



Instituto Politécnico de Castelo Branco
Escola Superior de Saúde
Dr. Lopes Dias

Conference Program - Parallel sessions

June 29 | 11:30-13:00

SESSION 1: Innovation, entrepreneurship and regional smart specialization

Room: HELIX 1

Chair: Ricardo Moutinho

Paper	First author	Other author(s)
REGIONAL INNOVATION SYSTEMS AND KNOWLEDGE - BASED ENTREPRENEURSHIP: THE ROLE OF SOCIAL CAPITAL	Ricardo Moutinho	Arnaldo Coelho José Pires Manso
ORGANIZATIONAL CULTURE PROFILE OF ENTREPRENEURS IN BRAZILIAN AMAZONIAN REGION	António Nogueira de Sousa	Benedita do Socorro Matos Santos
INVESTMENTS IN R&D AND INNOVATION ACTIVITIES AS DETERMINANTS OF ONGOING OR ABANDONED ACTIVITIES	Filipe AP Duarte	Maria José Madeira
THE BORDER EFFECT IN ENTREPRENEURIAL ACTIVITY, PORTUGAL-SPAIN ALENTEJO- EXTREMADURA	Fernanda M. Policarpo	Ricardo H. Mogóllon Juan Carlos Díaz Casero Antonio Fernández Portillo Maria Cruz Sánchez Escobedo
THE SLOW CULTURAL COOKING OF "FRANCESINHA"	Manuel Teles Fernandes	
BSC PROPOSAL TO MENASURE THE PERFORMANCE OF ECOSYSTEMS TO REGIONAL DEVELOPMENT	João Nuno Morais Lopes	

June 29 | 11:30-13:00

SESSION 2: Design and territorial development

Room: HELIX 2

Chair: Ana Margarida Fernandes

Paper	First author	Other author(s)
CONTRIBUTIONS TO EVALUATE DESIGN INVESTMENT IN PORTUGUESE AGRO-FOOD INDUSTRY	Filipa Pias	
THE RELATIONSHIP BETWEEN ART, DESIGN AND HANDICRAFTS AS THE MAIN FEATURE OF IDENTITY IN CLASSIC CONTEMPORARY CULTURE	Carolina González-Miranda	
A DEFINITION OF MATOSINHOS' DNA DEPARTING FROM BRITO CAPELO STREET	Rute Maria Fernandes Ramos de Carvalho	
DESIGN CREATIVE PROCESSES APPLIED TO FASHION ACCESSORIES FROM CARGALEIROS'S WORK OF ART	Ana Fernandes	Mónica Romãozinho

June 29 | 11:30-13:00

SESSION 3: Design and territorial development

Room: HELIX 3

Chair: João Neves

Paper	First author	Other author(s)
LOCAL CULTURE AND IDENTITY THROUGH UNIVERSAL DESIGN: BRANDING PLACES	Cátia Rijo	
ENGAGING STUDENTS REASONING THROUGH DRAWING IN CLASSROOM CONTEXT. REFLECTION ON AN INTRODUCTORY MODULE IN UX DESIGN	José Silva	João Neves Daniel Raposo
DESIGN AND CULTURAL IDENTITY - MIGUEL TORGA, POETIC MAP	Maria Luísa Abreu da Costa	
USER AND MOBILITY: THE CONTRIBUTION OF INFORMATION AND GUIDANCE SYSTEMS DESIGN FOR THE KNOWLEDGE OF THE TERRITORY	João Vasco Matos Neves	Daniel Raposo Martins José Miguel Gago da Silva
VISUAL IDENTITY DESIGN IN THE NEW ECONOMY	Daniel Raposo	Martín San Román, Juan Ramón João Neves José Silva

June 29 | 16:00-17:30

SESSION 4: Entrepreneurial Academia: University's third mission and Triple Helix

Room: HELIX 1

Chair: Rui Gama

Paper	First author	Other author(s)
ACADEMIC ENTREPRENEURSHIP AND TRIPLE HELIX: THE CASE OF SCIENCE AND TECHNOLOGY PARK OF UNIVERSITY OF OPORTO	Célia Marisa Fonseca Ferreira	
UNIVERSITIES AS SOURCES OF RELEVANT KNOWLEDGE FOR INNOVATION	Joana Costa	Carlos Rodrigues
UNIVERSITY-INDUSTRY COOPERATION IN JAPAN: HAS THE ABENOMICS' THIRD "ARROW" REACHED TARGET?	Marina Ranga	Tomasz Mroczkowski Tsunehisa Araisō
NETWORKS OF SCIENTIFIC KNOWLEDGE AMONGST UNIVERSITIES IN PORTUGAL. A READING FROM THE PROJECTS FINANCED BY THE FOUNDATION FOR SCIENCE AND TECHNOLOGY (2000-2010)	Rui Gama	Cristina Barros Ricardo Fernandes
PARTICIPACIÓN DE LA UNIVERSIDAD EN EL EMPRENDIMIENTO EN REGIONES CON ECONOMÍA BASADA EN EFICIENCIA: UNA APROXIMACIÓN A TRAVÉS DEL ESTUDIO DEL ESTADO DE SINALOA, MÉXICO	Javier De la Fuente Flores	Juan Carlos Díaz Casero Ricardo Hernández Mogollón Antonio Fernández Portillo

June 29 | 16:00-17:30

SESSION 5: Entrepreneurial Academia: University's third mission and Triple Helix

Room: HELIX 2

Chair: Ricardo Mogóllon

Paper	First author	Other author(s)
COMPETITIVE FACTORS IN THE HOTEL SECTOR OF PORTUGAL: APPLYING THE PORTER'S DIAMOND	Sara Nunes	Cristina Estevão João Ferreira Maria Nicolau Filipe
A PROMISING TOOL FOR LOCAL INNOVATIVE DEVELOPMENT: THE CASE OF CIVIC OR COMMUNITY FOUNDATIONS IN THE IBERIAN PENINSULA	R. Alejandro Hernández Renner	Ricardo Hernández Mogollón Mari Cruz Sánchez Escobedo Juan Carlos Díaz Casero Antonio Fernández Portillo
HIGH GROWTH BUSINESS CREATION AND MANAGEMENT: A MULTIPLE LINEAR REGRESSION APPROACH TO SELECTION OF AUTOCHTHONOUS MATERIALS AND TRADITIONAL MANUFACTURING METHODS AS A CHALLENGING TO DESIGN LOCAL PRODUCTS	Maria Queirós	Vitor Braga Aldina Correia Alexandra Braga
NETWORKS REGIONAL DEVELOPMENT: THE MODEL PROPOSAL	Aline Teixeira de Souza	Lia Krucken Rita Almendra
REBALANCING AND EXTENDING THE TRIPLE HELIX FOR INNOVATION BASED GROWTH: THE MORAWIECKI PLAN FOR INTELLIGENT DEVELOPMENT OF POLAND: LAST OPPORTUNITY TO CATCH UP WITH THE EUROPEAN ECONOMY?	João Nuno Morais Lopes	Luís Farinha Mário José Baptista Franco
	Tomasz Mroczkowski	Mirosław Miller