PONTIFICAL UNIVERSITY CATHOLIC OF SÃO PAULO

PUC-SP in numbers
Campuses: 03
Undergraduate Programs: 36
Master Programs: 20
MBA and Specialization Programs: 197
Doctorate Programs: 22
Research Groups: 238
Professors: 1,421
Undergraduate Students: 13,225
Master and Doctorate Students: 3,413
Specialization Students: 5,714
Administrative and Technical Staff: 1,542
Alumni: 372,000
METHODOLOGY

1. São Paulo City and Campinas City - Brazil
2. 15 million inhabitants
3. Multinational companies
4. 40% of the national GDP in São Paulo State

1. Masters, post-graduate and undergraduate courses
2. Different jobs, Academy, Exact and Humanity areas
3. Private and public companies
4. Experiencing the remote working format
5. 1680 questionnaires: 159 with complete answers

1. Likert scale
2. Answers 5 and 4 = “Compliance”
3. Group 1) Social and Professional profile
   Group 3) Barriers in the Communication
   Group 4) Personal Behavioral
   Group 5) Internal Companies culture

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RESULTS AND DISCUSSION – Q2: FREQUENT USE OF DIGITAL TOOLS

HIGHLIGHTs

- Q7: Email, Q8: Voice Con; Q9: Video Con; Q10: Instant Message
  - Spreaded worldwide
  - High convergence is observed: 92% to 100% of “Compliance”
  - Survey was answered at the height of the epidemic Covid-19

- Q11: Preference by Personal Interaction and conventional voice: 49.05%

- Finds:
  - Allows to infer that digital tools may not cover all human interactions.
  - A reasonable dose of humanization in contacts may be necessary.
THIS PAPER: GLOBAL AND REMOTE COMMUNICATION
CONCLUSIONS

ANOTHER CONCLUSION AND FINDS

- **Digital tools are a crucial component** for global and remote communication, of course.

- **Search for enhanced people interaction and the consequent humanization**
  - The technology cannot prevent people from the fundamental human relationship in daily life
  - It enables the enhancement of greater empathy, negotiation capacity and conflict resolution

- **Soft-skills**: the development of the already known soft-skills is an even more important factor than has already been highlighted and should be a focus on the **growth of all professionals**.

Our contribution, with this study, highlights the close relationship between the use of digital tools, aspects of personal behavior, together with the acculturation of companies, to effectively to perform the global and remote communication process in its fullness.

ARNOルド LOYOS, FRANCISCO ARIZA, JOSE LUIZ ALVES, WAGNER MOREIRA (BRAZIL)
OBRIGADO!
THANK YOU!
谢谢

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francisco.ariza@yahoo.com.br
jl.alves@uol.com.br;
wmoreira@gmail.com
Perception of Work Performance in Home-Office Mode: Comparison among Different Generations in Brazil

Prof. Dr. Arnaldo José de Hoyos Guerra
Prof. Dr. Manuel Joaquim F. de Barros
Prof. Dr. Paulo Melo
Prof. Msc. Lívia V. de Oliveira Bispo

ICIM2020
17th edition

Human Centered Innovation
Perception of Work Performance in Home-Office Mode: Comparison among Different Generations in Brazil

Prof. Dr. Arnoldo José de Hoyos Guerra
Prof. Dr. Manoel Joaquim F. de Barros
Prof. Dr. Paulo Melo
Profa. Lic. Lúcia V. de Oliveira Bibo

UNIFACS
I - What is study is about?

Home office working modality as a new reality for many organizations in Brazil. In Brazil, according to Sobrêti (2018), 45% of 315 companies surveyed from different areas of the economy have already joined this work mode.

It was aimed to verify the level of perception of remote work performance under circumstances of pandemic of Covid-19 considering different generations.

II - Methodology

- Quantitative approach study
- non-probabilistic sampling method (people who were employed and were designed to work remotely)
- Use of questionnaire with closed question on a Likert type format of 5 points
- It was distributed through the Survey Monkey platform during the period between May 19 and June 26, 2020
- The total of respondents was 399
- Companies in the public and private sectors
- Generations X, Y and Z only

Abebe Negeri to everyone

Thank you very much Prof. Jose for nice presentations!
I - What is study is about?

Home office working modality as a new reality for many organizations in Brazil in Brazil, according to Sobratt (2018), 55% of 3,165 companies surveyed from different areas of the economy have already joined this work mode.

It was aimed to verify the level of perception of remote work performance under circumstances of pandemic of Covid-19 considering different generations.

II - Methodology

- Quantitative approach study
- Non-probabilistic sampling method (people who were employed and were designed to work remotely)
- Use of questionnaire with closed question on a Likert type format of 5 points
- It was distributed through the Survey Monkey platform during the period between May 19 and June 26, 2020
- The total of respondents was 399
- Companies in the public and private sectors
- Generations X, Y and Z only
V – Final considerations

Against the most obvious odds which suggest that X generation might be considered the less likely to adapt to remote work modality it was the one which achieved the highest level (4.35) despite of Y and Z generations are, theoretically, composed of a profile of people with greater skills for digital technologies (Kuiz, Li, Vine, 2019).

On average, Y generation, despite being above the average (4.00), obtained a lower average when compared to X generation (4.35).

The Z generation reached a level (2.84) of perception below the average (3.0) considered for this study.

For future studies, researchers could carry out a qualitative strategy survey to understand the reasons why X generation, which was considered the less likely to adapt to remote work model, it was the one which achieved the highest level.
ICIM 2020
17th International Conference on Innovation and Management
CHENGDU, CHINA

PONTIFICIAL UNIVERSITY
CATHOLIC OF SÃO PAULO
BRAZIL

FROM THE SOCIETY OF
KNOWLEDGE TO THE SOCIETY OF
CONCIOUSNESS

A Call for AWARENESS is on its Way

Arnoldo de Hoyos Guevara, Vitoria C. Dib
HUMAN CENTERED INNOVATION
FROM THE SOCIETY OF KNOWLEDGE TO THE SOCIETY OF CONCIOUSNESS

A Call for AWARENESS is on its Way

- PUC SP Pontifícia Universidade Católica de São Paulo (Brasil)
- Wuhan University of Technology (China)
- Chengdu University of Information Technology (China)
- Yamaguchi University of Technology (Japão)
- Tilburg University (Holanda)
- Vaasa University (Finlândia)
- UTM University (Malásia)
- University of Wales Trinity Saint David (Inglaterra)
ICIM 2020
17th International Conference on Innovation and Management
CHENGDU, CHINA

PONTIFICIAL UNIVERSITY
CATHOLIC OF SÃO PAULO
BRAZIL

FROM THE SOCIETY OF KNOWLEDGE TO THE SOCIETY OF CONCIOUSNESS

A Call for AWARENESS is on its Way

Arnoldo de Hoyos Guevara, Vitoria C. Dib
WE ARE IN THE MIDST OF A CONFLUENCE OF CRISES
Health Crisis, Environmental Catastrophe, Growing Socio-Economical Inequalities, Deterioration of Democracy, Geo-Political Instability,
The “Super Smart Society” aimed for a Society 5.0

Source: Prepared based on materials from the Japan Business Federation (Keidanren)
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The SDGs and the Six SDG Transformations towards more resilient and sustainable societies

J. Sachs, 2019

Transformation 1
Education, gender and inequality

Transformation 2
Health, well-being and demography

Transformation 3
Energy decarbonization and sustainable industry

Transformation 4
Sustainable food, land, water and oceans

Transformation 5
Sustainable cities and communities

Transformation 6
Digital revolution for sustainable development

Leaving no one behind

Circularity and decoupling
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ICIM 2020
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PONTIFICIAL UNIVERSITY
CATHOLIC OF SÃO PAULO
BRAZIL

A Call for AWARENESS is on its Way…
2.2 Research Instruments

- **Corporate Office Physical Environment Satisfaction Scale**
  企业办公物理环境满意度量表

- **Office Crowding Stressor Scale**
  办公环境拥挤压力量表

- **Job Anxiety Scale**
  工作焦虑量表
Office Crowding Stressor Scale 办公环境拥挤压力量表

- The scale has 49 items and is composed of five factors:

  insufficiency of office space (9 items) 办公空间不充足性
  uncontrollable interference and restriction (13 items) 不可控干扰与限制
  low colleague support (9 items) 缺少同事支持
  low supervisor support (13 items) 缺少主管支持
  low privacy level (5 items) 隐私水平较低
There was a negative correlation between corporate office physical environment satisfaction and office crowding stressor.

企业办公物理环境满意度与办公环境拥挤压力之间存在着负相关关系。

There was a negative correlation between corporate office physical environment satisfaction and job anxiety.

企业办公物理环境满意度与工作焦虑之间存在着负相关关系。

There was a positive correlation between office crowding stressor and job anxiety; that was, the higher the office crowding stressor, the higher the job anxiety.

办公环境拥挤压力与工作焦虑之间存在正相关关系，办公环境拥挤压力越高，工作焦虑就越高。
There was a significant positive correlation between the five factors of office crowding stressor scale and the three factors of job anxiety scale. This indicated that the higher the level of office crowding stressor, the higher the level of job anxiety, which were consistent with previous findings (Veitch & Arkkelin, 1995; Cassidy, 1997; Gifford, 2002; Bilotta, Vaid & Evans, 2019).

办公环境拥挤压力量表的五个因素与工作焦虑量表的三个因素之间存在着显著正相关关系。这表明办公室拥挤压力源的水平越高，工作焦虑的水平越高。该结果与先前关于拥挤对工作焦虑的影响的发现相一致。
PROFESSIONAL SKILLS OF THE FUTURE FOR STARTUPS IN SÃO PAULO

Eniola F. Adesegun, Angela
Clermont Luma de Lusia Boba's Gabriel
Patricia Fernando
Centro de Tecnologia 2017
Changes

1st Industrial Revolution

2nd Industrial Revolution

3rd Industrial Revolution

4th Industrial Revolution
The objectives

- To understand the reality of the labor market from startups
- To verify what their characteristics and challenges are
- To identify what skills required to work in this type of company
- To identify what the profile of new talents to meet future requirements is

Research question

“What are the skills that startups understand that will be important to meet their requirements in 2025?”
## Skills

**Table 1 – Skills demanded and not demanded in 2018 and 2022**

<table>
<thead>
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<th>Demanded skills in 2018</th>
<th>Trends of skills demanded in 2022</th>
<th>Skills trends that will be declining by 2022</th>
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<td>Analytical thinking and innovation</td>
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<td>Complex problem-solving</td>
<td>Active learning and learning strategies</td>
<td>Memory, verbal, auditory and spatial abilities</td>
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<tr>
<td>Critical thinking and analysis</td>
<td>Creativity, originality and initiative</td>
<td>Management of financial, material resources</td>
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<td>Active learning and learning strategies</td>
<td>Technology design and programming</td>
<td>Technology installation and maintenance</td>
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<td>Creativity, originality and initiative</td>
<td>Critical thinking and analysis</td>
<td>Reading, writing, math and active listening</td>
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<td>Attention to detail, trustworthiness</td>
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<td>Reasoning, problem-solving and ideation</td>
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<td>Coordination and time management</td>
<td>Systems analysis and evaluation</td>
<td>Technology use, monitoring and control</td>
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Source: *WEF* (2018)
Methodology

- Exploratory qualitative research
- STRUCTURED QUESTIONNAIRE
- FOUNDERS, LEADERS AND MANAGERS OF STARTUPS
Research on Risk Assessment of "Belt and Road" Investment Project under the COVID-19

Gui Ping, Yang Kun

2020.12.05
Research on the Relationships among Investments in Science, Technology & Innovation and Socioeconomic Development

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Speaker of Brazil: João Pinheiro de Barros Neto
Brazil time: December 5, 10:00am-10:15am
Methodology

- In order for comparative analyzes between socioeconomic and ST&I indicators to be carried out, some countries were chosen for data collection. The choice was based on different parameters, namely: (i) countries that have active cooperation with Brazil, that is, that have cooperation agreements in the area of ST&I in force and several activities in progress; and (ii) countries that are renowned for scientific production, innovation and competitiveness in the world.

- Among all the countries that fit the above characteristics, a categorization was carried out in order to balance the number of countries according to the following characteristics: GDP, HDI and how much is invested in ST&I (percentage of GDP). Four groups were created, whose countries in each group have the following indicators in common:
  - Group 1) leading countries in the world economy (highest GDP), with high HDI (developed countries) and with significant investments in ST&I: United States, Japan, Germany and South Korea.
  - Group 2) leading countries in the world economy or with expressive GDP (over U $ 1 trillion / year), with a median HDI (developing countries) and which have representativeness in ST&I: China, India, Brazil and Mexico.
  - Group 3) countries with lower GDP (below U $ 1 trillion / year), with a high HDI (developed countries) and with a high percentage of GDP invested in ST&I: Netherlands, Switzerland, Israel.
  - Group 4) countries with lower GDP (below U $ 1 trillion / year) and low investment in ST&I: Turkey, Argentina and Chile.
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Thanks

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LEADERSHIP MODELS AND THEIR IMPACT ON QUALITY LIFE AT WORK FOR EMPLOYEES IN COMPANIES

December 5, 2020

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GOALS

The objective of the work is to verify how employees manage to see that the leadership model interferes with their Quality Working Life.

Checking the hypothesis of employees not having the Quality Working Life that they would like because of the leadership model in their company.

Authors: Fernando Sayles, Clariski Laza, Ernesto Bejarano, Yoselin Aquilar, Esteban Perez, and Cristina Lomong Pena. Alejandro Pena, Ivonne Hass Guzman.
According to Limongi-França (2019, p. 22), QWL is part of the changes that labor relations in modern society undergoing rapid transformation undergo. Happiness can be perceived as the individual’s well-being is contemplated by his perception of the environment to which he is willing.

According to França (2006, p. 55), “Leadership is a social process in which influential relationships are established between people. The core of this process of human interaction is made up of the leader or leaders, their followers, a fact or a social moment”.

According to Lewin (1997), the human being is able to define his own goals and objectives that are related to his needs, they are life challenges that are overcome as the individual uses his skills to achieve the desired results. According to Lewin (1997), the human being is able to define his own goals and objectives that are related to his needs, they are life challenges that are overcome as the individual uses his skills to achieve the desired results.
ANÁLISE DE DADOS

- Table 1: Is your leader more autocratic (bossy), democratic (shares responsibilities), liberal (delegates and trusts your service)?

<table>
<thead>
<tr>
<th></th>
<th>Relationship with the leader</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Titulo do Gráfico</td>
</tr>
<tr>
<td></td>
<td>0,00%</td>
</tr>
<tr>
<td></td>
<td>sometimes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Autocrat</th>
<th>22,5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democratic</td>
<td>37,0%</td>
<td></td>
</tr>
<tr>
<td>Free or liberal</td>
<td>40,5%</td>
<td></td>
</tr>
</tbody>
</table>

source: own author

Authors: Fernando Lopes, Claudia Lopes, Vanessa Negliacli, Virginia Aqüilar, Rodolfo Ribeiro, Ana Cristina Limongi-França, Alessandro Rosini, Arnoldo Hoyos Guvara
ICIM- 2020

The growing moral challenge facing technologies: internet, social networks, IoT, Blockchain and Artificial Intelligence (AI)

PhD Patricia G.V. Huelsen
PhD Marcelo A. Vieira Graglia
PhD Noêmia Lazzareschi
from Pontificial Catholic University of São Paulo Brazil

December, 5
The Internet of Things (IoT) has brought benefits to the countryside and challenges to citizens' freedom

- 70% of large agricultural properties already use some type of soil amendments at variable rates
- In cities the benefits are immeasurable for security and prevention of catastrophes
- But the use of monitoring cameras could go against universal ethical principles, such as freedom and individuality.
- Online cameras all over the place and even with facial recognition (AI) show with the guarded freedom can exercise conflicts of interest between the autonomy of citizens and the heteronomy of public administration
IA

- The question falls on the big technology companies. They have to improve and create new codes of ethics and and transparency policies.
- The promise of transparency cannot be fulfilled in some cases of deep learning programming, "black box" style programming, where the path that the algorithm takes is not known, only the input and output data.
- Similarly to the ethical debate, it is as if it were possible to exist only the ethics of Weberian convictions and we will forget the ethics of responsibilities (where the means are considered, not only the ends).
- Another caution, little noticed, but no less important is that in the century that we started to consider global social inequalities (concentration of income and European immigration) we offer even more wealth and power to the 5 largest technology companies: Google, Apple, Amazon, Facebook and Microsoft
The ethical debate in AI is much less related to the philosophical issues of ethics itself and more to the legal aspects that are outdated here.

- Internet regulatory framework
- Beginning of the LGPD (General Data Protection Law) in Aug of 2020
- Draft Law of Fake News
- Draft Law of AI

- Very slow and costly legal processes
- Hope in the use of technologies

- Reduce cost with blockchain
- Use of algorithms to avoid fake news
- Use of Moral Robots to instruct and warn about our inappropriate behavior on social networks
<table>
<thead>
<tr>
<th></th>
<th>Conclusions or</th>
<th>Impact</th>
<th>Benefits for humans</th>
<th>Major impact in Brazilian industry</th>
<th>Human values often required</th>
<th>Fundamental human value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Internet Networking</td>
<td>Structural impact on work arrangements, distribution and network formation</td>
<td>Reduction of efforts, changes in distribution networks and intensification of network relationships</td>
<td>All sectors: Retail, Consumer Goods, Industry, Services</td>
<td>Attention, efficiency, freedom</td>
<td>Freedom, Security</td>
<td></td>
</tr>
<tr>
<td>2. TICs/Social Networking</td>
<td>Impact on lifestyle changes, image and media consumption</td>
<td>Intensification of interpersonal relationships, ease of access to others</td>
<td>Almost all sectors: Retail, Consumer Goods, Media, Advertising</td>
<td>Will (interaction, exhibition), Friendship</td>
<td>Respect, Truth, Solidarity</td>
<td></td>
</tr>
<tr>
<td>3. IoT</td>
<td>Strong impact on monitoring natural resources and impact on cities</td>
<td>Monitoring, combating waste, predicting natural disasters, urban mobility</td>
<td>Cities Management (Smarts Cities), Agriculture, Industry in general, Retail</td>
<td>Security, prudence, surveillance</td>
<td>Individual Freedom</td>
<td></td>
</tr>
<tr>
<td>4. Blockchain</td>
<td>Impact on cost reductions and information security, reduction of interfaces, intermediaries</td>
<td>Reducing efforts, operating costs, time optimization, financial transaction costs</td>
<td>Banks, Payments Means, Logistic, Supply Chain, Government Support, Sanitation, Electricity, Registry</td>
<td>Transparency, self-sufficient, individual freedom</td>
<td>Honesty</td>
<td></td>
</tr>
</tbody>
</table>
To Think - Conclusions

- We will learn more about ourselves with technologies, they are already our moral mirror: showing our good side and bad side.
- We do not want to eliminate more and more jobs and accelerate structural unemployment in the country and the increase in inequality.
- It is necessary to avoid misuse of data, violations of the right to privacy, a threat to democratic stability.
- We cannot leave the good to act in the face of technology alone to the moral of the individual.
- The challenges that these technological mechanisms depend on an effective participation of the State, Judiciary and companies.
Thank You!

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International Conference on Innovation & Management (ICIM 2021)

Conference Topic:
Technological civilization & Management innovation

Conference Organizers:
Wuhan University of Technology
Chengdu University of Information Technology

Conference Time: October 28-30, 2021

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