PROCEEDINGS & ABSTRACTS | ANAIS & RESUMOS

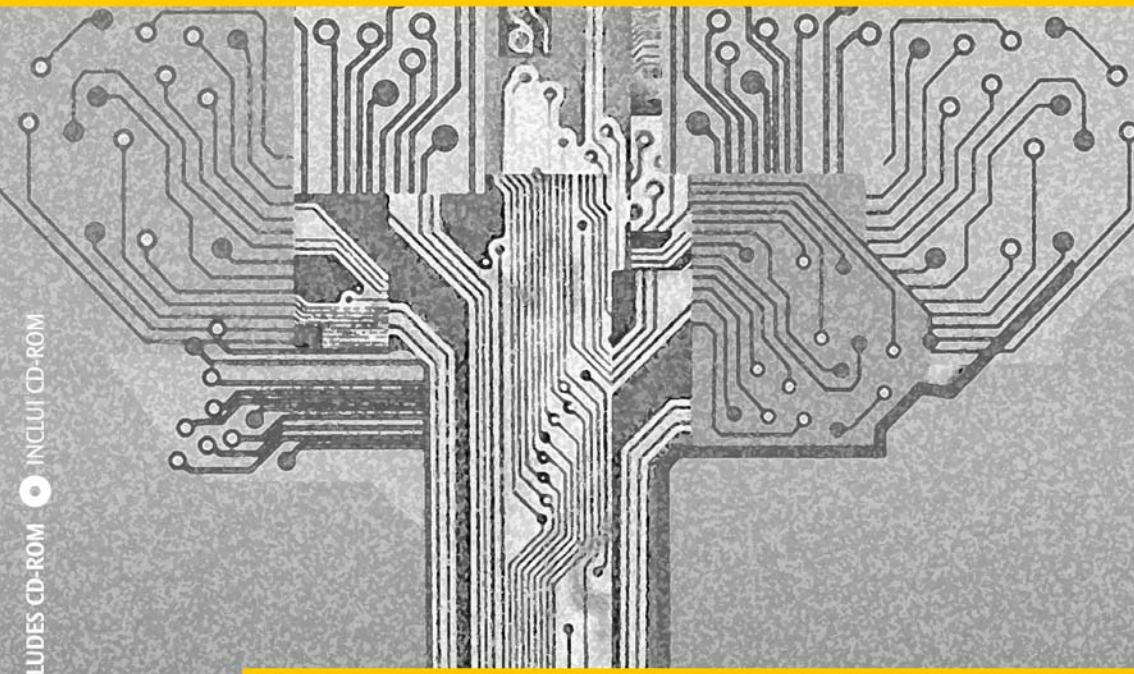
7th CONTECSI

May 19-21, 2010 Sao Paulo, Brazil

7TH INTERNATIONAL CONFERENCE ON INFORMATION SYSTEMS AND TECHNOLOGY MANAGEMENT

7º CONGRESSO INTERNACIONAL DE GESTÃO DA TECNOLOGIA E SISTEMAS DE INFORMAÇÃO

May 19-21, 2010
FEA USP SÃO PAULO/ SP BRAZIL



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Information Systems and Technology Research Lab
1995
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FEA/USP

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AIS – Association for Information Systems
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FOREWORD

Dear Colleagues,

Welcome to the 7th CONTECSI and to FEA/USP! Thank you for your attendance. We are very pleased to announce that 7th CONTECSI counts this year on an even higher number of participants and high quality papers.

From the 370 papers received, a total of 233 papers have been selected for presentation in parallel sessions, research forum, doctoral consortium and communications. Papers were grouped in 14 topics to be presented during the three days of the conference.

The 7th CONTECSI hosts this year the 20th WCAS – World Continuous Systems Auditing and Reporting Symposium from Rutgers Business School – University of New Jersey, presenting the last developments of the information technology applied to the enterprise monitoring.

CONTECSI has indeed consolidated its position as an international event. The number of researchers from different countries has grown considerably every year.

This 2010 edition of CONTECSI received papers from Argentina, Chile, Colombia, France, Iran, Jordan, Korea, Mexico, Nigeria, Pakistan, Portugal, Turkey, Uruguay, USA and 19 Brazilian states.

The increasing participation of authors from Information Sciences confirms the logical links between IT, IS and ISc towards the multidisciplinary research about information and its effects in our society.

7th CONTECSI features this year three keynote speakers: Prof Dr. Bernard Tan President of AIS – Association for Information Systems and Professor of Information Systems, University of Singapore and Prof Dr.Tony Hernandez, Professor in the Department of Library and Information Science at the University Carlos III Madrid, Spain and Prof. Dr. Miklos Vasarhelyi, Professor of Information Systems in Business and Accounting of Rutgers Business School, State University of New Jersey, USA.

In addition, 7th CONTECSI presents the following panels: "Informational Science", coordinated by Prof Armando Malheiro from University of Porto and "IT Governance in the Public Sector, coordinated by Prof. Dr Rejane Fiqueiredo Rildo Ribeiro, from University of Brasilia.

CONTECSI Doctoral Consortium, under the effective coordination of Prof. Dr. George Leal Jamil from FUMEC, Brazil, has created a tradition for effective discussions about research and methodological issues and has brought important contributions to academics and PhD students. This fifth edition presents 9 Doctoral students, being one from Mexico and 8 from Brazil.

The success of CONTECSI is due in great part to the effective organization done by Prof. Dr. Marici G. Sakata and the TECSI team.

Participants are encouraged to support their colleagues by attending sessions, and making comments and suggestions for research improvement, so that we can contribute for the success of each researcher in national and international perspective.

Each one of you and the institutions you represent have contributed for the success of the Conference.

On behalf of FEA and the University of São Paulo, we would like to thank the collaboration of the Scientific Committee who did an excellent job in analyzing the papers that have been submitted. Their hard work is reflected in CONTECSI program this year. We also thank the Organizing Committee for their support to make CONTECSI a fruitful, collaborative, and pleasant event, as it has been every year. To finish, we intentionally created the cover of this book with a picture of a tree to remind us of the importance of our role in creating a sustainable world with technology

Thank you.

Edson Luiz Riccio

COORDINATOR OF THE 7TH CONTECSI

Sao Paulo, May 19TH, 2010

CONTINUOUS AUDITING IN BRAZIL | AUDITORIA CONTÍNUA NO BRASIL
7º CONTECSI & 20th WORLD CONTINUOUS AUDITING SYMPOSIUM

Coordination | Coordenação
Prof. Dr. Miklos Vasarhelyi
Prof. Washington Lopes
Prof. Dr. Edson Luiz Riccio

Organization | Organização
Prof. Washington Lopes
Cristiano Borges

Participation | Participação
FEBRABAN - ISACA

Horário	Programa	Palestrantes
10h45 às 11h00	Abertura	**Prof. Dr. Miklos Vasarhelyi** (Rutgers University) e **Prof. Edson Riccio** (FEA/USP)
11h00 às 12h00	Tendências Identificadas em Projetos de Auditoria Contínua de Sistemas	Palestrante: **Prof. Dr. Miklos A. Vasarhelyi** (Rutgers University) Debatedor: **Prof. Carlos Elder Maciel de Aquino** (Professor da FIPECAFI) Moderador: **Prof. Cristiano Silva Borges** (Consultor)
12h00 às 12h45	O Papel da Auditoria de Sistemas na Nova Economia	Palestrante: **José Francisco Moraes** (Consultor) Debatedor: **Prof. Dr. Sudário Cunha** (Diretor da Faculdade de Ciências Contábeis da UFBA) Moderador: **Prof. Me. Washington Lopes da Silva** (Gerente de Auditoria de TI da Redecard e Professor da FIPECAFI)
12h45 às 13h45	Almoço	
13h45 às 14h45	Projeto de Auditoria Contínua na Metlife USA	Palestrante: **Prof. Yong Bum** (Rutgers Univeristy) e **Prof. Dr. Miklos Vasarhelyi** (Rutgers University) Debatedor: **Prof. Roberto Max Hermann Filho** (Gerente de Auditoria Interna do Banco Merryl Lynch) Moderador: **Prof. Dr. Fernando Tostes** (Prof. da UERJ)
14h45 às 15h45	Compêndio de Projetos de Auditoria Contínua	Palestrante: a definir (Tech Supply) Debatedor: **Prof. Me. Washington Lopes da Silva** (Gerente de Auditoria de TI da Redecard e Professor da FIPECAFI) Moderador: **Prof. Dr. Jorge Rady** (Poli/USP)

15h45 às 16h00	Café	
16h00 às 17h00	Estudo de Caso de Auditoria Contínua no Banco Santander	Palestrante: **Alberto Afonso** (Gerente de Auditoria Interna do Banco Santander Debatedor: **Francisco de Assis Fernandes** (Superintende de Auditoria de TI do Banco Safra e Coordenador da Subcomissão de Auditoria de Ti da FEBRABAN) Moderador: **Luiz Henrique de Paula** (Gerente de Auditoria de TI do Banco Nossa Caixa)
17h00 às 17h45	Certificações Profissionais do ISACA	Palestrante: **Fabio Penna** (Diretor do ISACA Capítulo São Paulo) Moderador: **Prof. Cristiano Silva Borges** (Consultor)
17h45 18h00	Encerramento	Organizadores do 20º. WCAS

AUTHORS BY ORIGIN AND RESEARCH TOPIC |
AUTORES POR ORIGEM E TEMÁTICA

Country/País	SPK	AIS	AUD	EDU	ESD	ICT	INT	INV	ISM	ITM	KMG	PPM	PRM	SEC	XBRL	DOCT	COM	TOTAL
ARGENTINA	0	0	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	5
BRAZIL, AL	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
BRAZIL, AM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1
BRAZIL , BA	0	0	0	3	0	0	2	0	0	0	3	0	0	0	2	0	0	10
BRAZIL, CE	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2
BRAZIL, DF	1	0	0	0	4	0	2	0	0	0	0	0	0	2	0	0	0	9
BRAZIL, ES	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	2
BRAZIL, GO	0	0	3	6	0	0	0	0	1	0	2	0	0	0	0	0	0	12
BRAZIL, MG	0	2	5	6	2	10	10	7	17	12	10	0	0	2	0	7	2	92
BRAZIL, MT	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2
BRAZIL, PA	0	0	0	0	0	0	0	0	0	1	4	0	0	0	0	0	0	5
BRAZIL, PB	0	0	0	0	0	2	0	0	0	0	0	2	0	0	0	0	0	4
BRAZIL, PE	0	0	0	4	2	0	0	0	3	2	6	0	0	0	2	0	0	19
BRAZIL, PR	0	4	2	9	3	0	1	0	4	3	2	2	3	0	0	0	0	33
BRAZIL, RJ	0	0	0	0	0	1	0	0	1	0	16	0	0	3	0	0	0	21
BRAZIL, RN	0	0	2	0	0	3	3	0	0	2	2	0	0	0	0	0	6	18
BRAZIL, RS	0	0	0	0	0	0	0	0	10	5	2	0	0	2	0	0	0	19
BRAZIL, SC	0	4	18	12	0	6	4	0	15	1	36	7	0	3	0	0	0	106
BRAZIL, SE	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	3
BRAZIL, SP	1	15	13	20	18	7	30	5	29	56	18	15	13	6	2	7	6	261
COLOMBIA	0	0	0	0	3	0	0	0	2	0	0	0	0	0	0	0	0	5
CHILE	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1
FRANCE	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	2	5
JORDAN	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2
MEXICO	0	0	0	11	0	0	0	0	5	0	4	0	0	0	0	1	0	21
NIGERIA	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
PORTUGAL	1	0	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	3
SINGAPORE	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
SPAIN	1	0	0	0	0	0	0	0	0	3	2	0	0	0	0	0	0	6
TURKEY	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2
USA	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
UK	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
URUGUAY	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
VENEZUELA	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	3
TOTAL	7	25	46	77	34	30	52	12	94	89	111	26	19	19	6	16	16	679

TOPICS | TEMAS

AIS	**Accounting and Financial Information System**	Sistemas de Informações Contábeis e Financeiras
AUD	**Systems Auditing and IT Governance**	Auditoria e Governança em TI
EDU	**IT Education and Society**	Educação em TI e SI e Sociedade
ESD	**Engineering and Software Development**	Engenharia e Desenvolvimento de Software
ICT	**Information and Communication Technology**	Tecnologia da Informação e da Comunicação
INT	**Internet**	Internet
INV	**IT and IS Innovation**	Inovação em TI e SI
ISM	**Information Systems Management**	Gestão de Sistemas de Informação
ITM	**Information Technology Management**	Gestão da Tecnologia de Informação
KMG	**Knowledge Management**	Gestão do Conhecimento
PPM	**Public Policy Management and IT/IS**	Gestão de Políticas Públicas
PRM	**Project Management**	Gestão de Projetos
SEC	**IT and IS Security**	Segurança em TI e SI
XBRL	**eXtensible Business Reporting Language**	eXtensible Business Reporting Language
DOCT	**Doctoral Consortium**	Consorcio Doutoral
COMM	**Communication**	Comunicação

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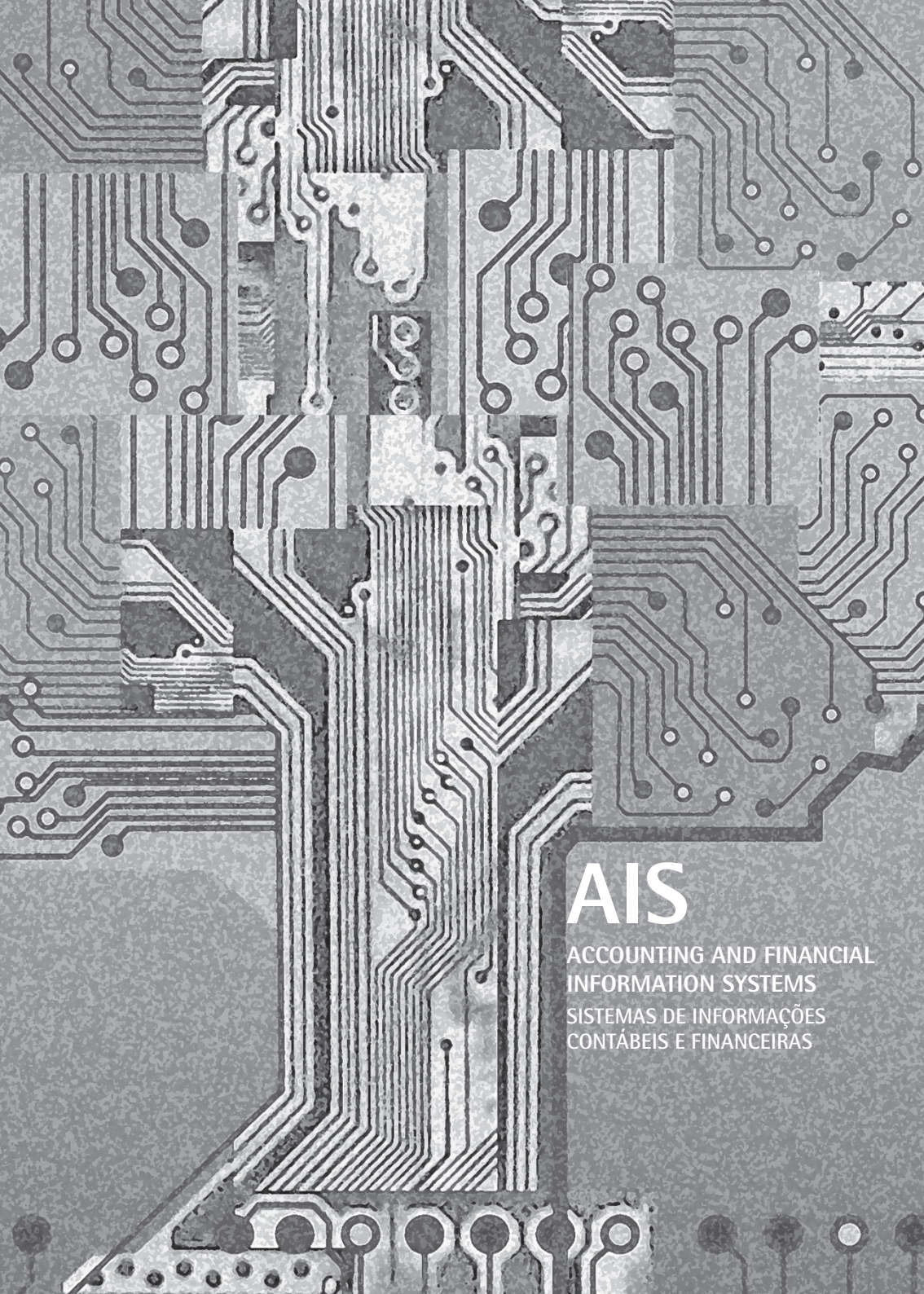

AIS

ACCOUNTING AND FINANCIAL INFORMATION SYSTEMS

SISTEMAS DE INFORMAÇÕES CONTÁBEIS E FINANCEIRAS

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SISTEMAS DE INFORMAÇÕES CONTÁBEIS E FINANCEIRAS

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1993-PS

THE IMPORTANCE OF ERP IN THE PROCESS OF PLANNING AND COST CONTROL

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The Information technology is bringing benefits through integrated systems covering all business processes and the systems called ERP - Enterprise Resource Planning. The implementation of ERP systems is a complex task that must be well done to avoid failure, besides it requires organizational changes. The deployment process requires minimally: analysis of procedures, training, investments and reformulation of working methods. This paper presents the results of a case study in a metallurgical company from the interior of Sao Paulo that makes agricultural machinery, which uses the integrated ERP. It was analyzed the production of machines in line 101, in order to identify the differences between standard cost and real cost and verify if the integrated system ERP can be considered as a facilitating tool to the processing of the standard cost, helping to identify variations and for real-time decision making.

Keywords: ERP. Planning. Control. Costs. Production. Information Technology.

A IMPORTÂNCIA DO ERP NO PROCESSO DE PLANEJAMENTO E CONTROLE DE CUSTOS

A Tecnologia da Informação vem trazendo benefícios através de sistemas integrados que abrangem todos os processos empresariais e os chamados sistemas ERP - Enterprise Resource Planning. A implantação de sistemas ERP é uma tarefa complexa que deve ser bem desempenhada para se evitar falhas, além de exigir que mudanças organizacionais sejam feitas. O processo de implantação requer minimamente: análise dos processos, treinamentos, investimentos e reformulação dos métodos de trabalho. Esse artigo apresenta os resultados do estudo de caso em uma metalúrgica que fabrica máquinas agrícolas, do interior de São Paulo, que utiliza o sistema integrado ERP. Foram analisadas a produção de máquinas na linha 101 com intuito de identificar os desvios entre custo-padrão e real e verificar se o sistema integrado ERP pode ser considerado como ferramenta facilitadora do processamento do Custo-Padrão, contribuindo para a identificação das variações e para a tomada de decisão em tempo real.

Palavras-chave: ERP. Planejamento. Controle. Custos. Produção. Tecnologia da Informação.

2005-PS

APPLICATION SOFTWARE: COMMODITY OR STRATEGIC TOOL? A DIAGNOSIS OF THE INFORMATION SYSTEMS IN ACCOUNTING FIRMS

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This study was aimed at verifying how the accounting firms that elaborate the accounting records of micro and small Brazilian companies utilize information systems in the development of their activities, by questioning if the application software they adopt is regarded as commodities or as strategic tools able to create a competitive differential. It was an explanatory research with data collection through the application of questionnaires to eighty accounting firms based in the city of Belo Horizonte, twenty of which completed the questionnaire properly. It was found that 95% of the surveyed accounting firms regard their application software as essential to the infra-structure of their organizations, and 60% also view such software as a competitive differential. It is worthwhile highlighting that 80% of the respondents utilize the same application software, being the main reason for its purchase the cost x benefit brought by the system. Therefore, it could be concluded that the utilized software is seen as a commodity since it does not present a differentiated way when it comes to the management of the accounting firms.

Keywords: Service providers; Evolution of the accounting firms; Accounting Information Systems; Application Software; Accounting.

2016-PS

INSTITUTIONALIZATION AND RESISTANCE TO CHANGE IN MANAGEMENT CONTROL SYSTEMS: AN INSTITUTIONAL APPROACH THE IMPORTANCE OF ERP IN THE PROCESS OF PLANNING AND COST CONTROL

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This work has focused on the study of institutionalization of managerial control systems and resistance factors that emerge from these change processes. The theoretical background that supports this research is the so-called Old Institutional Economics, mainly the conceptual model developed by Burns and Scapens (2000). The methodological path adopted was to perform strategic analysis of nine empirical case studies related to the introduction of new managerial control systems. All these case studies were oriented by the conceptual structure of Burns and Scapens (2000) in light of the old institutional economics theory. The findings enabled to get comprehensive vision of elements fostering institutionalization and elements which causing resistance during the deployment of management control systems. The expected contribution of this work is the generation of conceptual and practical insights to be observed in the implementation of new accounting systems changes.

Keywords: organizational change, institutional theory, resistance, institutionalization.

INSTITUCIONALIZAÇÃO E RESISTÊNCIA EM PROCESSSOS DE MUDANÇAS DE SISTEMAS DE CONTROLE GERENCIAL: UM ENFOQUE INSTITUCIONAL A IMPORTÂNCIA DO ERP NO PROCESSO DE PLANEJAMENTO E CONTROLE DE CUSTOS

Este trabalho tem como objetivo central o estudo de processos de institucionalização de sistemas de controle gerencial e de fatores de resistências que surgem nesses processos de mudanças. A teoria utilizada como suporte é a denominada Velha Economia Institucional, sendo utilizado o modelo conceitual desenvolvido por Burns e Scapens (2000) como a principal fonte de referência. A estratégia metodológica adotada foi efetuar uma análise de nove estudos de casos empíricos sobre a introdução de novos sistemas de controle gerencial, que utilizaram a estrutura conceitual de Burns e Scapens (2000) no contexto da Velha Economia Institucional. Essa análise permitiu obter uma visão abrangente dos elementos facilitadores da institucionalização e causadores de resistência na implantação de sistemas de controle gerencial. A contribuição esperada deste trabalho é a geração de insights conceituais e práticos a serem observados na implementação de mudanças de sistemas contábeis.

Palavras-chave: mudança organizacional, teoria institucional, resistência, institucionalização.

2111-PS

THE ERP VALUE AND SUSTAINABILITY: MULTIPLE CONTEXTS

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Although the investments in Information Technology (IT) represent significant values of the total of the investments proportionally accomplished by the companies in their operations, the appealing questions of managerial nature concerning the return on the investment are so legitimate as inevitable. To implement an ERP system in a solid way doesn't just request that the company uses efforts, time and substantial investments as well as it demands that the organization possesses a strong political of IT risk administration, what is justified for the costs of licenses, implementation and maintenance of the ERP applications. Considering the existent evidences concerning the success and the failure of total or partial implementations of ERP's systems questions that deserve attention appear, as: How valuable is a ERP system for the organization? How is it the nature of the value that a ERP system brings for an organization? How to do a measure of the real value of the ERP systems? But is the most important subject: How can an organization sustain the value of an ERP system for a long period of time? The construction of a structure is one of the main goals of the administration of investments in IT of the companies, and most of the organizations destine a great part of firm's budget. The companies that possess integrated systems of administration as base of IT architecture possesses an infrastructure capable to support the flexibility of the businesses in terms of future changes, the reduction of the IT costs and the marginal costs of the unit of business and it increases the capacity of the company in being agile and efficient in the implementation of new applications. By this way, the measure of the value of ERP should follow environmental premises, where she should detail all of the inherent contexts to the activity of to manage and to handle an ERP as well as private and hermetic premises to each company user of this application type to be studied. The instrumental of analysis of the sustainability of the value associated to ERP's is, therefore, of extreme complexity under the theoretical point of view, characteristic this that should accompany all the future initiatives of field researches in this area of the knowledge.

Keywords: ERP, Information Technology, Sustainability, ERP Value, ERP Knowledge.

2138-PS

USE OF INFORMATION TECHNOLOGY BY THE FIRMS OF ACCOUNTING

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In the last three decades, the tributary legislation and the accounting procedures suffered significant changes. Accountant's profession is considered very difficult and complex, especially for the constants controls that are implemented and imposed by the government to the companies and consequently to the accountants. In consequence of that, the accounting class, and especially the Offices of Accounting, not rarely, they are suffocated by the periods - every time smaller - of accounts rendered to the tax collections, not remaining time to think about technological innovation. It urges, therefore, the need that the accountant is attentive to the technological innovations, because, otherwise, it can commit its activities that are worked and to become disposable in the competitive scenery in which is inserted. To prove these statements is that this research was conducted, which sought to assess whether the accounting firm of the city of Porecatu PR are updating and using the tools of information technology. The survey was conducted in order to compare the firms surveyed in 2006 had some kind of update their equipment and software used in performing the daily accounting activities.

Keywords: Technological updating, Accounting Information, Competitiveness, technological management.

A UTILIZAÇÃO DE TECNOLOGIA DA INFORMAÇÃO PELOS ESCRITÓRIOS DE CONTABILIDADE

Nas últimas três décadas, a legislação tributária e os procedimentos contábeis sofreram mudanças significativas. A profissão de contador é considerada muito trabalhosa e complexa, principalmente pelos constantes controles implementados e impostos pelo governo às empresas e conseqüentemente aos contadores. Conseqüência disso, a classe contábil, e principalmente os Escritórios de Contabilidade, não raramente, estão sufocados pelos prazos – cada vez mais exíguos - de prestação de contas aos fiscos, não sobrando tempo para pensar em inovação tecnológica. Urge, portanto, a necessidade de que o contador esteja atento às inovações tecnológicas, pois do contrário, poderá comprometer as suas atividades laborais e tornar-se descartável no cenário competitivo no qual está inserido. Para comprovar estas afirmações é que foi realizada esta pesquisa, onde buscou avaliar se os escritórios de contabilidade da cidade de Porecatu PR estão se atualizando e utilizando as ferramentas de tecnologia da informação. A pesquisa foi realizada, visando comparar se os escritórios pesquisados em 2006 fizeram algum tipo de atualização de seus equipamentos e softwares utilizados diariamente na realização das atividades contábeis.

Palavras-chaves: Atualização Tecnológica, Informação Contábil, Competitividade, Gestão tecnológica.

2221-PS

BRAZILIAN ACCOUNTANT COMPETENCE: ANALYSES AND REFLECTIONS WITH PAPERS IAESB / IFAC

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The main objective of this paper is to understand which are the competences of the accountant, compare them with the international studies and evaluate the existence of competences to prioritize. The motivation for this questioning are the statements by Hardern (1995), Morgan (1997), IMA (1996 and 1999) and IFAC (2003). The theoretical base on competences is related to the study by McClelland (1973,1998), Boyatzis (1982) and Spencer & Spencer (1993). This research is based on the study of 18 competences on the knowledge; skills and attitudes obtained from the accountant literature and were submitted to 159 managing accountants. The instrument for the collection of data presented a cronbach alpha of 0.834. As off a factorial analysis and after the Kruskal-Wallis test, 12 competences were obtained as the most relevant segregated into 3 factors; in the comparison with the international studies of nine common competences, 4 were not considered relevant in the statistical tests and only one should be prioritized. Results show differences among the competences required from the Brazilian managing accountants and from other countries, the reason for this still remaining an open question until now.

Keywords: competences, managing accountants and skills.

AS COMPETÊNCIAS DO CONTADOR BRASILEIRO: ALGUNS RESULTADOS E CONSIDERAÇÕES COM O ESTUDO DA IAESB / IFAC

O objetivo principal desse estudo é entender quais são as competências do contador e comparar alguns resultados com o estudo do IAESB / IFAC (2008). Entender quais são as competências requeridas para o profissional de contabilidade é uma preocupação de órgãos nacionais e internacionais que regulam a profissão contábil e podem ajudar na melhoria da qualificação dos contadores. Está pesquisa está baseada no estudo de 18 competências sobre as conhecimento, habilidades e atitudes obtidas na literatura do contador e que foram submetidas a 159 contadores. O instrumento de coleta dos dados apresentou um alfa de cronbach de 0,834. A partir de uma análise fatorial foram obtidas 16 competências como mais relevantes segregadas em 4 fatores: habilidades pessoais e intelectuais; habilidades técnicas e funcionais; habilidades de relacionamento interpessoal e comunicação e habilidades técnicas de informação na comparação com os estudos da IAESB / IFAC pode-se perceber um alinhamento na quase totalidades das competências sendo que o destaque fica mais para o perfil mais técnico considerado para contadores brasileiros quando comparados com o conjunto de competências do estudo internacional.

Palavras-chaves: competências, contador e habilidades.

2211-PS

SYSTEMIC APPROACH IN THE ANALYSIS OF THE BRAZILIAN TAX PLANNING: STOCK OPTIONS AND INCOME TAX OF INDIVIDUALS

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The aim of this paper is to analyze by utilizing systemic approach asin Churchman (1972) undertaken by the Tax Planning area as to reduce the payment of Income Tax of Individual employees, when companies adopt the practice of offering ESOPs (Employee Stock Option Plan), as an integral part of the compensation of its Directors. In this context the methodology used a qualitative descriptive, with bibliographic research for the access of the subject, and documents for the analysis of laws and regulations on the Brazilian Income Tax and CVM (Brazilian Comission of Mobiliary Values) Instructions on Stock Option Plans. This is done by developing a theoretical example that is representative of an actual case, responding to the following research question, namely: Does providing ESOP to top executives reduce the payment of Income Tax of Individuals of directors? And, in specific cases exempting profits from sale of shares of this tax paying?

Keywords: Systemic approach. Income Tax of Individuals. Public Finance and Stock Options.

A ABORDAGEM SISTEMICA NO PLANEJAMENTO TRIBUTÁRIO: STOCK OPTIONS E O IMPOSTO DE RENDA DA PESSOA FÍSICA.

O objetivo deste artigo é o de analisar através da abordagem sistemica as ações desenvolvidas pelo Planejamento Tributário para a redução do pagamento do Imposto de Renda da Pessoa Física, quando do oferecimento de ESOP (Employee Stock Options Plan), pela empresa ao seu dirigente. Nesse contexto a Metodologia utilizada foi qualitativa descritiva, com pesquisa bibliografica para o conhecimento do assunto, e documental para à analise das leis e normas sobre o Imposto de Renda e de Instruções da CVM sobre os Planos de Opções de Ações. E, através do desenvolvimento de um exemplo teorico que é representativo de um caso real, respondeu-se a questão de pesquisa, ou seja, que o oferecimento de ESOP reduz o pagamento do Imposto de Renda da Pessoa Física dos dirigentes. E, em casos especificos isentar os lucros obtidos na venda das ações do pagamento do referido Imposto.

Palavras chaves: Abordagem Sistemica. Imposto sobre a Renda da Pessoa Física. Finanças Públicas e Stock Options.

2048-RF

THE USE OF ACTIVITY-BASED COSTING METHOD IN A DISTRIBUTED SOFTWARE DEVELOPMENT ENVIRONMENT

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This work approaches how activity-based costing method can be used to analyze the distributed software development. We used a dynamic model for distributed software development for extracting the procedures and cost drivers. These cost drivers and procedures compose the parameters for ABC method. The dynamic model used for analysis is the M3DS, presented by L'Erario (2007). This work presents an application example as result.

Keywords: Activity-based costing, distributed software development.

UTILIZANDO O MÉTODO DE CUSTEIO POR ATIVIDADES NO DESENVOLVIMENTO DISTRIBUIDO DE SOFTWARE

Este artigo faz uma abordagem de como o método de custeio ABC pode ser utilizado para analisar o custo do desenvolvimento distribuído de software. Para utilizar o método ABC, foi utilizado um modelo de dinâmica de desenvolvimento distribuído de software com o objetivo de extrair os procedimentos e direcionadores de custo. O modelo de dinâmica utilizado como parâmetro de análise é o M3DS, apresentado por L´Erario (2007). Como resultado deste trabalho é apresentado um exemplo de aplicação.

Palavras-chave: Custeio baseado em atividades, Desenvolvimento distribuído de software.

2064-RF

ANALYSIS BY GROUPING OF PERFORMANCE FACTORS OF BUSINESS INCUBATORS

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The business incubators have become an omnipresent phenomenon all over the world and are of great importance on the creation and development of companies in Brazil as in the whole world. The present article analyses the business incubators by gathering the companies' development factors. Given that context, this work's objective is to develop a structure to be the basis for identifying measures which can strenghten the business incubators and their developing companies. That is based on gathering four important factors: infrastructure, management, people and marketing. The methodology used for this work is classified due to its nature as applied, although its objectives classify it as descriptive due to its procedures of experimental analyses which had a quantitative data approach. As a result the companies are divided into two groups. In the first group the factors considered priority for managing the business incubators focus on the quality of the internal staff and on offering managing tools. The companies in the other group focus their actions on infrastructure and marketing. It was concluded that in the second group of companies were the business incubators with more managing difficulties and in the first group were the ones with better conditions and therefore more likely to achieve sustainability. The maturity and success levels guided to well-succeeded experiences and to better surviving conditions.

Keywords: Business incubators; Performance indicators.

2210-PS

CASE STUDY ABOUT THE FINANCIAL LOSS REPORTED BY ARACRUZ SA WITH FINANCIAL INSTRUMENTS OF DERIVATIVES IN 2008: THE ROLE OF INFORMATION SYSTEMS IN THE DETECTION OF RISK AND ERRORS IN THE ACCOUNTING OF DERIVATIVE FINANCIAL INSTRUMENTS

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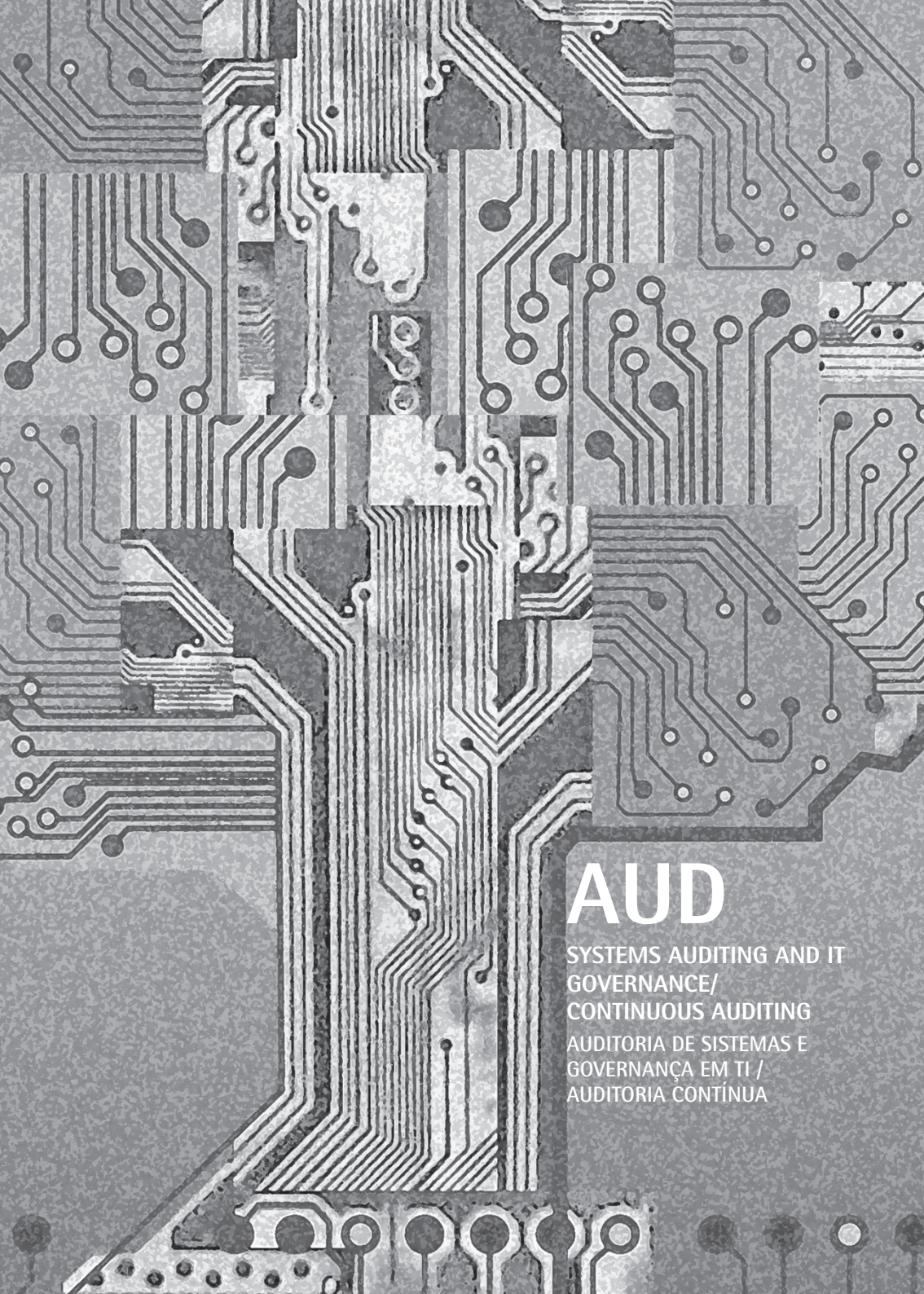
This article uses the case study method to analyze the company Aracruz SA (Aracruz) described in Yin (2001) and the method of applying the systems approach (Churchman, 1972) in the planning of information systems company. The objective was to investigate the causes of failures in the company information systems in the detection of risks and supporting the sophisticated accounting for derivatives, which led the company to have a loss of $ 2.3 billion in 2008. Aracruz uses as enterprise information system (ERP) the software produced by SAP and does not use any of its modules of Business Inteligence, using spreadsheets to produce management reports.

The conclusion of this case study is that the company's information systems have failed due to three main reasons: - Did not use a systemic approach (Churchman, 1972) in the design of company´s flow of information and their respective controls, preventing the SAP implementation of development of controls, content and programming of spreadsheets used as decision making reports - Due to the characteristics of the configured SAP implemented and due to lack of electronic interaction with the worksheets prepared by the external user: the area of financial planning, data entry was done manually, leading to human errors; - Professionals in the area of information technology did not have theoretical support due to lack of recent scientific articles within this area and there was no effective communication with the financial planning on the procurement of software products for financial derivatives in order to provide sufficient information to the design of an effective effective information system for the company. The conclusion of this paper is supported by the bibliometric analysis, which shows that scholarly articles on business information systems fail to provide risk analysis and accounting practices for derivative instruments. The 1066 articles found about the subject, only four articles showed to analyse this subject.

Keywords: accounting information systems, business information systems, ERP, and derivatives.



AUD

SYSTEMS AUDITING AND IT GOVERNANCE/ CONTINUOUS AUDITING

AUDITORIA DE SISTEMAS E GOVERNANÇA EM TI / AUDITORIA CONTÍNUA

AUD – SYSTEMS AUDITING AND IT GOVERNANCE/ CONTINUOUS AUDITING

AUDITORIA DE SISTEMAS E GOVERNANÇA EM TI / AUDITORIA CONTÍNUA

USE OF DILIGENCE IN MERGER AND ACQUISITION PROCESSES
Fabiano Maury Raupp
Ricardo Muller Warken

ANALYSIS OF PRACTICAL CORPORATE GOVERNANCE DIVULGED BY COMPANIES OF SANTA CATARINA STATE LISTED IN THE BOVESPA STOCK EXCHANGE REGARDING TO RECOMMENDED BY LITERATURE
Jorge Ribeiro de Toledo Filho
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FORENSIC ACCOUNTING – A WATCHTOWER OF CORPORATE FRAUD
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INFORMATION TECHNOLOGY STRATEGIC PLANNING WITH BALANCED SCORECARD – BSC
Paulo Henrique de Souza Bermejo
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MAKING IT ORGANIZATIONAL STRUCTURES TO OPTIMIZATION OF IT GOVERNANCE PRACTICES
Heuber Gustavo Frazão de Lima
Sandrerley Ramos Pires
Marcia Schiavon

PRACTICES OF INFORMATION TECHNOLOGY GOVERNANCE ADOPTED BY TELECOMMUNICATIONS COMPANIES IN RIO GRANDE DO NORTE: STUDY OF MULTIPLE CASES
Gilson Gomes da Silva
Manoel Veras de Sousa Neto

IT GOVERNANCE IN STATES ENTERPRISES: A STUDY ABOUT THE ADOPTION OF THE ITIL METHODOLOGY IN NA INSTITUTION OF HIGHER EDUCATION
Fabricio Gesse da Silva Costa
Edson Aparecida de Araújo Querido Oliveira
Paulo Cesar Ribeiro Quintairos
Vilma da Silva Santos

SIGNIFICANCE FACTORS OF IT LEADERSHIP GOVERNANCE AT THE TOP 100 BRAZILIAN COMPANIES
Henio Fontão
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1978-PS

USE OF DILIGENCE IN MERGER AND ACQUISITION PROCESSES

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The goal of this article is verify how the due diligence has been used by the involved in processes of companies merger and acquisition (M&A). This is an exploratory research, done through a survey, with qualitative and quantitative approach. The instrument used in data collection was a questionnaire composed of open and closed questions, sent by e-mail to the responsible for hiring the services of an audit company in the national market. A total of 35 questionnaires were sent, having a return of 62.85% from the universe searched. It was found out that the interest in merging or acquiring was the most frequent reason for hiring the work of due diligence. Regarding to the importance of due diligence in the decision making process related to the merger and acquisition, the experts evaluation was the most frequent item. There was dispersion in the working areas of the companies in which the due diligence was performed, having the segments of technology, food and energy companies as predominant.

Keywords: Due Diligence; Merger; Acquisition.

UTILIZAÇÃO DA DUE DILIGENCE EM PROCESSOS DE FUSÃO E AQUISIÇÃO

O artigo tem como objetivo verificar de que maneira a due diligence tem sido utilizada pelos envolvidos em processos de fusão e aquisição (F&A) de empresas. Trata-se de uma pesquisa exploratória, realizada por meio de um estudo de levantamento, com abordagem quali-quantitativa. O instrumento utilizado na coleta de dados foi um questionário composto de questões abertas e fechadas, enviado por e-mail aos responsáveis pelas empresas que contrataram os serviços de uma empresa de auditoria que atua no mercado nacional. Foram enviados, ao todo, 35 questionários, obtendo-se um retorno de 62,85% do universo de pesquisa. Constatou-se que interesse em adquirir ou fundir-se foi o motivo com maior frequência para contratação do trabalho de due diligence. No que concerne à importância da due diligence no processo de tomada de decisão em relação à fusão e aquisição, a avaliação de especialistas foi o item com maior frequência. Observou-se uma dispersão nos segmentos de atuação das empresas em que foram realizados os trabalhos de due diligence, com predominância dos segmentos de tecnologia, alimentos e companhias energéticas.

Palavras-chave: Due Diligence; Fusão; Aquisição.

1988-PS

ANALYSIS OF PRACTICAL CORPORATE GOVERNANCE DIVULGED BY COMPANIES OF SANTA CATARINA STATE LISTED IN THE BOVESPA STOCK EXCHANGE REGARDING TO RECOMMENDED BY LITERATURE

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The debating on corporative governance has conquered space in such a way in the academy how much in the corporative world. The adoption of good practical of governance aims at to preserve since the equality of competitive condition in the market of performance of the companies until the transparency of the administration and the equitable treatment to all the shareholders. In this context, this research aims to analyze of comparative form the practical ones of Corporate Governance divulged by the listed companies of Santa Catarina State, in the São Paulo Stock Exchange(BOVESPA) according to recommended by literature. The methodology procedure consists of descriptive research, by means of documentary analysis and with qualitative aproach, whose survey of the data was given by means of the reports divulged for the SÃO PAULO STOCK EXCHANGE. The results show that the reports on the practical ones of governance published by the companies, do not present a standard of principles and basic objectives of transparency, equity, accountability and corporative responsibility as praises literature.

Keywords: Corporate Governance; Santa Catarina State Companies: Pratical of Governance.

2000-PS

FORENSIC ACCOUNTING – A WATCHTOWER OF CORPORATE FRAUD

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This study is aimed at reflecting upon the characteristics of forensic accounting services performed by the accounting firms in Brazil, using a descriptive approach based on ideological perspectives. At the end, performs a discourse analysis on a speech proffered by the CEO of one of the major actor of forensic accounting service provider (Kroll) in Brazil. In order to orientate this reflection, we pose the following questions; a) what is the characteristic of forensic accounting that substantiates it as professional accountants' innovation; and b) why are frauds not easily detected in the most controlled operations even though these businesses are audited by the best equipped independent auditors? In this regard, we accept the premise that the bone of contention in some businesses is the lack of control congruence towards business objectives of which results unaccepted levels of inherent, control and detection risk that are inexplicable by top management. We used the icons that dynamically represent formalism in the theory of self re-production to explain the patterns met in the speech. Our finding makes us to conclude that the idea that frauds have been least detected by auditors begins to gain shape as auditors are more adequately trained to detect fraud instead of emphasizing the traditional safeguard of assets.

Keywords: Forensic, Accounting, Auditing, Fraud, Law.

2011-PS

CONTRIBUTIONS OF THE AUDIT SYSTEM IN THE ALIGNMENT OF DATA FLOW OF INFORMATION NEEDS OF MANAGERS FROM A SERVICE PROVIDER OF HEALTH

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This article resulted from a survey that aimed to identify ways in which the audit of computerized systems can help in aligning the flow of data systems used by the audited company to generate information that meet the needs of managers. The study is characterized by a descriptive and employed on the design the case study. The survey was conducted in a company that provides hospital services, located in the western region of Paraná (Brazil), and the questionnaire used for data collection, interviews, observations and analysis of artifacts. It has been found in the study that there are some problems associated with the data stream for the company's business needs, including the lack of a system for managing financial data and traffic information between systems using files or reports without a control structure. It was found that the company has several systems in use, without integrating their bases, which causes problems in data alignment to company goals. To carry out the work was used in developing the framework Control Objectives for Information and related Technology (COBIT), which assisted in the establishment of guidelines for carrying out the work. Finally, the audit of the flow of data helped to demonstrate the flaws and weaknesses of the current structure of the company's data and possible ways to reverse the situation would be to adapt the current systems in use in order to allow integration between them or replacement of existing solutions by an entity that integrates all sectors of the hospital.

Keywords: Audit System; Computerized Environments; COBIT; Integrated Management Systems; Computerized accounting.

012-PS

PROTECTION MECHANISM IN METRO ETHERNET NETWORKS

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The market has increasingly sought network solutions to guarantee the service quality, providing interconnection between the geographic distributed enterprise networks. New protocols have been proposed in order to assign these networks service quality, security and robustness, in order to approach the characteristics of traditional circuit networks, while maintaining the advantages of a packet network. In this paper comparison is made between the protocol and the Spanning Tree Protocol (REP Resilient Ethernet Protocol). The first is a protocol for networking equipment that aims to resolve loops in switched networks whose topology, always rings, does a fantastic job, but very slow when implemented in a more complex network. The second, Cisco REP protocol also has the same function to solve loop network problems, is easy to implement and offer more network resources as it is shown in this article.

Keywords: REP, STP, Metro Ethernet.

MECANISMO DE PROTEÇÃO EM REDES METRO ETHERNET

O mercado tem cada vez mais buscado soluções de rede que garantam qualidade de serviço, propiciando interconexão entre as redes corporativas geograficamente distribuídas. Novos protocolos têm sido propostos de maneira a atribuir a estas redes qualidade de serviço, segurança e robustez, de modo a se aproximar das características das redes de circuito tradicionais, mantendo as vantagens de uma rede de pacotes. Neste trabalho é feita a comparação entre o protocolo Spanning Tree e o protocolo REP (Resilient Ethernet Protocol). O primeiro é um protocolo para equipamento de rede que tem como finalidade resolver problemas de loop em redes comutadas cuja topologia, sempre em anéis, realiza um trabalho fantástico, porém muito lento quando implementado em uma rede mais complexa. O segundo, o protocolo REP da Cisco também tem a mesma finalidade para resolver problemas de loop em redes sendo de fácil implementação e oferece mais recursos em rede conforme defende este trabalho.

Palavras-chave: REP, STP, Metro Ethernet.

2053-PS

APPLICATION OF INSOLVENCY PREDICTION MODELS IN COMPANIES SADIA, PERDIGÃO AND JBS

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This study aims to compare the results of the implementation of some models of insolvency in three business segments of meat and meat products, listed on the NYSE from 2006 to 2008. The poll has a quantitative approach, carried out through desk research. The prediction insolvency models were applied on the Sadia, Perdigão and JBS. The results point to differences between the predictions of the models applied to all companies analyzed. It highlights the company Sadia, where almost all models used showed rates of insolvency in 2008, which coincides with reports released to the market when Sadia's losses on derivative transactions were recognition. It's concluded that models of Kanitz and Matias can be considered more suitable for analysis of the companies' insolvency in the meat and derivatives products.

Keywords: Prediction insolvency models. Meat and derivatives products. Kanitz.

APLICAÇÃO DOS MODELOS DE PREVISÃO DE INSOLVÊNCIA NAS EMPRESAS SADIA, PERDIGÃO E JBS

Este estudo objetiva comparar os resultados da aplicação de alguns modelos de insolvência em três empresas do segmento de carnes e derivados, listadas na Bovespa no período de 2006 a 2008. A pesquisa possui abordagem quantitativa, realizada por meio de pesquisa documental. Os modelos de previsão de insolvência foram aplicados na Sadia, Perdigão e JBS. Os resultados apontam para divergências entre as previsões dos modelos aplicados em todas as empresas analisadas. Destaca-se a empresa Sadia, onde quase todos os modelos aplicados evidenciaram índices de insolvência no ano de 2008, o que coincide com relatórios divulgados ao mercado quando a Sadia fez o reconhecimento das perdas com as operações com derivativos. Conclui-se que os modelos de Kanitz e de Matias podem ser considerados mais adequados para análise da situação de insolvência das empresas do setor de Carnes e Derivados.

Palavras-chave: Modelos de previsão de insolvência. Carnes e derivados. Kanitz.

2058-PS

FIRST RESULTS IN THE IMPLEMENTATION OF THE AUDIT SERVER, A CONTINUOUS AUDITING SYSTEM

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This paper present implementation results of a model of continuous monitoring, which we call "Audit Server". It provides to the audit area its own working environment, administered and controlled by their own personnel, with the functionality of picking up key data of all the operations that the company computer systems processes or those specific transactions that the auditor selects.

The Audit Server, apart from replying data from the selected transactions to be audited, offers the auditor a tool kit for analysis and useful alerts for his daily work. It also provides the necessary information to confront the output of the administration system and to be able to evaluate their reliability.

We consider that this model of continuous monitoring and auditing has an innovative focus since it provides to the audit area its own data set without interfere with the operational ones. The project was implemented four years ago with some important results in a local company. This paper presents a brief of the experience and results obtained yet.

Keywords: Continuous Auditing System - Audit Server - System Information Control - Transaction Log - Audit Database - Computerized Information System.

2088-PS

RELANTIONSHIP BEWTWEEN THE ELIGIBILITY OF ANNUAL REPORTS AND CHANGE OF LEVEL OF CORPORATE GOVERNANCE

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The Stock Exchange of Sao Paulo (BOVESPA) has different Levels and also the New Market of corporate governance in order to provide a trading environment that would stimulate investors interest and valuation of companies. This study aims to identify the degree of readability of Administrative Reports (ARs) of BOVESPA listed companies that changed their level of corporate governance between the years of 2004 to 2007. It was used the Legilibilidade test of Flesch-Kinkaid in the year of change in level of corporate governance and in the years prior to that change. BOVESPA informed a group of 174 companies which made changes in levels during the study period, after it has adopted criteria for selection, as shown in the selection of samples, 26 enterprises remaining, objects of this study. Thus, it was concluded that the change in the level of corporate governance does not represent a higher degree of readability of ARs calculated based on the Flesch index.

Keywords: Readability. Corporate Governance. Administrative Report.

RELACIONAMENTO ENTRE A LEGIBILIDADE DOS RELATÓRIOS ANUAIS E A MUDANÇA DE NÍVEL DE GOVERNANÇA CORPORATIVA

A Bolsa de Valores de São Paulo (BOVESPA) possui Níveis Diferenciados e o Novo Mercado de governança corporativa, com o objetivo de proporcionar um ambiente de negociação que estimulasse o interesse dos investidores e a valorização das companhias. Este trabalho tem como objetivo identificar o grau de legibilidade dos Relatórios de Administração (RAs) das empresas listadas na BOVESPA que mudaram de nível de governança corporativa entre os anos de 2004 a 2007. Para tanto, utilizou-se do teste de Legilibilidade de Flesch-Kinkaid no ano de mudança de nível de governança corporativa e no ano anterior a essa mudança. A BOVESPA informou um conjunto de 174 empresas que realizaram alterações de níveis, no período em estudo, após adotar critérios de seleção, conforme consta na seleção de amostras restaram 26 empresas, objetos desse estudo. Conclui-se que a alteração do nível de governança corporativa não representa um maior grau de legibilidade dos RAs calculado com base no índice de Flesch.

Palavras-chave: Legibilidade. Governança Corporativa. Relatório de Administração.

2090-PS

CORPORATIVE GOVERNANCE CHARACTERISTICS OF OSCIPS: BADESC MICROCREDIT PROGRAM

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This research aims to identify the governance characteristics of OSCIP and the BADESC Microcredit Program. The study is characterized as descriptive, with quantitative approach, performed by field research, applying a questionnaire adapted from Vargas (2008). The sample was from 12 OSCIPs out of 19. It Shows the comparison between the organizations to see who had the greater and lower scores on the characteristics, according to the criteria established in the methodology. The performance average time of organizations is between seven and nine years. The organizations of number eight, ten and seven as the highest score and the organizations of number eleven, three and two as the lower scores, with the last ones some characteristics with low scores are common among OSCIPs. As the characteristic of principle of transparency. Upon analysis, it can be inferred that organizations have many of the characteristics relevant to Corporate Governance. But, notes that some have characteristics that require improvement.

Keywords: Corporate Governance. Principles. Transparency. Microcredit. Badesc.

CARACTERÍSTICAS DE GOVERNANÇA CORPORATIVA DAS OSCIPS: PROGRAMA DE MICROCRÉDITO DO BADESC

Esta pesquisa objetiva verificar as características de governança das OSCIP do Programa de Microcrédito do BADESC. O estudo caracteriza-se como descritivo, com abordagem quantitativa, realizada por meio de survey, com aplicação de um questionário adaptado de Vargas (2008). A amostra foi de 12 OSCIPs de um universo de 19. Na análise utilizou-se o software UNICET®. Os resultados demonstram que o tempo médio de atuação das organizações está entre sete e nove anos. Destacam-se as organizações de número oito, dez e sete como as de maior pontuação e as de número onze, três e dois como de menor pontuação, sendo que nessas últimas, algumas características com baixa pontuação são em comum entre as OSCIPs. Como a característica do princípio de transparência. Mediante análise realizada, pode-se inferir que as organizações possuem muitas das características pertinentes a Governança Corporativa. Mas, ressalta-se que algumas apresentam características que requerem aprimoramento.

Palavras-chave: Governança Corporativa. Princípios. Transparência. Microcrédito. Badesc.

2106-PS

INFORMATION TECHNOLOGY STRATEGIC PLANNING WITH BALANCED SCORECARD – BSC

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The strategic use of information technology has awaked the interest of organizations and researchers, strengthening the importance of IT strategic planning (ITSP). However, developing and executing the ITSP of efficient and effective way represents one of the most challenges for organizations. Seeking to circumvent problems and deficiencies inherent to the ITSP, this paper aims to propose the use of balanced scorecard in an IT strategic planning method. An ITSP method was developed by aggregating practices and guidelines of the balanced scorecard (BSC). The resulting method was empirically verified in 20 organizations. The results showed the use of BSC in the ITSP process, contributing to the organizations in the efficient and effective development of IT strategic and tactics plans. The resulting method also contributed to the mitigation of problems associated with the development, alignment and communication of IT strategies.

Keywords: Information Technology Strategic Planning, Balanced Scorecard – BSC, IT Governance, IT Management.

PLANEJAMENTO ESTRATÉGICO DE TECNOLOGIA DA INFORMAÇÃO COM BALANCED SCORECARD – BSC

O uso estratégico de recursos e serviços de tecnologia da informação (TI) tem despertado cada vez mais interesse por parte de pesquisadores e das organizações, reforçando a importância do planejamento estratégico de TI (PETI). Entretanto, desenvolver e executar o PETI de forma eficaz e eficiente figura entre os principais desafios para executivos das organizações. Buscando contornar problemas e deficiências inerentes ao planejamento estratégico de TI, este artigo tem como objetivo propor o uso do Balanced Scorecard no planejamento estratégico de TI. Para tanto, foi formulado um método moderno de PETI agregando práticas e orientações do BSC para planejamento estratégico da TI. Tal método proposto foi verificado empiricamente em 20 organizações. Os resultados da aplicação do método evidenciaram o uso do BSC no método de planejamento estratégico de TI permitindo às organizações desenvolverem de forma mais eficiente e efetiva os planos estratégico e tático da TI. O método ainda permitiu a mitigação dos problemas associados ao desenvolvimento, alinhamento e comunicação de estratégias de TI.

Palavras-chave: Planejamento estratégico de TI, Balanced Scorecard - BSC, Governança de TI, Gestão de TI.

2157-PS

MAKING IT ORGANIZATIONAL STRUCTURES TO OPTIMIZATION OF IT GOVERNANCE PRACTICES

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To be competitive and attendant the customer's needs, internal or external customers, organizations need their IT assets are aligned with organizational strategic objectives. This alignment is possible establishing IT Governance processes to manage these assets. In the IT world there are various models of IT governance, however companies must choose one or more models best suits to your profile. There are several variables in this decision phase as the business kind and organization size. Choose one or more methodologies to suit the company profile isn´t an easy task. There are several models available, and these models, in most cases, are long and complex. A solution is the adoption of parts of processes to suit the organization profile. The choice process can be better, but it is needed to obtain answers to some questions, such as: IT Principles, IT Architecture, the IT infrastructure, beside of the need of business applications and IT Investment and Prioritization. The proposal shown in this work is to evaluate the best practices available in the market, extract the main points and propose a model for the governance deployment which includes the points assessed.

Keywords: IT governance, alignment with the business, IT organization, organizational model.

2160-PS

PRACTICES OF INFORMATION TECHNOLOGY GOVERNANCE ADOPTED BY TELECOMMUNICATIONS COMPANIES IN RIO GRANDE DO NORTE: STUDY OF MULTIPLE CASES

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Information technology (IT) has a great importance in companies and the high value invested in IT, watching a need for management to ensure that these values help companies achieve their organizational objectives. IT governance intends just help to create business value from investments made in IT. The present study aims to understand what governance practices of information technology are adopted by telecommunications companies that operate in Rio Grande do Norte. The research sought to refine the theory through the ideas about IT governance, exploring the theme from the approach to IT governance proposed by Weill and Ross and adopted practices in IT organizations. It was concluded that the governance practices of information technology used are incipient, but to serve the needs of business and that they intend to implement in specific areas and use other practices of IT governance.

Keywords: Administration; Management; Information Technology; Information Systems; IT Governance.

PRÁTICAS DE GOVERNANÇA DE TECNOLOGIA DA INFORMAÇÃO ADOTADAS POR EMPRESAS DE TELECOMUNICAÇÕES NO RIO GRANDE DO NORTE: ESTUDO DE CASOS MÚLTIPLOS

A tecnologia da informação (TI) tem uma grande importância nas empresas e pelo alto valor investido em TI, observa-se a necessidade de uma gestão que garanta que esses valores ajudem as empresas a alcançar seus objetivos organizacionais. A governança de TI pretende ajudar a criar valor para os negócios a partir dos investimentos aplicados em TI. O presente trabalho busca compreender quais as práticas de governança de tecnologia da informação são adotadas por empresas de telecomunicações que atuam no Rio Grande do Norte. A pesquisa buscou através da teoria aprimorar as ideias acerca da governança de TI, explorando o tema a partir da abordagem de governança de TI proposta por Weill e Ross e das práticas adotadas na área de TI das organizações. Concluiu-se que as práticas de governança de tecnologia da informação empregadas são incipientes, mas que atendem às necessidades do negócio e que as mesmas pretendem implementar em usos e áreas específicas outras práticas de governança de TI.

Palavras-chave: Administração; Gestão, Tecnologia da Informação; Sistemas de Informação; Governança de TI.

2187-PS

IT GOVERNANCE IN STATES ENTERPRISES: A STUDY ABOUT THE ADOPTION OF THE ITIL METHODOLOGY IN NA INSTITUTION OF HIGHER EDUCATION

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The market globalization and competitiveness growing among the organizations made the Information Technology become an indispensable tool to the companies. The IT appropriate use allow the companies processes to be optimized and improved, assist the decision making process, improve the quality of service and obtain some competitive advantage. In order to giving support to these goals, IT must adopt some standards, aiming the effective use of technological resources in support to business strategies. The IT Governance models appeared helping process standardization and IT compliance to companies strategic objectives, supplying results evaluation tools, goal reaching and creating decision making support mechanisms. One of the recent models used is ITIL. This work studies ITIL applicability in a higher education public institution, subjected to the same market competitive factors, restricted however, with law limitations and its own structure. Thus, it reflects the research of exploratory nature, to identify the institution administrative characteristics; afterwards, the ITIL model and its recent versions is shown. In a case study, it was examined the possibility of ITIL adoption at the institution Operation Service and some aspects that should be observed at the implantation phase. The IT situation information were collected from several available documents, as well as researcher's own experience.

Keywords: ITIL (Information Technology Infrastructure Library). Information Technology. IT Governance. Service Operation.

2220-PS

SIGNIFICANCE FACTORS OF IT LEADERSHIP GOVERNANCE AT THE TOP 100 BRAZILIAN COMPANIES

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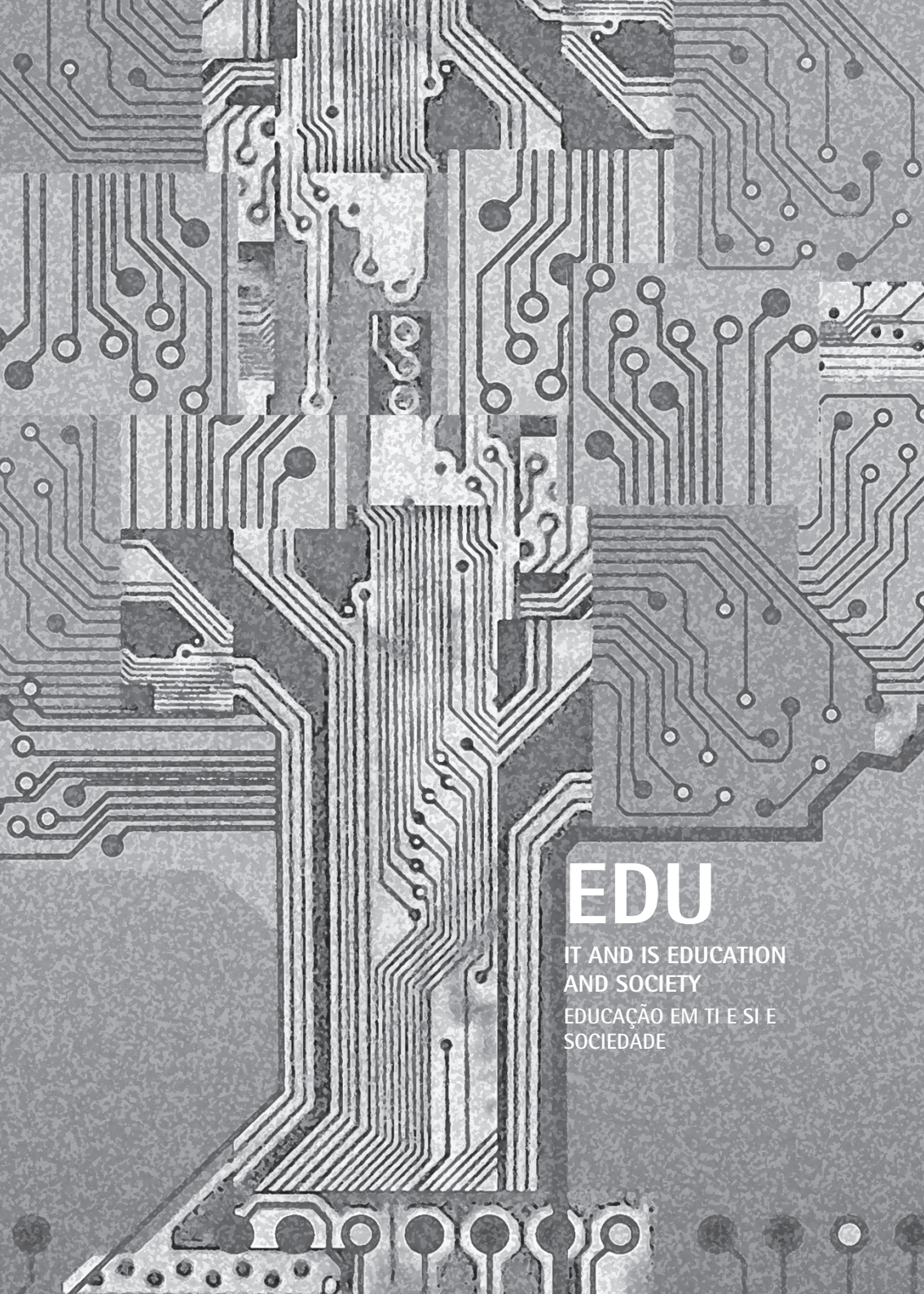
The aim of this paper is to verify the influence of predetermined factors inherent to the profile of leaders in management of Technology of the Information (IT) in the scope of the IT Governance at the top 100 Brazilian companies according to their CIO's. It was used technique of the Experiments Planning, by means of a matrix "Plackett-Burman N=8". The level of significance of the factors was determined, in relation to the levels of IT governance maturity. The results shown the majority of Brazilian companies have medium and superior levels of IT governance maturity. Additionally, the factors of IT leadership separately do not have significance on best practices in IT governance. However, the set of these factors provides improvements in the use of best practices in IT Governance.

Keywords: IT Governance; IT Leadership Profile; Strategy Management of IT; Experiments Planning.

SIGNIFICÂNCIA DE FATORES DE LIDERANÇA EM GOVERNANÇA DE TI NAS 100 MAIORES EMPRESAS DO BRASIL

Objetivou-se verificar a influência de fatores pré-determinados inerentes ao perfil de líderes em gestão de Tecnologia da Informação (TI) em relação Governança de TI, nas 100 maiores empresas do Brasil, na visão de seus CIOs. Para este estudo, utilizou-se a técnica do Planejamento de Experimentos, por meio de uma matriz "Plackett-Burman N=8". Na análise, determinou-se o nível de significância dos fatores, em relação aos níveis de maturidade em Governança de TI. Os resultados indicam que a maioria das empresas brasileiras possui níveis de maturidade em Governança de TI entre mediano e superior. Adicionalmente, os fatores de liderança em TI isoladamente não possuem significância sobre as melhores práticas de Governança de TI. Porém, o conjunto desses fatores promove melhorias no uso das melhores práticas em Governança de TI.

Palavras-chave: Governança de TI; Perfil de Líderes de TI; Gestão estratégica de TI; Planejamento de Experimentos.



EDU

IT AND IS EDUCATION AND SOCIETY

EDUCAÇÃO EM TI E SI E SOCIEDADE

EDU – IT AND IS EDUCATION AND SOCIETY
EDUCAÇÃO EM TI E SI E SOCIEDADE

LEVEL OF PERCEPTION OF THE POLITICAL-PEDAGOGICAL PROJECT: THE PROFESSIONALS THINK OF ACCOUNTING EDUCATION IN A HIGHER EDUCATION INSTITUTION PUBLIC BAHIA/BRAZIL
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MANAGEMENT MODEL FOR DISTANCE EDUCATION: MONITORING SYSTEM FOR STUDENT - SAE
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THE INFORMATION LITERACY IN DIGITAL AGE: A LITERATURE REVIEW
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AN INTELLIGENT TUTORING SYSTEM ACADEMIC AS A STRATEGY FOR EDUCATIONAL QUALITY. CASE AUTONOMOUS UNIVERSITY OF MEXICO STATE
Elsa Mireya Rosales Estrada; Araceli Romero Romero; Marcela Virginia Santana Juarez

EBOOK USAGE IN UNIVERSITIES FROM THE POINT OF VIEW OF PROFESSORS AND PUBLISHING COMPANY PROFESSIONALS
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MATERIALS FOR DISTANCE LEARNING COURSES: WHAT DO STUDENTS THINK?
Nonato Assis de Miranda; Dirceu da Silva; Estéfano Vizconde Veraszto

INTELLIGENT TUTORING SYSTEM FOR DISTANCE EDUCATION
José Dutra de O. Neto; Elby Vaz do Nascimento

SYSTEM OF DISTANCE EDUCATION: PERCEPTIONS OF STUDENTS ABOUT LEARNING INTHE VIRTUAL ENVIRONMENT OF UNUEAD
Pollyana dos Reis Pereira Fanstone; Francisco Alberto Severo de Almeida; Diany Duares Rodrigues; Carla Conti de Freitas

DEVELOPMENT A EDUCATIONAL SOFTWARE USING KNOWLEDGE MANAGEMENT
Juan Alberto Ruíz Tapia; Julio Álvarez Botello; Adriana Ruíz Valdés; Susana Ruíz Valdés

DEVELOPING AN INSTRUMENT TO DETERMINE THE LEARNING STYLES OF STUDENTS IN THE FACULTY OF ACCOUNTING AND ADMINISTRATION OF THE UNIVERSIDAD AUTÓNOMA DEL ESTADO DE MÉXICO IN 2009
Juan Alberto Ruíz Tapia; Eva Martha Chaparro Salinas; Susana Ruíz Valdés; Adriana Ruíz Valdés

REASONS THAT LEAD UNDERGRADUATE STUDENTS IN THE BUSINESS ADMINISTRATION COURSE TO MISUSE READY PAPERS TAKEN FROM THE INTERNET
Nelma T. Zubek Valente; Diva Brecailo Abib; Osvaldo Malta Callegari; Iaçanã Beatriz do Amaral

PERSPECTIVES AND EXPERIENCES OF THE DOCTORAL CONSORTIUM OF THE CONTECSI - INTERNATIONAL CONFERENCE ON INFORMATION SYSTEMS AND TECHNOLOGY MANAGEMENT– FROM 2006 TO 2009
George Leal Jamil; Edson Luiz Riccio; Marici Cristine Gramacho Sakata

QUALITY OF LIFE AT WORK ACCORDING TO WESTLEY METHODOLOGY: A STUDY DEVELOPED WITH OFFICIALS AND FIREMEN FROM A FIRE BRIGADE IN STATE OF PARANA
Jaqueline Fonseca Rodrigues; Nelma T. Zubek Valente; Dálcio R. dos Reis; Ivanilde Scussiato Eyng

RESEARCH FORUM | FORUM DE PESQUISA

UNIVERSITY STUDENTS AND THE USE OF INFORMATION AND COMMUNICATION
Maria José C. S. Domingues; Tiago Pedro Nicchellatti; José Augusto Zaguini; Emerson Mainardes

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Paulo Wienhage
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TECHNOLOGY OF INFORMATION AS TOOL OF SUPPORT TO THE PERTAINING TO SCHOOL MANAGEMENT: A STUDY CASE IN THE VALLEY OF PARAÍBA
Adriano de Toledo Saquetti; Edson Aparecida de Araújo Querido Oliveira;
Paulo Cesar Ribeiro Quintairos;
Vilma da Silva Santos

1976-PS

LEVEL OF PERCEPTION OF THE POLITICAL-PEDAGOGICAL PROJECT: THE PROFESSIONALS THINK OF ACCOUNTING EDUCATION IN A HIGHER EDUCATION INSTITUTION PUBLIC BAHIA/BRAZIL

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This study aims to investigate the level of teachers' perception of Accounting Sciences, Federal University of Bahia (UFBA), about the political-pedagogical project. In order to achieve the limited objective of this investigation, we decided to develop an empirical research, using the questionnaire in Likert scale between 1 to 7 as technical data collection, in which 22 of the 28 professional education, travel Sciences Accounting, responded to questions posed. Given that discussions were held with support in the literature, this study identified the level of teachers' perception on the following criteria: i) concentration of points above the Likert scale of 4 = satisfactory level of awareness, ii) concentration point Likert scale on point 4 = Level of awareness on neutrality iii) concentration of points below the Likert scale of 4 = inadequate level of perception. Indeed, it was found that teachers expressed a level of awareness quite satisfactory with regard to concepts, interdisciplinarity, curriculum, teaching plans, implementation and consolidation of the PPP, as corroborated, mostly with the idea of that document should include discussions on the following dimensions: structural and economic society, ethics, evaluative, and historicity of the institution; process knowledge. Moreover, it was found that amid the framework of permanent teachers and substitutes, the male prevails in quantity, accounting training, higher academic level and experience in coordination of course.

Keywords: Political-Pedagogical Project, Accounting Education, Perception.

1981-PS

INFORMATION SYSTEMS IN EDUCATION: THE USE OF A DISTANCE EDUCATION SYSTEM ON THE TEACHING OF STATISTICS APPLIED TO ADMINISTRATION

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This paper aims to evaluate the use of distance education tools on the teaching of Statistics Applied to Administration. For this, we studied a hybrid discipline for which digital contents were developed, forum, chat and e-mail interaction occurred and quizzes were conducted. Most of the students accessed the texts and tutorials; but the glossary was little used. Within the communication tools, we´ve noticed intense participation in the forums and e-mail and low participation in the chats. Most of the students participated of the proposed quizzes. In general, the distance education proposal for this discipline was successful; therefore, using technology for teaching Statistics is viable and can make the educational process more flexible.

Keywords: distance education; e-learning; teaching of Statistics; online communication; digital contents.

SISTEMAS DE INFORMAÇÃO NA EDUCAÇÃO: O USO DE UMA PLATAFORMA DE EDUCAÇÃO A DISTÂNCIA NO ENSINO DE ESTATÍSTICA APLICADA À ADMINISTRAÇÃO

Este artigo tem como objetivo avaliar a utilização das ferramentas da educação a distância no ensino de Estatística Aplicada à Administração. Para tanto, estudou-se uma disciplina semipresencial para a qual disponibilizaram-se materiais didáticos digitais e realizaram-se interações via fórum, chat e correio eletrônico, além de enquetes. A maior parte dos estudantes acessou os textos e tutoriais disponibilizados; porém, o glossário foi pouco utilizado. Dentre as ferramentas de comunicação, houve intensa participação nos fóruns e correio eletrônico e baixa participação no chat. Houve participação da maioria dos alunos nas enquetes propostas. De forma geral, o uso da educação a distância foi bem sucedido na disciplina abordada, o que mostra que o uso de tecnologia no ensino de Estatística é viável e pode flexibilizar o processo educacional.

Palavras-chave: educação a distância; e-learning; ensino de Estatística; comunicação on-line; materiais didáticos digitais.

1986-PS

CHANGES IN THE MANAGEMENT OF THE RESEARCH FUNCTION AT VENEZUELAN PUBLIC UNIVERSITY BEFORE THE VIRTUALITY

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During the last decades, product of changes in society as a result of the incorporation of technologies of information and communication technology (ICT), organizations have been heavily impacted their processes and management that is carried out. These changes have driven concepts such as globalization, outsourcing, virtuality, among others. Universities do not escape from this situation in each of its current functions (teaching, research, extension and management) which the requirements of the new society product had to include TIC´s in your processes and the application of the concepts behind the new society. The Venezuelan public University started its adaptation to the virtuality duties, in response to the guidelines and guidelines issued by bodies such as UNESCO and the Ministry for higher education (MPPES). Therefore that this research aims to determine what are the major changes in the management of the function processes research in the Venezuelan public University before the virtuality, allow to anticipate such changes or modifications to the achievement of organizational objectives under the efficient and effective exercise of management before the virtuality seeks.

Keywords: virtual organization, higher education, research University.

1995-PS

AN EVALUATION OF E-LEARNING PLATAFORMS FUNCIONALITIES AND THE PROBLEM OF M-LEARNING AND T-LEARNING SUPPORT

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This study presents an introduction about the main information systems applied on learning - the Learning Management Systems (LMS) - and an evaluation of funcionalities coverage of existing solutions, mostly the open source ones. The results shows that the systems are evolving positively, like Moodle and BlackBoard, that have been adding new funcionalities during their lifecycles. Also, we observed that mobile learning and Digital TV support are still weak and could be better exploited.

Keywords: evaluation e-learning m-learning t-learning portability.

UMA AVALIAÇÃO DAS FUNCIONALIDADES DAS PLATAFORMAS DE E-LEARNING E O PROBLEMA DO SUPORTE AO M-LEARNING E T-LEARNING

Esse estudo apresenta uma introdução sobre os principais sistemas computacionais para uso no ensino, os Learning Management Systems(LMS) e uma avaliação da cobertura de funcionalidades das soluções existentes, principalmente as open source. O resultado mostrou que os sistemas estão evoluindo positivamente, como as plataformas Moodle e Blackboard, que vêm adicionando muitas funcionalidades novas durante seu ciclo de vida. Além disso, também foi constatado que o suporte ao ensino via dispositivos móveis e principalmente a TV Digital ainda está bastante fraco e poderia ser mais bem explorado.

Palavras-chave: avaliação e-learning m-learning t-learning portabilidade.

1999-PS

ADOPTION OF FREE SOFTWARE IN BRAZILIAN UNIVERSITIES

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This paper analyses the adoption of free software (SL) in a Brazilian University, through the Theory of Planned Behavior. The research helps to identify the degree of adoption of SL in the university and its influence in the adoption process. The research represents an exploratory study, in which was used a survey. The research was conducted in a private university located in the metropolitan area of Sao Paulo, and the data were collected through interviews, which were held with students of different courses of the university. The research made three contributions to the understanding of the phenomenon of SL adoption: the adoption of open source was very low, but higher in the Information Systems course; the university environment did not influence the adoption of SL; and the students who adopted the SL had a more positive perception about the technical characteristics of SL.

Keywords: Free Software, Information Systems, Private Sector, Survey.

ADOÇÃO DE SOFTWARE LIVRE NA UNIVERSIDADE

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 da universidade na adoção de SL. 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 universidade privada situada na região metropolitana de São Paulo, e os dados foram coletados através de entrevistas, as quais foram realizadas junto aos alunos dos diversos cursos dessa universidade. A pesquisa fez contribuições ao entendimento do fenômeno da adoção de SL: a adoção de software livre foi muito baixa, porém maior nos curso de Sistemas de Informação; o ambiente universitário não influenciou a adoção de SL; e os alunos que adotaram o SL tiveram uma percepção mais positiva em relação às características produto.

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

2036-PS

DIGITAL SCIENTIFIC LIBRARY WITH PLAGIARISM DETECTION FEATURE: SYSTEM ARCHICTETURE SPECIFICATION FOR A UNIVERSITY PORTAL

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Faculty members, researchers and students from colleges and universities have been producing a great volume of scientific knowledge including papers, dissertations, thesis and reports, creating then a motivation for knowledge management in the academic context. The paper's objective is to propose the architectural specification of a digital library that is accessed by a university portal focused on the academic production management and dissemination. The prototype of a digital library with a plagiarism detection feature in Portuguese is presented within the paper. The digital library was deployed with an open source Content Management System (CMS). The paper presents the portal architecture and its development process, analyzing the usage of plagiarism detection features.

Keywords: digital library, plagiarism, content management, scientific knowledge, knowledge management.

BIBLIOTECA DIGITAL DE PRODUÇÕES CIENTÍFICAS COM RECURSO DE PLÁGIOS: ESPECIFICAÇÃO DA ARQUITETURA PARA O PORTAL DE UMA UNIVERSIDADE

As instituições de ensino superior (IES), através de seus professores, pesquisadores e alunos, têm gerado um grande volume de conhecimento envolvendo artigos, monografias, dissertações, teses e outras produções científicas, fato motivador para a gestão de conhecimento no contexto acadêmico. O objetivo do artigo é propor a especificação da arquitetura de uma biblioteca digital acessada a partir de um portal destinado ao gerenciamento e disseminação da produção intelectual de uma universidade. Para tanto, é apresentado um protótipo de uma biblioteca digital de produções científicas com recurso adicional de detecção de plágios em língua portuguesa. Essa biblioteca digital foi implementada a partir de sistemas de gestão de conteúdo de código aberto. O presente trabalho apresenta a arquitetura do portal e seu processo de desenvolvimento, analisando a forma de uso dos recursos de detecção de plágio.

Palavras-chave: biblioteca digital, plágio, gestão de conteúdo, produção científica, gestão do conhecimento.

2038-PS

MANAGEMENT MODEL FOR DISTANCE EDUCATION: MONITORING SYSTEM FOR STUDENT - SAE

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In order to achieve the goals of distance education, a model of effective management is essential, and therefore, the Monitoring System for Students (Sistema de Acompanhamento ao Estudante - SAE) is the key factor in the process of teaching and learning. Therefore, the present study aims to analyze the SAE applied to the distance education degree of Management, at the Universidade Federal de Santa Catarina - UFSC. To this end, were adopted a method based on the description of the case, using qualitative analysis. The primary data came from systematic and direct observation, and involvement of researchers, provided by empirical knowledge. While the secondary data result from the conceptual literature, and information on guides and manuals. The result were presented a detailed analysis for the SAE, and it showed that the excellence of this model is based on the definition of the responsibilities and competences of key-players of de system: tutors, teachers and students.

Keywords: Distance Education. Monitoring System for Student (SAE). Tutors. Management Model. Mediatizing.

MODELO DE GESTÃO PARA EDUCAÇAO A DISTÂNCIA: O SISTEMA DE ACOMPANHAMENTO AO ESTUDANTE – SAE

Para que se alcancem os objetivos da Educação a Distância - EaD, um modelo de gestão efetivo é imprescindível, e nesse sentido o Sistema de Acompanhamento ao Estudante – SAE, é o fator-chave para o processo de ensino e aprendizagem. Diante disto, o presente estudo tem por objetivo analisar o SAE aplicado à EaD do Curso de Administração da Universidade Federal de Santa Catarina – UFSC. Para tanto, adotou-se um método baseado na descrição do estudo de caso, utilizando-se de uma análise qualitativa. Os dados primários são procedentes da observação direta, sistemática e partícipe dos pesquisadores, propiciada pelo conhecimento empírico, enquanto os dados secundários resultam de pesquisa bibliográfica conceitual, e pesquisa documental em guias e manuais. Como resultados, apresentam-se as análises referentes ao SAE, e por conseqüência, constata-se que a excelência deste modelo reside na definição dos papéis e competências dos principais agentes do processo: tutores, professores e estudantes.

Palavras-chave: EaD. Sistema de Acompanhamento ao Estudante. Tutores. Modelos de Gestão. Mediatização.

2050-PS

THE DIGITAL INCLUSION AS A FACTOR OF SOCIAL INCLUSION. A STUDENTS STUDY OF PUBLIC EDUCATION IN THE CITY OF RECIFE

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Whitin a globalized scenario of information, the competitiviness among people and their need to deal with quick changes, requires new skills for them to manage information in the organizations. To achieve that, several changes in the society are needed, aiming to allow a social inclusion for the most poors, the majority part of brazilian people. This work shows an effort to analyze some aspects, perspectives and basic concepts about digiatl inclusion as a factor of social inclusion. The paper brings the case of public schools under Recife City administration, describing the students´s perception about those issues, aiming to get to know this state, through the use of grounded theory.

Keywords: Digital Inclusion, social inclusion, information society; Grounded theory.

A INCLUSÃO DIGITAL COMO UM FATOR DE INCLUSÃO SOCIAL. UMA ANÁLISE DOS ALUNOS DA REDE PÚBLICA DE ENSINO DO RECIFE

As mudanças ocasionadas pela globalização e pela competitividade das pessoas mediantes este novo mercado onde cada vem às mudanças são mais rápidas, vem exigindo pessoas mais capacitadas com o uso das informações. E para ter pessoas capacitadas é necessário fazer diversas mudanças na sociedade de forma a permitir uma inclusão social através da inclusão digital para a classe mais carente, que representa a grande população brasileira. O presente trabalho representa um esforço de analisar alguns aspectos e conceitos básicos da inclusão digital como um fator de inclusão social visando estudar com se encontra os alunos da rede pública de ensino do Recife, analisando a percepção destes alunos sobre estas questões de forma a permitir um conhecimento desta realidade através da grounded theory.

Palavras-chave: Inclusão digital; Inclusão Social, Sociedade da informação; Grounded theory.

2076-PS

BPQUALITY – ARCHECTURE FOR BUSINESS PROCESS MODELING IN MANAGEMENT QUALITY SYSTEMS

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This paper presents a specific architecture for business processes modeling to design and document quality management systems - BPQuality. It was development from traditional architectures references used to specify information systems, in special case of the architecture ARIS (Architecture of Integrated Information System), but adapted to meet the requirements specified to development and documentation for quality management system by ISO9001. The details of the BPQuality architecture is done, showing their views and the business process model made from them. At the end, comments on its implementation in a software company that has obtained ISO9001 certification using it are made. A theoretical review of the concept of business process modeling and architectures reference complements this article.

Keywords: business process modeling; quality management systems; architecture reference; enterprise modeling; ISO9000.

BPQUALITY – ARQUITETURA PARA MODELAGEM DE PROCESSOS DE NEGÓCIO PARA SISTEMAS DE GESTÃO DA QUALIDADE

Este artigo apresenta uma arquitetura de modelagem de processos de negócio específica para elaborar e documentar sistemas de gestão da qualidade – BPQuality. Seu desenvolvimento foi feito a partir de tradicionais arquiteturas de referências usadas para especificar sistemas de informação, em especial a arquitetura ARIS (Architecture of Integrated Information System) porém, adaptada para atender aos requisitos especificados pela norma ISO9001 na elaboração e documentação do Sistema de Gestão da Qualidade. O detalhamento da arquitetura BPQuality é feito, apresentando suas visões constituintes e seu modelo de processo de negócio e, ao final, comentários sobre sua implantação numa empresa de software que obteve a certificação ISO9001 utilizando-a são feitos. Uma revisão teórica sobre o conceito de processo de negócio modelagem e arquitetura de referência completa este artigo.

Palavras-chave: modelagem de processos de negócio; sistemas de gestão da qualidade; arquitetura de referência; modelagem de empresa; ISO9000.

2101-PS

EDUCATIONAL INFORMATICS ANALYSIS: A PERNAMBUCO'S PUBLIC SCHOOL CASE

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The research is an investigation about the administration of educational informatics in a public school in Pernambuco called Manoel Borba School. The chosen proceeding methodology was case analysis. An attempt has been made to identify the factors that have hampered the technologic assimilation and accommodation at the school, considering the hierarchy of administration, from the board of headmasters to Pernambuco state superintendency of information technology, in departament of education. The data analysis has brought out that the studied school the situation is quite negative towards technological assimilation and accommodation (A&A). It was verified the precariousness of the structures of technological administration, confirmed by some problematic characteristics, considered main factors that have made difficult the processes of technological A&A. Manoel Borba case testifies a reality that differs quite a lot from local and federal departments of education speeches.

Keywords: Educational Informatics. Technology Administration. Technological Assimilation and Accomodation (A&A).

2108-PS

THE INFORMATION LITERACY IN DIGITAL AGE: A LITERATURE REVIEW

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The Information Literacy area is growing in importance as a consequence of the velocity and intensity in which the TICs has become a part of people and organization's life. Given the incorporation of the technological resources in the daily life, is no longer possible thinking about the knowledge manager practices without the virtual environment, the Internet, a virtual body of knowledge transfer, symbol of the modern society, of the information society. The goal of this article is to revise the literature about the theme, from the Information Science point of view, emphasizing virtual literacy as a variant of informational literacy necessary in order to accomplish the knowledge management. This discussion is the first step of what could be the beginning of researches in others knowledge areas by giving the sustainability for the conceptualization of information and knowledge management.

Keywords: information literacy, literacy, informational fluency, information society, knowledge management.

A INFORMATION LITERACY NA ERA DIGITAL: UMA REVISÃO DE LITERATURA

O tema da Information Literacy vem ganhando importância a cada dia, em virtude da velocidade e da intensidade com que as tecnologias de informação e comunicação - TICs - têm penetrado na vida das pessoas e das organizações. Em virtude dessa incorporação de recursos tecnológicos no cotidiano, não se concebe mais a prática da gestão do conhecimento sem pensar no ambiente virtual, na Internet, corpo virtual de transferência de conhecimento, símbolo da sociedade moderna, da sociedade da informação. O objetivo desse trabalho é realizar uma revisão da literatura sobre o tema, dentro da área da Ciência da Informação, destacando a competência virtual como uma variação da competência informacional necessária na gestão do conhecimento. Não se pretende esgotar a discussão e sim, abrí-la para outras áreas de conhecimento no sentido de dar maior sustentação na conceituação da gestão da informação e do conhecimento.

Palavras-chave: alfabetização informacional, literacia, fluência informacional, sociedade da informação, gestão do conhecimento.

2148-PS

AN INTELLIGENT TUTORING SYSTEM ACADEMIC AS A STRATEGY FOR EDUCATIONAL QUALITY. CASE AUTONOMOUS UNIVERSITY OF MEXICO STATE

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Quality education is one of the priorities in Mexico so that tutoring or mentoring is one of the most important strategies for the new vision of higher education, which aims to strengthen the student with a humanistic vision and professional ethics contribute to national development. For this reason, it is necessary to develop under a technological approach, a system to monitor its academic activity under a flexible educational model, which will allow both personal and virtual communication between student and Mentor.

Keywords: Intelligent System, Mentor, Higher Education.

UN SISTEMA INTELIGENTE DE TUTORÍA ACADÉMICA COMO UNA ESTRATEGIA PARA LA CALIDAD EDUCATIVA. CASO UNIVERSIDAD AUTÓNOMA DEL ESTADO DE MÉXICO

La Calidad educativa es uno de los objetivos prioritarios en México; de tal que la tutoría es una de las más importantes estrategias, correspondiente con la nueva visión de la educación superior, cuya finalidad es fortalecer al estudiante con una visión humanista y de ética profesional que contribuya al desarrollo del país. Por tal motivo, es necesario desarrollar bajo un enfoque tecnológico, un sistema de control de ésta actividad académica bajo un Modelo Educativo Flexible, el cual permitirá una comunicación tanto personal como virtual entre el estudiante y el tutor.

Palavras-chave: Sistema Inteligente, Tutoría, Universidad.

2165-PS

EBOOK USAGE IN UNIVERSITIES FROM THE POINT OF VIEW OF PROFESSORS AND PUBLISHING COMPANY PROFESSIONALS

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The digitization and the spread of the internet may result in the extinction of the printed book. Many products that belongs to the same information industry, like the music, are currently being provided by the industry and consumed in different manners as compared to just few years ago. Books still have been consumed mainly in the printed format. The objective of this research is to identify the differences in perception about the adoption of electronic didactic books among university professors and publishing professionals. This research uses the survey as its method and the instrument developed by Moore and Benbasat (1991) about the adoption of innovations. Professors´ and publishing professionals´ perceptions were investigated in what it concerned the possible use of electronic didactic books replacing the printed. It is concluded that professors are more prepared to make use of electronic books than it is imagined by the publishing professionals.

Keywords: Ebook, innovation, book, publishing industry, technology.

O LIVRO ELETRÔNICO NO ENSINO SUPERIOR SOB A ÓTICA DOS PROFESSORES UNIVERSITÁRIOS E PROFISSIONAIS DE EDITORAS

A digitalização e a popularização da internet podem fazer o livro impresso desaparecer em um futuro próximo. Diversos produtos pertencentes à mesma indústria de bens informativos, como a música, vêm atualmente sendo entregues pela indústria e consumidos de maneira diferente de alguns anos atrás. Livros continuam sendo majoritariamente consumidos em seu formato impresso. O objetivo desta pesquisa é identificar as diferenças de percepção sobre a adoção de livros didáticos eletrônicos entre professores universitários e profissionais da indústria editorial. A pesquisa utiliza o método survey e o instrumento desenvolvido por Moore e Benbasat (1991) sobre adoção de inovações. Foram pesquisadas as percepções de professores universitários e profissionais de editoras sobre a possível utilização de livros eletrônicos didáticos no lugar de impressos. As conclusões indicam que os professores estão mais preparados para a utilização de livros eletrônicos do que imaginam os profissionais de editoras.

Palavras-chave: Livro eletrônico, inovação, indústria editorial, tecnologia, ebook.

2166-PS

MATERIALS FOR DISTANCE LEARNING COURSES: WHAT DO STUDENTS THINK?

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This text presents the results of a quantitative nature research performed with Post-graduate students offered by the Paulista University in a distance way. The data, obtained through a Likert scale, were statistically treated by the technique known as multivariate analysis of cluster whose aim was to group the participants according to their characteristics, forming homogeneous groups or conglomerates. There are several methods to treat the data by cluster analysis, but in this study, which showed good separation between the clusters was the Ward method, so it was chosen. From the dendrogram, we see two distinct clusters of which the first is comprised of 89 participants and the second one by just 10. The cluster 1 (89 participants) prefers working with printed texts and consider the online texts very uncomfortable, especially those that have more than three pages because their reading is boring. Meanwhile, the cluster 2 (10 participants) prefers reading online texts.

Keywords: Distance education; cluster analysis; online text.

MATERIAIS DIDÁTICOS DOS CURSOS A DISTÂNCIA: O QUE PENSAM OS ALUNOS?

Esse texto apresenta os resultados de uma pesquisa de natureza quantitativa realizada com alunos de cursos de Pós-Graduação Latu Sensu presenciais-interativos oferecidos pela Universidade Paulista. Os dados, obtidos por meio de um instrumento tipo escala de likert, foram tratados estatisticamente pela técnica multivariada conhecida como análise de cluster cujo objetivo foi agrupar os participantes segundo suas características, formando grupos ou conglomerados homogêneos. Existem vários métodos para tratar os dados pela análise de cluster, mas nessa pesquisa, o que mostrou boa separação entre os clusters foi o método Ward, portanto foi o escolhido. A partir do dendrograma, pudemos visualizar dois clusters distintos sendo que o primeiro é formado por 89 participantes e o segundo por apenas 10. O cluster 1 (89 participantes) prefere trabalhar com textos impressos e consideram os textos online desconfortáveis, principalmente aqueles com mais de três páginas, pois os considerados cansativos. Enquanto isso, o cluster 2 (10 participantes) prefere ler textos online.

Palavras-chave: Educação a distância; análise de cluster; texto online.

2194-PS

INTELLIGENT TUTORING SYSTEM FOR DISTANCE EDUCATION

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This study aims to develop and implement a tool called intelligent tutoring system in an online course to help a formative evaluation in order to improve student learning. According to Bloom et al. (1971,117) formative evaluation is a systematic evaluation to improve the process of teaching and learning. The intelligent tutoring system may provides a timely and high quality feedback that not only inform the correctness of the solution to the problem, but also informs the students about the accuracy of the response relative to their current knowledge about the solution. Constructive and supportive feedback should be given to the students to reveal the right and wrong answers immediately after taking the test. A feedback about the right answers is a form to reinforce positive behaviors. Identifying possible errors and relating them to the instruction material may help student to strengthen the content under consideration. The remedial suggestion should be given for each answer with detailed prescription with regards the materials and instructional procedures before taking next step. The main idea is to inform the students what he has learned and what he still has to learn. The open-source LMS called Moodle™ was extended to accomplish the formative evaluation, high-quality feedback, and communal knowledge presented here with a short online financial math course that is being offered at a large University in Brazil. The preliminary results shows that the intelligent tutoring system using high quality feedback helped the students to improve their knowledge about the solution to the problems based on the errors of their past cohorts. The results and suggestion for future work are presented and discussed.

Keywords: Formative assessment, feedback, intelligent tutoring system.

2199-PS

SYSTEM OF DISTANCE EDUCATION: PERCEPTIONS OF STUDENTS ABOUT LEARNING IN THE VIRTUAL ENVIRONMENT OF UNUEAD

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This article presents evidences about the perceptions of students about learning in the virtual environment of the Course of Mental Disabilities in the Context of Inclusive Education, offered by University Unit of Distance Education - UnUEAD, in the Universidade Estadual de Goiás - UEG-in partnership with Open University of Brazil and the State Department of Education of Goiás Initially, it presents important literature survey on the history, concepts and the fundamentals of UnUEAD. Secondly, it presents the methodology and results of research, pointing to the students' perceptions of Distance Education on the virtual learning environment.

Keywords: Course of Mental Disabilities. Inclusive Education. Distance Education.

SISTEMA DE EDUCAÇÃO A DISTÂNCIA: PERCEPÇÕES DOS ALUNOS SOBRE A APRENDIZAGEM NO AMBIENTE VIRTUAL NA UNUEAD

Este artigo aponta evidências a respeito das percepções dos alunos sobre a aprendizagem no ambiente virtual do Curso de Deficiência Mental no Contexto da Educação Inclusiva, ofertado pela Unidade Universitária de Educação a Distância - UnUEAD, da Universidade Estadual de Goiás - UEG - em parceria com a Universidade Aberta do Brasil e a Secretaria de Estado da Educação de Goiás. Inicialmente, apresenta-se um levantamento bibliográfico sobre o histórico, os conceitos e os fundamentos importantes sobre a Educação a Distância, apresentando também um breve histórico da UnUEAD. No segundo momento, apresenta-se a metodologia utilizada e os resultados da pesquisa, apontando para as percepções dos alunos de Educação a Distância quanto à aprendizagem no ambiente virtual.

Palavras-chave: Curso de Deficiência Mental no contexto da Educação Inclusiva. Educação a Distância.

2203-PS

DEVELOPMENT A EDUCATIONAL SOFTWARE USING KNOWLEDGE MANAGEMENT

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The implementation of ICTs in the development of educational software aims to provide complementary alternative access to learning in today's information society and knowledge. In the network of Internet (Web) can be seen educational portals with other educational institutions with discussion groups, emails or specific pages to an educational community. In the Facultad de Contaduría y Administración, de la Universidad Autónoma del Estado de México is starting this type of knowledge management thus proceeded to design and implement educational software.

Within the current project considers the appropriation of tools and components developed within the research project: "Teaching and Learning Process in the Public University" for the Centro de Apoyo a la Pequeña y Mediana Emnpresa (CAPyME), Facultad de Contaduría y Administración of the UAEM and the business sector in the area of Valle de Toluca, Estado de Mexico to develop business training and that supports the strategies and processes of knowledge management (KM), programs based process improvement in developing educational software for the manufacturing sector.

Keywords: Knowledge management, software process improvement, development software.

2204-PS

DEVELOPING AN INSTRUMENT TO DETERMINE THE LEARNING STYLES OF STUDENTS IN THE FACULTY OF ACCOUNTING AND ADMINISTRATION OF THE UNIVERSIDAD AUTÓNOMA DEL ESTADO DE MÉXICO IN 2009

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The aim of this paper is to present the questionnaire was designed to determine the learning styles of students in the Faculty of Accounting and Administration of the Autonomous University of Mexico State, in 2009. These results are the product of a research project registered with the University of Mexico State. We considered the following sociodemographic variables such as age, sex, number of siblings, marital status, profession studied, place of birth, school of origin: public or private, in both ratings and during graduate school, religion, studies from the father and the mother, matters most like and dislike. The purpose of this questionnaire is to obtain information on the variables under investigation and to propose strategies that will allow the student to encourage, clarify and stimulate other learning styles that may not have developed them.

The questionnaire was designed and prepared on a bank of items according to the theories of three authors and their models: Reid, Honey-Alonso and Entwistle, plus views of another group of researchers and the researcher's personal experience. With the information obtained was analyzed and categorized by what they proceeded to the development of the 56 items that make the proposed questionnaire. In addition to responsibility for the confidentiality of the information you have the option to identify and further study.

Keywords: Learning styles, student accounting, design, questionnaire, test, Chaea, Felder, Reid.

2213-PS

REASONS THAT LEAD UNDERGRADUATE STUDENTS IN THE BUSINESS ADMINISTRATION COURSE TO MISUSE READY PAPERS TAKEN FROM THE INTERNET

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This paper looks at the partial results of a comprehensive research that aims at identifying and analyzing the reasons that lead undergraduate students to misuse papers collected on the Internet. The data shown here was gathered with 171 undergraduate students taking Business Administration at a Public University along 2007, and these data corroborated results obtained in previous studies on the same subject in other courses at the same University. Results suggest once again that "lack of time" keeps being stated as the key reason for the use of such practice by most subjects. Availability, practicality, and agility of the Internet were again mentioned as the factors that contribute the most to such action. Although the subjects were aware of the negative consequences of the use of ready papers – they even mention the legal aspects related to plagiarism - statements such as "studying and working at the same time", and claims that "professors do not read the papers", or "they do not supervise or follow the research" are still used as excuses for the inappropriate practice within this group. These elements are evidence of the urgent need for the faculty to consider the development of action aimed at raising students' awareness, together with changes in the methodology used, in order to avoid, or at least reduce the problem that is once again confirmed as common practice in the academic life of the institution under analysis.

Keywords: Internet; plagiarism; ready papers; Internet misuse.

2214-PS

PERSPECTIVES AND EXPERIENCES OF THE DOCTORAL CONSORTIUM OF THE CONTECSI – INTERNATIONAL CONFERENCE ON INFORMATION SYSTEMS AND TECHNOLOGY MANAGEMENT– FROM 2006 TO 2009

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The organization of doctoral consortiums in academic events is a relevant trend worldwide. With the purpose of bringing PHD students whose research has not been completed yet together, doctoral consortiums aim to actively contribute to their research papers by publishing them and opening their main methodological aspects and scientific proposals for debate. The International Conference on Information Systems and Technology Management – CONTECSI – an event held by the Faculdade de Economia, Administração e Contabilidade - Universidade de São Paulo (FEA-USP), which was initially promoted in 2004, will hold the 4th Doctoral Consortium in 2010 as part of the event's program. This paper seeks to evaluate the perspectives of the doctoral consortia's actions worldwide and in Brazil, to observe the work of the CONTECSI Doctoral Consortium by evaluating how the studies there are discussed and, based on results, allowing the creation and enhancement of academic, scientific and relationship experiences of the CONTECSI and of other events that promote such meetings. In order to do so, a study about proposed consortia in events worldwide is encouraged initially, followed by the evaluation and feedback of presented papers and, finally, discussion is initiated and the experiences of the article authors' in putting these papers together provide guidance to fully benefit from future consortia events.

Keywords: Doctoral Consortium, CONTECSI, academic events, Doctoral Thesis, PhD.

2218-PS

QUALITY OF LIFE AT WORK ACCORDING TO WESTLEY METHODOLOGY: A STUDY DEVELOPED WITH OFFICIALS AND FIREMEN FROM A FIRE BRIGADE IN STATE OF PARANA

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This paper aims to verify whether or not the dimensions of Westley's model(1979), which defines the roots of QLW, in fact correlates to the subjective perception of Quality of Life at Work. For this purpose, the evaluation instrument proposed by Westley(1979) was applied in order to verify the perception of the officials and firemen from Fire Brigade about Quality of Life at Work(QLW) based on the identification of satisfaction levels in relation with economical, political, psychological and sociological dimensions related to Quality of Life at Work according to the proposed model. The results of the research indicate that most of the factors under evaluation are quite satisfactory. They also revealed that the observed issues in relation to the dimensions proposed by Westley had a higher average score with officials when compared to the firemen. Such inference indicates that the officials, in general, are more satisfied than dissatisfied regarding QLW that exists in the department. However, the lower average score levels revealed among the firemen demonstrate that it is necessary an effort from the department in order to improve the perception of its team concerning QLW conditions.

Keywords: Quality of Life at work; Westley's Model; Evaluation Instrument.

2092-RF

UNIVERSITY STUDENTS AND THE USE OF INFORMATION AND COMMUNICATION

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The diffusion of information and communication, especially the Internet has allowed users to develop their work and research to address specific network appropriate for academic research. This research has as its main objective to verify the use of information technologies and communication by students of University management courses at two HEIs in southern Brazil. Data were collected through a questionnaire addressed to 112 students and analyzed by descriptive statistics and correlation. The study results have shown that students mostly have access to information technologies and communication, and access to personal computers, high speed Internet connection, using the programs daily the instant communication and social networking programs and are being encouraged by teachers to the use scientific search engines on the Internet, such as the Google Scholar.

Keywords: University students, Information Technology, Form of Use.

2126-RF

THE PROCESS OF COMMUNICATION AND INFORMATION SYSTEMS IN EDUCATIONAL INSTITUTIONS

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One way of examining the effectiveness of information systems of organizations is checking how the communication occurs in some parts of the communication process itself, which are: sender, receiver, message, channel and relationship between partners. From the viewpoint of corporate communications and information systems, this article seeks to identify, in the view of employees of an Institution of Vocational Education (IVE), how it is the process of communication within the IVE. In total, 400 questionnaires were analyzed, consisting of 87 probes, mathematical statistics with stratification by means of factor analysis on five dimensions: transmitter, receiver, message, channel, and relationships between speakers. The results were used as the basis for the prior knowledge of information systems existing in the IVE, and it will be taken into account the improvements in the implementations of future information systems.

Keywords: Process of communication, Information systems, Institution of vocational education, Business communication, Management information.

O PROCESSO DE COMUNICAÇÃO E SISTEMAS DE INFORMAÇÃO EM INSTITUIÇÕES DE ENSINO

Uma das formas de analisar a eficácia dos sistemas de informação das organizações é verificando a forma como ocorrem algumas etapas do processo de comunicação. Neste artigo, sob a ótica da comunicação empresarial e sistemas de informação, objetiva-se identificar a percepção dos colaboradores sobre a dinâmica do processo de comunicação em uma Instituição de Ensino Profissionalizante (IEP). No total, foram analisados 400 questionários, compostos por 87 assertivas, com estratificação estatística quantitativa por meio de análise fatorial em cinco dimensões: emissor, receptor, mensagem, canal e relação entre os interlocutores. Os resultados foram utilizados como base para o conhecimento prévio dos sistemas de informação existentes na IEP, e serão levados em consideração nas futuras implementações de sistemas de informações.

Palavras-chave: Processo de comunicação, Sistemas de informação, Instituição de ensino profissionalizante, Comunicação empresarial, Informação para a gestão.

2189-RF

TECHNOLOGY OF INFORMATION AS TOOL OF SUPPORT TO THE PERTAINING TO SCHOOL MANAGEMENT: A STUDY CASE IN THE VALLEY OF PARAÍBA

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Nowadays the school management can be facilitated by information technology (IT) and your resources, which can promote the integration of people contributing to development of school, city and students. The manager that work with education needs a systemic view of the organization in front of society and your functions into institution, working to found new ways to expand knowledgement, with propose to improvement the school environment. The school management systems were developed based on this context. This work aims to study the implementation of School Management System, analyzing this implementation and your use in cities of Sao Paulo state. To achieve this, has been done a bibliographic search about education management, Law, Directives and Basis of Education (LDBE) and information technology. Thus, we can notice a lot of advantage to implement a school management system, as well the process that helps in school management and the management of a municipal school, since of monitoring of student's as regular and accurate management of your school system.

Keywords: Management School, LDBE, Computerization of Schools.

ESD

ENGINEERING AND SOFTWARE DEVELOPMENT

ENGENHARIA E DESENVOLVIMENTO DE SOFTWARE

ESD – ENGINEERING AND SOFTWARE DEVELOPMENT

ENGENHARIA E DESENVOLVIMENTO DE SOFTWARE

REQUIREMENTS SPECIFICATION IN SOFTWARE DEVELOPMENT FOR BRAZILIAN INTERACTIVE DIGITAL TELEVISION: REFLECTIONS AND EXPERIENCE REPORT
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RESEARCH FORUM | FORUM DE PESQUISA

BIODIVERSITY INFORMATICS: GLOBAL INITIATIVES FOR DATA INTEGRATION
INFORMÁTICA PARA A BIODIVERSIDADE: INICIATIVAS GLOBAIS PARA A INTEGRAÇÃO DE DADOS
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Rejane Maria da Costa Figueiredo
Cristiane Soares Ramos
Luiz Carlos Miyadaira Ribeiro

1996-PS

REQUIREMENTS SPECIFICATION IN SOFTWARE DEVELOPMENT FOR BRAZILIAN INTERACTIVE DIGITAL TELEVISION: REFLECTIONS AND EXPERIENCE REPORT

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The process of Digital TV implementation in Brazil started a new phase in 2009 with the definition of mechanisms for interaction using the television. However, it is necessary to go beyond the definition of technological infrastructure for information exchange between viewers and broadcasters; it seems relevant the usage of software processes for quality assurance during the development of software products for interaction. This paper presents concepts of Requirements Engineering Specification Process (Robertson and Robertson, van Lamsweerde) and lists good practices to write textual requirements (Alexander, Stevens, Jakobson, Oliveira), which once integrated with the Use Case notation (Jacobson, Booch, Rumbaugh) led to a method for specifying requirements for Interactive Digital TV environment that uses concepts already known by the software community. The method was used in a real project that is discussed in this article as an experience report.

Keywords: Requirements specification; Software process; Use Case Diagram; Mental model; Interactive Digital Television.

ESPECIFICAÇÃO DE REQUISITOS NO DESENVOLVIMENTO DE SOFTWARE PARA TV DIGITAL INTERATIVA NO BRASIL: REFLEXÕES E RELATO DE EXPERIÊNCIA

O processo de implantação da TV Digital no Brasil iniciou uma nova fase em 2009, relacionada à definição de mecanismos para interação através do televisor. Contudo, além de viabilizar a infra-estrutura tecnológica para troca de informações entre o telespectador e os difusores, parece relevante considerar a utilização de processos de software para que os produtos desenvolvidos que possibilitam a interação tenham qualidade. Este trabalho apresenta conceitos do processo de Especificação da Engenharia de Requisitos (Robertson e Robertson, van Lamsweerde) e relaciona boas práticas de escrita para gerar requisitos textuais (Alexander, Stevens, Jakobson, Oliveira) que, integradas com a técnica de Casos de Uso (Jacobson, Booch, Rumbaugh) levaram à definição de um método de especificação de requisitos para a TV Digital Interativa que utiliza conceitos conhecidos pela comunidade de software. O método foi utilizado em um projeto real, e é abordado no artigo como relato de experiência.

Palavras-chave: Especificação de requisitos; Processo de software; Diagrama de Casos de Uso; Modelo Mental; Televisão Digital Interativa.

2006-PS

MONITORING OF ENVIRONMENTAL COSTS THROUGH SOFTWARE FOR THE ACCOUNTABILITY AND SUSTAINABILITY OF THE COMPANIES

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This paper presents a data architecture of sustainability to guide the monitoring of social and environmental costs in companies. It is based on a database of indicators of social and environmental developments, conceived as a result of empirical research, developed the method of grounded theory. The emphasis of grounded theory is the learning from the data (interactive and inductive), and not from a theoretical view existing (deductive). Such indicators also reflect the stage of sustainability that would meet a particular company, which is the mapping of the different socio-economic segments of the Brazilian business. The proposed model, non-prescriptive, suggests that the management of social and environmental costs is adopted distinct approaches to sustainability for different types of organizations, because your line of business, suffer different effects.

Keywords: data architecture of social and environmental costs; environmental monitoring system; indicator of social and environmental development; sustainability balance; data base of sustainability.

SISTEMA INFORMATIZADO DE MONITORAMENTO DE CUSTOS AMBIENTAIS E DE SUSTENTABILIDADE EMPRESARIAL

Este artigo apresenta uma proposta de arquitetura de dados de sustentabilidade para orientar o monitoramento de custos socioambientais nas empresas. Apóia-se em uma base de dados de indicadores de desenvolvimento socioambiental, concebida como resultado de pesquisa empírica, desenvolvida pelo método da grounded theory. A ênfase da grounded theory é o aprendizado a partir dos dados (interativa e indutiva), e não a partir de uma visão teórica existente (dedutiva). Tais indicadores, além de refletirem o estágio de sustentabilidade em que se encontraria uma determinada empresa, subsidiariam o mapeamento socioambiental dos diferentes segmentos econômicos do universo empresarial brasileiro. O modelo proposto, não-prescritivo, sugere que na gestão de custos socioambientais, sejam adotados enfoques distintos de sustentabilidade para diferentes tipos de organizações que, em razão de seu ramo de negócios, sofrem efeitos diferenciados.

Palavras-chave: arquitetura de dados de custos socioambientais; sistema de monitoramento socioambiental; indicador de desenvolvimento socioambiental; balanço de sustentabilidade; base de dados de sustentabilidade.

2069-PS

A PROCESS FOR SOFTWARE SOURCE CODE AUTOMATED GENERATION: APPLYING MODEL-DRIVEN ARCHITECTURE, PATTERN-ORIENTED ARCHITECTURE AND ASPECT-ORIENTED DESIGN

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The MDA (Model-Driven Archicture) defines a set of practices and standards for software development through the transformation of models. The use of MDA can result in improvements in the requirement for portability, productivity, ease of maintenance, among other quality characteristics. However, the MDA process does not have practices that address the designing of the software architecture, as the use of design patterns and architectural styles, for example. The absence of these characteristics has been a fertile field for research, which are in the field of MDA-centric architecture or ACMDA (Architecture-Centric MDA). This paper presents a process to make software development through automated code generation, based on the MDA approach. This process is considered that the project's technical architecture will be developed by applying the concepts of ODA (Aspect-Oriented Design) and POA (Pattern-Oriented Architecture). The process was evaluated in a software factory with satisfactory results on the productivity and quality of the software product.

Keywords: Model-Driven Architecture; Model-Driven Architecture; Pattern-Oriented Architecture; Software Architecture; Source Code Generation.

UM PROCESSO PARA GERAÇÃO AUTOMATIZADA DE SOFTWARE: APLICANDO MODEL-DRIVEN ARCHITECTURE, PATTERN-ORIENTED ARCHITECTURE E ASPECT-ORIENTED DESIGN

O MDA (Model-Driven Architecture) define um conjunto de práticas e padrões para desenvolvimento de software por meio da transformação de modelos. O uso do MDA pode resultar em melhorias no requisito de portabilidade, produtividade, facilidade de manutenção, dentre outras características de qualidade. Contudo, na visão do MDA há uma lacuna importante, já que não apresenta suporte adequado para elaboração do projeto técnico da arquitetura (architecture design) e nem é considerada a concepção da arquitetura do software. A ausência dessas características tem sido um campo fértil para pesquisas, que estão no campo do MDA Centrado em Arquitetura ou ACMDA (Architecture-Centric MDA). Neste trabalho é apresentado um processo para fazer o desenvolvimento de software por meio da geração automatizada de programas fonte de software, com base na abordagem MDA. Nesse processo é considerado que o projeto técnico da arquitetura será elaborado aplicando-se os conceitos do AOD (Aspect-Oriented Design) e do POA (Pattern-Oriented Architecture). O processo foi avaliado numa fábrica de software apresentando resultados satisfatórios quanto à produtividade e à qualidade do produto de software.

Palavras-chave: Model-Driven Architecture; Model-Driven Architecture; Pattern-Oriented Architecture; Arquitetura de Software; Gerador de Programas Fonte.

2100-PS

ORGANIZATIONAL KEY FACTORS THAT OBSTACLE THE USE OF INFORMATION TECHNOLOGY FOR KNOWLEDGE MANAGEMENT IN SMALL AND MEDIUM SIZED TRADE ENTERPRISES AT REGIÃO METROPOLITANA DO RECIFE

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Information technology (IT) has brought significant contributions to enterprises in order to develop a new competitive dynamics that allow to accompany changes in information society. The use of IT has become essential to the efficient availability and use of information and knowledge for strategic, tactical or operational decisions made by business managers. Thereby, the intangible resource management requires a new comprehension and struggle to relate organizational key factors. That is something small and medium sized enterprises ought to pay attention to. The present research has the main purpose to check what are the key organizational factors that represent obstacles to the use of IT for knowledge management in small and medium sized trade enterprises at Região Metropolitana do Recife.

Keywords: Information technology; Knowledge management; small and medium sized enterprises.

2116-PS

A SURVEY ABOUT THE APPLICATION OF REQUIREMENTS ENGINEERING IN FREE SOFTWARE PROJECT COMMUNITIES

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This paper presents a survey of how the free software communities analyze, validate and manage the requirements of the projects they support. Thus, this survey was conducted through observation of some free software project communities by comparing their requirements engineering practices with those existing in the traditional model, defined in the Requirements Engineering.

Keywords: Requirements, requirements engineering, free software, Software Engineering.

2159-PS

MODEL TO INTEGRATION AND ANALYSIS OF REMOTE EXPERIMENTS EXECUTED IN BEE WEBLABS

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The use of computer technology as tools to aid biologists, facilitated the implementation of experiments in remote environments, but, the little knowledge of researchers in this environment of technology changes has become an obstacle to its use. This paper discusses the integration of data collected by different technologies of sensors in hives, monitored by biologists and recorded remotely by a weblab tool called Bioabelha, available on the Internet for controlled access by researchers in order to obtain efficient means of data collection and support the scientific analysis using a specific analysis tool called Kepler. A case study is demonstrated in which it presents the result obtained with this integration.

Keywords: bioinformatics, kepler, metadata, sensors, weblab.

MODELO PARA INTEGRAÇÃO E ANÁLISE DE EXPERIMENTOS REMOTOS EXECUTADOS EM WEBLABS DE ABELHAS

O uso das tecnologias computacionais como ferramentas de auxilio aos biólogos, tem facilitado a execução de experimentos em ambientes remotos, por outro lado, o pouco conhecimento destes pesquisadores neste ambiente de mudanças tecnológicas tem se tornado um obstáculo ao seu uso. Este trabalho discute a integração de dados, coletados por diferentes tecnologias de sensores instalados em colméias, monitoradas por biólogos e cadastradas remotamente por uma ferramenta de weblab chamada Bioabelha, disponibilizada na Internet para acesso controlado por pesquisadores, a fim de se obter meios eficientes de coleta de dados e suporte a análises científicas utilizando uma ferramenta desenvolvida para esta atividade, neste caso a ferramenta Kepler. Um estudo de caso é demonstrado no qual se apresentam os resultados obtidos com esta integração.

Palavras-chave: bioinformática, kepler, metadata, sensores, weblab.

2168-PS

A STUDY ON THE KNOWLEDGE AND USE OF TECHNIQUES OF ELICITATION OF REQUIREMENTS IN SOFTWARE COMPANIES

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This work presents an empirical study on knowledge and use of techniques of elicitation of requirements under the perspective of developers of software. It is carried through a bibliographical revision on the techniques of elicitation of requirements, definition of an evaluation model, definition and conduction of an empirical study for the evaluation of knowledge and use of the techniques of elicitation of requirements and, finally, the analysis of the data gotten through the empirical study, and presentation of the conclusions of the study. One expects that this work contributes for the companies of development of software in the use of the results of the study for planning and training of its team, for the accomplishment of new empirical studies on techniques of elicitation of requirements, for the engineering of requirements and engineering of software in general.

Keywords: Software Engineering, Requirements Engineering, Requirements Elicitation Techniques, Empirical Study.

UM ESTUDO EXPLORATÓRIO SOBRE O CONHECIMENTO E UTILIZAÇÃO DE TÉCNICAS DE ELICITAÇÃO DE REQUISITOS EM EMPRESAS DE SOFTWARE

Este trabalho apresenta um estudo empírico sobre conhecimento e utilização de técnicas de elicitação de requisitos sob a perspectiva de desenvolvedores de software. É realizada uma revisão bibliográfica sobre as técnicas de elicitação de requisitos, definição de um modelo de avaliação, definição e condução de um estudo empírico para a avaliação de conhecimento e utilização das técnicas de elicitação de requisitos e, por fim, a análise dos dados obtidos através do estudo empírico, e apresentação das conclusões do estudo. Espera-se que este trabalho contribua para as empresas de desenvolvimento de software na utilização dos resultados do estudo para planejamento e treinamento de sua equipe, para a realização de novos estudos empíricos sobre técnicas de elicitação de requisitos, para a engenharia de requisitos e engenharia de software em geral.

Palavras-chave: Engenharia de Software, Engenharia de Requisitos, Técnicas de elicitação de requisitos, Estudo Empírico.

2170-PS

INTEGRATED TECHINIQUE FOR REGRESSION TEST CASE SPECIFICATION AND SELECTION

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Regression testing is a strategy used to detect errors caused by changes in the software. This activity requires the selection of a limited set of test cases, in order to cover only the changes in the system and the most important functionalities, ensuring that there will be no side effects in the system. This work intents to present a technique for regression test cases generation, which uses elements from the systematic test case creation based on statecharts, and data flow coverage from the functional profiles definition. This technique will be used in a case study, in order to verify the effectiveness of using a limited set of test cases.

Keywords: Regression test, Test case selection, Black-box test techniques.

2186-PS

A VISUAL PROGRAMMING APPROACH FOR DEVELOPMENT OF EVENT-BASED SYSTEMS

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Event-based systems are found in many applications domains such as enterprise systems, internet applications, ubiquitous computing and user interfaces. In general, an event-based system consists of a collection of a large number of distributed functional components that interact with each other by means of events where some components publish (producers) and other consume events (consumers). These core components are strongly event driven and state dependent and so usually called reactive components. A visual programming approach and environment for the development of reactive components centered on their behavior specification is presented on this paper. This approach is based on Statecharts, a visual and formal language used for the specification of complex behavior that is emerging as a standard. The main goal of the present work is to offer an easy and transparent mapping of the system behavior and functional layers as a way to support the orchestration of the components of a distributed event-based system. In order to prove this concept, an implementation of an integrated development environment (IDE) is presented in this paper that captures the requirements of our research.

Keywords: Visual programming, Behavioral modeling, Reactive components, Event-driven architecture, Distributed computing.

2196-PS

A COMBINATORIAL OPTIMIZATION PROBLEM IN SQL

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In this paper, we analyze and solve a problem of combinatorial optimization using SQL. Traditionally this kind of problems are treated with efficient techniques in research operations area, such as linear programming, taboo search, neural networks, and genetic algorithms. We do not pretend to compete in performance with these techniques, our goal is to show how this kind of problems can be solved using a language like SQL, a language belonging to the database area. In this way, we can establish a link between these two areas. Moreover, we take advantage of SQL features rarely used like Common Table Expression clause. This clause can be used to simplify some SQL queries.

Keywords: Databases, SQL, research operations, combinatorial optimization.

UN PROBLEMA DE OPTIMIZACIÓN COMBINATORIA EN SQL

En este artículo se analiza y soluciona un problema de optimización combinatoria mediante SQL. Tradicionalmente este tipo de problemas se resuelven a través de técnicas propias del área de investigación de operaciones, como programación lineal, búsqueda tabú, redes neuronales y algoritmos genéticos, donde el principal objetivo es resolverlos eficientemente. En este artículo, no se pretende competir en rendimiento con estas técnicas, la intención es mostrar cómo este tipo de problemas pueden ser abordados mediante un lenguaje como SQL, un lenguaje propio del área de bases de datos, lo que permite establecer un punto de encuentro entre estas dos áreas. En el artículo se aprovecha la cláusula Common Table Expression, una cláusula poco usada de SQL, útil para simplificar la formulación de algunas consultas.

Palavras-chave: Bases de datos, SQL, investigación de operaciones, optimización combinatoria.

2065-RF

BIODIVERSITY INFORMATICS: GLOBAL INITIATIVES FOR DATA INTEGRATION

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Currently there are several databases on biodiversity in different regions or countries, held in museums, herbaria, among other places, but each one has its own collection and storage data structure, which often does not allow the integration between them. This fact makes it difficult to access, to make available and to exchange information among distributed repositories around the world. Given this context, global and regional efforts have been made in order to integrate, organize and provide biodiversity data, such as the Global Biodiversity Information Facility (GBIF), Inter-American Biodiversity Information Network (IABIN) and speciesLink. These initiatives have proposed the use of protocols, standards for data exchange and open architectures through collaborative efforts for data integration. Therefore, the aim here is to identify the efforts and tools applied to the integration and interoperability of biodiversity data.

Keywords: Biodiversity Informatics, data integration, standards for data exchange, protocols.

INFORMÁTICA PARA A BIODIVERSIDADE: INICIATIVAS GLOBAIS PARA A INTEGRAÇÃO DE DADOS

Atualmente existem bases de dados sobre biodiversidade em diversas regiões ou países, mantidas em museus, herbários, entre outros locais, porém cada um possui sua própria coleção e estrutura de armazenamento destes dados, que muitas vezes não permitem a integração entre os mesmos. Este fato dificulta o acesso, a disponibilidade e a troca de informações entre os repositórios distribuídos no mundo. Diante desse contexto, esforços globais e regionais têm sido realizados com o objetivo de integrar, organizar e disponibilizar os dados de biodiversidade, tais como: Global Biodiversity Information Facility (GBIF), Inter-American Biodiversity Information Network (IABIN) e speciesLink. Tais iniciativas têm como proposta a utilização de protocolos, padrões para troca de dados e arquiteturas abertas como aporte à integração de dados. Assim sendo, o objetivo deste artigo é identificar os esforços e as ferramentas aplicadas à integração e interoperabilidade de dados de biodiversidade.

Palavras-chave: Informática para a Biodiversidade, integração de dados, padrões para troca de dados, protocolos.

2141-RF

APPLYING THE RESPONSIBILITY-DRIVEN METHOD IN THE DEVELOPMENT OF A SUBFRAMEWORK TO SYNTACTIC AND SEMANTIC ANALYSIS OF FORMULAS

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This work provides an analytical study about framework development approaches pointing out its main features. As a result of this applies a responsibility-driven approach in developing of the subframework to formula syntactic and semantic analysis. This study's main goal is to show a practical application of the responsibility-based approach to the creation of a subframework. Also relates the differences in the subframework proposed with others similar applications in the literature.

Keywords: Syntactic analysis, Semantic analysis, Subframework, Domain framework, Responsibility.

APLICANDO A ABORDAGEM DIRIGIDA POR RESPONSABILIDADES NO DESENVOLVIMENTO DE UM SUBFRAMEWORK DE ANÁLISE SINTÁTICA E SEMÂNTICA DE FÓRMULAS

Este trabalho fornece um estudo analítico entre as abordagens para desenvolvimento de frameworks, para as quais se buscou ressaltar suas principais características, em especial o desenvolvimento de subframework. Como resultado, aplicou-se a abordagem apontada como a mais apropriada para essa tarefa, a saber, a abordagem dirigida por responsabilidades, para o desenvolvimento do subframework de análise sintática e semântica de fórmulas. O objetivo principal deste trabalho é mostrar o uso da abordagem dirigida por responsabilidades na criação de subframework, relatando sua diferença com relação aos outros aplicativos da literatura.

Palavras-chave: Análise sintática, Análise semântica, Subframework, Framework de domínio, Responsabilidade.

2162-RF

MODELS OF ASSESSMENT AND DEPLOYMENT OF SOFTWARE PROCESS IN MICRO AND SMALL ENTERPRISES: A COMPARATIVE ANALYSIS

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The market is composed mainly of micro and small enterprises (MSEs) - represent 94% of the total - dedicated to the development, production and distribution of software and services. There are several models of process improvement software available, but the majority does not meet the MSEs who have difficulties in implementing the models of improvement. This work was performed a comparative analysis of models of process improvement to meet the needs of MSEs producing software in Brazil. The comparative analysis was based on the definition of criteria relevant to the reality of MSEs in Brazil, focused on keeping the main difficulties in the process of software production. Were observed characteristics of the models wanted to pay attention to the needs of MSEs and which models are most noticeable in each of the criteria. It was observed that there are models for MSEs that when they adopt improvement processes chosen according to the characteristics of the micro and small enterprise to facilitate its implementation and bring satisfactory results.

Keywords: Micro and Small Enterprises; Process Models; Evaluation models; Software; Development.

ICT

INFORMATION AND COMMUNICATION TECHNOLOGY

TECNOLOGIA DA INFORMAÇÃO E DA COMUNICAÇÃO

ICT – INFORMATION AND COMMUNICATION TECHNOLOGY
TECNOLOGIA DA INFORMAÇÃO E DA COMUNICAÇÃO

THE USE OF DISSEMINATION ENVIRONMENTS IN COMPETITIVE INTELLIGENCE
USO DE AMBIENTES DE DISSEMINAÇÃO PARA INTELIGÊNCIA COMPETITIVA SETORIAL
Douglas Luís Três
Rodrigo Garcia Rother
Giancarlo Proença
Marcus Rocha

THE EVOLUTION OF INFORMATION TECHNOLOGY AND COMMUNICATION AND THE USE OF PAPER
Gustavo Hermínio Salati Marcondes de Moraes
Fernando de Souza Meirelles
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WHAT DO USERS THINK ABOUT THE "SCIENTIFIC JOURNALS PORTAL FROM BRAZIL"?
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TWITTER, SENTIMENT ANALYSIS AND PRODUCT DEVELOPMENT: HOW MUCH USERS ARE EXPRESSING THEIR OPINIONS?
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FRAMEWORK FOR PRODUCT INNOVATION BASED ON KNOWLEDGE EXTRACTED FROM THE WEB
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WEBOMETRICS ANALYSIS OF ACADEMIC SITES: A CASE STUDY OF FEDERAL INSTITUTIONS OF HIGHER EDUCATION IN SOUTH BRAZIL
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INSTITUTIONAL THEORY: A BIBLIOMETRIC STUDY IN ANNALS OF CONGRESS AND SCIENTIFIC JOURNALS
João Estevão Barbosa Neto
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2001-PS

THE USE OF DISSEMINATION ENVIRONMENTS IN COMPETITIVE INTELLIGENCE

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The use of dissemination environments in competitive intelligence (CI) is a big step forward in a friendlier way to distribute information to specific publics. In this paper, we approach the innovations used in Sistema de Inteligência Setorial (SIS), a project designed to offer CI to small enterprises. The CI concepts and theory are explained, as well as the idea of Arranjos Produtivos Locais (APLs), wich are similar to the American concept of sector clusters. We also bring some light to the development model used in the SIS dissemination environment and the way users browse it. Techniques were used to make the browsing more friendly, making it possible that the environment and the project itself gained success, providing CI to entrepreneurs individually and in groups with great quality, accordingly to the results show in this paper.

Keywords: Small enterprises, competitive intelligence.

USO DE AMBIENTES DE DISSEMINAÇÃO PARA INTELIGÊNCIA COMPETITIVA SETORIAL

O uso de ambientes de disseminação em inteligência competitiva (IC) é um passo a frente na distribuição amigável de informações para públicos específicos. Neste artigo, abordamos as inovações adotadas no Sistema de Inteligência Setorial (SIS), um projeto voltado para oferecer IC a micro e pequenas empresas. O conceito de IC é explicitado, bem como a idéia de Arranjos Produtivos Locais (APLs). Também clarificamos o modelo de desenvolvimento utilizado no ambiente de disseminação do SIS e sua forma de navegação. O uso de técnicas para tornar a navegação mais amigável fizeram com que o ambiente e o projeto em si fosse melhor sucedido, atendendo empresários de forma individual e coletiva com qualidade, conforme os resultados apresentados aqui.

Palavras-chave: pequenas empresas, inteligencia competitiva.

2067-PS

THE EVOLUTION OF INFORMATION TECHNOLOGY AND COMMUNICATION AND THE USE OF PAPER

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The influence of information technology in the consumption of paper and cardboard in the Brazilian market and in the world is recognized. On one hand, TI allegedly tends to reduce consumption of paper with the advent, for example, of the e-paper, the increasing use of electronic mail, the use of electronic files and more. On the other hand, greater access to information has increased the volume of impressions and increased consumption of equipment - which necessarily use packaging based on paper and cardboard - and may have caused a change in habits, resulting in a higher consumption of paper. Without the intention to detail the changes in habits and whys of shifts in average consumer, this article drew mathematical studies between increased use of IT and the consumption of paper and cardboard in the Brazilian market. The results indicates that the use of IT did not bring benefit to the reduction of paper consumption in the market, even considering only paper roles impacted by the use of IT.

Keywords: information technology, paper consumption, brazilian market, innovation, indicators.

2071-PS

WHAT DO USERS THINK ABOUT THE "SCIENTIFIC JOURNALS PORTAL FROM BRAZIL"?

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This investigation aimed to analyze the usability of Scientific Journals Portal owned by Coordination of Personnel's of Superior Level Improvement, based in Nielsen's usability attributes. It is characterized while a User's Study in the extent of Information Science, in dialogue with Usability Studies. Characterized as a descriptive research, uses the direct method, under qualitative methodological approach with quantitative contribution. The studied sample is composed by permanent faculty of Post Graduate Program in Health Sciences of Federal University of Paraíba. The data collection took place through bibliographical and documental research, questionnaire, and interview. The analysis for categories ruled in parameters built in agreement with Likert´s scale. Regarding to the quality of use, the usability attributes analyzed are qualified in levels above the average, considered good, except for the tax of mistakes that interferes in the regular level.

Keywords: Usability. Information Science. Users' Studies. Scientific Journals Portal CAPES.

O QUE PENSAM OS USUÁRIOS DO "PORTAL BRASILEIRO DE INFORMAÇÃO CIENTÍFICA"?

Apresenta a análise da usabilidade do Portal de Periódicos da Coordenação de Aperfeiçoamento de Pessoal de Nível Superior com base nos atributos de usabilidade de Nielsen. Caracteriza-se enquanto um Estudo de Usuários no âmbito da Ciência da Informação em diálogo interdisciplinar com os Estudos de Usabilidade. Como descritiva, a pesquisa se utiliza do método direto sob abordagem metodológica qualitativa com aporte quantitativo. Foram sujeitos da pesquisa os usuários que mais utilizam o Portal no estado da Paraíba: os docentes permanentes vinculados aos Programas de Pós-Graduação em Ciências da Saúde da Universidade Federal da Paraíba. Utilizamos para coleta de dados: pesquisa bibliográfica e documental, questionário e entrevista. Para análise de dados, utilizamos a análise descritiva por categorias. Evidenciamos, sobre a qualidade do uso do Portal, que todos os atributos de usabilidade estão qualificados em níveis acima da média, com exceção da identificação da taxa regular de erros.

Palavras-chave: Usabilidade. Ciência da Informação. Estudos de Usuários. Portal de Periódicos da CAPES.

2095-PS

TWITTER, SENTIMENT ANALYSIS AND PRODUCT DEVELOPMENT: HOW MUCH USERS ARE EXPRESSING THEIR OPINIONS?

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This paper aims to perform an investigation using mathematical procedures about how the micro-blogging service and social network known as Twitter can work as a way to make direct contact with products' clients. Using a machine learning method called SVM (Support Vector Machine), it intends to estimate how much Twitter users are expressing their opinions and sentiments about a certain product on it and perceive if Twitter really serves to do such research on people's receptivity about one specific product. In this work, the new operating system launched by Microsoft® called Windows 7® was chosen as a study case. A message gathering from Twitter containing the word "windows" in several languages was done and after that, a filter was build to obtain only messages in English containing, specifically, the word "windows 7". The SVM was trained by a set of messages randomly selected from the document collection and they were manually classified as being neutral or containing opinions. Test with a set built in the same manner was also performed, resulting in an accuracy of 80% in the messages automatically classified. Finally, remaining messages were submitted to the classifier already trained and separated in two distinct classes (those containing opinions or sentiments about Windows 7® and those containing neutral messages about the operating system). It was concluded that most part of what is posted on Twitter doesn't express the user's opinion, being necessary a considerable amount of messages to perform a poll only with those containing sentiments related to the product in case.

Keywords: sentiment analysis, opinion mining, twitter, innovation, machine learning.

2117-PS

FRAMEWORK FOR PRODUCT INNOVATION BASED ON KNOWLEDGE EXTRACTED FROM THE WEB

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The new global dynamics of business forced companies to seek new sources of knowledge to support their innovation processess. Contact with customers is important to identify preferences, interests and trends that will assist in defining new products, which are now having shorter life cycle. Innovation based on consumer opinion can be facilitated if it is possible to extract knowledge from the web using web mining tools. The paper reviews aspects of innovation and web mining to propose a framework for generating product innovation from knowledge extracted from the web. The research is characterized as technological and exploratory. The inductive method was used, relating elements of literature to support the steps of the framework. The work resulted in the proposal of a framework that uses stage-gate system to target the extraction and construction of knowledge from the web.

Keywords: product innovation; web based innovation; innovation based on consumer opinion; web mining.

FRAMEWORK PARA A GERAÇÃO DE INOVAÇÃO DE PRODUTOS A PARTIR DE CONHECIMENTO EXTRAÍDO DA WEB

A dinâmica mundial de negócios faz com que as empresas busquem novas fontes de conhecimento para apoiar seus processos de inovação. O contato com clientes é importante para identificar preferências, interesses e tendências que auxiliarão na definição de novos produtos. A inovação baseada na opinião do consumidor pode ser facilitada se for possível extrair conhecimento a partir da web com o auxílio de web mining. O artigo revisou aspectos de inovação e web mining para estabelecer a proposta de framework de geração de inovação de produto a partir de conhecimento extraído da web. A pesquisa é caracterizada como tecnológica e exploratória, sendo usado o método indutivo, buscando cruzar elementos de pesquisa bibliográfica para subsidiar as etapas do framework. O trabalho teve como resultado a proposta de framework que utiliza o sistema stage-gate para direcionar a extração e construção do conhecimento a partir da web.

Palavras-chave: inovação de produto; inovação baseada na web; inovação baseada na opinião do consumidor; mineração de dados.

2118-PS

WEBOMETRICS ANALYSIS OF ACADEMIC SITES: A CASE STUDY OF FEDERAL INSTITUTIONS OF HIGHER EDUCATION IN SOUTH BRAZIL

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This study aims a webometrics analyze of federal institutions of higher education the South region of Brazil, to discover out what those stand out for their web presence, identifying those that offer greater amount of academic and scientific informationand those that stand by their internal connections and sternum in the virtual world to do so, we used the yahoo search engine, the program mapper and Xenu Link Sleuth, Ucinet6, beyond following indicators webometrics: size of the site, visibility, web impact factor, luminosity and density network, the results indicate that the Federal University of Rio Grande do Sul, the Federal University of Santa Catarina and Federal University of Paraná, are the institutions that stand out on the web, concludes that through this study that the universities which tend to highlight the web are the same as that already are recognized for their academic excellence in the real world.

Keywords: Studies metric of information. Webometrics. Federal Institutions of Higher Education. South Region. Brazil.

ANÁLISE WEBOMÉTRICA DE SITES ACADÊMICOS: UM ESTUDO DE CASO DAS INSTITUIÇÕES FEDERAIS DE ENSINO SUPERIOR DA REGIÃO SUL DO BRASIL

O presente trabalho visa realizar uma análise webométrica das instituições federais de ensino superior da região Sul do Brasil, a fim de descobrir quais são as que se destacam pela sua presença na web, identificando aquelas que disponibilizam maior quantidade de informações acadêmicas e científicas e aquelas que se destacam pelas suas conexões internas e externas no mundo virtual. Para tanto, foram utilizados o motor de busca Yahoo, o programa mapeador Xenu Link Sleuth e o Ucinet6, além dos seguintes indicadores webométricos: tamanho do site, visibilidade, fator de impacto web, luminosidade e densidade da rede. Os resultados indicam que a Universidade Federal do Rio Grande do Sul, a Universidade Federal de Santa Catarina e a Universidade Federal do Paraná são as instituições que mais se destacam na web. Conclui-se, através deste estudo, que as universidades que costumam se destacar na web são as mesmas que já são reconhecidas pela sua excelência acadêmica no mundo real.

Palavras-chave: Estudos métricos da informação. Webometria. Instituições federais de ensino superior. Região Sul. Brasil.

2132-PS

EVALUATION OF COMPANIES: BIBLIOMETRIC APPROACH OF ARTICLES PUBLISHED IN QUALIS CAPES PERIODS, BETWEEN 1999 TO 2009

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The study aims to highlight what has been published on the evaluation of companies in Qualis CAPES periods, between 1999 to 2009. It was selected 19 journals in the area of administration, accountancy and tourism, from 2007, according to the classification of CAPES. It was analyzed 20 articles that had the word "evaluation of companies" in their titles, abstract and/or keywords. It was found that the publication in journals on the subject of valuation is limited in Brazil. Since there are only 10 journals that approach this issue, and most of them presents only a single publication. It was also noted that only nine universities have paper works in this line, with half of them in the FEA/USP. It was conclude that there is need for further research on the subject of evaluation of companies to ascertain the methods of evaluation adopted by an increasing number of companies, which is still limited in researches in this area.

Keywords: Evaluation of Companies, Bibliometrics, Evaluation methods.

2161-PS

INTERNET VALUE CREATION IN THE PRE-SALT OIL INDUSTRY

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This study aims to exploit how the Internet can be useful to integrate agents in the Pre-Salt industry. The topic is quite relevant to Brazilian economy as the specialists expect an increase of 40 to 80 billions barrels on national reserves. There are a lot of technical challenges to explore the reserves 340 km away from the cost and 7.000 meters under the sea, the agents electronic integration is a pre-requisite for the companies in order to share technical project informations and to create capacity to support the demand for specialized services and products.

Researches about clusters in São Paulo state (AMATO, 2009) will be used to understand the Pre-Salt dynamic productive chain placed on Baixada Santista. The organizational and maturity level will be set through comparison with the other clusters.

The contribution of the current information networks to integrate the chain will be mapped. At least, a new model of value creation on the Internet will be proposed based on four principles (AMIT & ZOTT, 2001): efficiency, novelty, lock-in and complementarity.

Keywords: pre-salt, value chain, cluster, internet, value creation.

2110-RF

INSTITUTIONAL THEORY: A BIBLIOMETRIC STUDY IN ANNALS OF CONGRESS AND SCIENTIFIC JOURNALS

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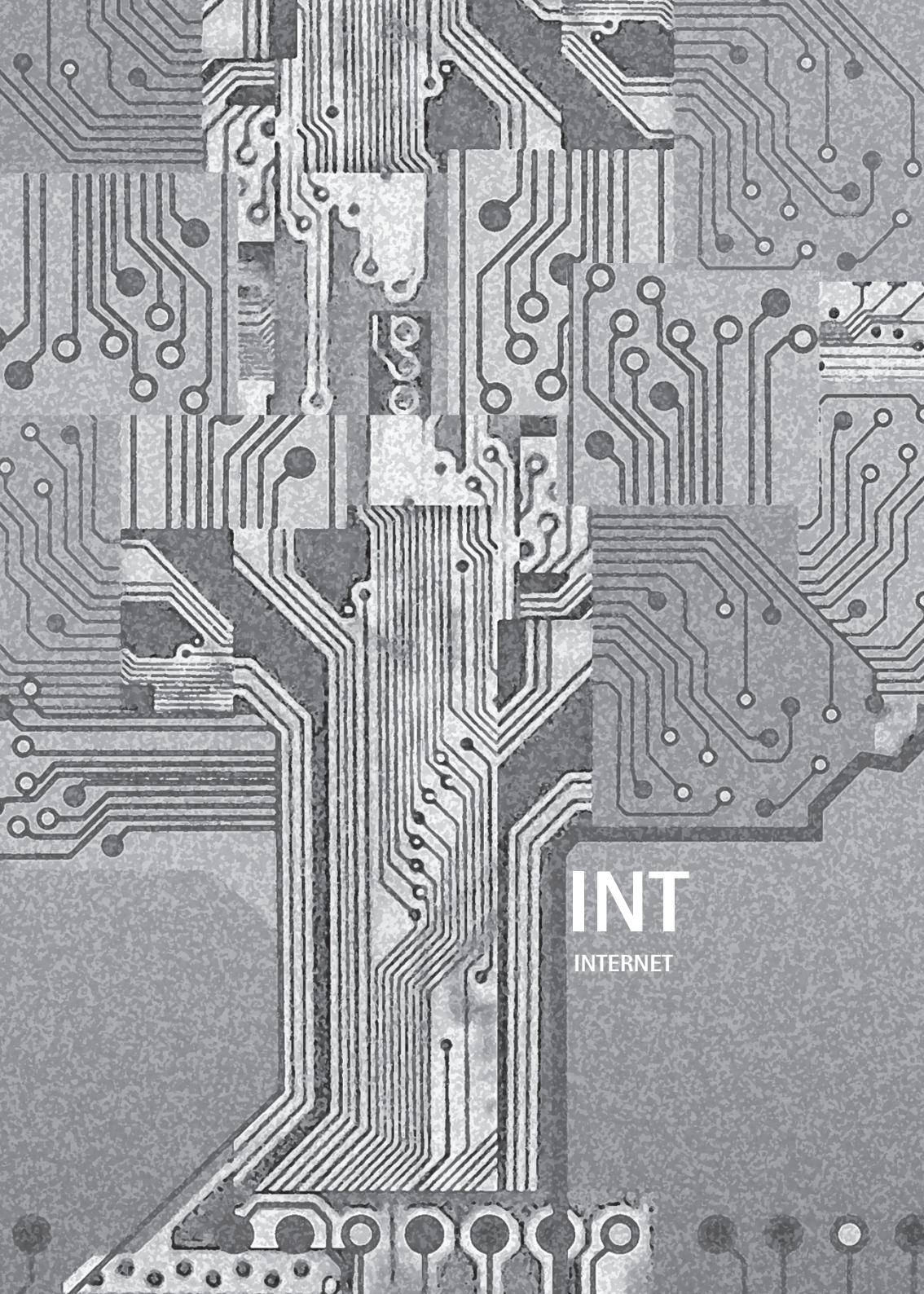
The Institutional Theory is a sociological approach that recently has attracted the attention of researchers in the field of Accounting Science in Brazil. Accordingly, this paper aims to identify the scientific production in the field of accounting that contains the institutional approach in its theoretical platform. The research was based on publications of three major national congress in the area and five accounting scientific journals that could contain publications on the subject in Brazil. The study was classified as descriptive and uses Bibliometric analysis. The findings shows that in three years from 2006 to 2008 were published only 19 articles dealing with the matter: 11 published in scientific journals and 8 presented in the annals of congress. Although studies on the subject are incipient in Brazil, with the publications over only a small number of researchers, the workload has increased over the period analyzed. It was also verified that work focuses in a few school institutions located in the south and southeastern Brazil, using theoretical researches as the main methodological strategy, the bibliographic references are predominantly foreign, and the focus seeks to review the institutionalization of management accounting practices in organizations.

Keywords: Institutional Theory, Research in Accounting, Bibliometrics.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Claudio Luiz Marte
Christian Keiti Maki
Douglas Leite de Siqueira

2003-PS

CHANNELS FOR TOURIST SERVICES REQUEST: OFFLINE AND ONLINE CONTEXTS

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This study investigated the perceived quality in attributes of attendance of tourism agencies located in São Paulo city and the willingness of migration of their customers to the Internet in their behavior of requesting a tourist service. Based on the models SERVQUAL by Parasuraman et al (1988), SERVPERF by Cronin and Taylor (1992 and 1944), TAM2 by Venkatesh and Davis (2000), two researches were carried out, one of qualitative nature and the other one of quantitative nature, along with tourist service users. For the analysis of the results, the cluster analysis technique was applied. The study revealed that there is not an inverse relation between the quality of services of tourism agencies (offline channel) and intention level of requesting tourism services through Internet (online channel). Thus, the tourism companies may consider the Internet as a partner in the process of conquest and retention of clients.

Keywords: service quality, Internet, cluster analysis, TAM2 model, tourism agencies.

CANAIS PARA SOLICITAÇÃO DE SERVIÇOS TURÍSTICOS: CONTEXTOS OFFLINE E ONLINE

Este estudo investigou a qualidade percebida em atributos do atendimento das agências de turismo circunscritas à cidade de São Paulo e a disposição de migração de seus clientes para a Internet no seu comportamento de solicitação de um serviço turístico. À luz dos modelos SERVQUAL de Parasuraman et al (1988), SERVPERF de Cronin e Taylor (1992 e 1944) e TAM2 de Venkatesh e Davis (2000), foram realizadas duas pesquisas, uma qualitativa e outra quantitativa, junto a usuários de serviços turísticos. Para a análise dos resultados foi aplicada a técnica análise de conglomerados. O estudo apontou que não se pode estabelecer uma relação inversa entre qualidade dos serviços das agências de turismo (canal offline) e grau de intenção de contratação de serviços turísticos pela Internet (canal online). Assim, as empresas de turismo podem encarar a Internet como um parceiro na conquista e retenção de clientes.

Palavras-chave: qualidade em serviços, Internet, análise de conglomerados, modelo TAM2, agências de turismo.

2004-PS

INFLUENT ASPECTS ON PRODUCTS PURCHASE THROUGH INTERNET

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The aim of this study was to identify influent factors in adoption of online channel for buying of books, CDs and DVDs. Keeping this aim in mind, main adopted references were UTAUT (Unified Theory of Acceptance and Use of Technology) model by Venkatesh et al. (2003) and models developed by Heijden, Verhagen and Creemers (2003) and Bramall, Schoefer and McKechnie (2004). A descriptive research was carried out with the approaching of offline buyers of these products and the collected data were submitted to uni, bi and multivariate statistical techniques. Among the main results, it was suggested that factors such as attitude toward using technology, trust and performance expectancy are more important for offline buyers to decide to go online.

Keywords: E-commerce, Use of technology, UTAUT model, Offline channel, Online channel.

ASPECTOS INFLUENTES NA COMPRA DE PRODUTOS PELA INTERNET

O objetivo deste estudo foi identificar os fatores influentes na adoção do canal online na compra de livros, CDs e DVDs. Com tal intuito, as principais referências foram os modelos UTAUT (Unified Theory of Acceptance and Use of Technology), de Venkatesh et al. (2003), de Heijden, Verhagen e Creemers (2003) e Bramall, Schoefer e McKechnie (2004). Realizou-se uma pesquisa descritiva com consumidores offline destes produtos e os dados coletados foram analisados com o uso de técnicas estatísticas uni, bi e multivariadas. Entre os principais resultados, para os consumidores exclusivos do canal offline, os aspectos mais relevantes para uma possível migração são a atitude em relação ao uso da tecnologia, a confiança, e a expectativa de performance.

Palavras-chave: Comércio eletrônico, Uso de tecnologia, Modelo UTAUT, Canal offline, Canal online.

2020-PS

THE CORPORATIVE GOVERNANCE PRACTICE BY INFORMATION TECHNOLOGY TOOLS AVAILABLE TO THE INVESTORS OF THE BANK LISTED AT BOVESPA STOCK EXCHANGE

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The relationship between companies and investors is important for the reinforcement of the corporative governance practiced by the companies. This descriptive-qualitative study analyzed the performance of the information technology tools applied to the virtual investor care, practiced by listed banks at BOVESPA Stock Exchange (banks listed in differentiated levels of corporative governance as well as banks listed in the traditional market). The main results indicate that the most frequently tools are: site, email, electronic form for submission, FAQ, map of the site and video-conference. It could also be observed that the banks listed in differentiated levels of corporative governance had better performance comparing to the banks listed in the traditional market. From ten analyzed banks listed in the traditional market, nine took the last places in the rank among the 25 analyzed banks in the field research.

Keywords: Corporative governance. Information Technology. IT tools. Banks. Bovespa stock exchange.

A PRÁTICA DA GOVERNANÇA CORPORATIVA POR MEIO DAS FERRAMENTAS DE TECNOLOGIA DA INFORMAÇÃO DISPONIBILIZADAS AOS INVESTIDORES DOS BANCOS MÚLTIPLOS LISTADOS NA BOVESPA

O relacionamento das empresas com os investidores é importante para o fortalecimento da governança corporativa praticada pelas empresas. Este estudo descritivo de natureza qualitativa analisou o desempenho das ferramentas de tecnologia da informação destinadas ao atendimento virtual ao investidor, por parte dos bancos múltiplos listados na Bovespa, quer seja em níveis diferenciados de governança corporativa, quer seja no mercado tradicional. Os principais resultados indicam a maior ocorrência das seguintes ferramentas: site, e-mail, formulário eletrônico para submissão, FAQ, mapa do site e vídeo-conferência. Pôde-se observar também que os bancos múltiplos listados em níveis diferenciados de governança corporativa têm melhor desempenho em relação aos bancos múltiplos listados no mercado tradicional. Dos dez bancos múltiplos do mercado tradicional verificados, nove ocuparam as últimas colocações na pesquisa de campo efetuada entre os 25 bancos múltiplos analisados.

Palavras-chave: Governança corporativa. Tecnologia da informação. Ferramentas de TI. Bancos. Bovespa.

CHOICE FACTORS OF NEWS PORTALS ON THE WEB: SURVEY WITH UNDERGRADUATE AND GRADUATE STUDENTS

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Internet popularization has contributed to an increasing access to news portals on Web, bringing implications to newspapers, journalism, advertising industry and e-commerce. The paper's purpose is to identify factors that influence the choice of news portals among readers. One of the research premises is that readers of news portals are, at the same time, information system users and information service consumers. This conjugation was reflected on the theoretical background that aims to intertwine information system, e-commerce, journalism and marketing concepts. The research model was based upon the junction of two classic models: TAM (Technology Acceptance Model) and ACSI (American Customer Satisfaction Index). A survey was conducted with approximately 300 undergraduate and graduate students from private universities. Data analysis has given evidences that the news portals readers' behavior is more similar to service consumers rather than information system users.

Keywords: Web journalism, e-commerce, consumer behavior, TAM, web portals.

FATORES DE ESCOLHA DE PORTAIS DE NOTÍCIAS NA WEB: SURVEY COM ESTUDANTES DE GRADUAÇÃO E PÓS-GRADUAÇÃO

A popularização da Internet tem contribuído para o crescimento do acesso aos portais de notícias na Web, trazendo desdobramentos para o jornalismo impresso, para a publicidade e para o comércio eletrônico. O objetivo geral do trabalho é identificar os fatores mais relevantes na escolha de portais de notícias na Web. Uma premissa do trabalho foi que o leitor de um portal de notícias é, ao mesmo tempo, um usuário de um sistema de informação e um consumidor de serviços de informação. O modelo de pesquisa foi proposto a partir da junção de dois modelos clássicos: TAM – Technology Acceptance Model) e ACSI (American Customer Satisfaction Index). A metodologia de pesquisa compreendeu um survey realizado com cerca de 300 estudantes de Graduação e Pós-graduação de universidades particulares. A análise dos resultados trouxe evidências de que o comportamento dos leitores de portais de notícias está mais próximo do perfil de consumidores de serviços do que de usuários de sistemas de informação.

Palavras-chave: jornalismo digital, comércio eletrônico, comportamento do consumidor, TAM (modelo de aceitação de tecnologia), portais Web.

2054-PS

INFORMATION MANAGEMENT THROUGH THE ELECTRONIC DOCUMENT MANAGEMENT: A SUPPORT DOCUMENT MANAGEMENT

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With the increasing production of documents and information society, appropriate handling of information by deploying a new technology can be used as a means to assist managers and other professionals in order to be able to increase efficiency in decision decisions with more reliability. E-government is the use of information technology and communication to foster greater efficiency in public administration. With the use of electronic document management (EDM) public agencies can gain speed in the processing, storage and retrieval of information that will help to ensure efficient decision making. This article examines the EDM as support for the document management file of the State Department of Health (SDH) of Santa Catarina/Brazil. The research seeks to verify the advantages and benefits offered by their deployment of document management File Functional SDH and to examine the role of information professionals, or librarian in the process of implementation of the EDM. This through desk research and questionnaire to determine professionals' perceptions regarding the use of the EDM. The research was captivated returns expressive because the feeling of staff at the use of the EDM.

Keywords: Electronic Government. Electronic Document Management. Public Administration. Document Management.

2089-PS

INTERNET USED AS STRATEGY-AS-PRACTICE TOOL FOR DECISION-MAKING PROCESS BY MIDDLE MANAGER

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The role of middle manager is essential in the strategic decision-making, requiring speed, accuracy and updated information to take better decisions. We consider that middle manager is acting as an agent of integration between the upper and lower levels, even being able to affect and change the direction of the company, considering their insertion into the organization from a practical perspective. This study aims to analyze the use of the Internet as a tool to assist the middle manager in decision-making process. To check it out we adopted a qualitative methodology through a simple case study in a textile industry in the south of Brazil. The main techniques of data collection used were semi-structured interviews, analysis of documents and direct observation. We found that the system accessed by Internet helps and promote speed to middle manager to improve the decision-making process.

Keywords: Internet; strategy-as-practice, middle manager, decision-making.

O USO DA INTERNET COMO PRÁTICA ESTRATÉGICA NA TOMADA DE DECISÃO PELO MIDDLE MANAGER

O papel do middle manager é essencial no processo estratégico de tomada de decisão, exigindo do mesmo: rapidez, precisão e informações atualizadas para que possa tomar decisões. Consideramos que o middle manager está atuando como agente de integração entre os níveis superior e inferior, sendo capaz de afetar o rumo da empresa, considerando suas inserções na organização desde uma perspectiva prática. Este estudo tem como objetivo analisar o uso da internet como ferramenta que auxilia o middle manager no processo de tomada de decisão. Adotamos uma metodologia qualitativa, através de um estudo de caso único e etnográfico realizado em uma indústria têxtil de grande porte localizada no sul do país. As principais técnicas de coleta de dados usadas foram a entrevista semi estruturada; análise de documentos e a observação direta. Em antecipação de alguns resultados, verificamos que o sistema acessado via internet adotado pela empresa auxilia e agiliza o middle manager no processo decisório.

Palavras-chave: Internet; estratégia-como-prática, middle manager, tomada de decisão.

2096-PS

METADATA IN IPTV SYSTEM: AN ANALYSIS ON AUTHOR-GENERATED METADATA BASED ON THE MPEG-7 MULTIMEDIA DESCRIPTION STANDARD

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With the fast development of digital content generation and the increase of access of the latter by the public on web based repositories, the metadata of resources became of extreme importance. This paper reports the discussions on author-generated metadata and presents an analysis of author-generated metadata on a given IPTV system. By observing tables of data and results of queries on the system's database it was possible to observe that the metadata quality undergoes direct influence of the metadata creator profile, and the web form usability used for the generation of metadata. From the evaluation of the overall metadata quality at the analyzed system we propose an alternative methodology for the improvement of metadata quality.

Keywords: Author - generated metadata, IPTV, MPEG-7, audiovisual, integration of systems.

2109-PS

ANALYSIS OF THE WEBSITES QUALITY OF POST-GRADUATE STRICTO SENSU PROGRAMS IN ACCOUNTING

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This article aims to evaluate the quality of a set of parameters and basic functionality of the Web sites post-graduate Stricto Sensu programs in Accounting in Brazil. For this, a new assessment model was prepared, based on Carvalho Neto and Takaoka´s (2008) work that divided the selected variables into two groups: the first one composed of the web site design features, and the second one by characteristics related to information quality. Sites of 17 post-graduate Stricto Sensu programs in Accounting were evaluated. From the results, it was found that the studied web sites have, in general, a reasonable quality, both with regard to the aspect of page design and content of the information. It is noteworthy that certain features, especially those related to security, accuracy and update should be improved.

Keywords: information system, websites, internet, post-graduate Stricto Sensu programs in Accounting.

ANÁLISE DA QUALIDADE DOS WEB SITES DOS PROGRAMAS DE PÓS-GRADUAÇÃO STRICTO SENSU EM CONTABILIDADE

O presente artigo tem como objetivo avaliar a qualidade de um conjunto de parâmetros e de funcionalidades básicas dos web sites dos cursos de pós-graduação Stricto Sensu em Contabilidade do Brasil. Para tanto, foi elaborado um modelo de avaliação baseado no trabalho de Carvalho Neto e Takaoka (2008), onde as variáveis selecionadas foram divididas em dois grupos: o primeiro composto por características referentes ao design do web site, e o segundo por características relacionadas à qualidade da informação. Foram avaliados os sítios eletrônicos de 17 programas de pós-graduação Stricto Sensu em Contabilidade. A partir dos resultados verificou-se que os web sites pesquisados possuem, de modo geral, uma qualidade razoável, tanto no que tange ao aspecto de design da página quanto ao conteúdo das informações. Destaca-se que determinadas características, principalmente as relacionadas à segurança, acurácia e atualização deveriam ser aprimoradas.

Palavras-chave: sistema de informação, web sites, internet, pós-graduação Stricto Sensu em Contablidade.

2113-PS

NEURAL NETWORKS SELF-ORGANIZING MAPS AND LEARNING VECTOR QUANTIZATION IN E-MAILS SPAM IDENTIFICATION

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This paper proposes the implementation of an anti-spam system through which the email messages will be filtered. Messages will be processed too allow for transforming of complex information into simpler parts allowing a better performance regarding their classification. Methods for feature extraction were used to select the more relevant ones of each set of messages, and those were used to compose an input vector to the classifying agent. The experiments were carried out for these vectors with 25 and 50 features and also for ones obtained after using a multiple linear regression technique (Stepwise Regression) to reduce the number of the vector characteristics. Artificial neural networks SOM and LVQ were used as classifying agents. Different configuration networks were investigated. Hence, the attained results can be regarded quite promising. In some of the experiments, 99% of correct classification was achieved.

Keywords: E-mail, Spam, Artificial Neural Network, SOM, LVQ.

REDES NEURAIS SOM E LVQ NA IDENTIFICAÇÃO SPAM

Este trabalho propõe a implementação de um sistema anti-spam no qual mensagens passam por um processo de uniformização, responsável por transformar informações complexas, presentes em cada mensagem, em informações mais simples, permitindo um melhor desempenho do processo de classificação. Métodos de extração de características foram empregados para selecionar os atributos mais relevantes de cada conjunto de mensagens, sendo estas utilizadas para compor um vetor de entrada para o agente classificador. Os experimentos foram executados com vetores de 25 e 50 elementos de entrada e também para os obtidos após o uso da técnica Stepwise Regression. Como agente classificador foram empregadas as redes neurais artificiais SOM e LVQ. Diferentes configurações de redes foram experimentadas. Os resultados se mostraram bastante promissores. Em alguns experimentos obteve-se mais de 99% de classificações corretas.

Palavras-chave: E-mail, Spam, Redes Neurais Artificiais, SOM, LVQ.

2149-PS

AN ANALYSIS FROM PROCESS OF DEVELOPMENT STRATEGIC MAP OF A NONPROFIT HOSPITAL

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Strategy has an important role in organizations by identifying major factors to be emphasized to the organizational success. The strategic map can be regarded as a visualization of organizational strategy, drawn from its planning. Even nonprofit organizations had assumed a competitive posture, with aims such as establishing a sustainable position and maximizing the use of resources in support of its humanitarian objectives. In particular, the medical organizations are challenged to provide essential services to the community. This paper describes challenges faced by a philanthropic hospital in the preparation of its strategic map, based on the principles of the Balanced Scorecard. This research can be categorized as qualitative, descriptive and applied knowledge. From literature review and participant observation in a case study, the results point to factors that can influence the progress of the planning process, also interfering in the results. The overall picture describes a harmonious representation of the established strategic objectives. Many desirable factors were noticed during the process, such as: full support and involvement of organization leaders; innovative and pragmatic solutions; the consistency of the prospects for strategic map with the reality of the organization and the maturity of institutional values between those involved in the planning team. Drawbacks noticed include: lack of resources, characteristic of organizations that comprise the third sector; lack of communication techniques to be applied, related to the difficulty of disseminating the strategic meanings between actors from different backgrounds and positions, and the lack of specialized tools. These strengths and weaknesses are described and comparisons are performed with other works in the literature related to the strategic map process development in nonprofit organizations.

Keywords: Strategic Management, Strategic Map, Third Sector, Hospital Management.

2154-PS

E-COMMERCE AND THE IDENTIFIED BARRIERS IN THE MARKETING OF BOOKS

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This work deals with the identification of the barriers that prevent the purchase of books through e-commerce. The survey that supported it used a non-probabilistic sample by accessibility, made of 94 people chosen after an approach to clients that were leaving bookstores. For data treating it was used descriptive statistics and Chi-Square independence analysis. The results showed that, at first it is perceived a great concentration of answers implying that there are barriers which prevent an increase on the sales of books in e-commerce, mainly issues related to safety, cultural factors and the customer´s need of feeling and touching the product. Many of the interviewed say they like to try the product or, in this case, to browse the book before buying it, preventing it from being purchased on-line. Several also considered themselves influenced by cultural factors as social class, family and friends.

Keywords: E-commerce; Consumer behavior; Barriers.

2156-PS

K-SEO: A TOOL FOR ANALYSIS OF KEYWORD OPTIMIZATION FOR SEARCH ENGINES

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This paper presents the development of a tool to assist the process of web pages optimization for search engines, called K-SEO (Keyword SEO). The tool was implemented to experimentally determine the percentage of keywords that a web page must have in order to assure best ranking on search results. Besides, it is proposed to establish weights that indicate the relevance of each component to a specific search engine. In the development of K-SEO, it was chosen to initially build an engine for processing and extracting data of each analyzed HTML page code, and after that, develop the analysis and density comparison components and perform weights determination. In this work, it was presented basic concepts of optimization pages by keyword manipulation, related tools, design of the proposed tool, architecture, use cases and logic view. Finally, it was presented a case study demonstrating the obtained results using the K-SEO in a real scenario.

Keywords: Density, keyword, search engine, SEO, optimization.

K-SEO: UMA FERRAMENTA PARA ANÁLISE DE PALAVRAS-CHAVE EM OTIMIZAÇÃO PARA MOTORES DE BUSCA

Este trabalho apresenta o desenvolvimento de uma ferramenta auxiliadora ao processo de otimização de páginas Web para motores de busca, denominada K-SEO (Keyword SEO), que foi elaborada com o objetivo de se determinar, experimentalmente, qual percentual de palavras-chave uma página Web deve possuir para garantir melhores posições nos resultados das buscas. Além disso, é proposto estabelecer pesos que indiquem a relevância de cada componente para um buscador específico. Na implementação da ferramenta optou-se por construir primeiramente um motor para tratamento e extração de dados do código HTML da página analisada e depois os componentes de análise e comparação de densidade e determinação de pesos. Neste trabalho são apresentados os conceitos básicos da otimização de páginas por manipulação de palavras-chave, ferramentas relacionadas, a concepção da ferramenta proposta, arquitetura, casos de uso e sua visão lógica. Por fim é apresentado um estudo de casos demonstrando os resultados obtidos com a utilização do K-SEO em uma situação real.

Palavras-chave: Densidade, palavra-chave, motor de busca, SEO, otimização.

2174-PS

WEB CONTENT ADAPTATION TO MOBILE ACCESS DEVICES USING WURFL TO IDENTIFY THE CONTENT DELIVERY CONTEXT

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Web sites on the Internet can be accessed through a growing range of device categories, resulting in a variety of technologies for applications development and languages. This profusion of languages and technologies results in an additional difficulty for web sites developers to provide information and services to other devices beyond personal computers, despite the effort expended by entities such as the W3C (World Wide Web Consortium) to specify a common language for development to all devices.

This effort has been insufficient to meet the need for a common language in order to develop websites to all device categories currently in use. That's the reason why developers who wants to create web sites for mobile devices need to establish strategies for treatment, in their applications, of requests coming from other devices than personal computers.

The objective of this paper is to investigate the challenges of providing content to different access device categories and methods to identify the content delivery context, allowing developers to adapt content to be delivered to all those devices, applying these techniques on a website project dedicated to mobile devices.

Keywords: Mobile Computing; Websites; Content Delivery Context; WURFL (Wireless Universal Resource File).

2180-PS

LANGUAGES IN THE CYBERCULTURE

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The paper is about cyberculture in the Internet. It is analyzed as a natural evolution of the culture transported to the cyberspace and emphasizes the language as the central core to the digital development of the digital communication. It concludes with information about the use of the English language in the Internet. It presents the use of the different languages on the Internet and presents relevant parts of the plan of action established in the World Summit on the Information Society, phases Geneve (2003) and Tunis (2005).

Keywords: Cyberculture; information society; Internet; language, culture.

O FENÔMENO DA ACULTURAÇÃO NO CONTEXTO DA CIBERCULTURA

Este artigo aborda a cibercultura como sendo uma evolução natural da cultura, passa pela noção da cultura no ciberespaço e enfatiza a questão do idioma como ponto-chave para o desenvolvimento da comunicação, no caso a digital. inaliza com reflexões sobre a influência do idioma inglês no contexto da chamada - cibercultura. Apresenta de maneira específica, a situação do uso de idiomas na Internet e, ao mesmo tempo, mostra as ações propostas nos documentos da UNESCO e outros redigidos durante a realização da Cúpula Mundial sobre a Sociedade da Informação em 2003 e 2005, para preservação do legado cultural da humanidade.

Palavras-chave: cibercultura; sociedade da informação, internet, idiomas, aculturação.

2009-RF

THE USE OF ELECTRONIC AUCTION IN THE COMPANY OF POST OFFICES AND TELEGRAPHS

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This article had as subject the electronic proclamation and its use in the acts of contract of the Brazilian Company of Post offices and Telegraphs. Of general form it approaches the concept, purpose, types, modalities and, of detailed form more, the sprouting, concept, characteristics, phases and rules of the electronic proclamation. The article described the internal politics, initial procedures, script, stated periods and the electronic system used by the searched company, as well as, the analysis made in the used sample. E, finally, is concluded demonstrating to the advantages and disadvantages detected in the use of the electronic proclamation.

Keywords: Public Administration, licitation, Electronic Auction, Comprasnet, Internet.

O USO DO PREGÃO ELETRÔNICO NA EMPRESA DE CORREIOS E TELÉGRAFOS

Este artigo teve como tema o pregão eletrônico e sua utilização nas contratações da Empresa Brasileira de Correios e Telégrafos. De forma geral aborda o conceito, finalidade, tipos, modalidades e, de forma mais detalhada, o surgimento, conceito, características, fases e regras do pregão eletrônico. O artigo descreveu a política interna, procedimentos iniciais, roteiro, prazos e o sistema eletrônico utilizado pela empresa pesquisada, bem como, a análise feita na amostra utilizada. E, por fim, conclui-se demonstrando as vantagens e desvantagens detectadas na utilização do pregão eletrônico.

Palavras-chave: Administração Pública, Licitação, Pregão Eletrônico, Comprasnet, Internet.

2075-RF

REAL TIME DATA INTEGRATION ENABLING TECHNOLOGIES FOR THE ADOPTION OF BUSINESS PERFORMANCE MANAGEMENT

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During the last years the approach and purpose of the Data Warehouse and Business Intelligence tools has deeply changed. Today, the most critical analytic capability to be acquired is to empower front-line workers and managers with timely information so they can work proactively to improve performance. Business Performance Management is emerging as a generic framework that allow organizations to obtain superior results by enforcing achievement of the goals defined by their strategy through metrics-driven management. In order to acquire such capability every organization considering the adoption of Business Performance Management needs to adapt its existing Business Intelligence architecture to be able to deal with large volumes of detailed data, low latency update cycles and real-time data integration complexities. The aim of this paper is to provide an overall view of Business Performance Management from a process and technological perspective and also to present the most important data integration technologies that are enabling some organizations to succeed in its implementation.

Keywords: Real Time Data Integration, Data Warehouse, Business Intelligence, Business Performance Management.

2102-RF

THE EFFICIENCY OF E-CRM IN PERCEPTION OF A MANAGER OF WEBSITES AND USERS OF THE INTERNET

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This study aimed to understand the mechanisms used by companies and their reflexes with the Internet users in terms of establishing relationships with the purpose to answer the question: how online consumer behavior differs according to the adoption of relationship tools management by the companies? For this study, was made an interview with a site manager and a questionnaire was applied to Internet users with a variety of age and profile of this users. The main data indicate that both the interview and the questionnaires are in agreement to the theories presented, once that there is more interest by businesses to maintain their active clients, analyzing their features and opinions to help them as best as possible. The respondents value to be treated with individuality and the possibility to express their opinion. The characteristics of Internet users are determined once they spend more time browsing, the internet as a major source of information and as a way to pass the time. Thus, the study can help companies to understand their clients and how the relationship marketing tools are perceived by them to be implemented efficiently. For users of Internet, they can analyze how these tools can help your navigation, reliability and how their behavior can help in business decisions.

Keywords: Internet, on-line costumer characteristics, relationship marketing, permission marketing, E-CRM.

2123-RF

INFORMATION SECURITY IN CLOUD COMPUTING

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Throughout the years, computers became more and more used within companies, which brought both profit growths and increasing operational costs to those companies. One of the first measures to reduce those costs was the so-called model "timesharing", where a single mainframe was shared among different applications so that its idle time was reduced. Years after, the marketplace saw the coming of the "downsizing" model, where mainframes were replaced by personal computers connected through networks. Today's brand-new "Cloud Computing" is a computing model where every IT resource, from hardware to applications, may be delivered through the internet, on-demand, with agility, with more affordable costs than those of traditional outsourcing models, and where customers are billed on a pay-by-use basis. But, beside the security measures adopted on an ordinary datacenter (in-house or outsourced), IT administrators must also be aware about additional issues inherent to a shared environment. This article aims to raise some of the most critical issues for the security of information when data processing moves from a traditional datacenter towards "cloud computing".

Keywords: Security, Information,Cloud Computing, Public, Private, Hybrid.

SEGURANÇA DA INFORMAÇÃO EM CLOUD COMPUTING

Ao longo dos anos, os computadores ganharam um espaço cada vez maior nas empresas, o que trouxe um aumento nos ganhos, mas também nos custos operacionais dos sistemas. Um dos primeiros movimentos para mitigar esses custos foi o modelo chamado "timesharing", onde um mesmo computador era compartilhado entre diferentes aplicações para reduzir a ociosidade do equipamento. Tempos depois o mercado assistiu ao advento do "downsizing", onde os grandes mainframes deram lugar a computadores pessoais interligados em rede. Hoje em dia, a Computação em Nuvem, do inglês Cloud Computing, é um novo modelo onde os recursos de TI, do hardware à aplicação, são disponibilizados através da internet, sob demanda, com agilidade, e a preços muito inferiores aos dos modelos tradicionais, e onde o pagamento é feito com base no volume de utilização dos serviços. Todavia, além das medidas de segurança tomadas em um datacenter convencional (interno ou terceirizado), há que se prestar atenção a detalhes adicionais, inerentes ao ambiente compartilhado. O presente artigo tem como objetivo levantar alguns dos pontos mais críticos para a segurança das informações, quando estas passam a ser processadas não mais em um datacenter determinado, mas sim dentro de uma nuvem.

Palavras-chave: Segurança, Informação, Computação em Nuvem, Pública, Privada, Híbrida.

2178-RF

IMS HANDLING A 4G NGN DEPLOYMENT

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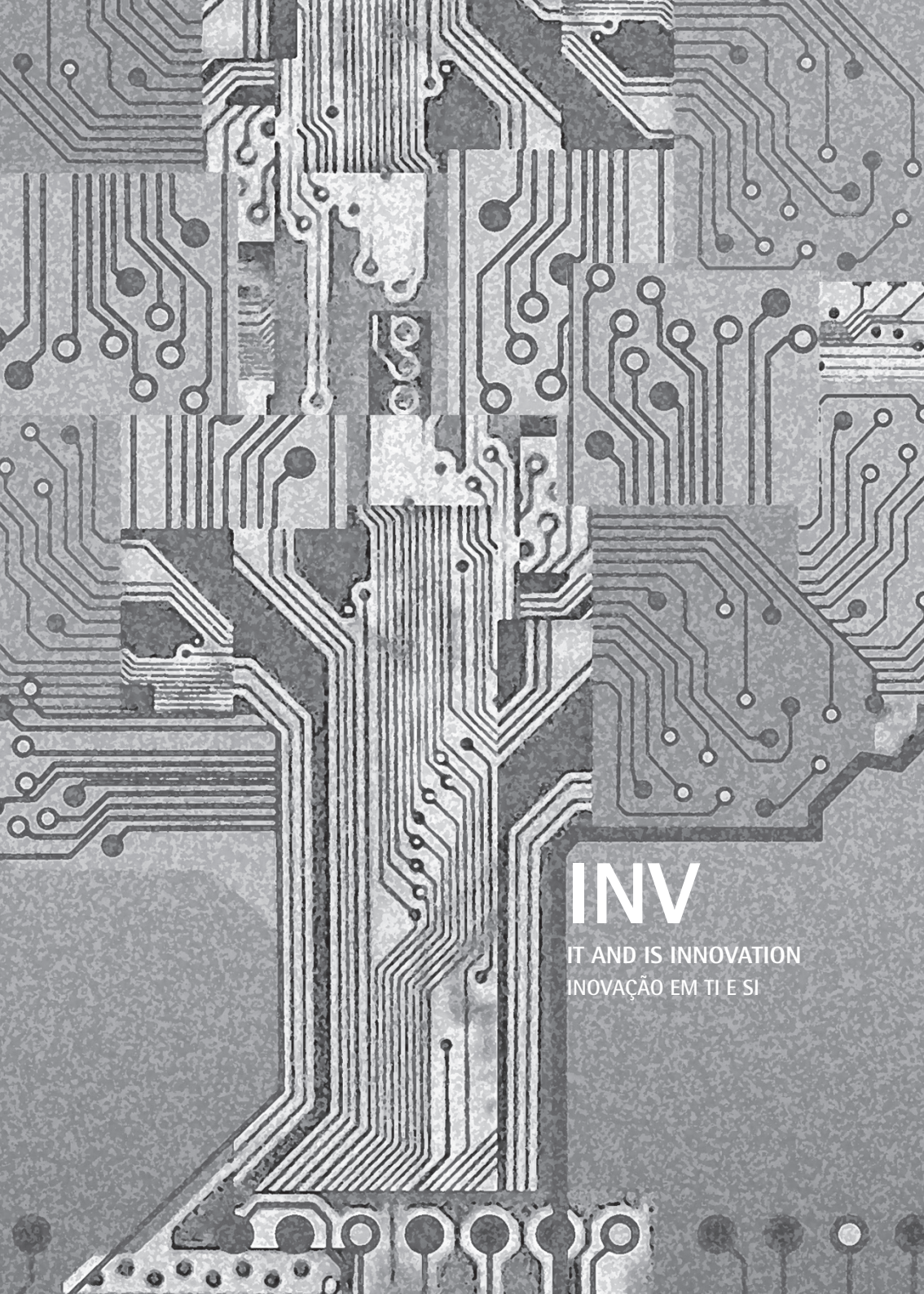
The development of the mobile phone technology, from the introduction of the first cellular systems in the mid-eighties, has caused a rupture in the service model in the telecommunications industry. To fill the gaps created by the technological breakthrough in the service availability architecture, which arose in the transition from first generation (analog) to the second (digital), the 3GPP has developed a model that resulted in an architecture called IMS. The IMS architecture was initially developed in order to meet the needs of 3GPP in the context of cellular systems. Based on the initial scope, this architecture has grown considerably, and today, together with mobile phones, it encompasses control function services in the fixed telephony networks and broadband networks, wired or not. The architecture of IMS is the basis of the services control architecture for third-generation networks and their evolution, such as 4G networks, where the focus is no longer the increase in capacity or bandwidth, but interoperability between the various systems.

Keywords: IMS, 4G, NGN, convergence, mobile systems.



INV

IT AND IS INNOVATION
INOVAÇÃO EM TI E SI

INV – IT AND IS INNOVATION
INOVAÇÃO EM TI E SI

ANALYSIS OF THE EVALUATION OF POTENTIAL AND PROFILE OF BRAZILIAN PROFESSIONALS WITH THE USE OF DATA MINING
ANÁLISE DA AVALIAÇÃO DE POTENCIAL E PERFIL (APP) DE PROFISSIONAIS BRASILEIROS COM USO DE DATA MINING
Leandro Libério da Silva
Heitor Garcia de Carvalho

INNOVATION IN THE VIDEO GAME INDUSTRY: THE CASE NINTENDO WII
A INOVAÇÃO NA INDÚSTRIA DE VÍDEO GAMES: O CASO NINTENDO WII
Daniel E. de Carvalho
James T. C. Wright

ETOM AND ITIL COMPLEMENTARITY THROUGH A CASE STUDY
COMPLEMENTARIEDADE ETOM E ITIL ATRAVÉS DE UM ESTUDO DE CASO
Márcio Aurélio Ribeiro Moreira
Guilherme Santana de Oliveira
Kennedy José de Paula Silva
Rogério Mendes
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INNOVATION AND KNOWLEDGE MANAGEMENT. REFLECTIONS ABOUT KNOWLEDGE AND EDUCATION
Mônica Cairrão Rodrigues
Mônica Mancini
Alessandro Marco Rosini

2083-PS

ANALYSIS OF THE EVALUATION OF POTENTIAL AND PROFILE OF BRAZILIAN PROFESSIONALS WITH THE USE OF DATA MINING

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The Evaluation of Potential and Profile, self-assessment to map professional and behavioral factors, was used by twenty thousand brazilians between the years 2000 and 2009. This study has generated a database with 6801 reports that were explored with the tool open-source Waikato Environment for Knowledge Analysis (WEKA) using clustering algorithms for knowledge discovery in databases (KDD). The results supported in data indicated five factors of greatest interest to discrimination between groups, which was confronted with the theoretical premises of the APP.

Keywords: evaluation, clustering, data mining, KDD, profile.

ANÁLISE DA AVALIAÇÃO DE POTENCIAL E PERFIL (APP) DE PROFISSIONAIS BRASILEIROS COM USO DE DATA MINING

A Avaliação de Potencial e Perfil (APP), auto-avaliação para mapear fatores profissionais e comportamentais, foi utilizada por vinte mil brasileiros entre os anos 2000 e 2009. Foi gerado um banco de dados com 6.801 relatórios que foram explorados com a ferramenta open source Waikato Environment for Knowledge Analysis (WEKA) utilizando-se algoritmos de clusterização para descoberta de conhecimento em bases de dados (KDD). Os resultados apoiados nos dados indicaram cinco fatores de maior interesse para discriminação entre os agrupamentos, o que foi confrontado com as premissas teóricas da APP.

Palavras-chave: avaliação, clusterização, data mining, KDD, perfil.

2115-PS

INNOVATION IN THE VIDEO GAME INDUSTRY: THE CASE NINTENDO WII

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Innovation takes strength as a possible solution for the organizations thrive in a turbulent market. The video game market, strongly linked to new technologies, is highly competitive. Nintendo led the global video game market with NES and SuperNintendo in 90´s. However, their later releases were not enough to maintain the leadership of the past in the face of new competitors such as the Playstation (Sony) and the Xbox (Microsoft). Its market leadership was only resumed after the launch of the Wii console, with its innovative way of play, which resulted in big sales and the emergence of a never-before-buying public interested in this type of product. The aim of this paper is to study in the standpoint of innovation, which have contributed to the success of the Nintendo Wii console and helped Nintendo to return to the rank of number 1 in the world of videogames.

Keywords: Innovation. Strategy. Technology. Nintendo. Videogame.

A INOVAÇÃO NA INDÚSTRIA DE VÍDEO GAMES: O CASO NINTENDO WII

A inovação toma força como uma das soluções possíveis para que as organizações prosperem em um mercado turbulento e acirrado. O mercado de videogames, fortemente ligado às novidades tecnológicas, é altamente competitivo e movimenta bilhões de dólares a cada ano. A Nintendo liderou o mercado mundial de videogames, com os consoles NES e SuperNintendo. No entanto, seus lançamentos posteriores não foram suficientes para manter a liderança do passado frente a novos concorrentes como o Playstation (Sony) e o Xbox (Microsoft). A sua liderança de mercado só foi retomada após o lançamento do console Wii, com sua inovadora formar de jogar, que ocasionou recordes em vendas e o surgimento de um público consumidor nunca antes interessado neste tipo de produto. O objetivo deste artigo é estudar, sob o ponto de vista da inovação, quais elementos contribuíram para o sucesso do console Nintendo Wii e que devolveram a Nintendo ao posto de número 1 no mundo dos videogames.

Palavras-chave: Inovação. Estratégia. Tecnologia. Nintendo. Videogame.

2124-PS

ETOM AND ITIL COMPLEMENTARITY THROUGH A CASE STUDY

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In this paper we present a brief description of process frameworks main concepts, eTOM, ITIL, COBIT and Six Sigma. Following, we present a proposal and partial implementation of a hybrid framework using the eTOM as a business process architecture and ITIL as activities director of Assurance, especially in Incidents and Problems Managements. The paper finalizes analyzing the partial results already obtained and investigates the main consequences of the fusion proposed and implemented.

Keywords: eTOM, ITIL, COBIT, Six Sigma, frameworks fusion.

COMPLEMENTARIEDADE ETOM E ITIL ATRAVÉS DE UM ESTUDO DE CASO

Este artigo apresenta uma breve descrição dos principais conceitos de frameworks de processos, eTOM, ITIL, COBIT e Seis Sigma. Depois apresenta uma proposta e implementação parcial de um framework hibrido utilizando o eTOM como arquitetura de processos de negócio e o ITIL como direcionador das atividades de Garantia de Qualidade especialmente na Gestão de Incidentes e Problemas. O artigo termina analisando os resultados parciais já obtidos e investiga as principais conseqüências da fusão proposta e implementada.

Palavras-chave: eTOM, ITIL, COBIT, Seis Sigma, fusão de frameworks.

2176-PS

INNOVATION AND KNOWLEDGE MANAGEMENT. REFLECTIONS ABOUT KNOWLEDGE AND EDUCATION

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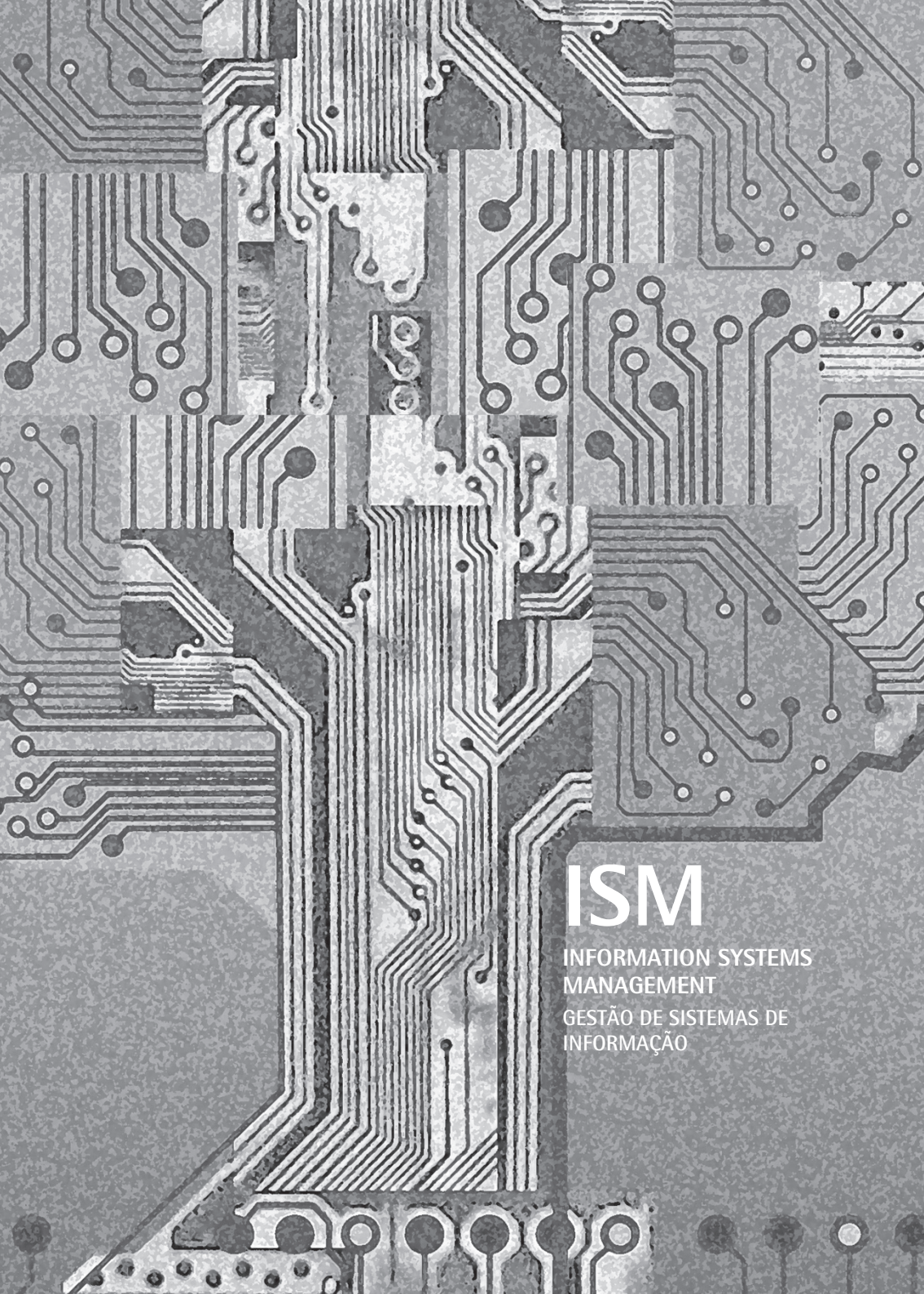
This brief test seeks to contribute to the reflection to the knowledge management as a joiner actions that promote the generation, storage, dissemination and knowledge sharing at educational institutions. The knowledge and knowledge management in education permeates both problematic about the generation of knowledge in teaching-learning situation on school management strategies based on knowledge. This study was carried through by means of explorer research, by means of qualitative boarding, counting on the support of secondary research in deriving organizations of the education area - Education institutions, located in the city of São Paulo. Otherwise, this report is helping by bibliographical research related with the subjects of management of knowledge and technological innovation. Thus, it appears that the extent of knowledge management under the transformation of the school management by using management tools based on knowledge, promoting the establishment of communities of practice to learn to learn together and share knowledge, which allows the creation of new relationships between school, students and teachers. The contribution of Jacques Delors model allows to experience the opportunity of learning to learn, learning to do, learning to live together and learn, becoming the pillars of Education for the Future.

Keywords: Knowledge management; Education; Innovation systems. Educational management; Communities of practice.



ISM

INFORMATION SYSTEMS MANAGEMENT

GESTÃO DE SISTEMAS DE INFORMAÇÃO

ISM – INFORMATION SYSTEMS MANAGEMENT
GESTÃO DE SISTEMAS DE INFORMAÇÃO

DO SOFTWARE FIRMS TAKE RISKS? AN APPROACH FROM ENTREPRENEURIAL ORIENTATION POINT OF VIEW
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CLOUD COMPUTING – THE MOMENT OF THIS NEW TECHNOLOGY IN THE OPINION OF MANAGERS OF MANAGEMENT INFORMATION SYSTEMS IN LOGISTICS AND OPERATIONS
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CASH BALANCE OPTIMIZATION: A GENETIC ALGORITHM APPLICATION
Marcelo Botelho da Costa Moraes; Marcelo Seido Nagano

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A TECHNICAL AND FUNCTIONAL STUDY ABOUT THE PROTOCOL MPLS-TP (MULTIPROTOCOL LABEL SWITCHING – TRANSPORT PROFILE)
Tiago Carrijo Setti; Flamaryon G. G. Borges; Márcio Aurélio R. Moreira; Rogério Mendes Ferreira

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Rodrigo Edson Fernandes; Antonio Carlos dos Santos

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Alexandre Del Rey; Ronaldo Zwicker

A DATA QUALITY EVALUATION FOR A VIDEO DISTRIBUTION MANAGEMENT PLATFORM
Hélcio M. Pimentel; Regina M. Silveira; Samuel Kopp; Graça Bressan; Colab.: Judith Pavon

1980-PS

DO SOFTWARE FIRMS TAKE RISKS? AN APPROACH FROM ENTREPRENEURIAL ORIENTATION POINT OF VIEW

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This paper deals with risk taking in the context of Entrepreneurial Orientation (EO). Risk taking is considered the tendency of firms that act with audacity, showing certain criteria for decision making in organizational level. Results of an exploratory and qualitative study are here presented, aiming to understand how risk taking is carried out in software firms which are considered entrepreneurial, considering a context in which the goal was to consolidate a group of elements of this EO dimension. The study is based on EO and risk taking concepts. In-depth interviews were carried out with executives from 13 software firms considered entrepreneurial in Rio Grande do Sul. The result analysis was qualitative, presenting how risk taking and its elements appear in the studied firms. As conclusion, we have the consolidation of a group of elements of risk taking, originated from conceptual base and that are able to guide actions towards this dimension of EO in firms, contributing to the development of EO risk taking concepts. At the same time, we present effective practices of risk taking in software firms, which can be useful as knowledge and experience for other firms in this sector.

Keywords: Risk taking, software firms, entrepreneurial orientation, entrepreneurial firms, entrepreneurship.

1982-PS

INDUSTRIAL SOFTWARE ENGINEERING RE-ROOLING FOR A DEVELOPING ECONOMY: THE REVERSE ENGINEERING OPTION

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A Legacy Application is any program coded for typically industry strength projects, which become increasingly difficult to understand as they grow in size and complexity. Evolving over several years, these systems embody substantial corporate knowledge, including requirements, design decisions, and business rules. Such knowledge is difficult to recover after many years of operation, evolution, and personnel change. Organizations in developing economies when faced with the problems of converting their legacy applications to meet up with current trends had chosen the option of discarding them leading to loss of huge revenue. Reverse engineering is the process of analyzing a subject system to identify the system's components and their interrelationships and create representations of the system in another form at a higher level of abstraction. It provides the means for an organization to replace their information systems with completely new ones, as well as maintain and gain control over their legacy applications by supporting in recapturing lost information, restructuring complex systems or transforming old systems to a new and more maintainable architecture.

This paper describes the purposes and various approaches to reverse engineer software and the various approaches which include Partial comprehensive approach, extraction of design patterns, knowledge-based approach, domain analysis approach, program slicing, graph parsing, etc. The paper will show that these and other related reverse engineering automation technologies can be deployed for understanding applications legacy system that need be maintained or re-engineered and that this is most likely to make for continuity of applications and savings in the cost of complete redesign and coding of old but reliable software applications for organizations in developing economies.

Keywords: Software, Forward Engineering, Reverse Engineering, Legacy Applications, Evolution.

2007-PS

HOW TO ENSURE THE STRATEGY IMPLEMENTATION: THE VOTORANTIM CASE

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This study presents a tool – and its elaboration process – that was designed to support the organizational strategy control and implementation. There is a theoretical basis that supports the competitive advantage within the organization's internal processes. This theoretical discussion also supports the creation and implementation of the tool. This study is qualitative, case study, with descriptive research, besides uses participant observation and document analysis. The outcomes indicate that the new form´s work implemented in the routine business proved to be consistent with the global organizational strategies. It was found that is possible, through a simple control, to ensure the strategy implementation even at the operational level (direct contact with the client). The team that worked with this tool has been recognized as the best sales team of Brazil in the first half of 2009, indicating a potential competitive and encouraging the dissemination of this tool.

Keywords: Implementation. Strategic Control. Strategic Management. Competitive Advantage. Votorantim.

COMO ASSEGURAR A EXECUÇÃO DA ESTRATÉGIA: O CASO DA VOTORANTIM CIMENTOS

Este estudo objetiva apresentar a ferramenta elaborada para subsidiar o controle e a execução da estratégia da organização, e a maneira como foi elaborada. A fundamentação teórica embasa a criação e implementação da ferramenta e da vantagem competitiva dentro dos processos internos da organização. O estudo caracteriza-se por ser qualitativo, do tipo estudo de caso, de cunho descritivo, e utiliza como técnicas para coleta dos dados primários a observação participante e a análise documental. Os resultados indicam que a nova forma de trabalho implementada na rotina comercial da empresa se mostrou coerente com as estratégias globais da organização. Constatou-se que é possível, de forma simples, assegurar a execução da estratégia ainda no nível operacional (contato direto com o cliente). A equipe que atuou com essa ferramenta foi reconhecida como melhor equipe de vendas do Brasil no primeiro semestre de 2009, o que indica potencial competitivo e incentiva a disseminação da ferramenta desenvolvida.

Palavras-chave: Implementação. Controle estratégico. Administração Estratégica. Vantagem Competitiva. Votorantim.

2019-PS

ECONOMIC ANALYSES FOR THE EVALUATION OF IS PROJECTS

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Information system projects usually have numerous uncertainties and several conditions of risk that make their economic evaluation a challenging task. Each year, several information system projects are cancelled before completion as a result of budget overruns at a cost of several billions of dollars to industry. Although engineering economic analysis offers tools and techniques for evaluating risky projects, the tools are not enough to place information system projects on a safe budget/selection track. There is a need for an integrative economic analysis model that will account for the uncertainties in estimating project costs benefits and useful lives of uncertain and risky projects. The fuzzy set theory has the capability of representing vague data and allows mathematical operators and programming to apply to the fuzzy domain. The theory is primarily concerned with quantifying the vagueness in human thoughts and perceptions. In this article, the economic evaluation of information system projects using fuzzy present value and fuzzy B/C ratio is analyzed. A numerical illustration is included to demonstrate the effectiveness of the proposed methods.

Keywords: Information Systems; Project Evaluation; Fuzzy Present Value Analysis; B/C Ratio; Fuzzy Numbers.

2021-PS

THE ROLE OF SEARCH ENGINES IN TODAY SOCIETY: A CASE STUDY AT JORDAN SOCIETY

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This study aims to demonstrate the importance of information technology and its impact which have changed the world features, and what the resulting of "new information and electronic applications", particularly the advent of the Internet and its auxiliary tools such as search engines, which is considered as one of the most prominent of these tools. In addition of showing the role played by search engines, whether positive impact or negative on the communities in general and the Jordanian society in particular, through demonstrate the impact which affect its members and its organizations, and then stop at the reality of Arabic search engines and the place which occupied within the global search engines, as well as identify current, new trends and future of search engines. The study had shown from a personal perspective, that the Internet and search engines plays an important role in providing individuals and organizations with all ways and mechanisms to grape the information and knowledge required by them, which makes them able to play a major and essential role to the comprehensive development plans, which reflect a positive impact at the community in general and individuals and organizations in particular. And with regard to the Arabic search engines, it come to light that there are a number of institutions have done confident steps towards create mechanisms and search engine deal with Arabic language efficiently and has the ability to compete, and achieve the requirements of their communities in the Arab world.

Keywords: Search Engines, Society development, New trends, Information technology, Information storage & retrieval system.

2034-PS

MULTICRITERIA DECISION ANALYSIS SYSTEMS: A COMPARATIVE ASSAY OF THE QUALITY OF LIFE IN DIFFERENT COUNTRIES BY AHP, FUZZY AND SWOT DECISION TOOLS

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Multicriteria decision analysis has been widely disseminated in the academic and business literature, especially from the 1950s, as useful tools used by people and corporations around the world, in order to help decision making. The crux of the article is to examine, through a comparative essay, a hypothetical decision case, where it was necessary to classify, among 4 countries, which one had the best quality of living, combined with a review of the basic theory of Decision Making. The essay used 3 types of decision making information technology tools: AHP, Fuzzy and SWOT. The results showed advantages and disadvantages of each analyzed tool and indicate that, besides its individual power and characteristics, maybe better decisions should be done with an integrated combination of methods.

Keywords: Decision making information systems, AHP, Fuzzy, SWOT.

2035-PS

COMPETITIVE FACTORS ON IMPLEMENTATION OF ERP OPEN SOURCE SYSTEMS

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ERP open source systems arise, in the last years, as one of the main alternatives of choice for the companies' strategic management base, allowing the software to be installed with no license payment and making possible the system fitting to the company which contracts it, decreasing quite a lot the implementation costs. The objective of this work is to identify the characteristics of the ERP open source implementation. Therefore, it was accomplished a descriptive research, on a study exploiting report in one of the mainly providers and sellers of ERP open source in Brazil. The results show the importance of the ERP open source systems on developing technological mechanisms that help the making decision process by the companies, through management integrated information availability. They allow to infer that an adequate implementation of these systems goes besides a simple information and organization integration need analysis, or even the relationship of the project financial costs.

Keywords: ERP Systems; ERP open source; Information Technology; Free Software; Management Integration Systems.

FATORES COMPETITIVOS NA IMPLEMENTAÇÃO DE SISTEMAS ERP OPEN SOURCE

Os sistemas ERP open source surgiram, nos últimos anos, como uma das principais alternativas de escolha no apoio da gestão estratégica nas empresas, ao permitir que o software seja instalado sem a cobrança de licenças e viabilizando a adequação do sistema à empresa que o contrata, diminuindo consideravelmente os custos de implantação. Este trabalho tem por objetivo central identificar as principais características da implementação de um sistema ERP open source. Para isso, foi realizada uma pesquisa descritiva na forma de um estudo exploratório numa das principais fornecedoras e comercializadoras de sistema ERP open source no Brasil. Os resultados mostram a importância dos sistemas ERP open source no desenvolvimento de mecanismos tecnológicos que auxiliam o processo de tomada de decisões pelas empresas, por meio da disponibilização de informações integradas de gestão. Eles permitem inferir que um adequado processo de implantação desses sistemas ultrapassa em muito a simples análise das necessidades de informação e de integração organizacional, ou mesmo a relação do custo financeiro do projeto.

Palavras-chave: Sistemas ERP; ERP open source; Tecnologia de Informação; Software Livre; Sistemas Integrados de Gestão.

2051-PS

QUESTIONING AND DISCURSIVE RATIONALIZATION OF PRODUCTIVE PROCESSES IN ORGANIZATIONS

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In this theoretical essay discusses the questioning and rationalization of the complex dynamics of productive processes in organizations. Discusses organizational dynamics in systems theory of Luhmann, that emphasize the relationship of the system with its surroundings. This theory makes possible to think of the complexity of organizations, including their dynamics and processes. We highlight the concept of organizational autopoiesis. It is the discussion of quality improvement and innovation of production processes from the questioning in organizations. Discuss the possibilities of Habermas' communicative action theory, especially in the form of discursive rationalization of complex organizational processes. It is related to questioning and rationalizing discourse. Conclude that questioning and discursive rationalization in organizations may be highly relevant to improving production processes and innovation.

Keywords: Habermas, Discursive rationalization, Questioning, Productive processes, Organizations.

PROBLEMATIZAÇÃO E RACIONALIZAÇÃO DISCURSIVA DOS PROCESSOS PRODUTIVOS EM ORGANIZAÇÕES

Neste ensaio teórico discute-se a problematização e a racionalização da dinâmica complexa dos processos produtivos em organizações. Discute-se a dinâmica organizacional a partir da teoria dos sistemas de Luhmann, que enfatiza as relações do sistema com o seu entorno. Esta teoria possibilita pensar a complexidade das organizações, incluindo suas dinâmicas e processos. Destaca-se o conceito de autopoiese organizacional. Faz-se a discussão da melhoria de qualidade e da inovação dos processos produtivos a partir da problematização pedagógica das organizações. Discutem-se as possibilidades da teoria do agir comunicativo de Habermas, especialmente sob a forma de racionalização discursiva dos processos organizacionais complexos. Vincula-se problematização pedagógica e racionalização discursiva. Conclui-se que problematização e racionalização discursiva nas organizações podem ser extremamente relevantes para melhoria de processos produtivos e inovação.

Palavras-chave: Habermas, Racionalização discursiva, Problematização pedagógica, Processos produtivos, Organizações.

2066-PS

PROPOSAL TO STRUCTURE THE INFORMATION SECURITY MANAGEMENT IN A SCIENTIFIC RESEARCH ENVIRONMENT

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The increase of the connectivity in the business environment, combined with the growing dependency of information systems, has become the information security management an important governance tool. Market researches have showed that the information security implementation is concentrated on a well-defined group of organizations mainly formed by large companies and from specifics sectors of economy, for example, financial and telecommunication. However, information security must be done by all organizations that use information systems to carry out their activities, independently of its size or economic area that it belongs. Many organizations have difficulties to make a practice of information security management, among these are the public scientific research institutions. Many of them just adopt points measures, sometimes they are not consistent with their realities.

Keywords: Information security, ABNT NBR ISO/IEC 27002:2005, Information technology (IT).

PROPOSTA PARA A ESTRUTURAÇÃO DA GESTÃO DA SEGURANÇA DA INFORMAÇÃO EM UM AMBIENTE DE PESQUISA CIENTÍFICA

O aumento crescente da interconectividade no ambiente de negócio, aliado à dependência cada vez maior dos sistemas de informação nas organizações, faz da gestão da segurança da informação uma importante ferramenta de governança corporativa. Pesquisas de mercado mostram que a implementação da segurança da informação está concentrada em instituições de grande porte e de segmentos específicos da economia como, por exemplo, bancário-financeiro e telecomunicação. Entretanto, a segurança da informação faz-se necessária em qualquer organização que utilize sistemas de informação nos seus processos de trabalho, independentemente do porte ou do setor econômico de atuação. Grande parte das organizações tem dificuldades para a estruturação da segurança da informação, entre as quais se encontram as instituições públicas de pesquisas científicas. Muitas delas se limitam a adotarem medidas pontuais e, muitas vezes, inconsistentes com a realidade em que vivem.

Palavras-chave: Segurança da informação, ABNT NBR ISO/IEC 27002:2005, Tecnologia da informação (TI).

2072-PS

A STUDY ABOUT MODELS OF MARKETING INFORMATION SYSTEM

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Systems that allow information to the business environment are presented as subsidies for the development of competitiveness for businesses. With respect to marketing decisions, the use of relationship information-skill-market knowledge between the organization's management may be possible through the use of the marketing information (SIM). Several academic studies suggest the relevance of information associated with an information system (IS), but in a very theoretical framework, with regard to the operation. This article aims at learning models of SIM and its main features. We performed a literature review and field research in a fashion retail company, made possible by a case study, through documentary analysis and semi-structured interviews with decision makers, and a professional senior management and a professional marketing. The results indicate that the model used is close to the model proposed by Kotler (1998), but that improvements can be made.

Keywords: Marketing information system; Information system; Clothes retail; Information management; Strategic marketing.

UM ESTUDO ACERCA DE MODELOS DE SISTEMA DE INFORMAÇÕES DE MARKETING

Sistemas que permitem obter informações do ambiente empresarial são considerados subsídios para o desenvolvimento de competitividade. No que tange às decisões de marketing, o uso informação-habilidade-conhecimento do mercado entre os gestores podem ser viabilizadas pelo uso do sistema de informações de marketing (SIM). Diversos estudos acadêmicos apontam a relevância da informação associada ao sistema de informações, em âmbito muito teórico, no que tange à operacionalização. O objetivo deste artigo é conhecer modelos de SIM e suas principais características. Foi realizada a revisão da literatura e pesquisa de campo em uma empresa varejista de moda, por meio de estudo de caso, com base em análise documental e de entrevistas semi-estruturadas, com tomadores de decisões, sendo um profissional da alta administração e um profissional da área de marketing. Os resultados indicam que o modelo utilizado aproxima-se do modelo proposto por Kotler (1998), mas que melhorias podem ser realizadas.

Palavras-chave: Sistema de informações de marketing; Sistema de informação; Varejo de moda; Gerenciamento de informação; Marketing estratégico.

2080-PS

STRATEGIC ALIGNMENT BETWEEN BUSINESS MANAGEMENT AND INFORMATION TECHNOLOGY (IT): OBSERVING IT AT THE MOMENT OF TECHNOLOGY SOLUTIONS ACQUISITION

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In a competitive market, the use of Information Technology´s tools has become indispensable for the success of the business and, as various authors pointed out, its strategic business alignment is important. This work searched to answer the following question: Is there strategic alignment among company´s management and IT? For this purpose, the moment of IT solutions acquisition was mainly considered. Concepts of corporative governance, IT Governance, decision-making process and strategic alignment were analyzed in this study in order to comprehend the context where there is alignment perspective. The methodology used for this work included literature´s analyses and multiple cases study, based on semi-structured interviews with managers of both areas. After the interviews, a separated case study of each company was conducted to promote, in the end, a data intersection. As its final result, the work points for inexistence of this alignment at the moment of IT acquisition.

Keywords: Strategic alignment. Corporative governance. IT Governance. Decision-making process.

ALINHAMENTO ESTRATÉGICO ENTRE A GESTÃO EMPRESARIAL E O SETOR DE TECNOLOGIA DA INFORMAÇÃO (TI): SUA OBSERVAÇÃO NO MOMENTO DA AQUISIÇÃO DE SOLUÇÕES DE TECNOLOGIA

Em um mercado competitivo, a utilização de ferramentas de TI se torna imprescindível para o sucesso dos negócios, sendo importante, segundo vários autores, que ocorra o alinhamento estratégico empresarial e de planejamento de recursos de TI. A presente pesquisa buscou responder a seguinte questão: Existe alinhamento estratégico entre a gestão da empresa e a de Tecnologia da Informação (TI)? Para a realização de tal estudo, foi considerado um momento de extrema relevância na adoção de soluções de TI: A aquisição. Foram estudados conceitos de governança corporativa, governança em TI, processo decisório e alinhamento estratégico, buscando avaliar o contexto em que há perspectiva de ocorrência do alinhamento. Utilizou-se como metodologia uma análise de literatura e um estudo de múltiplos casos, onde foram entrevistadas seis empresas de diversos setores, localizadas na região metropolitana de Belo Horizonte. Realizou-se entrevista semi-estruturada com gestores das áreas de planejamento empresarial e de TI, elaborando-se um estudo de caso de cada empresa em separado e, posteriormente, realizando análise cruzada com os dados coletados. O trabalho aponta para a inexistência deste alinhamento no momento da aquisição de ferramentas de TI.

Palavras-chave: Alinhamento estratégico. Governança corporativa. Governança em TI. Processo decisório.

2091-PS

A SWOT ANALYSIS OF THE IMPACT OF B2B ELECTRONIC TOOLS IN COMPANIES AND SUPPLIERS NEGOTIATIONS

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The influence of electronic B2B tools on several processes within organizations is evident. This paper aims to present a discussion about how the usage of these tools had an influence on purchasing and selling negotiations for the organizations. After a brief literature review that describes the concepts of electronic commerce and negotiation, four companies were selected, for convenience of many industries: telecommunications, oil, aviation and ethanol industry. Through interviews with semi structured guide, it was performed a contest analysis with the collected data. The results were consolidated in a SWOT analyze. The diversity of business organizations results in no possibility of theorizing this research, however, shows that negotiation variables, power, time and information were influenced directly and indirectly through the use of electronic B2B tools.

Keywords: "E-commerce", "Business-to-business", "Negotiation", "SWOT Analyze", "E-business".

ANÁLISE SWOT DO IMPACTO DE FERRAMENTAS ELETRÔNICAS DE B2B EM NEGOCIAÇÕES ENTRE EMPRESAS E FORNECEDORES

O presente trabalho apresentou uma discussão sobre como o uso dessas ferramentas influenciaram as negociações de compra e venda das organizações. Após uma breve revisão bibliográfica, em que foram abordados os conceitos de comércio eletrônico e negociação, foram selecionadas quatro empresas, por conveniência, de diversos segmentos: telecomunicações, petróleo, aeronáutico e fornecimento de peças técnicas para indústria. O método escolhido para o trabalho foi o de estudo de caso. Por meio de entrevistas com roteiros semi-estruturados, foram obtidos dados que em seguida foram analisados por meio de uma análise de conteúdos. Os resultados formam expostos em uma matriz SWOT. A diversidade de ramo de atuação das organizações resulta em uma não possibilidade de teorização da pesquisa, entretanto, evidencia que as variáveis de negociação, poder, tempo e informações, foram influenciadas de forma direta e indireta por meio do uso de ferramentas eletrônicas de B2B.

Palavras-chave: "Comércio eletrônico", "Business-to-business", "Negociação", "Análise SWOT", "E-business".

2094-PS

THE IMPACT OF DECISION MAKERS' TRUST ON PERCEIVED RISK AND INFORMATION TECHNOLOGY BUYING BEHAVIOR: BUILDING A MODEL

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Perceived risk is an influent aspect on Information Technology (IT) buying decision. Additionally, considering that the impact of a buying decision depends not only on infrastructure, but it also depends on the persuasion of users and the appropriate use of technology, decision makers' trust on IT solution and on the provider of a solution has an important role in understanding the buying process. When a decision needs to be performed, trust acts as a mean to solve specific problems of risk. Thus, the aim of the study is to structure the relationship among decision makers' trust, perceived risk, risk acceptance and decision making. To achieve this purpose, the essay starts from the theoretical approach that there is a relationship betwen trust and risk constructs. After that, it incorporates these constructs (and their antecedents) in a model based on the Theory of planned Behavior (TPB) to draw a theoretical decision model under risk.

Keywords: Decision Making, Trust, Perceived Risk, Behavior, Information Technology.

A INFLUÊNCIA DA CONFIANÇA DO DECISOR NO RISCO PERCEBIDO E NO COMPORTAMENTO DE COMPRA DE TECNOLOGIA DA INFORMAÇÃO: PROPOSIÇÃO DE UM MODELO

O risco percebido é um elemento importante na decisão de compra de Tecnologia da Informação (TI). Ainda, considerando que o impacto de uma decisão de compra depende não somente da infra-estrutura, mas também da persuasão de usuários e do adequado uso da tecnologia, a confiança dos decisores na solução de TI em questão e no fornecedor desta solução são pontos que se tornam importantes na compreensão do processo de compra. Quando os decisores têm que agir, a confiança vem a atuar como um meio de solução para problemas específicos de risco. Assim, é objetivo deste estudo estruturar a relação entre a confiança dos envolvidos na decisão de compra corporativa de TI, o risco percebido por eles, a aceitação do risco e a decisão tomada. Para tanto, parte-se da abordagem teórica de que há relação entre confiança e risco percebido e incorporam-se os construtos risco e confiança no modelo baseado na Theory of planned Behavior (TPB), chegando a um modelo teórico de decisão.

Palavras-chave: Decisão, Confiança, Risco percebido, Comportamento, Tecnologia da Informação.

2104-PS

BEST PRACTICES FOR IMPLEMENTING THE CMMI MODEL IN SOFTWARE COLOMBIAN COMPANIES

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The software engineering is considered as a discipline that use different methods, tools, techniques to produce software/applications of optimum quality to permit the conception of information systems that function in an efficient manner, support the decisions made and permit the development of the company (or business); at the same time allows the development of countries. From this perspective, and with the aim of supporting the Colombian companies in the production of high quality program, the Colombian government created the Colombian Network for Quality of the Software - RCCS , which gave support to 58 companies to implement the CMMI model. This unique opportunity, offered the possibility to analyze and discuss which the most common problems were related to the production of quality software and what solutions they gave to these problems. The objective, besides learning of the experience of this process, was to deduce a set of recommendations that can facilitate or to serve of guide to other businesses of the sector of the software that decide to adopt the practices of the model one CMMI. It permitted to propose an assembly of "better practical" to keep in mind to the moment to implement the model one CMMI-DEV-V1.2 in the field of software industry in Colombia.

Keywords: Engineering software, CMMI model implementation, Quality Models.

2114-PS

A SOCIOTECHNICAL APPROACH TO THE FORMALIZATION OF ORGANIZATIONALPRACTICES IN BUSINESS PROCESS MANAGEMENT PROJECTS

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Business Process Management (BPM) projects have found in recent years wide-spread acceptance within organizations, usually with the overall objective of integrating organizational processes with Information Technology (IT). However, BPM can be seen as pursuing two apparently contradictory goals: on the one hand, it supports the formalization of organizational practices and routines by means of Business Process Models. On the other hand, BPM projects also intend to ensure the organizational flexibility - i.e. the ability to respond to new and unexpected situations. This paper discusses this theoretical opposition by means of an interpretative case study in a large-scale manufacturing company of the chemical sector. The analysis draws on theories of Science and Technology Studies (STS), particularly on the Actor-Network-Theory, in order to unveil the sociotechnical complexity involved BPM projects, as well as to discuss the flexibility in BPM as a multidimensional concept.

Keywords: Business Process Modeling, Actor-Network Theory, Business Process Management, Formalization of Organizational Practices, Flexibility.

UMA ABORDAGEM SOCIOTÉCNICA À FORMALIZAÇÃO DE PRÁTICAS EM PROJETOS DE GESTÃO DE PROCESSOS DE NEGÓCIOS

Os projetos de Gestão de Processos de Negócios (GPN) ganharam grande aceitação nas organizações nos últimos anos por proporcionar a integração dos seus processos por meio dos recursos de Tecnologia da Informação. Entretanto, a GPN pode ser vista como perseguindo dois objetivos aparentemente contraditórios: por um lado defende a formalização das práticas e rotinas organizacionais por meio de Modelos de Processos de Negócio (MPN), enquanto, por outro lado, intenciona assegurar a flexibilidade da organização – i.e. sua capacidade de responder a situações novas e inesperadas. O presente artigo discute essa oposição teórica por meio de um estudo de caso interpretativista em uma indústria de grande porte do setor químico. A análise foi baseada no referencial teórico do campo de estudos de Ciência Tecnologia e Sociedade (CTS), em particular na Teoria Ator-Rede, a fim de evidenciar a complexidade sociotécnica envolvida nos projetos de Gestão de Processos de Negócios e discutir a flexibilidade como um conceito multidimensional nos projetos GPN.

Palavras-chave: Modelos de Processos de Negócios, Teoria Ator-Rede, Gestão de Processos de Negócios, Formalização das práticas, Flexibilidade.

2119-PS

DISCLOSURE AND MEASUREMENT OF GOODWILL IN ACTION WITH BRAZILIAN COMPANIES IN THE STOCK EXCHANGE NYSE

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Several aspects influence the evaluation of a company, the variety of methods and subjective aspects in the form of intangibles, which are of paramount importance. Among these intangible goodwill is the most important thought to have to demonstrate an expectation of future earnings or market value less book value. The objective of this research is whether Brazilian companies publicly traded New York Stock Exchange (NYSE) show in their financial statements in an objective and clear goodwill, demonstrating the sector classification, the core segment of each company, consider the goodwill that is being demonstrated is positive or negative, whether that specifies the account balance, demonstrate how it was calculated and the form of depreciation that was used for each company in the sample. The methodological procedures used were quantitative research, documentary and descriptive. The sample comprised 38 companies, of which 7 companies were excluded because they are companies that have more than one share traded on the stock exchange NYSE. Thus, one can observe that the 31 companies only 4 companies did not disclose any information about the goodwill in its reports and financial statements, resulting in a percentage of 13% of companies did not show and not measured the goodwill in their disclosures.

Keywords: Goodwill, Intangible Assets, Accounting Treatment.

2120-PS

AN EXPLORATORY STUDY ABOUT THE INFLUENCE OF MANAGERIAL WORK DETERMINANTS ON THE TASK-TECHNOLOGY FIT PERCEPTION

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This paper investigates if the managerial work nature modifies the manager's perception regarding the adjustment of IT to their task. The indicators of managerial work, as experience and frequency of IT use and manager decision-making roles, were based on studies of Vlahos and Ferrat (1998) and Vlahos, Ferratt and Knoepfle (2004) as well as the task technology fit, reasoned from the TTF model (Goodhue, 1995). Through an exploratory study conducted with 238 managers, we observed that more increases the experience of the individual with the IS, greater the adjustment perceived for it, between the technology and the task running; and higher the user access the IS, greater the fit between the technology and their tasks. As for the decision-making roles, we identified the roles of manager/entrepreneur and conflict manager are those who envisage a better adaptation of technology to their work, getting through the IS support for the work to proceed more efficiently.

Keywords: information technology; information system; managerial work, decision-making roles, task-technology fit.

UM ESTUDO EXPLORATÓRIO ACERCA DA INFLUÊNCIA DOS DETERMINANTES DO TRABALHO GERENCIAL NA PERCEPÇÃO DO AJUSTE ENTRE A TECNOLOGIA E A TAREFA

Este artigo investiga se a natureza do trabalho gerencial modifica a percepção do gestor quanto ao ajuste da TI à sua tarefa. Os indicadores do trabalho gerencial, como a experiência e freqüência de uso da TI e papeis decisórios do gestor, foram baseados nos estudos de Vlahos e Ferrat (1998) e Vlahos, Ferratt e Knoepfle (2004), além do ajuste da tecnologia à tarefa, fundamentado a partir do modelo TTF (Goodhue, 1995). Através de um estudo exploratório, realizado junto a 238 gestores, observou-se que quanto mais aumenta a experiência do individuo com os SI, maior o ajuste percebido por ele, entre a tecnologia e a tarefa que executa; e que quanto maior o acesso do usuário ao SI, maior o ajuste entre a tecnologia e as suas tarefas. Quanto aos papéis decisórios, identificou-se que os papéis de gestor/empreendedor e administrador de conflitos são os de maior adaptação da tecnologia à suas tarefas, obtendo através do SI respaldo para a execução do trabalho mais eficientemente.

Palavras-chave: tecnologia da informação; sistema de informação; trabalho gerencial; papéis decisórios; ajuste tarefa-tecnologia.

2122-PS

VALIDATION OF A MEASUREMENT INSTRUMENT ABOUT THE DETERMINANTS OF IS USE

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This study objectives validate the variables that make a measurement model of the determinants of IS use. The initial questionnaire had 29 variables and was tested with the 238 employees of a public institution. Performed the analysis, some adjustments were needed, and the instrument was composed of 21 variables, with a Cronbach's alpha of 0.93. It was reapplied to a second sample, consisting of 236 employees of a retailer's footwear. The results demanded the withdrawal of other variables. The final instrument had alpha of 0.88, and was composed by 18 variables, classified into 6 factors, which explain 63% of the total variance. Four factors describe aspects related to individuals behavior and attitudes with the IS (perceived usefulness, perceived ease of use and intention to use) and the task technology fit.

Keywords: information system, behavior intention to use, validation, task-technology fit, factorial analysis.

VALIDAÇÃO DE UM INSTRUMENTO DE MENSURAÇÃO DOS DETERMINANTES DE USO DOS SI

Este estudo objetiva validar as variáveis que compõem um modelo de mensuração dos determinantes de uso dos SI. O questionário inicial apresentava 29 variáveis e foi testado junto a 238 colaboradores de uma instituição pública. Realizadas as análises, foram necessários alguns ajustes, e o instrumento passou a ser composto de 21 variáveis, apresentando um alfa de Cronbach de 0,93. Este foi reaplicado a uma segunda amostra, formada de 236 colaboradores de uma empresa de varejo calçadista. Os resultados exigiram a retirada de outras variáveis. O instrumento final apresentou alfa de 0,88, e foi composto por 18 variáveis, enquadradas em 6 fatores, que explicam 63% da variância. Quatro fatores descrevem os aspectos referentes ao comportamento e atitude dos indivíduos frente aos SI (utilidade percebida, facilidade de uso percebida e intenção de uso) e ao ajuste entre a tarefa e a tecnologia.

Palavras-chave: sistema de informação, comportamento de uso, validação, ajuste tarefa-tecnologia, análise fatorial.

2140-PS

INTERNET ACCESSIBILITY FOR DISABLED VISUAL

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Actually has been much talk about the importance of internet acessibility and digital inclusion, in order to make the web increasingly accessible to a larger number of people among wich the visually impaired. However, note that if has done little to raise awareness that develop sítios on the tools requiree for this inclusion.

The objective of this work is show these tools provides screen readers, sítios evaluators, acessibility guidelines, to identify the elements, to facilitate access to the pages of the internet for people with visual impairment, representin to these a very important step toward independence.

Keywords: Accessibility, Internet, Disabled, Visual, Site.

ACESSIBILIDADE NA INTERNET PARA DEFICIENTES VISUAIS

Atualmente tem-se falado muito sobre a importância da acessibilidade à Internet na inclusão digital, visando tornar a web cada vez mais acessível a um número maior de pessoas dentre os quais o deficiente visual. Porém, nota-se que se tem feito pouco para conscientizar os desenvolvedores de sítios sobre as ferramentas necessárias para esta inclusão.

O objetivo deste trabalho é mostrar estas ferramentas, desde os leitores de tela, sítios avaliadores, diretrizes de acessibilidade, visando identificar os elementos, para facilitar o acesso às páginas da Internet por pessoas com deficiência visual, representando para estas uma etapa muito importante rumo a sua independência.

Palavras-chave: Acessibilidade, Internet, Deficiente, Visual, Sitio.

2142-PS

EVALUATION OF THE USE OF INFORMATION TECHNOLOGY IN THE TRANSPORT SECTOR

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Due to a market increasingly competitive and demanding companies using the services of carriers and trading partners that require these companies to constantly update with new information technologies offered by the market. So the goal is to verify what level of information technology in the transportation sector in the region of Jaraguá do Sul The authors' proposal was to evaluate the use of information technology and communication companies in the transportation sector in the Vale of Itajaí. This study is the method of exploratory and descriptive qualitative approach, and were selected at random unintentional, three companies according to their size, and, 1 large, 1 medium and 1 small , listed according to its earnings in the period 2008 to 2009, and data were collected through the implementation of semistructured interviews and analyzed linearly in each group delineated through interpretation and comparative analysis. The increase in competition has forced organizations, generally invest in information technology and communication, the transportation sector is no different in context, especially because of its importance in the effective provision of goods at the point of consumption. Based on the data obtained it is observed that from a small to a large transport company, there is a need for investment in information technology and communication to carry out simple activities and operations as the impressions of the bill of lading to the management reporting for decision making.

Keywords: Information Technology, Transportation, Guest.

2152-PS

COMPARISON AND EVALUATION OF BPM TOOLS: FOCUS ON YOUR FEATURES

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This paper presents a comparison and evaluation of BPM (Business Process Management) tools, through pre-determined criteria involving their features, taking into account positive and negative aspects. The main goal of the comparisons and evaluations is to provide support for organizations to identify BPMS (Business Process Management System) solutions most appropriate to their needs. This is because there is so far no standards ford BPMS reference architecture for the, thus conceding products with characteristics very different from each other. This lack of standardization between BPM tools brings problems to business and many organizations end up adopting inefficient tools for their business. The findings and conclusions in this work serve as a guide for companies, facilitating the choice of BPM tools most appropriate to their business.

Keywords: Business Process Management System. Evaluation of Features.

COMPARAÇÃO E AVALIAÇÃO DE FERRAMENTAS BPM: FOCO EM SUAS FUNCIONALIDADES

Este trabalho apresenta uma comparação e avaliação entre ferramentas BPM (Business Process Management), através de critérios pré-definidos envolvendo suas funcionalidades, levando em conta aspectos positivos e negativos. O principal objetivo das comparações e avaliações é oferecer às organizações apoio para identificar soluções de BPMS (Business Process Management System) mais apropriada às suas necessidades. Isso porque não existe até o momento um modelo de referência bem definido para as arquiteturas de BPMS, ensejando produtos com características bem distintas entre si. Esta falta de padronização entre BPMS proporciona problemas às empresas e muitas organizações acabam adotando ferramentas inadequadas à modelagem de seus negócios. Os resultados presentes neste trabalho servem de guia para as empresas, facilitando a escolha de ferramentas BPM mais apropriadas aos seus negócios.

Palavras-chave: Sistemas de Modelagem de Processo de Negócios. Avaliação de Funcionalidades.

2158-PS

DISCLOSURE OF COSO (2004) RISKS IN THE ADMINISTRATION REPORTS OF BRAZILIAN COMPANIES WITH ADRS

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The study aims to examine the disclosure levels of COSO (2004) risk management methodology in the administration reports of Brazilian companies that issue ADRs. A descriptive research with quantitative approach was performed in the administration reports of 28 Brazilian companies with ADRs in the NYSE, classifying them according to the extent of the risk management disclosure. The survey results show that 14.29% of the companies surveyed do not have information about risk management. Out of the companies with disclosed information, 25% had their AR classified as long incomplete information, 25% as medium incomplete information and 35.71% as short incomplete information. It is concluded that the disclosure levels of basic characteristics recommended by COSO (2004) are low in the AR searched.

Keywords: Disclosure levels. Risk management. COSO (2004) methodology. Administration reports. Brazilian companies that issue ADRs.

EVIDENCIAÇÃO DE RISCOS DO COSO (2004) NOS RELATÓRIOS DA ADMINISTRAÇÃO DE EMPRESAS BRASILEIRAS COM ADRS

O estudo objetiva analisar os níveis de evidenciação da gestão de riscos da metodologia do COSO (2004) nos relatórios da administração das empresas brasileiras com emissão de ADRs. Pesquisa descritiva com abordagem quantitativa foi realizada nos relatórios da administração de 28 empresas brasileiras com ADRs na NYSE, classificando-os quanto à amplitude da evidenciação da gestão de riscos. Os resultados da pesquisa mostram que 14,29% das empresas pesquisadas não apresentam informações referentes à gestão de riscos. Das empresas com informações evidenciadas, 25% tiveram seus RA classificados como informação incompleta longa, 25% como informação incompleta média e 35,71% como informação incompleta curta. Conclui-se que os níveis de evidenciação das características básicas recomendadas pelo COSO (2004) são baixos nos RA pesquisados.

Palavras-chave: Níveis de evidenciação. Gestão de riscos. Metodologia do COSO (2004). Relatórios da administração. Empresas brasileiras com ADRs.

2164-PS

USABILITY AND INFORMATION VISUALIZATION IN EXECUTIVE INFORMATION SYSTEMS – (EIS)

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Due to its nature, Executive Information Systems (EIS) require a good user interface and usability, and an efficient display of information. In this kind of systems, the display and interpretation of inadequate information may result in decision-making incorrect and damaging to the organization. Despite the importance of good visualization of information in information systems, specifically in the EIS, in this study was found the lack of proper methods that act specifically to deal with this issue. Therefore, based on knowledge in the areas of software engineering, information visualization and EIS, this paper proposes, a set of specific criteria to assess the quality of the interface of EIS. It is expected that the application of this set of criteria can serve as a framework for improving the evaluated EIS and as a set of principles for the development of new EIS.

Keywords: Information Visualization, EIS - Executive Information Systems, Usability Heurist Evaluation.

USABILIDADE E VISUALIZAÇÃO DA INFORMAÇÃO EM SISTEMAS DE INFORMAÇÃO EXECUTIVOS (EIS)

Devido ao seu domínio de aplicação, Sistemas de Informação Executivos (EIS) requerem, além de uma boa interface com o usuário e usabilidade, uma eficiente visualização da informação. Nesse tipo de sistemas, a visualização e interpretação inadequadas de informações podem acarretar tomadas de decisões incorretas e prejudiciais à organização. Apesar disso, constatou-se nesta pesquisa a carência por métodos próprios que atuem especificamente para lidar com esse problema. Sendo assim, esse trabalho propõe, a partir de conhecimentos das áreas de engenharia de software, visualização da informação e EIS, um conjunto de critérios específicos para avaliar a qualidade da visualização da informação em sistemas executivos. Ao final, espera-se que a aplicação desse conjunto de critérios sirva como um arcabouço de conhecimentos para aprimoramento dos EIS avaliados, assim como um conjunto de princípios para desenvolvimento de novos EIS.

Palavras-chave: Visualização da Informação, EIS – Sistemas de Informação Executivos, Usabilidade, Avaliação Heurística.

2167-PS

ERP SYSTEM INTEGRATION - ORIENTED MODELING OF BUSINESS PROCESSES

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The alignment between Information Systems (IS) and organizational strategy is a key concern of business world. Nowadays, several companies are adopting planned approaches to integrate their systems. However, during the integration process of such systems, a number of challenges arise, such as: coordinate teams from different companies, maintain the communication active among interested parties, and organize integrated tests. To better understand this problem from a practical and real perspective, we conducted an empirical study with a Brazilian company developer of ERP (enterprise resource planning). The result of this study was the development of PIE (process oriented integration of ERP), a proposal to systematize the integration process between ERP and other systems. The process contribution is supporting the alignment between business goals and technological solutions.

Keywords: business process modeling, software integration, enterprise resource planning (ERP).

INTEGRAÇÃO DE SISTEMAS ERP ORIENTADA A MODELAGEM DE PROCESSOS DE NEGÓCIO

Alinhar os sistemas de informação (SI) à estratégia organizacional é uma das principais preocupações no mundo atual dos negócios. Atualmente, inúmeras empresas começaram a adotar abordagens planejadas para integração de seus sistemas. Porém, durante o processo de integração desses sistemas, surgem inúmeros desafios, tais como: coordenar equipes de empresas distintas, manter a comunicação ativa entre as partes interessadas e organizar testes integrados. Com o objetivo de entender este problema, por meio de uma visão bastante prática e real, realizamos estudo empírico com uma empresa brasileira desenvolvedora de sistema ERP (enterprise resource planning). O resultado desse estudo foi a elaboração do PIE (process oriented integration of ERP), uma proposta para sistematizar o processo de integração entre sistema ERP e outros sistemas, contribuindo, assim, para alinhar os objetivos do negócio com as soluções tecnológicas.

Palavras-chave: modelagem de processos de negócio, integração de software, enterprise resource planning – ERP.

2181-PS

FINANCIAL INFORMATION SYSTEM FOR SMALL AND MICRO ENTERPRISES: A STUDY OF SMALL ENTERPRISES AT UBERLÂNDIA/ MG

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According to Sebrae-SP, 98% of Brazilian companies are SMEs (Small and Micro Enterprises), but 64% of them close their doors before completing 06 years. As a result, a survey was conducted, applying a questionnaire to 41 managers of such enterprises, all based at Uberlândia (Brazil), to see if there is an information system to supply small and micro enterprises adequate knowledge about their financial situation. It was found that the partners unpreparedness affects the financial management of the investigated companies, since 66% of respondents do not have key definitions to base their decisions, demonstrating the consequences from training lack, as where 60% do not seek to acquire or improve knowledge. The preparation lack shown by managers cause impact to the company, since they are not aware of the need to raise key information, such as cash budget, being sufficient to note that 27% do not do that and another 27% do so only once a month. This finding echoes in speculation about the need for cash, because 49% do not know if there is need to capture or apply the resources. More satisfactory approach revolves around the default, because 63% know how much it is and 29% have an approximate idea. However, the problems get worse when it occurs that 74% of companies have monthly assistance of an accountant, 13% of an administrator, and 9% from a lawyer. These agents could assist the partners in necessary information structuring and processing for the adequate knowledge of the company's financial situation, including contributing to choices in order to maximize profitability.

Keywords: Information System, SMEs, Small and Micro Enterprises, SMEs Management.

2197-PS

CLOUD COMPUTING – THE MOMENT OF THIS NEW TECHNOLOGY IN THE OPINION OF MANAGERS OF MANAGEMENT INFORMATION SYSTEMS IN LOGISTICS AND OPERATIONS

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Currently, in an unstable environment, competition between firms takes place primarily by the executive search business leaders undertake in order to establish a competitive advantage for their companies exploit and thus have more chances to win the fierce competition in its existing markets performance. In this environment a new technology called cloud computing, with a different proposal that significantly reduces the cost of data processing, but on the other hand, does not guarantee the privacy of corporate information. The article reproduces the results of a survey on the subject, analyzing their results.

Keywords: Cloud Computing, Information Technology, Data Processing, Reduce of Costs, Information Privacy.

COMPUTAÇÃO EM NUVEM – O MOMENTO ATUAL DESSA NOVA TECNOLOGIA NA OPINIÃO DE GESTORES DE SISTEMAS DE INFORMAÇÕES GERENCIAIS NA ÁREA DA LOGÍSTICA E OPERAÇÕES

Atualmente, em ambiente instável, a competição entre as empresas se dá, principalmente, pela busca que os executivos dirigentes das empresas empreendem visando estabelecer vantagens competitivas para suas empresas explorarem e, assim, terem maiores chances de vencer a concorrência acirrada existente em seus mercados de atuação. Nesse ambiente surge uma nova tecnologia, chamada de computação em nuvem, com uma proposta diferenciada que permite reduzir significativamente os custos com o processamento de dados, mas, por outro lado, não garante a privacidade das informações das empresas. O artigo reproduz os resultados de uma pesquisa feita sobre o assunto, analisando seus resultados.

Palavras-chave: Computação em Nuvem, Tecnologia de Informação, Processamento de Dados, Redução de Custos, Privacidade de Informações.

2201-PS

ORGANIZATIONAL CHANGE THROUGH THE USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) IN THE AGRICULTURAL ENTERPRISES

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This article analyzes the organizational effectiveness through the introduction of Information and Communication Technologies (ICT) in the horticultural enterprises of Sinaloa and Arizona. The methodology used is mixed, quantitative and qualitative methods, twenty questionnaires and twenty four interviews were applied at the same number of managers of exporting and marketing enterprises of fresh vegetables toward the market of United States. The main findings indicate that ICT's create new organizational forms, organizational structures characterized by horizontal, interactive communication, organizational culture and an innovative leadership, which represent a new organizational form. Therefore, the introduction of ICT in organizations requires a reengineering administrative process. We found that there is a greater sensitivity to the processes of change in the sample of companies of Arizona, the processes of change in companies of Sinaloa are driven by external factors.

Keywords: organizational effectiveness, organizational change and Information and Communication Technologies (ICT).

2205-PS

DEVELOPMENT OF A DIAGNOSTIC STUDY ON THE LEVEL OF UTILIZATION OF INFORMATION MANAGEMENT FOR BUILDING INTELLIGENCE INTO THEIR BUSINESS DATA IN THE TOLUCA VALLEY, MÉXICO

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This study is a diagnostic study on the use of Information management and the mechanisms in use for generate intelligence in the organizational data (Business Intelligence) in the Toluca Valley Companies for this purpose a theoretical framework was revised in reference to Business Intelligence and its impact on organizations and in particular the management knowledge, is developing an instrument to identify the level of progress in the use of business intelligence within Knowledge Management and its analysis and results. it ends by making some recommendations to support the increased use of this strategy within the Information Management and Knowledge Management and the incorporation of the Universities.

Keywords: Information management, Business intelligence, Business data, Knowledge management.

ESTUDIO DIAGNÓSTICO SOBRE LA UTILIZACIÓN DE LA GESTION DE LA INFORMACIÓN COMO UN MECANISMO PARA LA GENERACIÓN DE INTELIGENCIA EN LOS DATOS (BUSINESS INTELLIGENCE) EN LAS EMPRESAS DEL VALLE DE TOLUCA, MEXICO

El presente trabajo es un Estudio Diagnóstico sobre la utilización de la Gestion de la Información como un mecanismo para la generación de inteligencia en los datos (Business Intelligence) en las Empresas del Valle de Toluca, para tal fin se revisó un marco teórico en referencia al Bussiness Intelligence y sus repercusiones en las organizaciones y en particular a la gestión de la información, se desarrolló un instrumento que permitiera identificar el nivel de avance en la utilización del bussiness intelligence dentro de la Gestión de la información y el conocimiento, así como su análisis y resultados. Se finaliza realizando algunas recomendaciones para apoyar el mayor uso de esta estrategia dentro de la Gestión de la Información y del Conocimiento así como la incorporación de entes como las Instituciones de Educación Superior.

Palavras-chave: Gestión de la Información, Business intelligence, Business data, Gestión del Conocimiento.

2219-PS

CASH BALANCE OPTIMIZATION: A GENETIC ALGORITHM APPLICATION

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This work has as objective the genetic algorithm application in cash balance policies definition. This financial problem was first treated by Baumol (1952) and Tobin (1956) which used deterministic models of inventory control applied to enterprises' cash balance. The authors drew a parallel between cash balance and assets inventory for minimizing cash balance's costs. Later, Miller and Orr (1966) improve the approach using a stochastic model which no more defines the cash balance ideal level, but a fluctuation band. Despite of that, the models show only one option of investment against cash. This work proposes a methodology based on evolutive models, with genetic algorithm, to optimize cash balance using the assumptions in literature. For this simulations are used in the model support and validation. The results show that genetic algorithm can be very useful in optimal cash level parameters definition, showing promising results in this problem field. The work letting futures perspectives in better application of genetic algorithms in cash balance optimization problem.

Keywords: Money; Cash's Policies; Miller-Orr Model; Genetic Algorithms.

OTIMIZAÇÃO DO SALDO DISPONÍVEL DE CAIXA: UMA APLICAÇÃO DE ALGORITMOS GENÉTICOS

O presente trabalho tem por objetivo a aplicação de algoritmos genéticos na definição de políticas de administração do saldo de caixa. Este problema de finanças abordado inicialmente por Baumol (1952) e Tobin (1956) teve sua origem na aplicação de modelos determinísticos de controle de inventário ao caixa existente nas empresas. Desta forma, os autores traçaram um paralelo entre o saldo de caixa e os estoques de ativos, de maneira a minimizar os custos relativos ao caixa. Posteriormente Miller e Orr (1966) aperfeiçoam a abordagem ao introduzirem um modelo estocástico que não mais definia o ponto ideal do saldo de caixa, mas uma faixa de oscilação. Apesar disso, os modelos apresentavam apenas uma única opção de investimento em detrimento ao caixa. Este trabalho propõe uma metodologia baseada em modelos evolutivos, com algoritmos genéticos, para otimizar o saldo de caixa, utilizando para isso premissas apresentadas na literatura. Para tal são utilizadas simulações no apoio e validação do modelo. Os resultados indicam que os algoritmos genéticos podem ser muito úteis tanto na parametrização dos níveis ótimos de caixa, apresentando resultados promissores neste tipo de problema. Ficam perspectivas futuras para uma melhor aplicação dos algoritmos genéticos em problemas de otimização do saldo de caixa.

Palavras-chave: Disponibilidades; Gerenciamento de Caixa; Modelo Miller-Orr; Algoritmos Genéticos.

2022-RF

A TECHNICAL AND FUNCTIONAL STUDY ABOUT THE PROTOCOL MPLS-TP (MULTIPROTOCOL LABEL SWITCHING – TRANSPORT PROFILE)

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The MPLS-TP protocol (Multiprotocol Label Switching - Transport Profile) is being developed since 2008 jointly by the IETF and ITU-T to meet the new demands for transport networks in the telecommunications industry. The technology is based on the MPLS protocol and is a packet connection-oriented network, also it maintains compatibility with the MPLS protocol and adds features like provisioning and management found in legacy networks as SONET / SDH. The main motivation is to provide for the service providers a low cost transport network that can meet the traffic growth in current networks.

Keywords: MPLS-TP, Metro Ethernet.

ESTUDO TÉCNICO E FUNCIONAL SOBRE O PROTOCOLO MPLS-TP (MULTIPROTOCOL LABEL SWITCHING – TRANSPORT PROFILE)

O protocolo MPLS-TP (Multiprotocol Label Switching – Transport Profile) está em desenvolvimento desde 2008 em conjunto pelo IETF e ITU-T para atender as novas demandas de Redes de transporte de telecomunicações. A tecnologia é baseada no protocolo MPLS e orientada a conexão por pacotes, mantém compatibilidade com o protocolo MPLS e acrescenta funcionalidades de aprovisionamento e gerenciamento encontradas nas Redes legadas como SONET/SDH. A motivação principal é prover as empresas operadoras de telecomunicações de uma Rede de transporte de baixo custo e que atenda o crescimento no volume de tráfego das Redes atuais. O MPLS-TP consegue atender os requisitos necessários para as redes de transporte e espera-se que atenda também a necessidade de baixo custo dos equipamentos.

Palavras-chave: MPLS-TP, Metro Ethernet.

2093-RF

THE USE OF THE MONDRIAN OLAP SERVER IN A SUGAR CANE HARVESTING PLANNING SYSTEM

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Due to the large volume of information currently stored in the databases, more and more companies are making use of the data warehouse (DW) approach as an efficient way of storing and retrieving information in order to support strategic decisions. This paper presents the use of the Mondrian OLAP server in a sugar cane harvesting planning system. Mondrian is an OLAP server written in Java which enables anyone to interactively analyze very large datasets stored in SQL databases without writing SQL queries. The paper covers the use of this technology in a data warehouse built from information of a database implemented in PlanCol which is a strategic information system that among other features implements the management and planning of sugar cane harvesting.

Keywords: Mondrian, Data warehouse, ETL, JPivot, OLAP.

USO DO SERVIDOR OLAP MONDRIAN EM UM SISTEMA DE PLANEJAMENTO DE COLHEITA DE CANA-DE-AÇÚCAR

Devido ao grande volume de informações armazenadas atualmente, cada vez mais as empresas estão fazendo uso de abordagens de Data Warehouse (DW) como um mecanismo eficiente de armazenamento e recuperação de informações para auxiliar nas tomadas de decisões estratégicas. Para encontrar as informações nestes DWs foram desenvolvidas várias ferramentas chamadas de OLAP (On-line Analytical Processing) que tem a capacidade para manipular e analisar grandes volumes de dados sob múltiplas perspectivas. Entre elas está a plataforma Mondrian que é um servidor OLAP open source escrito em Java, que possibilita a análise destes dados/informações sem que haja necessidade de consultas em SQL. O artigo apresenta o uso do Mondrian em um DW construída a partir das informações de um banco de dados implementado no sistema PlanCol que entre outras funcionalidades faz o planejamento da colheita de cana de açúcar.

Palavras-chave: Mondrian, Data warehouse, ETL, JPivot, OLAP.

2112-RF

SUPPLY CHAIN MANAGEMENT IN THE MANAGE THE LOGISTIC IN THE COMMERCIAL COMPANY

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This study was conducted in a commercial distribution points of sales of food products, in order to suggest a management tool to minimize logistics costs. Logistics is managing the physical flow of materials and information flow of a company or a chain of companies, seeking to improve the performance of activities of management tools. Every company, regardless of the organization with, seeks to reduce costs and satisfy their customers. In this sense, the research was to examine a tool that can help in the management of logistics costs and concludes that the Supply Chain Management - SCM - can provide many benefits to the enterprise of the industry because it is a tool that integrates the entire production chain through the flow information in order to benefit all involved in the distribution process, from supplier to end customer, and you can reduce inventory costs, with transport, with storage, among others. The survey was conducted in a company in the business he shared their information to the proposition of the management model.

Keywords: Logistics, administration logistics, supply chain.

SUPPLY CHAIN MANAGEMENT NA GESTÃO DA LOGÍSITCA DE UMA EMPRESA COMERCIAL

O presente trabalho foi desenvolvido em uma empresa comercial de distribuição aos pontos de vendas de produtos alimentícios, visando sugerir uma ferramenta de gestão para minimizar os custos logísticos. A logística é o gerenciamento do fluxo físico de materiais e fluxo de informações de uma empresa ou de uma cadeia de empresas, buscando melhorar o desempenho das atividades de ferramentas de gestão. Cada empresa, independente da organização que possua, busca diminuir seus custos e satisfazer seus clientes. Nessa direção, a pesquisa buscou analisar uma ferramenta que possa contribuir na gestão dos custos logísticos e concluiu que o Supply Chain Management – SCM - pode trazer vários benefícios para a empresa desse ramo, pois é uma ferramenta que integra toda a cadeia produtiva através do fluxo de informações, de forma a beneficiar todos os envolvidos no processo de distribuição, do fornecedor ao cliente final, sendo possível diminuir custos com estoques, com transportes, com armazenagem, entre outros. A pesquisa foi realizada em uma empresa do ramo comercial que aceitou compartilhar suas informações para a proposição do modelo de gestão.

Palavras-chave: Logística. Gestão Logística. Cadeia de suprimentos.

2121-RF

REDUCING UNCERTAINTIES IN THE INTERPRETATION OF WEAK SIGNALS – THE USE OF BAYESIAN NETS IN THE ENVIRONMENTAL ANALYSIS FOR STRATEGIC PLANNING

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Uncertainties in decision taking have been always a subject of concern in organizations worldwide. The present article reviews the actual literature regarding interpretation of weak signals for Strategic Planning and proposes how to utilize the Bayesian Networks in order to improve Early Warning mechanisms and reducing uncertainties in decision taking. Bayesian Networks have been utilized in a variety range of applications and seems very suitable to be used in environmental with reduced amount of information, which is the case of the process of Environmental Analysis for Strategic Planning, specially in instable environments.

Keywords: Bayesian Nets, Competitive Intelligence, Weak Signals, Decision Taking.

REDUZINDO INCERTEZAS NA INTERPRETAÇÃO DE SINAIS FRACOS – A UTILIZAÇÃO DE REDES BAYESIANAS NA ANÁLISE AMBIENTAL PARA O PLANEJAMENTO ESTRATÉGICO

Incertezas na tomada de decisões têm sido sempre um assunto de preocupação nas organizações em todo o mundo. O presente artigo revisa a literatura atual quanto à interpretação de sinais fracos no Planejamento Estratégico e propõe como utilizar as redes Bayesianas, a fim de melhorar os mecanismos de alerta e reduzir incertezas na tomada de decisão. Redes Bayesianas vem sendo utilizadas em uma ampla variedade de aplicações e parecem muito adequadas para ser utilizadas em ambientes com menor quantidade de informação, como é o caso do processo de Análise Ambiental para o Planejamento Estratégico, especialmente em ambientes instáveis.

Palavras-chave: redes Bayesianas, inteligencia competitiva, sinais fracos, Planejamento Estratégico.

2131-RF

A DATA QUALITY EVALUATION FOR A VIDEO DISTRIBUTION MANAGEMENT PLATFORM

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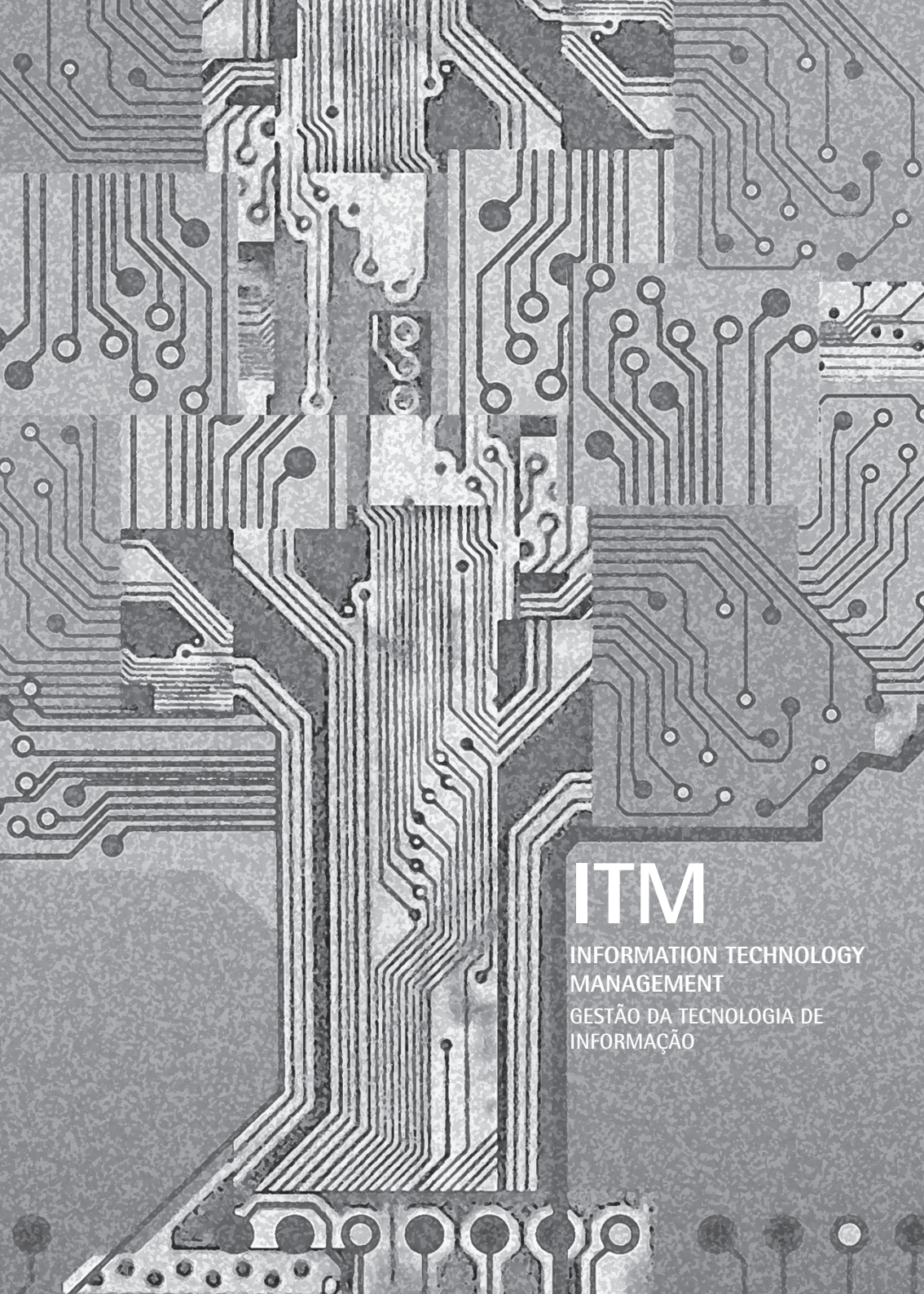
The quality of a system's data is equivalent to its quality, and that is not different for video content distribution management platforms, so as the inherent need of reliable, secure, authenticated, integer communication protocols is real for those systems the quality of its message data is particularly relevant. This work address, as a first step, the identification of data quality dimensions – also know as quality properties or even quality characteristics – adequate for measuring, assessing a distributed system's data quality and eventually take actions to assure such quality. The choice of suitable dimensions precedes any kind of system's continual improvement and it is made firstly by identifying such dimensions and showing their relevancy to the system at issue. As a further work that analysis of choice will be instrumentation for measuring, evaluating and decision-making to achieve system's data quality continual improvement.

Keywords: overlay networks, video distribution management platform, data quality, communication protocols.



ITM

INFORMATION TECHNOLOGY MANAGEMENT

GESTÃO DA TECNOLOGIA DE INFORMAÇÃO

ITM – INFORMATION TECHNOLOGY MANAGEMENT
GESTÃO DA TECNOLOGIA DE INFORMAÇÃO

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AN ALGORITHM FOR THE DIAL-A-RIDE PROBLEM USING OPTIMIZATION TECHNIQUES
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OPPORTUNITIES THROUGH THE USE OF INFORMATION TECHNOLOGIES FOR EXPLORING AND EXPLOITING THE VIRTUAL VALUE CHAIN IN THE CHEMICAL INDUSTRY
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E-HEALTH IN AMAZONAS STATE AND THE NEED FOR A SYSTEMS ENGINEERING MODEL BASED ON HUMAN FACTORS
Kátia Cilene Neles da Silva; Fábio Sanches; Marcel Simonette; Edison Spina

INFORMATION FOR HANDOVER MANAGEMENT IN HETEROGENEOUS NETWORKS: DATA REPRESENTATION, LANGUAGES AND INTEGRATED PLATFORMS
Renata Maria P. Vanni; Kalinka Regina Lucas Jaquie Castelo Branco; Edson dos Santos Moreira; Glenford Mapp

REUSE STRATEGIES SET IN PRODUCT LINE APPLIED ON THE ENTERPRISE UNIFIED PROCESS
Jussara Pimenta Matos

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THE IMPORTANCE OF INFORMATION TECHNOLOGY IN THE MANAGEMENT OF A CHAIN RETAILER
Denise do Socorro Costa Tavares Mesquita; Aline de Nazaré Pinheiro Costa

1974-PS

THE CONTRIBUTION OF THE NUCLEAR PROGRAM OF THE BRAZILIAN NAVY (NPN) TO THE NATIONAL SYSTEM OF INNOVATION (NSI)

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The objective of the article is to analyze the contribution of the Nuclear Program of the Brazilian Navy (NPN) to the National System of Innovation (NSI).This study is classified as descriptive and exploratory as it seeks to characterize the process of project selection and the research methodology was based on technical literature, dissertations, doctoral theses, scientific articles, technical catalogs, site-specific and also on data arising from the information system of the own Navy of Brazil (NB). As a result of the research is evident in the great national effort to have the ability to manufacture its own nuclear fuel, without any external dependency, and knowledge to design and build nuclear power plants; as well as we detached the specific case of NB in developing his nuclear program and, to dominate the necessary technology to the project and construction of the submarine with nuclear propulsion.

Keywords: Program; Innovation; System; Technology; Nuclear.

A CONTRIBUIÇÃO DO PROGRAMA NUCLEAR DA MARINHA (PNM) AO SISTEMA NACIONAL DE INOVAÇÃO (SNI)

O objetivo do artigo é analisar a contribuição do Programa Nuclear da Marinha (PNM) ao Sistema Nacional de Inovação (SNI). O estudo em questão classifica-se como descritivo e exploratório uma vez que busca caracterizar o processo de seleção de projetos do PNM e, a metodologia da pesquisa baseou-se em literaturas técnicas, dissertações de mestrado, teses de doutorado, artigos científicos, catálogos técnicos, sites específicos e também em dados advindos do sistema de informações da própria Marinha do Brasil (MB). Como resultado da pesquisa evidencia-se o grande esforço nacional de ter a capacidade de fabricar o próprio combustível nuclear, sem nenhuma dependência externa, e o conhecimento para projetar e construir plantas nucleares de potência, como também destacamos o caso específico da MB em desenvolver o seu programa nuclear e, dominar a tecnologia necessária ao projeto e construção do submarino com propulsão nuclear.

Palavras-chave: Programa; Inovação; Sistema; Tecnologia; Nuclear.

1983-PS

INVESTMENT DECISIONS IN INFORMATION TECHNOLOGY AT THE FOOD AND BEVERAGE INDUSTRIES OF THE STATE OF CEARÁ: RETURNS, RISKS AND METHODS

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Information technology (IT) has an outstanding participation in companies. Due to expectations of reduced operating expenses or due to the creation of new markets to generate revenue, IT continually attracts the attention of managers. In this way, companies are forced to invest substantial sums of financial resources in IT, given the internal and external pressures to adopt technologies. However, as financial resources are scarce, as well as they are disputed by investment in other business areas, often with higher priority, it is essential to evaluate carefully the projects and identify the financial resources necessary for its implementation. The objective of this work is to verify, in a leading sector of the economy of Ceará State (food and beverages), the methods used to analyze and justify investment in IT as well as expected returns and the risks assumed by such projects. To achieve this goal, allowing for a detailed description of the decision process of companies in this sector, it was necessary to review existing literature on the expected benefits brought by IT investments, the risks inherent in such projects and the methods of assessment. The research involved the determination of a sample from the largest companies in this sector and interviews with executives responsible for IT investments in each of them. Among other observations, the data show that such industry has a certain range of expectations for returns and, consequently, employs several methods of analysis. However, the risk analysis requires further attention by some companies.

Keywords: Information technology, investments, valuation methods, risk, food and beverage industry.

1984-PS

THE DECISION-MAKING IN INFORMATION TECHNOLOGY INVESTMENTS IN A BUSINESS CONSULTING COMPANY

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The importance of information technology (IT) in business is perceived in different ways. On the one hand, the presence of IT is easily observed in virtually all organizational levels and business units. On the other hand, IT is present in the business planning, showing, in many industries, a relevant strategic and competitive role. One aspect, in turn, seems to be common to companies in different industries: its relevance in capital budget. To analyze how a company determines which IT projects will receive the financial resources for its implementation is a decision that sometimes becomes difficult due to the various facets of such projects towards planned objectives, expected benefits and involved risks. To contribute to this discussion, this text describes the decision-making process involving IT investments by a company that provides auditing and consulting services all around Brazil. The article has a theoretical framework on some characteristics of IT investments and ex-ante valuation methods, both extracted from the available literature. Then, by applying a questionnaire and an interview with the CIO, the research aimed to understand the dynamics involved in this process. The study suggests that some IT projects, according to their characteristics, can be assessed through contingent valuation methods, as the real options approach, to consider managerial flexibility, opportunities offered and the risk factors.

Keywords: information technology, investment, valuation methods, consulting firms, real options.

1987-PS

AN ANALYSIS OF THE INFLUENCES CAUSED BY A SOFTWARE ECOSYSTEM IN ORGANIZATIONAL STRATEGY

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Time-to-market imposes pressure on software companies. To meet customers' needs, the organization of software business as independent units might not enable enterprises to provide everything the customer wants. To overcome this problem, enterprises act in Software Ecosystems (SECO), so that there are strong interactions among participants aimed at meeting market demands. In this new configuration, different parts of the supplying activities are divided among the participants, so as to increase return on investment, share costs of innovation and research and development (R&D). Although a SECO represents opportunities, it brings challenges, risks and threats as well. In order to thrive in a SECO, organizations need to understand the role they play in the network and strive for the best way to behave. To support this process, it is important to model the whole ecosystem and the interactions among the players. By analyzing the SECO in which the organization is involved, it is possible to conduct an analysis of the environment of the organization, so that it is possible to see the influence it has on organizational strategy. Business Process Management (BPM) can assist on this analysis. This work presents concepts, definitions and issues that are exposed in the literature concerning Software Ecosystems and identifies the impacts it has on the strategy of the Ecosystem leader. Two modeling techniques are used, one presented in the SECO literature and other used in BPM Context. A real world example concerning a Project Management software is presented and analyzed to illustrate the study.

Keywords: Software Ecosystems, Organizational Strategy, Business Process Management.

1989-PS

INTERNAL IT PROJECTS MANAGEMENT: A STUDY IN TOP 100 BRAZIL'S COMPANIES

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Investments in IT have provided competitive advantages to organizations, by developing broad scope of projects, able to meet organizational demands and strategic, making beyond the paradigm that placed the IT function only as User Support. In this context, this article analyzes how is the delivery of IT services, in the opinion of the CIO's of the 100 largest Brazilian companies, according to Exame – Best and largest/2008, dimensions: management architecture, systems, services User support and innovation in applications. Data analysis indicated that there was little concern about the management architecture, the systems are perceived as having relevance, innovation in the past applications have also involved business areas on their projects and there is an interest in the efficiency of support services User.

Keywords: IT Delivery Management, IT Architecture, Systems, User Support in IT, Innovation in Application Development in IT.

GESTÃO DE PROJETOS INTERNOS DE TI: UM ESTUDO NAS 100 MAIORES EMPRESAS DO BRASIL

Os investimentos em TI têm proporcionado vantagens competitivas às organizações, através do desenvolvimento de projetos de escopo amplo, capazes de suprir demandas organizacionais e estratégicas, o que torna ultrapassado o paradigma que colocava a TI apenas como função de suporte ao usuário. Neste contexto, este artigo analisou como é feita a entrega dos serviços em TI, na opinião dos CIO´s das 100 maiores empresas brasileiras, segundo o Guia Exame – Melhores e Maiores/2008, nas dimensões: gestão da arquitetura, sistemas, serviços de apoio ao usuário e inovação em aplicativos. A análise dos dados indicou que existiu pouca preocupação com a gestão da arquitetura, os sistemas são percebidos como tendo relevância, a inovação em aplicativos tem passado a envolver também as áreas de negócios nos seus projetos e há um interesse na eficiência dos serviços de suporte ao usuário.

Palavras-chave: Entrega em TI, Gestão de Arquitetura em TI, Sistemas, Apoio ao usuário em TI, Inovação no Desenvolvimento de Aplicativos em TI.

2002-PS

CONFLICT MANAGEMENT: CASE STUDIES IN BUSINESS INFORMATION TECHNOLOGY

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The conflict was considered harmful to organizations in traditional management models, being ignored or forcibly terminated. Currently, the tendency is to view it as present, inevitable and beneficial. Instrument of change in the corporate environment is necessary to manage it properly. In the IT industry conflicts occur frequently due to the speed which concepts and processes are renewed or terminated. This article discusses a study of conflict in organizations dealing with IT, and aims to analyze how managers identify, approach and deal with them in their teams. This is an exploratory and applied, using a qualitative approach, where we interviewed five managers of companies. The results in general show different views among the interviewees however, all yearn for a good team that achieves results without excessive loss of time fighting, taking advantage of their talents and differences to support organizations.

Keywords: Conflict management, enterprise IT environment, people management.

GERENCIAMENTO DE CONFLITOS: ESTUDO DE CASOS EM EMPRESAS DE TECNOLOGIA DA INFORMAÇÃO

O conflito era considerado prejudicial às organizações em modelos de gestão clássico, sendo ignorados ou forçadamente terminados. Atualmente, a tendência é de visualizá-lo como presente, inevitável e benéfico. Instrumento de mudanças no ambiente corporativo é necessário gerenciá-lo adequadamente. Nas empresas de TI os conflitos ocorrem com freqüência devido à velocidade com que conceitos e processos são renovados ou extintos. Este artigo aborda um estudo de conflito em organizações que lidam com TI, e tem por objetivo analisar como os gestores identificam, abordam e lidam com os mesmos em suas equipes. Trata-se de um estudo exploratório e aplicado, de cunho qualitativo, onde foram entrevistados cinco gerentes de empresas. Os resultados, em geral, apontam diferentes concepções entre os entrevistados entretanto, todos anseiam por uma boa equipe que alcance seus resultados, sem perda excessiva de tempo com conflitos, aproveitando seus talentos e diferenciais em prol das organizações.

Palavras-chave: Gerenciamento de conflitos, ambiente corporativo de TI, gestão de pessoas.

2014-PS

PROPOSAL OF EVALUATION MODEL OF ALIGNMENT BETWEEN BUSINESS AND IT STRATEGIES

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Currently, major IT investments are made aiming to increase the competitiveness of the company, however, if IT is not managed properly can end up being a limiter rather than a facilitator of business activities. In this context, we highlight the importance of the discussion of the topic of alignment between business and IT strategies (EA). The main objective of this article is to verify which factors are most relevant to identify the existence of EA in organizations in general. The research is quantitative and included the analysis of data resulting from the application of an EA evaluation model identified in the literature. As a result, it was verified that the communication and partnership between business and IT areas are the most relevant factors to the identification of EA in organizations. Additionally, evidences of a new factor that may be considered as relevant were found: the level of dependence of the business in relation to TI.

Keywords: Alignment between business and IT strategies; Evaluation model; Quantitative research.

2041-PS

PRODUCTIVITY PARADOX: ANALYSIS OF EVIDENCES FROM AN EMPIRIC STUDY

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This paper reports on the results of a research aiming at finding evidences of the productivity paradox in one particular company. The analysis comprised five possible general types of benefits from information technology (IT), namely: (i) efficiency, (ii) quality, (iii) value added to customer, (iv) financial benefits, and (v) corporate strategy. In the light of the variables investigated, the results show that the company under scrutiny, although having largely invested in IT, has not obtained any measurable benefit so far. This points to clear evidences of the productivity paradox in the company under investigation and corroborates several national and international studies. More precisely, the findings strongly indicate no significant return from the ERP investment as a consequence of a wrong decision making process. In the context of a family-owned company managed by family members, the unprofessional management can be deemed as the most likely reason for such a wrong decision.

Keywords: Productivity Paradox; Information Technology; Information Systems; Enterprise Resource Planning.

2055-PS

E-CONTRACT MONITORING IN AN INFRASTRUCTURE FOR BUSINESS PROCESS MANAGEMENT

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The internet and the service-oriented computing paradigm have increased the scope of Business Process Management (BPM) for intra-organizational services to cooperation between organizations. As BPM handles large volumes of information, it can benefit from reuse techniques in modeling, implementation and monitoring of business processes. In this paper, we define an electronic contract model and an infrastructure for BPM based on the Product Line (PL) approach and the feature modeling technique as a more efficient and systematic manner to allow the reuse of information within the context of BPM. The proposed infrastructure deals with the entire life cycle of electronic contracts from establishment to execution. In particular, this article focuses on process monitoring according to the specifications defined in electronic contracts.

Keywords: Electronic contracts, QoS, Web services, Monitoring, Product line.

MONITORAMENTO DE CONTRATOS ELETRÔNICOS EM UMA INFRA-ESTRUTURA PARA GESTÃO DE PROCESSOS DE NEGÓCIO

A Internet e o paradigma de computação orientada a serviços expandiram o escopo de Gestão de Processos de Negócio (GPN) de serviços intra-organizacionais para a cooperação entre organizações. Como a GPN lida com grandes volumes de informação, pode se beneficiar de técnicas de reuso na modelagem, execução e monitoramento de processos. Neste trabalho, definimos um modelo de contrato eletrônico e uma infra-estrutura para GPN baseada na abordagem de Linha de Produto (LP) e na técnica de modelos de características como uma forma mais eficiente e sistemática para a reutilização de informações dentro do contexto de GPN. A infra-estrutura proposta contempla todo o ciclo de vida de contratos eletrônicos desde seu estabelecimento até sua execução. Em especial, esse artigo aborda o monitoramento de processos de negócio seguindo as especificações definidas nos contratos eletrônicos.

Palavras-chave: Contratos eletrônicos, Qualidade de Serviço, Serviços web, Monitoramento, Linha de produto.

061-PS

A VIEW OF THE CONTINGENCY THEORY ON THE MANAGEMENT OF A GRADUATION COURSE IN INFORMATION SYSTEMS

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The present paper has for purpose finality to verify how the management of the graduation course in information of systems is structuralized, in a private college non-profit constituted as Educational Society, considering the environment variable of the Contingency Theory. To presents in the theoretical framework the main authors who had collaborated with the development of the Contingency Theory, with emphasis to the works of Burns and Stalker (1960) and Lawrence and Lorsch (1967) that they had contributed with to the use of variable environment and the definition of organizational structures and mechanical or organic. To achieve the proposed objectives, it is adopted as methodology the qualitative research through case study, uses the contingent variables "structure" and "environmental" and the factors of measurement of these variables: division of the labor, specialization, standardization, centralization and decision-making, environment. The results show that only the environmental contingency factor was clearly definite as organic, the other factors partially appeared in the management structure mechanical and organic.

Keywords: Graduation Course in Information Systems; Contingency Theory; Mechanical and Organic Structure.

2074-PS

STRATEGIC MANAGEMENT OF INFORMATION TECHNOLOGY: A CASE STUDY IN A LARGE-SCALE BRAZILIAN FINANCIAL ORGANIZATION ORIGINATED FROM A MERGE

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Aligning Information Technology (IT) resources to business has become a level challenge in organizations, as they aim at a increasingly intense and broad use of IT to achieve their goals. As such, companies have been doing their planning using IT as one of their main tenets, due to its social and business impacts. In large-scale financial institutions that are globally active dealing with thousands of financial products and millions of consumers, managing the existing technology projects and strategic selecting new projects should be done systematically and in accordance with good practices. Therefore, this paper presents a case study in a large-scale financial organizacional in Brazil with the goal of evaluating, by means of document analysis, participant observation and interviews, how the new IT department of this organization is dealing with its IT project portfolio and how the departemts is structured after a recent merge wich unified the methodology for project management.

Keywords: Project Management, Technology Area, Estrategic Alignment, IT Portfolio Management, IT Governance.

GESTÃO ESTRATÉGICA DA TECNOLOGIA DA INFORMAÇÃO: UM ESTUDO DE CASO EM UMA ORGANIZAÇÃO FINANCEIRA DE GRANDE PORTE ORIGINADA A PARTIR DE UMA FUSÃO

Alinhar os recursos da Tecnologia da Informação (TI) ao negócio empresarial se tornou um desafio de nível estratégico nas organizações, uma vez que elas buscam um uso cada vez mais intenso e amplo da TI para atingir seus objetivos. Dessa forma, as empresas vêm realizando seu planejamento tendo como uma de suas principais bases a TI, em virtude de seus impactos sociais e empresariais. Em instituições de grande porte no setor financeiro que atuam globalmente e lidam com milhares de produtos e milhões de clientes, a condução dos projetos de TI existentes, bem como a estratégia para seleção de novos projetos, deve ser feita de forma sistemática e de acordo com as boas práticas conhecidas. Sendo assim, o presente artigo realiza um estudo de caso em uma organização financeira de grande porte com o objetivo de avaliar, por meio de análise documental, observação participante e entrevistas, como o novo setor de TI dessa organização lida com sua carteira de projetos e de que forma esse setor ficou estruturado após uma recente fusão que unificou a metodologia para o gerenciamento de projetos.

Palavras-chave: Gerenciamento de Projetos, Área de Tecnologia, Alinhamento Estratégico, Gestão de Portfólios de TI, Governança de TI.

2082-PS

BANKS THAT INVEST MORE IN INFORMATION TECHNOLOGY: QUANTITATIVE ANALYSIS OF THE EFFICIENCY INDICATOR

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Investments in information technology have become relevant in several sectors and this paper will focus on the banking sector. Some decades ago, Brazilian banks have emerged as major investors in information technology (IT). This paper aims to identify whether the banks that invest more in IT have better efficiency indicator (EI) than other banks, being EI the division of personnel and administrative expenses by the revenue from services and financial intermediation. The nonparametric test Mann-Whitney was used to analyze the data with a significance level of 5%. Despite the difficulty to quantify and allocate the benefits of investments in information technology on business performance, the analysis in this study showed that the group of banks that invests more in IT has better EI compared to other banks in the period from 2006 until 2008.

Keywords: banks, information technology, efficiency, indicator, Mann-Whitney.

ANÁLISE QUANTITATIVA DO INDICADOR DE EFICIÊNCIA DOS BANCOS QUE MAIS INVESTEM EM TECNOLOGIA DE INFORMAÇÃO

Investimentos em tecnologia da informação tem-se tornado significativos em vários setores e neste artigo será dado enfoque ao setor bancário. Há algumas décadas, bancos brasileiros destacam-se como os que mais investem em tecnologia de informação (TI). O objetivo deste artigo é identificar se os bancos que mais investem em TI apresentam melhor índice de eficiência (IE) do que demais bancos, sendo o IE definido como a divisão das despesas de pessoal e administrativa pelas receitas de serviços e de intermediação financeira. Os dados foram submetidos ao teste não paramétrico Mann-Whitney a um nível de significância de 5%. Embora seja reconhecidamente difícil quantificar e atribuir os benefícios dos investimentos em tecnologia de informação nos resultados das empresas, a análise realizada neste estudo mostrou que o grupo dos bancos que mais investem em TI apresentou melhor IE em relação aos demais bancos, nos períodos de 2006 a 2008.

Palavras-chave: bancos, tecnologia da informação, eficiência, indicador, Mann-Whitney.

2086-PS

STRATEGIC ALIGNMENT BETWEEN BUSINESS AND IT IN THE PUBLIC SECTOR: A CASE STUDY IN A BRAZILIAN DEPARTMENT OF FINANCE

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The alignment between business strategy and IT has been a recurring theme for the academics and company executives by the numerous studies demonstrating superior performance results from the organizations and the construction of competitive advantage. However there are few studies of strategic alignment in the public sector. Thus, this exploratory research in a governmental agency sought to identify facilitators and inhibitors of strategic alignment. The results reinforce the literature on the subject, highlighting the role played by top management's support to ensure the social dimension of IT strategic alignment.

Keywords: Alignment, Information Technology, Public Sector, Facilitators, Inhibitors.

ALINHAMENTO ESTRATÉGICO ENTRE TI E NEGÓCIO NO SETOR PÚBLICO: ESTUDO DE CASO EM UMA SECRETARIA DE FAZENDA BRASILEIRA

O alinhamento entre a estratégia da empresa e TI tem sido um tema recorrente na academia e no meio empresarial pelos inúmeros estudos demonstrando resultados de desempenho superior das organizações e de construção de vantagem competitiva. Entretanto existem poucos estudos de alinhamento estratégico em governo. Neste contexto, esta pesquisa exploratória em um órgão de governo buscou identificar os fatores facilitadores e inibidores do alinhamento estratégico. Os resultados encontrados corroboram a literatura sobre o tema, destacando o papel desempenhado pelo suporte da alta administração para a garantia da dimensão social do alinhamento estratégico de TI.

Palavras-chave: Alinhamento Estratégico, Tecnologia da Informação, Setor Público, Facilitadores, Inibidores.

2087-PS

AN EVALUATION OF COMMERCIAL-OFF-THE-SHELF HOSPITAL INFORMATION SYSTEMS AVAILABLE IN THE BRAZILIAN MARKET

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Organizations operate in a market that in general increasingly demands timely and precise information to support the decision making process. In hospitals, which are very complex service providers, the demand for information is even more critical. As any other organization, hospitals use information systems in order to generate information and to aid managers in the managerial process. In the case of health services providers, the so called hospital information systems (HIS) have to be adapted to meet their specific demands. In this context, the research described in this paper presents an evaluation of four HIS, under the users point of view. The main objective was to verify if these systems meet most of the information needs of hospital managers. Another objective was to assess how these systems are adequate to the operational context of hospitals. The research was based on four case studies in hospitals located in the Belo Horizonte metropolitan area. Each hospital uses one specific HIS in the day-to-day operation and management. It was possible to conclude that the four hospitals face difficulties in using the HIS. The main problems are related to accessing to the system, the lack of training in using the system, and the under use of system. Despite these problems, it was observed that the hospitals have had some benefits from using the HIS. The main benefits are related to speeding up operational processes and to information control. In relation to the characteristics of the four studied HIS, it was possible to observe that each of them presents specific capabilities, like those related to information control. The systems present different degrees of flexibility in terms of making adaptations to specific needs of hospital departments. As another conclusion, it was possible to observe that the four systems often partially satisfy the user's information needs. The limitations are related both to the systems capabilities and to the implementation process.

Keywords: system evaluation, information systems, Commercial-off-the-shelf systems, hospitals, system users.

2097-PS

PROPOSAL FOR IMPLEMENTATION OF CMMI PRACTICES IN SOFTWARE DEVELOPMENT

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In the search for quality and on the emphasis to client satisfaction, developing standards for products and services are taken as strategies to give organizational improvements. Thereby, the present study aims to develop an analysis about the current processes of SOLIS cooperative's software development sector in comparison with CMMI practices. The organization growth was leading to an increase on complexity and dimension of their processes and projects, and this growth brought the opportunity to develop a study case to recognize and propose adjustments on deficiencies found. With the development of a qualitative research, made possible the execution of a critical analysis of the actual processes, inside the process areas of Project Planning and Project Monitoring and Control, thus, allowing the development of action plans to orientate corrective actions for the nonconformities found.

Keywords: Processes, CMMI, Indicators, Project, Software development.

PROPOSTA PARA APLICAÇÃO DE PRÁTICAS CMMI NO DESENVOLVIMENTO DE SOFTWARE

Na busca pela qualidade e na ênfase para a satisfação ao cliente, padrões para desenvolvimento de produtos e serviços são tomados como estratégias para obtenção de melhorias na organização. Com isso, o presente estudo teve o propósito de desenvolver uma análise dos processos atuais no setor de desenvolvimento de software da Cooperativa SOLIS em comparação com as práticas do modelo CMMI. O crescimento da organização vem acarretando em um aumento da complexidade e dimensão de seus processos e projetos, com isso, obteve-se a oportunidade de desenvolver um estudo de caso para reconhecer e propor ajustes nas deficiências encontradas. Com o desenvolvimento da pesquisa qualitativa criou-se embasamento para a execução de uma análise crítica dos processos atuais, dentro das áreas de processos de Planejamento de projetos e Controle e Monitoramento de Projetos, assim, permitindo o desenvolvimento de planos de ação de forma a direcionar ações corretivas para as inconformidades encontradas.

Palavras-chave: Processos, CMMI, Indicadores, Projeto, Desenvolvimento de software.

2105-PS

INFORMATION TECHNOLOGY AS A TOOL FOR STRATEGIC MANAGEMENT SECTOR IN THE CLOTHING DEPARTMENT

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This research's aim is to understand the new technologies that are present in the Clothing department pointing its characteristics and evaluating how the Information Technology of field can help making decisions the strategic management. This article was elaborated through content analyzes. The research work has an exploring-qualitative nature. Besides the bibliographical research, it was also effectuated a fieldwork by the observation technique in a hospital in Socoraba, where it's applied a system of bars code in the hospital's trousseaus. In this technique, notes are taken about behavior and activities of people in the research local. We have used the data generated from a visit report we've made in the hospital of Sorocaba, besides information we acquired by interviews performed with the manager of the hospital's laundry department, reports and controls generated by the bars code system. For the elaboration of this article, we also used documental research based on the indicators and control methods used in the management of the hospital's trousseaus. Based on the presented content and in the bibliographical research it was created Thematic Unities with its respective Categories and Subcategories, in which it was possible to verify that the Technology of Information (TI) is a tendency more and more present in the global world and it's been widely used in all hospital areas, also acting as a "tool" that enables an increasing amount of information to be assimilated and an increasingly competitive market which demands the constant upgrade of the processes inside the institution. The hospital's are among this and have been trying to improve their processes and aid the managers in the collection of data, allowing the trousseaus use control, its inputs and outputs in the sectors, detect wastes, and overall monitoring its use. Therefore, TI has been used by hospital's from systems, Excel worksheets, until the bars code system, revealing itself broadly important for the manager, not only the type of TI used, but also the easiness to collect and store data that can produce strategically based reports that allow them to make more assertive decisions to a better management. However, it's important to stress that TI will not rise solutions for the problems with management and trousseau control inside the Clothing department, but will work as a basis to the analyze and wigwag of how its activities are working. It's still the manager's function to evaluate and make the decisions he or she believes are the most suitable in the reality.

Keywords: Hospital Administration, Bed linen and bath - supply and distribution, Technology of Information.

133-PS

THE IMPORTANCE OF ELECTRONIC DATA INTERCHANGE (EDI) AREA OF CONTROLLING: MULTICASE STUDY

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This study investigates the activities carried out by controlling area and for the use of electronic data interchange (EDI) in three large companies, located in Rio Grande do Sul - Brazil. To conduct the survey, we used the methodology of case study with multiple companies and research through observation and literature survey of 57 authors, concerning the activities in control areas. In addition, we elaborated a list of activities developed in the Brazilian validated through consultation in ten companies that use EDI. Thus, the interviews were directed at the activities validated in a previous study, through which it sought to identify the impact on the functions of the financial control systems when supported by the electronic exchange of information. Among the dimensions of the area of controlling, we investigated: the management control, accounting control, cost control, asset tracking, strategic planning, internal control system. The investigation has concluded that the implementation of EDI modifies the activity of controlling the area making them more tactical due to the reduction of time, increase the reliability of accounting data, reducing the rate of failures in manual records and reduce the need for controls due to internal standardization among peers in the surveyed companies.

Keywords: Controlling, interorganizational systems, Electronic Data Interchange (EDI).

2137-PS

METHOD FOR CREATING A MODEL FOR INFORMATION TECHNOLOGY SERVICE MANAGEMENT

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The highly global competition between organizations and the new regulations require that organizations use more effective and efficient mechanisms for IT management. In this context, this article presents a method to create IT service management models using existing models as inputs to support a more effective and efficient IT service management implementation rather than the isolated use of the models adopted on its construction. The application of the method was exemplified through the use of ITIL v3 and COBIT 4.1 as inputs to the GSS-COBITIL model, a valuable tool to aid in a more consistent implementation of IT service management. This model adopts the ITIL services support management processes as a basis and adds the COBIT components aligned with this scope. The utilization of ITIL as a basis implies that GSS-COBITIL is aligned to the ISO/IEC 20000 standard.

Keywords: IT Service Management, ITIL, COBIT.

MÉTODO DE CRIAÇÃO DE MODELO DE GERENCIAMENTO DE SERVIÇOS DE TECNOLOGIA DA INFORMAÇÃO

O cenário globalizado altamente competitivo e as novas regulamentações estão exigindo das empresas a utilização de mecanismos de gestão de TI cada vez mais eficazes e eficientes. Neste contexto, o artigo apresenta um método para a criação de um modelo de gerenciamento de serviços de TI a partir de outros modelos existentes para auxiliar na implantação de uma gestão de serviços de TI mais eficiente e eficaz do que através da utilização isolada dos modelos adotados na sua construção. Para exemplificar sua aplicação foram utilizados originalmente como entrada os modelos ITIL e COBIT para gerar o modelo GSS-COBITIL, o qual serve para auxiliar na implantação mais consistente do gerenciamento de suporte de serviços de TI. Este modelo adota como alicerce os processos de gerenciamento de suporte de serviços do ITIL e agrega os componentes do COBIT alinhados com esta abrangência. A utilização do ITIL como alicerce faz com que o GSS-COBITIL esteja alinhado com a norma ISO/IEC 20000.

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

2144-PS

INFORMATION TECHNOLOGY GOVERNANCE AND BUSINESS STRATEGY BY CIOS' VISION

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The purpose of this paper is to identify the design of information technology governance in the 100 largest Brazilian companies, according to Guia Exame - Maiores & Melhores/2008 from the vision of its information technology executives, especially as the information technology organization is aligned to the businesses strategies through the use of governance practices in information technology. The research, an exploratory study had a quantitative approach, in statistical terms, descriptive with your data collected through structured questionnaire with closed questions. The main results indicate that around 40% of the surveyed companies are adopting information technology governance practices. Generally these companies have demonstrated a level of maturity in information technology governance practices between 3 (moderate) and 4 (superior). About 10% only shows maturity level 5 (maximum), in view of their CIOs. In terms of alignment of information technology and business, there is a greater intention to use governance practices in information technology than their effective adoption. It can be concluded that although most companies to demonstrate through the use of performance indicators to approximate the information technology with business strategies, about 1/3 of companies surveyed information technology governance practices are incipient or nonexistent.

Keywords: IT governance, business strategy, COBIT, ITIL.

2146-PS

ICT ADOPTION FOR SALES FORCE ACTIVITIES AUTOMATION: ANALYSIS OF AN URUGUAYAN BANK FAILURE

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Although it has been confirmed that 60% of SFA fails, there are no specific studies explaining this trend in Uruguay. In line with state-of-the-art research, this paper analyses the implementation of "ACT! 6.0" in a local branch of a multinational bank. Firstly, it points out the existence of a "technological myopia" that prioritizes the "technological product" to the needs of the organization and the sales force. Secondly, it highlights the deficiencies in dealing with three critical factors: (1) the involvement of the sales force in the technology acquisition process, (2) the definition of the sale process to be automatized, and (3) the evaluation of impacts.

Keywords: ICT, SFA sales force automation, keys for success, banking, Uruguay.

ADOPCIÓN DE TICS PARA LA AUTOMATIZACIÓN DE ACTIVIDADES DE VENTA: ANÁLISIS DEL FRACASO DE UN BANCO URUGUAYO

Si bien a nivel mundial se confirma que el 60% de los procesos de automatización de la fuerza de venta (SFA) fracasa, en Uruguay no existen estudios específicos que expliquen esta tendencia. En línea con las investigaciones existentes, el presente trabajo analiza la implementación del ACT! 6.0 en la sucursal local de un banco multinacional. En primer lugar, señala la existencia de cierta "miopía tecnológica" que prioriza el "producto tecnológico" ante las necesidades de la organización y la fuerza de ventas. En segundo lugar, subraya la existencia de "carencias a nivel local" en el trato de tres factores críticos: (1) involucramiento de la fuerza de ventas en el proceso de incorporación tecnológica, (2) definición del proceso de ventas a automatizar y (3) medición y evaluación del impacto del proyecto.

Palavras-chave: TIC, Automatización Fuerza de Ventas, factores críticos de éxito, bancos, Uruguay.

2150-PS

MODELS OF IT OUTSOURCING IN DATACENTERS: A THEORETICAL STUDY

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The change in the global environment and the integration between the markets has expanded the scope of services provided by information technology function in a business context. These services help companies in achieving their business processes and be more competitive in this new scenario. Thus, the IT outsourcing is gaining importance through the flexibility of the corporate technology infrastructure. The central component of the IT infrastructure is the Datacenter. The development of infrastructure has enabled Datacenters were built and used in different ways, according to organizational needs, through the contracting external or being performed internally. This article aims to present the models of IT outsourcing in Datacenters. The work seeks to ground the subject matter, through a literature that addresses issues relevant in the context of the current corporate about IT outsourcing and the different forms of contracting services related to Datacenters. According to the results obtained show that the IT outsourcing of Datacenters can be used in different ways, according to corporate structure and level of maturity and confidence in established relationships.

Keywords: IT Outsourcing. Datacenter. Models of IT outsourcing in Datacenters.

2172-PS

INFORMATION TECHNOLOGY APPLIED TO LOGISTICS: A CASE STUDY IN PORT CARGO TERMINAL

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Globalization and technological advances have increased the importance of logistics of business to attend and overcome the customer expectations. Information technology (IT) supports the logistics planning and control of attendance activities, production, storage and delivery of products and services. The spread of it usage enables to speed the logistics processes and reduce it costs. This paper presents: (a) an Information System Model for decision support in logistics processes, focusing tools that facilitates to track the movement of products and process control and (b) Case analysis of adoption of Enterprise Resource Planning (ERP), integration system of management processes and technologies for the identification and electronic exchange of information to track the movement of containerized cargo to cabotage in the harbour terminal. This event confirms the reported in the literature: it promotes adoption aggregation service offering value to customers by greater accuracy and timeliness in dealings and transmission information, with reflection of better performance of operations and decreasing errors in processes.

Keywords: Information technology, logistics, port terminal.

TECNOLOGIA DA INFORMAÇÃO APLICADA À LOGÍSTICA: ESTUDO DE CASO EM TERMINAL PORTUÁRIO

A globalização e o avanço tecnológico aumentaram a importância da logística empresarial para atender e superar as expectativas dos clientes. A tecnologia de informação (TI) apóia a logística no planejamento e controle das atividades de atendimento, produção, armazenagem e entrega de produtos e serviços. A disseminação do uso da TI permite agilizar os processos logísticos e reduzir seus custos. Este trabalho apresenta Sistemas de Informação para apoio às decisões em processos logísticos, focando, ferramentas que facilitam o rastreamento na movimentação dos produtos e controle de processos. Analisa, o caso de adoção de ERP – Enterprise Resource Planning, sistema de integração de processos gerenciais e tecnologias de identificação e troca eletrônica de informações para rastreamento da movimentação de carga conteinerizada para cabotagem em terminal portuário. Este caso confirma o relatado na literatura: a adoção de TI promove agregação de valor ao serviço ofertado aos clientes, pela maior acuracidade e agilidade no trato e transmissão de informações, com reflexo de melhor desempenho das operações e diminuição de erros nos processos.

Palavras-chave: Tecnologia da Informação, Logística, Terminal Portuário.

2184-PS

AN ALGORITHM FOR THE DIAL-A-RIDE PROBLEM USING OPTIMIZATION TECHNIQUES

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The vehicle routing problem, Dial-a-Ride, has interesting applicability to the reality of many countries in the world. It considered a means of transport for disabled and elderly in general, in which they can request the service by telephone, informing the place where the vehicle should get them and their respective destinations. Thus a system that, considering a set of clients to be embarking and disembarking, can generates a route of smaller cost is obviously of great benefit to companies that offer this type of transport. The article in question deals the case static for problem mentioned with the use of an optimization technique called dynamic programming. The proposal is to construct an algorithm that in addition to finding an optimal solution to the problem, offers a lower computational expense compared to other related work.

Keywords: Dial-a-Ride, applicability, benefit, dynamic programming, optimal solution.

UM ALGORITMO PARA O PROBLEMA DIAL-A-RIDE UTILIZANDO TÉCNICAS DE OTIMIZAÇÃO

O problema de roteamento de veículos, Dial-a-Ride, é de aplicabilidade interessante para a realidade de muitos países do mundo. Consiste em um serviço de transporte exclusivo para deficientes físicos e idosos em geral, no qual eles podem solicitar o atendimento por telefone, informando o local onde o veículo deverá buscá-los e os seus respectivos destinos. Ora, pois, um sistema que mediante um conjunto de clientes a serem embarcados e desembarcados, gere uma rota que apresente custo ótimo, obviamente, é de grande benefício para empresas que oferecem esse tipo de transporte. O artigo em questão, aborda o caso estático do problema mencionado com o uso de uma técnica de otimização denominada programação dinâmica. A proposta é a construção de um algoritmo que além de encontrar uma solução ótima para o problema, o faça de modo a ter um menor gasto computacional em relação a outros trabalhos correlatos.

Palavras-chave: Dial-a-Ride, aplicabilidade, benefício, programação dinâmica, solução ótima.

2190-PS

OPPORTUNITIES THROUGH THE USE OF INFORMATION TECHNOLOGIES FOR EXPLORING AND EXPLOITING THE VIRTUAL VALUE CHAIN IN THE CHEMICAL INDUSTRY

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The chemical industry plays an important role in the modern society because it provides basic inputs for other productive chains. The growing use of information technologies in companies has changed the way they do business and maintain relationships with customers. As a result, new competitive advantages are enabled. This study aims at identifying opportunities generated by the use of information technologies for exploring and exploiting the virtual value chain in the chemical industry. The virtual value chain promotes the shift of activities being conducted in the physical chain to activities being conducted in the virtual chain. We have conducted a case study in a chemical company that ranks second in terms of market share. Main results include: limited use of information technologies for exploring and exploiting the virtual value chain, and unexplored opportunities not within the core competencies of the company; rather, opportunities are in related areas.

Keywords: Virtual value chain. Physical value chain. Information technology management. Chemical industry.

OPORTUNIDADES POR MEIO DO USO DE TECNOLOGIAS DE INFORMAÇÃO PARA A EXPLORAÇÃO DA CADEIA VIRTUAL DE VALOR NO SETOR QUÍMICO

A indústria química tem papel importante na sociedade moderna, pois é considerada uma indústria de base responsável pelo fornecimento de inúmeros insumos para as demais cadeias produtivas. A crescente utilização de tecnologias de informação tem modificado a maneira como as empresas fazem negócios e se relacionam com clientes, podendo, inclusive, gerar vantagens competitivas. O presente trabalho pretende identificar oportunidades geradas pelo uso das tecnologias de informação para a exploração da cadeia de valor virtual no setor químico. A cadeia de valor virtual promove a transposição de atividades realizadas na cadeia física para uma cadeia virtual. Um estudo de caso foi conduzido em uma empresa que é a segunda em termos de participação de mercado em seu segmento. Os principais resultados apontam para um uso limitado das tecnologias de informação na exploração da cadeia de valor virtual e para oportunidades inexploradas não nas competências essenciais da empresa, mas em áreas correlatas.

Palavras-chave: Cadeia de valor virtual. Cadeia de valor física. Gestão de tecnologia da informação. Setor químico.

2200-PS

E-HEALTH IN AMAZONAS STATE AND THE NEED FOR A SYSTEMS ENGINEERING MODEL BASED ON HUMAN FACTORS

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The application of systems engineering processes in any project involving electronic infrastructures can provide valuable support through which the systems engineers and stakeholders may view systems as a socio-technical approach. This paper is organized to show the e-Infrastructure concepts associated to the Health System in the context of the Amazonas State and the main aspects related to the Amazonas human factors, important components in scope of the Healthcare System.

Keywords: Health, e-Health, Systems Engineering, Amazonas State, e-Infrastructure.

2206-PS

INFORMATION FOR HANDOVER MANAGEMENT IN HETEROGENEOUS NETWORKS: DATA REPRESENTATION, LANGUAGES AND INTEGRATED PLATFORMS

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Due to the convergence of radio, television, telephony and Internet areas, the mobility of users, the ubiquity of services, and the development of new technologies to unify access provision, the interaction between providers and users will be required for access on demand in heterogeneous environments. This interaction should allow, in addition to seamless handovers, the negotiation based on technical requirements and user's desires during handover decision processes. The central part of the information being exchanged between the access provider's attachment points and user's devices should be a uniform and common structure that models the handover management information, in terms of what the information represents their semantic meanings and relationships. This work presents a set of ontologies, for this purpose, employed during handover decision processes, in integrated networking platforms for access on demand. A case study is presented, which demonstrates how a service could be integrated in two different platforms for such environment.

Keywords: access on demand, handover management, heterogeneous networks, integrated networking platform.

2208-PS

REUSE STRATEGIES SET IN PRODUCT LINE APPLIED ON THE ENTERPRISE UNIFIED PROCESS

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This paper presents instructions set to be applied on the Enterprise Unified Process. The lifecycle includes the system development, adding production and retirement phases and enterprise disciplines. The reuse program considers different organization elements like process, architecture, organizational culture and technological requirements. The instructions set presented gives directions to software development regarding the reuse and structuring the management resource.

Keywords: Reuse, Product Line, Software Architecture, Software Process.

PROCEDIMENTOS DE REUSO EM LINHA DE PRODUTO NO PROCESSO UNIFICADO CORPORATIVO

Este artigo apresenta um conjunto de procedimentos de reuso, aplicáveis em todo o ciclo do Processo Unificado Corporativo. O ciclo de vida compreende o desenvolvimento do sistema, incluindo as fases de produção e desativação do mesmo e as atividades de gerenciamento corporativo. Programas de reuso englobam uma diversidade de elementos de uma organização como processos, arquitetura, cultura e necessidades tecnológicas. A definição de tais procedimentos direciona o desenvolvimento de sistemas para o reuso e consolida o gerenciamento de seus recursos.

Palavras-chave: reuso, processos, arquitetura de software.

2127-RF

THE IMPORTANCE OF INFORMATION TECHNOLOGY IN THE MANAGEMENT OF A CHAIN RETAILER

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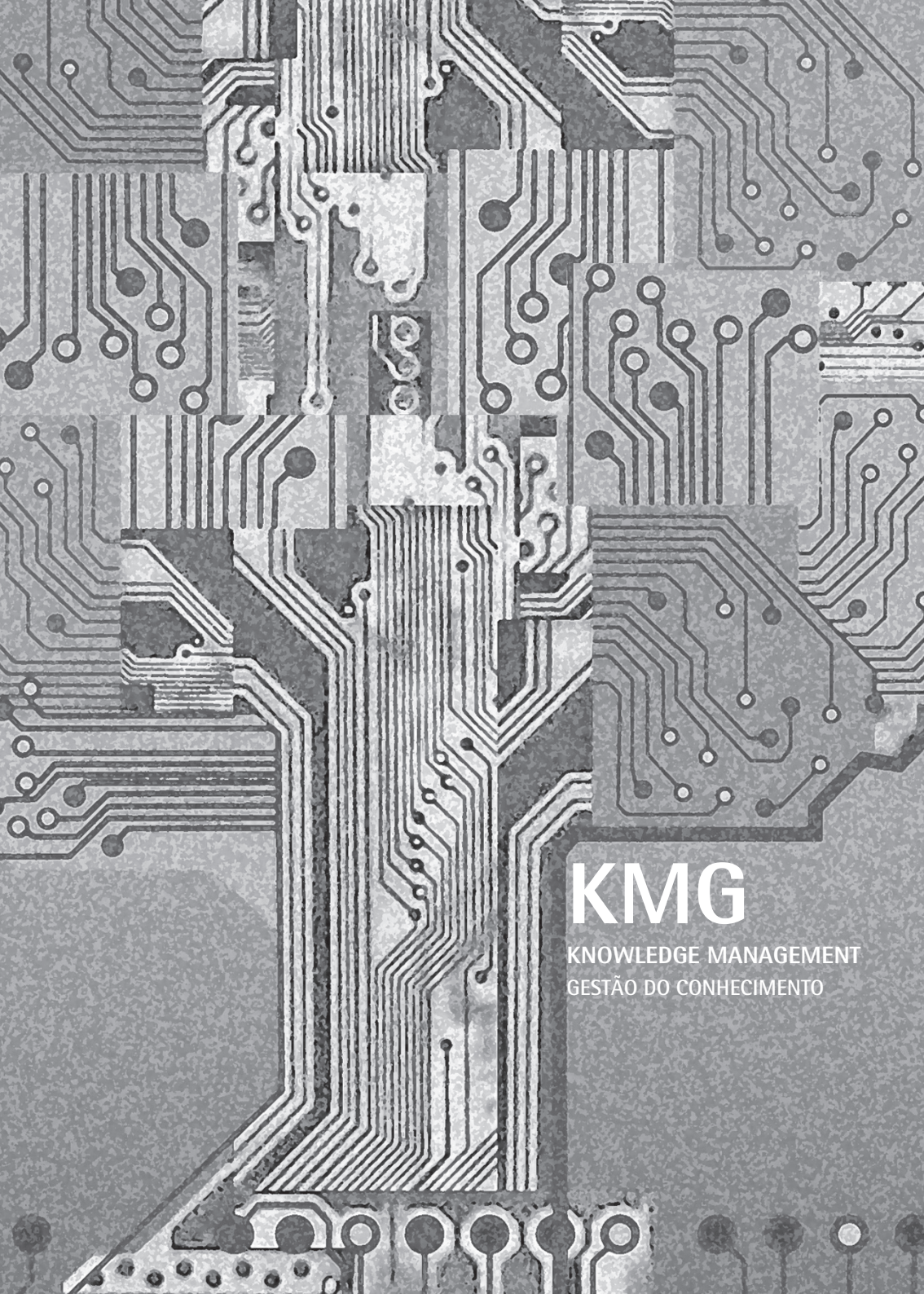
This study aims to examine the importance of Information Technology (IT) in the management of a retail chain. The role of information technology becomes relevant and its effective use by organizations have been crucial to the survival and competitive strategy. Because of this importance and the high investment required to incorporate the new technologies, organizations must seek fence is the maximum of guarantees to facilitate its use successfully. We used a protocol for interviews and questioning an open and semi-structured (focused individual interview).

Keywords: information technology, information system, management, organization, planning.

A IMPORTÂNCIA DA TECNOLOGIA DA INFORMAÇÃO NA GESTÃO DE UMA CADEIA VAREJISTA

Este trabalho visa analisar a importância da Tecnologia da Informação (TI) na gestão de uma cadeia varejista. O papel da tecnologia da informação torna-se relevante e sua efetiva utilização pelas organizações tem sido crucial para a sobrevivência e a estratégia competitiva. Em virtude dessa importância e do elevado investimento necessário para incorporar as novas tecnologias, as organizações devem procurar cercar-se do máximo de garantias para viabilizar seu uso com sucesso. Foram utilizados um protocolo para entrevistas e um questionamento aberto e semi-estruturado (entrevista focalizada individual).

Palavras-chave: tecnologia da informação, sistema de informação, gestão, organização, planejamento.



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KNOWLEDGE MANAGEMENT AT THE UNIVERSITY: THE POLITICAL EDUCATIONAL PROJECT FOR THE ACCOUNTING SCIENCES COURSE AND THE CURRICULUM AS INSTRUMENTS OF ITS ESTABLISHMENT

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A new science model and novel epistemological trends appear and determine other ways of conceiving and representing reality; this way, they reach new fields of knowledge, intertwining the pedagogical discourse and practices that build and constitute the everyday life of the University. This article aims at reflecting on the ways knowledge is managed at the University, and tries to identify and point out the processes that guide the collective construction of the Political and Educational Project of the Accounting Sciences course, having the curriculum as its instrument of establishment. To do so, a theoretical essay was developed containing the discussion of studies and research that critically analyze the current university model and its consequent curricular organization (MAZETTO, 2003; PIMENTA, 2002; LIBÂNEO, 2001; CUNHA, 2001). The counterpoint is the presentation and discussion of studies that defend the collective construction of the Political and Educational Project of the course; the reflexive pedagogical practice; and the structuring of interdisciplinary curricula (DIAS, 2005; CHAUÍ, 1999; MORAES, 1996; CUNHA, 1998; SANTOS 2006; MORIN, 2005; FAZENDA, 2002; MAZETTO, 2003; LIBÂNEO, 2001; PIMENTA, 2002). It became evident that participative management of IES (higher education institutions) requires an integrated view of knowledge, and interdisciplinary attitude. These epistemological principles become visible in the context of university education by means of the collective construction of the PPP; the organization of globalized curricula; as well as collective pedagogical practices, common to and enlightening the very teaching experience. The conclusion reached is that democratic management requires not only a dialogic relationship among the ones involved, but also the use of techniques and human abilities efficient and adequate to the objectives pursued by Higher Education, especially under graduation courses.

Keywords: Knowledge Management; Political Educational Project; Accounting Course; Globalized Curriculum.

1979-PS

FUNCTIONAL LITERACY: A CHALLENGE FOR INNOVATION NA DISSEMINATION KNOWLEDGE

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In today's generation and propagation of knowledge, its processing becomes essential to organizational continuity. At the time of the transfer of information is not fully completed, the results are severely affected. Given this reality, the challenge of this research was to elucidate the extent to which employees of the Delta are fully literate, being able to effective use of information. Based on theoretical and Botelho (2008), Campos (2002) and Kassai (1998) and, through a case study, (using discriminant analysis to measure the degree of functional illiteracy), it was found that 86% of employees have sufficient educational background to the processes of reading, analysis and use of information. This fact, previously unknown, requires an immediate change of attitude and, above all, the ready design of strategies to ensure the effective use of information in organizations.

Keywords: Functional Illiteracy, Knowledge Management, Intellectual Capital, Accounting, Competitiveness.

ANALFABETISMO FUNCIONAL: DESAFIO À INOVAÇÃO E PROPAGAÇÃO DO CONHECIMENTO

No atual cenário de geração e propagação do conhecimento, seu pronto processamento torna-se imprescindível à continuidade organizacional. No momento em que a transferência da informação não é plenamente concluída, os resultados são severamente afetados. Diante desta realidade, o desafio da pesquisa foi elucidar até que ponto os colaboradores da Delta são plenamente alfabetizados, estando aptos à efetiva utilização das informações. Tendo como base teóricos como Botelho (2008), Campos (2002) e Kassai (1998) e, por meio de um estudo de caso, utilizando-se da análise discriminante para mensurar o grau de analfabetismo funcional, constatou-se que 86% dos colaboradores apresentam formação educacional insuficiente aos processos de leitura, análise e utilização das informações. Essa realidade, até então desconhecida, exige uma imediata mudança de postura e, principalmente, o pronto delineamento de estratégias a fim de assegurar a efetiva utilização das informações nas organizações.

Palavras-chave: Analfabetismo Funcional, Gestão do Conhecimento, Capital Intelectual, Contabilidade, Competitividade.

1985-PS

INTRODUCTION OF INSTITUTIONAL REPOSITORY TECHNOLOGY: OPPORTUNITIES TO RETHINK ASPECTS OF SCIENTIFIC RESEARCH QUALITY

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The objective of the research is to characterize the institutional repository (IR) as strategic resource to improve the quality of scientific researches, going besides the traditional vision of publishing and storage researches of the institution. The question that guides the research is: how to take advantage of the present moment of public notice published for introduction of the IRs in the Brazilian universities as instrument to improve the quality of the researches? It is pointed out the importance of the perception wide organizational with relationship to new technological resources, being considered the posterior difficulty for alteration of behavior and the people's perception with relationship to those technologies. It can be ended that enters the propositions of use of IR that result in improvement of the quality of the research of the institution, it is the publication of works associated with some good practices of the scientific research: publication not just of papers or of research reports, but, also, of the several evidences that consolidate the accomplished analyses.

Keywords: Institutional Repository; Scientific Research; Research Quality; Information Quality; Open Archives Initiative.

INTRODUÇÃO DA TECNOLOGIA DE REPOSITÓRIO INSTITUCIONAL: OPORTUNIDADE PARA REPENSAR ASPECTOS DE QUALIDADE DA PESQUISA CIENTÍFICA

O objetivo da pesquisa é caracterizar o repositório institucional (RI) como recurso estratégico ao aprimoramento da qualidade das pesquisas científicas, apresentando e discutindo-o além da visão tradicional de recurso tecnológico para armazenamento e publicação das pesquisas. A questão que norteia a pesquisa é: como aproveitar o presente momento de editais publicados para introdução dos RIs nas universidades brasileiras como instrumento de aprimoramento da qualidade das pesquisas? Salienta-se a importância da percepção organizacional ampla com relação a novos recursos tecnológicos, considerando-se a dificuldade posterior para alteração de comportamento e percepção das pessoas com relação a essas tecnologias. Concluiu-se que entre as proposições de utilização do RI, que resultam em aprimoramento da qualidade da pesquisa da instituição, está a publicação não apenas de artigos ou de relatórios de pesquisa, mas, também das evidências que consubstanciam as análises realizadas.

Palavras-chave: Repositório institucional; Pesquisa científica; Qualidade da pesquisa; Qualidade da informação; Open Archives Initiative.

BEHAVIORAL FINANCE: A HEURISTIC OF ANCHORAGE AND DECISION MAKING UNDER RISK IN REAL ESTATE INVESTMENTS

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This paper aimed to investigate what effect the heuristic of Anchorage in numerical estimates from the perspective of evaluation in real estate investments. The study is based on a quasi-experiment conducted by using statistical tests quantitative analytical, research is positivistic and descriptive and uses a primary and secondary data. The results suggest that the conclusions show similarities to the international context, as examples: a bounded rationality in decision-making estimations (Simon, 1957; Northcraft and Neale, 1987; BAZERMAN, 1994, Kahneman and Tversky, 1974) "; "small trend that the answers that are more strongly affected by an anchor, to be made with relatively less confidence (JACOWITZ and Kahneman, 1995, Thorsteinson et al, 2008)" and "evaluators were influenced by the anchors, however, were not also influenced (Fontana and Gerrard, 2004; JACOWITZ and Kahneman, 1995)."

Keywords: Behavioral finance. Heuristic of Anchoring. Decision Making Under Risk.

FINANÇAS COMPORTAMENTAIS: A HEURÍSTICA DA ANCORAGEM E A TOMADA DE DECISÃO SOB RISCO EM INVESTIMENTOS IMOBILIÁRIOS

Este artigo buscou investigar qual o efeito da heurística da Ancoragem em estimativas numéricas sob a perspectiva da avaliação em investimentos imobiliários. O estudo é baseado num quase experimento, realizado por meio de testes estatísticos quantitativos analíticos, a pesquisa é positivista e descritiva. Utiliza fonte primária e secundária de dados. Os resultados sugerem que as conclusões mostram similaridades com o contexto internacional, como exemplos: "uma racionalidade limitada em tomadas de decisões de estimativas numéricas (SIMON, 1957; NORTHCRAFT E NEALE, 1987; BAZERMAN, 1994, KAHNEMAN E TVERSKY, 1974)"; "pequena tendência de que as respostas, que são mais fortemente afetadas por uma âncora, sejam feitas com relativamente menos confiança (JACOWITZ E KAHNEMAN, 1995, THORSTEINSON ET AL, 2008)" e "os avaliadores foram influenciados pelas âncoras, contudo, não foram igualmente influenciados (Fontana and Gerrard, 2004; JACOWITZ and Kahneman, 1995)".

Palavras-chave: Finanças comportamentais. Heurística da ancoragem. Tomada de decisão sob risco.

2017-PS

INFORMATION AND KNOWLEDGE MANAGEMENT IN PUBLIC SAFETY - CRIME ANALYSIS, INFORMATION TECHNOLOGY AND POLICE INTELLIGENCE

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There is no doubt the importance of managing information and knowledge, and information technology for crime analysis, to better control and understanding of the phenomena of crime and violence. To detect and combat the phenomenon of crime, law enforcement agencies must take advantage of police intelligence, meaning the production of information about issues and evaluations of situations, referring to the illicit activities of individuals or criminal organizations. The tactical crime analysis seeks to provide subsidies to activities of a operational, research and patrolling. The strategic crime analysis, in turn, is directed to solving potential problems of public security, which may occur in the medium and long prazos.Com the use of information technology, it is possible to identify relationships between data crime, for the production of statistical and geographical definitions. Using as a methodological tool to literature, I intend, therefore, demonstrate that today's criminal investigation should take new directions for control and combating criminal nature of the phenomena.

Keywords: police management. Police intelligence. Crime analysis. Analysis criminal tactics. Strategic crime analysis. Information Technology. Information Management and knowledge.

GESTÃO DA INFORMAÇÃO E DO CONHECIMENTO NA SEGURANÇA PÚBLICA - ANÁLISE CRIMINAL, TECNOLOGIA DA INFORMAÇÃO E INTELIGÊNCIA POLICIAL

É indubitável a importância da gestão da informação e do conhecimento, bem como da tecnologia da informação para a análise criminal, para melhor controle e compreensão dos fenômenos da criminalidade e da violência. Para detecção e combate do fenômeno da criminalidade, os organismos policiais devem se valer da inteligência policial, significando a produção de informações sobre problemas e avaliações de situações, referentes às atividades ilícitas individuais ou de organizações criminosas. A análise criminal tática busca dar subsídios às atividades de cunho operacional, de investigação e policiamento ostensivo. A análise criminal estratégica, por sua vez, direciona-se para a solução de problemas potenciais de segurança pública, que venham a ocorrer a médio e longo prazos. Com a utilização da tecnologia da informação, é possível identificar-se as relações entre dados do crime, para produção de dados estatísticos e definições geográficas. Utilizando como ferramenta metodológica a pesquisa bibliográfica, busca-se, assim, demonstrar que hodiernamente a investigação criminal deve tomar novos rumos para controle e combate dos fenômenos criminógenos.

Palavras-chave: Gerenciamento policial. Inteligência policial. Análise criminal. Análise criminal tática. Análise criminal Estratégica. Tecnologia da Informação. Gestão da Informação. Gestão do conhecimento.

AN ANALYSIS OF THE VOLUNTARY EVIDENCIAÇÃO OF THE INTELLECTUAL CAPITAL OF BIGGEST THE PUBLIC COMPANY PARTICIPANT OF THE NEW MARKET

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This article had for objective to investigate the voluntary evidenciação of the elements of Intellectual Capital (CI) in the Reports of the Administration of the 30 (thirty) bigger public company (capital stock) participant of the New Market, levels according to differentiated of Corporative Governança of the BM& FBovespa, in the period of 2006 the 2008. It was contacted that the elements of external capital are evidenced by the companies who compose the sample. The research is characterized as descriptive with qualitative boarding by means of a Documentary Analysis and the use of Ucinet® software for confection of the cooperation nets enters the investigated categories of CI and companies. One concludes that amongst the analyzed companies, the evidenced elements more had been Customers and Education. In what it refers to the cooperation net the centralidade is busy for the External Capital and its linkings they are characterized as weak with the presence of structural gaps.

Keywords: Voluntary Evidenciação. Intellectual Capital. Report of the Administration. New Market.

UMA ANÁLISE DA EVIDENCIAÇÃO VOLUNTÁRIA DO CAPITAL INTELECTUAL DAS MAIORES COMPANHIAS ABERTAS PARTICIPANTES DO NOVO MERCADO

Este artigo teve por objetivo investigar a evidenciação voluntária dos elementos de Capital Intelectual (CI) nos Relatórios da Administração das 30 (trinta) maiores companhias abertas (capital social) participantes do Novo Mercado, segundo os níveis diferenciados de Governança Corporativa da BM&FBovespa, no período de 2006 a 2008. Contatou-se que os elementos de capital externo são os mais evidenciados pelas empresas que compõem a amostra. A pesquisa caracteriza-se como descritiva com abordagem qualitativa por meio de uma Análise Documental e a utilização do software Ucinet® para confecção das redes de cooperação entre as categorias de CI e as empresas investigadas. Conclui-se que dentre as empresas analisadas, os elementos mais evidenciados foram Clientes e Educação. No que tange a rede de cooperação a centralidade é ocupada pelo Capital Externo e suas ligações caracterizam-se como fracas com a presença de lacunas estruturais.

Palavras-chave: Evidenciação Voluntária. Capital Intelectual. Relatório da Administração. Novo Mercado.

2037-PS

FOCUS IN THE INTERN CUSTOMER: A STUDY ON COACHING E MENTORING

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Coaching and Mentoring act as tools of professional character among at least two people for the improvement of one of them, with the purpose of qualifying her inside for an activity of a corporation. In that context the research had as objective identifies the dimensions involved in the implementation of Coaching, for the manager's performance as manager close to your team, in real situation of work; the study includes the same investigation in relation to Mentoring, taking as study people's that work area of São Paulo focus. The data collected in the research they were collected through a questionnaire with open and closed subjects. The research showed as results of the pertinent subjects to the coaching and the mentoring that the great majority, or almost all had some training type, that happened in group, with the managers' presence just in the beginning. Concerning the mentoring, it can be concluded that is inside present of the organization and it is represented by the leader.

Keywords: coaching, mentoring, internal marketing, training, collaborators.

2039-PS

PROMOTING KNOWLEDGE MANAGEMENT IN IMSES: A STUDY ON THE EFFECTS OF THE FINEP ZERO INTEREST PROGRAM IN SANTA CATARINA

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This descriptive research was conducted as a multiple case study and the data are analyzed qualitatively. The purpose is to investigate the effects of the FINEP (Research and Projects Financing Agency) Zero Interest Program regarding knowledge management in the IMSEs located in Santa Catarina state. The overall results indicate the following effects: social impact – evolution of the staff in the IMSEs and improvement between Total Sales and Gross Payroll; economic impact – improvement in the four variables analyzed (total sales and margins, and number of clients and market share) with the implementation of the financed innovative project; and impact on innovation – some companies registered trademarks and patents, which reveals the generation of knowledge through innovation and technological education, as well as knowledge management in the IMSEs. Thus, we can conclude that the Zero Interest Program fulfilled its strategic goals in Santa Catarina.

Keywords: Knowledge Management. Innovative Micro and Small Enterprises. Zero Interest Program.

2040-PS

KNOWLEDGE MANAGEMENT AND THE BALANCED SCORECARD: THE CASE OF AN ORGANIZATION THAT EXPLORES THE ACTIVITY BOVINE CATTLE RANCHING IN MINAS GERAIS

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The study aims at demonstrating the link between knowledge management decision-making process to implement the Balanced Scorecard (BSC) in a rural organization, and for the maintenance or improvement of organizational performance indicators shown by the evaluation model. The tacit and explicit knowledge of the organization accumulated, disseminated and used, helps managers in the drafting and implementation of the BSC. The study is characterized as an exploratory study with a predominantly qualitative, conducted through a case study in an organization that exploits the vagueness of ranching beef cattle in Minas Gerais. The results of the organization's performance allowed the organization's management retreat know the current situation, identify gaps and define the corrective actions.

Keywords: Knowledge management. Decision. Balanced Scorecard (BSC). Model evaluation. Rural Organization.

A GESTÃO DO CONHECIMENTO E O BALANCED SCORECARD: O CASO DE UMA ORGANIZAÇÃO QUE EXPLORA A ATIVIDADE PECUÁRIA DE GADO BOVINO DE CORTE EM MINAS GERAIS

O estudo tem como objetivo evidenciar a relação entre a gestão do conhecimento ao processo decisório para a implementação do Balanced Scorecard (BSC) em uma organização rural e para a manutenção ou melhoria do desempenho organizacional evidenciado pelos indicadores do modelo de avaliação. O conhecimento tácito e explícito acumulados da organização, disseminados e utilizados, auxilia os gestores no processo de elaboração e implementação do BSC. O estudo é caracterizado como uma pesquisa exploratória, com abordagem predominantemente qualitativa dos dados, realizado por meio de um estudo de caso em uma organização que explora a atividade pecuária de gabo bovino de corte em Minas Gerais. Os resultados da avaliação do desempenho da organização permitiram aos gestores da organização rural conhecer a situação atual, identificar pontos de desvios e definir ações corretivas.

Palavras-chave: Gestão do conhecimento. Tomada de decisão. Balanced Scorecard (BSC). Modelo de avaliação. Organização rural.

2057-PS

WIKI - ENTERPRISE COLLABORATION TOOL OF WEB 2.0: CASE STUDY

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Collaborative tools help organizations to use information and knowledge in order to achieve competitive advantage through information management and knowledge. This study aims to identify the criteria that lead organizations to choose and use the collaborative tools of Web 2.0, particularly wikis. The theoretical framework used in the light of technical literature, lies in the concepts relating to the management of information and knowledge, knowledge workers, collaboration and cooperation, collaboration tools of Web 2.0, wikis in particular. Through the technique of case study, we evaluated a company that has deployed and use wikis. There was a semi-structured interview with the person responsible for implementation of the wiki. The study demonstrated the positive and negative aspects in the implementation of wikis.

Keywords: Wiki, Web 2.0, Corporate Collaboration Tool, Collaboration, Cooperation.

WIKI – FERRAMENTA DE COLABORAÇÃO CORPORATIVA DA WEB 2.0: ESTUDO DE CASO

As ferramentas colaborativas auxiliam as organizações a utilizar a informação e o conhecimento de forma a obter vantagens competitivas por meio da gestão da informação e do conhecimento. Este estudo tem como objetivo principal identificar os critérios que levam as organizações a escolher e utilizar as ferramentas colaborativas da Web 2.0, em especial os wikis. A fundamentação teórica utilizada, à luz da literatura acadêmica, reside nos conceitos relativos à gestão da informação e do conhecimento, trabalhadores do conhecimento, colaboração e cooperação, ferramentas de colaboração da Web 2.0, em especial os wikis. Por meio da técnica de estudo de caso, avaliou-se uma empresa que implantou e utiliza os wikis. Realizou-se uma entrevista semi-estruturada com o responsável pela implantação do wiki. O estudo demonstrou os aspectos positivos e negativos na implantação dos wikis.

Palavras-chave: Wiki. Web 2.0. Ferramenta de Colaboração Corporativa; Colaboração; Cooperação.

2062-PS

APPROPRIATION OF THE KNOWLEDGE IN A PUBLIC RESEARCH INSTITUTE

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The National Institute for Space Research - INPE is a Research Unit of the Ministry of Science and Technology - MCT and turns 50 in 2011. During this period, it gave several solutions for the company and now offers unique products such as satellites of the series and SCD-series satellites, programs PRODES and DETER, the weather, among others. It happens that, for the development of these products, INPE has a set of human knowledge that has differentiated. It should be noted also that the knowledge generated in the Institute comes from internal research and international cooperation, as is the case of cooperation between Brazil and China. In this context, this paper aims to point out the current opportunities that the Institute has to appropriate the knowledge generated at home and abroad, and in conclusion makes some suggestions to improve the appropriation of their tacit and explicit.

Keywords: INPE, MCT, Appropriation of the Knowledge.

APROPRIAÇÃO DO CONHECIMENTO EM UM INSTITUTO PÚBLICO DE PESQUISAS

O Instituto Nacional de Pesquisas Espaciais – INPE é uma Unidade de Pesquisa do Ministério da Ciência e Tecnologia – MCT e completará 50 anos em 2011. Nesse período, entregou diversas soluções para a sociedade e atualmente oferece produtos singulares, como os satélites da série SCD e da série CBERS, os programas PRODES e DETER, a previsão do tempo, entre outros. Ocorre que, para o desenvolvimento destes produtos, o INPE conta com um conjunto de recursos humanos que possui conhecimentos diferenciados. Cabe destacar ainda, que o conhecimento gerado no Instituto vem de pesquisas internas e cooperações internacionais, como é o caso da cooperação Brasil-China. Neste contexto, o presente trabalho tem o objetivo de apontar as oportunidades atuais que o Instituto tem para apropriar o conhecimento gerado em âmbito interno e externo e, como conclusão, traz algumas sugestões para aperfeiçoar a apropriação de seu conhecimento tácito e explicito.

Palavras-chave: INPE, MCT, Apropriação do Conhecimento.

2068-PS

SUPPORT TO KNOWLEDGE MANAGEMENT IN VIRTUAL PRACTICAL COMMUNITIES

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The Web was designed to support sharing information resources globally. Currently, this sharing is limited, particularly as for the recovery of imperfect information and the Web hidden. The Semantic Web appears as a possible solution for such limitations. Virtual communities of practice are groups of people join and virtually share a common set of knowledge. A use of Semantic Web technologies can contribute much in the implementation of tools support to these communities. This article discusses and presents a tool based on the principles of Web Semantics that assists in the management of knowledge circulates in virtual communities of practice on the Web.

Keywords: Virtual Practical Community, Knowledge Management, Semantic Web, Information, OWL.

APOIO À GESTÃO DO CONHECIMENTO EM COMUNIDADES VIRTUAIS DE PRÁTICA

A Web foi projetada para suportar o compartilhamento de recursos de informação em nível global. Atualmente, esse compartilhamento é limitado, principalmente, no que se refere à recuperação de informações imperfeitas e à Web oculta. A Web Semântica surge como uma possível solução para tais limitações. As comunidades virtuais de prática são grupos de pessoas que se associam virtualmente e compartilham um conjunto comum de conhecimentos. A utilização das tecnologias da Web Semântica pode contribuir muito na implementação de ferramentas de suporte a essas comunidades. Este texto discute e apresenta uma ferramenta baseada nos princípios da Web Semântica que auxilia na gestão do conhecimento que circula em comunidades virtuais de prática na Web.

Palavras-chave: Comunidade Virtual de Prática, Gestão do Conhecimento, Web Semântica, Informação, OWL.

2070-PS

A NEW APPROACH BASED ON CONCEPT OF QUALITY GROUP FOR IMPUTATION

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The search for new knowledges is one of the human characteristics. New knowledges can be obtained from a set of already existent knowledges. This is the case of the KDD - Knowledge Discovery in Database, which intends to provide the capacity of discovering new and significant information for the use of existent data. This paper, following the approach of the Waterfall Data Input Process, proposes a method of weight inference of the value to be attributed. This new method takes into account measures of validation of the groups produced by the process of grouping (clustering), the use of quality concepts for cluster classification and measures of distance of the neighbors.

Keywords: KDD, Data Imputation , k-Means, k-NN, Silhouette.

2079-PS

ASSESSING TUTORS' PERFORMANCE IN DISTANCE LEARNING: A STUDY ON INTERNATIONAL ACADEMIC PRODUCTION TO IDENTIFY THE VARIABLES TO BUILD AN ASSESSMENT FRAMEWORK

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Distance Learning (DL) is defined here as a teaching mode in which knowledge construction is mediated through the use of technology. In this teaching mode, tutors play a central role as they are responsible for mediating the debate between teachers and students. Keeping in mind that tutors' performance is an important criteria to assess the quality of DL, the present study aims at identifying which variables among the ones present in the international literature should be taken into consideration when developing a framework to assess tutors' performance in DL. This is an exploratory and descriptive study, and it relies on documents and secondary data, using a systematic and structured procedure to collect data. The results identify 25 variables that should be included in a framework to assess tutors' performance, and these variables are classified into three categories: personal characteristics, technical skills, and job description. Furthermore, the study indicated the importance of variables related to the assessment of other elements in DL (virtual learning environment, teacher, students, and coordination).

Keywords: Distance Learning, Tutoring, Tutor, Performance Assessment, International Academic Production.

2081-PS

SIZING THE SCIENTIFIC AND TECHNOLOGICAL SYSTEM OF KNOWLEDGE TRANSFERENCE OF THE SOCIUS/ISEG, UNIVERSIDADE TÉCNICA DE LISBOA

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The Universidade Federal de Santa Catarina, by means of the Instituto de Pesquisas e Administração Universitária (INPEAU) and the Universidade Técnica de Lisboa, represented by the Centro Investigação em Sociologia Econômica (SOCIUS) had firmed a research partnership. Being part of this project, this research considers it To size the scientific transference system and technological knowledge of the SOCIUS/ISEG, the Universidade Técnica de Lisboa to the organized society. About the type of study, characterizes as theoretician-empiricist, description, applied, bibliographical and study of case. In relation to the boarding of this research, it is classified as predominant quantitative. It is concluded that this possesss an international reach, by means of the site analysis, the carried through research and the agreements of cooperation in net. It is suggested that if it extends the databases with its research and articles, to fortify the dissemination of the knowledge, also extending the access to the site of the SOCIUS.

Keywords: University management. Knowledge Management. Brazil. Portugal.

2145-PS

ORGANIZATIONAL CONFIGURATIONS AND EVALUATION SYSTEMS FOR THE MANAGEMENT FOR SCIENCE AND TECNOLOGY INSTITUTIONS

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This work presents contributions for the strategic management for science and technology institutions, based on one of the Mintzberg configurations integrated to a performance evaluation system provided with indicators adapted to the nature of these institutions. To develop this management perspective for science and technology institutions, have been performed a analysis of the existing literature about management designed and performance evaluation system, and about management for science and technology – S&T institutions located in Brazil, mainly to identify of the stakeholders that's organizations; have been apply a questionnaire with the research leaders in the S&T institution selected, and have been interviews made with the managers of that institution, to check the results obtained and for discuss the applicability of the proposal to the management that institution. The results obtained have demonstrated that this proposal of the a management system based on the adhocratic configuration associate to the performance evaluation system such as balanced scorecard, presents applicability in the science and technology institutions, implying, however, that it should be submitted to some adjustments and improvements according to the peculiarity of each institution.

Keywords: strategic management, performance evaluation, Mintzberg configurations, science and technology institutions.

2169-PS

MINING ASSOCIATION RULES IN DATA AND TEXT – AN APPLICATION IN PUBLIC SECURITY

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Nowadays, it is observed an increase in the amount of data structured and unstructured (texts) in the databases of the organizations. The Data Mining and, more recently, the Text Mining has been providing satisfactory results in the knowledge discovery in structured data and unstructured, respectively. This paper presents an application of knowledge discovery in data (KDD) and texts (KDT) techniques of security public data Para's State to seek interesting results for the decision taking. For that, each step of KDD and KDT is described and detailed to generate the wanted knowledge. Among the found results, it is observed that for the rape crime, firearms are used by the victim's unknown people to force them going in a place for make the crime, different from the crimes practiced by the victims' well-known people that generally use the physical force to force them practice it the sexual relationship.

Keywords: Data Mining, Text Mining, Association Rules, Decision Taking, Public Security.

MINERAÇÃO DE REGRAS DE ASSOCIAÇÃO EM DADOS E TEXTOS – UMA APLICAÇÃO EM SEGURANÇA PÚBLICA

Atualmente, observa-se um aumento na quantidade de dados estruturados e não estruturados (textos) nas bases de dados das organizações. A Mineração de Dados e, mais recentemente, a Mineração de Textos tem proporcionado resultados satisfatórios na descoberta de conhecimento em dados estruturados e não estruturados, respectivamente. Este artigo apresenta uma aplicação de técnicas de descoberta de conhecimento em bases de dados (do inglês, Knowledge Discovery in Database - KDD) e em textos (do inglês, Knowledge Discovery in Textual Databases - KDT) nos dados da segurança pública do Estado Pará a fim de procurar resultados interessantes para a tomada de decisão. Para isso, cada etapa do KDD e KDT é descrita e detalhada de forma a gerar o conhecimento desejado. Dentre os resultados encontrados, observa-se que para o delito estupro, armas de fogo são utilizadas por pessoas desconhecidas da vítima para forçá-las a levarem em um local para cometerem o delito, diferentes dos delitos praticados por pessoas conhecidas das vítimas que geralmente utilizam a força física para forçá-las a praticarem a relação sexual.

Palavras-chave: Mineração de Dados, Mineração de Textos, Regras de Associação, Segurança Pública.

2171-PS

TOWARDS A SEMI-AUTOMATIC APPROACH FOR ONTOLOGY MAINTENANCE

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Due to the large volume of documents that retain valuable and implicit employees' knowledge about business activities, it becomes imperative for organizations to have means to extract and organize that knowledge in order to support knowledge management initiatives. This paper presents a strategy based on the recognition and co-relation extraction of named entities from textual documents. The extracted entities and relations are used for ontology creation and maintenance in a semi-automatic approach. A prototype is presented in order to demonstrate the applicability of the proposed strategy. A case study is described in which direct and indirect relations are extracted from academic and professional activities registered in a résumé database.

Keywords: Ontology Maintenance, Named Entity Recognition, Knowledge Engineering, Knowledge Management.

2177-PS

THE RELATION OF FACTORS EDUCATIONAL AND PROFESSIONAL IN COMPOSITION OF THE MIDDLE INCOME OF PROFESSIONAL ACCOUNTANTS REGION CARUARU/PE: FOCUS ON THE THEORY OF HUMAN CAPITAL

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Within a market economic development scenario, one of the prevailing aspects in the labor market is the fact that among equally productive professionals, some of them are paid higher earnings than others. Since these differences can have some implications that go beyond qualification, such as personal, educational and professional characteristics. One of the sources of discussion in connection with the causes for this income unevenness is related to both education and experience exercises influence in the labor market; further, the fact that these causes can be explained by such influence. This review is based on the theoretical grounds of the Capital Human Theory and Continued Education. Accordingly, this study is intended to investigate the influences by the educational and professional factors over the average income of the accounting professionals of the Caruaru region, state of Pernambuco. The study includes a bibliographical, descriptive and exploratory methodology. For that purpose, a quiz was used, to be completed by the accounting professionals with active registration with the Regional Board of Accounting of Caruaru/PE. The sampling included 72 respondents. With a view to carry out a descriptive analysis of the data, an Excel for Windows program was used, as well as the variance analysis (ANOVA) for the parametric statistical tests. The study results show that the Human Capital theory is ratified when identifies that the education (degree) and experience (performance time in the labor market) can affect the income composition of the accounting professionals.

Keywords: Human Capital, Accounting Professional, Continued Education.

2198-PS

INTANGIBLE ASSETS: HOW TO MANAGE THEM?

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This study articulated issues of learning, knowledge creation, circulation of information and practice in the workplace, in research for PhD in Information Science. Data collection was done during the year 2009, in a medium size company providing IT services business to business, located on the outskirts of Belo Horizonte, which has presence in several states. Its clients are private companies, government agencies and police forces. Due to its business model, he needs to follow "the state of the art" in IT, keeping your employees constantly updated, considering the intangible assets his greatest asset, as machines are replaced routinely. The research used the analytical perspective of communities of practice and focused on the relationship between information technology use, learning, knowledge creation, focusing on how such relationships took place. The ethnographic methodology was used, with approximately 500 hours of participant observation, at the Service Desk of the company team, that directly interfaces with his clients: IT managers, technicians and users. They operate remote or in field. It presents the collected data, with analysis focused on the partial disclosure of the intangible aspects of workflow management team of partners, chosen because it had the largest number of interfaces within and outside the company. In conclusion show the elements implied in the interactions between socio-technical observed, revealing its similarities to situations and contexts highly specialized in the search for knowledge creation. As a recommendation it presents the principles for cultivating communities of practice, as stated in the previous work of the authors, and can be deployed in the management of technology and information systems provided by the company to its clients.

Keywords: intangible assets, information, knowledge management, innovation.

2202-PS

EVALUATION OF INFORMATION SYSTEMS AS TOOL FOR PROMOTION OF KNOWLEDGE MANAGEMENT: THE CASE OF THE NUCLEUS OF DISTANCE EDUCATION AT THE SENAI/SC

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This article aims to identify the importance of Information Systems for Knowledge Management in the Nucleus of Distance Education, as proposed by Terra (2005). The adopted framework is based on the concept of Knowledge Management - according to perspective of Terra(2005) and Nonaka and Takeuchi (1997). Importance is given to the analyzis of the linking elements, in this case the technologies (and other strategies) that the team uses to promote Knowledge Management. The research uses descriptive, and quantitative methodology. It was evidenced that the Nucleus of Distance Education develops some actions of Knowledge Management, however it was perceived that the item "when concluding a task, the team spreads and registers what it learned" received the least evaluation (2,8). According to authors previously mentioned, these are attitudes that potencialize Knowledge Management and contribute to the competitive differential of the Institution.

Keywords: Knowledge management, information systems, technology, Nucleus of Distance Education of the Senai/SC.

2211-PS

USING KNOWLEDGE MANAGEMENT AS SUPPORT FOR THE DEVELOPMENT OF UNIVERSITY EXTENSION PROGRAMS TO ENHANCE THE GROWTH OF HUMAN CAPITAL IN ORGANIZATIONS TOLUCA VALLEY, MEXICO

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Higher education institutions as part of its substantive functions Extender is the awareness among the population through such activities as adult education, specialized counseling and development of productive projects, all contributing to the continuous improvement of organizations and society in general.

This proposal have the intention to prepare to the University for develope a Knowledge management dedicated to extension function for maintain all this information of courses and previous counselling for reach other in new projects.

To identify human capital needs of organizations of the Toluca Valley is conducted a survey of information based on a survey that is conducted based on the study of variables that can describe the human capital and level of maturity that it has, this based on previous studies that have been made in Argentina (Fritzsche 2000), and Venezuela (García Lobo: 2004) and Colombia (Castaneda 2004), based on the above was defined as relevant variables such as satisfaction , communication, social and employment climate, motivation, sense of belonging and involvement, innovative capacity, leadership, professional skills and teamwork.

Keywords University extension, Human Capital, Knowledge management.

2223-PS

ASSISTANCE IN SELECTING DATA CLUSTERING ALGORITHMS

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Data clustering is one of the most important tasks in Knowledge Discovery in Databases (KDD) field. It consists of organizing data into groups that, in on hand, maximize intra cluster similarity and, on the other hand, store different data into different clusters. Data Clustering is a NP-complete problem that demands optimization. Many data clustering algorithms are available but none of them outperforms the others in all situations. Choosing a data clustering algorithm is an important step in KDD process. A bad choice may lead to bad clusters. So, this paper describes an approach to support the step of choosing which data clustering algorithm should be used in each new KDD application. Such approach takes historical knowledge about data clustering algorithms' previous performance into consideration. The proposed approach, performed experiments and future work perspectives are described in detail.

Keywords: Data Mining, Data Clustering, Decision Support Systems.

UMA ESTRATÉGIA DE APOIO A SELEÇÃO DE ALGORITMOS DE CLUSTERIZAÇÃO DE DADOS

Diante da importância da tarefa de clusterização de dados na área da descoberta de conhecimento em bases de dados e da diversidade de algoritmos existentes voltados à sua execução, o presente artigo tem por objetivo propor uma estratégia de apoio ao processo de escolha de algoritmos de clusterização de dados. Esta estratégia utiliza conhecimento histórico sobre o desempenho de algoritmos de clusterização em bases de dados antigas a fim de estimar os desempenhos destes algoritmos em novos problemas de clusterização, ordenando os algoritmos em uma lista de prioridades de experimentação. Todos os experimentos realizados até o momento vêm mostrando um bom desempenho da estratégia proposta. Tal estratégia assim como os referidos testes e perspectivas de trabalhos futuros encontram-se descritos em detalhe.

Palavras-chave: Mineração de Dados, Agrupamento de Dados, Sistemas de Apoio à Decisão.

1977-RF

KNOWLEDGE SHARING AMONG TEACHERS: A STUDY OF FEDERAL UNIVERSITY OF SANTA CATARINA'S ACCOUNTING DEPARTMENT

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This article analyzes the knowledge sharing among the teachers of the Department of Accounting, at the Federal University of Santa Catarina. The descriptive research was done through a survey study, with qualitative and quantitative approach. Data collection was done through a questionnaire sent by e-mail to teachers. We obtained a survey return from 14 teachers, which represents 42.42% of the population. It was noticed that the teachers have a good understanding of knowledge management, and interest in learning or knowing more about the subject. Regarding to the sharing practices analyzed, it was found that the events, discussions, meetings and research are the ones with greater importance. The place that contributes most to the discussions is the work environment itself. Particularly in relation to the knowledge sharing, 50% of the respondents reported that they share, infrequently, their knowledge with other teachers.

Keywords: Knowledge management; Sharing knowledge; Teachers.

COMPARTILHAMENTO DO CONHECIMENTO ENTRE PROFESSORES: UM ESTUDO NO DEPARTAMENTO DE CIÊNCIAS CONTÁBEIS DA UNIVERSIDADE FEDERAL DE SANTA CATARINA

O artigo objetiva analisar o compartilhamento do conhecimento entre os professores do Departamento de Ciências Contábeis da Universidade Federal de Santa Catarina. A pesquisa é do tipo descritiva, realizada por meio de um estudo de levantamento, com abordagem quali-quantitativa. A coleta de dados foi feita através de um questionário enviado por correio eletrônico aos professores. Obteve-se um retorno do instrumento de pesquisa respondido de 14 professores, representando 42,42% da população. Observa-se que os professores possuem um bom entendimento sobre a gestão do conhecimento, além de interesse em aprender ou conhecer mais sobre o assunto. Quanto às formas de compartilhamento analisadas, verificou-se que os eventos, as discussões, os encontros e a realização de pesquisas são as que possuem maior grau de importância. O local que mais contribui para que ocorram as discussões é o próprio ambiente de trabalho. Particularmente em relação ao compartilhamento do conhecimento, 50% dos respondentes informaram que compartilham, com pouca freqüência, seus conhecimentos com outros professores.

Palavras-chave: Gestão do conhecimento; Compartilhamento do conhecimento; Professores.

1994-RF

ANALYSIS OF AMBULATORY SERVICE: MANAGEMENT AND DECENTRALIZATION IN THE AMBULATORY VASCULAR SURGERY OF THE MUNICIPALITY OF SÃO JOSÉ DOS CAMPOS

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An ambulatory characterize by its autonomy in the activities, installment of elective attendance, programmed and continuous, assistance to external clients. The objective of this work is to study the current conditions of the demand for attendance in the ambulatory, to analyze the sizing of the service based on attendances and propose a planning for implantation of new ambulatory services at local level. This search was performed in the Ambulatory of Vascular Surgery of the Unit of Specialties of Health of the Municipality of São José dos Campos–SP, analyzed given on the clients records of customers and systemic resources. Through sizing was possible to identify the demand of the ambulatory and functioning of the service. It can be concluded that the demand of the regions for ambulatory service has a similar distribution with basis on the percentage of attendance, expansion of the ambulatory in the direction to cover the biggest number of clients and establish norms for the procedures.

Keywords: Management; Decentralization; Ambulatory; Implantation; Expansion.

ANÁLISE DO SERVIÇO AMBULATORIAL: GERENCIAMENTO E DESCENTRALIZAÇÃO NO AMBULATÓRIO DE CIRURGIA VASCULAR NO MUNICÍPIO DE SÃO JOSÉ DOS CAMPOS

Um ambulatório caracteriza-se pela sua autonomia nas atividades, prestação de atendimento eletivo, programado e contínuo, na assistência aos clientes externos. O objetivo deste trabalho é estudar as condições atuais da demanda por atendimento no ambulatório, analisar o dimensionamento do serviço baseado nos atendimentos e propor planejamento para implantação de novos serviços ambulatoriais a nível local. Esta pesquisa foi realizada no Ambulatório de Cirurgia Vascular da Unidade de Especialidades de Saúde do Município de São José dos Campos – SP, analizados dados nos prontuários dos clientes e dos recursos sistêmicos. Através do dimensionamento foi possível identificar a demanda do ambulatório e funcionamento do serviço. Pode-se concluir que a demanda das regiões pelo serviço ambulatorial tem uma distribuição semelhante com base no percentual de atendimento, ampliação do ambulatório no sentido de abranger o maior número de clientes e estabelecer normas para os procedimentos.

Palavras-chave: Gerenciamento; Descentralização; Ambulatório; Implantação; Expansão.

2015-RF

KNOWLEDGE MANAGEMENT: METODOLOGY AND PROTOTYPE FOR SEGMENTATION AND INDEXING FOR EDUCATIONAL VIDEOS

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The proposition of a methodology oriented to the segmentation and indexing of educational videos geared to the Knowledge Creation Theory is needed for additional applications. The adopted methodology provides an applied theoretical-conceptual framework whose background is the theory of knowledge creation proposed by Nonaka and Takeuchi (1997). The presented prototype includes a metadata creation tool for segments of learning objects on video, in MPEG-7 standard.

Keywords: Knowledge Management. Theory of Knowledge Creation. Segmentation and Indexing Educational Videos. Segments Metadata Prototype from Learning Objects in Video. MPEG-7.

GESTÃO DO CONHECIMENTO: METODOLOGIA E PROTÓTIPO PARA SEGMENTAÇÃO E INDEXAÇÃO DE VÍDEOS EDUCACIONAIS

A proposição de uma metodologia orientada para a segmentação e a indexação de vídeos educacionais orientada à Teoria da Criação do Conhecimento se faz necessária para complementares aplicações. A metodologia adotada apresenta um ensaio teórico conceitual aplicado que tem como pano de fundo a Teoria da Criação do Conhecimento proposta por Nonaka e Takeuchi (1997). O protótipo apresentado contempla uma ferramenta de criação de metadados de segmentos de objetos educacionais em vídeo, no padrão MPEG-7.

Palavras-chave: Gestão do Conhecimento. Teoria da Criação do Conhecimento. Segmentação e Indexação de Vídeos Educacionais. Protótipo de Metadados de Segmentos de Objetos Educacionais em Vídeo. MPEG-7.

2033-RF

USE OF THE WEB 2.0 FOR THE BRAZILIAN ORGANIZATIONS: WHAT ARE THE CONTRIBUTIONS OF THE NEW RESOURCES TO IMPROVE THE KNOWLEDGE MANAGEMENT

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The evolution of the ICT beyond contributing of the costs reduction in the organizations, also have promoted a group of facilities to share information and knowledge. For some authors the internet has a second generation, Web 2.0. On the other hand, the resources of this new generation can contribute to improve the organization processes of creation and share knowledge. In this scenario, it was investigated how the Brazilian organizations are exploring new resources as blog, wiki, social network, multimedia sharing and others to support the knowledge management. This investigation was developed based on a survey in eighty-four Brazilians companies of different economic sectors and sizes. An extensive analysis of the results demonstrates the main used resources and the purposes of use and the evaluation about the importance degree of the resources to improve the knowledge management. Finally, it was noted that the organizations already are using Web 2.0 to encourage the KM.

Keywords: Learning organization, knowledge management, innovation and Web 2.0.

USO DA WEB 2.0 PELAS ORGANIZAÇÕES BRASILEIRAS: QUAIS SÃO AS CONTRIBUIÇÕES DOS NOVOS RECURSOS PARA APRIMORAR A GESTÃO DO CONHECIMENTO

A evolução da TIC, principalmente a internet, além de contribuir para a redução de custos nas organizações, também promoveu um conjunto de facilidades para a disseminação de informações e conhecimento. Para alguns autores, a internet está na segunda geração, Web 2.0. Os recursos da nova geração podem contribuir para estimular os potenciais de criação e disseminação de conhecimento dentro das organizações. Neste cenário foi investigado através de um survey em oitenta e quatro empresas brasileiras de diferentes setores, de pequeno a grande porte, como elas estão explorando blogs, wikis, redes sociais, compartilhamento de multimídia e outros recursos da Web 2.0 para apoiar a gestão do conhecimento. A análise dos resultados demonstra quais são os principais recursos utilizados, os seus propósitos e também o grau de importância para a gestão do conhecimento. Por fim, foi possível constatar que as organizações brasileiras já utilizam a Web 2.0 para estimular a gestão do conhecimento.

Palavras-chave: aprendizagem organizacional, gestão do conhecimento, inovação e Web 2.0.

2043-RF

STRATEGIC ALIGNMENT OF KNOWLEDGE MANAGEMENT IN THE PROFESSOR PERFORMANCE EVALUATION AT A PRIVATE UNIVERSITY

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Knowledge is one of the assets of high value to the management of modern organizations. In the segment of higher education, the need for knowledge management has a higher intensity compared to other sectors. This article aims to study how knowledge is generated and developed in the professor performance evaluation and if it´s aligned with the competitive strategy of a private university. The research methodology adopts a qualitative approach, with action research applied to a university in São Paulo, based on technical literature, documental research and interview. The results show that knowledge is a strategic resource generated in the professor performance evaluation that is aligned with the competitive strategy of differentiation in the quality of teaching, which helps to establish and maintain a profile of core competencies for the organization.

Keywords: Knowledge, strategic alignment, private university, performance evaluation, professor.

ALINHAMENTO ESTRATÉGICO DA GESTÃO DO CONHECIMENTO NA AVALIAÇÃO DE DESEMPENHO DOCENTE EM UMA UNIVERSIDADE PRIVADA

O conhecimento é um dos ativos intangíveis de alto valor para a gestão das organizações modernas. No segmento de ensino superior, a necessidade da gestão do conhecimento tem maior intensidade em relação a outros setores. Este artigo tem como objetivo estudar como o conhecimento é gerado e desenvolvido na avaliação de desempenho dos professores e se está alinhado com a estratégia competitiva de uma universidade privada. A metodologia da pesquisa adota uma abordagem qualitativa, com pesquisa-ação aplicada a uma universidade em São Paulo, com base na literatura

técnica, pesquisa documental e utilização de entrevista. Os resultados mostram que o conhecimento é um recurso estratégico gerado na avaliação de desempenho docente que está alinhada com a estratégia competitiva de diferenciação na qualidade do ensino, o que ajuda a definir e manter um perfil de competências essenciais para a organização.

Palavras-chave: Conhecimento, alinhamento estratégico, universidade privada, avaliação de desempenho, docente.

2049-RF

MASHUPS AND BLOGS IN THE ARCHITECTURE OF SOCIOTECHNOLOGICAL SYSTEMS

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Sociotechnological systems are composed by human and technological agents in dynamic collaboration. Mashups integrate contents and services available over the web, potentially composing sociotechnological systems typical of the Web 2.0 (but usually described in purely technical terms). This article presents an architecture for Web sociotechnological systems. The architecture is built upon the CESM system's model of Mario Bunge - Composition, Environment, Structure, and Mechanism. The main components are human and artificial agents and artifacts such as blogs and mashups - objects of the dynamic collaboration. The main environmental items are the organizations involved and the Web. The structure is established by bonds of mashing up, collaboration, and creation of content in blogs, among others. The main mechanism is knowledge sharing. This architecture aims to contribute to establish a systemic vision of sociotechnological systems over the Web, in contrast to the predominant technocentric view.

Keywords: Sociotechnological systems; Knowledge; Mashup; Blog; Web 2.0, Systemism.

MASHUP E BLOGS NA ARQUITETURA DE SISTEMAS SOCIOTECNOLÓGICOS

Sistemas sociotecnológicos são compostos por agentes humanos e tecnológicos em colaboração dinâmica. mashups integram conteúdos e serviços disponíveis na web, potencialmente compondo sistemas sociotecnológicos característicos da Web 2.0, embora sejam descritos usualmente em termos puramente técnicos. Este artigo apresenta uma arquitetura para sistemas sociotecnológicos na Web. A arquitetura é construída a partir do modelo de sistema CESM de Mario Bunge - Composição, Ambiente, Estrutura e Mecanismo. Os principais componentes são agentes humanos e artificiais e artefatos como blogs e mashups - objetos da colaboração dinâmica. Os principais itens do ambiente são as organizações envolvidas e a Web. A estrutura é estabelecida por ligações de mashing up, colaboração e criação de conteúdo em blogs, entre outras. O principal mecanismo é o compartilhamento do conhecimento. Essa arquitetura contribui para estabelecer uma visão sistêmica de sistemas sociotecnológicos na Web, em contraponto à visão tecnocêntrica predominante.

Palavras-chave: Sistemas sociotecnológicos; Conhecimento; Mashup; Blog; Web 2.0; Sistemismo.

2173-RF

USE OF NEURO-ADAPTIVE TECHNIQUE FOR DEVELOPING FUZZY INFERENCE SYSTEM IMPLEMENTED BASED ON MINERALOGICAL DATA

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The prediction of values of quality for a model extracted from two major techniques of Computational Intelligence - Neural Networks and Fuzzy Control - unified in a Fuzzy Inference System (FIS). This system implements a hybrid solution from a learning adaptive techniques called ANFIS.

Keywords: FIS, ANFIS, Residual Analysis, Heteroscedasticity.

2175-RF

MEASUREMENT AND MANAGEMENT OF VALUE AND INVOLVEMENT IN SERVICES: FROM COGNITIVE TO HEDONIC

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This study deals conceptually with value, including quality as its antecedent and consumer involvement as a mediator of customers value perception. It is an essay about conceptualization of these constructs and their inter-relationship when we intend to assess value during a service experience. It is used as a reference a study with fine restaurants, based on theory about services and marketing as well as on interviews with 16 frequent users, to establish a route to characterize involvement – object, subject and situation – to serve in accordance with value assessment from the same individuals. In the end it is suggested to continue study on conceptualization and assessment of consumer value and involvement in other service industries such as telemarketing, internet providers and software suppliers.

Keywords: value, involvement, services, cognitive, hedonic.

MENSURAÇÃO E GESTÃO DE VALOR E ENVOLVIMENTO EM SERVIÇOS: DO COGNITIVO AO HEDONICO

Este trabalho tem por objetivo estudar o construto de valor em serviços, contendo a antecedente qualidade, bem como o envolvimento do consumidor como mediador da percepção de valor pelos indivíduos, os clientes. Consiste em um ensaio acerca da conceituação destes construtos, procurando estabelecer linhas gerais de como se pode medir a influência do envolvimento do indivíduo no esforço de medir valor para este mesmo sujeito durante uma experiência de serviço. Para exemplificação das possibilidades de estudo sobre estes construtos, toma como campo de estudo o ramo de restaurantes finos, e com base na teoria de serviços e marketing e em entrevistas com 16 frequentadores assíduos de restaurantes finos, elabora roteiro para caracterização de envolvimento – de objeto, sujeito e situação – que deve ser tratado conjuntamente com a mensuração de valor por estes mesmos sujeitos. Sugere-se que este tema tenha prosseguimento na parte conceitual e na medição de valor e de envolvimento do consumidor em outras indústrias de serviços, como serviços de tele-marketing, provedores de internet, fornecedores de software.

Palavras-chave: valor, envolvimento, serviços, cognitivo, hedonico.

2192-RF

HISTORICAL ARCHIVE OF GUARAPUAVA: CHALLENGES FOR THE IMPLEMENTATION OF AN INFORMATIONAL SYSTEM

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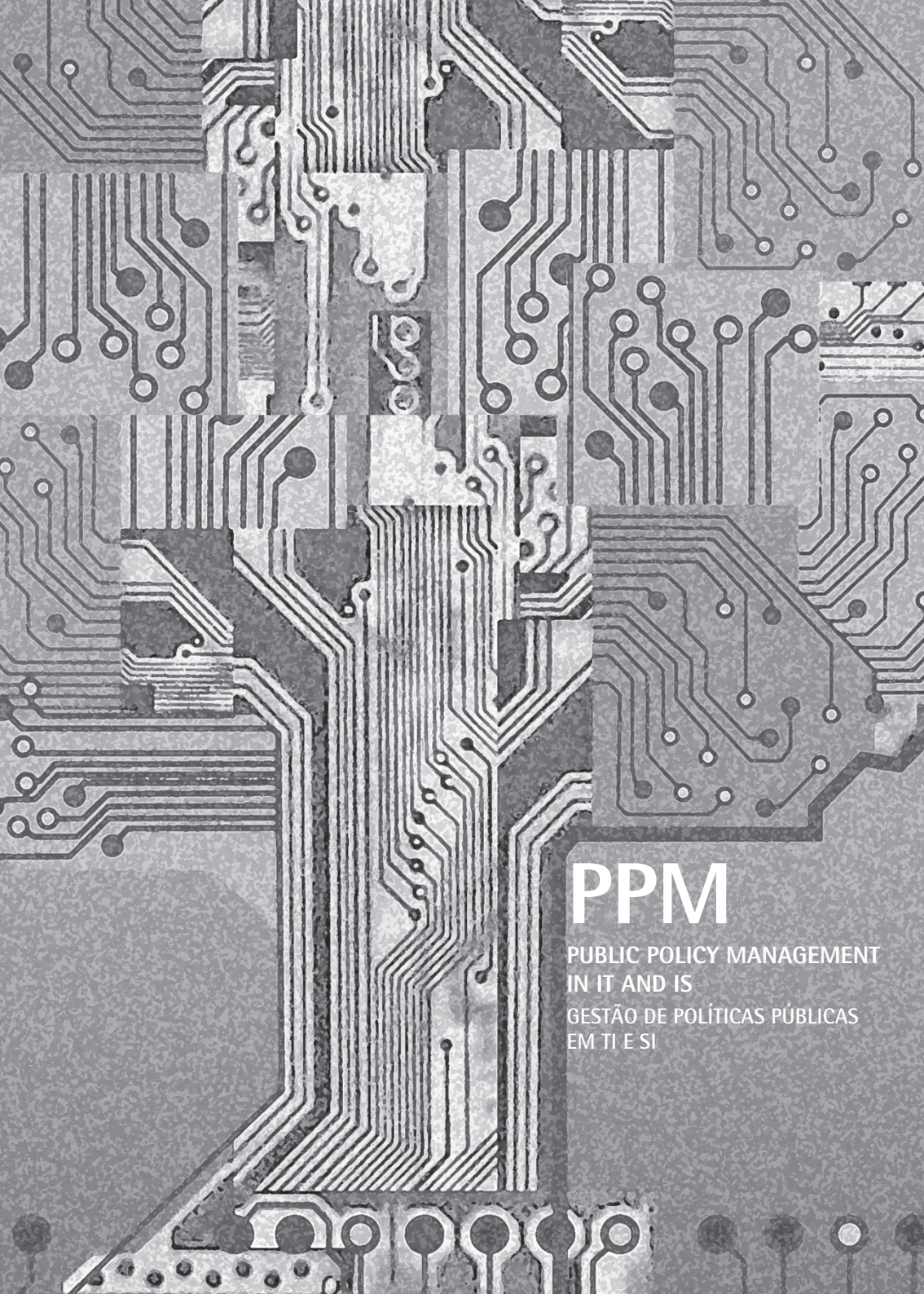
This article aimed to appraise as the implementation of an information system in the Historical Archive of Guarapuava promoting accessibility and information retrieval contained in its collection, more efficiently, and helps in the preservation of documentary heritage, with a purpose to constructing and keeping the memory of society.

Keywords: information system; documentary heritage; information retrieval; Historical Archive; document scanning.

ARQUIVO HISTÓRICO DE GUARAPUAVA: DESAFIOS PARA A IMPLEMENTAÇÃO DE UM SISTEMA INFORMACIONAL

Este artigo objetivou avaliar em que medida a implantação de um sistema informacional no âmbito do Arquivo Histórico de Guarapuava proporcionaria a acessibilidade e recuperação das informações contidas no acervo, com maior eficiência, bem como auxiliaria na preservação do patrimônio documental, com vistas à construção e à manutenção da memória da sociedade.

Palavras-chave: sistema informacional; patrimônio documental; recuperação da informação; Arquivo Histórico; digitalização de documentos.



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THE SYSTEM OF INTERNAL CONTROL AS A TOOL TO IMPROVE DECISION MAKING PUBLIC MUNICIPAL MANAGER
O SISTEMA DE CONTROLE INTERNO COMO INSTRUMENTO DE MELHORIA NA TOMADA DE DECISÃO DO GESTOR PÚBLICO MUNICIPAL
Anderson Dorow
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ANALYSIS OF E-GOVERNMENT INITIATIVES IN BRAZIL
AVALIAÇÃO DAS INICIATIVAS DE GOVERNO ELETRÔNICO
Edmir Parada Vasques Prado
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PUBLIC E-PROCUREMENT AND THE DUALITY OF TECHNOLOGY: A COMPARATIVE STUDY IN BRAZIL AND PARAIBA CONTEXT
E-PROCUREMENT PÚBLICO E A PERSPECTIVA DA DUALIDADE DA TECNOLOGIA: UM ESTUDO COMPARADO NO CONTEXTO DO BRASIL E DA PARAÍBA
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THE IMPACT OF ELECTRONIC INVOICE ON THE ICMS COLLECTION IN SÃO PAULO STATE BEVERAGE INDUSTRY
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ELECTRONIC GOVERNMENT AND THE RIGHT PROMOTION OF PUBLIC MANAGEMENT PARTICIPATION: MODELS OF CITIZENSHIP PARTICIPATION IN LATIN AMERICA
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USE OF LOCAL E-GOVERNMENT IN VIEW OF THE DIGITAL POSITIONING OF THE METROPOLITAN AREA OF CURITIBA
USO DO GOVERNO ELETRÔNICO MUNICIPAL EM VISTA DO POSICIONAMENTO DIGITAL DA REGIÃO METROPOLITANA DE CURITIBA
Márcio Takeo Funai
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TELECENTROS AS INITIATIVE OF DIGITAL INCLUSION: A STUDY IN THE CITY OF SÃO PAULO
TELECENTROS COMO INICIATIVA DE INCLUSÃO DIGITAL: UM ESTUDO NA CIDADE DE SÃO PAULO
Gilberto Perez
Alberto de Medeiros Jr
Gabriel Palma Smirne
Guilherme Ken Hasegawa

MANAGEMENT PROCEDURES USED BY NONPROFITS ORGANIZATIONS OF THE CITY OF PASSO FUNDO – RS
Rodrigo Marciano da Luz
Vanderlei dos Santos
Jorge Eduardo Scarpin

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THE STRATEGY ADOPTED BY THE JUDICIARY FOR INFORMATION TECHNOLOGY: A STUDY OF ITS ALIGNMENT WITH STRATEGIC OBJECTIVES
A ESTRATÉGIA ADOTADA PELO PODER JUDICIÁRIO PARA A TECNOLOGIA DA INFORMAÇÃO: UM ESTUDO DO SEU ALINHAMENTO COM OS OBJETIVOS ESTRATÉGICOS
Ramses Henrique Martinez

1991-PS

THE SYSTEM OF INTERNAL CONTROL AS A TOOL TO IMPROVE DECISION MAKING PUBLIC MUNICIPAL MANAGER

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The objective of this paper is to identify, through questions directed to municipal administrators, the information obtained through the Internal Control System are taken into account by the manager at the time of its making. This research has characteristics literature, documentary and survey. Regarding the approach is a qualitative study adopts primary data, using as a tool to apply a questionnaire with closed and open questions. As a result we obtained: as the system COSO Internal Control, managers, mostly affirmed the existence of implementing these objectives, all agreed to use information system and its contribution to analysis and decision making, among others. In conclusion, it was noted that the municipal managers understand the significant contribution of the Internal Control System for making management decisions.

Keywords: Internal Control System. Public Manager. Decision Making.

O SISTEMA DE CONTROLE INTERNO COMO INSTRUMENTO DE MELHORIA NA TOMADA DE DECISÃO DO GESTOR PÚBLICO MUNICIPAL

O objetivo deste artigo consiste em identificar, por meio de questionamentos dirigidos aos gestores públicos municipais, se as informações obtidas por intermédio do Sistema de Controle Interno são levadas em consideração pelo gestor no momento de sua tomada de decisões. Esta pesquisa tem características bibliográfica, documental e de levantamento. Em relação à abordagem o estudo é qualitativo, adota dados primários, utilizando como ferramenta a aplicação de um questionário, composto de questões fechadas e abertas. Como resultado obteve-se: quanto ao sistema COSO de Controle Interno, os gestores, em sua maioria, afirmaram a existência da aplicação desses objetivos; houve unanimidade quanto a utilização de informações do sistema e sua contribuição para análise e tomada de decisão; entre outros. Como conclusão, percebeu-se que os gestores municipais compreendem a contribuição significativa do Sistema de Controle Interno para a tomada de decisões dos gestores.

Palavras-chave: Sistema de Controle Interno. Gestor Público. Tomada de Decisão.

1998-PS

ANALYSIS OF E-GOVERNMENT INITIATIVES IN BRAZIL

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This paper aims to analyze successful cases of Information Technology and Communication (ICT) implementation in public administration. It contributes to describe the characteristics of e-government initiatives and their evolution in recent years, and identify relationships between the characteristics of e-government initiatives. This research is characterized by being an exploratory study, which was used a case study as research strategy. The research was applied to an observatory of practices of ICT in public administration, and data were collected in the second half of 2009. We analyzed 52 cases of successful e-government initiatives that contributed to the understanding of this topic in the Brazilian reality. As a result, we identified three relations involving the motivations, levels of government and the categories of relationship of e-government initiatives.

Keywords: Electronic Government, Information Technology and Communication, Public Administration.

AVALIAÇÃO DAS INICIATIVAS DE GOVERNO ELETRÔNICO

This paper aims to analyze successful cases of Information Technology and Communication (ICT) implementation in public administration. It contributes to describe the characteristics of e-government initiatives and their evolution in recent years, and identify relationships between the characteristics of e-government initiatives. This research is characterized by being an exploratory study, which was used a case study as research strategy. The research was applied to an observatory of practices of ICT in public administration, and data were collected in the second half of 2009. We analyzed 52 cases of successful e-government initiatives that contributed to the understanding of this topic in the Brazilian reality. As a result, we identified three relations involving the motivations, levels of government and the categories of relationship of e-government initiatives.

Palavras-chave: Electronic Government, Information Technology and Communication, Public Administration.

2032-PS

PUBLIC E-PROCUREMENT AND THE DUALITY OF TECHNOLOGY: A COMPARATIVE STUDY IN BRAZIL AND PARAIBA CONTEXT

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This study approaches the e-procurement theme. Aiming to understand it from the perspective of "duality of technology", this technology is understood as a product and as means for human action, which, interacting with the institutional properties, produces and reproduces the current organizational practices. The results obtained using multiple interpretive case studies show that the e-procurement is a subjective element, understood, sometimes inconsistently by human agents in different organizational contexts. Users are appropriating rules, knowledge and assumptions incorporated in the implemented systematic to perform tasks, contributing to a reaffirmation of the status quo. Some defects inherent of public administration were included in e-procurement, revealing that undesired and fought practices still remains.

Keywords: Public Administration. Eletronic Government. E-procurement. Duality of Technology. Interpretative Case Study.

E-PROCUREMENT PÚBLICO E A PERSPECTIVA DA DUALIDADE DA TECNOLOGIA: UM ESTUDO COMPARADO NO CONTEXTO DO BRASIL E DA PARAÍBA

Este estudo tem como base a temática do e-procurement público. Objetivando compreendê-lo a partir da perspectiva da "dualidade da tecnologia", entende-se esta tecnologia tanto como um produto quanto como um meio para a ação humana, que, interagindo com as propriedades institucionais, produz e reproduz as práticas organizacionais correntes. Os resultados obtidos por meio de múltiplos estudos de casos interpretativos evidenciaram que o e-procurement é um elemento subjetivo, compreendido, por vezes, de forma contraditória pelos agentes humanos nos diferentes contextos organizacionais. Os usuários estão se apropriando de regras, conhecimentos e suposições incorporadas na sistemática implantada para realizar tarefas, contribuindo para uma reafirmação do status quo. Alguns vícios inerentes à Administração Pública se inseriram no e-procurement, revelando que ainda permanecem práticas combatidas e não desejadas.

Palavras-chave: Administração Pública. Governo Eletrônico. E-procurement. Dualidade da Tecnologia. Estudo de Caso Interpretativo.

2042-PS

THE IMPACT OF ELECTRONIC INVOICE ON THE ICMS COLLECTION IN SÃO PAULO STATE BEVERAGE INDUSTRY

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The electronic invoice (NF-e) will provide a change of paradigm for the tax administration, turning the fiscal control into a basically preventive mode, in real time and through electronic auditing. The proposal of the present research is to verify the impact of electronic invoice on the increment of the ICMS (state Value Added Tax – VAT on sales and services) collection in the beverage industry sector of São Paulo State. In methodological terms, an empiricist-analytical research was made. The orienting hypothesis that the implementation of more effective mechanisms of tax audit would have as indirect effect a collection increase, could not be confirmed by the empirical results presented in this article. In the analyzed period, after the implantation of the NF-e, the real variation of ICMS (VAT) collection in the beverage industry was 48,5% lower than the productive activity increment, measured by IBGE (Brazilian Institute of Geography and Statistics).

Keywords: electronic government, electronic invoice , tax collection, tax evasion, value added tax.

O IMPACTO DA NOTA FISCAL ELETRÔNICA SOBRE A ARRECADAÇÃO DO ICMS NO SETOR DE BEBIDAS DO ESTADO DE SÃO PAULO

A Nota Fiscal Eletrônica (NF-e) proporcionará uma mudança de paradigma para a administração tributária, passando a ação fiscal a ser basicamente preventiva, em tempo real e através de auditoria eletrônica. A proposta da presente pesquisa é verificar o impacto da Nota Fiscal Eletrônica na arrecadação do ICMS (imposto sobre o valor agregado – IVA, incidente na circulação de mercadorias e serviços) no setor de bebidas do Estado de São Paulo. Em termos metodológicos, realizou-se uma pesquisa empírico-analítica. A hipótese orientadora da pesquisa de que a implementação de mecanismos mais eficazes de controle fiscal teria como efeito indireto um aumento de arrecadação, não pode ser confirmada pelos resultados empíricos apresentados neste artigo. No período analisado, após a implantação da NF-e, a variação real da arrecadação de ICMS no setor de bebidas foi 48,5% inferior ao incremento da atividade produtiva, medida pelo IBGE (Instituto Brasileiro de Geografia e Estatísticas).

Palavras-chave: governo eletrônico, nota fiscal eletrônica, arrecadação tributária, evasão fiscal, imposto sobre valor agregado.

2044-PS

THE MAP OF TRANSPARENCY AND SOCIAL CONTROL OF THE ELECTRONIC PROCUREMENT STATE LEGISLATIVE ASSEMBLIES (ALES): CASE STUDY OF BRAZIL TO ALES

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The introduction of new technologies of information and communication technologies (ICTs) are profoundly changing the way governments conduct their auctions and shopping. Is noteworthy that Brazil in general, is advancing a lot in this field in recent years, especially in e-procurement and transparency of procurement and bidding of the Executive. However, purchases made by the Legislature does not receive due attention and publicity which the shopping carts of the Executive receive. Therefore we conducted an initial search, finding out which states have reports of bids and electronic procurement carried out by State Legislative Assemblies, as well as Congress. This resulted in a map showing the current situation of the State of the Art of transparency and social control of the shopping carts of ALEs. After this, studies of cases with the states that have some kind of transparency and the possibility of social control of the shopping carts legislative houses. The methodology used is the construction of a theoretical framework on electronic procurement and transparency and an exploratory research on online shopping portals of the states chosen. Despite all the portals state cite the existence of e-procurement portal for the promotion of transparency, none of them has a specific area for the citizens. The final also show that information technology and communication will not be promoting the rights of citizenship alone, but also depends on a culture of transparency in both the society is prepared to control and understand the Public as this act for access to information. This study is relevant to civil society oversight bodies and the government itself, in view of improving the opportunities for transparency by government.

Keywords: electronic government(e-gov); electronic governance; local governance; State Legislatives Assemblies; Brazil.

2045-PS

ELECTRONIC GOVERNMENT AND THE RIGHT PROMOTION OF PUBLIC MANAGEMENT PARTICIPATION: MODELS OF CITIZENSHIP PARTICIPATION IN LATIN AMERICA

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The paper aims to study the relationship between information and communication technologies and local governance. For that will be studied the experiences of the use of Internet in participatory budgeting. The experiences of Participatory Budget (PB) proposed the direct participation of citizens in setting priorities in public investment. Will be presented following the experiences of Participatory Budget Digital undertaken by municipalities in Brazil: Porto Alegre (RS) Ipatinga (MG), Belo Horizonte (MG) and Recife (PE). The methodology that was used the literature search on the key concepts, discussion of the relationship between local governance and citizen participation, and presentation of experiences that produce findings on the impacts of the use of ICTs in participatory processes. Experiments are under a project carried out by Network Logolink called "Electronic Local governance: Latin American Perspectives" and coordinated by the Instituto Pólis, São Paulo. Using the Internet, these participatory government budgets can increase citizen participation and allow thousands of people decide on the allocation of public investment. Five Brazilian cases will be presented and related challenges of local governance to identify their real capabilities of building a new relationship between government policy and society in Brazil and other countries. This research considers the use of information and communication technologies, especially the Internet, can be a promoter of citizenship, including citizen participation. However this promotion may be limited by the condition of access to these technologies and the depth and quality of information available to the citizen that would undermine the enjoyment of the rights of citizens.

Keywords: e-governance; e-government; Public Digital Budgeting; Citizen Engagement; Latin American.

2103-PS

USE OF LOCAL E-GOVERNMENT IN VIEW OF THE DIGITAL POSITIONING OF THE METROPOLITAN AREA OF CURITIBA

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The local administration needs adjusting to digital technologies in the daily life of citizens. E-government can contribute to local administration transparency and streamlining by providing information and public services electronically, supported by information technology. The aim of this study is to analyze the use of local e-government in view of the digital positioning of the Metropolitan Area of Curitiba, Brazil. The method used was descriptive and documentary research, defining the universe focused on personal use of internet access. The research analysis protocol was divided into two constructs: e-government and digital positioning, and their respective variables and units of measurement. In conclusion, local e-government can reach higher levels of quality and must implement solutions to mitigate the digital divide.

Keywords: e-government, digital divide, information and communication technology.

USO DO GOVERNO ELETRÔNICO MUNICIPAL EM VISTA DO POSICIONAMENTO DIGITAL DA REGIÃO METROPOLITANA DE CURITIBA

A gestão municipal necessita se ajustar à realidade das tecnologias digitais do cotidiano dos munícipes. O governo eletrônico pode contribuir para a transparência e racionalização da gestão municipal com o oferecimento de informações e serviços públicos, de forma eletrônica e apoiado pelos recursos da tecnologia da informação. O artigo teve como objetivo analisar o uso do governo eletrônico municipal em vista do posicionamento digital da Região Metropolitana de Curitiba, Brasil. A metodologia da pesquisa foi a da pesquisa descritiva, com pesquisa documental, delimitação do universo focada no uso pessoal de acesso à internet. O protocolo de análise de pesquisa foi dividido nos dois construtos fundamentados: governo eletrônico e posicionamento digital, e suas respectivas variáveis e unidades de medida. Como resultados, apuraram-se que o governo eletrônico municipal pode avançar para níveis superiores de qualidade e que deve implementar soluções para mitigar a exclusão digital.

Palavras-chave: governo eletrônico, exclusão digital, tecnologia da informação e da comunicação.

2136-PS

TELECENTROS AS INITIATIVE OF DIGITAL INCLUSION: A STUDY IN THE CITY OF SÃO PAULO

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This paper intended identify the factors which enable to citizens to utilize public centers for computers access (called "Telecentros") as a way to digital inclusion. The research, which type is quantitave and exploratory, which supported this paper used non probabilistic sampling and for accessibility reasons had 94 respondents from two "Telecentros" from São Paulo City (Brazil). The collect tool was a questionnaire with closed assertives and using five points Likert scale. For the analyses of the collected data, techniques of descriptive statistics had been applied whit the multivariate technique of factor analysis. The results revealed some factors which defining the main reason which motivate the people to use the "Telecentros". Among others the highlights are: Support to Learning; Information Access; "Telecentro" as Inclusion Factor; Social Network; Amusement; e-Commerce.

Keywords: Digital Inclusion, Telecentro, Social Inclusion.

TELECENTROS COMO INICIATIVA DE INCLUSÃO DIGITAL: UM ESTUDO NA CIDADE DE SÃO PAULO

Com este estudo buscou-se identificar alguns fatores que possibilita aos cidadãos a utilizarem os Telecentros como forma de inclusão digital. A pesquisa do tipo quantitativa exploratória que lhe deu suporte utilizou amostragem não probabilística e por acessibilidade, composta de 94 usuários de dois Telecentros na cidade de São Paulo. O instrumento de coleta utilizado foi um questionário previamente elaborado, contendo assertivas fechadas e pontuado mediante escala Likert de cinco pontos. Para a análise dos dados obtidos, foram aplicadas técnicas de estatística descritiva, além da técnica multivariada de análise fatorial. Os resultados revelaram a existência de alguns fatores que definem os principais motivos que levam as pessoas a utilizarem os Telecentros. Dentre outros, destacam-se: Auxílio na Formação Escolar, Acesso à Informação, Telecentro Como Fator de Inclusão, Socialização Online e Entretenimento e Possibilidade de Pequenas Compras.

Palavras-chave: Inclusão Digital, Telecentro, Inclusão Social.

2139-PS

MANAGEMENT PROCEDURES USED BY NONPROFITS ORGANIZATIONS OF THE CITY OF PASSO FUNDO – RS

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This article aims to indentify management procedures used by nonprofit organizations from Passo Fundo city, state of Rio Grande do Sul. The management techniques used by the third sector have its own specific way of management, because it is an organization dedicated to the social aspect, non-profit, and a line of consistent management for entities of this sector may be derived from three concepts: mission, goals and strategy, which constitute the basic elements for a strategic management. It was used a descriptive research and quantitative approach in the organizations of Passo Fundo city using the research instrument adapt from Longstreth, Ward e Lightner (2005). Managers from 12 organizations, out of 53, were interviewed, representing a sample of accessibility. It was found that most administrators do not have academic training related to the management area and practically all the organizations have formed tasks. It was observed that organizations have formalized strategic planning, however, in need of improvement. It is concluded that there is management practices that should be improved or even implemented, and the most important is to have people with experience in the management area, since there may be an influence on organizational performance.

Keywords: Management. Third Sector. Nonprofits Organizations.

2207-RF

THE STRATEGY ADOPTED BY THE JUDICIARY FOR INFORMATION TECHNOLOGY: A STUDY OF ITS ALIGNMENT WITH STRATEGIC OBJECTIVES

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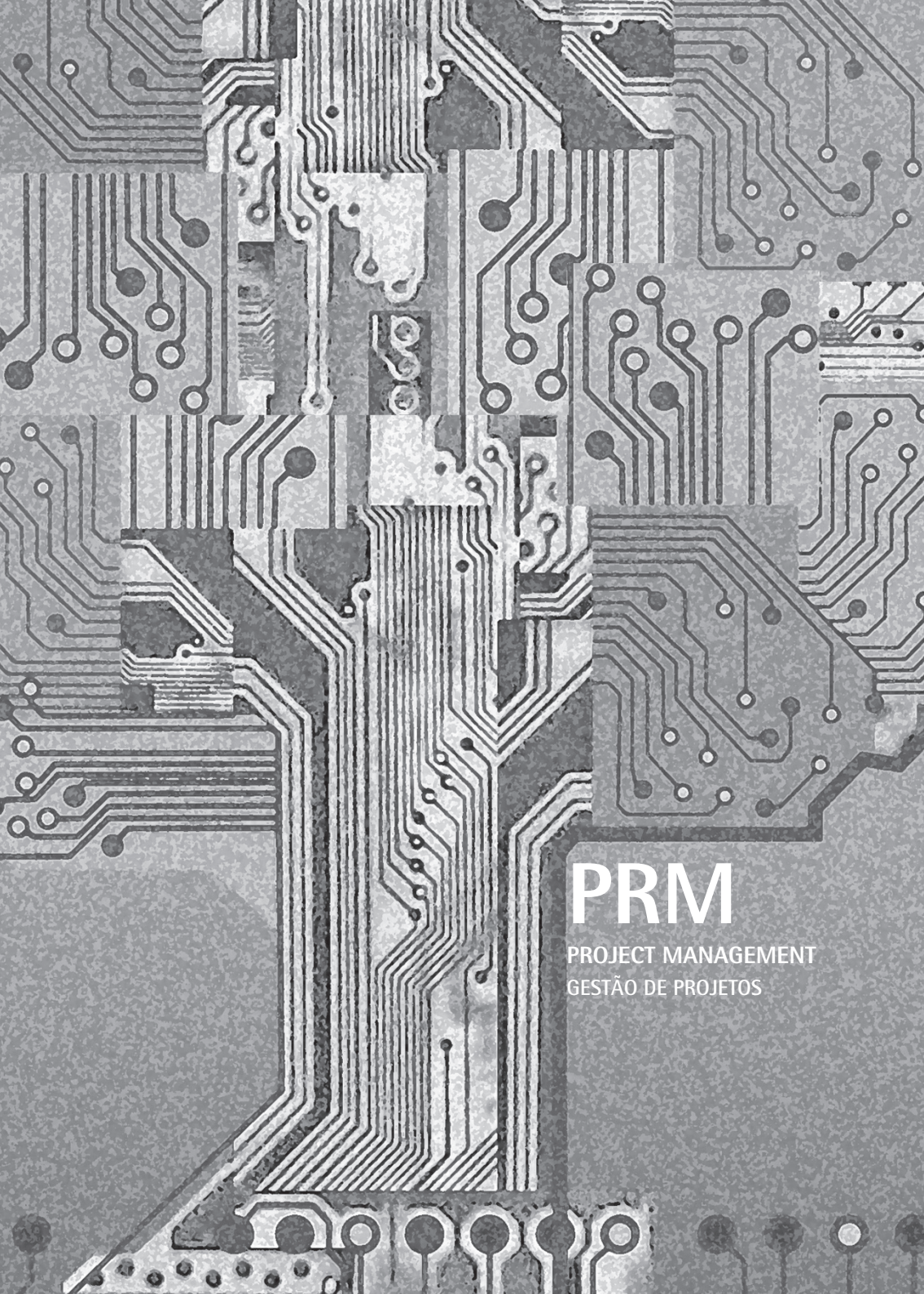
The objective of this work was to perform an exploratory research on strategy adopted by the Judiciary for information technology, with the purpose of studying its alignment with strategic goals. Considering the dependency of the courts in information systems, strategic alignment of IT is relevant for the fulfillment of the institutional mission of the studied courts, contributing to a faster and more effective provision of justice and to the efficiency and effectiveness of administrative activities. Based on interviews and consultations, were compared the strategic goals and the IT strategic projects, considering the dimensions of alignment indicated by the recent literature, to verify the degree of alignment. To this end, each dimension had an allocation of degree of compliance with that recommended in the literature. It was possible to consider the degree of alignment between strategic objectives and IT strategies.

Keywords: alignment; information; technology; strategy; innovation.

A ESTRATÉGIA ADOTADA PELO PODER JUDICIÁRIO PARA A TECNOLOGIA DA INFORMAÇÃO: UM ESTUDO DO SEU ALINHAMENTO COM OS OBJETIVOS ESTRATÉGICOS

O objetivo deste trabalho foi realizar uma pesquisa exploratória, no âmbito da estratégia adotada pelo Poder Judiciário para a tecnologia da informação, com o propósito de estudar o seu alinhamento com os objetivos estratégicos. Considerando a dependência dos tribunais de sistemas de informação, o alinhamento estratégico de TI é relevante para o cumprimento da missão institucional dos tribunais estudados, contribuindo para uma mais rápida e eficaz prestação jurisdicional e para a eficiência e eficácia das atividades administrativas. Com base nas entrevistas e consultas realizadas, foram comparados os objetivos estratégicos com os projetos estratégicos de TI, considerando as dimensões de alinhamento apontadas pela literatura recente, para verificar o respectivo grau de alinhamento. Para tanto cada dimensão teve uma atribuição de grau de conformidade com aquele recomendado pela literatura. Foi possível ponderar o grau de alinhamento entre os objetivos estratégicos e as estratégias de TI.

Palavras-chave: alinhamento; informação; tecnologia; estratégia; inovação.



PRM

PROJECT MANAGEMENT
GESTÃO DE PROJETOS

PRM – PROJECT MANAGEMENT
GESTÃO DE PROJETOS

DIFFERENT PROJECTS, DIFFERENT MANAGEMENT MODELS
Antonio C. A. Maximiano
Elke I. Buergers
Márcio R. Moran

THE MILITARY LEADERSHIP PHILOSOPHY APPLIED TO SOFTWARE DEVELOPMENT PROCESSES: THEORETICAL BASIS WITH USE OF MISSION FOR PURPOSE
A LIDERANÇA MILITAR COMO FORMA DE ENFRENTAR O DESAFIO DA DIVERSIDADE E NECESSIDADE DE LIDERANÇA NA GESTÃO DE PROJETOS DE TI: FUNDAMENTAÇÃO TEÓRICA COM USO DA MISSÃO PELA FINALIDADE, LIDERANÇA INTERIOR E FOCO NO ESFORÇO PRINCIPAL
Evandro Fábio Stephano
Claudia de Fátima Delvecchi Stephano

IDENTIFICATION OF RISKS IN PUBLIC SECTOR PROCUREMENT: A CASE STUDY
IDENTIFICAÇÃO DE RISCOS EM COMPRAS DO SETOR PÚBLICO: UM ESTUDO DE CASO
Fabio França Santos
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Lydia Moraes Arcoverde Vasconcellos
Rodrigo Lopes Silva

STRATEGIC ROLE OF PMO (PROJECT MANAGEMENT OFFICE) UM PROJECT MANAGEMENT OF ITAIPU TECHNOLOGICAL PARK FOUNDATION
O PAPEL ESTRATÉGICO DO PMO (PROJECT MANAGEMENT OFFICE) NA GESTÃO DE PROJETOS DA FUNDAÇÃO PARQUE TECNOLÓGICO ITAIPU
Rosely Sobral da Silva
Michel Rodrigo Soares dos Santos
Fernanda Sotello

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BUSINESS PROCESS MODELING IN A SOFTWARE FACTORY
MODELAGEM DOS PROCESSOS DE NEGÓCIO EM UMA FÁBRICA DE SOFTWARE
Marcos Ricardo Rosa Georges

EVALUATION OF THE USE OF PROJECT MANAGEMENT TOOLS
Antonio Cesar Amaru Maximiano
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PROJECT MANAGEMENT MATURITY IN SERGIPE'S SOFTWARE COMPANIES
MATURIDADE EM GERENCIAMENTO DE PROJETOS DAS EMPRESAS DO SEGMENTO DE SOFTWARE DO ESTADO DE SERGIPE
Victor Néri
Débora Eleonora Pereira da Silva
Maria Conceição Melo Silva

1992-PS

DIFFERENT PROJECTS, DIFFERENT MANAGEMENT MODELS

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The process of managing a project includes the classic decisions of planning, organising, implementing, monitoring and closing down activities over a life cycle that ends with the delivery of a product. To make these decisions, project managers can use techniques or tools that solve problems of scope, time, costs, risks and other management variables of a project. In this paper, the authors' objective was to identify the frequency of use of the tools in these four basic areas of knowledge. The most commonly used tools are presumably the most useful. However, the use of tools depends on the knowledge and expertise of the user and the nature of the project. In this study, the nature of the project will be analysed in terms of complexity and uncertainty.

Keywords: project, project management, management tools, management techniques, complexity.

2060-PS

THE MILITARY LEADERSHIP PHILOSOPHY APPLIED TO SOFTWARE DEVELOPMENT PROCESSES: THEORETICAL BASIS WITH USE OF MISSION FOR PURPOSE

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With technological advances, globalization and the constant search for excellence in work and consequently in product, the Brazilian Army Technology Units are breaking a great paradigm on leadership, introducing the decentralization of actions, where the success or failure of a project is directly related to the management of people. The objective is the constant search for solutions that help satisfactorily all phases of management of people in projects of software development, focusing on the concepts of German military leadership philosophy called the Mission for Purpose and Interior Leadership.

Keywords: Software Development, Leadership, Mission for Purpose, Interior Leadership.

A LIDERANÇA MILITAR COMO FORMA DE ENFRENTAR O DESAFIO DA DIVERSIDADE E NECESSIDADE DE LIDERANÇA NA GESTÃO DE PROJETOS DE TI: FUNDAMENTAÇÃO TEÓRICA COM USO DA MISSÃO PELA FINALIDADE, LIDERANÇA INTERIOR E FOCO NO ESFORÇO PRINCIPAL

Com os avanços tecnológicos, globalização e a busca constante pela excelência no gerenciamento de projetos, as organizações públicas e privadas que têm a atividade tecnologia da informação como foco principal podem quebrar um grande paradigma sobre liderança introduzindo o conceito de descentralização das ações e foco no esforço principal, onde o sucesso ou fracasso de um projeto está diretamente relacionado à gerência de pessoas. O objetivo é a constante busca por soluções que auxiliem de forma satisfatória todas as etapas da gerência de pessoas em projetos que envolvem tecnologia da informação, abordando conceitos filosóficos da liderança militar alemã abrangendo a Missão pela Finalidade, Liderança Interior e Foco no Esforço Principal.

Palavras-chave: Gerenciamento de projetos, Liderança, Missão pela Finalidade, Liderança Interior, Foco no Esforço Principal.

2063-PS

IDENTIFICATION OF RISKS IN PUBLIC SECTOR PROCUREMENT: A CASE STUDY

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In the twenty-first century it is common for organizations acting in dynamic environments where the implementation of its activities is associated with risks often difficult to predict. The identification of these risks is desirable, while you can save effort and reduce costs. In this sense, this article aims to analyze an acquisition in the public sector and identify the risks in the process. The acquisition selected for analysis is a Public Competition, the National Institute for Space Research. The methodology used to identify the risks in the procurement process was an interview with public officials involved in the analysis and documentation. The results suggest that it is given great importance to the development of conceptual design, initial element of the case and how to approach areas involved in the process and train public officials on matters relating to the process.

Keywords: Risk Identification, Procurement, Public Sector, INPE, Risk Management.

IDENTIFICAÇÃO DE RISCOS EM COMPRAS DO SETOR PÚBLICO: UM ESTUDO DE CASO

No século XXI é comum as organizações atuarem em ambientes dinâmicos onde a execução de suas atividades está associada a riscos muitas vezes difíceis de serem previstos. A identificação destes riscos é desejável, ao passo que é possível economizar esforços e diminuir custos. Neste sentido, o presente artigo tem o objetivo de analisar uma aquisição do setor público e identificar os riscos no processo. A aquisição selecionada para analise é uma Concorrência Pública, do Instituto Nacional de Pesquisas Espaciais (INPE). A metodologia utilizada para identificar os riscos no processo de aquisição foi uma entrevista com agentes públicos envolvidos no processo e análise de documentação. Os resultados sugerem que seja dada grande importância para a elaboração do Projeto Básico, elemento inicial do processo, bem como aproximar áreas envolvidas no processo e capacitar os agentes públicos nas matérias inerentes ao processo.

Palavras-chave: Identificação de Riscos, Compras, Setor Público, INPE, Gestão de Riscos.

2183-PS

STRATEGIC ROLE OF PMO (PROJECT MANAGEMENT OFFICE) UM PROJECT MANAGEMENT OF ITAIPU TECHNOLOGICAL PARK FOUNDATION

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In the present study the proposal was to analyze the strategical paper that the PMO exerts in the FPTI (Fundation Technological Park Itaipu-Brazil) front to the concepts and philosophies of Management of Projects. The specific objectives had been established to tell the perception of the team of the PMO on the work that the office plays and its strategical paper. One is about a study of case, description, qualitative and with transversal perspective. The results point parallel with respect to the assertive one of that the strategical paper of the PMO in the FPTI is to provide methodologies and tools with the objective to develop a management standard accomplishes and innovator, supplying subsidies that fortify the programs and projects directly. Having as base one has equipped qualified that it demonstrates to interest and concern with the quality of its work, the PMO of the FPTI if it detaches as a strategical support fort, without which the success of the programs and projects of the organization would be compromised.

Keywords: Project Management; Strategic Planning; Project Office.

O PAPEL ESTRATÉGICO DO PMO (PROJECT MANAGEMENT OFFICE) NA GESTÃO DE PROJETOS DA FUNDAÇÃO PARQUE TECNOLÓGICO ITAIPU

No presente estudo a proposta foi analisar o papel estratégico que o PMO exerce na FPTI (Fundação Parque Tecnológico Itaipu-Brasil) frente aos conceitos e filosofias de Gerenciamento de Projetos. Estabeleceram-se os objetivos específicos de relatar a percepção da equipe do PMO sobre o trabalho que o escritório desempenha e seu papel estratégico. Trata-se de um estudo de caso, descritivo, qualitativo e com perspectiva transversal. Os resultados apontam para a assertiva de que o papel estratégico do PMO na FPTI é de proporcionar metodologias e ferramentas com o objetivo de desenvolver um padrão de gestão efetiva e inovadora, paralelamente fornecendo subsídios que fortalecem diretamente os programas e projetos. Tendo como base uma equipe qualificada que demonstra interesse e preocupação com a qualidade de seu trabalho, o PMO da FPTI se destaca como um forte apoiador estratégico, sem o qual o êxito dos programas e projetos da organização estaria comprometido.

Palavras-chave: Gerenciamento de Projetos; Planejamento Estratégico; Escritório de Projetos.

2077-RF

BUSINESS PROCESS MODELING IN A SOFTWARE FACTORY

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This article presents the case of a company that develop, implement and maintain ERP systems in small and medium businesses customers, and was used the business processes modeling of their end activities and the quality management system based on the ISO9000 to fit to the software factory management model. The presentation of the concept of the software factory, as well as the models of business processes and the analysis of how this firm can fit the requirements of the software factory management model are shown in detail in this article.

Keywords: business process modeling, management model; software factory; quality management system; ISO9000.

MODELAGEM DOS PROCESSOS DE NEGÓCIO EM UMA FÁBRICA DE SOFTWARE

Este artigo apresenta o caso de uma empresa que desenvolve, implementa e mantém sistemas ERP em clientes de pequeno e médio porte que se utilizou da modelagem de processos de negócios de suas atividades fim e do sistema de gestão da qualidade baseado na norma ISO9000 para se enquadrar no modelo de gestão de fábrica de software. A apresentação do conceito de fábrica de software, bem como os modelos de processos de negócio desta empresa e a análise de como esta empresa conseguiu se adequar aos requisitos do modelo de gestão de uma fábrica de software são mostrados em detalhes neste artigo.

Palavras-chave: modelagem dos processos de negócio; modelo de gestão; fábrica de software; sistema de gestão da qualidade; ISO9000.

2182-RF

EVALUATION OF THE USE OF PROJECT MANAGEMENT TOOLS

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Project management is a body of knowledge that has acquired the status of a discipline in the 1960s. This development was marked by the emergence of numerous tools, all with the intention of solving the practical problems of scope, deadlines, costs, people and many other variables of the projects. They joined the old tools of proven value, such as the Gantt chart and the work breakdown structure. However, a project manager, interested in seeking solutions in the manuals, will not find many references on the frequency of use, not to mention the applicability of most of these tools. In the study reported in this paper, the authors sought to answer the question: to what extent are these tools used? The study's objective was to identify the frequency of use of a total of 47 project management tools, in terms of general practice. The frequency of use indicates the usefulness of these tools: the most used are, presumably, the most useful. The use of tools, however, depends on many factors, such as the knowledge and expertise of the user or the nature of the projects. Inspired by a work by Besner and Hobbs (2008), the authors began by identifying in the literature a total of 47 tools. A Likert-type questionnaire was submitted to 81 project managers. The results of this survey are reported below, after an explanation of the list of tools.

Keywords: project, project management, management tools, project management toolbox, management techniques.

2185-RF

PROJECT MANAGEMENT MATURITY IN SERGIPE'S SOFTWARE COMPANIES

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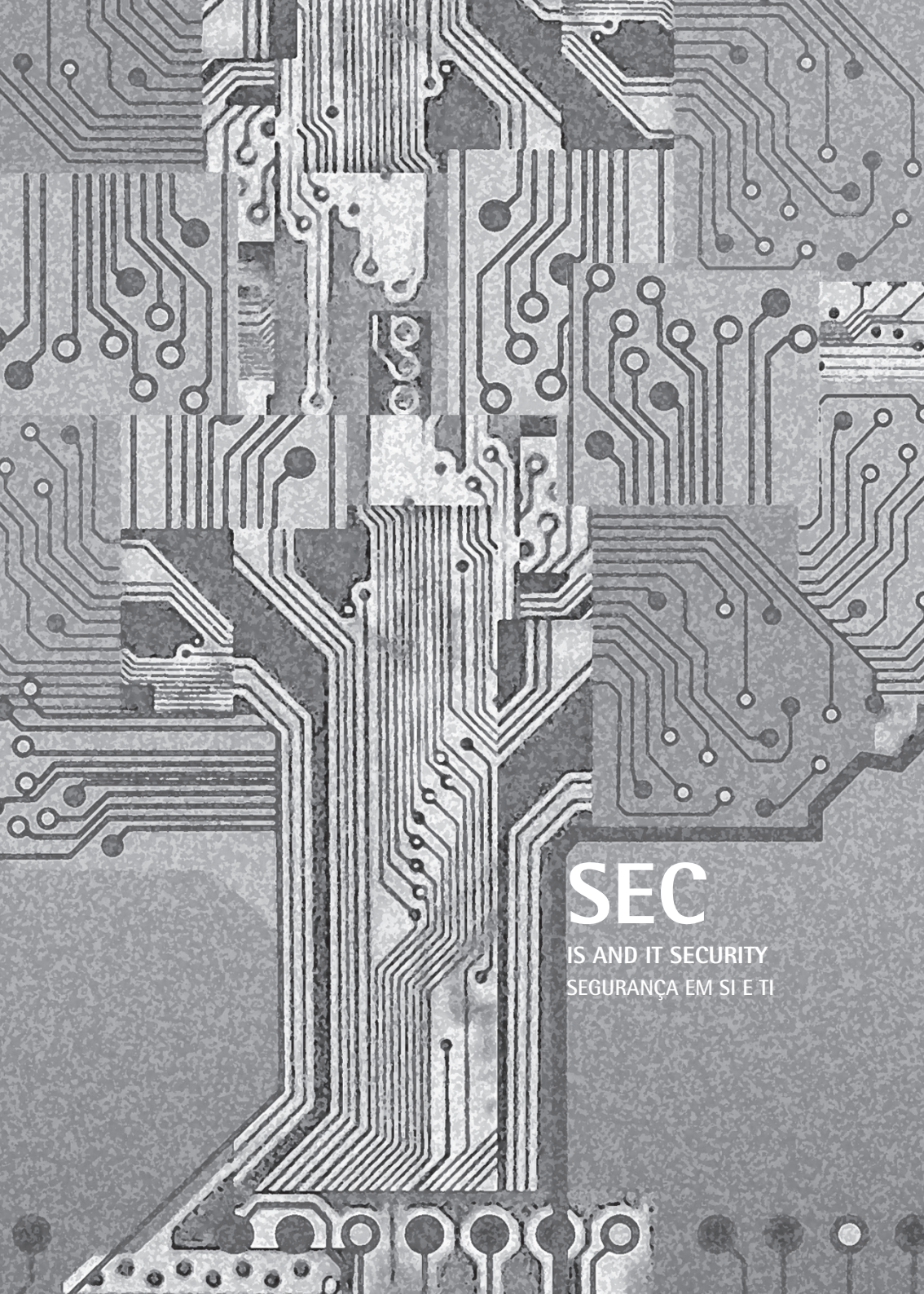
The project management has been reaching great preeminence in the academic and business world due to its importance in the cost control, maintenance of deadlines and in the construction of competitive advantages. Thus, the project management maturity models present themselves as a solution to the organizations to improve how their projects are managed. With a descriptive-explanatory research, this article evaluates the maturity level of Sergipe's software companies, in the perception of the Project Management Maturity Model, proposed by Prado (2008). In the case of companies of this sector, it has been observed that they find themselves in the "familiar" maturity level, with the perspective of improvement if actions such as internal and external training and adoption of software comprehending the areas of knowledge identified by the PMBOK® are taken.

Keywords: Project Management. Maturity Level. Success in Projects. Software Sector.

MATURIDADE EM GERENCIAMENTO DE PROJETOS DAS EMPRESAS DO SEGMENTO DE SOFTWARE DO ESTADO DE SERGIPE

O gerenciamento de projetos vem alcançando grande proeminência no meio acadêmico e empresarial dada sua importância no controle de custos, no atendimento de prazos e na construção de vantagens competitivas. Com isso, os modelos de maturidade em gerenciamento de projetos se apresentam como um caminho para que as organizações possam melhorar a forma como seus projetos são geridos. Através de um estudo descritivo-explicativo, o presente artigo avalia a maturidade em projetos do segmento de software de Sergipe, sob a ótica do Modelo de Maturidade em Gerenciamento de Projetos, proposto por Prado (2008). No caso das empresas deste setor, observou-se que estas se encontram no nível conhecido de maturidade, podendo haver melhorias neste índice principalmente através de ações de treinamento interno e externo e da adoção de softwares que abordem as áreas de conhecimento identificadas no PMBOK®.

Palavras-chave: Gerenciamento de Projetos. Nível de Maturidade. Sucesso em Projetos. Segmento de Software.



SEC

IS AND IT SECURITY

SEGURANÇA EM SI E TI

SEC – IS and IT Security
SEGURANÇA EM SI E TI

IT SECURITY MANAGEMENT OF BRAZILIAN FINANCIAL WEBSITES
GESTÃO DA SEGURANÇA DA INFORMAÇÃO NO ACESSO AOS PORTAIS FINANCEIROS BRASILEIROS
Alexandre Luiz de Oliveira
Antônio Augusto Gonçalves

ELECTRONIC MONITORING OF EMPLOYEES
MONITORAMENTO ELETRÔNICO DOS EMPREGADOS
Débora Moreira Lima
Luciene Braz Ferreira

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ELECTRONIC INVOICE IN BRAZIL: USE OF INFORMATION TECHNOLOGY TOWARDS DATA SECURITY AND LEGAL VALIDITY OF ELECTRONIC TAX DOCUMENTS
NOTA FISCAL ELETRÔNICA NO BRASIL: USO DA TECNOLOGIA DA INFORMAÇÃO NA SEGURANÇA DE DADOS E VALIDADE JURÍDICA DE DOCUMENTOS FISCAIS ELETRÔNICOS
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O SISTEMA DE CONTROLE DE ACESSO E A ASSINATURA DIGITAL NA ADMINISTRAÇÃO PÚBLICA BRASILEIRA: UM ESTUDO DE CASO
Francisco Sobreira Netto

COMPUTATIONAL SYSTEMS DISASTER RECOVERY PLANS QUALITY EVALUATION
AVALIAÇÃO DE QUALIDADE DE PLANOS DE RECUPERAÇÃO DE DESASTRES DE SISTEMAS COMPUTACIONAIS
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COMPLIANCE CALIBRATOR'S ADHESION TO ELEMENTS OF INTERNAL CONTROL ACCORDING TO COSO: A CASE STUDY
A ADERÊNCIA DO COMPLIANCE CALIBRATOR AOS ELEMENTOS DE CONTROLE INTERNO DO COSO: UM ESTUDO DE CASO
Fabiana Lucas de Almeida
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ALIGNING THE INFORMATION SECURITY WITH THE IMAGES OF ORGANIZATION: DEVELOPMENT AND APPLICATION OF INSTRUMENTS IN THE INDUSTRIAL AUTOMATION SECTOR
ALINHANDO A SEGURANÇA DA INFORMAÇÃO COM AS IMAGENS DA ORGANIZAÇÃO: DESENVOLVIMENTO E APLICAÇÃO DE INSTRUMENTOS NO SETOR DE AUTOMAÇÃO INDUSTRIAL
André Marcelo Knorst
Adolfo Alberto Vanti
Silvio Luiz Johann

INFORMATION AND COMMUNICATIONS TECHNOLOGIES (ICTS) IN BUSINESS IN ORIGINAL PEOPLE OF CHILE AND CANADÁ
Martin Montalva

2008-PS

IT SECURITY MANAGEMENT OF BRAZILIAN FINANCIAL WEBSITES

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Brazilian bank's maintain Internet banking sites where customers can perform banking transactions. In order to improve safety measures, the authentication process of Internet banking sites have recently adopted virtual keyboards, and certain transactions require a third user password-based authentication, commonly used by banks called: electronic signature. This research aims to compare the characteristics of these user authentication systems, and further verifying their compliance with ISO 17799:2005 NBR.

Keywords: Security Management; Brazilian Financial WebSites.

GESTÃO DA SEGURANÇA DA INFORMAÇÃO NO ACESSO AOS PORTAIS FINANCEIROS BRASILEIROS

Os bancos brasileiros mantêm sites de Internet banking nos quais os clientes podem efetuar transações bancárias. Para agregar maior segurança, o processo de autenticação dos portais financeiros passou a utilizar teclados virtuais e, em determinadas transações, adota-se também uma terceira autenticação de usuário baseada em senha, normalmente denominada pelos bancos de assinatura eletrônica. Esta pesquisa tem o objetivo de comparar as características destes sistemas de autenticação de usuário, verificando a sua aderência com a norma ISO NBR 17799:2005.

Palavras-chave: Segurança da Informação; Portais financeiros Brasileiros.

2010-PS

ELECTRONIC MONITORING OF EMPLOYEES

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This article a study on Internet use at work, especially on the electronic monitoring of employees, or companies using software to monitor employee activities and technology resources available for the tasks . Thus, we made a study of multiple cases of two companies located in Brasilia (characterized as A and B). Data were collected through a field study in which structured interviews were conducted with two managers, in order to achieve the vision of top management and specifically identify the tools used for electronic monitoring, to investigate the frequency of electronic monitoring , to identify if it is done to raise awareness among employees about the use of the Internet and, finally, identify the purpose of electronic monitoring. The interviews revealed that the two companies carry out the monitoring of its employees, which takes the form of computer programs, often 24 hours a day, and formally started from the time the employee joins the network organization.

Keywords: Internet, Electronic Monitoring, E-mail.

MONITORAMENTO ELETRÔNICO DOS EMPREGADOS

O presente artigo apresenta um estudo realizado sobre o uso da internet no local de trabalho, em especial sobre o monitoramento eletrônico dos empregados, ou seja, empresas que por meio de softwares fiscalizam as atividades dos funcionários quanto aos recursos tecnológicos disponibilizados para a execução das tarefas. Dessa forma, foi feito um estudo de múltiplos casos de duas empresas situadas em Brasília (caracterizadas como A e B). Os dados foram obtidos por meio de um estudo de campo, na qual foram realizadas entrevistas estruturadas com dois gestores de TI, no intuito de obter a visão da alta administração e especificamente identificar as ferramentas utilizadas para o monitoramento eletrônico; verificar a freqüência do monitoramento eletrônico; identificar se é feito à conscientização dos colaboradores quanto ao uso da internet e, por fim, identificar o objetivo do monitoramento eletrônico. Com as entrevistas constatou-se que as duas empresas realizam o monitoramento de seus colaboradores, que se dá por meio de programas de computador, com freqüência de 24 horas por dia, sendo formalmente iniciado a partir do momento em que o funcionário entra na rede da organização.

Palavras-chave: Internet, Monitoramento eletrônico, E-mail corporativo.

2052-PS

SYSTEMS FOR LOCAL SECURITY: INTER OPERATIONABILITY

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The Federal state logic is to maximize the well-being of its citizens, which having their basic requirements fulfilled will construct a better society. The lack of effective policies to fight corruption, and high crime rates are some of police security problems. Governments must act in the maintenance of public order and in security as a manner of soften or even eliminate crimes suffered by the contributors. Developed countries have shown that strategic investment in information and communication technologies (ICT's) with intelligence systems is an effective way of crime combat. Therefore, investments in ICT's favors information cross-references in various transactional systems in its institutions, being those city, state, or federation systems. The integration of governmental systems tends to elevate collaboration and to optimize public worker's daily work, having rich data analysis from different organs, solidified in a single system. This work's goal is to provide a technological framework to making security improvement plans in a more efficient way. The integration of information systems in the Santa Catarina Public Security Bureau in Brazil is approached as an example, presenting the way these tools can be used as an important step in obtaining more efficiency in police investigation.

Keywords: Electronic Government; Intelligent Systems; decision support; Information Technology.

2085-PS

ELECTRONIC INVOICE IN BRAZIL: USE OF INFORMATION TECHNOLOGY TOWARDS DATA SECURITY AND LEGAL VALIDITY OF ELECTRONIC TAX DOCUMENTS

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Electronic Invoice - NF-e is a modernization project of Brazilian Tax Authorities seeking to replace the traditional tax documents made of paper and used in commercial transactions between companies by electronic files with digital signatures in order to ensure legal validity. Additionally to the digital signatures, other security aspects, such as technical and also business rules are used in NF-e to guarantee tax information's confidentiality. Therefore the main objective of this case study was to investigate these security aspects through out the analysis of legislation and technical documentation of NF-e. The results reinforce the consistency and robustness of Brazilian electronic tax document model however some recommendations linked to security for improving the model are also made.

Keywords: electronic tax documents, electronic invoice, digital signature, data security.

NOTA FISCAL ELETRÔNICA NO BRASIL: USO DA TECNOLOGIA DA INFORMAÇÃO NA SEGURANÇA DE DADOS E VALIDADE JURÍDICA DE DOCUMENTOS FISCAIS ELETRÔNICOS

A Nota Fiscal Eletrônica- NF-e é um projeto de modernização da administração tributária Brasileira que visa substituir os tradicionais documentos fiscais em papel utilizados nas operações comerciais entre empresas por arquivos eletrônicos com assinatura digital para a sua validade jurídica. Além da assinatura digital, outros aspectos de segurança, tanto técnicos quanto relativos a regras de negócio, são utilizados na NF-e para garantia do sigilo fiscal das informações. O objetivo do estudo de caso apresentado neste artigo foi investigar estes aspectos de segurança com base na análise da legislação e da documentação técnica da NF-e. Os resultados encontrados reforçam a consistência e robustez do modelo de documento fiscal eletrônico Brasileiro todavia são propostas algumas recomendações ligadas a segurança para o aprimoramento do modelo.

Palavras-chave: documentos fiscais eletrônicos, nota fiscal eletrônica, assinatura digital, segurança da informação.

2130-PS

THE ACCESS CONTROL SYSTEM AND THE DIGITAL SIGNATURE IN THE BRAZILIAN PUBLIC ADMINISTRATION: A CASE STUDY

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In the last fifteen years, the Brazilian government's organs have been running into the following problem: using the systematic of Digital Signature, what should be done with the Access Control Systems already implemented which have proved successful so far? Should they be replaced? Does the Digital Signature, used alone, guarantee the authenticity of transactions between those involved? This paper wants to answer these questions and was written based on an exploratory research that used the method of case study, with access to primary data projects and systems. Were described two successful experiences of each system: the Access Control of the Sao Paulo's Department of Finance (SEFAZ-SP) and the Digital Signature of the Federal Revenue in Brazil (SRB). It was possible to verify that an authentication system for digital signature do not have the primary purpose of replacing directly the access control systems, but the two systems can operate in an integrated and complementary form.

Keywords: Access Control - Digital Signature - IT Security - Information Systems - Public Administration.

O SISTEMA DE CONTROLE DE ACESSO E A ASSINATURA DIGITAL NA ADMINISTRAÇÃO PÚBLICA BRASILEIRA: UM ESTUDO DE CASO

Nos últimos quinze anos, órgãos das administrações públicas brasileiras vêm se deparando com o seguinte problema: com a sistemática da Assinatura Digital, o que fazer com os sistemas de Controle de Acesso já implantados e que se mostraram eficazes até então? Devem ser substituídos? A Assinatura Digital, usada isoladamente, garante a autenticidade das transações realizadas entre os envolvidos? Este trabalho visa responder a estas questões e se constituiu em uma pesquisa exploratória, que utilizou o método do estudo de caso, com acesso a fontes primárias de dados de projetos e sistemas. Foram descritas duas experiências de sucesso de cada sistema: o Controle de Acesso da Secretaria da Fazenda de São Paulo e a Assinatura Digital da Secretaria da Receita do Brasil. Pôde-se verificar que um sistema de autenticação por Assinatura Digital não tem o fim precípuo de substituir diretamente os sistemas de Controle de Acesso, podendo os dois sistemas funcionar de maneira integrada e complementar.

Palavras-chave: Controle de Acesso – Assinatura Digital – Segurança em TI – Sistemas de Informação – Administração Pública.

2135-PS

COMPUTATIONAL SYSTEMS DISASTER RECOVERY PLANS QUALITY EVALUATION

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Most organizations, in different areas, strongly depend on their computer systems to perform their operations. So, these systems must present some kind of operational continuity support, even when facing a disaster occurrence. However, a Disaster Recovery Plan (DRP) in place is not a synonym of full recovery once that these plans may present some inefficiency that is only discovered during the plan execution during a crisis. In this paper it is presented a model to evaluate the DRP quality based on an ideal plan, which is developed based on standards related to this subject and also the disaster recovery specialists' opinions, bringing up the DRP quality index (QI) calculation. Besides that, it will also be possible to point out the gaps of the DRP being analyzed with this model, showing to the organization which plan areas must be reevaluated in order to achieve the full restoration state of the computational systems in case of a disaster.

Keywords: Disaster recovery, quality, fuzzy numbers, analytical hierarchy process, risk analysis.

AVALIAÇÃO DE QUALIDADE DE PLANOS DE RECUPERAÇÃO DE DESASTRES DE SISTEMAS COMPUTACIONAIS

As organizações das mais diversas áreas de atuação dependem fortemente dos seus sistemas computacionais para a condução de suas operações. Diante disso, esses sistemas devem apresentar meios de continuidade operacional, mesmo diante da ocorrência de um desastre. Entretanto, possuir um plano de recuperação de desastres (PRD) não é sinônimo de plena recuperação já que, muitas vezes, estes planos podem apresentar ineficiências que somente são descobertas durante sua execução em momentos de crises. Neste artigo é apresentado um modelo para avaliar a qualidade do PRD através de comparações com um PRD ideal, cujo desenvolvimento é baseado nas normas que regem este tema, além das opiniões de especialistas da área, introduzindo-se o cálculo do índice da qualidade (IQ) do PRD. Além disso, através deste modelo também será possível apontar os pontos fracos do PRD em análise, mostrando para a organização quais áreas devem receber atenção especial para que se possa atingir a plena recuperação dos ambientes computacionais em caso de desastre.

Palavras-chave: Recuperação de desastres, qualidade, números nebulosos, método de análise hierárquica, análise de riscos.

2163-PS

COMPLIANCE CALIBRATOR'S ADHESION TO ELEMENTS OF INTERNAL CONTROL ACCORDING TO COSO: A CASE STUDY

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Foreign companies that trade shares in the US market must present a certificate of internal control effectiveness in accordance with the Sarbanes Oxley Act (SOX). The Compliance Calibrator is one of the functionalities to comply with SOX requirements regarding segregation of duties. This paper uses a case study to investigate the deployment and use of the compliance calibrator as a tool for segregation duties in a Brazilian electricity sector company. The objective is to verify the Compliance Calibrator adherence with COSO methodology. Results show a straight adherence to COSO methodology in all of the five components COSO identifies as essential for effective internal control. There was also an increase in employees' perception about the consequences their actions in the company as a whole.

Keywords: Compliance Calibrator, SOX, COSO, Risk Matrix and Internal Control.

A ADERÊNCIA DO COMPLIANCE CALIBRATOR AOS ELEMENTOS DE CONTROLE INTERNO DO COSO: UM ESTUDO DE CASO

As empresas estrangeiras que negociam suas ações no mercado norte-americano devem apresentar certificação de eficácia de seus controles internos em consonância com a Lei Sarbanes Oxley (SOX). O Compliance Calibrator é uma das funcionalidades para atendimento às exigências da SOX relativas à segregação de funções. Este artigo utiliza um estudo de caso para investigar a implantação e a utilização do Compliance Calibrator como ferramenta de segregação de funções em uma empresa brasileira do setor e energia elétrica. O objetivo é verificar a aderência dessa ferramenta aos elementos de controle interno preconizados pelo COSO. Os resultados revelam robustez quanto à aderência à metodologia do COSO em seus cinco componentes essenciais para uma estrutura de controles internos efetivos. O estudo revela ainda que houve incremento na percepção dos funcionários sobre as conseqüências de suas ações para a empresa como um todo.

Palavras-chave: Compliance Calibrator, SOX, COSO, Matriz de Risco e Controle Interno.

2212-PS

ALIGNING THE INFORMATION SECURITY WITH THE IMAGES OF ORGANIZATION: DEVELOPMENT AND APPLICATION OF INSTRUMENTS IN THE INDUSTRIAL AUTOMATION SECTOR

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This paper develops the strategic alignment of the organizational behavior through their images and practices of information security. To this end, information security is studied based on the requirements of confidentiality, integrity and availability by applying a tool that integrates the strategic vision, tactical and operational models through the BSC (strategy) x COBIT (tactical) x NBR ISO/IEC27002 (operational). In parallel with this analysis of information security is also applied other image instrument of the organization to identify and analyze performance involving profiles related to Mechanisms, psychic prisons, political systems, instruments of domination, organic, cybernetics, flow and transformation. The method was applied in an industrial company located in southern Brazil.

Keywords: security, information, organizational culture, images.

ALINHANDO A SEGURANÇA DA INFORMAÇÃO COM AS IMAGENS DA ORGANIZAÇÃO: DESENVOLVIMENTO E APLICAÇÃO DE INSTRUMENTOS NO SETOR DE AUTOMAÇÃO INDUSTRIAL

Este trabalho desenvolve o alinhamento estratégico entre o comportamento organizacional através de suas imagens e as práticas de segurança da informação. Para tal, a segurança da informação é estudada com base nos requisitos de Confidencialidade, Integridade e Disponibilidade aplicando um instrumento que integra a visão estratégica, tática e operacional através dos modelos BSC (estratégico) x COBIT (tático) x NBR ISO/IEC27002 (operacional). Em paralelo a esta análise da segurança da informação também é aplicado outro instrumento de imagens da organização para identificar e analisar comportamento funcional envolvendo perfis relacionados ao mecanicismo, prisões psíquicas, sistemas políticos instrumentos de denominação, organicidade, cibernética, fluxo e transformação. O trabalho foi aplicado em uma empresa do setor industrial localizada na região sul do Brasil.

Palavras-chave: Segurança, Informação, Cultura Organizacional, Imagens.

2222-PS

INFORMATION AND COMMUNICATIONS TECHNOLOGIES (ICTS) IN BUSINESS IN ORIGINAL PEOPLE OF CHILE AND CANADÁ

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This research approached on the entrepreneurship spirit of the Indigenous Communities in Chile and Canada using Information and Communications Technologies. Based on the work called: How indigenous communities in Chile and Canada undertake business sustainable and can to do them profitable through information technology and are integrated into the digital age: the Case of a Mapuche Community in Chol Chol Temco-Chile and the Inuit community in Quebec-Canada. In order to get the necessary information through interviews, secondary sources and some questionnaire qualitative and quantitative applied by convenience in communities in Chile and Canada. To be compare the reality between both communities the degree of entrepreneur, absorption digital, profit and development using ICT. The main conclusion, confirm that the Indigenous Communities at Canada have competitive advantages that allow have sustainable businesses, business know-how through information technology, be integrated to new economy and they could transfer this knowledge to communities in Chile. This study will allow that Chilean politician, entrepreneurs and academics can help to implement the plans oriented to remove from underdevelopment to the indigenous communities and bring development to sustainable and profitable businesses. For this study, to be obtained the collaboration in Chile: Mapuche indigenous community "Venancio Coñopán in Chol-Chol, Temuco IX Region. And in Canada the Inuit community of Nunavik - Quebec. Centre for research in Chile and Canada. In addition to consultations valuable to researchers, academics and officials from government agencies and universities in Chile and Canada

Keywords: Digital Absortion, Information Comunications Technology, ICT, Original Peoples, Profitability, Chile, Canadá

XBRL
EXTENSIBLE BUSINESS
REPORTING LANGUAGE

XBRL – EXTENSIBLE BUSINESS REPORTING LANGUAGE

XBRL: A TOOL OF GOVERNANCE FOR CONTINOUS AUDITING
XBRL: UMA FERRAMENTE DE GOVERNANÇA PARA A AUDITORIA CONTÍNUA
Fábio de Paula Santos
Edmeia Soares Pinto Scatola

XBRL TAXONOMY FOR INDEXES OF FINANCIAL ANALYSIS
TAXONOMIA XBRL PARA ÍNDICES DE ANÁLISE FINANCEIRA
Mateus Silqueira Hickson Cruz
Marcelo Mendonça dos Santos
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2059-PS

XBRL: A TOOL OF GOVERNANCE FOR CONTINOUS AUDITING

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The language XBRL (Extensible Business Reporting Language) is presented as a candidate to be a standard for the disclosure of financial statements in Brazil. Digitization of these documents and the Internet utilization as a framework for financial and accounting information exchange, requires the use of a standard in a way that stakeholders can visualize them any way they want. This article presents the origin and evolution of XBRL as an important tool for the corporate governance practices implementation, focusing on continuous auditing application, particularly on risks mitigation of this corporate activity.

Keywords: XBRL. Financial Statements. XML. Corporative Governance. Continuous Auditing.

XBRL: UMA FERRAMENTE DE GOVERNANÇA PARA A AUDITORIA CONTÍNUA

A linguagem XBRL (Extensible Business Reporting Language) se apresenta como uma candidata a padrão para a divulgação de demonstrativos financeiros no Brasil. A digitalização de tais documentos e a utilização da internet como framework para a troca de informações financeiras e contábeis, força a necessidade de se utilizar um padrão para que todos os stakeholders possam visualizá-las da maneira que desejarem. Este artigo apresenta a origem e evolução da XBRL como uma importante ferramenta para a implementação de práticas de governança corporativa, focando na aplicação da auditoria contínua, em especial na mitigação dos riscos de tal atividade corporativa.

Palavras-chave: XBRL. Demonstrativos Financeiros. XML. Governança corporativa. Auditoria Contínua.

2151-PS

XBRL TAXONOMY FOR INDEXES OF FINANCIAL ANALYSIS

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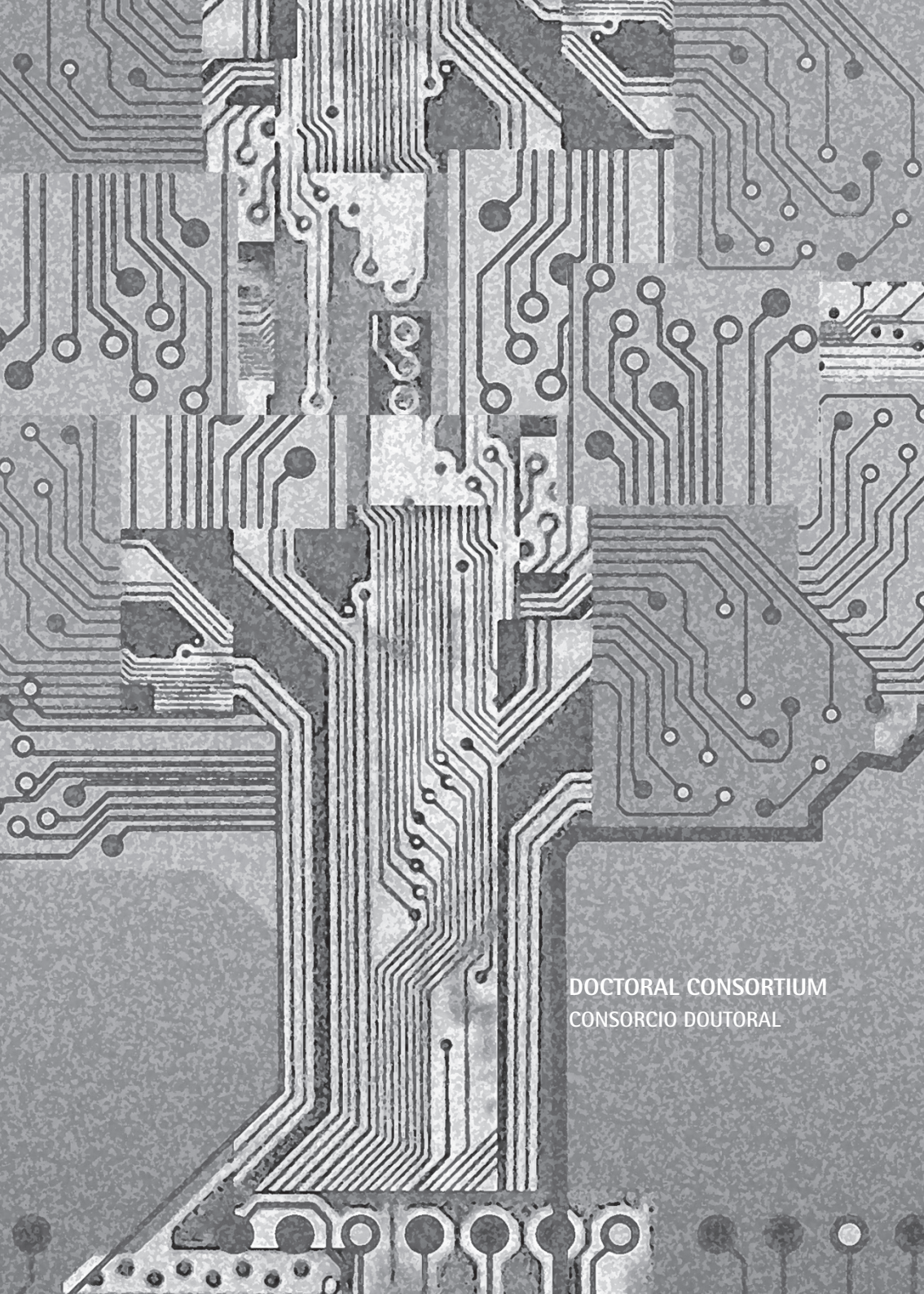
The current expansion of the XBRL language as a worldwide standard for financial reporting suggests that new applications of this technology should be developed in coming years. The financial analysis, an important tool to support business decisions and investment analysis, wich has its use widespread enough among large organizations, shows up as a potential beneficiary of this technological evolution. This paper aims to investigate evidences to prove this statement, through a survey of the use of technologies derived from XML in the financial field. Moreover, it presents the proposal of a taxonomy to represent indexes used in financial analysis, relying on XLDM metamodel to express not provided relationships in the original specification XBRL 2.1.

Keywords: XBRL, Financial Analysis, XLDM, Taxonomy, Financial Reporting.

TAXONOMIA XBRL PARA ÍNDICES DE ANÁLISE FINANCEIRA

A vigente expansão da linguagem XBRL como padrão mundial de relato financeiro sugere que novas aplicações dessa tecnologia devam ser desenvolvidas nos próximos anos. A análise financeira, uma importante ferramenta de apoio à tomada de decisões empresariais e análise de investimentos, que tem seu uso bastante difundido entre as grandes organizações, mostra-se como potencial beneficiária dessa evolução tecnológica. Este artigo busca investigar indícios que comprovam essa afirmação, através de um levantamento da utilização de tecnologias derivadas de XML no campo financeiro. Além disso, apresenta a proposta de uma taxonomia para representar índices utilizados em análise financeira, apoiando-se no metamodelo XLDM para expressar relacionamentos não previstos na especificação original XBRL 2.1.

Palavras-chave: XBRL, Análise Financeira, XLDM, Taxonomia, Relatório Financeiro.



DOCTORAL CONSORTIUM

CONSORCIO DOUTORAL

DOCTORAL CONSORTIUM
CONSORCIO DOUTORAL

PROPOSAL OF EVALUATION MODEL OF ALIGNMENT BETWEEN BUSINESS AND IT STRATEGIES
Andréa de Paiva Gonçalves
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Hamilton Luiz Correa
Raquel da Silva Pereira

AUTONOMIC MANAGEMENT OF SPEECH QUALITY BETWEEN VOIP ENDPOINTS BASED ON A MULTIAGENT SYSTEMS APPROACH
GERENCIAMENTO AUTONÔMICO DA QUALIDADE DA FALA ENTRE TERMINAIS VOIP BASEADO EM ABORDAGEM DE SISTEMAS MULTIAGENTE
Leandro Silva Galvão de Carvalho

WIKIS TOOLS: ANALYSIS BASED ON SEMANTIC CONTENT MANAGEMENT
FERRAMENTAS WIKIS: ANÁLISE BASEADA NA GESTÃO DE CONTEÚDO SEMÂNTICO
Fernando Hadad Zaidan

INFORMATION RESOURCES MANAGEMENT AND INFORMATION SYSTEMS' ADAPTABILITY: MANAGING THE CONTENT OF DIGITAL LIBRARIES
Max Cirino de Mattos

FUZZY ONTOLOGICAL SUPPORT ON DATA MINING
Eduardo de Mattos Pinto Coelho
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Wagner Meira Júnior

THE BUILDING OF CONCEPTUAL MODELS AND THE CATALOGATION PROCESS: PERSPECTIVE OF FRBR USING
CONSTRUÇÃO DE MODELOS CONCEITUAIS E O PROCESSO DA CATALOGAÇÃO: PERSPECTIVA DE USO DOS FRBR
Elvis Fusco
Plácida L. V. A. da Costa Santos

INDICATORS OF KNOWLEDGE SOCIETY
INDICADORES DA SOCIEDADE DO CONHECIMENTO
Ariel Sánchez Espinoza

ERP, SUSTAINABILITY AND ORGANIZATIONAL SKILLS: A LONG TERM PERSPECTIVE
ERP, SUSTENTABILIDADE E COMPETÊNCIAS ORGANIZACIONAIS: UMA PERSPECTIVA DE LONGO PRAZO
César Augusto Biancolino

INFORMATION PROCESS, LEARNING, CREATION OF KNOWLEDGE AND COMMUNITIES OF PRACTICE: A CASE STUDY
PROCESSAMENTO DA INFORMAÇÃO, APRENDIZAGEM, CRIAÇÃO DO CONHECIMENTO E COMUNIDADES DE PRÁTICA: UM ESTUDO DE CASO
Maria das Graças de Pinho Tavares

2014-DOCT

PROPOSAL OF EVALUATION MODEL OF ALIGNMENT BETWEEN BUSINESS AND IT STRATEGIES

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Currently, major IT investments are made aiming to increase the competitiveness of the company, however, if IT is not managed properly can end up being a limiter rather than a facilitator of business activities. In this context, we highlight the importance of the discussion of the topic of alignment between business and IT strategies (EA). The main objective of this article is to verify which factors are most relevant to identify the existence of EA in organizations in general. The research is quantitative and included the analysis of data resulting from the application of an EA evaluation model identified in the literature. As a result, it was verified that the communication and partnership between business and IT areas are the most relevant factors to the identification of EA in organizations. Additionally, evidences of a new factor that may be considered as relevant were found: the level of dependence of the business in relation to TI.

Keywords: Alignment between business and IT strategies; Evaluation model; Quantitative research.

2046-DOCT

AUTONOMIC MANAGEMENT OF SPEECH QUALITY BETWEEN VOIP ENDPOINTS BASED ON A MULTIAGENT SYSTEMS APPROACH

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Although studies on the VoIP technology have advanced in the last two decades, some problems such as quality provision are still open. Considering a scenario consisted of two VoIP terminals, the effect of fluctuations in underlying data network conditions can be concealed if the terminals cooperate proactively adjusting its internal parameters. The aim of the thesis proposed here is to show that autonomic management, by means of multi-agent systems approach, can be used to improve the speech quality in a VoIP call between two terminals. The adoption of a multidisciplinary approach, combining the areas of Data Networks and Multiagent Systems, is justified by the dynamics of the environment (TCP/IP networks) and the distribution of information, control and expertise, since the receiver is able to measure the quality of the voice stream, but only the sender can trigger effective control actions. Finally measurements over experimental tests will be used as evaluation technique of the research hypotheses, inasmuch as there are some available tools which were developed in previous work.

Keywords: VoIP, autonomic management, Speech Quality, Data Networks

GERENCIAMENTO AUTONÔMICO DA QUALIDADE DA FALA ENTRE TERMINAIS VOIP BASEADO EM ABORDAGEM DE SISTEMAS MULTIAGENTE

Embora estudos sobre a tecnologia VoIP tenham avançado nas duas últimas décadas, alguns problemas, tais como a provisão de qualidade ao longo de toda uma chamada, ainda se encontram em aberto. Em um cenário em que dois terminais VoIP comunicam-se entre si, as oscilações das condições da rede de dados subjacente afetam a qualidade da fala. Tais efeitos podem ser amortizados caso os terminais cooperem entre si, proativamente, de modo a ajustar seus parâmetros internos em conformidade com as condições da rede. O objetivo da tese aqui proposta é mostrar que o emprego de gerenciamento autonômico, por meio da abordagem de sistemas multiagentes, promove melhoria da qualidade da fala em uma chamada VoIP entre dois terminais. A adoção de uma abordagem multidisciplinar, unindo as áreas de Redes de Dados e Sistemas Multiagentes, justifica-se pela dinamicidade do ambiente (redes TCP/IP) e pela distribuição das informações, controle e expertise, uma vez que o terminal receptor tem condições de medir a qualidade do fluxo de voz, mas ações de controle eficazes somente podem ser disparadas pelo terminal emissor. Por fim, para validar as hipóteses de pesquisa, tenciona-se utilizar medições em testes experimentais, realizadas em ambiente controlado, aproveitando-se como base ferramentas desenvolvidas em trabalhos anteriores.

Palavras-chave: VoIP, gerenciamento autonômico, qualidade da fala, redes de dados

2057-DOCT

WIKIS TOOLS: ANALYSIS BASED ON SEMANTIC CONTENT MANAGEMENT

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This proposal aims to investigate and analyze the concepts and features of the semantic web, the relationships between the adoption of collaborative tools of Web 2.0 – the wikis, and management practices of semantic content, with a view to proposing enrichment of semantic content in the wiki pages. The chosen theme justified itself to the extent that, in the corporate environment, open up opportunities for the use of knowledge using web 2.0 tools, wikis, and on the academic perspective introduces new elements of information management and knowledge. The research strategy to be used will be the study of multiple cases, and, at first, will be the deployment and management of semantic content in a wiki in an enterprise software development. In a second stage, will be a study of multiple cases in three other companies, selected for accessibility, which already have established a wiki. The research will include the correlation of the management of semantic content in such deployments of wikis, as well as a comparison between these three deployments and to be held in the first stage of this research.

Keywords: information and knowledge management; wikis; semantic content management.

FERRAMENTAS WIKIS: ANÁLISE BASEADA NA GESTÃO DE CONTEÚDO SEMÂNTICO

O objetivo principal desta pesquisa é investigar e analisar, a partir dos conceitos e recursos da web semântica, as relações existentes entre a adoção das ferramentas de colaboração da web 2.0 – os wikis, e as práticas de gestão de conteúdo semântico, com vistas à proposição de enriquecimento de conteúdo semântico nas páginas wikis. O tema escolhido se justifica na medida em que, no meio corporativo, abrem-se oportunidades para o uso do conhecimento utilizando ferramentas da web 2.0, os wikis, e na perspectiva acadêmica introduz novos elementos da gestão da informação e do conhecimento. A estratégia de pesquisa a ser utilizada será o estudo de múltiplos casos, sendo que, em um primeiro momento, será feita a implantação e a gestão de conteúdo semântico em um wiki numa empresa de desenvolvimento de software. Em um segundo momento, será feito um estudo de múltiplos casos em três outras empresas, escolhidas por acessibilidade, que já possuem implantada a ferramenta wiki. A investigação contemplará o grau de aderência da gestão de conteúdo semântico em tais implantações dos wikis, bem como um comparativo entre estas três implantações e a que será realizada na primeira etapa desta pesquisa.

Palavras-chave: gestão da informação e do conhecimento; wikis; gestão do conteúdo semântico.

2073-DOCT

INFORMATION RESOURCES MANAGEMENT AND INFORMATION SYSTEMS' ADAPTABILITY: MANAGING THE CONTENT OF DIGITAL LIBRARIES

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Today we live in an environment of dynamic changes and a high volume of available information. One of the consequences is that the needs of information systems' users change continuously. In this context the information systems must adapt to these changes – in other words, they must develop adaptability. Adaptability can be described as the capacity of continuously adapting to the needs of the users. Information systems' raison d'être is to retrieve relevant contents in response to the needs of their users and we can conclude that adaptability is directly related to the content management of these systems.

Digital libraries is a subject of growing importance in studies in Information Science. They provide real-time results – an important benefit to users that search for information at a library. But there are some limitations in real-time information that managers of digital libraries receive to manage their content. They need not only technical LOG information describing the access but the identification of users – and even of non-users – profiles. This identification will improve content management focused on the needs of these users.

Our aim in the study proposed is to verify if content management of e-journal digital libraries is a key element to improve their adaptability. The object of the research is the most significant digital library of scientific journals in Brazil: Portal de Periódicos da Capes.

Keywords: digital library; adaptability; Portal de Periódicos da CAPES.

2129-DOCT

FUZZY ONTOLOGICAL SUPPORT ON DATA MINING

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The doctorate research project aims to improve technology support for detecting, analyzing and combating tax evasion in Imposto Sobre Serviços de Qualquer Natureza – ISSQN – a municipal tax, from recovery and processing of large volumes of scattered data in relational databases. The project proposes to exploit the ties of Information Science with aspects of human cognition and recovery and data mining techniques coming from Computer Science, in order to obtain an appropriate representation and retrieval of knowledge through ontologies. To do this, leave the study, comparison, improvement and development of fuzzy ontologies that have the advantage of allowing a simultaneous development and representation of the symbolic and quantitative aspects of a domain. The knowledge representation will be integrated with Tamanduá, a software developed and patented by Universidade Federal de Minas Gerais, which is a tool of data mining, allowing simulations, testing and measurement of results.

Keywords: fuzzy ontologies, data mining, inference mechanisms, causality.

2155-DOCT

THE BUILDING OF CONCEPTUAL MODELS AND THE CATALOGATION PROCESS: PERSPECTIVE OF FRBR USING

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Among the main proposals of the cataloguing area are the FRBR, which constitute a new concept in cataloguing rules and were created by the Cataloguing, classification and Indexing Section study group of IFLA, which presented a report offering a new perspective of structure and relationship of bibliographic registers. In this context, this project is aimed at analyzing and making feasible the FRBR application extensibility by means of Data Modeling concepts when building digital catalogues. The logical analysis of data reflected in bibliographic registers generates the description of essential elements based on entities, relationship and attributes. The FRBR requirements define only one proposal of an implementation model in an information environment, thus, this study in intended to present a cataloguing model process contemplating FRBR concepts and Conceptual Data Modeling.

Keywords: FRBR. Cataloguing. Data Modeling.

CONSTRUÇÃO DE MODELOS CONCEITUAIS E O PROCESSO DA CATALOGAÇÃO: PERSPECTIVA DE USO DOS FRBR

Dentre as principais propostas da área de catalogação, estão os FRBR, que constituem novos conceitos nas regras de catalogação. Originado pelo grupo de estudos da Seção de Catalogação, Classificação e Indexação da IFLA, que apresentou um relatório que oferece uma nova perspectiva da estrutura e dos relacionamentos dos registros bibliográficos. Nesse contexto, o objetivo deste projeto é analisar e viabilizar a extensibilidade da aplicação dos FRBR por meio da utilização dos conceitos da Modelagem de Dados no processo de construção de catálogos digitais. A análise lógica dos dados refletidos nos registros bibliográficos gera a descrição dos elementos essenciais baseados no Modelo Entidade-Relacionamento, que define uma representação de informações baseada em entidades, atributos e relacionamentos. Os requisitos dos FRBR definem somente uma proposta de um modelo de implementação de um ambiente informacional, e este estudo pretende apresentar um processo modelo de catalogação contemplando os conceitos dos FRBR e de Modelagem Conceitual de Dados.

Palavras-chave: FRBR. Catalogação. Modelagem de Dados.

2215-DOCT

INDICATORS OF KNOWLEDGE SOCIETY

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The research addresses the object of study from the sociology of knowledge by distinguishing between the concepts of information society and knowledge society from a theoretical analysis. Once it has been characterized the knowledge society proposed qualitative and quantitative indicators in four lines of analysis: education, culture, appropriation of technology and econcomy, by virtue of being forcefully contexts that impact or are impacted by this emerging social paradigm. Finally, a state of affairs in the Mexican national context by applying the proposed indicators for checking against international benchmarks and give validity to these indicators to be used in future studies to measure the degree of integration of the countries in the knowledge society.

Keywords: knowledge society, appropiation of technology, knowledge management, measurement of intangibles.

INDICADORES DA SOCIEDADE DO CONHECIMENTO

A pesquisa aborda o objeto de estudo da sociologia do conhecimento através da distinção entre os conceitos de sociedade da informação e sociedade do conhecimento a partir de uma análise teórica. Uma vez que se tem caracterizado a sociedade do conhecimento propostos indicadores qualitativos e quantitativos em quatro linhas de análise: educação, cultura, tecnologia apropriada e economia, em virtude da sua força contextos que afetam ou são afetados por este paradigma social emergente. Finalmente, um estado de coisas no contexto nacional mexicana, aplicando os indicadores propostos para o controlo de parâmetros internacionais e dar validade a esses indicadores a serem utilizados em futuros estudos para medir o grau de integração dos países na sociedade do conhecimento.

Palavras-chave: sociedade do conhecimento, gestão do conhecimento, medição de ativos intangíveis.

2217-DOCT

ERP, SUSTAINABILITY AND ORGANIZATIONAL SKILLS: A LONG TERM PERSPECTIVE

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The thesis project propose to study the ERP added value across the time. This general issue has been studied according the IT value across the time, but the particular vision of the ERP in this context needs a special study and considerations. To implement an ERP system in a solid way doesn't just request that the company uses efforts, time and substantial investments as well as it demands that the organization possesses a strong political of IT risk administration, what is justified for the costs of licenses, implementation and maintenance of the ERP applications. Considering the existent evidences concerning the success and the failure of total or partial implementations of ERP's systems questions that deserve attention appear, as: How valuable is a ERP system for the organization? How is it the nature of the value that a ERP system brings for an organization? How to do a measure of the real value of the ERP systems? But is the most important subject: How can an organization sustain the value of an ERP system for a long period of time? The construction of a structure is one of the main goals of the administration of investments in IT of the companies, and most of the organizations destine a great part of firm's budget. The companies that possess integrated systems of administration as base of IT architecture possesses an infrastructure capable to support the flexibility of the businesses in terms of future changes, the reduction of the IT costs and the marginal costs of the unit of business and it increases the capacity of the company in being agile and efficient in the implementation of new applications. By this way, the measure of the value of ERP should follow environmental premises, where she should detail all of the inherent contexts to the activity of to manage and to handle an ERP as well as private and hermetic premises to each company user of this application type to be studied. The instrumental of analysis of the sustainability of the value associated to ERP's is, therefore, of extreme complexity under the theoretical point of view, characteristic this that should accompany all the future initiatives of field researches in this area of the knowledge.

Keywords: ERP, Sustainability, Organizational skills, costs

2222-DOCT

INFORMATION PROCESS, LEARNING, CREATION OF KNOWLEDGE AND COMMUNITIES OF PRACTICE: A CASE STUDY

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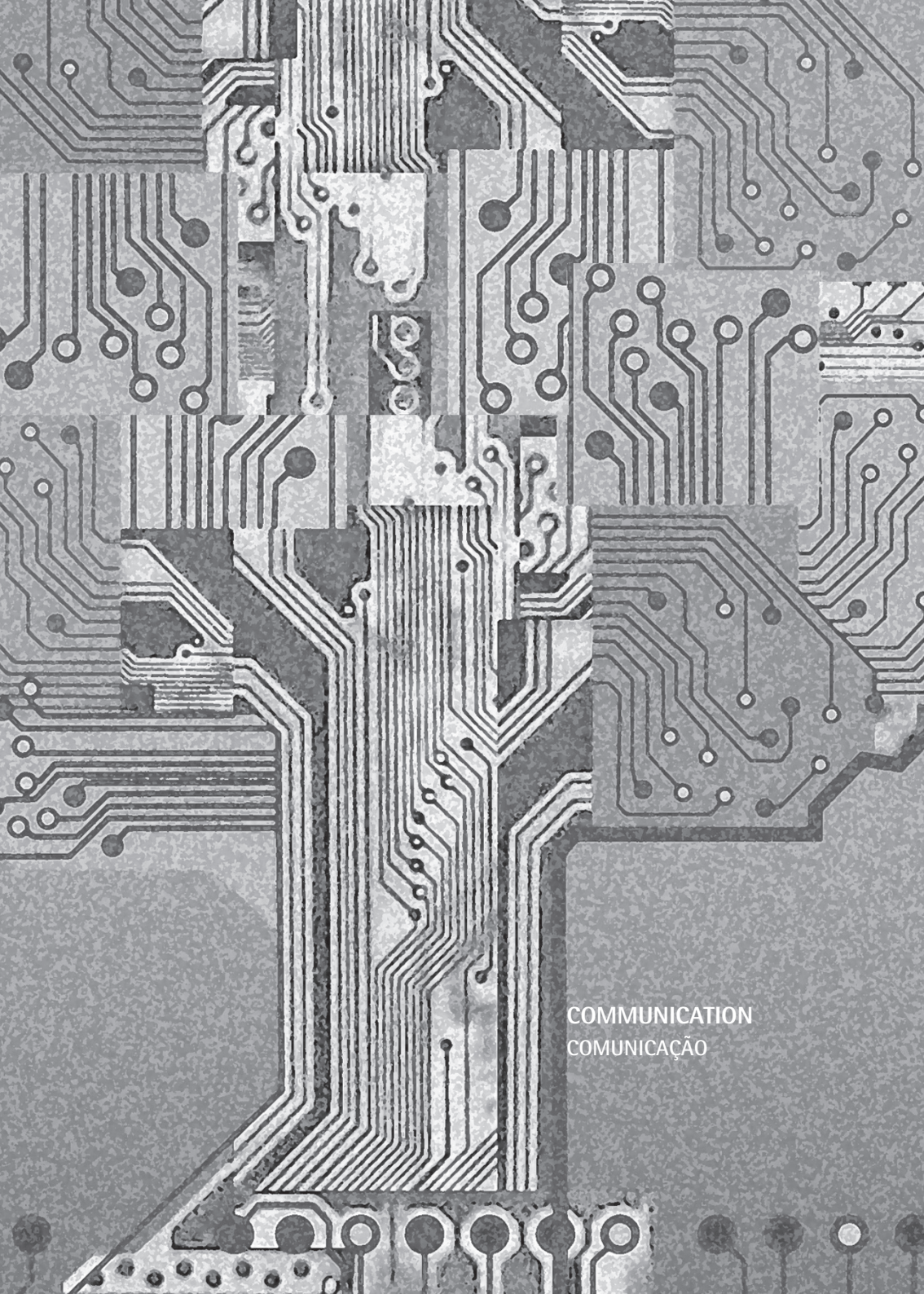
This project investigate the communities of practice in the processing of the information, the learning and the creation of the knowledge, making the data-collecting in a medium size company with high level of computerization, which is their field of business. The literature points to the difficulties in implementation, in the effective use of technology, especially computer and telecommunications, and innovation, drawing attention to the social and cultural aspects of the contexts that creates them and those that purchase them, simultaneously with the increasing easiness of its acquisition. This present project intend to test the statement that communities of practice are responsible for the transformation of knowledge into innovation and practice, and this last one in knowledge, through its incorporation in the daily work. Using the analytical perspective of situated learning, which is based on the social theory of learning and knowledge, this research aims to follow the process of capture of the information and its transformation in learning and strategic knowledge, in the operating of the searched company. This theory, when pointing out the learning and creation of knowledge in the social practice, focuses on change rather than regulation, and requires changes both in the practice and in the individuals engaged in the development of their experience of life, inside and outside organizations. The subject will be investigated by three methods seeking a theoretical and methodological triangulation: the analysis of the discourse, the ethnography – qualitative - and knowledge discovery in database (KDD) - quantitatively. The survey of the business environment and dimensions from auxiliary theories, such as the analysis of social nets (ASN), as well as the theories that based the research methods employed for the triangulation, will propitiate the analysis.

Keywords: communities of practice, social nets, theory of knowledge, knowledge management.



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THE EVOLUTION PROCESS OF THE LEARNING ALORITHMS IN TERMS OF SUPPORT VECTOR MACHINES
O PROCESSO DE EVOLUÇÃO DOS ALGORITMOS DE APRENDIZADO EM RELAÇÃO ÀS MÁQUINAS DE VETORES DE SUPORTE
Hugo Leonardo Pereira Rufino
Antônio Cláudio Paschoarelli Veiga

CONTROL AND MONITORING OF THE INDEXES OF ABSENTEEISM AND PRESENTEEISM WITH AID OF THE TECHNOLOGY OF THE INFORMATION
Andréa Martiniano da Silva
Ricardo Pinto Ferreira
Renato José Sassi

MANAGEMENT OF INFORMATION TECHNOLOGY: A PROFILE OF PROFESSIONAL INFORMATION IN ADOPTION OF TECNOCHANGE IN INFORMATION SYSTEMS
GESTÃO DA TECNOLOGIA DE INFORMAÇÃO: UM PERFIL DOS PROFISSIONAIS DA INFORMAÇÃO NA ADOÇÃO DAS TECNOMUDANÇAS NOS SISTEMAS DE INFORMAÇÃO
Ilaydiany Cristina Oliveira da Silva
José Alfredo Ferreira Costa
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BALANCED SCORECARD AND THE PRINCIPLES OF THE STRATEGY-FOCUSED ORGANIZATION – A STUDY IN WINNING COMPANIES OF THE NATIONAL QUALITY AWARD
Antonia Maria dos Santos Siqueira
José Alfredo Ferreira Costa
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GREEN IT – THE CHALLENGES OF THE e-WASTE
Marion Nicard des Rieux
Edson Luiz Riccio

APPLYING THE INFORMATION SCIENCE CONCEPTS IN MANAGEMENT OF INFORMATION SYSTEMS: DISCUSSIONS ABOUT A GOVERNANCE MODEL FOR THE EFFECTIVE ADOPTION OF INFORMATION AND KNOWLEDGE MANAGEMENT IN DECISION MAKING.
Sergio Augusto O. Pinto
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THE EVOLUTION PROCESS OF THE LEARNING ALORITHMS IN TERMS OF SUPPORT VECTOR MACHINES

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Due to the great growth of the available information, more and more it is necessary the understanding and the analysis of data. With this need, researchers are trying to develop methods to facilitate and to guarantee the efficiency in this work of analysis of data. A learning technique that gained enough prominence was the Support Vector Machines (SVM), due to its search characteristic for a global minimum and don't run the risk of being arrested in a local minimum, as it happens in other learning techniques like neural networks or genetic algorithms. Therefore the SVM started to be applied in ensemble methods, where it obtained an improvement of the generalization capacity. This communication highlights some of the main algorithms that were used in the evolution process in the use of SVM.

Keywords: Ensemble Machine Learning, Imbalanced Data, Incremental Learning, Support Vector Machines, Supervised Learning.

O PROCESSO DE EVOLUÇÃO DOS ALGORITMOS DE APRENDIZADO EM RELAÇÃO ÀS MÁQUINAS DE VETORES DE SUPORTE

Devido ao grande crescimento da disponibilização da informação, cada vez mais é necessário o entendimento e a análise de dados. Com esta necessidade, pesquisadores vêm procurando desenvolver métodos para facilitar e garantir a eficiência neste trabalho de análise de dados. Uma técnica de aprendizado que ganhou bastante destaque foram as Máquinas de Vetores de Suporte (MVS), devido a sua característica de procura por um mínimo global e não correr o risco de ficar preso em um mínimo local, como ocorre em outras técnicas de aprendizado como redes neurais ou algoritmos genéticos. Em pouco tempo, as MVS passaram a ser aplicadas em comitês de máquinas, onde obteve uma melhora em sua capacidade de generalização. Esta proposta de comunicação destaca alguns dos principais algoritmos que foram usados no processo de evolução no uso das MVS.

Palavras-chave: Comitê de Aprendizado de Máquina, Classes Desbalanceadas, Aprendizado Incremental, Máquinas de Vetores de Suporte, Aprendizado Supervisionado.

2134-COMM

CONTROL AND MONITORING OF THE INDEXES OF ABSENTEEISM AND PRESENTEEISM WITH AID OF THE TECHNOLOGY OF THE INFORMATION

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The Absenteeism is a temporary or prolonged absence of an official. Caused by several reasons: medical clearance; involuntary delays, particular issues and others. There is also the Labor Absenteeism: maternity and paternity leave; amendment holidays; blood donation and others. The Absenteeism represents the company lost productivity and increased costs. The presenteeism, in contrast, means the employee physically present in the workplace, but mentally and psychologically absent. The causes of this are under stress or depression. Because it is difficult to diagnose, few people seek medical attention. There are two concepts of this: one involves occupational health, relationship and organizational conditions of work, the employee remains working even sick. The other pertains to employees who remain at work beyond its limits, for fear of being fired or deleted for not being available when needed. The presenteeism case further fall in productivity than absenteeism, by its difficult diagnosis, the perception of leadership is complicated, without any necessary relocation of activities for other employees. The hidden gifts in a subtle way to poorness and hidden diseases, as well as causing increased costs. Information Technology can help to control and monitor these indexes, providing information necessary for decision making. This paper is to evaluate and discuss briefly the theoretical aspects of absenteeism and the presenteeism and the contribution of information technology in enterprises to control and monitor these indices.

Keywords: Absenteeism; Presenteeism; Productivity, Technology of the Information.

2188-COMM

MANAGEMENT OF INFORMATION TECHNOLOGY: A PROFILE OF PROFESSIONAL INFORMATION IN ADOPTION OF TECNOCHANGE IN INFORMATION SYSTEMS

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This study discusses a theoretical and conceptual overview about the technologies, especially information technology (IT) focusing on characterizing it as the Age of Information Society. This perspective has discussed a study about the new profile of the librarian ahead with adoption of the tecnochanges of information systems (IS). As such, it has noticed that the main changes in the profile of this professional, stands out: a proactive, entrepreneurial vision, a greater critical sense, the intensive use of creativity, daring and curiosity. These characteristics tend to be acquired through a solid education this professional in order to develop the skills and competencies needed, since the adoption of tecnochanges inserted as a factor in consolidating the body of knowledge in this area, being the basis for the reasons for their practices and their official recognition as a profession ahead the competitive labor market.

Keywords: Information Technology (IT). Information Society. Technologies in libraries. Librarian. Information literacy.

GESTÃO DA TECNOLOGIA DE INFORMAÇÃO: UM PERFIL DOS PROFISSIONAIS DA INFORMAÇÃO NA ADOÇÃO DAS TECNOMUDANÇAS NOS SISTEMAS DE INFORMAÇÃO

O presente trabalho aborda um panorama teórico-conceitual acerca das tecnologias, em especial as tecnologias de informação (TI), enfocando-a como caracterizadora da Era da Sociedade da Informação. Nessa perspectiva é abordado um estudo sobre o novo perfil do bibliotecário frente à adoção das tecnomudanças nos sistemas de informação (SI). De tal modo, percebe-se que dentre as principais mudanças ocorridas no perfil desse profissional, destaca-se: a proatividade, a visão empreendedora, um maior senso crítico, o uso intensivo da criatividade, a ousadia e a curiosidade. Estas características, tendem a ser adquiridas através de uma formação sólida desse profissional, de forma a desenvolver as habilidades e competências necessárias, visto que a adoção das tecnomudanças insere-se como um fator de consolidação do corpo de conhecimento dessa área, sendo a base para a fundamentação de suas práticas e seu reconhecimento oficial como profissão diante do mercado de trabalho competitivo.

Palavras-chave: Tecnologias de Informação (TI). Sociedade da Informação. Tecnologias em bibliotecas. Bibliotecário. Competência informacional.

2216-COMM

BALANCED SCORECARD AND THE PRINCIPLES OF THE STRATEGY-FOCUSED ORGANIZATION – A STUDY IN WINNING COMPANIES OF THE NATIONAL QUALITY AWARD

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The Balanced Scorecard (BSC) had been used as a tool for monitoring and communication strategy, to align organizations by inserting a new vision by integrating non-financial performance indicators to traditional measures. Proper use of the BSC leads to a new management style, focused on strategies management, using three dimensions: strategy, which should be translated as the primary responsibility for the organizational agenda; the focus should be concentrated, the BSC, as a model and system to aid the organization directions, and the notion that all employees are important to the process. This article discusses theoretical considerations about strategies, BSC and the principles of the strategy-focused organization. Results are described from a study conducted in two companies that won the National Quality Award (PNQ), in the years 2007 and 2008, which adopt differentiated strategic management models. The research presents an analysis of companies and adherence to the five principles of the strategy-focused organization (SFO), proposed in the BSC. From analysis of reports and documents, study results show that the two companies have a high level of adherence to the SFO, showing that, regardless of adopted strategic management methodology, any organization with focus and strategic alignment is able to adhere to these principles.

Keywords: Performance Management, Strategy-focused organization, Balanced Scorecard, Strategy.

2219-COMM

GREEN IT – THE CHALLENGES OF THE E-WASTE

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"What does not worth is displayed." That is the definition of the term "garbage". A study of Cyclope / Veolia evaluates the overall supply of waste collected for about 2.5 billion tons per year. An American produces an average of 700 kg of waste per year, against 150 kg for an Indian. To explain these two extremes cases, it worth to remind that the products of the rich countries are much more sophisticated and therefore their wastes are responsible for their plastic packaging, paper, glass, metals. In this article, the researcher will explain the case of e-waste from developed countries often ending up in developing countries such as China. He will try to arrive at the conclusion by using the maxim of Lavoisier in the 18th century: "nothing is lost, nothing is created, everything changes" which actually reaffirmed a sentence even older said by Anaxagoras (500-428 before J.-C.): "Nothing is born or dies, but things that already exist are combined and then are separated again." Did we need to wait until now, the 21st century to realize that they already give incentive for people to recycle, reuse, readjust or even understand the closed-loop concept? In this communication, we approach the notion of corporate social responsibility, an approach to electronic waste, as they are discarded; laws exist to regulate corporate abuses, where this waste goes.

Keywords: Green IT, e-Waste, corporate social responsibility

APPLYING THE INFORMATION SCIENCE CONCEPTS IN MANAGEMENT OF INFORMATION SYSTEMS: DISCUSSIONS ABOUT A GOVERNANCE MODEL FOR THE EFFECTIVE ADOPTION OF INFORMATION AND KNOWLEDGE MANAGEMENT IN DECISION MAKING

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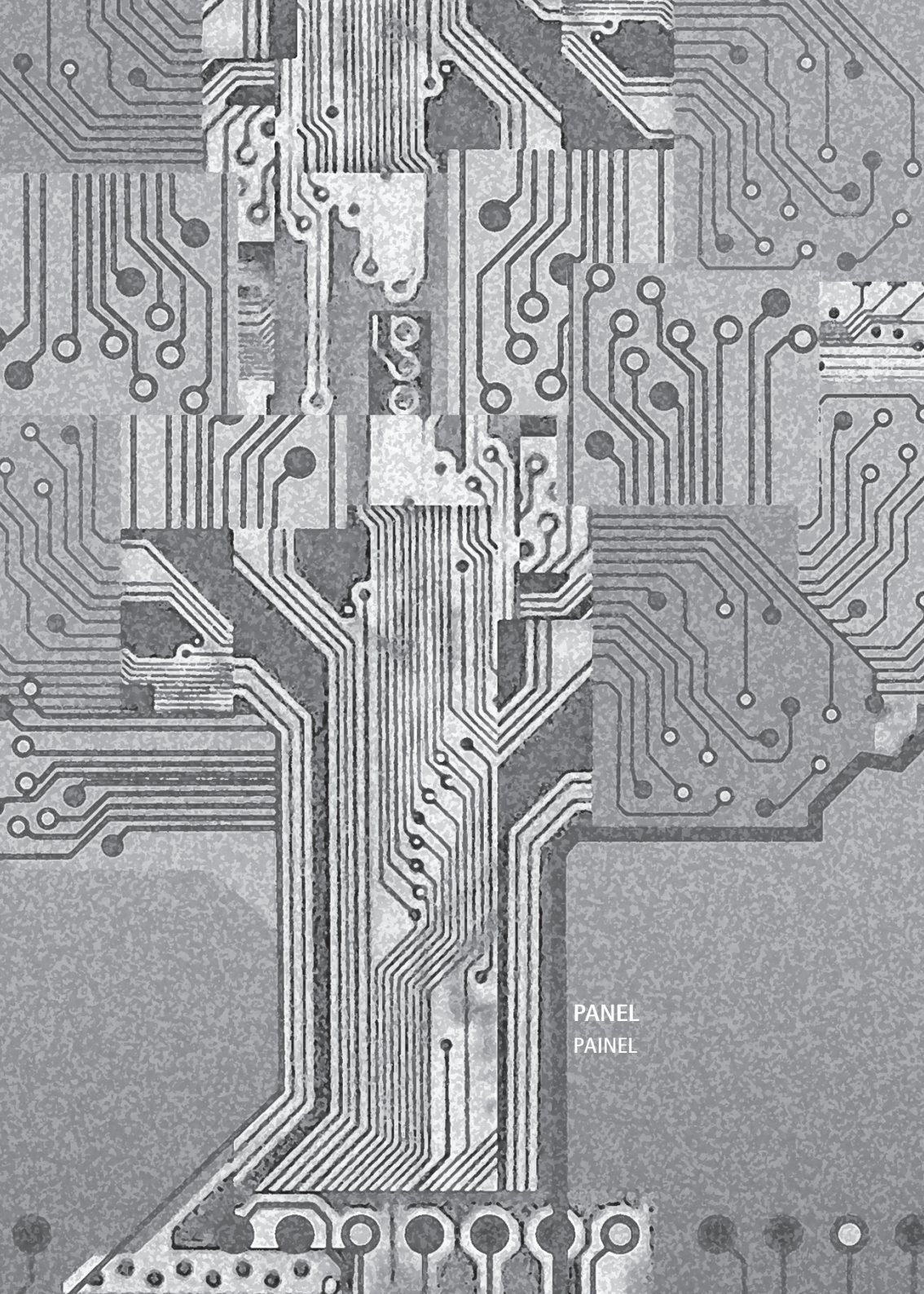
The decision making process in organizations has been subject to constant improvements, either through new management methods, production of new knowledge, training of managers, introducing computerized systems or all of these simultaneously. It is possible to realize a dissonance between the process of organizational management (strategies planning) and the processes for implementing these guidelines. In addition, several deployed management information systems fail to meet the information needs of organizations, falling into disuse shortly after implantation. The aim of this paper is to propose an interdisciplinary look into the matter, incorporating elements of information science, aspects traditionally addressed in research on the subject area of Business Administration and more specifically in the context of developing management information systems. The process of information management must exist to support business goals. That means the drivers of business are used to compose the information management strategy, which should be closely linked to business objectives (revenue, profit, customer satisfaction, etc.). This involves the management of information assets throughout the organization by creating and maintaining the business practices which optimize the use of information regardless of location and functional areas that need them. Only through an enterprise management of information organizations can achieve economies of scale and leverage the potential of skills, resources, systems and information assets in the various business processes. The proposed model retains the traditional approach of deriving the information needs from an alignment with the strategy and business issues the organization, but adds a new dimension: the adoption of techniques and tools for information management allowing maintenance cycle informational and adaptation based on usage. One of the difficulties encountered after the implementation of such systems is the lack of management of information requirements that go beyond the initial project. Due the dynamic of organization, information requirements change over time, as well as the interpretation, meaning and perception of usefulness of information for people placed in the context of the organization

Keywords: Knowledge Management, Information Systems, Information Management, Enterprise Information Management, Decision Making



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UNDERSTANDING ONLINE INTERRUPTION-BASED ADVERTISING: IMPACTS OF EXPOSURE TIMING, ADVERTISING INTENT, AND BRAND IMAGE

Bernard C.Y. Tan

INFORMATIONAL, DIGITAL AND MEDIA LITERACY CHALLENGES: A GUIDE TO BRIDGE THE GAP BETWEEN NATIVES AND DIGITAL IMMIGRANTS

Tony Hernández-Pérez

CIÊNCIA DA INFORMAÇÃO

Armando Malheiro

UNDERSTANDING ONLINE INTERRUPTION-BASED ADVERTISING: IMPACTS OF EXPOSURE TIMING, ADVERTISING INTENT, AND BRAND IMAGE

Bernard C.Y. Tan

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President (2009-10), Association for Information systems

Interruption-based advertising has gained prominence in the online channel. Yet, little attention has been paid to deriving design principles and conceptualizations for online interruption-based advertising. This paper examines three novel design factors related to this phenomenon, namely, exposure timing, advertising intent, and brand image. Exposure timing pertains to the time by which the advertisement (ad) is launched within a website. Advertising intent refers to the explicitness of ad content in portraying the desire to induce purchase behavior. Brand image relates to consumers' overall perceptions of the advertised brand. In a laboratory experiment, participants were exposed to pop-up ads that were operationalized based on these three design considerations. Results reveal three two-way interactions among the study constructs. Online interruption-based ads shown in the predecisional shopping phase are more effective when their contents are designed with implicit advertising intent compared to explicit intent. Brand image is found to moderate the effects of advertising intent on consumer's purchase intention. Participants' responses also show that ads promoting weak brands with less favorable image tend to enjoy higher purchase intention when shown in the predecisional phase compared with the postdecisional phase. Theoretical and practical implications together with suggestions for future research are discussed.

Keywords: Advertising intent, brand image, experiment design, human–computer interaction, interruption-based advertising, mindset, online advertising, psychology of web users.

INFORMATIONAL, DIGITAL AND MEDIA LITERACY CHALLENGES: A GUIDE TO BRIDGE THE GAP BETWEEN NATIVES AND DIGITAL IMMIGRANTS

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The expansion of information technologies has led to the emergence of new needs of literacy: informational, computational, digital, media... This article draws a minimum historical evolution of the concept of literacy, distinguish between different types of literacy (digital, informational and media) and underline that the challenge of literacy can be approached from a generational perspective. The problems of literacy in the Google generation - those born after 1993 - come from a low level of information literacy (access to too much information and little knowledge for an efficient use of it) while the problems for previous generations are more related with a lack of competence in the use of media and technology (major problems of access to information but greater discernment in the use of it). Anyway, differences are more cultural than technological. Each generation assumes a different culture and values. The current challenge of literacy goes to overcome the gap between natives and digital immigrants. This article introduce some patterns in the use of information from each culture, advocates the adoption of different strategies to stimulate learning and explain some experiences that are being made to promote information literacy.

Keywords: Informational, Digital, media literacy, information technologies

PAINEL – CIÊNCIA DA INFORMAÇÃO

Armando Malheiro – Professor Doutor da Universidade do Porto, Portugal

Na sequência de Sessões Plenárias anteriores sobre Ciência da Informação que integram os CONTECSI's desde a 2ª edição, é com satisfação e orgulho que se anuncia mais uma, no âmbito deste 7º CONTECSI, subordinada a um tema especificio que já foi abordado em edição anterior, sem que haja o risco de redundância ou repetição - a Literacia Informacional na Era da Informação. O tema além de pertinente vem suscitando investigações de âmbito diverso um pouco por todo o lado e nesta Sessão Plenária foi possível reunir quatro contribuições protagonizadas respecitvamente pelas Professoras Brasilina Passarelli (ECA-USP), Elisabeth Adriana Dudziak (Politecnica-USP), Professor Tony Hernandez (Universidade Carlos III, Madrid) e Armando Malheiro da Silva (Universidade do Porto)

Palavras-chave: Ciência de Informação, Literacia, Contecsi

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