence (OBI) como um modelo de gestão organizacional que enfatizou sua organização, divulgação e capacitação. Contemplou três organizações: Federação do Comércio; SESC; e SENAC do Paraná. Após a realização da fase zero, propõe-se uma metodologia de Projeto OBI, tendo como base os Modelos de Informações Organizacionais, onde o Software BI é um instrumento de apoio. A metodologia da pesquisa foi enfatizada por um estudo de caso que contemplou uma pesquisa-ação. Os resultados auferidos descrevem, por meio de uma metodologia de projeto, as fases, subfases, pontos de aprovação e produtos externados e formalizam os seus respectivos desafios. As contribuições reiteram que OBI e Software BI são conceitos e práticas distintas e requerem planejamentos e projetos integrados. A conclusão evidencia que quando o projeto proposto for implantado integralmente, poderá gerar informações e sugestões de decisões inteligentes.

Palavras-chave: organizational business intelligence; inteligência organizacional; modelos de informações; decisões inteligentes; gestão organizacional.

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BARRIERS TO IMPLEMENTATION OF KNOWLEDGE MANAGEMENT IN PUBLIC ORGANIZATIONS

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This article aims presenting the main barriers to knowledge management implementation in public sector organizations. Thereby the methodology characterized the research is theoretical and the approach is qualitative. The literature consultation was conducted through the systematic search from multidisciplinary SCOPUS data between articles and journals from all knowledge areas. After executing de search, which had as the one of the filter the criteria relevant, the analysis of the summaries of the documents was done providing for the examination of eight studies that have been fully appreciated. Also, in order to accommodate the sphere of knowledge management in the Brazilian public administration, we used relevant texts recognized by the academy about the subject. As a result, for the elucidation of the barriers presented in the studies, we created a summary table in which the main barriers to knowledge management implementation in public sector have been listed. From the analysis, we conclude that for effective implementation of knowledge management in public sector organizations is still necessary overcome some individual order barriers as well as organizational and technological barriers.

Keywords: Knowledge management. Deployment. Barriers. Restrictions. Public sector organizations.

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SYSTEM OF INFORMATION RETRIEVAL BY SEARCHING COMPARED, USING AS DESCRIPTORS MULTIWORDS EXPRESSIONS OBTAINED USING A TECHNIQUE THAT EVALUATES THE STRUCTURE OF THE DOCUMENT

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This paper aims to propose an alternative method for retrieving documents through Multiword Expression (MWE) extracted from a document base to be used as descriptors in search of an Information Retrieval System (IRS). In this sense, unlike the methods considered the text as a set of bag of words, we propose a method that takes into account the characteristics of the physical structure of the document in the extraction process of MWE. This set of terms extracted by using a technical algorithmic exhaustive proposal are compared with results obtained for thirteen different measures of association statistics generated by the software Ngram Statistics Package (NSP). To perform this experiment was set up with a corpus of documents in digital format.

Keywords: Extraction of Expressions Multiwords, Measures of Association Statistics, Compared Search, Information Retrieval System, the Document Structure.

SISTEMA DE RECUPERAÇÃO DA INFORMAÇÃO POR BUSCA COMPARADA, QUE UTILIZA COMO DESCRITORES EXPRESSÕES MULTIPALAVRAS OBTIDAS ATRAVÉS DE UMA TÉCNICA QUE AVALIA A ESTRUTURA DO DOCUMENTO.

Este trabalho visa propor um método alternativo para recuperação de documentos por meio de Expressões Multipalavras (EM) extraídas de um documento base, para serem utilizadas como descritores de busca em um Sistema de Recuperação da Informação (SRI). Neste sentido, diferentemente dos métodos que consideram o texto como um conjunto de palavras, do inglês bag of words, propusemos um método que leva em consideração as características da estrutura física do documento no processo de extração das EM. Esse conjunto de termos extraído pelo uso de uma técnica algorítmica exaustiva proposta são comparados com o resultado obtido por treze diferentes medidas de associação estatísticas geradas pelo software Ngram Statistics Package (NSP). Para realizar esse experimento foi constituído um corpus com documentos em formato digital.

Palavras-chave: Extração de Expressões Multipalavras, Medidas de Associação Estatísticas, Busca comparada, Sistema de Recuperação de Informação, Estrutura do Documento.

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KNOWLEDGE SHARING AND CREATION: DEFINING THE CONCEPTS AND RELATIONSHIPS BETWEEN THE TERMS

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This study proposes to identify definitions for the terms Knowledge Sharing and Creation, analysing differences, similarities and the relationships between the terms. A qualitative bibliographic study was conducted using a systematic review of the literature and a directed search of the subject as data collection tools to refine the search and expand its scope. The results indicate a close relationship between the terms, but with no consensus about the definitions of these concepts due to the various applications of the terms, because of the variety of applications and understandings of Knowledge Management and the type of knowledge that is being worked with - either tacit or explicit. The study concludes that for Knowledge Management to constitute a field of study without losing an interdisciplinary essence, constant vigilance is needed in relation to the definitions of the key concepts of the field and debate should be encouraged about different translations and classifications used by researchers in the field. A model for an Integrated Knowledge Creation and Sharing Process is presented as a contribution to studies in the field.

Keywords: Knowledge Creation and Sharing, Conceptual Framework; Concepts and Relationship; Interdisciplinarity.

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KNOWLEDGE MANAGEMENT: THE INFLUENCE OF TACIT KNOWLEDGE IN THE STRATEGY FORMULATION PROCESS

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The goal of this study was to identify how knowledge measured by tacit variables: identity, experience and cognition of top management influences the strategy formulation process. We reviewed studies on knowledge management that address the tacit and explicit knowledge as complementary units in strategic activities (Nonaka & Takeuchi1997, Davenport & Prusak, 1998). Conversely, we reviewed studies that deal with the process of strategy formulation and strategic choices of top management (Prahalad & Bettis, 1995; Andersen, 2004). To reach the goal qualitative method was driven, featuring an explanatory study, which aims to answer the research question: How tacit knowledge of top management influences the strategy formulation process? We used a simple case study method. Data collection was performed through a semi-structured interviews with top leadership of the six units of the organization; direct observation and document analysis. From the data analysis by pattern matching technique (Trochim, 1984), we confirm that the variables identity, experience and cognition directly affect the formulation of strategy, because when combined with the explicit knowledge form the dominant logic of managers, implied the identity of ourselves and reflecting on their strategic choices.

Keywords: knowledge management, tacit knowledge, strategy formation process, strategic choice, case study

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THE ACQUISITION PROCESS IN KNOWLEDGE ENGINEERING: EXTRACTION AND ELICITATION TECHNIQUES

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The Knowledge Engineering (KE) is responsible for the development of methodologies and techniques to build knowledge-based systems. The Knowledge acquisition is one of the most critical tasks in the KE. This paper addresses the review of the literature about acquisition, involving the knowledge acquisition through non-human sources (extraction) and the capture of knowledge by human experts (elicitation). Several techniques are described and gathered in a single source that can serve as support for future work, in an attempt to show its usefulness and possible limitations.

Keywords: Knowledge Engineering, Knowledge Acquisition, Extraction, Elicitation.

O PROCESSO DE AQUISIÇÃO NA ENGENHARIA DO CONHECIMENTO: TÉCNICAS DE EXTRAÇÃO E ELICITAÇÃO

A Engenharia do Conhecimento (EC) é responsável pelo desenvolvimento de metodologias e técnicas para construir sistemas baseados em conhecimento. A aquisição de conhecimento é uma das tarefas mais críticas na EC. Neste artigo é feita uma revisão de literatura sobre esta fase de aquisição, envolvendo a obtenção de conhecimento por meio de fontes não-humanas (extração) e também a captura de conhecimento por meio de especialistas humanos (elicitação). Diversas técnicas são descritas, com o objetivo de reunir este levantamento em um único material para que possa servir de apoio para futuros trabalhos, numa tentativa de mostrar a utilidade e possíveis limitações das mesmas.

Palavras-Chave: Engenharia do Conhecimento, Aquisição de Conhecimento, Extração, Elicitação.

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THE INSTITUTIONALIZATION OF KNOWLEDGE MANAGEMENT IN COMPANIES OPERATING IN BRAZIL: STUDY OF MULTIPLES CASES

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Abstract: This article reports the results of a qualitative research based on method of multiple case studies of companies operating in Brazil that claimed to have institutionalized knowledge management in their corporations. The objectives of this research were: a) study the process of institutionalization of knowledge management in these companies, identifying the reasons, principles, techniques and mechanisms that have been introduced in companies with the purpose of manage knowledge, b) identify what were factors both, propulsive and restrictive, in the process of institutionalization of knowledge management and how they contributed to boost or restrict the different stages of the process. The main conclusions of the research were that: 1) the studied companies conducted the process of institutionalization in a specific and differentiated ways from one another and therefore are positioned at different stages of the sequential model of institutionalization defined by Tolbert and Zucker (1998). It can be observed yet differences in the reasons and motivations, principles, techniques and mechanisms adopted and infrastructure to manage this intangible asset. The article assumed as its premise that the process of institutionalization of knowledge management business facilitates the effective use of assets by managers, and this contributes to improve the competitive performance of the companies studied. In summary, one of the main conclusions of this article was that three companies effectively institutionalized the process of KM, while two others are in earlier stages, as described theoretical model.

Keywords: Knowledge management, Institutional Theory, Institutionalization of KM, Case Study, Process of KM

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ELECTRONIC BIDDING TO CONTROL OPPORTUNISM IN THE PUBLIC BIDDING PROCESS

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This work focuses on the Electronic Bidding (EB) process as part of the Comprasnet System, of Central Government, aiming to bolster Government dealings to prevent bidders' opportunism and thus contracting goods and services at more compatible prices. The analysis comprises a case study, at descriptive level, of the EB process under the Comprasnet System. The research object involves a Government buying area and five auctioneers as the research social subjects. The main results indicate that the use of the EB process in the Government buying system shows effectiveness and transparency improvements in the bidding process, besides providing technological benefits to control bidding compliance with Federal Regulations. In conclusion, this system bolsters, mainly, the automation of compliance to regulations in the bidding process, but it does not seem to provide significant changes in effectiveness of the control to oppose eventual bidders opportunism.

Keywords: Electronic Buying System; Competitive Intelligence; Auctions; Electronic Bidding; Information Technology.

O PREGÃO ELETRÔNICO COMO INSTRUMENTO DE CONTROLE DE OPORTUNISMOS NO PROCESSO LICITATÓRIO PÚBLICO

Este trabalho tem como objetivo analisar a operação de pregão eletrônico (PE) no sistema Comprasnet, da União, que busca instrumentalizar o governo para lidar com o oportunismo dos licitantes, permitindo ao primeiro, contratar bens e serviços a preços mais compatíveis com os praticados no mercado. O desenho da pesquisa envolve o estudo de caso, em nível descritivo, dos processos de PE no sistema Comprasnet, do Governo Federal, tendo como campo de pesquisa uma área demandante e cinco pregoeiros como sujeitos sociais da pesquisa. Os principais resultados indicam que houve aumento na eficiência e transparência nos processos a partir do uso do sistema de pregão eletrônico. Em conclusão, esse sistema tem servido, principalmente, para automatizar o controle do cumprimento à legislação no processo licitatório, mas parece não ter sido efetivo no combate ao oportunismo dos licitantes.

Palavras-chave: Inteligência Competitiva; Licitações; Pregão Eletrônico; Sistema de Compras eletrônico; Tecnologia da Informação.

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APPLICATION OF ADAPTIVE MODEL FODNESS AND MURRAY THE EVALUATION OF PASSENGER SATISFACTION IN AUGUSTO SEVERO INTERNATIONAL AIRPORT USING MULTIVARIATE REGRESSION

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In recent years, customer satisfaction and their evaluation of the concerns of involved managers, marketing researchers and organizations interested in implementing quality programs. In the current situation where the customer is more informed and demanding, the systematic evaluation brings good results as a way to replenish and direct the efforts of an organization under the vision of its customers. The purpose of this study was to evaluate customer satisfaction in as passengers in the Augusto Severo International Airport in Parnamirim / RN. This research also sought to identify the dimensions that contribute most in the outcome of the evaluation of passenger satisfaction. A review of the literature on the subject is identified the model Fodness and Murray as the most suitable for measuring the level of satisfaction with the quality of services provided, the same is being used as the reference model. We used regression equations whose variables could structure the formation of a model has been applied Satisfaction hypothesis tests of the main parameters in order to validate or not the regression models and analysis of the quality of their settings. Data analysis led to the completion of the appropriate application in the sector under study, the model Fodness and Murray in relation being traditional models, and the five dimensions of the model adopted triggered a direct contribution to their importance in the perception of overall passenger satisfaction. The results show that these dimensions were significant in explaining satisfaction based on processing the data. The proposed statistical model proved to be well adjusted and was able to explain the behavior of customer satisfaction. The main problems identified include confidence in the safety and premises, availability of taxi, cab waiting time, availability and quality of seats, comfort and prices of the airport´s restaurants.

Keywords: Customer Satisfaction, Tourism, Model Fodness and Murray; Air Transportation; Multivariate Regression.

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KNOWLEDGE EXTRACTION FROM ELECTRIC ENERGY CONSUMPTION SERIES USING TIME SERIES KNOWLEDGE MINING

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Information about the energy consumption dynamic are of great importance to power utilities to achieve financial benefits or to define strategies for better customer service. This paper uses a methodology based on mining tools and representation of time series, in order to extract knowledge relating the energy consumption of various substations of a utility using the Time Series Knowledge Mining (TSKM), that explores temporal relations of duration, coincidence and events sequence, extracting system behavior rules. To the knowledge representation, it was used the language Time Series Knowledge Representation (TSKR) that presents the temporal relationships on each knowledge level using musicology terms. To illustrate the method we performed a case study with hourly measurements of energy consumption of eight substations of New England (USA).

Keywords: Time series Multivariate, Time Series Mining, TSKM, TSKR, Electric Energy Consumption.

EXTRAÇÃO DE CONHECIMENTO DE SÉRIES DE CONSUMO DE ENERGIA ELÉTRICA USANDO O TIME SERIES KNOWLEDGE MINING

Informações sobre o comportamento da dinâmica de consumo de energia são de grande importância para as concessionárias, seja para alcançar vantagens financeiras ou para definir estratégias de melhor atendimento ao cliente. Este trabalho utiliza uma metodologia baseada em ferramentas de mineração e representação de séries temporais, com o objetivo de extrair conhecimento relacionando os consumos de energia de diversas subestações de uma concessionária utilizando o Time Series Knoledge Mining (TSKM), que explora relações temporais de duração, coincidência e sequência de eventos, extraindo regras de comportamento do sistema. Para a representação do conhecimento foi utilizada a linguagem Time Series Knowledge Representation (TSKR) que apresenta as relações temporais em cada nível de conhecimento utilizando termos da área da musicologia. Para ilustrar o método foi realizado um estudo de caso com medições horárias de consumo de energia de oito subestações de New England (EUA).

Palavras - chave: Séries Temporais Multivariadas, Mineração de Séries Temporais, TSKM, TSKR, Consumo de Energia Elétrica.

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COMPETITIVE INTELLIGENCE: BIBLIOMETRIC RESEARCH ON EARLY SIGNALS

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Considering the importance of the anticipated intelligence issue on the current scenario, this article aims at understanding the scientific production about the subject, contributing with greater academic knowledge about the productivity in the area and to future researchers. Therefore, a bibliometric research was carried out on weak signals and correlated matters, between 1980 and 2010, and was supported by the literature review about the subject. The suggested analysis contributes to a greater academic knowledge on productivity in the field, providing a broad perspective for future researchers who catch sight of this subject as a potential for further studies.

Keywords: Early intelligence, weak signals, bibliometric research

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KNOWLEDGE MANAGEMENT IN THE LARGEST INDUSTRIES OF SANTA CATARINA

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The objective of this article is reflecting on the knowledge management in competitive organizations. The methodological line followed was the qualitative research, descriptive and applied. Seven of the largest industries of Santa Catarina in number of employees were researched by interviews and documental research. The data were analyzed by the technique of content analysis. The results of the study show that the analyzed enterprises develop several knowledge management actions. The enterprises are aware of the employees' value due to de continuous improvement and competitiveness. In the most industries, the Human Resources action is strategic and decentralized, using the business partnership as support to people management processes. The enterprises that have the greater degree of autonomy and the greater degree of implementation are those where the processes are more shared, socialized and internalized by the employees, fostering the knowledge management with practices as coaching, competences management, team work, knowledge groups and others. This way, these organizations, so far as keep a structured program of knowledge management, they achieve learning, commitment and innovation.

Keywords: Knowledge Management. People Management. Competitiveness.

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CONSUMERS IN VALUE CO-CREATION NETWORK

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New communication technologies get consumers into active part in development process of new products and services. Some authors denominate those consumers as co-creators of value and highlight the importance of marketing professionals to get to know them, in order to create constant approaching and interacting strategies and to provide a broader innovation environment. This study examines the profiles of two groups of consumers through their hobbies, since they are kinds of people that engage on the production and creation of products and services in a process of value co-creation. The groups analyzed were air modeling practitioners in the city of Sao Paulo, and photography practitioners also in Sao Paulo. Interviews with instructors of both groups were made to check the profile of those practitioners against literature of co-creation. The result of the study in both groups are in accordance to similar studies in Brazil and abroad, and emphasize the usefulness of knowledge and use of corporate strategies to take benefit of that kind of behavior for marketing, operations and information systems in order to get close to present and potential clients with that specific profile of value co-creators.

Keywords: value co-creation, networks, consumer behavior.

CONSUMIDORES EM REDE DE CO-CRIAÇÃO DE VALOR.

As novas tecnologias de comunicação tornam consumidores parte ativa no processo de desenvolvimento de novos produtos e serviços. Alguns autores denominam estes consumidores de co-criadores de valor e destacam a importância para os profissionais de marketing e operações de conhecerem este novo perfil de comportamento de modo a criar estratégias constantes de aproximação e interação e conseguir um abrangente ambiente de inovação. Este estudo examina os perfis de dois grupos de consumidores por meio de seus hobbies, considerando que são tipos de pessoas que se envolvem na produção e criação de produtos e serviços em um processo de co-criação de valor. Os grupos analisados foram aeromodelistas na cidade de São Paulo, e praticantes de fotografia na mesma cidade. Entrevistas com instrutores de ambos os grupos foram feitas para verificar qual o perfil caracterizador destes praticantes à luz da literatura de co-criação. Os resultados do estudo em ambos os grupos estão em conformidade com pesquisas similares realizadas no Brasil e no exterior, e demonstram a relevância do conhecimento e utilização de estratégias corporativa que façam uso deste tipo de comportamento para marketing, operações e sistemas de informação de modo a aproximar-se de clientes atuais e potenciais que tenham este perfil específico de co-criadores de valor.

Palavras-chave: co-criação de valor, redes, comportamento do consumidor.

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MANAGEMENT GRADUATE PROGRAMS IN BUSINESS FIELD BUILT FROM THE BRAZILIAN SYSTEM (CAPES) AND THE UNITED STATES SYSTEM (AACSB)

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The evaluate process of Higher Education Institutions - HEI has been sofering more or less interference from the state. Brazil has been highlighted in the evaluation of graduate program and the system regarded as one of the most efficient and modern in the world. The goal of this research is to propose possible extensions to the current system to manage graduate programs in business field in Brazil, by comparing USA and Brazilian evaluation systems. This research was conducted in eight business school programs: four programs in the Brazil that are recognized by CAPES and four USA programs accredited by AACSB. The method used was multiple case study analyses based on the work of Eisenhard (1989) and Yin (2003). For the analysis, we followed the cluster techniques of Miles and Huberman (1994). The results point to the conceptual difference in the use of evaluation systems among program in Brazil (quantitative) and in the USA (qualitative). The model of management proposed in this study is intended to reach the requirements of CAPES evaluate system, but also to considerate the program reality and the other important elements for the program's continuous improvement. Among the suggestions are: (1) mission and the vision; (2) Strategic Plan; (3) Professors; (4) research structure; (5) students; and (6) results that encloses the scientific-technological production, former students, and social insertion.

Keywords: Education Evaluation; Graduate Program; Graduate Program Evaluate; Strategic Management

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COMPETENCE-BASED MANAGEMENT AND KNOWLEDGE MANAGEMENT: CHARACTERISTICS AND HUMAN RESOURCES AREA

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The Competence-based Management is a part of a movement aimed to provide efficient management alternatives. This article aims to present the main features of the models Competence-based Management that if aligned to the Knowledge Management can bring great benefits to organizations when applied to human resources. This work tried to make a parallel between both managements highlighting key actions that affect the area of human resources. We conclude that these models are complementary when it can turn in tacit to explicit knowledge, spreading it to the organization in order to provide the expertise retention practices more assertive, by defining the skills of workers.

Keywords: Competence-based Management, Knowledge Management, Human Resources, tacit knowledge, literacy.

GESTÃO POR COMPETÊNCIAS E GESTÃO DO CONHECIMENTO: SUAS CARACTERÍSTICAS E A ÁREA DE RECURSOS HUMANOS

A Gestão por Competências é uma ferramenta que faz parte de um movimento voltado a oferecer alternativas eficientes de gestão. O presente artigo tem por objetivo apresentar as principais características dos modelos de Gestão por Competências que, se alinhada à Gestão do Conhecimento pode trazer grandes benefícios para as organizações quando aplicados aos Recursos Humanos. Buscou-se realizar um paralelo entre ambas as gestões destacando as principais ações que concernem à área de Recursos Humanos. Conclui-se que os referidos modelos são complementares quando se consegue transformar o conhecimento tácito/individual em explicito, disseminando-o para a organização, de forma proporcionar a retenção da expertise das práticas mais assertivas, por meio da definição das competências dos trabalhadores.

Palavras-chave: Gestão por Competências, Gestão do Conhecimento, Recursos Humanos, conhecimento tácito, aprendizagem.

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NEWBORN SCREENING PROGRAM OF MINAS GERAIS: STUDY OF PERFORMANCE INDICATORS IN THE TRANSACTIONAL SYSTEM AND THE BI

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The objective of this study was to analyse informations supplied by current systems of Newborn Screening Program of the State of Minas Gerais, Brazil (PETN-MG) coordinated by Center of Action and Researches Supporting Diagnosis (NUPAD) and from these analyses to compare them with informations provided by Business Intelligence (BI). To conduct this comparison between systems, performance indicators were supplied by current systems and by BI, pointing the most important problems met. BI showed some advantages in relation to processing time and distribution of informations, besides possibilitating a broader vision of them. It was verified that BI is an alternative to auxiliate PETN-MG managers in decision taking.

Keywords: Business Intelligence, Information technology, Current systems, Decision Taking.

PROGRAMA DE TRIAGEM NEONATAL DE MINAS GERAIS: UM ESTUDO DOS INDICADORES DE DESEMPENHO NO SISTEMA TRANSACIONAL E NO BI

O objetivo deste estudo foi analisar as informações geradas pelos sistemas atuais do Programa Estadual de Triagem Neonatal de Minas Gerais (PETN-MG), coordenado pelo Núcleo de Ações e Pesquisa em Apoio ao Diagnóstico (NUPAD), e a partir desta análise, comparar com as informações geradas pelo Business Intelligence (BI). Para realizar esta comparação entre os sistemas, foram estudados os indicadores de desempenho fornecidos pelos sistemas atuais e pelo BI, apontando os principais problemas encontrados. O BI apresentou algumas vantagens em relação ao tempo de processamento e ao compartilhamento das informações, além de possibilitar uma visão mais abrangente das mesmas. Verificou-se que o BI é uma alternativa para auxiliar os gestores do PETN-MG no processo de tomada de decisão.

Palavras-Chave: Business Intelligence, Tecnologia da Informação, Sistemas atuais, Tomada de decisão.

Agradecemos ao Núcleo de Ações e Pesquisa em Apoio da Faculdade de Medicina da UFMG pelo apoio no desenvolvimento do presente trabalho.

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COMPETITIVE INTELLIGENCE: ANALYSIS OF PRESENT AND FUTURE OF MICRO AND SMALL ENTERPRISES

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For the enterpriser of a micro or small enterprise (MSE), there is constant concern about the current situation of your company and especially with her future. Surveys show that the most of the MSEs have up to 3 years of life only and several reasons are given for this mortality. This article examines how the system of competitive intelligence can affect the decision making process in the life cycle of organizations. The enterpriser has at its disposal tools of Competitive Intelligence can help he to reduce the risk of their decisions and increase the likelihood of success for the future of your company. This paper presents a model for implementation of a Competitive Intelligence system in MSEs. The review in the literature was supplemented with primary data collected in two companies that were implementing the model and showed that it is possible to create a Competitive Intelligence system in MSEs to enable managers to apply tests that go beyond the existing economic variables.

Keywords: MSE; Competitive Intelligence; Future; KIT.

INTELIGÊNCIA COMPETITIVA: ANÁLISE DO PRESENTE E DO FUTURO DE MICRO E PEQUENAS EMPRESAS

Para o empreendedor de uma Micro ou Pequena Empresa (MPE), há constante preocupação com a situação atual da sua empresa e especialmente com o futuro. Pesquisas apontam que grande parte das MPEs tem até 3 anos de vida e várias razões são apontadas para tal mortalidade. O artigo analisa como o sistema de Inteligência Competitiva pode afetar o processo decisório, no ciclo de vida das organizações. O empreendedor tem a sua disposição ferramentas de Inteligência Competitiva que podem ajudá-lo a reduzir o risco de suas decisões e aumentar a probabilidade de acerto quanto ao futuro da sua empresa. Este artigo apresenta a proposta de um modelo de implementação de um sistema de Inteligência Competitiva nas MPEs. A revisão de literatura foi complementada com dados coletados em duas empresas que implementaram o modelo proposto e mostrou que é possível a implementação de Inteligência Competitiva em MPEs que permitam aos gestores aplicar análises que vão além das variáveis econômicas existentes.

Palavras-Chave: MPE; Inteligência Competitiva, Futuro; KIT.

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IDENTIFICATION OF INTELLECTUAL CAPITAL OF A SUPERMARKET: ANALYSIS BY MEANS OF THE PERCEPTION OF ITS EMPLOYEES AND CUSTOMERS

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The study aimed to identify the intellectual capital of a supermarket located in Santa Catarina, in the Valley off Itajai, belonging to a large supermarket chain through the perception of its employees and customers. Descriptive study was carried out through a case study approach with quantitative data obtained with a questionnaire consisting of 23 questions applied to 34 employees and 19 questions applied to 207 clients and prepared in accordance with definitions of Edvinsson and Malone (1998) and Stewart (1998). The results demonstrated that human intellectual capital is composed of staff helpful, efficient, cheerful, educated, motivated and good interpersonal skills. Intellectual capital has the structural efficiency of equipment, brand associated with excellent quality, favorable location and a pleasant and organized. Intellectual capital consists client participatory and people who rely on the suggestive grocery store and disseminate a positive way.

Keywords: Intellectual Capital. Components of Intellectual Capital. Entropy of the information. Perception. Supermarket.

IDENTIFICAÇÃO DO CAPITAL INTELECTUAL DE UM SUPERMERCADO: ANÁLISE POR MEIO DA PERCEPÇÃO DE SEUS FUNCIONÁRIOS E CLIENTES

O estudo teve como objetivo identificar o capital intelectual de um supermercado localizado em Santa Catarina, na região do Vale do Itajaí, pertencente a uma grande rede de supermercados por meio da percepção de seus funcionários e clientes. Realizou-se pesquisa descritiva, por meio de um estudo de caso, com abordagem quantitativa dos dados obtidos com aplicação de um questionário, composto por 23 questões aplicadas a 34 funcionários e 19 questões aplicadas a 207 clientes e elaboradas com base nas definições de Edvinsson e Malone (1998) e Stewart (1998). Os resultados demonstraram que o capital intelectual humano é composto por funcionários prestativos, eficientes, alegres, educados, motivados e com bom relacionamento interpessoal. O capital intelectual estrutural conta com a eficiência dos equipamentos, marca associada a excelente qualidade, local favorável e um ambiente agradável e organizado. O capital intelectual cliente é formado pessoas participativas e sugestivas que confiam no supermercado e o divulgam de maneira positiva.

Palavras-Chave: Capital Intelectual. Componentes do Capital Intelectual. Entropia da informação. Percepção. Supermercado.

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KNOWLEDGE SHARING AMONG AGENTS IN A DISTANCE EDUCATION UNDERGRADUATE COURSE AT UNIVERSIDADE FEDERAL DE SANTA CATARINA

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The article has the objective of presenting perceptions of some managers in a pilot project of a Distance Education Business undergraduate course, offered by Universidade Federal de Santa Catarina, as regards to the knowledge sharing process among project participating agents. In order to do so, the utilized methodology characterizes this research as a theoretical-empirical descriptive case study; on the other hand, its approach is categorized as qualitative. The managing group of the pilot project was selected as a unit of analysis, and sampling was performed by judgment. After a review of the pertinent literature to the article issue, interviews of selected managers have been analyzed, initiating the case study. Departing from analyses of primary and secondary data, aspects related to spontaneous sharing have been observed; individual cultural characteristics and motivational factors have been seen as more strongly developed. As a conclusion, the knowledge sharing process still needs more organization when the point of reference is structured sharing. However, when analyzed through the scope of spontaneous sharing, the observed reality presents positive results, although as an isolated process without effective participation of the project managing group.

Keywords: Knowledge sharing. Distance Education. Knowledge management.

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PEOPLE IN MEASURING SERVICES LOGISTICS PERFORMANCE

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This paper primary aims to discuss observed gaps in theoretical models published on logistics services measurement models and propose a model to evaluate logistics services performance that includes the People dimension in these models. The research focuses in dimensions and performance attributes used to measure the logistics service performance as well as the entrepreneurship organizations in general. The People dimension and corresponding attributes are not present in performance evaluation theoretical models. Research was conducted in two phases: bibliographical review and analysis of multiple exploratory cases. Two premises were defined to conduct the evaluated cases: the first states the Costumer, Supplier and Processes dimensions are intensively present in logistics services measurement of logistics service providers and other entrepreneurship organizations. The second states the People dimension attributes are competencies, productivity and social climate.

Keywords: performance measurement, models, logistics, logistics service, people management

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THE PERCEPTION OF ORGANIZATIONAL LEARNING IN THE PUBLIC SECTOR INFORMATION TECHNOLOGY

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This study verified the perceptions of employees in the sector of information technology with respect to the institutionalization of organizational memory. It was observed that despite the daily use of technology tools for developing information systems for capturing, storing and providing information on the organization, the sector is not aware of explicit organizational memory as a process of retention and sharing of knowledge as a factor of advantage organizational competitive. The technological tools to institutionalize organizational memory through systems of computer-based organizational memory exist and are available, but their use is limited and knowledge is fragmented into repositories humans, nonhumans and needs to be systematized and integrated. The organizational culture did not realize the ignorance of the importance of creating organizational memory as a process of competitive advantage for future use and organizational learning.

Keywords: organizational memory, information technology, organizational memory system, public sector.

A PERCEPÇÃO DA APRENDIZAGEM ORGANIZACIONAL NO SETOR PÚBLICO DE TECNOLOGIA DA INFORMAÇÃO

Verificou-se a percepção dos funcionários do setor de tecnologia da informação com respeito à institucionalização da memória organizacional. O setor não tem a percepção explícita da memória organizacional como processo de retenção e compartilhamento do conhecimento como fator de vantagem competitiva organizacional. As ferramentas tecnológicas para institucionalizar a memória organizacional através de sistemas de memória organizacional baseados em computador existem e estão disponíveis, porém seu uso é limitado e o conhecimento encontra-se fragmentado em repositórios humanos, não-humanos. A cultura organizacional não percebeu o desconhecimento da importância de instituir a memória organizacional como processo de vantagem competitiva e para uso futuro no aprendizado organizacional.

Palavras-chave: memória organizacional, tecnologia da informação, sistema de memória organizacional, setor público.

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MODELING BUSINESS PROCESSES AND KNOWLEDGE MANAGEMENT: CASE STUDY OF A PROCESS MODELING AND DISSEMINATION OF KNOWLEDGE THROUGH A WIKI

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The business process modeling assists the organizations in the conception of referring representations to a business process. The knowledge management provides Knowledge management provides ways for the administration and control of knowledge assets of an organization. This study it has as objective to verify as the organizations promote the process modeling and demonstrate the modeling and analysis of a business process. Another objective in question is to use knowledge management to organize and disseminate the knowledge generated in the conception of the processes. The theoretical recital consists of the relative concepts to business process management (BPM), modeling of processes, knowledge management, collaborative tools, with focus in the Wikis. By means of a case study, it was evaluated how a company performed modeling and knowledge management processes. The study it evidenced the present scenario and demonstrated aspects to be led in account in scenarios as the studied one.

Keywords: BPM, Business Process Modeling, Knowledge Management, Collaborative Tools, Wiki.

MODELAGEM DE PROCESSOS DE NEGÓCIO E GESTÃO DO CONHECIMENTO: ESTUDO DE CASO DE UMA MODELAGEM DE PROCESSOS E DISSEMINAÇÃO DE CONHECIMENTO ATRAVÉS DE UM WIKI

A modelagem de processos de negócio auxilia as organizações na concepção de representações referentes a um processo de negócio. A gestão do conhecimento provê meios para a administração e controle dos ativos de conhecimento de uma organização. Este estudo tem como objetivo verificar como as organizações promovem a modelagem de processos e demonstrar a análise e modelagem de um processo de negócio. Outro objetivo em questão é propor a utilização de gestão do conhecimento para organizar e disseminar o conhecimento gerado na concepção dos processos. A fundamentação teórica consiste nos conceitos relativos à gestão de processos de negócio (BPM), modelagem de processos, gestão do conhecimento, ferramentas colaborativas, com foco nos Wikis. Por meio de um estudo de caso, avaliou-se a maneira como uma empresa realizava a modelagem e gestão do conhecimento de processos. O estudo evidenciou o cenário encontrado e demonstrou aspectos a serem levados em conta em cenários como o estudado.

Palavras-Chave: BPM, Modelagem de Processos de Negócios, Gestão Conhecimento, Ferramentas Colaborativas, Wiki.

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DIAGNOSING THE ORGANIZATIONAL CAPACITY FOR LEARNING: A CASE STUDY OF A BRAZILIAN COMMUNICATIONS GROUP

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The study envisioned the diagnosis of the capacity stage for learning of a Brazilian communications group. For this the study sought support in the theories of classical and contemporary authors, such as: Vigotski and the social construction of learning, Morin and the concepts of complexity, and Nonaka and Takeuchi and the construction of knowledge. Variables for analysis were defined based on the techniques for the "company that learns" by Senge (2006). A predominantly descriptive study was carried out qualitatively via an interview and an analysis of documents, and quantitatively by having functionaries answer questionnaires in order to obtain primary data. It was concluded that the group has constructed value in the Personal Domain discipline by motivating and supporting studies and individual growth; however, in order to enable it to face the challenges of globalization, it is necessary to give more attention to internal communication and to collaborative work in order to build coherence between strategies and actions, which in their turn, also will contribute to the elimination of existing blocks in the group for developing other essential disciplines. This study, not only diagnosed the organizational capacity for learning, but also brought to the fore the methodological contribution with its questionnaire and the Radar press which facilitates the understanding of the diagnostic and the discussion of solutions for the difficulties diagnosed.

Keywords: Organizational Diagnostic; Learning Organization; Construction of Knowledge

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BUSINESS INTELLIGENCE (BI): AN EXPLORATORY STUDY ON BI USAGE TO ACHIEVE COMPETITIVE ADVANTAGE.

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The purpose of this research was to determine how the tool business intelligence can provide competitive advantage to companies that use it. The process of making decision and the steps where the concept of Business Intelligence is used to improve this process have been identified and discussed with the interviewees. It was used a qualitative exploratory methodology, and data collected through interviews with middle and senior management of four large companies located in the state of Sao Paulo, three of them are multinational companies. The data analysis methodology was content analysis. The results suggest that the concept of BI provide operational benefits, the measure that streamlines the process of constructing information, making it available in timely manner for the managers to making decisions, providing support for strategic planning. It was shown that this flexibility in obtaining the information makes it easier and increases assertiveness in decisions made by managers. Competitive advantage derives from usage maturity, but the operational advantage is felt immediately the execution of the tool.

Keywords: Business Intelligence. Competitive Advantage. Process Improvement. Strategy. Technology.

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THE STRATEGIC USE OF INFORMATION TECHNOLOGY TO SUPPORT THE KNOWLEDGE MANAGEMENT

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The knowledge is a competitive factor of extreme importance for the companies. In this way, the Knowledge Management (KM) can be used as an organizational strategy to achieve competitive advantage. The objective of this paper is to present the Information Technology (IT) as a very important tool to support the Knowledge Management. Bibliometrics techniques were used to perform a mapping, in the Web of Science data base, of the publications that treats about Information Technology and KM. It was analyzed 800 studies about IT in the KM. After that, a more detailed analysis was performed in 115 publications selected from the initial group. It was noticed that IT can contribute significantly with the KM through its tools. However, it is needed to emphasize that only IT is not sufficient for an effective process of Knowledge Management.

Keywords: Knowledge Management, Information Technology, Organizational Strategy, Bibliometric techniques, Competitiveness.

A UTILIZAÇÃO ESTRATÉGICA DA TECNOLOGIA DA INFORMAÇÃO NO APOIO A GESTÃO DO CONHECIMENTO

O conhecimento é um fator competitivo de extrema importância nas empresas. Neste sentido, a Gestão do Conhecimento (GC) pode ser uma estratégia organizacional para obtenção de vantagem competitiva. Este artigo pretende mostrar que a Tecnologia da Informação (TI) é uma ferramenta importante para dar apoio a GC. Técnicas bibliométricas foram utilizadas para realizar um mapeamento dos trabalhos da literatura que tratam de TI na GC na base de dados Web of Science. Foram analisados inicialmente 800 trabalhos que tratam de GC e TI, depois o conjunto foi reduzido para 115 publicações, onde novas análises mais detalhadas foram feitas. Foi percebido que a TI pode contribuir muito com a GC através de suas ferramentas, contudo é preciso alertar que apenas o uso da TI não é suficiente para um efetivo processo de Gestão do Conhecimento.

Palavras-Chave: Gestão do Conhecimento, Tecnologia da Informação, Estratégia Organizacional, Técnicas Bibliométricas, Competitividade.

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CONFLICT OF GENERATIONS IN THE WORKPLACE: A STUDY CONDUCTED IN THE PUBLIC SECTOR

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The concept of generation encompasses the whole of individuals born in the same time, influenced by a historical context that determines the behavior causing direct impact on the evolution of society and especially in the workplace. This study aimed to analyze the daily conflicts generated by the different generations within a government department, pointing out the causes and the differences in thinking and conduct. Using bibliographic references of generations and their division into periods, the study realize the comparison between the characteristics of each generation. After applying a questionnaire to three managers of a publics offices, it was found that the characteristics indicated by the references for several generations occur, in the case studied, in the daily practice of the work done by a team comprising officials from different generations.

Keywords: generations, generation gap, work environment

CONFLITO DE GERAÇÕES NO AMBIENTE DE TRABALHO: UM ESTUDO EM EMPRESA PÚBLICA

O conceito de geração engloba o conjunto de indivíduos nascidos em uma mesma época, influenciados por um contexto histórico, que determina o comportamento, causando impacto direto na evolução da sociedade e, principalmente, no ambiente de trabalho. Este estudo teve como objetivo geral analisar os conflitos diários gerados pelas diferentes gerações dentro de uma repartição pública, apontando as causas e as diferenças na forma de pensar e proceder. Utilizando referencial bibliográfico sobre gerações, bem como suas divisões em períodos, o estudo compreendeu a comparação das características de cada geração. Após aplicação de um questionário a três gestores da repartição pública, pôde-se constatar que as características apontadas pelo referencial para as várias gerações ocorrem, no caso estudado, na prática diária dos trabalhos realizados por uma equipe que comporta funcionários de diversas gerações.

Palavras Chave: gerações; conflito de gerações; ambiente de trabalho.

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KNOWLEDGE MANAGEMENT FROM THE PERSPECTIVE OF MANAGERS (LEADERS) IN A COMPANY OF PROVISION SECURITY SERVICES AND VEHICLE TRACKING

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The aim of this paper is to investigate what the vision that managers or leaders of a company providing security services and vehicle tracking have regarding the dissemination of knowledge within this company. For this purpose, we used the literature review, document and use a checklist to help identify the occurrence of spread of knowledge management. As a result it was concluded that: the company managers have studied a degree of dissemination of knowledge considerable, given that as a practical use of knowledge dissemination integrations through training, and pass along their accumulated knowledge led through dialogues informal. It was also found that in some cases, there is much resistance, led by policy, to accept changes, and even suggestions from their managers. It was also observed that in certain areas (commercial, technical support, field) the degree of resistance with respect to the dissemination of knowledge is relatively high, as evidenced by reduced participation in meetings and low involvement with the organization. In the other sectors: finance, controlling, telemarketing, call center and production, the level of resistance in the dissemination of knowledge is low.

Keywords: Leadership, Knowledge Management, Knowledge Dissemination.

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RELATIONSHIP BETWEEN THE VARIABLES OF HI-TECH & COMPLEX PRODUCT DEVELOPMENT PROJECTS AND THE LEADERSHIP PROFILE MORE APPROPRIATE TO THESE PROJECTS SUCCESS: A LITERATURE REVIEW

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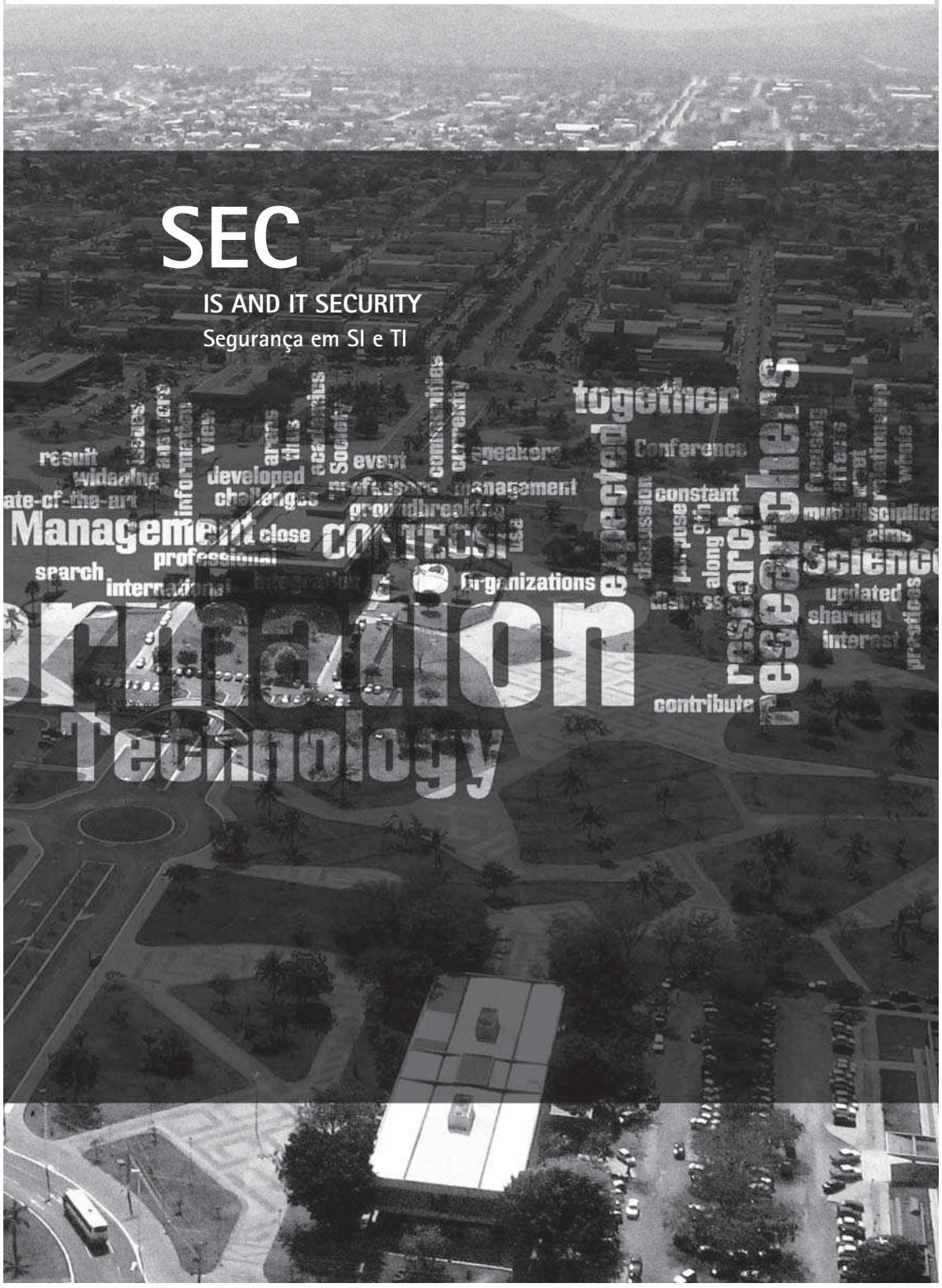
This study explores the aspect of leadership in product development projects with high technological content and high complexity. The main objective is to consider a more comprehensive and complete study, focused on the establishment of a methodology to correlate the variables typically associated to this type of projects to the decision on the best leadership profile suited to success of these projects. These changes emphasize project management as a form of business management able to integrate complex efforts and facilitate the implementation of strategies to enable the survival of the organization. Some of the multiple skills and competencies that need to be assessed as part of the selection of the most appropriate project managers for these projects were identified and discussed in this study. In this context, the profile of the project manager, as the main responsible for the outcome of the project, has a fundamental importance to the success of the organizations.

Keywords: leadership profile, variables of projects, product development, project management, project performance.

RELAÇÃO ENTRE AS VARIÁVEIS DE PROJETOS DE DESENVOLVIMENTO DE PRODUTOS COMPLEXOS E DE ALTA TECNOLOGIA EM RELAÇÃO AO PERFIL DE LIDERANÇA MAIS ADEQUADO AO SUCESSO DESSES PROJETOS: UMA REVISÃO DE LITERATURA

Este estudo explora o aspecto da liderança em projetos de desenvolvimento de produtos de alto teor tecnológico e alta complexidade. O objetivo central é propor um estudo mais amplo e completo, voltado para o desenvolvimento de uma metodologia que permita correlacionar as variáveis tipicamente associadas a esse tipo de projeto e a decisão sobre o perfil de liderança mais adequado ao sucesso dos mesmos. Estas mudanças enfatizam o gerenciamento de projetos como uma forma de administração de negócios capaz de integrar esforços complexos e viabilizar a implementação de estratégias que permitam a sobrevivência da organização. Várias competências necessárias para a identificação dos gerentes de projetos foram identificadas para a definição do perfil mais adequado às características de diferentes tipos projeto. Neste contexto, o perfil do gerente de projeto, como principal responsável pelo resultado do projeto, tem importância fundamental para o sucesso das organizações.

Palavras-chave: perfil da liderança, variáveis do projeto, desenvolvimento de produto, gerenciamento de projeto, desempenho do projeto.


SEC
IS AND IT SECURITY
Segurança em SI e TI
together
Conference
researchers
Management
Technology
organizations
contribute
constant
developed
challenges
result
event
speakers
management
close
professional
search
updated
sharing
interest



IS and IT Security
Segurança em SI e TI

INFORMATION SECURITY: A STUDY ON THE PERCEPTION OF ACCOUNTING INFORMATION USERS
Wagner Lima da Silva
Gilberto Perez
Ana Maria Roux Valentini Coelho Cesar
Alberto de Medeiros Júnior

INFORMATION SECURITY: POSITIONING AND PROFILING THE ISSO(1)
Jean-Luc PILLET
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A PICTURE OF INFORMATION SECURITY IN PUBLIC INSTITUTIONS OF SCIENTIFIC RESEARCH IN BRAZIL
João Carlos Soares de Alexandria

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INFORMATION SECURITY: A STUDY ON THE PERCEPTION OF ACCOUNTING INFORMATION USERS

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Information security has become an issue that reaches the organizations, once it puts at risk the continuity of the businesses. On the basis of literature review this research identified six constructs of information security (Integrity, Availability, Confidentiality, Equipment, Policies and Procedures and People). These constructs had been used in a survey electronic questionnaire, where one sample composed by 129 users of accounting information from various Brazilian organizations provided their perceptions regarding information security. These data allowed the realization of a gap analysis which consisted in comparing the means of assessment (how the respondent evaluates information security in your organization) and importance (how much the respondent considers information security important) attributed to each construct of information security. As a result, it was evidenced the existence of statistically significant gaps for all the six constructs of information security checked, showing that the organizations are giving less importance to the matter than expected by respondents. The People construct presented the largest gap of this research, suggesting that the organizations face difficulties to control the human component in information security, and people are not aware of the importance of their role in the effectiveness of information security in the organizations.

Keywords: Information security, accounting information, gap analysis, user's perception.

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INFORMATION SECURITY: POSITIONING AND PROFILING THE ISSO(1)

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The evolution of information technologies is having an impact on the security practices needed to face new threats. The role and the function of the ISSO today are being adapted to meet the needs of companies. The object of our research is to analyze the daily tasks of the ISSO and to determine what the new organizational and technical skills necessary are. This document reports on the answers provided in a survey carried out by CLUSIS(2) and Geneva University in October 2009, and is completed by a French study carried out in 2011.

Keywords: ISSO, security practices, organization, positioning, tasks

SÉCURITÉ DE L'INFORMATION : POSITIONNEMENT ET PROFIL DU RSSI(1)

L'évolution des technologies informatiques impacte les pratiques sécuritaires qui doivent faire face à des nouvelles menaces. Le rôle et la fonction du RSSI d'aujourd'hui s'adaptent pour répondre aux besoins de l'entreprise. L'objet de notre recherche est d'analyser les tâches d'un RSSI au quotidien et de déterminer ses nouvelles compétences organisationnelles et techniques. Ce document relate toutes les réponses apportées par une enquête effectuée par le CLUSIS(2) et l'Université de Genève en octobre 2009, complétée par une étude française en 2011.

Mots clefs : RSSI, pratique sécuritaire, organisation, positionnement, tâches

(1)Information System Security Officer

(2)Swiss Association for the Security of Information Systems (Association Suisse de la sécurité des systèmes d'information)

(1)Responsable de la Sécurité des Systèmes d'Information

(2)Association Suisse de la sécurité des systèmes

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A PICTURE OF INFORMATION SECURITY IN PUBLIC INSTITUTIONS OF SCIENTIFIC RESEARCH IN BRAZIL

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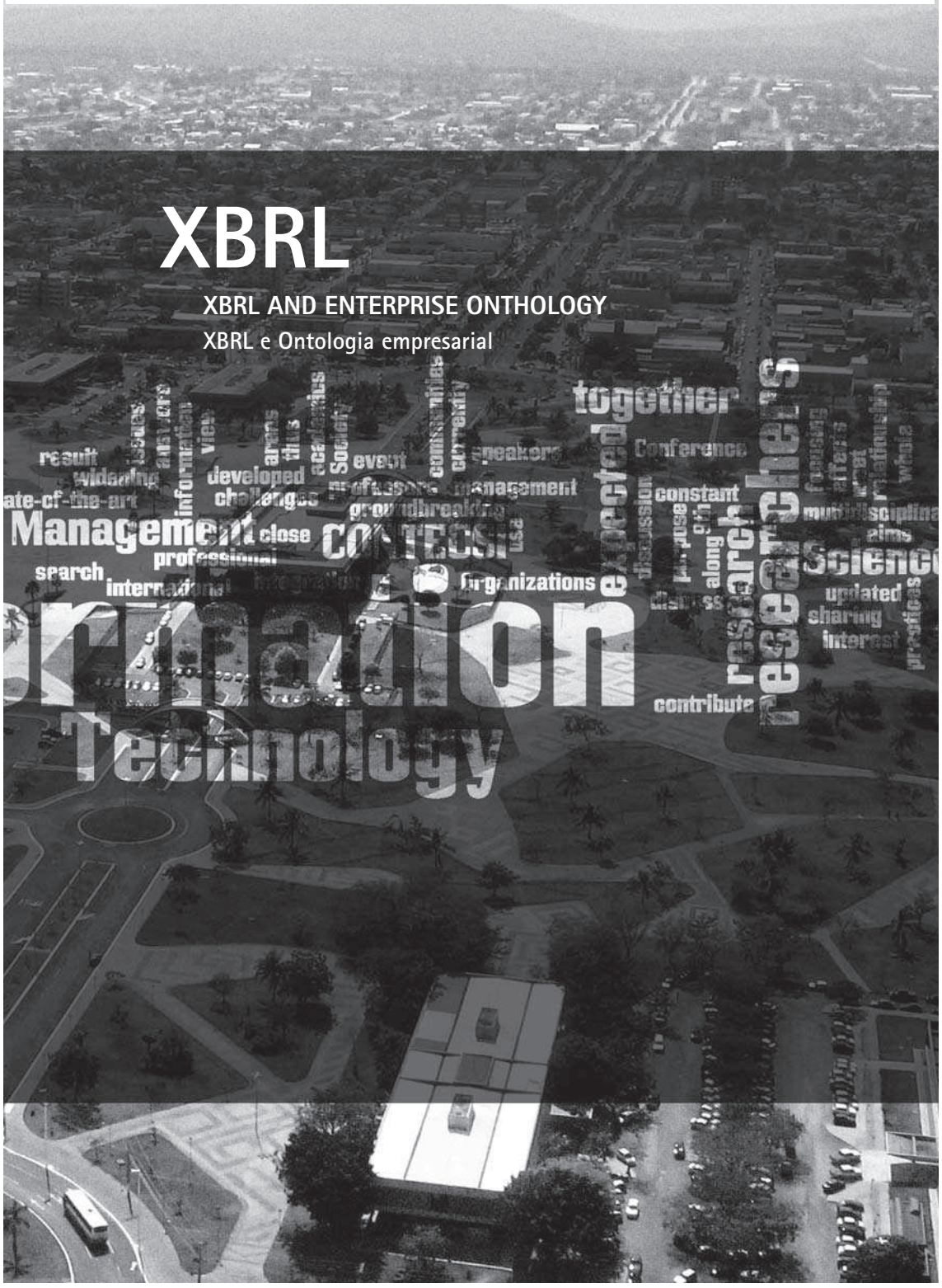
The profile of information security in Brazil, outlined by the MODULO survey in 2006, had shown that twenty-three percent of governmental organizations had a structured information security department. According to the survey the public sector was in the last position among the six sectors evaluated, like financial sectors, telecommunications, commerce, services, industry and government. The aim of this article is to analyze how information security is being implemented in Brazilian public scientific research institutions. This study was based on a survey from where the information was collected through questionnaires sent to a group of institutions who have connection to the Ministry of Science, Technology and innovation, and government institutions of São Paulo State.

Keywords: Corporate Governance, Information security, Public Sector.

UM RETRATO DA SEGURANÇA DA INFORMAÇÃO NAS INSTITUIÇÕES PÚBLICAS DE PESQUISA CIENTIFICA DO BRASIL

O perfil da segurança da informação no Brasil, traçado pela MODULO, em 2006, mostrou que vinte e três por cento dos órgãos públicos possuíam um departamento de segurança estruturado, o que colocava a área de governo na última posição dentre os seis setores da econômica analisados (financeiro, telecomunicações, comércio, serviços, indústria e governo). Este artigo tem por objetivo investigar como a segurança da informação está estruturada nas instituições públicas de pesquisa cientifica do Brasil. O trabalho foi desenvolvido a partir de um levantamento, onde as informações foram coletadas, via questionário próprio, junto a um grupo específico de instituições ligadas ao Ministério da Ciência, Tecnologia e Inovação, e de instituições públicas do Estado de São Paulo.

Palavras-chave: Governança Corporativa, Segurança da Informação, Setor Público.


XBRL
XBRL AND ENTERPRISE ONTHOLOGY
XBRL e Ontologia empresarial
Management
Technology
together
Conference
researchers
organizations
contribute
constant
updated
sharing
interest
search
close
professional
result
developed
challenges
event
management
Science



XBRL and Enterprise Onthology
XBRL e Ontologia empresarial

MAPPING THE RESEARCHES ON XBRL LANGUAGE: A BIBLIOMETRIC ANALYSIS OF SCIENTIFIC LITERATURE IN ENGLISH.
Janilson Antonio da Silva Suzart

ONTOREG-D: REGULATORY KNOWLEDGE MODELING IN THE SECTOR OF ELECTRICITY DISTRIBUTION
Murialdo Loch
José Leomar Todesco
Fernando Alvaro Ostuni Gauthier
Helen Fischer Günther

RESEARCH FORUM

XBRL AND ACCOUNTING IN DIGITAL WORLD
Eduardo Phillipe Mineo
Collaborator: Edson Luiz Riccio

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MAPPING THE RESEARCHES ON XBRL LANGUAGE: A BIBLIOMETRIC ANALYSIS OF SCIENTIFIC LITERATURE IN ENGLISH.

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We intended to identify the main features of empirical research about XBRL language, written in English. We developed a bibliometric analysis, using the following indicators: (i) journal productivity; (ii) author productivity; (iii) annual level of publication; (iv) methodology; and, (v) selected theme. The sample was composed of 74 articles published in 42 journals by 162 authors, between 2001 and 2010. The papers were selected by searching the CAPES and ProQuest sites, whose term of reference was the word 'XBRL'. Among the key findings of the descriptive analyzes, we found that: (i) There is, in recent years, a trend of growth in production; (ii) The journals IJAIS, IJDAR, JIS and MAR account for 32.4% of the articles; (iii) 11 authors are responsible for about one third of production; (iv) The linear regressions showed that the distribution behaves in the manner described by Lotka's law; and, (v) The possible benefits from the use of XBRL is the most discussed topic.

Keywords: XBRL. Accounting. Scientific Production. Bibliometrics.

MAPEANDO AS PESQUISAS ACADÊMICAS SOBRE A LINGUAGEM XBRL: UMA ANÁLISE BIBLIOMÉTRICA DA PRODUÇÃO CIENTÍFICA EM LÍNGUA INGLESA.

Este trabalho objetivou identificar as principais características das pesquisas sobre a XBRL, escritas em inglês. Foi desenvolvida uma análise bibliométrica, considerando os indicadores: (i) produtividade por periódicos; (ii) produtividade por autor; (iii) nível anual de publicação; (iv) metodologia; e, (v) temática. A amostra foi composta por 74 artigos, publicados em 42 periódicos por 162 autores, entre 2001 e 2010. Os artigos foram selecionados através de buscas nos sítios da CAPES e do ProQuest, cujo termo de referência foi 'XBRL'. Dentre outras constatações, verificou-se que: (i) Há, nos últimos anos, uma tendência de crescimento de produções; (ii) Os periódicos IJAIS, IJDAR, JIS e MAR respondem por 32,4% dos artigos; (iii) Onze autores são responsáveis por cerca de um terço das produções; (iv) As regressões lineares demonstraram que a distribuição se comporta nos moldes descritos pela lei de Lotka; e, (v) Os possíveis benefícios advindos do uso da XBRL é a temática mais abordada.

Palavras-chave: XBRL. Contabilidade. Produção Científica. Bibliometria.

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ONTOREG-D: REGULATORY KNOWLEDGE MODELING IN THE SECTOR OF ELECTRICITY DISTRIBUTION

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The Brazilian electrical sector is characterized by frequent changes, determined by the regulatory agency and is vulnerable to penalties. This study aims to model the knowledge involved on the regulatory process in the sector of electricity distribution using ontologies. The research is applied, qualitative and interdisciplinary with literature review and documentary analysis. The OntoKEM was used for the development and documentation of the ontology and Protégé was used for the implementation and evaluation of the ontology. The OntoREG-D answered 13 questions about competence and generated 67 classes, 13 properties of classes and 15 properties of objects. The OntoREG-D allowed representing the regulation domain on the segment of electricity distribution, bringing consensus and sharing of knowledge for those involved. OntoREG-D can be part of the information and knowledge systems to support the management of the regulatory process in the industry.

Keywords: Knowledge Engineering, Ontologies, Regulation of the Electrical Sector, Electricity Distributor.

ONTOREG-D: MODELAGEM DO CONHECIMENTO REGULATÓRIO EM DISTRIBUIDORA DE ENERGIA ELÉTRICA

O setor de energia elétrica brasileiro é caracterizado por mudanças frequentes, determinadas pelo agente regulador e passíveis de penalidades. Este estudo tem por objetivo modelar o conhecimento envolvido no processo regulatório de distribuição de energia elétrica, utilizando ontologias. A pesquisa é aplicada, qualitativa e interdisciplinar; realizou levantamento bibliográfico e análise documental. O OntoKEM foi utilizado para a construção e documentação da ontologia e o Protégé para a implementação e avaliação da ontologia. Assim, a OntoREG-D respondeu às 13 questões de competência e gerou 67 classes, 13 propriedades de classes e 15 propriedades de objeto. A OntoREG-D possibilitou a representação do domínio da regulação no segmento de distribuição de energia elétrica, permitindo o consenso e o compartilhamento desse conhecimento para os envolvidos. A OntoREG-D pode compor sistemas de conhecimento e de informação para apoiar a gestão da regulação do setor.

Palavras-chave: Engenharia do Conhecimento, Ontologias, Regulação do Setor Elétrico, Distribuidora de Energia Elétrica.

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XBRL AND ACCOUNTING IN DIGITAL WORLD

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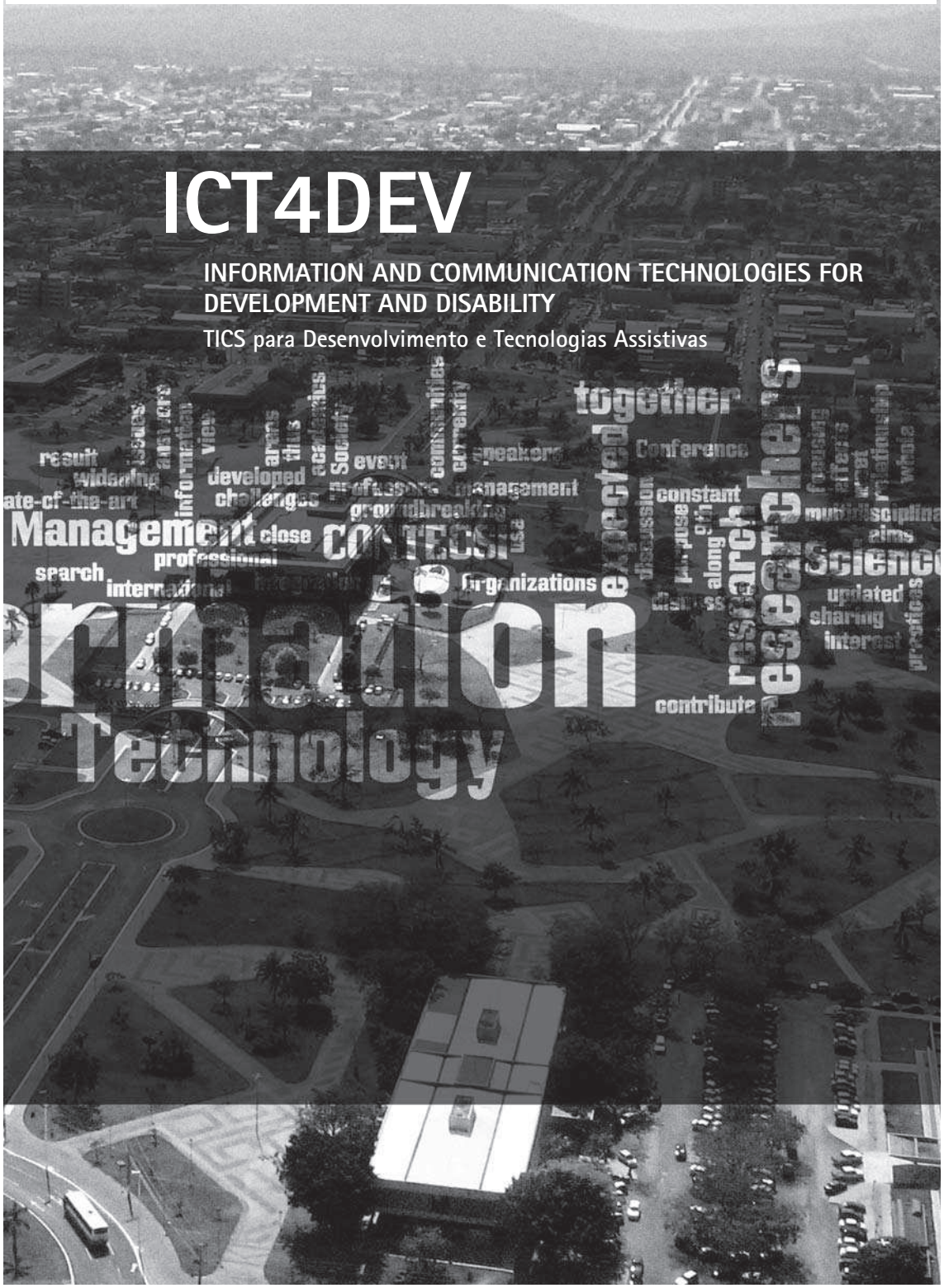
XBRL was born to financial softwares exchange business information, but there are few debates in literature on how this information should be constructed and related in digital world. This paper presents the key studies that have dictated digital media history, contextualizes XBRL as a manifestation of the advent of semantic web, and proposes a structure of comparative approach between XBRL and hypertext, in order to highlight the importance of adequate information in digital world. Thus, this paper suggests that transparency and quality of information should be promoted by interactivity of digital media. Finally, the discussion is illustrated with a case of study about the adoption of iXBRL by United Kingdom and concludes that XBRL can be the means by which accounting effectively enters the digital world, without the physical constraints of paper and taking full advantage of electronic media potential.

Keywords XBRL. Hypertext. Digital media. Internet. Semantic Web.

XBRL E A CONTABILIDADE NO MUNDO DIGITAL

O XBRL nasceu para que as informações de negócio trafegassem eletronicamente entre os diversos softwares financeiros, porém ainda é escasso na literatura debates sobre como estas informações devem ser construídas e relacionadas no mundo digital. Este trabalho apresenta os principais estudos que ditaram a história da mídia digital, contextualiza o XBRL como uma manifestação do advento da web semântica e propõe uma estrutura de abordagem comparativa entre o XBRL e o hipertexto, de modo a evidenciar a importância da adequação da informação de negócio para este meio. Com isto, este trabalho sugere que a transparência e a qualidade da informação serão promovidas pela interatividade da mídia digital. Por fim, a discussão é ilustrada com o caso de estudo sobre a adoção do iXBRL no Reino Unido e conclui que este pode ser o meio pelo qual a Contabilidade entrará efetivamente no mundo digital, se libertando das imposições físicas do papel e aproveitando todo o potencial da mídia eletrônica.

Palavras-chave XBRL. Hipertexto. Mídia digital. Internet. Web Semântica.


ICT4DEV
INFORMATION AND COMMUNICATION TECHNOLOGIES FOR DEVELOPMENT AND DISABILITY
TICS para Desenvolvimento e Tecnologias Assistivas
Management
Technology
together
Conference
researchers
organizations
contribute
Science
result
developed
challenges
event
management
constant
close
search
sharing
interest
updated



ICT4DEV – Information and Communication Technologies for Development and Disability

TICS para Desenvolvimento e Tecnologias Assistivas

OUTSOURCING AND INNOVATION IN INDUSTRIAL SME FROM BAHÍA BLANCA, ARGENTINE
María Verónica Alderete

CONVERGENCE MEDIA: TRENDS AND NOTES FOR THE USE OF TECHNOLOGY IN HIGHER EDUCATION
Kelly Cristina Benetti Tonani Tosta
Kamil Giglio
Roseli de Souza Oliveira
Fernando José Spanhol
Humberto Tonani Tosta, Collaborator

ASSISTIVE TECHNOLOGIES AND UNIVERSAL DESIGN FOR STRATEGIC ALIGNMENT
César Augusto Biancolino
Edson Luiz Riccio
Marici Cristine Gramacho Sakata
Emerson Antônio Maccari

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OUTSOURCING AND INNOVATION IN INDUSTRIAL SME FROM BAHÍA BLANCA, ARGENTINE

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In this paper we present an econometric model to determine whether the probability of outsourcing of a SME (small and medium sized enterprise) depends on his level of innovation and information and communication technology use. The predictions of the econometric model are tested by means of a LOGIT model using a cross section sample of Argentinean SME for the year 2006. The model predicts that the level of innovation of a SME will significantly influence its probability of outsourcing. Besides, we analyze the incidence of other variables as the information and communication technologies (ICT) use and the export activity on the outsourcing decision.

Keywords: outsourcing, small and medium sized enterprises, innovation, information and communication technologies.

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CONVERGENCE MEDIA: TRENDS AND NOTES FOR THE USE OF TECHNOLOGY IN HIGHER EDUCATION

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This paper aims to demonstrate how the analysis of media convergence may assist in the insertion of the technologies in higher education. The work was carried out theoretical and empirical, descriptive, exploratory and quantitative research that justifies the appointment of these trends. It was collected data about the students profile about the use and availability of the medias: computer, internet, TV, DVD, MP3 Player, mobile phone and digital TV. Therefore, with the results we seek to contribute to the discussion and development process improvements in traditional education and hybrid models.

Keywords: Convergence media, educational technology, blended learning, digital media.

CONVERGÊNCIA MIDIÁTICA: APONTAMENTOS E TENDÊNCIAS PARA O USO DE TECNOLOGIAS NA EDUCAÇÃO SUPERIOR

Este trabalho tem por objetivo demonstrar como a análise da convergência midiática pode auxiliar na inserção adequada das tecnologias na educação superior. Para tanto, foi realizada uma pesquisa teórico-empírica, descritiva, exploratória e quantitativa que justifica o apontamento destas tendências. Foram levantados dados sobre o perfil dos alunos em relação à utilização e disponibilidade das mídias: computador, internet, TV, DVD, MP3 Player, Celular e TV Digital. Por conseguinte, com os resultados busca-se contribuir na discussão e no processo de desenvolvimento de melhorias na educação tradicional e modelos híbridos.

Palavras-chave: Convergência midiática, tecnologia na educação, blended learning, mídias digitais.

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ASSISTIVE TECHNOLOGIES AND UNIVERSAL DESIGN FOR STRATEGIC ALIGNMENT

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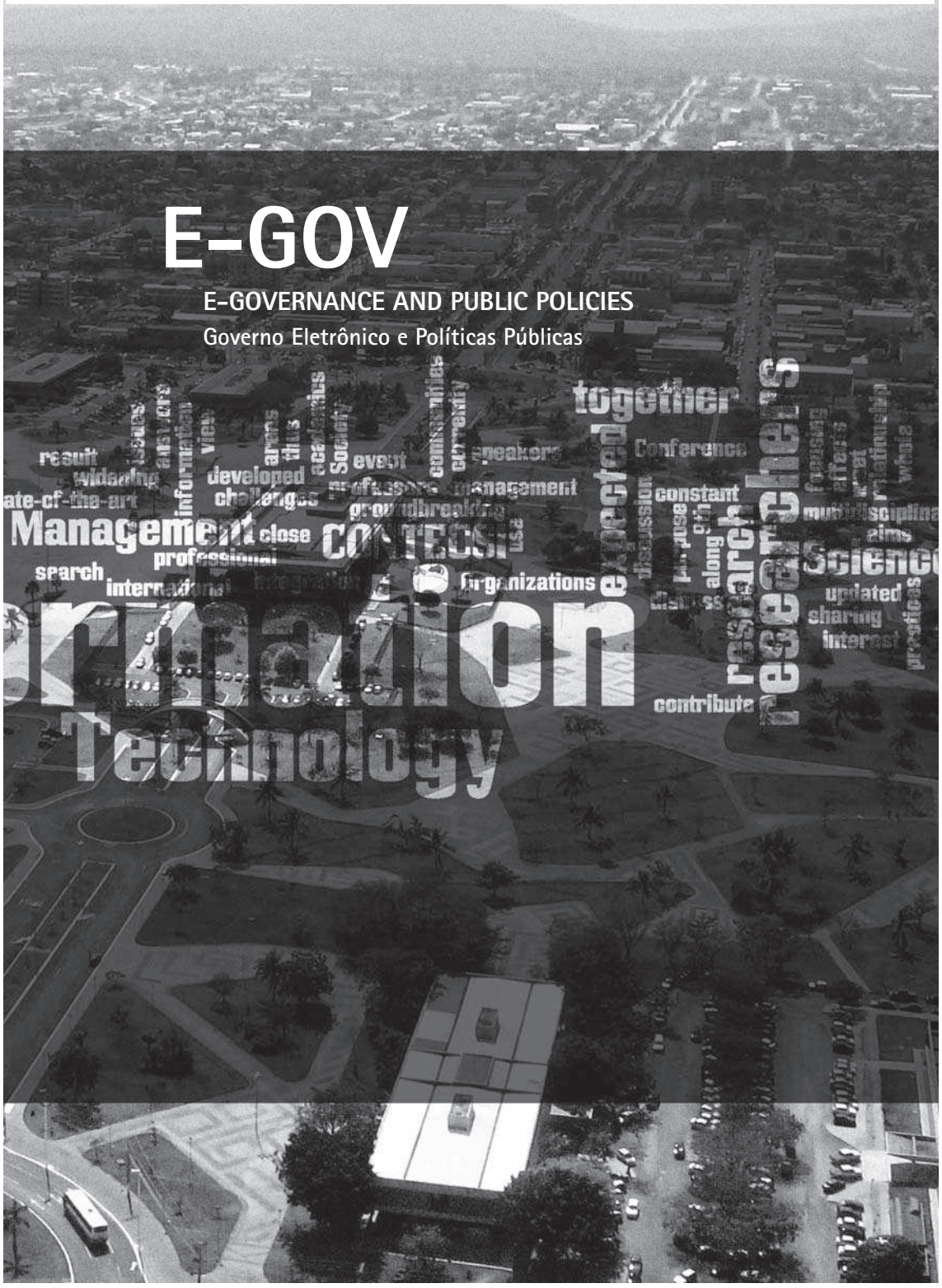
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Even though the history associated with the development of universal is not recent it is noted that the formulation of business strategies and in particular the technological management of enterprises do not include specific actions in a structured way that promote greater approximation of assistive technologies to business strategy. In these terms, starting from the premise that organizations are increasingly recognizing the importance of the population of persons with disabilities in economic and social context this study aims at establishing a theoretical framework that adheres to this new strategic alignment model that takes the integration of assistive technologies in its formulation. In the results of this study is possible to verify a series of theoretical components founded in the literature and how they can contribute to the formation of a new conceptual framework involving the alignment between business strategy, organizational management and assistive technologies.

Keywords: Universal Design, Assistive Technology, Innovation, Firm Strategy, Management.


E-GOV
E-GOVERNANCE AND PUBLIC POLICIES
Governo Eletrônico e Políticas Públicas
together
Conference
researchers
Management
Technology
organizations
contribute
constant
developed
challenges
result
close
professional
search
updated
sharing
interest



E-governance and Public Policies
Governo Eletrônico e Políticas Públicas

WEBSITES OF SANTA CATARINA'S SMALL MUNICIPALITIES' COUNCILS: ELECTRONICS MURALS OR ACCOUNTABILITY CONSTRUCTION, TRANSPARENCY AND PARTICIPATION PROMOTERS?
Fabiano Maury Raupp
José Antonio Gomes de Pinho

POSSIBILITIES OF PARTICIPATION IN THE MUNICIPAL LEGISLATIVE THROUGH ELECTRONIC PORTALS
Fabiano Maury Raupp
José Antonio Gomes de Pinho

ASSESSMENT OF REGIONAL ECONOMIC GROWTH THROUGH VALUE ADDED TAX IN THE MUNICIPALITIES BELONGING TO THE REGIONAL DEVELOPMENT COUNCIL – COREDE IN THE REGION OF PRODUCTION IN THE STATE OF RIO GRANDE DO SUL
Eduardo Belisário Finamore
Marco Antonio Montoya
Nadia Mar Bogoni

AN EXPLORATORY STUDY ON THE DESIGN FOR PUBLIC SERVICE PROCESS MODEL UNDERSTANDABILITY
Priscila Engiel
Renata Araújo
Cláudia Cappelli

SMART CITIES AND SMART TERRITORIES: INTERNATIONAL TRENDS AND CHALLENGES FOR COLOMBIA
Margarita María Bautista Martínez

BOOKKEEPING TAX DIGITAL (EFD): ADVANTAGES AND DISADVANTAGES FROM SELECTED LITERATURE
Bárbara Heidrich Seibert Koettker
Sérgio Murilo Petri
Maria Denize Henrique Casagrande
Luana Ramos Figueiredo Petri
Collaborator: Luiz Felipe Ferreira

BENEFITS OF THE ADOPTION OF MOBILE TECHNOLOGY: AN APPLICATION OF PUBLIC SERVICE PROVIDER IN RIO GRANDE DO SUL
William Darlan da Silveira
Ariel Behr
Kathiane Benedetti Corso

INTERAGENCY COOPERATION IN LOCAL GOVERNMENT: A GOV 2.0 APPROACH
Walter Castelnovo

RESEARCH FORUM

THE VOICE OF CITY COUNCIL PRESIDENT ON ACCOUNTABILITY, TRANSPARENCY AND PARTICIPATION IN ELECTRONIC PORTALS
Fabiano Maury Raupp
José Antonio Gomes de Pinho

TRANSPARENCY IN THE ELECTRONIC PUBLISHING OF MUNICIPAL INFORMATION AVAILABLE ON WEB PAGES: AN ANALYSIS OF THE MUNICIPALITIES BELONGING TO COREDE PRODUÇÃO / RS
Sandra Regina Toledo dos Santos
Giovani Luiz Castoldi

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WEBSITES OF SANTA CATARINA'S SMALL MUNICIPALITIES' COUNCILS: ELECTRONICS MURALS OR ACCOUNTABILITY CONSTRUCTION, TRANSPARENCY AND PARTICIPATION PROMOTERS?

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The goal of the article is to examine the accountability, transparency and participation through websites of councils located in small municipalities of Santa Catarina. Regarding the accountability process, it is noticed that the set of websites tends to present zero capability and the local legislatures, object of the study, are dismissing the importance of this dimension of accountability. The transparency dimension is more active than the accountability dimension in the set of websites. The websites feature, mostly, medium capacity to promote public acts transparency. The existing channels of participation are basically electronic forms. This dimension is presented as rather fragile in the analyzed websites.

Keywords: websites, local councils, accountability, transparency, participation.

PORTAIS ELETRÔNICOS DE CÂMARAS LOCALIZADAS EM PEQUENOS MUNICÍPIOS CATARINENSES: MURAIS ELETRÔNICOS OU PROMOTORES DE CONSTRUÇÃO DA PRESTAÇÃO DE CONTAS, TRANSPARÊNCIA E PARTICIPAÇÃO?

O artigo tem por objetivo analisar a prestação de contas, transparência e participação por meio de portais eletrônicos de câmaras municipais localizadas em pequenos municípios catarinenses. Em relação ao processo de prestação de contas, percebe-se que o conjunto de portais eletrônicos tende a uma nula capacidade e que os legislativos locais, objeto de estudo, não estão dispensando importância a essa dimensão da accountability. A dimensão transparência mostra-se mais ativa que a dimensão prestação de contas no conjunto de portais eletrônicos. Os portais apresentam, na sua maioria, média capacidade para promover a transparência dos atos públicos. Os canais de participação existentes constituem-se basicamente de formulários eletrônicos. Esta dimensão apresenta-se bastante frágil nos portais analisados.

Palavras-chave: prestação de contas; transparência; participação.

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POSSIBILITIES OF PARTICIPATION IN THE MUNICIPAL LEGISLATIVE THROUGH ELECTRONIC PORTALS

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José Antonio Gomes de Pinho (Universidade Federal da Bahia, Bahia, Brasil) – jagp@ufba.br

The goal of this article is to analyze the possibilities of participation in the Municipal Legislative through electronic portals. Electronic portals of 93 municipalities of the Santa Catarina State were investigated. In the study undertaken, most portals presented low capacity to promote the participation process, representing 60.22% of the analyzed set. With 22.58% and 12.90% of cases was found, respectively, portals with medium and high capacity. Although there is Information and Communication Technology, no characteristics that could indicate that the interaction actually occurs were found. In the analysis by population groups, it was found that municipalities with larger populations do not necessarily present legislative portals with better construction conditions of participation. The cases analyzed indicate that the Municipal Legislative meet the requirements of modernity, of adaptation to modernity while building and implementing portals.

Keywords: participation, municipal legislature; electronic portal.

POSSIBILIDADES DE PARTICIPAÇÃO NO LEGISLATIVO MUNICIPAL POR MEIO DE PORTAIS ELETRÔNICOS

O artigo tem por objetivo analisar o processo de participação no legislativo municipal por meio de portais eletrônicos. Foram investigados os portais eletrônicos de 93 câmaras municipais do Estado de Santa Catarina. No estudo empreendido, a maioria dos portais apresenta baixa capacidade em promover o processo de participação, correspondendo a 60,22% do conjunto analisado. Com 22,58% e 12,90% das ocorrências aparecem, respectivamente, portais com média e alta capacidade. A TIC existe, entretanto, não foram observadas características que pudessem indicar que a interatividade realmente ocorra. Na análise por faixas populacionais, percebeu-se que municípios com maior população não necessariamente apresentam portais dos legislativos com maiores condições de construção da participação. Os casos analisados indicam que os legislativos municipais cumprem os requisitos da modernidade, de adequação à modernidade ao construírem, implementarem os portais.

Palavras-chave: participação; legislativo municipal; portal eletrônico.

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ASSESSMENT OF REGIONAL ECONOMIC GROWTH THROUGH VALUE ADDED TAX IN THE MUNICIPALITIES BELONGING TO THE REGIONAL DEVELOPMENT COUNCIL – COREDE IN THE REGION OF PRODUCTION IN THE STATE OF RIO GRANDE DO SUL

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This article's purpose is to assess the dynamics of economic growth from a disaggregated sectorial assessment using the Value Added Tax (VAF) for the COREDE Production municipalities, located in Rio Grande do Sul. To reach the proposed goal, we used a descriptive research with cross section and a quantitative approach. It was found that: the VAF by sector, of Production and State's COREDE, respectively, between 2001 and 2008, was approximately increased by 22.93%. The featured sectors of this region are the wholesaler and retailer trades which, on that period, contributed in real terms to a larger return on VAT (31.64% of the VAF created in 2008). Regarding the participation of regional VAF in the return index of GST, was found that the regional VAF have a weight of 72.37% of the Regional Return Index, which was 3.45 in 2010. A return index of 3.45 indicates the percentage of the state ICMS turned over to the region which has 3.26% of state population. From these observations it was suggested the outlining of policies that promote the reduction of regional differences and accelerate the growth of the entirely economy.

Keywords: Economic growth. Value Added Tax. Regional Development.

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AN EXPLORATORY STUDY ON THE DESIGN FOR PUBLIC SERVICE PROCESS MODEL UNDERSTANDABILITY

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This research proposes the use of process models as an instrument to promote transparency and communication between public organizations and its clients (citizens). The design of public services process models is proposed aiming at increasing their understandability by external users. The design is based on a catalogue containing characteristics, operationalizations and mechanisms which can be used to transform business process models into models that may be understood by the public. The use of this catalogue is described in this paper by means of an exploratory study in a research funding application process at a public university.

Keywords: business process management, transparency, catalogue, understandably, eletronic democracy

UM ESTUDO EXPLORATÓRIO SOBRE O PROJETO DE ENTENDIMENTO DE MODELOS DE PROCESSOS DE PRESTAÇÃO DE SERVIÇOS EM UMA INSTITUIÇÃO PÚBLICA DE ENSINO

Este artigo sugere o uso de modelos de processo organizacionais como instrumentos capazes de promover a comunicação e a transparência entre organizações públicas e seus clientes (cidadãos). Propõe-se o projeto de modelos de processo de prestação de serviços públicos visando a ampliação do entendimento destes modelos para usuários externos à organização. O projeto é baseado em um catálogo contendo características, operacionalizações e mecanismos que podem ser aplicados aos modelos de processo de modo a contribuir para seu entendimento. O uso deste catálogo é descrito através de um estudo exploratório no processo de solicitação de financiamento para pesquisa em uma universidade pública

Palavras-chave: gestão de processos de negócio, transparência, catálogos, democracia eletrônica, entendimento

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SMART CITIES AND SMART TERRITORIES: INTERNATIONAL TRENDS AND CHALLENGES FOR COLOMBIA

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The purpose of this paper is to present and discuss concepts, trends, practices and successful stories regarding to the usage of Information and Communication though technology, with emphasis on its application in the Colombian case based on the definition of challenges in smart cities planning and development.

As a result, the aim of this paper is to highlight the importance of properly understanding the analysis of tools for planning and promoting sustainable development of territories (cities, metropolitan areas and regions), and different ways to modernize and manage the systems that are integrated within the urban centers (environment, energy, water, transportation, communications, people, companies, etc).

Keywords: Smart City, sustainability, electronic government, smart services, interoperability.

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BOOKKEEPING TAX DIGITAL (EFD): ADVANTAGES AND DISADVANTAGES FROM SELECTED LITERATURE

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The objective of reviewing the implementation of SPED and its subprojects, ECD and EFD NFe, to discuss the advantages and disadvantages of agreement of EFD and selected literature. The research is characterized as descriptive, qualitative data and primary and secondary source. Results if it found that: (i) the project has so far proved to be effective as proposed, with a good acceptability of taxpayers and gradually expanded to excellence, (ii) the idea from now on is to document all events that occur during the life cycle of the tax document, (iii) the benefits covered are the main improvements in the quality of information, increased productivity and efficiency in processes, (iv) the main disadvantages are the preparation of personnel, the financial cost and changes in the structure company, and (v) among the difficulties can cite the high cost in deploying information systems for the use of SPED correct knowledge and concern of the taxpayers.

Keywords: Public Digital Bookkeeping System SPED, Santa Catarina State Treasury; Information System, Accounting Tax.

ESCRITURAÇÃO FISCAL DIGITAL (EFD): VANTAGENS E DESVANTAGENS A PARTIR DA LITERATURA SELECIONADA

O objetivo revisar a implantação do SPED e seus subprojetos, ECD, EFD e NFe, a fim de discutir as vantagens e desvantagens de acordo da EFD e a literatura selecionada. A pesquisa caracteriza-se como descritiva, qualitativa dos dados e fonte primária e secundária. Resultados se se constatou que: (i) o projeto até então tem se mostrado eficiente ao proposto, tendo uma aceitabilidade boa dos contribuintes e expandido gradativamente a excelência; (ii) a ideia a partir de agora é documentar todos os eventos que ocorrem durante o ciclo de vida do documento fiscal; (iii) as vantagens principais abordadas são as melhorias na qualidade da informação, ganho de produtividade e eficiência nos processos; (iv) as desvantagens principais são a preparação do pessoal, o custo financeiro e as mudanças na estrutura da empresa; e (v) dentre as dificuldades pode-se citar o alto custo na implantação de sistemas de informação para a utilização do SPED e preocupação do correto conhecimento dos contribuintes.

Palavras-chave: Sistema Público de Escrituração Digital (SPED); Fisco Catarinense; Sistema de Informação; Contabilidade Tributária.

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BENEFITS OF THE ADOPTION OF MOBILE TECHNOLOGY: AN APPLICATION OF PUBLIC SERVICE PROVIDER IN RIO GRANDE DO SUL

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This article seeks to identify achieved and planned benefits of adoption of mobile technologies in a public service provider in countryside of Rio Grande do Sul. To this end, we performed a case study with a public service provider of state level, and a comparison with a case of adopting in national level. Were found good practices in use and adoption of mobile technologies and presented benefits related to the ubiquity, the economy of time, information on demand, and ease of use.

Keywords: Adoption of technologies, mobile technologies, benefits of technology adoption, Public service, M-government.

BENEFÍCIOS DA ADOÇÃO DE TECNOLOGIAS MÓVEIS: APLICAÇÃO EM UMA PRESTADORA DO SERVIÇO PÚBLICO NO RIO GRANDE DO SUL

Este artigo busca identificar quais os benefícios planejados e atingidos na adoção de tecnologias móveis em uma prestadora de serviço público do interior do estado do Rio Grande do Sul. Para tal, foi realizado um estudo de caso com uma prestadora de serviço público da esfera estadual, e uma comparação com um caso de adoção da esfera nacional. Foram verificadas boas práticas de uso e adoção de tecnologias móveis, sendo apresentados benefícios relacionados com a ubiqüidade, a economia de tempo, a informação sob demanda, e a facilidade de utilização.

Palavras-chave: Adoção de tecnologias, Tecnologias móveis, Benefícios da adoção de tecnologias, Serviço público, M-government.

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INTERAGENCY COOPERATION IN LOCAL GOVERNMENT: A GOV 2.0 APPROACH

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In the last few years a "Second Generation E-Government Paradigm" has emerged that maintains that to achieve greater value in service delivery and reduce costs, integration and redesign of government organizations and processes is a necessity. This result is particular difficult to achieve in countries characterized by a high administrative fragmentation and by the prevalence of small municipalities. In this qualitative paper I will discuss the conditions that make it possible to achieve the horizontal integration among municipalities, as a way to enhance intermunicipal cooperation and to allow small municipalities to manage innovation and to deliver high quality services to citizens and enterprises through the sharing of resources. More specifically, I will argue that intermunicipal cooperation can be enhanced through the use of social computing and cooperation tools to support trust building processes, thus strengthening the relationships among the partners of the cooperation. Finally, with reference to the case of One Stop Shop for enterprises in Italy, I will show how the social computing and cooperation tools can be used to support interorganizational workflows, even in case they concern critical processes involving interorganizational risk management.

Keywords: interagency cooperation, government, gov 2.0, intermunicipal cooperation

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THE VOICE OF CITY COUNCIL PRESIDENT ON ACCOUNTABILITY, TRANSPARENCY AND PARTICIPATION IN ELECTRONIC PORTALS

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The goal of this article is to compare the perception of City Councils Presidents of the use of electronic portals for accountability, transparency and participation with the data obtained from direct observation of these council's the portals. A descriptive study was done through a survey study with quantitative and qualitative approach. In comparing the perceptions of presidents of City Councils and the data obtained from observing the portals some contradictions were noticed. The optimism of the responses regarding the use of electronic portals do not match what has been observed, ie, in spite of understanding these presidents, that the construction of the accountability dimensions is important, the effective construction of accountability conditions does not happen in most of the electronic portals through accountability, transparency and participation.

Keywords: City Councils; Accountability; Transparency; Participation.

A VOZ DE PRESIDENTES DE CÂMARAS MUNICIPAIS SOBRE PRESTAÇÃO DE CONTAS, TRANSPARÊNCIA E PARTICIPAÇÃO EM PORTAIS ELETRÔNICOS

O artigo tem por objetivo comparar a percepção de presidentes de câmaras municipais sobre o uso dos portais eletrônicos para prestação de contas, transparência e participação com os dados obtidos a partir de observação direta nos portais destas câmaras. Fez-se uma pesquisa descritiva, por meio de um estudo de levantamento, com abordagem quanti-qualitativa. No comparativo entre a percepção dos Presidentes de câmaras municipais e os dados obtidos a partir da observação nos portais algumas contradições foram percebidas. O otimismo das respostas em relação ao uso dos portais eletrônicos não possui correspondência naquilo que foi observado, ou seja, apesar de entenderem esses presidentes, que a construção das dimensões da accountability é importante, a construção efetiva de condições de accountability não acontece na maioria dos portais eletrônicos por meio da prestação de contas, transparência e participação.

Palavras-chave: câmaras municipais; prestação de contas; transparência; participação.

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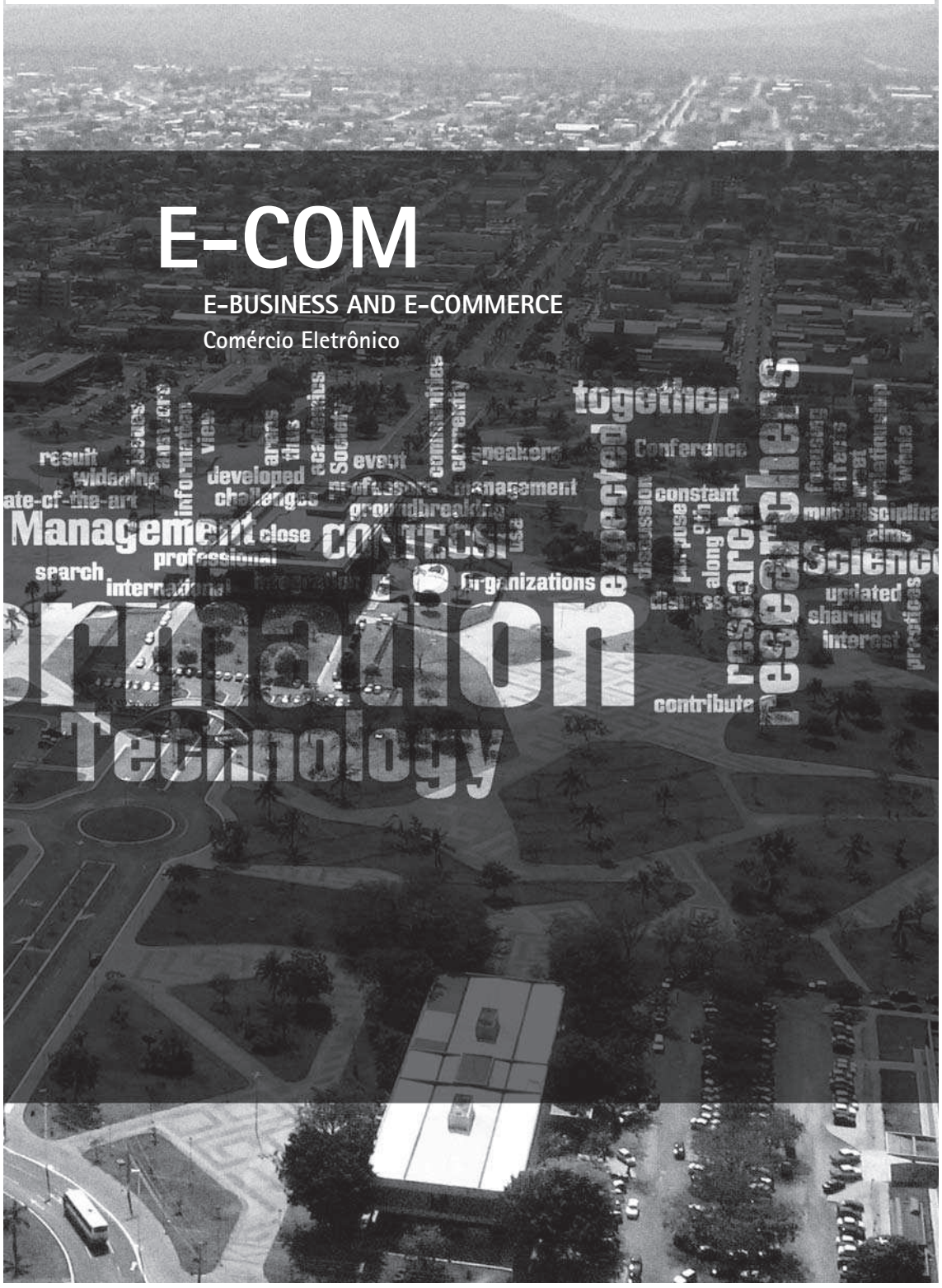
TRANSPARENCY IN THE ELECTRONIC PUBLISHING OF MUNICIPAL INFORMATION AVAILABLE ON WEB PAGES: AN ANALYSIS OF THE MUNICIPALITIES BELONGING TO COREDE PRODUÇÃO / RS

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This article aims to assess how the municipalities belonging to COREDE Produção / RS are providing data related to their acts of management, so that the local society can monitor the information from municipal public administration, once electronic means favour the supervision of the society over the acts undertaken by the public administration. The methodology consists on a research with a quantitative approach, of exploratory nature. The data collection was performed by accessing the contents from the web pages of the 21 studied cities and divided into three steps. In the first stage, results show that the studied cities publish general information on their homepages, though organized in a way that makes it difficult for citizens to have basic access. In the second stage, as to the items related to accounting and management of public resources, the best results found were related to the exposure of the information that demonstrates budget and financial transactions, except regarding payments to suppliers, still restricted from the population. Finally, the third step addresses the publishing of the legal aspects of management, in which the majority of the municipalities joined the process of informational transparency, contributing to the democratic practice in publishing the acts enacted in the administration, as recommended by the legislation.

Keywords: Information. FRL - Fiscal Responsibility Law. Public resources. Sites. Transparency.


E-COM
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SIGNALING QUALITY IN E-COMMERCE: A COMPARATIVE ANALYSIS BETWEEN LUXURY E-RETAILERS AND MASS E-RETAILERS USING THE SERVICE QUALITY SCALES
Camila Assis Martins
Marcos Cortez Campomar
Ana Akemi Ikeda

MAIN FACTORS IN THE ACQUISITION OF PRODUCTS AT INTERNET IN COLLECTIVE BUYING WEBSITES
Gilberto Perez
Bruno Andrade Peirão
João Marcelo Cattaldo Amorim
Leandro Armellini Procópio

2nd GENERATION OF ELECTRONIC INVOICE IN BRAZIL – NEW PARADIGM BASED ON EVENTS
Newton Oller de Mello
Eduardo Mário Dias

MARKET SEGMENTATION APPLIED TO ONLINE RETAIL
Henrique U. D. S. Veríssimo
Maria Aparecida Gouvêa

CUSTOMER-ENTERPRISE INTEGRATION AS SUCCESS FACTOR IN THE PERSONALIZATION STRATEGY
Kumiko O. Kissimoto
Fernando J. B. Laurindo

RESEARCH FORUM

GROUP BUYING SYSTEM (SITE, CONSUMERS AND MERCHANTS): A CURRENT OVERVIEW OF THE BRAZILIAN CONTEXT
Gabriela Alencastro
Alexandre C. Tondolo
Fernando F. de Melo
Adriano C. Santana

THE PERCEPTION OF ENTREPRENEURS OF FRANCISCO BELTRÃO ON THE EFFECTIVENESS OF ELECTRONIC COMMERCE IN BUSINESS
Angela Maria Cavilha
José Roberto Alves
Kellerman Augusto Lemes Godarth
Nathan Bruno Cofferri

A SOLUTION FOR PRODUCT RECOMMENDATION IN BUSINESS TO CONSUMER (B2C)
Fernando Felix
José de Jesus Perez Álcazar

ASSESSING INTERNET SITES: A PROPOSTAL TO TAKE EXPERIENCE INTO ACCOUNT
Tatiana Pagotto Yoshida
Cesar Akira Yokomizo
Hamilton Luiz Corrêa

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SIGNALING QUALITY IN E-COMMERCE: A COMPARATIVE ANALYSIS BETWEEN LUXURY E-RETAILERS AND MASS E-RETAILERS USING THE SERVICE QUALITY SCALES

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The internet poses a new purchasing experience model for the consumer and, for that matter, it was necessary the development of e-service quality scales, like E-S-QUAL and E-RecS-QUAL, similar to the SERVQUAL, the most common scale used for measuring quality service. By comparing the dimensions of SERVQUAL scale against the ones from the e-service quality scales, it is possible to notice that the last ones have more rational and operational attributes. Since luxury is a concept based in representation and symbols associated to the product, it poses the hypothesis of this article, that, in the internet, luxury e-commerce retailers won't be able to differentiate themselves from mass products e-commerce retailers. An exploratory qualitative research was done to identify the pre-purchase elements that e-commerce retailers' websites use to signalize quality to consumers. The results reinforce the hypothesis. There's no relevant differentiation among the tangible elements in both of the websites' groups. It seems that luxury e-commerce retailers, to be known as luxury sellers in the online world, will be very dependent of the image of the brands they sell or of their own store's positioning in the physical world.

Keywords: quality services; luxury; e-commerce; SERVQUAL; E-S-QUAL.

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MAIN FACTORS IN THE ACQUISITION OF PRODUCTS AT INTERNET IN COLLECTIVE BUYING WEBSITES

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This study identified factors that lead the user to make purchases via the Internet at collective buying websites, evaluating their degree of satisfaction and reliability using the quantitative method. Data collection was based on an electronic questionnaire with a sample of 123 respondents. The statistical method was adopted, with the use of factor analysis that identified factors associated to e-commerce related to collective buying websites. It was therefore a descriptive type of research, which used a non-probabilistic sample of convenience. With the factor analysis we identified four factors related to collective purchases and consumers: safety and impulse; offers and information, reliability and satisfaction and attractiveness and exclusivity. The results are relevant for consumers and businesses purchasing collective, however, this research can be continued with large scope and different profiles of respondents that would lead to a broadening and deepening of the study.

Keywords: Collective Purchase, Internet, Purchasing Decision, Purchasing Products, Purchase on the Internet.

FATORES DETERMINANTES NA AQUISIÇÃO DE PRODUTOS PELA INTERNET EM SITES DE COMPRAS COLETIVAS

Com esta pesquisa procurou-se identificar os fatores que levam o usuário a realizar compras via Internet em sites de compras coletivas, avaliando seu grau de satisfação e confiabilidade, mediante o método quantitativo. A coleta de dados baseou-se num questionário eletrônico, com amostra de 123 respondentes. O método adotado foi o estatístico, com a utilização da análise fatorial que identificou fatores ligados ao e-commerce em sites de compra coletiva. Foi, portanto, uma pesquisa do tipo descritiva, que utilizou amostra não probabilística por conveniência. Com a análise fatorial identificaram-se quatro fatores ligados às compras coletivas e seus consumidores: segurança e impulso; ofertas e indicações; confiabilidade e satisfação e atratividade e exclusividade. Os resultados são relevantes para usuários e empresas de compra coletiva, contudo, a pesquisa pode ser continuada com maior abrangência e diferentes perfis de respondentes o que levaria a uma ampliação e aprofundamento do estudo.

Palavras- chave: Compra Coletiva, Internet, Decisão de Compra, Aquisição de Produtos, Compra pela Internet.

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2ND GENERATION OF ELECTRONIC INVOICE IN BRAZIL – NEW PARADIGM BASED ON EVENTS

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After the implementation of the Electronic Invoice in Brazil, started in 2006, and its widespread in 2010, reaching the mandatory adoption for every industrial company and wholesaler in the country, and today with almost 4 billion electronic tax documents issued by more than 750 000 companies, the project enters a new phase, called 2nd Generation of NF-e. This article therefore aims to present, briefly, the motivation for the new technological model adopted and its main characteristics, especially the events that become associated with the Electronic Invoice along its life cycle and the advantages for companies and the tax administration of this new paradigm.

Keywords: Electronic Invoice; Events; 2nd Generation; Electronic Tax Documents

2ª GERAÇÃO DA NOTA FISCAL ELETRÔNICA NO BRASIL – NOVO PARADIGMA DO MODELO BASEADO EM EVENTOS

Após a implantação da Nota Fiscal Eletrônica no Brasil iniciada em 2006, e a sua massificação em 2010, atingindo, pela obrigatoriedade, todas as empresas industriais e atacadistas do país, e contando hoje com quase 4 bilhões de documentos fiscais eletrônicos emitidos por mais de 750 mil empresas, o projeto entra em uma nova fase, a chamada NF-e de 2ª Geração. Este artigo visa assim apresentar, de forma resumida, a motivação para o novo modelo tecnológico adotado e as suas principais características, com destaque para os eventos que passam a estar associados a Nota Fiscal Eletrônica ao longo de seu ciclo de vida e as vantagens para as empresas e para a administração tributária deste novo paradigma.

Palavras-Chave: Nota Fiscal Eletrônica; Eventos; 2ª Geração; Documentos Fiscais Eletrônicos

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MARKET SEGMENTATION APPLIED TO ONLINE RETAIL

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Market segmentation is an appropriate remedy for a greater understanding of the needs and characteristics of consumers who have similar opinions and behaviors in a context. This study was conducted in order to use a parsimonious model that relates antecedent factors to online purchase intention and test their adherence to subgroups (or segments) of consumers in the business environment. To reach this end, the main theoretical reference was the Overby and Lee´s model (2006). The sampling universe consisted of people living in Brazil that had already made a purchase over the Internet. A convenience sampling strategy was used, with the use of an electronic Internet questionnaire which was completely respondend by 748 participants. Structural Equation Modeling (SEM) was applied to identify and test associations between the constructs underlying Overby and Lee's model (2006) and the method of finite mixture-PLS (FIMIX-PLS) was used to search for different segments with different adjustments to the model. Among the main results, it was found that the intention of buying from a specific online shop is strongly correlated with the preference for the shop and this preference is only moderately explained by utilitarian and hedonic values associated to buying from the same online shop. Some peculiarities appeared in this model for two segments obtained from FIMIX-PLS technique, and this highlights the importance of segmenting the market for greater understanding of its purchasing decision behavior in the context of online retail.

Keywords: Market segmentation; retail; electronic commerce; online marketing; structural equation modeling

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CUSTOMER-ENTERPRISE INTEGRATION AS SUCCESS FACTOR IN THE PERSONALIZATION STRATEGY

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The Internet introduced a new economy – the economy in the digital era – bringing profound changes in organizations, market structure and consumer behavior. The evolving search for personalized products that meet customers´ needs have forced companies to rethink their actual business models. One of the key-factor that allows this personalization is the customer-enterprise integration, enabled by IT resources that provide connectivity, integration, agility, flexibility and data collection. Though identify and understand which IT resources influence more the personalization strategy is still a challenge. Through multiple case study approach, it was investigated which IT resources were present in each company and how they influenced and contributed to enable customer-enterprise integration that leads to personalization. The results show that when an organization seeks to align their business and IT strategy, considering IT not only as a resource that will improve the company´s efficiency but as strategic one, being the driver for new forms of operation, there are better chances to succeed in the personalization strategy.

Keywords: Personalization, Integration, Information Technology, Internet

Aradecimentos: Às empresas que abriram as portas possibilitando os estudos. À FAPESP, Capes e CNPq pelo apoio financeiro para a pesquisa.

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GROUP BUYING SYSTEM (SITE, CONSUMERS AND MERCHANTS): A CURRENT OVERVIEW OF THE BRAZILIAN CONTEXT

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Advances in information technology affect the ways to establish business relations worldwide. The ease of purchase and sale through the Internet has spawned a new business model called e-commerce. Along with this model had the opportunity to conduct business, which encompasses much more than simply buying and selling model called e-business that has attracted entrepreneurs with innovative ideas that revolutionize the business world. This paper aims to understand the group buying system analyzing its main participants: the collective shopping sites, their consumers and merchants, in addition to a review of the main figures in the Brazilian scene. The group buying has become a promising market and is constantly expanding because it uses the virtual universe to publish deals that reach 90% discount, where traders have the opportunity to advertise their products and services and thus retain and engage a greater number customers and they in turn have the opportunity to learn about new products and services for a better price than if practiced in the traditional commercial centers. However, the scenario is not the most optimistic, a few companies that are consolidated in this segment, as is the case of Groupon, which is the fastest growing company in history, breaking the barrier of $ 1 billion dollars sales in just two years of existence. In Brazil in the 1.963 sites with activities for group buying, only 61% still remains active, inactive 17%, 11% being customer base, 6% are already damaged and 5% are disabled.

Keywords: e-commerce, e-business, group buying, consumer, businessman.

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THE PERCEPTION OF ENTREPRENEURS OF FRANCISCO BELTRÃO ON THE EFFECTIVENESS OF ELECTRONIC COMMERCE IN BUSINESS

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Considering the growing of the digital market and advanced technologies, the companies are seeking better ways to use business opportunities and profitability. This study was conducted to analyze the perceptions of entrepreneurs about electronic commerce in Francisco Beltrão's town and verify their perceptions regarding the use of this tool for your business. To conduct the research, we used exploratory and descriptive research, research in literature, after the data were collected to administer questionnaires to entrepreneurs, through phone contact and e-mail sending. After the analysis, we verified a high acceptance of e-commerce by the entrepreneurs.

Keywords: Electronic commerce. Perception. Research. Opportunity.

A PERCEPÇÃO DOS EMPRESÁRIOS DE FRANCISCO BELTRÃO EM RELAÇÃO À EFETIVIDADE DO COMÉRCIO ELETRÔNICO EM SEU NEGÓCIO

Devido ao crescimento do mercado digital e tecnologias avançadas, as empresas estão buscando as melhores formas de utilização, oportunidades de negócios e rentabilidade. O presente trabalho foi desenvolvido para analisar a percepção dos empresários sobre o comércio eletrônico na cidade de Francisco Beltrão e verificar suas percepções quanto à utilização dessa ferramenta para sua empresa. Para realizar a pesquisa, foi utilizada pesquisa exploratória, descritiva, bibliográfica, após foram coletados os dados para aplicação dos questionários aos empresários, através de contato telefônico e envio de e-mail. Após análise, verificamos a grande aceitação dos empresários no comércio eletrônico.

Palavras-chave: Comércio eletrônico. Percepção. Pesquisa. Oportunidade.

Os autores agradecem o apoio financeiro do PICD (Programa Institucional de Capacitação Docente) da Universidade Paranaense - UNIPAR.

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A SOLUTION FOR PRODUCT RECOMMENDATION IN BUSINESS TO CONSUMER (B2C)

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The growth of electronic commerce along the years has brought many advantages to organizations and consumers. E-commerce has brought changes in business organizations and people's habits. But over time, due to the abundance of information, it also brought problems for consumers to find accurate information about the products sought. Recommender systems of products then arise as a solution to deal with this growing problem. They can recommend products directly to users based on custom profiles, benefiting both users and organizations that tend to increase their sales. This article presents a study of theoretical and practical and also presents a literature review on some issues, and recommender systems, such as: Ontologies and OWLPref, which respectively can be defined as the specification of a conceptualization, ie, they make a formal description of concepts and their relationships, and an ontology of preferences designed to represent general preferences for collaborative software agents on the Web This article also presents the proposal to implement a recommender system for sporting goods. This system is a hybrid system, since it combines two recommendation techniques that exist in the literature to improve the quality of the recommendations. It also makes use of ontologies in its operation.

Keywords: Recommender System, Ontologies, OWL, OWLPref, B2C

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ASSESSING INTERNET SITES: A PROPOSTAL TO TAKE EXPERIENCE INTO ACCOUNT

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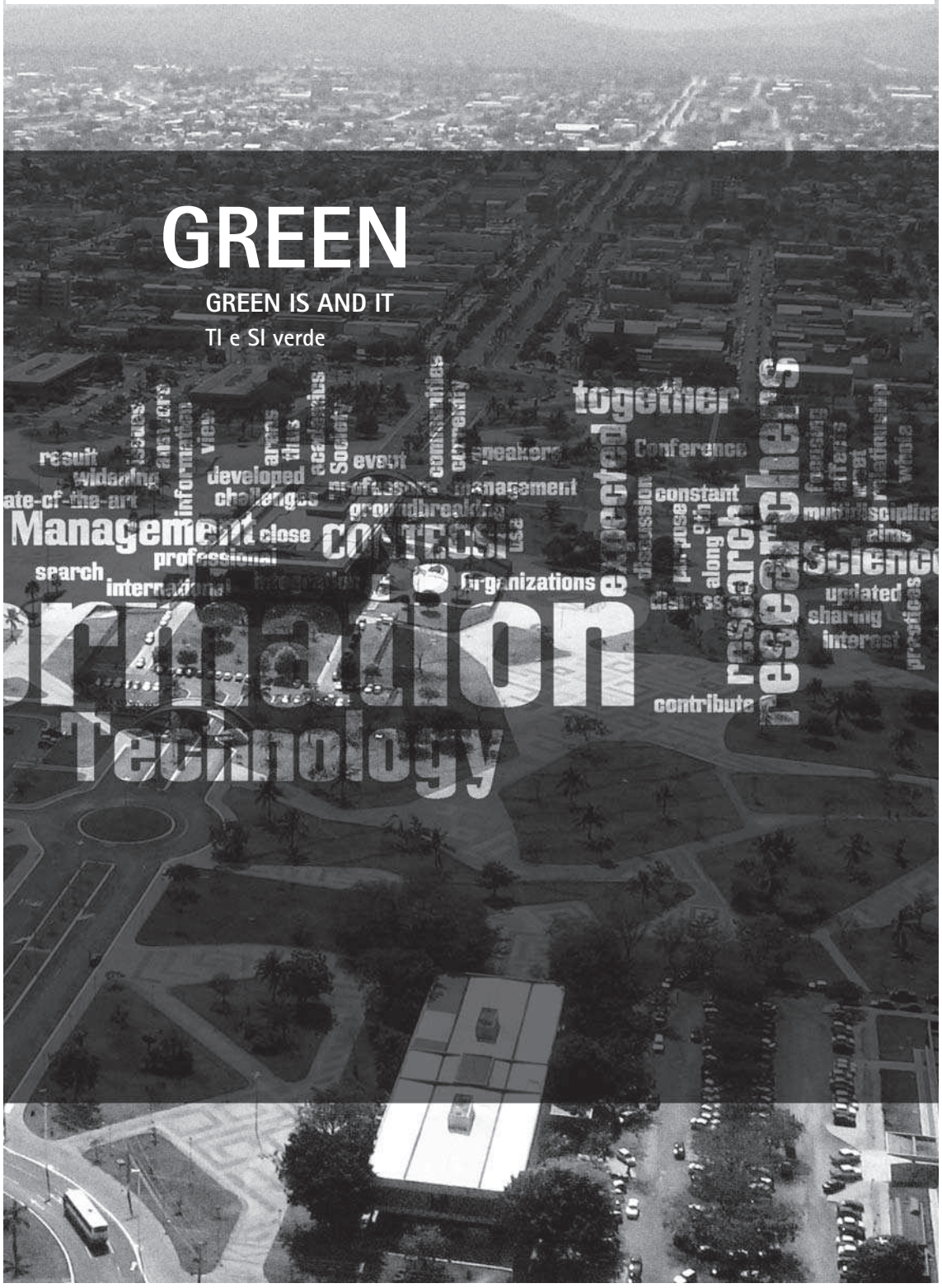
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Despite the growth of e-commerce, companies still face difficulties in assessing the consumer satisfaction and, therefore, in improving the success of their websites and in providing an experience during the purchase of goods. The key to acquire consumers´ loyalty and have superior financial performance in the long term relies on a satisfied consumer with a good experience on the web. One mean by which companies can deliver experience to the consumer on the web is the website, the platform between the company and the final consumer. Hence, the website assessment has become an important concern for both companies and researches. Studies about how to measure consumer satisfaction during and after the online purchase are necessary, because not only satisfaction, price, and transaction security are enough to assure the success of a website. In general, the literature embraces only these factors individually. Nevertheless, it is important to evaluate these factors all together, as the interaction between them determines the type of experience the online consumer will have and, consequently, the success of the website. This paper proposes a model to assess websites. Such model includes: satisfaction, trust, consumer behaviour, purchase decision process and others. The model was developed to assess websites directed to e-commerce of products and/or services which offer the service of wedding list. Results show that respondents were satisfied with the purchase experience within the assessed websites. Nonetheless, the fact that respondents would purchase goods from websites with lower prices indicated that they are not loyal to the brand. Moreover, the preference for the physical store, in general, shows that the e-commerce has not yet reached the experience desired by online consumers. Despite the advantages of e-commerce recognized by the respondents, there is still lack of trust and insecurity in the online purchase.

Keywords: experience, e-commerce, online consumer, evaluation model

Acknowledgments: Fundação Instituto de Administração – FIA; Consulting team Prof. Dr. Helio Janny Teixeira.


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Green IS and IT
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GREEN IT: THE PERCEPTION OF IT PROFESSIONALS ABOUT THEIR USE IN A FINANCIAL INSTITUTION
Wander Cleber M. Pereira da Silva
Taís Cristina Vieira de Sousa

MODEL OF SOCIAL AND ENVIRONMENTAL PLANNING BASED THE SUSTAINABILITY INDICATORS DATA BASE IN THE CONTEXT OF THE LOCAL DEVELOPMENT
Takeshy Tachizawa
Hamilton Pozo

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GREEN IT: THE PERCEPTION OF IT PROFESSIONALS ABOUT THEIR USE IN A FINANCIAL INSTITUTION

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The Green IT refers to the set of policies and practices to ensure that the activity of a company to produce the least environmental impact. These initiatives have been adopted as a strategic policy by some companies. The present study examined the perception of IT professionals on Green IT practices of a financial institution. For it was built and validated a questionnaire based on the most widespread practices for green IT contained in the literature. The results showed that, in general, the practices implemented by the institution are not yet perceived as a company's adherence to Green IT. We conclude that, in the perception of IT professionals, the institution failed to associate the practice green IT to a corporate image that takes into account the environment. These data are evidence that Green IT practices cannot simply be a decision from the top down, without the effective participation of employees. It is recommended to reconsider the Green IT practices, linking them to a strategic policy deployment culture of sustainability in its employees, and internal marketing practices.

Keywords: Green IT. Information Technology. Environmental Impacts.

TI VERDE: A PERCEPÇÃO DOS PROFISSIONAIS DE TI SOBRE SUA UTILIZAÇÃO EM UMA INSTITUIÇÃO FINANCEIRA

A TI Verde se refere ao conjunto de políticas e práticas capazes de garantir que a atividade de uma empresa produza o menor impacto ambiental. Estas iniciativas têm sido adotadas como política estratégica por algumas empresas. O presente estudo procurou avaliar a percepção de profissionais de TI sobre as práticas de TI Verde de uma instituição financeira. Para isso foi construído e validado um questionário baseado nas práticas mais difundidas de TI Verde constantes na literatura. Os resultados mostraram que, de um modo geral, as práticas implementadas pela instituição ainda não são percebidas como uma adesão da empresa a TI Verde. Conclui-se que a instituição pesquisada não conseguiu associar essas práticas a uma imagem de empresa preocupada com o ambiente. Estes dados são indícios de que as práticas de TI Verde não podem ser apenas uma decisão da alta cúpula, sem a participação efetiva dos Collaboratores. Recomenda-se repensar as práticas de TI Verde, articulando-as a uma política estratégica de implantação de cultura de sustentabilidade em seus Collaboratores, além de práticas de endomarketing.

Palavras-chave: Tecnologia da Informação. TI Verde. Impactos ambientais

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MODEL OF SOCIAL AND ENVIRONMENTAL PLANNING BASED THE SUSTAINABILITY INDICATORS DATA BASE IN THE CONTEXT OF THE LOCAL DEVELOPMENT

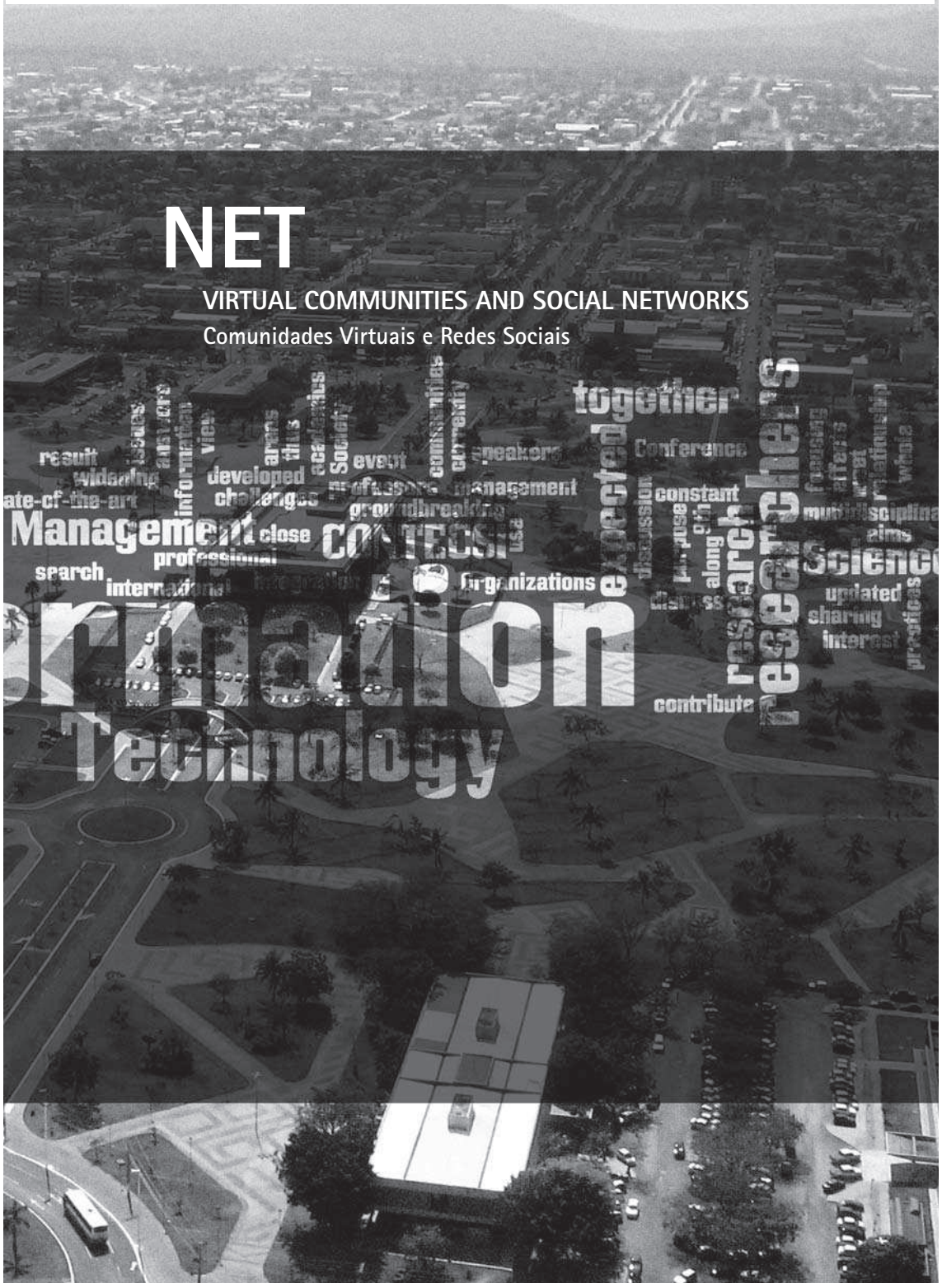
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The paper presents a model of social and environmental planning, designed from the analysis of sustainability indicators in the municipality of Floresta do Xingu (MT) and surroundings. The model, developed by the method of case study aims to contributing to the ecological monitoring of the region that registers intense changes within the native forest for agriculture and livestock use. As a proposal of framework based on experimental and scientific data allowed creating a website with social and environmental information about the region. This regional context, located in the basin of the Xingu River, is known as arc of deforestation in the Amazon Region. The proposed model provides the basis for a social and environmental zoning plan, allowed the identification of effects of intensity of land use. And, as well as, the influence of the relations established by local communities (indigenous land and settlement projects), loss of habitat, natural condition, the environmental quality of the vegetation and water resources of the region. The implications arising from the implementation of this model can help governments and public managers in the formulation of possible spatial arrangements for the region and to identify priority areas for biodiversity conservation.

Keywords: local sustainable development; public policies establishment; sustainability indicators; systemic guidelines of biodiversity; website of social and environmental informations.


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Virtual Communities and Social Networks
Comunidades Virtuais e Redes Sociais

INTEGRATION OF SOCIAL NETWORKS AND WEB SOCIALIZATION STUDY AS A FRONT FOR TEACHERS PERCEPTION OF TECHNOLOGY AND ITS APPLICATIONS TEACHING.
Fabiano de Oliveira
Maria Jose Carvalho de Souza Domingues
Nelson Hein

ROI IN SOCIAL MEDIA
Luis Gonzaga Silva de Oliveira
Daniel Estima de Carvalho
James T. C. Wright

MOTIVATIONAL FACTORS FOR THE USE OF SOCIAL NETWORKS TOOLS FOR PROFESSIONAL PURPOSES
Maria Cristina Pereira Pimentel
Marcelo Henrique de Araujo
Yngrid Nicoletti Azevedo Singh
Samuel Otero Schmidt
Collaborators: Bernardete L. Marinho
Maria Aparecida Gouveia

RESEARCH FORUM

QUALITY INDICATORS FOR TECHNOLOGY MEDIATED EDUCATION. A DISCUSSION ABOUT ORGANIZATIONAL AND TECHNOLOGICAL NETWORKS
Alessandro Marco Rosini
Ana Cristina Limongi França

SOCIAL NETWORKS APPLIED TO KNOWLEDGE MANAGEMENT IN ORGANIZATIONS: A LITERATURE REVIEW
Douglas Paulesky Juliani
Danielle Faust Cruz
Aline França de Abreu
Jordan Paulesky Juliani

INFORMATION BEHAVIOR IN ONLINE SOCIAL NETWORKS CONTEXTS: A RESEARCH PROPOSAL
Leandro Libério da Silva
Armando Malheiro da Silva

BUILDING VIRTUAL NETWORKS AND COMMUNITIES IN THE THIRD SECTOR: THE EXPERIENCE OF LATIN AMERICAN CONGRESS AGAINST CHILD LABOUR EXPLOITATION
Fu Kei Lin
Graziella Comini
Thania Lemke
Wanderson de Souza

INFORMATION AND MEASURES IN SOCIAL NETWORK ANALYSIS
Marcos L. Mucheroni
Gonçalo C. Ferreira

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INTEGRATION OF SOCIAL NETWORKS AND WEB SOCIALIZATION STUDY AS A FRONT FOR TEACHERS PERCEPTION OF TECHNOLOGY AND ITS APPLICATIONS TEACHING.

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Currently the technology has indubitable importance, offering possibilities for use to facilitate the activities of people and organizations in this sense there is the potential for using technologies in various sectors, among which educational practices. Can say that the increasing importance of technology in education, justifies the relevance of new research in the area. In order to know the perception of teachers on educational applications of technology, still trying to check the propensity of teachers regarding the use of technological tools in their teaching practices, a descriptive study was conducted using survey, in a school with 387 teachers with 87 questionnaires. The study is based on the description and graphic demonstration of the perceptions of the group surveyed in the face of new technologies and the prospects of this group compared to the possibilities in technology and instructional applications. The survey results describe the perceptions of teachers of the institution about use of teaching resources based on technology with absolute data and shows which features are most used and potential collaboratively between the actors involved in the process of teaching and learning.

Keywords: Technology, Education, Educational Applications.

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ROI IN SOCIAL MEDIA

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This paper tries to investigate how some Brazilian companies that invested on media on line in 2010 control and measure their results on social media campaigns. A questionnaire was sent to people who use and breathe social media every day, with the purpose of defining a profile how companies control their campaigns, monitoring or directly interacting with their customers. Other purposes were to find out which tools and measurements were used for that, how they handled with feedback of monitoring, and if they measured ROI (Return On Investment) on actions on social media. The results found are very clarifying to verify what level Brazilian companies are on that issue compared to what's found on international market. Finally, I tried to suggest some positive practices when companies plan to get into managing their actions on social media, related to monitoring, data analyses, planning, action, following, and analyzing results.

Keywords: Return. Internet. Social Media. Marketing.

ROI EM MÍDIAS SOCIAIS

Este trabalho procura investigar como algumas empresas brasileiras que muito investiram em mídias on line em 2010 estavam ou não controlando e mensurando seus resultados em campanhas nas mídias sociais. Através de um questionário enviado para pessoas que utilizam e respiram as mídias sociais quase que diariamente, procurou-se definir um perfil de como estas empresas controlam suas campanhas, seja fazendo o monitoramento seja interagindo diretamente com seus consumidores. Buscou-se ainda descobrir quais as ferramentas e métricas utilizadas para isto e de que forma o "feedback" do eventual monitoramento é tratado dentro das empresas. Tentou também descobrir se as empresas de alguma forma medem o ROI (Retorno do Investimento) nas suas ações em mídias sociais. Os resultados encontrados foram bastante elucidativos para verificarmos em que patamar as empresas brasileiras encontram-se neste tema em relação ao que se vê no mercado internacional. Por fim, procurou-se sugerir algumas práticas que entendemos positivas quando uma empresa pensa em mergulhar de forma consistente na gestão de suas ações nas mídias sociais no que diz respeito ao monitoramento, análise de dados, planejamento, ação, acompanhamento e análise dos resultados obtidos.

Palavras-chave: Retorno. Internet. Marketing.

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MOTIVATIONAL FACTORS FOR THE USE OF SOCIAL NETWORKS TOOLS FOR PROFESSIONAL PURPOSES

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This study aimed at verifying which factors motivate people to use social networks tools to support their professional activities. It was adopted a quantitative methodology with a survey through Internet directed to professionals located in São Paulo Metropolitan area. It was evaluated the social network tools Facebook, LinkedIn, Twitter and Orkut regarding 16 motivational factors for professional use. For data analysis, it was used the statistical technique Correspondence Analysis (ANACOR) to develop a perceptual map of the motivational factors. The results indicated that LinkedIn is the network most associated with professional purposes; Facebook is similar to the LinkedIn in terms of creation and maintenance of social networks; Twitter is the most widely used network for business purposes and Orkut stands out less for professional purposes.

Keywords: motivational factors; social networks tools; professional activities

FATORES MOTIVACIONAIS DA UTILIZAÇÃO DE REDES SOCIAIS PARA APOIAR ATIVIDADES PROFISSIONAIS

Este estudo teve como objetivo verificar quais os fatores que motivam as pessoas a usarem ferramentas de redes sociais para apoiar suas atividades profissionais. Adotou-se uma metodologia quantitativa com uma survey através da Internet dirigida a profissionais localizados na região metropolitana de São Paulo. Avaliaram-se as ferramentas Facebook, LinkedIn, Twitter e Orkut com base em 16 fatores motivacionais para uso profissional. Para análise dos dados, utilizou-se a técnica estatística Análise de Correspondência (ANACOR) para desenvolver um mapa de percepção dos fatores motivacionais. Os resultados indicaram que o LinkedIn é rede mais associada com fins profissionais; o Facebook é semelhante ao LinkedIn em termos de criação e manutenção de redes sociais; o Twitter é a rede mais utilizado para fins comerciais e o Orkut destaca-se menos para fins profissionais.

Palavras-chave: fatores motivacionais; redes sociais; atividades profissionais

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QUALITY INDICATORS FOR TECHNOLOGY MEDIATED EDUCATION. A DISCUSSION ABOUT ORGANIZATIONAL AND TECHNOLOGICAL NETWORKS

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Since the beginning of the millennium intensifies the process of systemic transformation and evolution in education and organizations, in which information and communication technologies are gathering space very quickly. It is necessary, however, that some actions are carried out by the main actors of society, such as educational institutions, teachers, students, and the government itself through converging of sustained actions in order to contribute to the quality improvement of education. The design of this research work was characterized by qualitative study with the participation of professional organizations and educational institutions. The methodology category chosen for the realization of this study was exploratory research by questionnaire administered by the Internet (survey), using a predetermined sequence of questions. The realization of this qualitative study contributes to a better quality of life and subsequent evolution of the human development index (HDI).

Keywords: Human development index (HDI); Social and technological networks; Educational quality; Information and communication technologies (ICTs); Life and education quality.

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SOCIAL NETWORKS APPLIED TO KNOWLEDGE MANAGEMENT IN ORGANIZATIONS: A LITERATURE REVIEW

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This paper aims to review the literature on the use of social networks in organizations as potentiators elements of Knowledge Management, covering an overview of the subject. The survey was conducted in the database Scopus, EBSCO, and emerald, which were r etrieved articles in the areas of Business, Management and Accounting. Looking for the relevant publications dealing with applications of social networks in organizations, through qualitative analysis, we investigated the goals, practical applications and results of selected publications. It can be seen that social networks exert different influences applicable to Knowledge Management, working mainly on the processes of creating and sharing knowledge.

Keywords: Social networks; Knowledge Management; Web 2.0; Enterprise 2.0; Web Social.

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INFORMATION BEHAVIOR IN ONLINE SOCIAL NETWORKS CONTEXTS: A RESEARCH PROPOSAL

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This work aims to research about info-communication behavior in Online Social Networks (OSN) contexts. OSN have been standing out has an info-communication environment, confirming the social changes rose by telematics networks and by mobile access to contents, as indicated by the main contemporary theorists. In studies of Information Science users, it is necessary a cognitive and social approach as well as an understanding of the culture that influences their behaviors. So, the research proposal of this paper is to support in identifying and explaining that info-communication behaviors can be understood from online situations, stored in time, in OSN contexts, and, also, to formulate a comprehension model of the info-communication behaviors in a communication situation and contexts mediated by the internet. This proposal has focused in an exploratory and literature revision study. The approach research proposes a study of three online contexts. From information collected in these contexts there will be conducted experiments combining social network analysis techniques to understand the info-communication behavior of social actors.

Keywords: Information Behavior, Internet-mediated Communication, Online Social Networks, Information Flow, Social Network Analysis.

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BUILDING VIRTUAL NETWORKS AND COMMUNITIES IN THE THIRD SECTOR: THE EXPERIENCE OF LATIN AMERICAN CONGRESS AGAINST CHILD LABOUR EXPLOITATION

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This article aims to present a model of virtual social intervention in the Third Sector, which used several resources and strategies of Information Technology to build communities on the Web. This paper presents both the methodology used in the development of virtual environment and also the results of this initiative. The experience presented here is well known as the Latin American Congress on Child Labor, a space created to promote discussion, reflection, exchange of experiences and collective actions between the people who work with this cause and, thus, prevent and eradicate the child labor.

Keywords: Virtual Communities, Digital Networks, Third Sector, Child Labour Exploitation

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INFORMATION AND MEASURES IN SOCIAL NETWORK ANALYSIS

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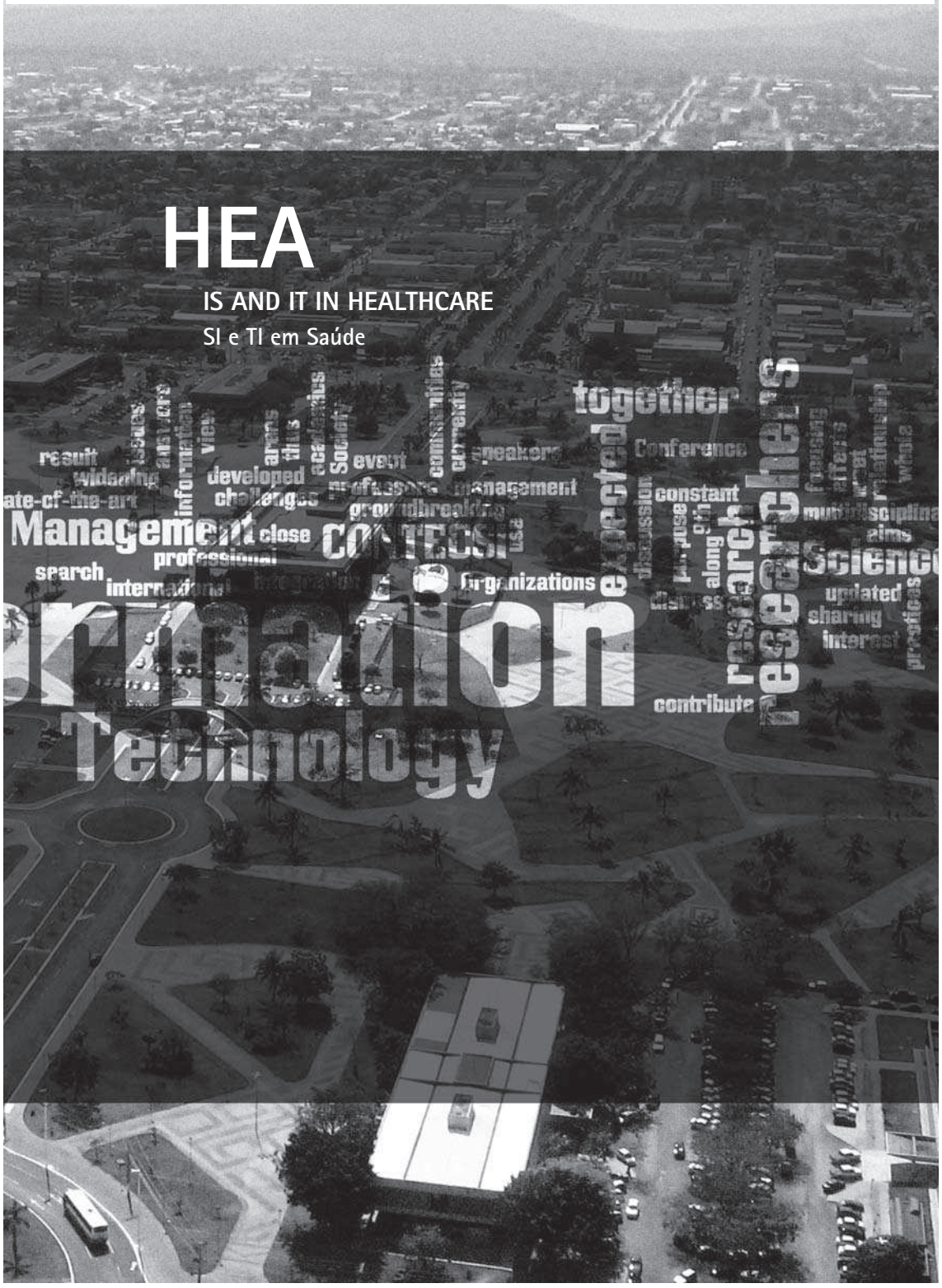
This work develops in the context of the dynamics and characteristics of social networks by making an interpretation of some of its measures that can be made from the agents within a defined social network, and presenting a brief account of the theoretical development of models for network analysis social, defining key concepts and terminology, including actors, change, communication channels and flows. Among its key measures are: the strength of weak ties Granovetter, click set, lambda, network density, centrality and proximity of inter mediation. A case study in a general publishing house called by "Editora", where the actors and dumbbells are also named generically by the letter followed by a number and where measures are graphically presented.

Keywords: Information flow, Social network analysis, social network measures.

INFORMAÇÃO E MEDIDAS EM ANÁLISE DE REDES SOCIAIS APLICADA ÀS EMPRESAS

Este trabalho desenvolve no contexto das dinâmicas e características das redes sociais fazendo uma interpretação de algumas de suas medidas que podem ser feitas a partir dos agentes dentro de uma delimitada rede social, sendo da apresentação de um breve relato desenvolvimento teórico dos modelos de análise de redes sociais, definindo os principais conceitos e terminologias, que incluem atores, alteres, canais de comunicação e fluxos. Entre suas principais medidas estão: a força dos laços fracos de Granovetter, clique, conjunto lambda, densidades de redes, centralidade de proximidade e de intermediação. Um estudo de caso em uma Editora chamada genericamente por este nome, onde os atores e alteres são nomeados também genericamente pela letra a seguido de um número e onde as medidas são graficamente apresentadas.

Palavras-chave: fluxo da informação, análise de redes sociais, medidas em redes sociais


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IS and IT in HealthCare
SI e TI em Saúde

ANALYSIS OF THE CORRELATION BETWEEN TREMOR, CELLULAR DEGENERATION AND AGING
Paulo Henrique Garcia Mansur
Júnio César de Lima
Marcos de Moraes Sousa

THE USE OF INFORMATION TECHNOLOGY (IT) AND COMPETITIVE ADVANTAGE OF FIRMS IN A VALUE NETWORK IN THE HEALTHCARE INDUSTRY
Macir Bernardo de Oliveira
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ANALYSIS OF THE CORRELATION BETWEEN TREMOR, CELLULAR DEGENERATION AND AGING

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The main problem of tremor is the damage caused to the quality of the life of patients, especially those at more advanced ages. There is not a consensus yet about the origins of this disorder, but it can be examined in the correlations between the biological signs of aging and the tremor characteristics. This work sought correlations between the osmotic fragility of erythrocytes and features extracted from electromyographic (EMG) activity resulting from physiological tremor in healthy patients (N=44) at different age groups (24-87 years). The osmotic fragility was spectrophotometrically evaluated by the dependence of hemolysis, provided by the absorbance in 540 nm (A54o), on the concentration of NaCl. The data were adjusted to curves of sigmoidal regression and characterized by the half transition point (H50), amplitude of lysis transition (dx) and values of A540 in the curve regions that characterize the presence of lysed (A1) and preserved erythrocytes (A2). The approximate entropy was estimated from EMG signals detected from the extensor carpi ulnaris muscle during the movement of the hand of subjects holding up a laser pen towards an Archimedes spiral, fixed in a whiteboard, and from an acelerometer fixed at the pen. The evaluations were carried out with the laser pen at rest, at the center of the spiral, and in movement from the center to the outside and from outside to the center. The correlations among the parameters of osmotic fragility, tremor, gender and age were tested. Negative correlations with age were found for A1 and dx. With the hand at rest, a positive correlation with H50 was found for the approximate entropy. Negative correlations with H50 were found for the entropy with the hand in movement, as from the center to the outside or from the outside to the center of the spiral. In neurological healthy individuals, the increase in the erythrocyte osmotic fragility was associated with a decrease in the approximate entropy for rest tremor and with an increase of the entropy for movement tremor. This suggests that the neuromuscular degeneration associated with tremor entails also the mechanisms involved in the breakdown of structural homeostasis of the erythrocyte membrane.

Keywords: Tremor, Aging, Osmotic Fragility.

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THE USE OF INFORMATION TECHNOLOGY (IT) AND COMPETITIVE ADVANTAGE OF FIRMS IN A VALUE NETWORK IN THE HEALTHCARE INDUSTRY

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The purpose of this study is the analysis of cases where information technology (IT) helps the development of business strategies. It involves the inter-relation and co-operation among companies in the health care sector. This study is based on the analysis of service operations in the health care sector (a particular group of companies) by means of strategic techniques. It addresses the reasons why information technology may be used as a decisive differentiating factor in the selection of business strategies. Business strategies result in competitive advantages as they create value and thus increase business efficiency and/or effectiveness. Such value may be perceived and measured when the chain of values, the value system, the supply chain, and most of all, the network of values where the company is encased, are analyzed. Data collection for this study is supported by the exploratory method whose function, among others, is getting information about the practical possibilities of carrying out researches in real life conditions. This study also makes use of bibliographic research, documents research and generic data. The main source of data is a multi-case study encompassing health care enterprises. Data obtained in this research show that IT application may amplify the company strong points as well as its business opportunities in the market. It also opens up alternative forms of market actuation and raises new possibilities for the development of new strategies and business models.

Keywords: Service Operations. Information technology. Business Strategy. Creation of Value. Health Care Industry.

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INFORMATION SECURITY IN HEALTH: ELECTRONIC PATIENT RECORD

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Increasingly, in all corporate activities and domestic transactions migrate to the digital world. In health, the replacement of patient records, traditionally on paper to electronic media has advantages such as cost, availability and integration. However, the benefits to be achieved, the system must ensure the security of information maintained and provided for him. The lack of security can lead to serious consequences such as lawsuits and induction to medical errors. The management of information security is complex, it is used in various areas of knowledge and covers the technologies, processes and humans. In this context the Electronic Patient Record has emerged as a move from the traditional paper chart. This paper presents the requirements, advantages and disadvantages of Electronic Patient Record, to enable better security of patient information.

Keywords. Information Security. Electronic Patient Record. Health Information Systems.

SEGURANÇA DA INFORMAÇÃO EM SAÚDE: PRONTUÁRIO ELETRÔNICO DO PACIENTE

Cada vez mais, em todas as atividades corporativas e domésticas, transações migram para o mundo digital. Em saúde, a substituição dos registros de pacientes, tradicionalmente em papel, para meios eletrônicos apresenta vantagens como custo, disponibilidade e integração. Porém, para que os benefícios sejam atingidos, o sistema precisa garantir a segurança das informações mantidas e fornecidas por ele. A falta dessa segurança pode levar a consequências graves, como processos judiciais e indução a erros médicos. A gestão da Segurança da Informação é complexa, utiliza-se de diversas áreas de conhecimento e abrange tecnologias, processos e pessoas. Nesse contexto o PEP (Prontuário Eletrônico do Paciente) emergiu como uma evolução do tradicional prontuário em papel. Este artigo apresenta os requisitos, vantagens e desvantagens dos PEPs, a fim de possibilitar mais segurança às informações do paciente.

Palavras-chave. Segurança da Informação. Sistemas Informatizados em Saúde. PEP.

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DETERMINANTS CONTINGENCY CONTRIBUTING TO THE EFFECTIVENESS OF THE COSTS SYSTEM IN HOSPITAL: A CASE STUDY IN A VALLEY HOSPITAL ITAJAÍ-SC – BRAZIL

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The study aims to investigate the perception held by operational managers working in a hospital at Vale do Itajaí/SC - Brazil, with regard to the contingencies that impact the organization management and how the cost system contributes to management. The operationalization of the research was conducted by means of the formulation of six propositions developed according to Contingency Theory and the applied methodology was case study. Data was collected from literature, documents and non-structured interviews. Among the results, only one proposition could not be confirmed. The other ones, supported by this research, contribute to confirm the findings of other studies and, in particular, about the current cost management state of art in Brazilian hospitals. In terms of cost management, the studied case comparatively stands out from other hospitals in the country. It has been concluded that, in the investigated hospital, operational managers have clarity on contingent factors reported in the literature review, and that, in the view of respondents, there is an effective contribution of the hospital costing system to support the process decision.

Keywords: Hospital. Costing system. Contingency Theory.

DETERMINANTES CONTINGENCIAIS QUE CONTRIBUEM PARA EFETIVIDADE DO SISTEMA DE CUSTEIO EM HOSPITAIS: UM ESTUDO DE CASO EM UM HOSPITAL DO VALE DO ITAJAÍ-SC

O estudo objetiva investigar a percepção de gestores operacionais que atuam em um hospital da região do Vale do Itajaí / SC, no que se refere às contingências que impactam no gerenciamento da organização e, de que forma o sistema de custos contribui para sua gestão. A operacionalização da pesquisa ocorreu por meio da formulação de seis proposições elaboradas, à luz da Teoria Contingencial e a metodologia aplicada foi o estudo de caso, cuja fonte de coleta dos dados ocorre por meio de pesquisa bibliográfica, documental e entrevista não estruturada. Dentre os resultados, somente uma proposição não pode ser confirmada, as demais, ao serem suportadas pela pesquisa, contribuem para confirmar os achados de outros estudos e, em especial, em relação ao atual estado da arte da gestão de custos em hospitais brasileiros, a pesquisa evidencia que o caso estudado destaca-se da maioria dos demais hospitais do país. Conclui-se que no hospital objeto de análise, os gestores operacionais possuem clareza quanto a fatores contingenciais relatados na revisão da literatura, bem como que, na visão dos entrevistados, há uma efetiva contribuição do sistema de custeio do hospital para o apoio ao processo de decisão que, notadamente, delatou sua importância.

Palavras-chave: Hospital. Sistema de custeio. Teoria contingencial.

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FACTOR ANALYSIS-BASED ASSESSMENT OF HOSPITAL INFORMATION SYSTEMS: A SURVEY OF HOSPITALS IN THE BELO HORIZONTE METROPOLITAN AREA

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The complexity of hospitals increasingly requires reliable information to support managers' decision-making processes. Hospital information systems (HIS) are tools deemed as essential in this context, but in practice hospitals still need to bridge the gap between the management information needs and the information actually provided by the systems. The objective of the research herein reported is threefold: (i) evaluating the HIS currently in use in hospitals; (ii) identifying limitations and flaws in these systems; and (iii) eliciting relevant attributes to be considered when developing, implementing and maintaining such systems. The research was based on a survey approaching 60 managers from 14 hospitals located in the Belo Horizonte Metropolitan Area. Data analysis was carried out in three stages, namely: (i) descriptive statistics-based evaluation of users' satisfaction; (ii) common factors analysis to find correlation between the attributes; and (iii) factor analysis aiming at determining the most relevant attributes for HIS development, implementation and maintenance. The managers' evaluation of the systems and the information they generate was average (regular), and the integration attribute had the worst scores. The most relevant attributes were: systems architecture, interface design, usability, information handling, and decision support. These attributes should thus be taken into consideration for HIS design, implementation and maintenance. Furthermore, the analysis of the answers to open questions pointed to three attributes that qualify a HIS as effective: information display, information system auditing, and system efficiency. The results point out that several attributes should be combined for a complete evaluation of a hospital information system and that users' satisfaction with the systems goes beyond technology, as such components as people and organizational structure are equally relevant for the success of a system.

Keywords: Decision-making, Evaluation of Information Systems, Factor Analysis, Hospital Information Systems, Information Management.

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HEALTHCARE STRATEGIC ALIGNMENT THROUGH INTEROPERABILITY REINFORCEMENT

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This paper aims to clarify how to foster healthcare alignment in integrated delivery network (IDN) through interoperability enhancement. It presents an approach for assessing alignment of integrated healthcare information systems (HIS). In the case of alignment gaps in the integrated delivery network due to a lack of interoperability, it is quite important to have the means to plan point to point interoperability scenarios. This paper proposes a novel approach of processes interoperability evolution, which aims at finding the best effort distribution needed to establish efficient Integration Delivery Network (IDN).

Keywords: Strategic Alignment, Healthcare Information System, Integrated Delivery Network, Interoperability planning.

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CLINICAL FORM, A CASE STUDY ON COMPUTING OF MEDICAL RECORDS

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This document is a preliminary and interdisciplinary case study, which reports implemented solutions during the development and implantation of a computational system for clinic visits in the geriatric centers GAMIA, "Centro de Saúde Escola Geraldo de Paula Souza, Cedpes and "Casa Ondina Lobo", all related to the Geriatric Service from Hospital das Clínicas, Faculty of Medicine, University from São Paulo. The general goals of the system are to improve the medical practice and provide data to researches and medical protocols. The main guidelines were: support the medical practice, speed up the registration of medical visits, provide useful data to medical researches and be compatible with limited hardware resources. The project started in August 2011, implantation and tests in October 2011. Nowadays, January 2012, it has 1086 persisted visits, reaching the targeted goals and having been able to solve difficulties reported in previous studies.

Keywords: information systems, electronic record, patient record, hospital systems, medical record.

FICHA CLÍNICA, UM ESTUDO DE CASO SOBRE A INFORMATIZAÇÃO DE REGISTROS MÉDICOS

Este trabalho é um estudo de caso, preliminar e interdisciplinar que relata as soluções implementadas na confecção e implantação de um sistema computacional para registro de consultas clínicas nos centros GAMIA, Centro de Saúde Escola Geraldo de Paula Souza, Cedpes e Casa Ondina Lobo, vinculados ao Serviço de Geriatria do Hospital das Clínicas da Faculdade de Medicina da Universidade de São Paulo. Os objetivos gerais do sistema são o de melhorar o atendimento médico e fornecer dados para pesquisas e protocolos médicos. As principais diretrizes seguidas foram: apoiar a prática médica, dinamizar o registro de consultas, organizar os registros consistentemente para uso em pesquisas médicas e coexistir com recursos de hardware limitados. O projeto foi iniciado em agosto de 2011, a implantação e testes em outubro de 2011 e atualmente, janeiro de 2012, possui 1086 casos registrados, cumprindo com os objetivos propostos e tendo solucionado dificuldades reportadas em estudos anteriores.

Palavras-chave: sistemas de informação, registro eletrônico, registro do paciente, sistemas hospitalares, registro médico.

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EVALUATION OF THE IMPLANTATION OF ENTERPRISE RESOURCE PLANNING (ERP) ON THE PERSPECTIVE OF THE USERS OF A FEDERAL BRAZILIAN UNIVERSITY HOSPITAL

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It is noticeable that the systems Enterprise Resource Planning (ERP) bring integration of operations and information, compensating the investment on its implantation, but they also offer risks in reason of its complexity, financial and human resources expended, time and knowledge applied. Although the large risks and challenges linked to the technical issues of its implantation, much has been discussed about the imperfections of organizational matrix. This article has for aim to analyze the influence of the users training on the acceptance and usefully of a system ERP at a University Hospital of the Universidade Federal da Grande Dourados (HU/UFGD). To fulfill such purpose, the University Hospital was characterized, besides contextualizing the process of implantation of the ERP, later to evaluate the users training to use the system and investigating the acceptance of them forward to the changes on the use of the new technology. The research may be characterized as descriptive by means of case study with quantitative and qualitative boarding for the treatment of the data. Quizzes for the collection of information with the system users had been used and with the sector coordinators board, besides an interview with the General Manager of the HU/UFGD. The results point that the training carried through for the beginning phase of implantation reveals itself as positive, however with restriction to its elaboration and application, therefore in accordance with the General Management there is an expectation of operational improvement at the hospital, mainly towards the medical handbooks, moreover speeding up the process of obtaining data of each patient.

Keywords: Enterprise Resource Planning (ERP); Information Systems; University Hospital; Organizational change.

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INNOVATIONS AND TRENDS IN APPLIED INFORMATION AND COMMUNICATION TECHNOLOGIES IN HEALTH MANAGEMENT

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The different business models in health are enabling them to develop all kinds of business strategies, offering more versatility and functionality, mostly using the internet tool. Companies are making transactions more efficiently and effectively, and this fact has caused an increasing obsolescence of the consolidated business in the health sector. Therefore, the objective of this study was to present the new trends emerging information technologies that are bringing direct and indirect benefits for the Management of Health Research was carried out on different sources of data bases, with the support of national papers and magazines and international books and specialized in health management. Therefore characterized as a literature review with an analytical approach. Among the main results was observed with the problem of information management has been further hampered due to an exponential increase in the amount of data to be managed, the number of professionals who control the processes and demands for real-time access. The cost to handle the information in hospitals has also represented the main factor for the use of computers in an attempt to provide more data with less cost. In this sense, it is necessary a strategic positioning of health care organizations for the treatment of information resources, as well as the choice of an Information Technology tool able to bring the expected benefits to these organizations.

Keywords: Trends, Innovation, Information Technology, and Health Management.

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IMPLEMENTATION PROCESS IN A INTEGRATION MANAGEMENT SYSTEM: CASE STUDY IN SAMARITANO HOSPITAL

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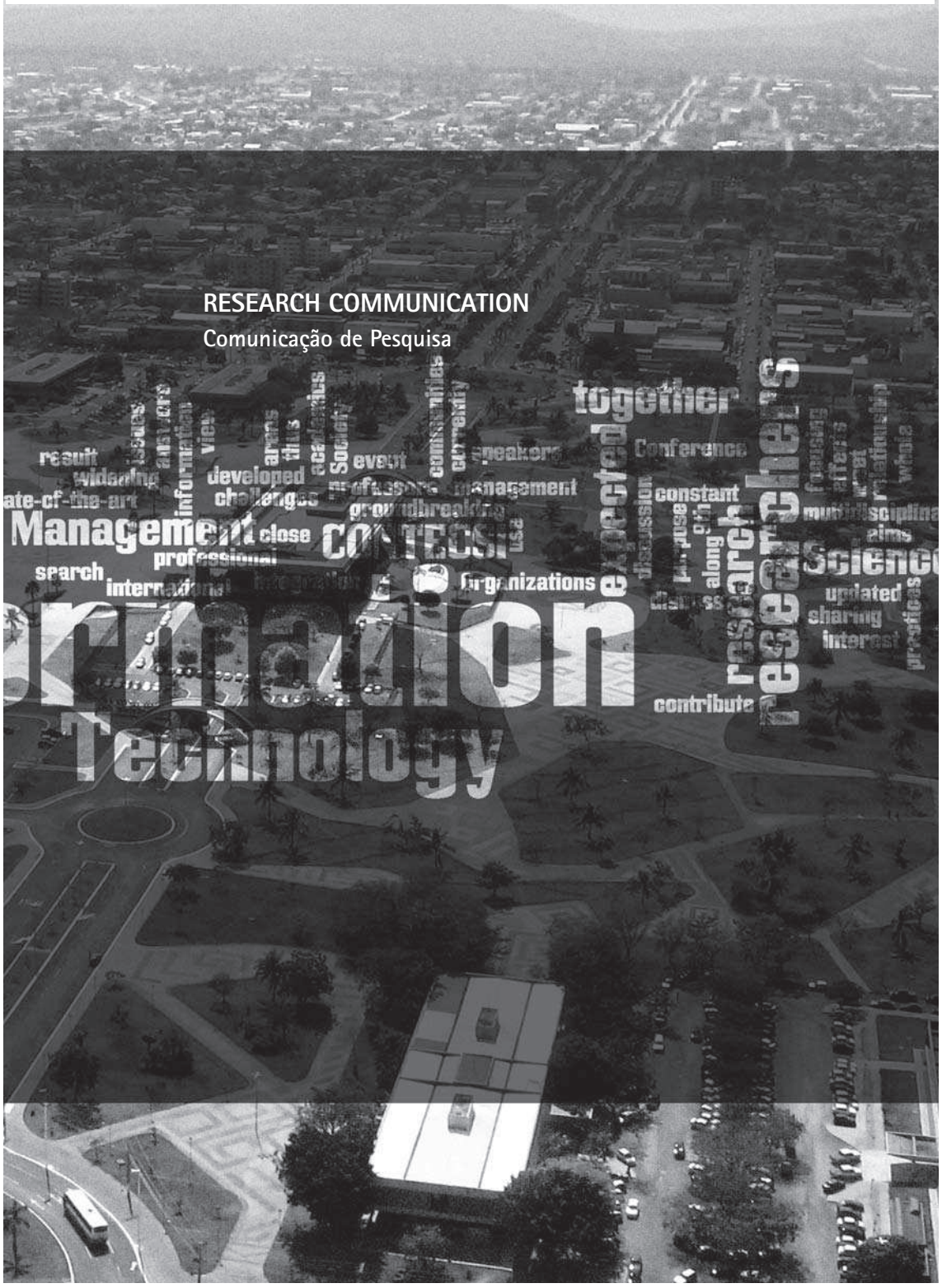
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The purpose of this study is to understand the optimization of internal processes and their efficiency in the implementation of integrated health management information Samaritan Hospital of São Paulo. The methodology was applied to the case study application of two questionnaires, with 16 open questions facing the IT field and 13 open questions aimed at users key containing the opinions, perceptions and experiences. The nature this research characterized as descriptive and the transversal technique during the october month in 2011. The main results obtained in this study were with basis in the interviewees answers. With the new management information system, the process in some areas had great challenges, such as the assistencial department. Culture changes also were evidenced because many people don't know about the new applications. The great highlight was the integration of dates, security of information, promp-book with participation of all the employees, and the precision quality of client service.

Keywords: integration, process, hospital, and client service.


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E-MAIL MARKETING EFFECTIVENESS: USING A DATA MART IN AN ON-LINE JOB SEARCH COMPANY
Marcelo Drudi Miranda
Marcio Romero
Renato José Sassi

KNOWLEDGE MANAGEMENT DRIVEN APPROACH FOR THE PRODUCTIVITY IMPROVEMENT OF XP AGILE SOFTWARE DEVELOPMENT
Sheila Grave
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THE ENTERPRISE MATURITY ON ADOPTION OF CORPORATE PERFORMANCE MANAGEMENT
Adilson Carlos Yoshikuni
Louremir Reinaldo Jeronimo
Napoleão Verardi Galegale

KNOWLEDGE CREATING AND ECONOMIC DEVELOPMENT: TOURISM PROFESSIONAL TRAINING IN GOIAS
Carla Conti de Freitas
Yara Fonseca de Oliveira e Silva

DEVELOPMENT OF SIMULATION TOOL FOR SUPPLY CHAIN
Julio Cesar Batista Pires
Bruno Nunes Machado
Júnio César de Lima
Paulo Henrique G. Mansur
Marcos de Moraes Sousa

DEVELOPMENT OF THE VALUE SYSTEM OF THE PORTUGUESE INSURANCE SECTOR AND THE ROLE OF INFORMATION SYSTEMS
Bruno Alexandre Ribeiro Marques

TEACHERS' ATTITUDES TOWARDS USING SMART CLASSROOMS
Waheed Al-Hindi
Sultan Almutairy

E-MAIL MARKETING EFFECTIVENESS: USING A DATA MART IN AN ON-LINE JOB SEARCH COMPANY

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Nowadays, companies of several segments, among them on-line job search companies, are using the Internet as a marketing channel. Among the existing methods to explore this channel, the e-mail marketing is growing in popularity. However, to achieve good results in e-mail marketing campaigns it is necessary to precisely select the campaign's targets. Achieving this goal demands decisions are made to define the segments of recipients in every campaign, but the necessary data for making these decisions are scattered across the company's systems. This paper aims to highlight the positive contribution of a Data Mart in the decision making process for segmenting an e-mail marketing campaign. The experiments were based on a request from the marketing department for segments of ex-customers. This work used a Data mart from the company with data updated until October 2011.

Keywords: Internet, e-mail, marketing, Data Mart, On-line Job Search.

EFICÁCIA EM E-MAIL MARKETING: USANDO UM DATA MART EM UMA EMPRESA DE CLASSIFICADOS ON-LINE DE EMPREGOS

Atualmente empresas de vários segmentos, entre elas empresas de classificados on-line de empregos, utilizam a Internet como canal de marketing. Entre os métodos existentes para explorar este canal, o e-mail marketing está ganhando popularidade. Mas para atingir bons resultados em campanhas de e-mail marketing, é necessário selecionar de forma precisa os alvos das campanhas. Atingir este objetivo exige que decisões sejam tomadas para a definição das segmentações dos destinatários de cada campanha, porém, os dados necessários para tomar estas decisões encontram-se espalhados pelos sistemas da empresa. Este trabalho pretende evidenciar a contribuição positiva de um Data Mart no processo decisório para a segmentação dos alvos de uma campanha de e-mail marketing. Utilizou-se como base de dados uma demanda do departamento de marketing da empresa por segmentações dos ex-clientes. Utilizou-se neste estudo um Data Mart da empresa com dados sobre contratações atualizado até outubro de 2011.

Palavras-chave: internet, e-mail, marketing, Data Mart, Classificados on-line.

KNOWLEDGE MANAGEMENT DRIVEN APPROACH FOR THE PRODUCTIVITY IMPROVEMENT OF XP AGILE SOFTWARE DEVELOPMENT

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The reality shows that there is still a gap between the market demand and the software development productivity of the organizations. Several factors contribute to this scenario, such as team motivation, requirements stability, quality of management, team skills and experience, software reuse, development tools, programming language, team size, software complexity and size. The XP (Extreme Programming) method practices have characteristics that may affect these software development productivity factors. Thus, to mitigate these characteristics, this paper develops an approach that uses the knowledge management to establish a continuous improvement program of the XP software development process, aiming as goal the increase of productivity. This approach is composed of a set of steps to implement the software process improvement program, some support mechanisms (people, tools and techniques) that assist the organizations in implementing of the steps, a preliminary knowledge repository, developed in a Wiki system (MediaWiki), containing suggestions of adaptations of the XP practices to mitigate or to solve the problems of the software process that affect the main productivity factors. The use of the approach is demonstrated in a software development process of an organization that uses the XP agile method. On this occasion, are presented the changes in the software process and how they contribute to the productivity increase.

Keywords: Productivity Factors, Software Process, XP Method, Knowledge Management, MediaWiki.

THE ENTERPRISE MATURITY ON ADOPTION OF CORPORATE PERFORMANCE MANAGEMENT

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After intense period of information technology, dedicated to standardize and organize the operational information. It appears another type of business demand for systems that support decision making and control practiced by the managers, which is called Corporate Performance Management [CPM]. This acts as a framework dedicated to computerize the management process to plan, execute and control the decision-making activities. For over four decades, Nolan proposed a model that demonstrates to the various stages of growth of information systems. Since then, there are several studies in the academic literature on the stages of growth theory - ERP, E-commerce, B2C, B2B, etc. The communication of this research project aims to present the study of the maturity model of Corporate Performance Management through bibliographic review of the study, as well as the stages of growth to maturity model for the practice of strategy management. The proposed methodology is the method of multiple case studies to be invested in companies that adopted the CPM for the purpose of answering the "how" and "why" of the goals of the research project.

Keywords: Corparate Performance Management; Management Process; Maturity Model; Management Strategy; Support Decision Systems

COMM 4

KNOWLEDGE CREATING AND ECONOMIC DEVELOPMENT: TOURISM PROFESSIONAL TRAINING IN GOIAS

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Knowledge has become an important tool to the local development and the knowledge creating in the tourism sector in Goias is the main theme in this paper since it considers human development and education as central. Tourism has a national visibility and here we analyze how higher education contributes to the knowledge creating process and how it can be understood as innovation and entrepreneurship capacities in the local firms. So, this study aims to discuss how the education process helps working people in concern to the knowledge creation and in what sense the higher education for the professional of tourism is really aware of the local demands. The theoretical points are based on knowledge economy (Nonaka, 1997; Cassiolato, 2010; Lastres, 2005; Velloso, 2005; Krogh; Nonaka, 2001) and also on the innovation system (Lundvall, 2002; Rosenberg; Nelson, 1994). As a conclusion, we highlight knowledge creation and innovation in the firms as important tasks to local development.

Keywords: knowledge, higher education, technology, tourism.

Agradecimento à Fundação de Amparo à Pesquisa do Estado de Goiás (FAPEG), à Universidade Estadual de Goiás e à Universidade Federal do Rio de Janeiro (Programa de Doutorado Interinstitucional UEG/UFRJ).

DEVELOPMENT OF SIMULATION TOOL FOR SUPPLY CHAIN

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This research project is about analysis and development of a tool that assists the educational process in order to bring the academic simulations of activities from the corporative world. Such interdisciplinary solutions are necessary and appropriate. This project aims at the interdisciplinary research involving the administration area, computer science and education, in order to build an educational software that simulates a given production chain in which multiple users can interact with each other and at the same time being active economic agents in the chain through of a local network to be able to evaluate the behavior at the chain. The applicative will serve as a tool for learning about the supply chain cycle and its improvement, providing the educator and the student virtual experience from the virtual.

Keywords: Software, Education, Simulation, Supply Chain, Java.

COMM 6

DEVELOPMENT OF THE VALUE SYSTEM OF THE PORTUGUESE INSURANCE SECTOR AND THE ROLE OF INFORMATION SYSTEMS

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The objective of the study is to analyze the current status of inter-organizational partnerships in the insurance industry and project its dynamics – including the Information Systems (IS) dimension. The insurance activity is described as being informational and knowledge intensive and a more relational, dynamic and learning-oriented approach was taken in consideration. The current and future role of IS management are analyzed in detail. The impact of IS in the collaboration level and implications on CIO profiles are also discussed. Considering the data collected, it was noticed that IS are well explored for automatization and there is a good integration of heterogeneous systems at an operational level. However, there are insufficient collaboration features (ex. Web 2.0) or business analytics oriented to partners management. It is suggested that CIOs could be agents of change, stressing an IT Governance view and a socio-technical approach as key to increment organizational maturity.

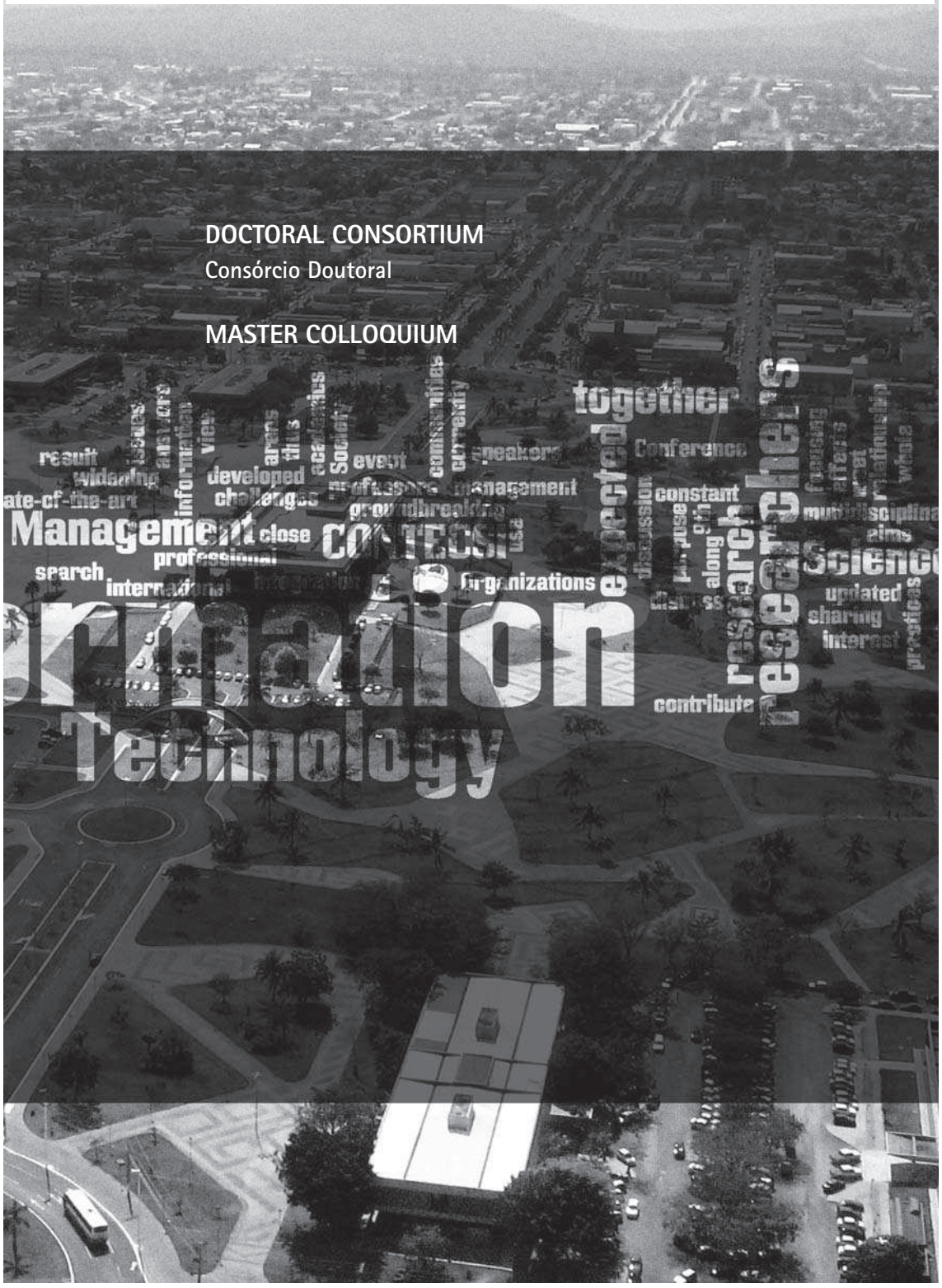
Keywords: Interorganizational relationships; Collaboration Levels, Impact of Information Systems; IT Governance.

TEACHERS' ATTITUDES TOWARDS USING SMART CLASSROOMS

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The use of Smart Classrooms in the educational process is one aspect of keeping abreast of the future and meeting the technological needs of students and teachers at the same time. As these smart classrooms provide students and teachers with an educational environment which is rich in various technological devices. In addition, these classrooms help to reduce the time required for getting the educational materials and provide various methods for solving the educational problems through using the state-of- the art technological systems. Learners show increased motivation and enjoy the interaction the technology offers. It enables tutors to use multimedia resources and the internet with a whole class. It enables seamless links to be made between the technology and the subject material. Pages can automatically be saved and can be printed, emailed or even pasted into a website. They also provide various electronic learning resources which have sufficient and diverse information. Moreover, the smart classrooms provide multidirectional channels of educational communication between students and teachers that address the students' educational needs. In the same respect, smart classrooms provide the possibility of video-taping or recording these activities so that they can be viewed later on when they are needed. It is also worth mentioning that smart classrooms facilitate self-learning methods through getting the educational material from the various international resources. This research study aims at identifying the attitudes of the teachers at King Saud University towards using smart classrooms. Because the research has a big population, the sample of the research includes a random sample of teachers at all colleges of King Saud University which is 500 teachers of the first semester of the academic year 1432 H corresponding to 2011G. In accordance with the nature and objectives of the research, survey research methodology and the quasi-experimental method were used along with the attitudes scale which has been designed and whose psychometric characteristics such as validity, reliability and suitability for the objectives of the research have been verified in order to collect the necessary data to answer the questions of the research according to the vive-point Likert scale. The final form of the scale includes 44 statements representing the teachers' attitudes towards using smart classrooms. The application of the research procedures and the analysis of the findings are in the process.


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LA AUDITORÍA CONTINUA, UNA HERRAMIENTA PARA LA MODERNIZACIÓN DE LA FUNCIÓN DE AUDITORÍA EN LAS ORGANIZACIONES Y SU APLICACIÓN EN EL CONTROL FISCAL COLOMBIANO
Francisco Javier Valencia Duque

QUALIDADE DA INFORMAÇÃO CONTÁBIL SOB A PERSPECTIVA DA CIÊNCIA DA INFORMAÇÃO
Nelma T Zubek Valente

DESARROLLO DE UN PROGRAMA DE EXTENSIÓN UNIVERSITARIA PARA INCREMENTAR EL CRECIMIENTO DEL CAPITAL HUMANO EN LAS ORGANIZACIONES DEL VALLE DE TOLUCA UTILIZANDO PRINCIPIOS DE GESTIÓN DEL CONOCIMIENTO
Eva Martha Chaparro Salinas

DISEÑO DE UN MODELO Y PROGRAMA DE IMPLANTACIÓN DE SISTEMAS DE GESTIÓN INTEGRAL PARA INSTITUCIONES DE EDUCACIÓN SUPERIOR (IES) EN MÉXICO BASADOS EN LA GESTIÓN DEL CONOCIMIENTO (KM), CASO DE ESTUDIO FACULTAD DE CONTADURÍA Y ADMINISTRACIÓN (FCA), UAEM
Julio Alvarez Botello

MASTER COLLOQUIUM

A IMPORTÂNCIA DA ADAPTAÇÃO DE UM MODELO DE GOVERNANÇA PARA A COMPETITIVIDADE EMPRESARIAL
Júlio Cesar da Silva

OBSERVATÓRIO DA EDUCAÇÃO: UMA ANÁLISE DA INOVAÇÃO TECNOLÓGICA NA EDUCAÇÃO
Luiz Henrique da Silva

AVALIAÇÃO DE RISCOS ENVOLVIDOS NO PROCESSO DE GESTÃO DE CUSTOS OPERACIONAIS EM EMPRESA DE ENERGIA ELÉTRICA
Rafael Herden Campos

LA AUDITORÍA CONTINUA, UNA HERRAMIENTA PARA LA MODERNIZACIÓN DE LA FUNCIÓN DE AUDITORÍA EN LAS ORGANIZACIONES Y SU APLICACIÓN EN EL CONTROL FISCAL COLOMBIANO

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En un mundo globalizado, en donde el cambio es una constante, y las organizaciones deben responder rápidamente a las demandas del mercado, requiere de ellas un incremento sostenible en su productividad y competitividad, llevándolas indefectiblemente y de manera permanente a cometer errores, a estar expuesta a fraudes, a incumplir con requerimientos regulatorios y a generar ineficacias e ineficiencias importantes en sus procesos, que incrementan su nivel de riesgo, y la generación de pérdidas financieras que pueden afectar su permanencia en el mercado. Ello obliga a las organizaciones tanto públicas como privadas a implementar sistemas de control efectivos, pero más aún, a contar con un aseguramiento más oportuno y permanente sobre la eficacia de estos sistemas de control organizacional, y allí, la auditoría continua juega un papel importante, siempre y cuando, se allane su referente conceptual frente a la auditoría en general, a los paradigmas y sus diferentes formas de implementación; que permitan consolidarla como un esquema innovador que aporta valor a la organización, y en el caso específico del control fiscal Colombiano, que ayude, al menos en parte, a solucionar la crisis de credibilidad por la cual atraviesa actualmente. El proyecto que se va a desarrollar aborda uno de los temas emergentes en el campo de Auditoría a nivel internacional, como es la Auditoria continua en línea, poco utilizada aún, no solo en Colombia, sino en Latinoamérica, y pretende, a partir de la reflexión científica y la construcción coherente de las relaciones entre la teoría, los paradigmas, los estándares y los modelos de Auditoría continua existentes en el ámbito internacional, construir un modelo de Auditoría Continua en el contexto del Control Fiscal Colombiano.

DOCT 2

QUALIDADE DA INFORMAÇÃO CONTÁBIL SOB A PERSPECTIVA DA CIÊNCIA DA INFORMAÇÃO

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Na Ciência Contábil há consenso sobre a finalidade da contabilidade como provedora de informações úteis para diferentes usuários, de modo que eles possam avaliá-las para subsidiar decisões econômicas. Essas informações são disponibilizadas pelas empresas para os usuários externos, por meio das demonstrações contábeis, cuja produção e divulgação seguem padrões e normas definidas por órgãos normativos e reguladores de informações econômico-financeiras divulgadas para o mercado, a exemplo da CVM-Comissão de Valores Mobiliários, CFC – Conselho Federal de Contabilidade e CPC-Comitê de Pronunciamentos Contábeis, no âmbito nacional. O objetivo da pesquisa é estudar a concepção de um sistema de informação contábil na perspectiva da Ciência da Informação, de modo a contribuir para a elaboração de diretrizes que subsidiem a produção e divulgação de informação contábil tendo em vista o usuário e suas potencias necessidades de informação. Partindo do pressuposto que cada usuário tem necessidade de informação a partir de contextos específicos de uso (FUJINO, 1993), esta pesquisa tem como objetivo identificar e analisar os modelos, métodos e procedimentos de estudos de usuários da Ciência da Informação e verificar suas aplicabilidades na Ciência Contábil de modo a contribuir para o avanço do conhecimento sobre os potenciais usuários da informação contábil, suas expectativas, dificuldades e necessidades no uso das informações divulgadas.

DESARROLLO DE UN PROGRAMA DE EXTENSIÓN UNIVERSITARIA PARA INCREMENTAR EL CRECIMIENTO DEL CAPITAL HUMANO EN LAS ORGANIZACIONES DEL VALLE DE TOLUCA UTILIZANDO PRINCIPIOS DE GESTIÓN DEL CONOCIMIENTO

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Tutor Académico: Dr. en C. P. Rolando Heredia Dominico

Las instituciones de educación superior como parte de sus funciones sustantivas se encuentra la de Extender el conocimiento entre la población mediante actividades como la educación para adultos, el asesoramiento especializado y el desarrollo de proyectos productivos, todo esto coadyuvando a la mejora continua de las organizaciones y de la sociedad en lo general. El entorno donde se propone dicha investigación se dará en el marco de las organizaciones del Valle de Toluca como muestra de la realidad que prevalece en impactar para apoyar el desarrollo del capital humano. La propuesta es la de realizar un modelo de extensión universitaria que como función sustantiva de las Universidades y desde la perspectiva de la Universidad Pública se respalde el crecimiento y el desarrollo del capital humano en estas organizaciones. Para poder identificar las necesidades del capital humano de las organizaciones del Valle de Toluca se realiza un levantamiento de información basado en una encuesta que se realiza basándonos en el estudio de las variables que pueden describir el capital humano y el nivel de madurez que este tiene, esto basándonos en estudios previos que se han realizado tanto en Argentina (Fritzsche:2000), como en Venezuela (García Lobo:2004) y Colombia (Castañeda:2004), en base a lo anterior se definió como variables relevantes como lo son la satisfacción, la comunicación, el clima socio-laboral, la motivación, el sentido de pertenencia e implicación, la capacidad de innovación, el liderazgo, las competencias profesionales y el trabajo en equipo.

Palabras Clave: Extensión Universitaria, Capital Humano, Gestión del Conocimiento.

DOCT 4

DISEÑO DE UN MODELO Y PROGRAMA DE IMPLANTACIÓN DE SISTEMAS DE GESTIÓN INTEGRAL PARA INSTITUCIONES DE EDUCACIÓN SUPERIOR (IES) EN MÉXICO BASADOS EN LA GESTIÓN DEL CONOCIMIENTO (KM), CASO DE ESTUDIO FACULTAD DE CONTADURÍA Y ADMINISTRACIÓN (FCA), UAEM.

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La presente investigación permitirá corroborar la pertinencia y efectividad de la implementación de los sistemas de gestión dentro de las organizaciones de educación superior en el aumento de la satisfacción de los usuarios de los diversos servicios que prestan dichas instituciones, así como corroborar la aportación de la adecuada Gestión del conocimiento en las IES. Iniciará explicando la complejidad y el estado del arte que guardan la implementación de los sistemas de gestión para entonces realizar los levantamientos y análisis de información, y con esto proponer el modelo para la implementación de un sistema de gestión integral para IES. Para realizar esta investigación se utilizará el paradigma cualitativo basado en la investigación-acción y como sustento teórico se aplicará una teoría explicativa. Se espera encontrar elementos suficientes para poder sugerir y plantear una metodología para desarrollar e implementar un sistema de gestión integral para organizaciones educativas de nivel superior.

Palabras Clave: Gestión del Conocimiento (KM), Sistemas de Gestión Integral, Satisfacción de los usuarios.

A IMPORTÂNCIA DA ADAPTAÇÃO DE UM MODELO DE GOVERNANÇA PARA A COMPETITIVIDADE EMPRESARIAL

Júlio Cesar da Silva (Projeto de Pesquisa de Mestrado apresentado no programa de Mestrado Acadêmico em Administração da Faculdade Novos Horizontes de Belo Horizontes, Brasil) – juliocesar@tecnocracia.eti.br

Orientador: Profa. Dra. Aleixina Maria Lopes Andalécio

A Governança Corporativa é assunto recente que tem se tornado cada vez mais relevante no ambiente das organizações, pois compreende um dos instrumentos determinantes do desenvolvimento sustentável em três dimensões – a econômica, a ambiental e a social. Este trabalho de pesquisa tem a intenção de explorar a importância da adaptação de seus princípios e modelos para a competitividade das micro e pequenas empresas por meio da tecnologia da informação. Objetivo geral desta proposta de pesquisa é analisar de que forma a adaptação de um modelo de governança corporativa promove um diferencial competitivo.

MSC 2

OBSERVATÓRIO DA EDUCAÇÃO: UMA ANÁLISE DA INOVAÇÃO TECNOLÓGICA NA EDUCAÇÃO

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Professor Orientador: Oscar Dalfovo (Universidade Regional de Blumenau, Santa Catarina, Brasil)-odalfovo@gmail.com

O entendimento geral da perspectiva contemporânea das organizações em relação ao seu maior ativo, o capital humano, perpassa inevitavelmente pela educação. Também permite a administração das informações onde o foco está na transformação destes em conhecimento, auxiliando na tomada de decisão estratégica. A presente pesquisa tem como objetivo a investigação e análise dos processos inovadores de educação em todos os âmbitos, perpassando pela educação básica na pré-escola, no ensino fundamental e ensino médio. Transcorrendo ainda pela educação complementar, no nível de graduação e pós-graduação. Tendo como proposta inicial a análise dos processos de aquisição do conhecimento com base nas ferramentas de colaboração e cooperação possibilitadas pelas inovações tecnológicas. Outra pesquisa desenvolvida também pelo projeto Observatório da Educação em 2010 deu conta da análise da utilização da inteligência competitiva em IES como vantagem estratégica. O quadro teórico desta investigação se baseia em constructos sobre a educação básica, a educação de graduação, a inovação tecnológica na educação, a cooperação e a colaboração. A metodologia caracteriza-se como descritiva com métodos quantitativo e qualitativo. Sendo aplicado questionário semi-estruturado. Salientamos que para a execução desta pesquisa, na área da Educação, é interessante que se perceba os espaços destinados ao processo de ensino e de aprendizagem como complexos sistemas de comunicação em que se relacionam, de modo espontâneo e intencional, diferentes formas de pensar, de expressar, de sentir e de atuação desses sujeitos.

Palavras-chave: Observatório da educação, inovação tecnológica, educação

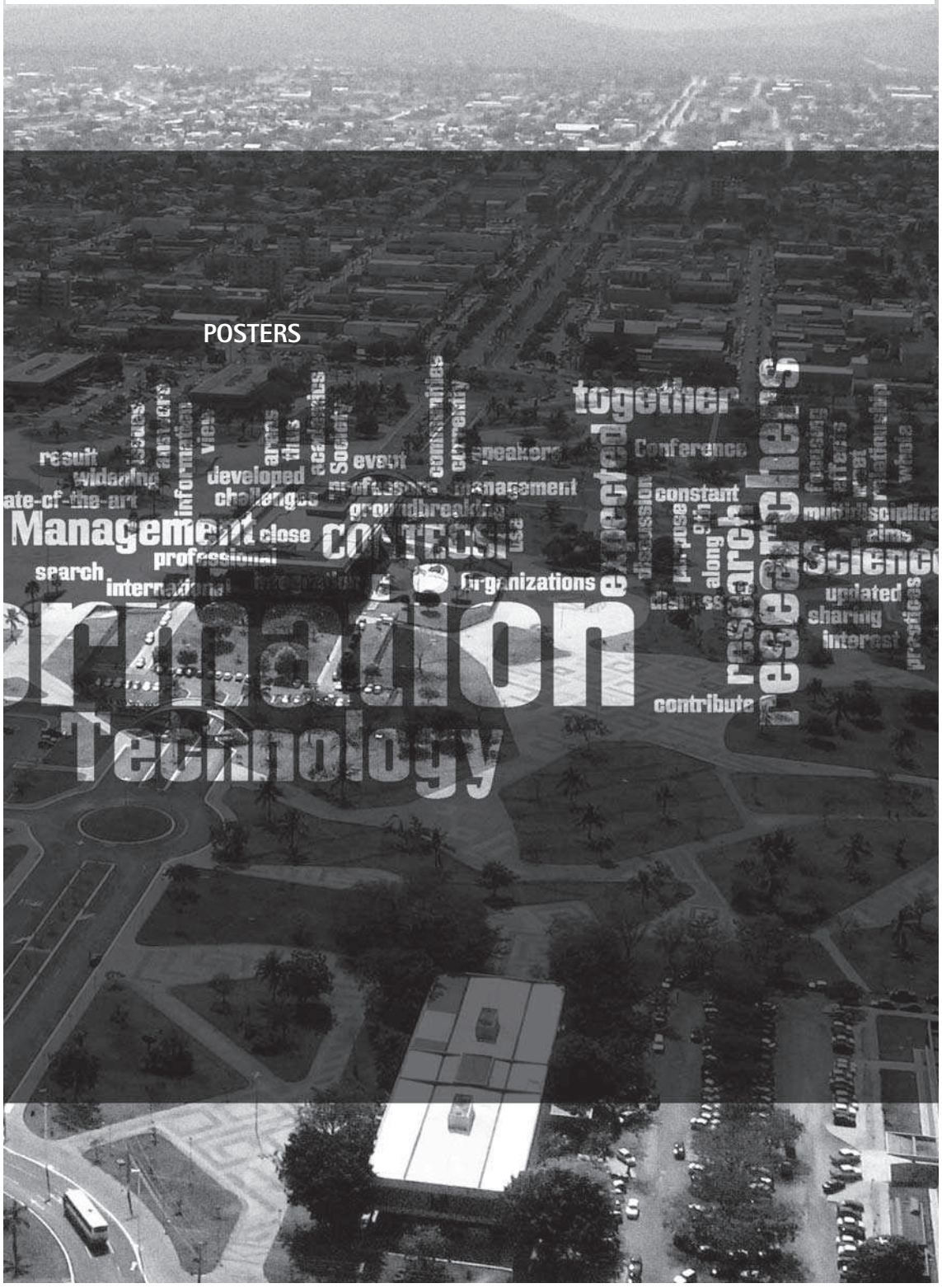
AVALIAÇÃO DE RISCOS ENVOLVIDOS NO PROCESSO DE GESTÃO DE CUSTOS OPERACIONAIS EM EMPRESA DE ENERGIA ELÉTRICA

Rafael Herden Campos (Universidade do Vale do Rio dos Sinos – Mestrado em Ciências Contábeis, São Leopoldo – RS, Brasil) - rcamposrs@yahoo.com.br

ORIENTADOR: Prof. Dr. Adolfo Alberto Vanti - Professor Titular Programa de Pós-Graduação em Ciências Contábeis (Universidade do Vale do Rio dos Sinos, São Leopoldo – RS, Brasil) - avanti@unisinos.br

Este projeto realizará uma avaliação de riscos envolvidos no processo de gestão de custos operacionais em eletricidade, através de sistema de apoio à decisão (SAD) do tipo Data Mining (DM). A metodologia é descritiva e quantitativa aplicada no setor de energia elétrica, integrando técnica de Design Research (DR) com regras de DM em que ser gerará artefato computacional. Serão realizadas pesquisas documentais e em bases de dados para compreender diferentes conceitos de custos utilizados operados pelo setor de energia elétrica.

Palavras-chave: riscos, custos, sistemas, energia elétrica


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KLAPPER 1.0: PRÁTICAS INTERDISCIPLINARES NA FORMAÇÃO DO TECNÓLOGO DE INFORMÁTICA E GESTÃO DE NEGÓCIOS

Jefferson Biajone
Diego Klapper Paulino

INTERDISCIPLINARIDADE NA FORMAÇÃO DO TECNÓLOGO DE INFORMÁTICA: INTEGRAÇÃO DE SABERES ENTRE LINGUAGEM DE PROGRAMAÇÃO, CÁLCULO NUMÉRICO E FILOSOFIA E LÓGICA

Jefferson Biajone
Lizeu Albino da Silva Júnior

OBSERVATÓRIO DO EMPREENDEDORISMO: O USO DO SOFWARE AMBIENTE EMPREENDEDOR

Airan Arinê Possamai
Cristian Tadeu Von Der Heyde
Maéli Schmidt
Oscar Dalfovo
Marianne Hoeltgebaum

A PRODUÇÃO CIENTÍFICA INTERNACIONAL SOBRE OS LEARNING MANAGEMENT SYSTEMS (LMS)

Maéli Schmidt
Airan Arinê Possamai
Oscar Dalfovo
Marianne Hoeltgebaum

SISTEMAS DE INFORMAÇÃO OBSERVATÓRIO DA EDUCAÇÃO: DESENVOLVIMENTO DA ÁRVORE DE CONHECIMENTO

Vinícius Pletsch
Alexandra Carballo Dominguez
Maéli Schmidt
Oscar Dalfovo

KLAPPER 1.0: PRÁTICAS INTERDISCIPLINARES NA FORMAÇÃO DO TECNÓLOGO DE INFORMÁTICA E GESTÃO DE NEGÓCIOS

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Diego Klapper Paulino (Acadêmico do 4º semestre de Informática e Gestão de Negócios Centro Paula Souza - FATEC de Itapetininga/SP)

Visando vivenciar a interdisciplinaridade entre saberes das disciplinas de Lógica de Programação, Cálculo Numérico e Filosofia e Lógica, todas do terceiro semestre letivo do curso de Tecnólogo de Informática e Gestão de Negócios da FATEC de Itapetininga, foi-se desenvolvido o programa Klapper 1.0, de forma que conteúdos dessas três disciplinas da formação do tecnólogo pudessem interagir entre si e, ao mesmo tempo, propiciar ao discente-programador a aplicação dos saberes aprendidos em sala de aula, tendo por foco uma aproximação mais real possível do contexto de sua prática profissional futura em programação e gestão de software. Em Klapper 1.0, a finalidade precípua do programa foi a de realizar a conversão de bases numéricas, conteúdo previsto na disciplina de Cálculo Numérico, tendo por teste de verificação assertivas de proposições lógicas da disciplina de Filosofia e Lógica. Tendo em vista que o programa visou promover a interdisciplinaridade, uma de suas resultantes foi justamente isso, levar o discente a ter uma visão global e integrada dos vários assuntos envolvidos, não só enriquecendo o conteúdo aprendido em sala de aula, como tornando a experiência de aprendizado mais atraente e significativa para todos os envolvidos. Com efeitos, nos passos que foram tomados para a elaboração de Klapper 1.0, foram estudados os conteúdos de cálculo numérico relativos à transformação de números de bases distintas (decimais, binários, octais e hexadecimais). As tabelas verdade da disciplina de Filosofia e Lógica foram incluidas a fim de testar a veracidade das proposições envolvidas nessas transformações. Por fim, todo um trabalho de pesquisa e documentação foi realizado junto à disciplina de Lógica de Programação a fim de ajustar de estruturar o algoritmo do programa em face de duas necessidades, quais foram, 1) interdisciplinar os conteúdos em torno das finalidade de Klapper 1.0 e 2) gerar um ambiente computacional que exibisse uma interface o mais "user-friendly" possivel para o seu usuário, o que requeriu investigações na área de estética e computação gráfica. Klapper 1.0 foi desenvolvido na linguagem JAVA, dada ser esta a linguagem de programação corrente na FATEC, sob a ferramenta Netbeans IDE. O trabalho desenvolvido também necessitou de conhecimentos discentes no idioma Inglês, em face das pesquisas que necessitou realizar nas áreas de computação gráfica, algoritmos e Linguagem de programação, áreas onde o conhecimento desse idioma, em seu nível técnico, foi o que possibilitou a construção do programa. Como resultado, esse trabalho objetiva demonstrar que a prática interdisciplinar no curso de formação de tecnólogo de Informática é salutar, necessária e potencialmente enriquecedora, seja no ensino e na aprendizagem, seja na geração de momentos de prática profissional futura.

Palavras-chave: práticas interdisciplinares; programação; saberes profissionais; ambientes computacionais

INTERDISCIPLINARIDADE NA FORMAÇÃO DO TECNÓLOGO DE INFORMÁTICA: INTEGRAÇÃO DE SABERES ENTRE LINGUAGEM DE PROGRAMAÇÃO, CÁLCULO NUMÉRICO E FILOSOFIA E LÓGICA

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A questão da interdisciplinaridade na formação do tecnólogo tornou-se palavra de ordem no que se refere à integração das disciplinas que compõem o curso superior desse segmento de especialistas para o mercado de trabalho atual da tecnologia. De fato, não se pode conceber um profissional tecnólogo que não conheça, ainda que em nível superficial, as implicações e desdobramentos dos conteúdos que teve em sua formação inicial em um curso superior de tecnologia com relação à sua futura prática profissional. Nas FATECs do Centro Paula Souza, essa preocupação com a articulação entre teoria e prática, tendo como foco a profissionalização do aluno em função das demandas que ele irá se deparar no exercício da profissão é basilar e se capilariza em todos os seus cursos, currículos, disciplinas e objetivos formativos. É dentro dessa perspectiva, pois, que o curso de Informática e Gestão de Negócios da FATEC de Itapetininga se encontra embasado e nas diversas disciplinas que o compõem, experiências didáticas têm sido fomentadas e desenvolvidas tendo em vista a mencionada integração de conteúdos em face da promissora prática profissional docente em um mercado e mundo prenhe de transformações e evoluções. Dentre as experiências citadas, esse trabalho debruça-se sobre a interdisciplinaridade desenvolvida nas disciplinas de Algoritmo de Programação, Cálculo Numérico e Filosofia e Lógica, de forma que o discente dessas três disciplinas, todas do mesmo semestre letivo o qual ele fazia parte, pudesse ter a oportunidade de vivenciar os seus diversos aprendizados, tendo como lente a aplicação profissional imediata, consubstanciada que foi na elaboração de um software que apoiado nos saberes advindos dessas três disciplinas, proporcionou-lhe a segurança de estar vivendo situações muito próximas da sua futura prática profissional como programador de software e gestor de TI aplicadas à geração e gestão de ambientes computacionais "user friendly". A realização dessa vivência interdisciplinar ocorreu no segundo semestre de 2011, sob as auspicies dos professores das disciplinas, tendo os alunos sido organizados em pares, cada qual autor de software que atendesse às necessidades da disciplina de cálculo numérico e da filosofia e lógica. Como resultado, uma expressiva gama de softwares foram produzidos, tendo como elemento catalizador a motivação discente em colocar em prática as reais potencialidades de cada disciplina em um contexto o mais próximo possível de sua prática profissional futura. Dentre os programas discentes desenvolvidos que refletiram essas resultantes, este trabalha apresenta o C Logic, cuja plataforma simples e deveras "user friendly" sobressaiu-se dentre os demais. C Logic, enquanto produção discente em um curso de formação de tecnólogos na área de Informática é demonstrativo assaz genuíno de que a integração interdisciplinar é fundamental para o profissional que se deseja formar, amplo, qualificado, que saiba interagir com a diversidade de conhecimentos que tem acesso e que potencialmente poderá ter ao longo do exercício de sua profissão.

Palavras-chave: Interdisciplinaridade, Formação do Tecnólogo, Prática Profissional; Interface e Ambiente Computacional.

OBSERVATÓRIO DO EMPREENDEDORISMO: O USO DO SOFWARE AMBIENTE EMPREENDEDOR

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Cristian Tadeu Von Der Heyde - Acadêmico do mestrado de Administração

Maéli Schmidt - Acadêmica do curso de Engenharia Química

Oscar Dalfovo - Professor da Universidade Regional de Blumenau

Marianne Hoeltgebaum - Professor da Universidade Regional de Blumenau

(Laboratório de Projetos de Pesquisa - Departamento de Sistemas e Computação, Universidade Regional de Blumenau, Santa Catarina, Brasil)

Para observar de forma rápida um tema, é por meio de um observatório que se facilita o estudo e disseminação de um determinado conhecimento. O Observatório do Empreendedorismo no Brasil é um sistema web com o intuito de informar, estimular e fomentar o empreendedorismo, integrando diversas informações, já divulgadas por diversos órgãos e instituições, que desempenham papéis importantes na pesquisa e disseminação do empreendedorismo no Brasil, com a finalidade de estabelecer uma rede entre usuários, poder público, academia (pesquisadores/professores/alunos), empresários e organizações. Como parte integrante do observatório, o Ambiente Empreendedor é, também, um software web para auxiliar o ensino de empreendedorismo nas instituições de nível superior. A idéia surgiu através da disciplina de Empreendedor em Informática da nossa universidade, que tem como método de ensino a criação de uma empresa simulada e o desenvolvimento de um plano de negócio. O plano de negócio é um instrumento para atração de recursos financeiros junto a investidores de risco, bancos e também como instrumento para a entrada de novos sócios no negócio. Através do ambiente é possível criar a empresa simulada, fazendo-se valer das ferramentas disponíveis, as quais são preparadas para desenvolver o empreendedorismo do acadêmico, para que seja futuramente possível ele abrir seu negócio ou para o pequeno empresário desenvolver o plano do seu negócio já em execução. Iniciando com a pesquisa exploratória sobre empreendedorismo e planos de negócio, construindo casos reais de empresas. Seguindo para o levantamento dos indicadores mais importantes sobre empreendedorismo no Brasil, bem como suas formas de consulta, para popular o sistema de informação Observatório do Empreendedorismo, para então desenvolver o software disponibiliza-lo na web. Para desenvolvimento do portal foi utilizada a linguagem de programação Hypertext Preprocessor (PHP) em sua versão cinco, juntamente com o banco de dados MySQL e para a camada de visão foi utilizado HyperText Markup Language (HTML) e Cascading Style Sheets (CSS). O Observatório do Empreendedorismo e o Ambiente Empreendedor estão sendo disponibilizados para universidades do Brasil. Até o momento foram criados aproximadamente trezentos planos de negócios. Observa-se que o ensino do empreendedorismo não pode ser feito da forma tradicional de repasse de conteúdo. É essencial a utilização de uma abordagem vivencial, ou seja, que permita aos alunos construírem seus próprios conhecimentos.

A PRODUÇÃO CIENTÍFICA INTERNACIONAL SOBRE OS LEARNING MANAGEMENT SYSTEMS (LMS)

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Airan Arinê Possamai - Acadêmica do curso de Ciência da Computação

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Os Learning Management Systems auxiliam e suportam as diversas modalidades de ensino (presencial, semipresencial, a distância) como Tecnologia da Informação e Comunicação. Os Learnings Management Systems têm crescido e se aprimorando com o passar do tempo, se tornando um recurso cada vez mais aproveitado em diversos lugares do mundo.Há uma necessidade de mapear o que se está produzindo no mundo sobre os LMS de forma que novos avanços possam ocorrer, assim como identificar práticas pedagógicas e estratégias que oportunizem a ação de novos trabalhos de investigação e de extensão sobre o tema. Cada vez mais a presença da tecnologia da informação e comunicação revoluciona as formas de interação entre usuários e computação, ao passo que, no ensino a influência do Ensino a Distância intervém para avanços tecnológicos na área educacional. Para auxiliar e suportar a aprendizagem no ciberespaço as organizações tem se utilizado de diversas mídias de maneira a garantir o controle e construção do conhecimento. Essas mídias integram as plataformas virtuais, ou seja, os Learning Management Systems (LMS), conhecidos também na língua portuguesa como Ambientes Virtuais de Aprendizagem (AVA). Os LMS são softwares criados e desenvolvidos sobre uma técnica pedagógica para auxiliar no ensino e aprendizagem virtual ou semi-presencial. Também disponibilizam uma série de recursos, como tarefas, compartilhamento e armazenamento de arquivos, plano de ensino, chat, relata todas as atividades e desempenho do aprendiz , fóruns de discussão entre outras funcionalidades que dão suporte ao processo de aprendizagem, permitindo seu planejamento, implementação e avaliação. O uso desses softwares prepara muito bem os alunos com recursos preciosos para a utilização da web como uma ferramenta para desenvolver sua compreensão e resolver problemas. Como metodologia utilizada no levantamento das informações foi utilizada pesquisa exploratória. O procedimento foi à análise em dados secundários tendo como técnicas a análise de conteúdo para uma parte qualitativa e uma análise multivariada do tipo correspondência múltipla para a parte quantitativa. O LMS é uma atividade crescente e está cada vez mais destaque no ensino superior, e ganha mais estudantes, do mundo inteiro, na sua educação através de cursos baseados na web. O uso do AVA é a chave para a eficiência dos cursos oferecidos online. A sua implantação abre oportunidade para conseguir trazer aos alunos uma nova geração de sistemas de aprendizagem. A evidência nos leva para um amanhã onde os LMS irão alterar a forma de perguntas básicas que sempre foram ensinadas: Como? O quê? Quando?

SISTEMAS DE INFORMAÇÃO OBSERVATÓRIO DA EDUCAÇÃO: DESENVOLVIMENTO DA ÁRVORE DE CONHECIMENTO

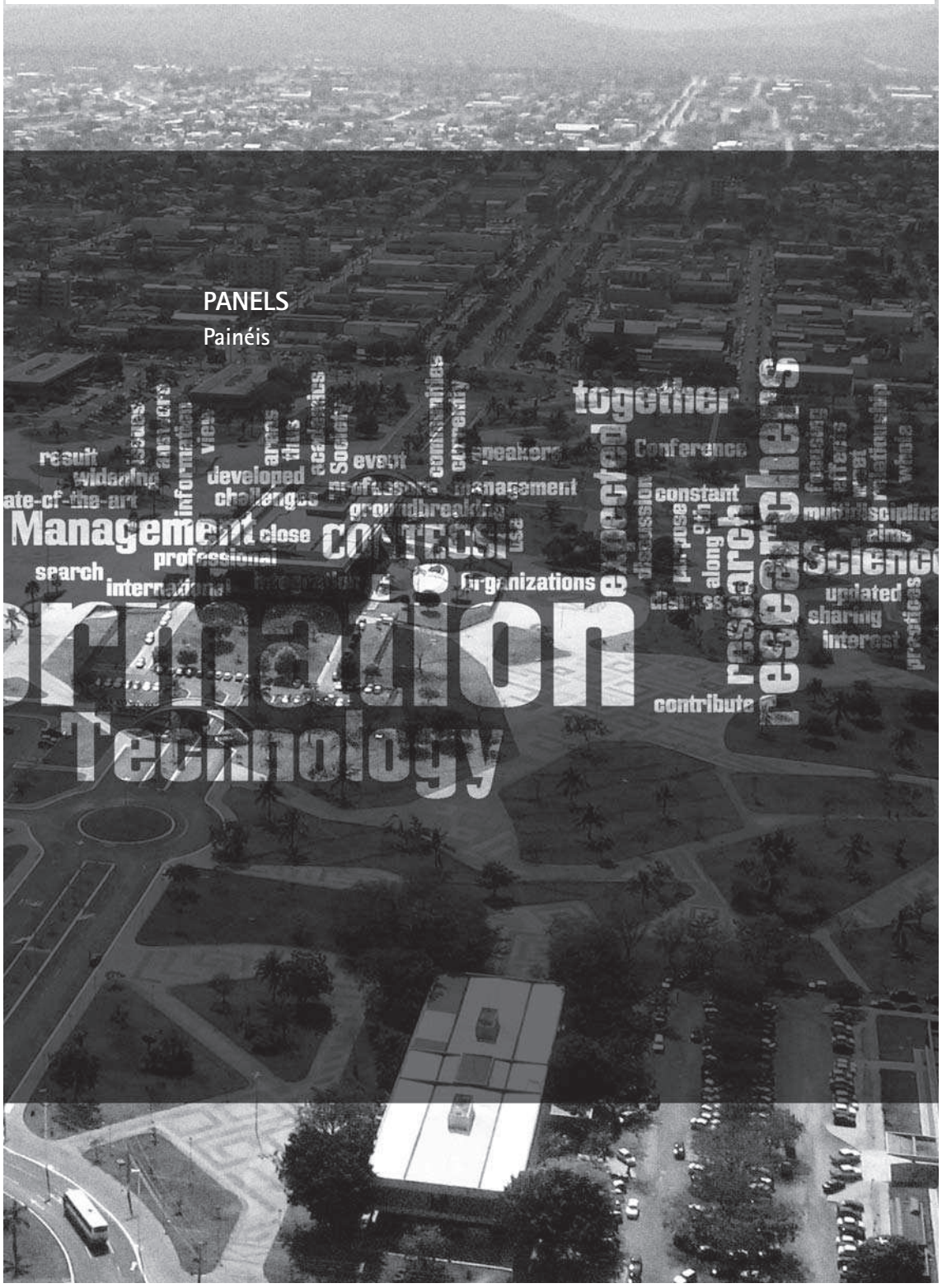
Vinícius Pletsch - Acadêmico do curso de Engenharia de Telecomunicações

Alexandra Carballo Dominguez - Acadêmica do curso de Engenharia Química

Maéli Schmidt - Acadêmica do curso de Engenharia Química

Oscar Dalfovo - Professor da Universidade Regional de Blumenau (Laboratório de Projetos de Pesquisa - Departamento de Sistemas e Computação, Universidade Regional de Blumenau, Santa Catarina, Brasil)

A crescente oferta de conhecimento, produzida por diferentes comunidades, expõem uma deficiência no tocante a sistemas que permitam armazenar, compartilhar e resgatar todo este conhecimento. Como possível solução para estes problemas surgem os sistemas de informação baseados em Árvores de Conhecimento. Este sistema rodando em uma interface Web permite uma troca efetiva de saberes entre membros de comunidades e também um fácil acesso ao conhecimento, servindo como mapa conceitual, tornando visível , para todos, as posições de cada membro e toda sua produção. Estas Árvores , uma vez implementadas, promovem uma gestão eficiente do conhecimento e são uma importante ferramenta no desenvolvimento da educação. Cada vez mais as comunidades em geral, buscam armazenar, compartilhar e resgatar conhecimentos. Esta necessidade crescente vem incentivando muitas pesquisas, cujos objetivos estão em descobrir mecanismos mais adequados, ferramentas e/ou processos que viabilizem o armazenamento e o acesso ao conhecimento de forma ágil, simples e objetiva. Com este objetivo de disseminar o conhecimento e promover uma interação efetiva entre as pessoas, Lévy Pierre e Michel Authier propõem o uso de sistemas de gestão de conhecimento através do uso de mapas conceituais em forma de Árvores de Conhecimento. Estas árvores têm como fundamento o princípio que ninguém sabe tudo e que, cada um sabe alguma coisa e, são também, uma hipótese de democracia que se encaixa na atual sociedade voltada para a informação e a comunicação rápida (LÉVY E AUTHIER, 2000). Este modelo define que as Árvores são comunidades de saberes compostas por singularidades e suas habilidades e capacidades. Nestas comunidades os indivíduos trocam saberes e ajudam no desenvolvimento tanto individual como coletivo. Estas comunidades de saberes em forma de árvores servem como ferramenta importante na gestão do conhecimento, tornando visível, para todos, as capacidades e competências de seus indivíduos bem com uma avaliação da evolução de forma geral desta comunidade. No levantamento das informações nas Instituições de Ensino Superior foi utilizada a metodologia da pesquisa descritiva com modelagem de dados baseada em Engenharia da Informação. O estudo de sistemas de Informação, da filosofia de Data Warehouse, Gestão do Conhecimento e Árvore de Conhecimento foram baseados em pesquisas bibliográficas. No desenvolvimento desta Árvore de Conhecimento, do OBEB, foi utilizado o aplicativo pearltrees.com, gratuito disponível e executável na Web, que permite a elaboração de uma árvore completa, criação de times ou grupos e incorporação de arquivos disponíveis na internet. De fácil navegação e com interatividade entre membros, este sistema se permite uma visualização global e também em áreas específicas do conhecimento. Estes modelos de aplicativos surgem como importante ferramenta na evolução da educação e que merecem estudos mais aprofundados com objetivo de desenvolvimento de aplicativos livres e aplicáveis a todos os níveis do ensino.


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WHAT'S COMMUNICATION GOT TO DO WITH IT? AND WHAT'S IT GOT TO DO WITH US?
Dov Te´eni

PROCESS MINING OF EVENT LOGS IN AUDITING: A FIELD STUDY OF PROCUREMENT AT A GLOBAL BANK
Mieke Jans
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Miklos Vasarhelyi

PREDICTIVE OR RETROACTIVE AUDIT? A CHANGE IN PARADIGM
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EVALUATING INTERACTIVE INFORMATION RETRIEVAL SYSTEMS
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INTERAGENCY COOPERATION IN LOCAL GOVERNMENT: A GOV 2.0 APPROACH
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ICT4DEVIS – International Launching Information and Communication Technologies for Development International School – A bridge between technology and development
Danilo Piaggesi
Edson Luiz Riccio
Walter Castelnovo
Linamara Rizzo Battistella

WHAT'S COMMUNICATION GOT TO DO WITH IT? AND WHAT'S IT GOT TO DO WITH US?

Dov Te´eni (Mexico Chair of Information Systems, President, AIS Association Information Systems, Faculty of Management, Tel-Aviv University, Israel) - http://www.tau.ac.il/~teeni

How do you design knowledge sharing in a community such as ours? I view the community as many circles of discourse and socialization, and examine the roles of theory in design of systems that support communication and knowledge sharing. I then show examples of new designs in our community. And then kick the ball into your court for new ideas.

SPEAKER

Dov Te'eni is Professor of Information Systems in the faculty of management at Tel-Aviv University, Israel. He is also the chairman of Meital - Israel's Higher Education E-learning center. He studies several related areas of information systems: human-computer interaction, computer support for communication, knowledge management, systems design and non-profit organizations. His research usually combines model building, laboratory experiments and development of prototypes like Spider and kMail. Dov Te'eni serves as Senior Editor for MIS Quarterly and associate editor for Journal of AIS, Information and Organizations, and Internet Research. He has published in journals such as Management Science, MISQ, Organization Science, Communications of the ACM, and in more specific journals of HCI such as IJHCS, Behaviour and Information Technology, Computers in Human Behavior and IEEE Transactions. He is conference co-chair of ICIS2008 (International Conference on Information Systems) to be held in Paris. He is also co-author of a new book on human-computer interaction for organizations to be published in 2006 by Wiley.

PROCESS MINING OF EVENT LOGS IN AUDITING: A FIELD STUDY OF PROCUREMENT AT A GLOBAL BANK*

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Spectacular failures such as at MF Global have undermined the credibility of auditors and their analytic procedures. Process mining has the potential to increase the effectiveness and scope of auditing by enabling auditors to systematically extract information from event logs recorded by a business's enterprise resource planning system. This paper describes the process mining of actual data obtained from one of the world's largest banks and demonstrates that by doing so it is possible to identify audit relevant information that was not detected by internal auditors examining that same data using standard audit procedures. This paper is the first application of process mining to accounting data and its results provide a strong argument for process mining to be considered for addition to the audit toolkit.

Keywords Process mining, ERPs, auditing, event logs.

SPEAKER

Michael Alles is a professor at the Department of Accounting and Information Systems at Rutgers Business School. Prior to Rutgers, he taught at the University of Texas at Austin, New York University and Southern Methodist University. His specialties are the design of strategic control systems, continuous auditing, management accounting and corporate governance. He is widely published in all these areas. Dr. Alles holds a PhD from Stanford Business School and a First Class Honors in Economics from the Australian National University. He has served on the executive committee of the Management Accounting Section of the American Accounting Association, was co-chair of the 2004 mid-year Management Accounting Research Symposium and has helped organize numerous other conferences around the world on corporate governance and continuous auditing. He is now the editor of the International Journal of Disclosure & Governance, published by Palgrave Macmillan in London.

PREDICTIVE OR RETROACTIVE AUDIT? A CHANGE IN PARADIGM

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There is a need for total revamping of business measurement and assurance schemata. The past measurement and assurance compromises and tradeoffs do not work anymore under extant information technology. A conceptual revolution is needed, better that is not forced by catastrophic events. Measurements must change to full cycle and preemptive.

Audit Automation can be of three natures: Progressive (P1), Predictive and Predictive and Preventive(P3). These approaches require a change of attitudes and definitions on what is audit, its rules, and its implementation. A dual frame of standard setting must be put in place to allow for the progressive development and implementation of measurement and assurance in the digital era.

SPEAKER

Miklos A. Vasarhelyi (http://raw.rutgers.edu/Miklos) is KPMG Professor of Accounting Information Systems, Graduate School of Management, Rutgers University; and Technology Consultant, E-Commerce Solutions Group AT&T Laboratories. He has his BS degrees from the State University of Guanabara (Economics) and Catholic University of Rio de Janeiro (Electrical Engineering) his MBA from the Massachusetts Institute of Technology in Management and his Ph.D from the University of California, Los Angeles (Management Information Systems).Prof. Vasarhelyi's current research interests deal with the area of continuous auditing/ control monitoring, electronization of business, and agents in electronic commerce. He has taught in accounting and system topics both at the graduate and executive programs in the US, Europe and South America. Has consulted on accounting and computer matters for the government and major firms in the US, Europe, and Brazil. He received research grants from the FASB, the Touche Ross Foundation, the Peat, Marwick and Mitchell Foundation, the American Accounting Association, the Accounting Education Change Commission, the Institute of Internal Auditors, Ernst & Young, and others. Prof. Vasarhelyi is the Director of the Rutgers Accounting Research Center as well of the Continuous Audit and Reporting Laboratory (CARLAB).

EVALUATING INTERACTIVE INFORMATION RETRIEVAL SYSTEMS

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An extended methodology for evaluating interactive information retrieval is proposed. It is based on principles presented in core evaluation literature to define the goals of the system or tool to be assessed, and infer from that measures and criteria of success in attaining the goals. It is proposed that in assessing a search tool it is analyzed to what extent it benefits users by increasing their ability to search, and consequently, contributes to the quality of the result list. In addition to the quality of the result list, it is important to assess to what extent the search process and output contribute to the ultimate goal of a search, the activity to be supported by information.

SPEAKER

Pertti VAKKARI is Professor of Information Studies at the University of Tampere, Finland. He was the coordinator of the National Doctoral Program in Communication and Information Studies (1994-2002), President of the Research Network for Studies in Education (1998-2002), Member of the Nordic Council Information of the Nordic School (2003 -2007) and Program Committee member of of an international conference on Information seeking in context (ISIC) 2000. He has been involved in collaborative research projects Scandinavian and European, and has been a member in committees, conference program in several studies and information as Colis ISIC. He is a member of the editorial board of the journals: "Information Processing & Management", "Arquivística" and "Jornal de Documentação".

INTERNET FOR RETRIEVAL OF INFORMATION/ A PROCURA DA INFORMAÇÃO NA INTERNET

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Na sequência do que tem sido habitual nas Sessões Plenárias dedicadas à Ciência da Informação foi escolhido um tema específico para a sessão da presente edição do CONTECSI que tem bastante a ver com uma área core da Biblioteconomia e Documentação, disciplinas prático-profissionais, hoje cada vez mais integradas na disciplina cientifica transdisciplinar da Ciência da Informação, em especial a que vem sendo ensinada e desenvolvida na Universidade do Porto, Portugal. A Procura de Informação na Internet traz consigo a pratica ancestral de busca da informação contida em diversos tipos de documento/suporte por quem dela precisa e, ao mesmo tempo, as técnicas de mediação que se foram criando e aperfeiçoando, sobretudo a partir de meados do séc. XIX, técnicas essas relacionadas com o modo de descrever com crescente exatidão os elementos físicos e intelectuais dos documentos postos à disposição dos diversos e potenciais usuários. Estamos a referir-nos à catalogação de monografias, periódicos e outros materiais não-livro, e à classificação (CDU, Facetada, etc.) e à indexação (elaboração de thesaurus) dos conteúdos. Mas também, sabemos que as Tecnologias da Informação e Comunicação e, muito especialmente, a "Galáxia da Internet", desde o último quartel do séc. XX, estão a colocar desafios novos e surpreendentes ao tipo de mediação que os profissionais da informação podem assumir perante uma exigência cada vez mais radical e extensa de usuários espalhados pelos sete cantos do Mundo. Nesta sessão pretende-se, a partir da ótica da CI, abordar alguns desses desafios e mostrar como devemos entender e explorar as estratégias e atitudes de procura de informação que vêm sendo desenvolvidas através da internet, concretamente através dos mais conhecidos motores de busca, à cabeça dos quais encontramos o Google. A forma como estes motores operam e respondem às necessidades informacionais das pessoas é, em si mesmo, uma temática ampla e complexa que constitui o foco desta sessão mas não pode ser ignorada pelos palestrantes convidados.

SPEAKER

Armando Malheiro da Silva is associated Professor of the Faculty of Arts of the University of Porto and member of the coordinating committee of the Information Science degree taught by the Arts and Engineering Faculties of the University of Porto. Born in Braga, he graduated in Philosophy by Philosophy Faculty of the Catholic University of Braga and in History by the Faculty of Arts of the University of Porto. He obtained the diploma of the course of Librarian-Archivist of the Faculty of Arts of the University of Coimbra. In 17 of May of 1999 defended his doctorate degree in Contemporary History in the University of Minho. He was from 1990 until 2000 collaborator of the course of Documental Science Specialization of the Literature of Arts of Coimbra. Is member of the Center for Studies in Technology, Arts and Communication Sciences (CETAC.Media). Collaborates also in other investigation unities and is associated to several scientific and cultural entities.

INTERAGENCY COOPERATION IN LOCAL GOVERNMENT: A GOV 2.0 APPROACH

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In the last few years a "Second Generation E-Government Paradigm" has emerged that maintains that to achieve greater value in service delivery and reduce costs, integration and redesign of government organizations and processes is a necessity. This result is particular difficult to achieve in countries characterized by a high administrative fragmentation and by the prevalence of small municipalities. In this qualitative paper I will discuss the conditions that make it possible to achieve the horizontal integration among municipalities, as a way to enhance intermunicipal cooperation and to allow small municipalities to manage innovation and to deliver high quality services to citizens and enterprises through the sharing of resources. More specifically, I will argue that intermunicipal cooperation can be enhanced through the use of social computing and cooperation tools to support trust building processes, thus strengthening the relationships among the partners of the cooperation. Finally, with reference to the case of One Stop Shop for enterprises in Italy, I will show how the social computing and cooperation tools can be used to support interorganizational workflows, even in case they concern critical processes involving interorganizational risk management.

Keywords: interagency cooperation, government, gov 2.0, intermunicipal cooperation

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ICT4DEVIS – INTERNATIONAL LAUNCHING INFORMATION AND COMMUNICATION TECHNOLOGIES FOR DEVELOPMENT INTERNATIONAL SCHOOL – A BRIDGE BETWEEN TECHNOLOGY AND DEVELOPMENT

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INVITED SPEAKER: Linamara Rizzo Battistella, State Secretary for the Rights of the Person with Disability – São Paulo State Government - São Paulo, Brazil

There is a widely shared expectation that ICTs can help fostering development in less developed countries (LDC), thus contributing to reduce, if not solve, some of the world's most severe challenges to human wellbeing and development. ICT are considered by ICT4DEVIS the most promising tool to help peoples and countries leapfrog from low-access and low-income situations to knowledge-based markets that bring about greater inclusion and more immediate opportunities to make socio-economic gains. Harnessing ICTs to achieve this result is not an easy matter; it requires the understanding of a multitude of disciplines and fields, from moral and ethics, cultural differences, politics, sociology, systems thinking, finance, project management and, of course, the world of the Knowledge Society and related Economy with their evolving and convergent issues. Students coming out of traditional academic courses who want to engage in a professional career devoted to international development are not likely to possess all the skills required to cope with these complexities. University education has a tendency to greater and greater specialization, while development work is becoming ever more complex and inter-disciplinary. Mainstream academic education in this field would benefit from supplementary training aimed at rounding up a student's education with practical, job-related, additional capacity-building, for the purpose of improving their effectiveness in a development context.

This is the aim of the ICT for Development International School (ICT4DEVIS) that is conceived as a hands-on, practice oriented, cross-cultural and multi-disciplinary course intended for students and practitioners who want to pursue a professional career in deploying ICT as a means for international development.

ICT4DEVIS is a joint initiative of Fondazione Rosselli Americas (FRA), USA; Università dell'Insubria, Italy; Universidade de São Paulo (USP), Brazil. Other Universities and Institutions have confirmed their interest in joining ICT4DEVIS, among which, as of February 2012, are:

- Dongguk University, Korea.
- Universidad del Rosario, Colombia.
- Ghana-India Kofi Annan Centre of Excellence in ICT, Ghana.
- Monterrey Institute of Technology and Higher Education, Mexico.

All these institutions have been involved in the discussion and development of the initial project of ICT4DEVIS in a collaborative effort enabled by the online platform AKNOS (e-Academy for Knowledge Society), a virtual communication platform, jointly developed and managed by the Research Center "Knowledge and Service Management for Business Applications" of the University of Insubria and Fondazione Rosselli. ICT4DEVIS will be shaped by contributions from a hand-picked cluster of high-level academic, and NGO institutions around the world, fueled by a will to excel in their respective academic contexts, and willing to engage in an innovative process that will use all the benefits of existing technology to develop what could be a new model for academic course design and implementation. ICT4DEVIS will work under a "hubs and spokes" system, giving the students the possibility to attend the school, at different locations worldwide, from their own academic bases but in direct contact with the School and with each other.

http://ksm.dicom.uninsubria.it/ict4devis/

SPEAKERS

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Danilo Piaggesi is Managing Director of the Fondazione Rosselli Americas (FRA) and a member of Fondazione Rosselli's Board. FRA focuses on Knowledge Society, ICT and innovation for development. His professional training is in remote sensing; digital image processing and analysis; technical cooperation project formulation and appraisal; telecommunications and ICT, innovation and Knowledge Society for development. He was Knowledge Economy Coordinator in the Vice Presidency of the Inter American Development Bank (IADB), in Washington D.C, from 2007 to 2009 and Chief of the Information and Communication Technology for Development Division (ICT4DEV) at the IADB, from 1999 to 2007.Mr. Piaggesi also consulted for the European Union in Brussels, evaluating project proposals for funding in the field of telecommunications and environment and worked for the United Nations Food and Agriculture Organization (FAO) at different duty stations in Africa and Latin America in the field of technology transfer for development.

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INVITED SPEAKER

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Link to Plataforma Lattes, the Brazilian Academic Curriculum System:
http://buscatextual.cnpq.br/buscatextual/visualizacv.jsp?id=K4780282E6&tidiomaExibicao=2

ENHANCING DEVELOPMENT OPPORTUNITIES THROUGH ICT: LESSONS LEARNED FROM THE LATIN AMERICA AND THE CARIBBEAN REGION

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Untapped world opportunities exist to replicate, multiply and scale up successful pilot projects and approaches in the deployment of ICT as a means to reduce poverty and promote social development. Of particular interest are those opportunities that further the potential of ICT for sharing knowledge, generating synergies and economies of scale, and adapting to local conditions. Indeed, scaling up poverty reduction efforts through ICT requires extensive outreach and capabilities for deepening its impact. This panel paper attempts to present some of the best practices and lessons learned primarily in the Latin America and the Caribbean countries, a region posed to rapidly grow in the present knowledge economy. In all these cases, pilot and demonstrative undertakings contribute to setting the stage for Multi-lateral Development Banks' (MDBs) loan and technical cooperation operations of a wider scale, and as part of the overall modernization and reform of the education, health, government and financial sectors, among others. Moreover, such ICT-based interventions in priority sectors can contribute to instrument MBDs' new financing frameworks.To this end, this paper aims to contribute to delineating the road for ICT4DEV investments by a socially responsible private sector, while modernizing and strengthening the capacity of local and national public administrations to use and allocate their financial and technical resources in an effective and efficient manner.

Keywords: ICT4DEV, Knowledge Economy, Knowledge Society, Latin America and Caribbean Region, Millennium Development Goals, Social Development, Poverty Reduction, Multi-lateral Development Banks

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