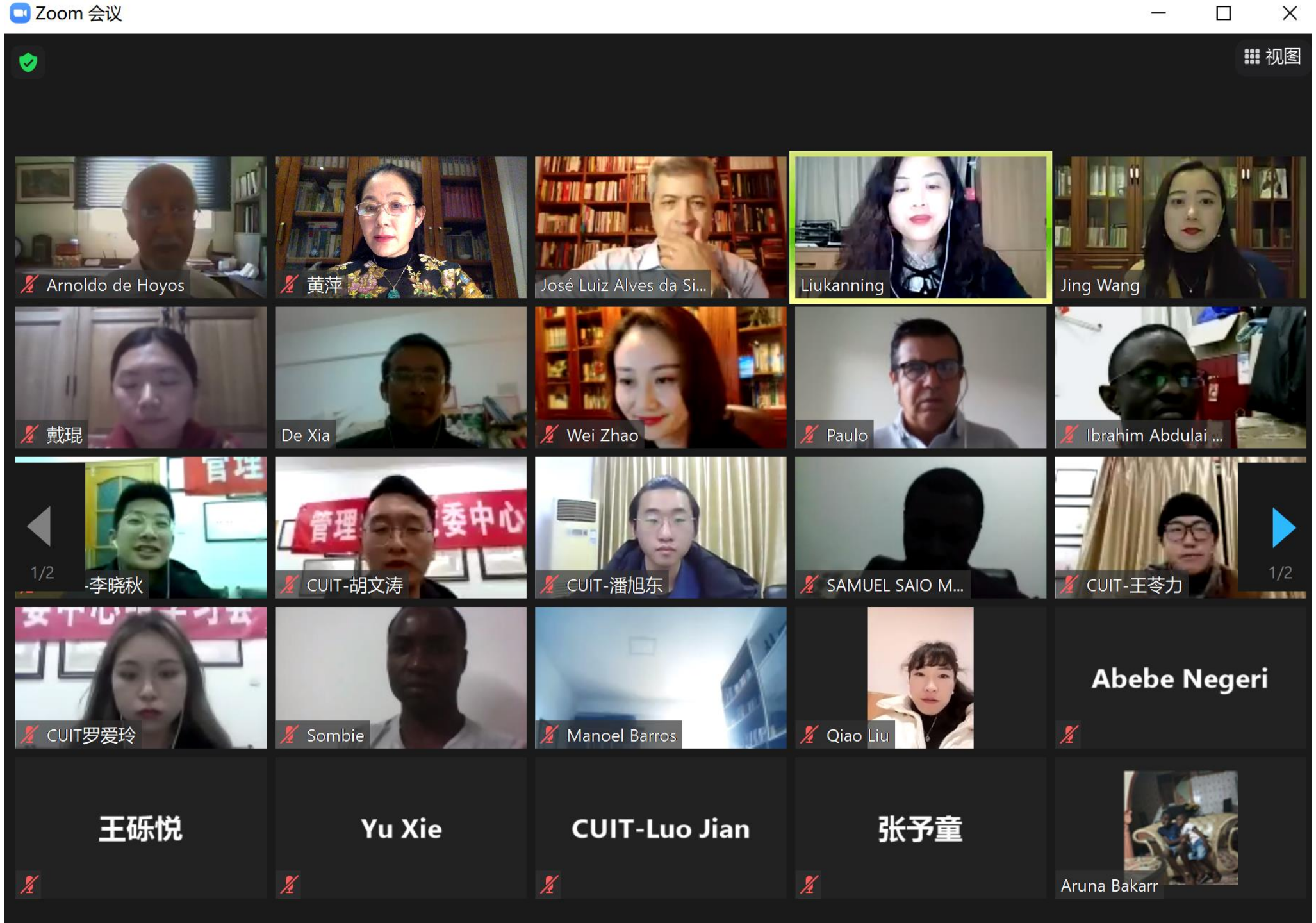
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CUIT-潘旭东
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CUIT-王苓力
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Yu Xie
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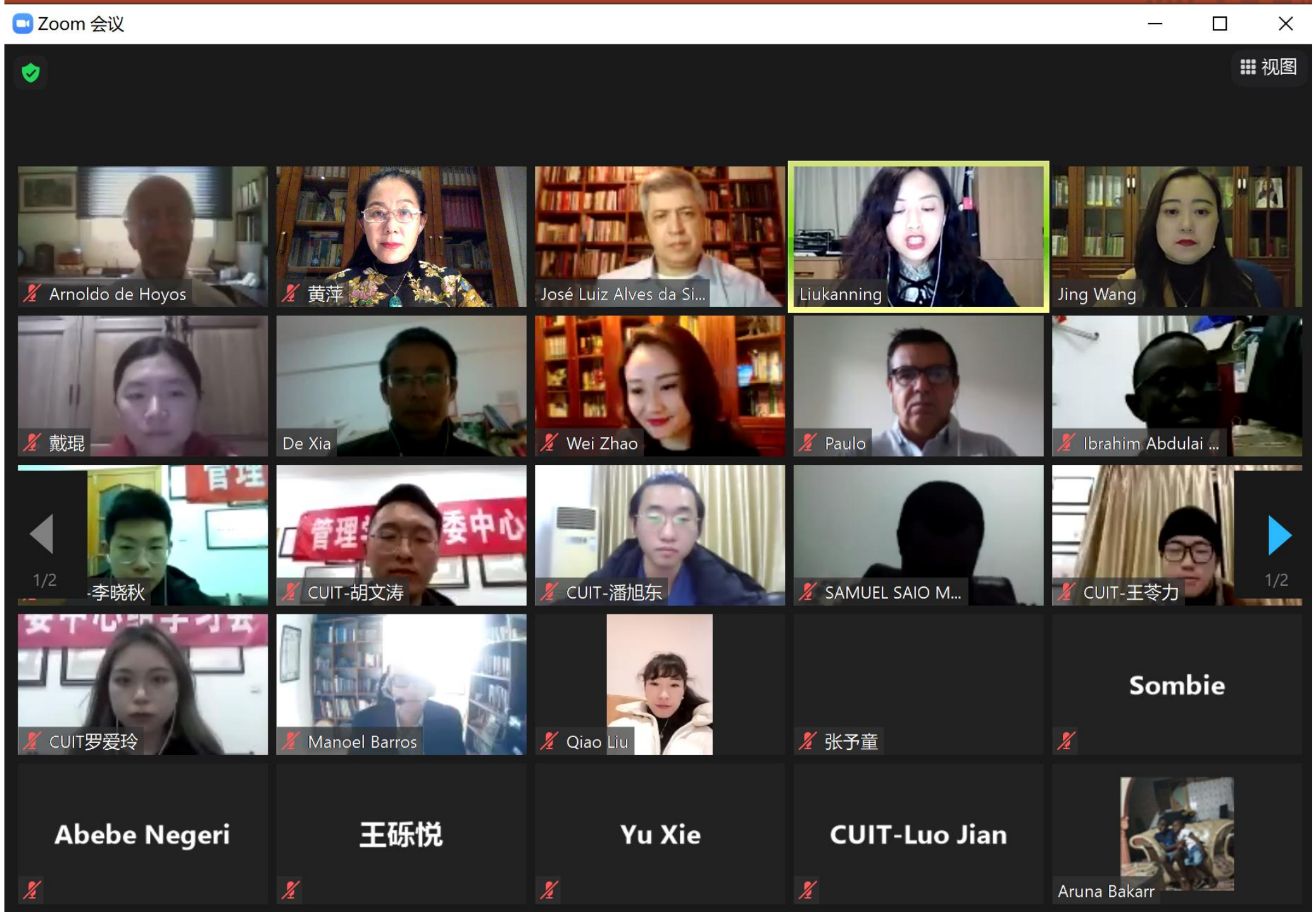
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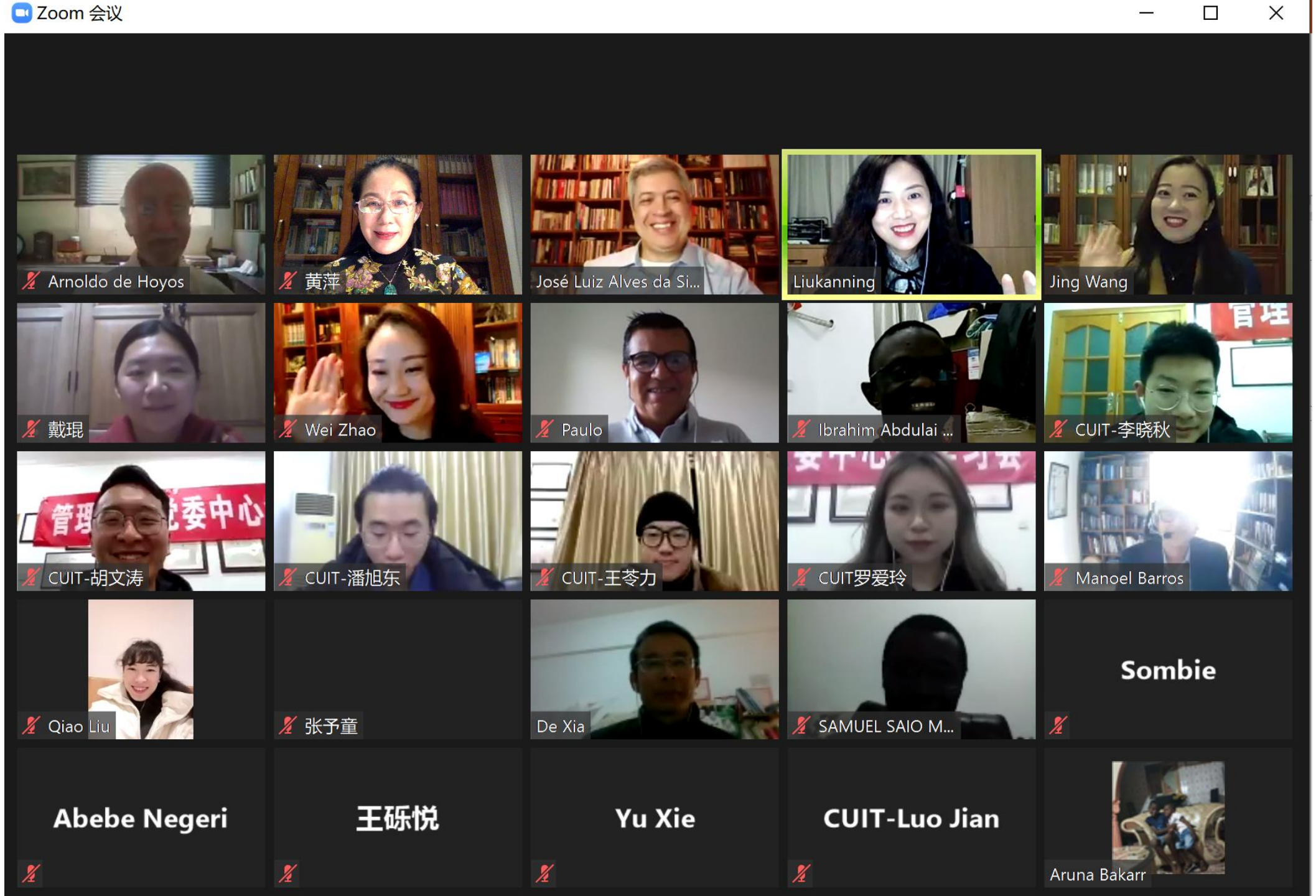
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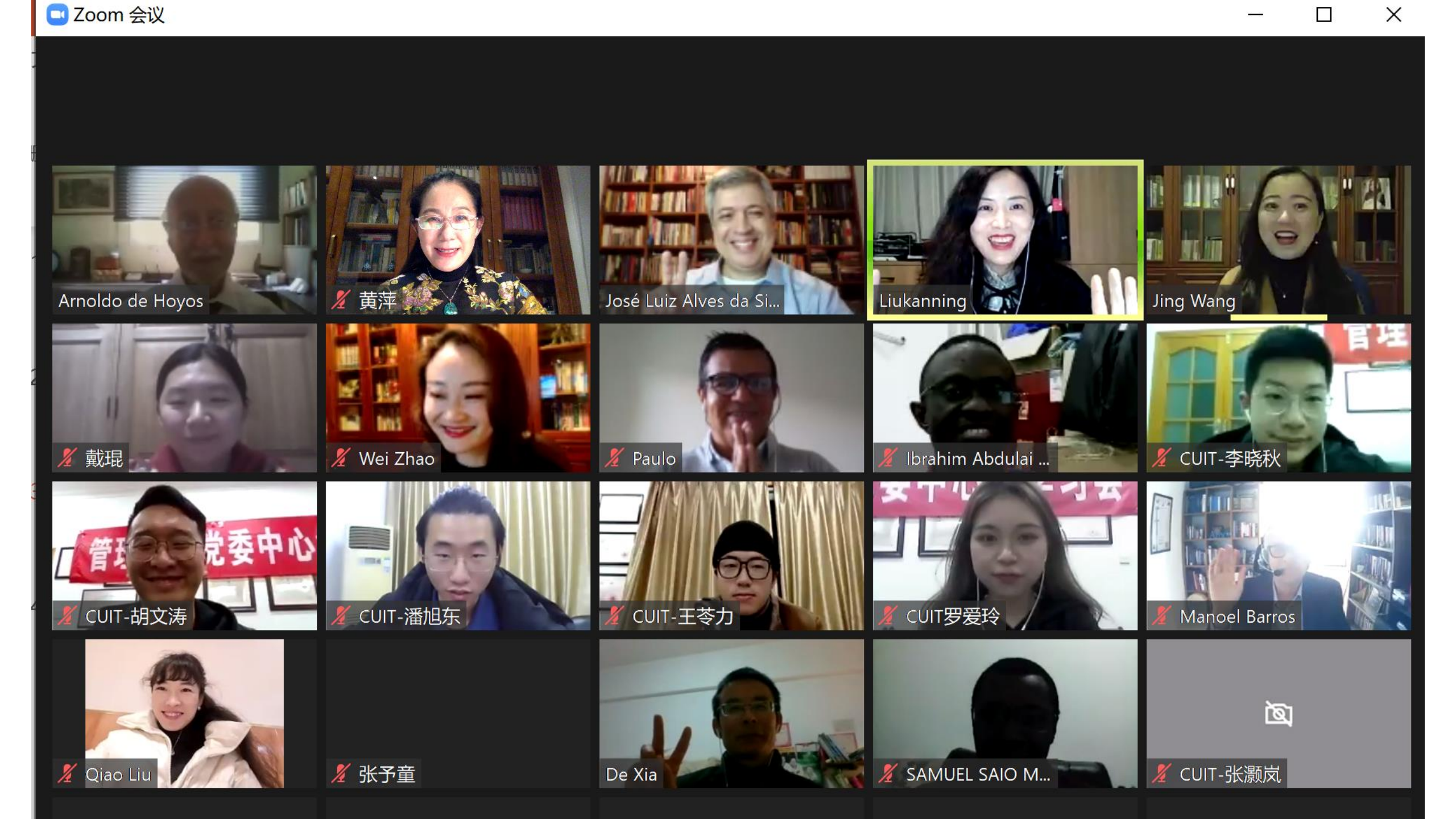
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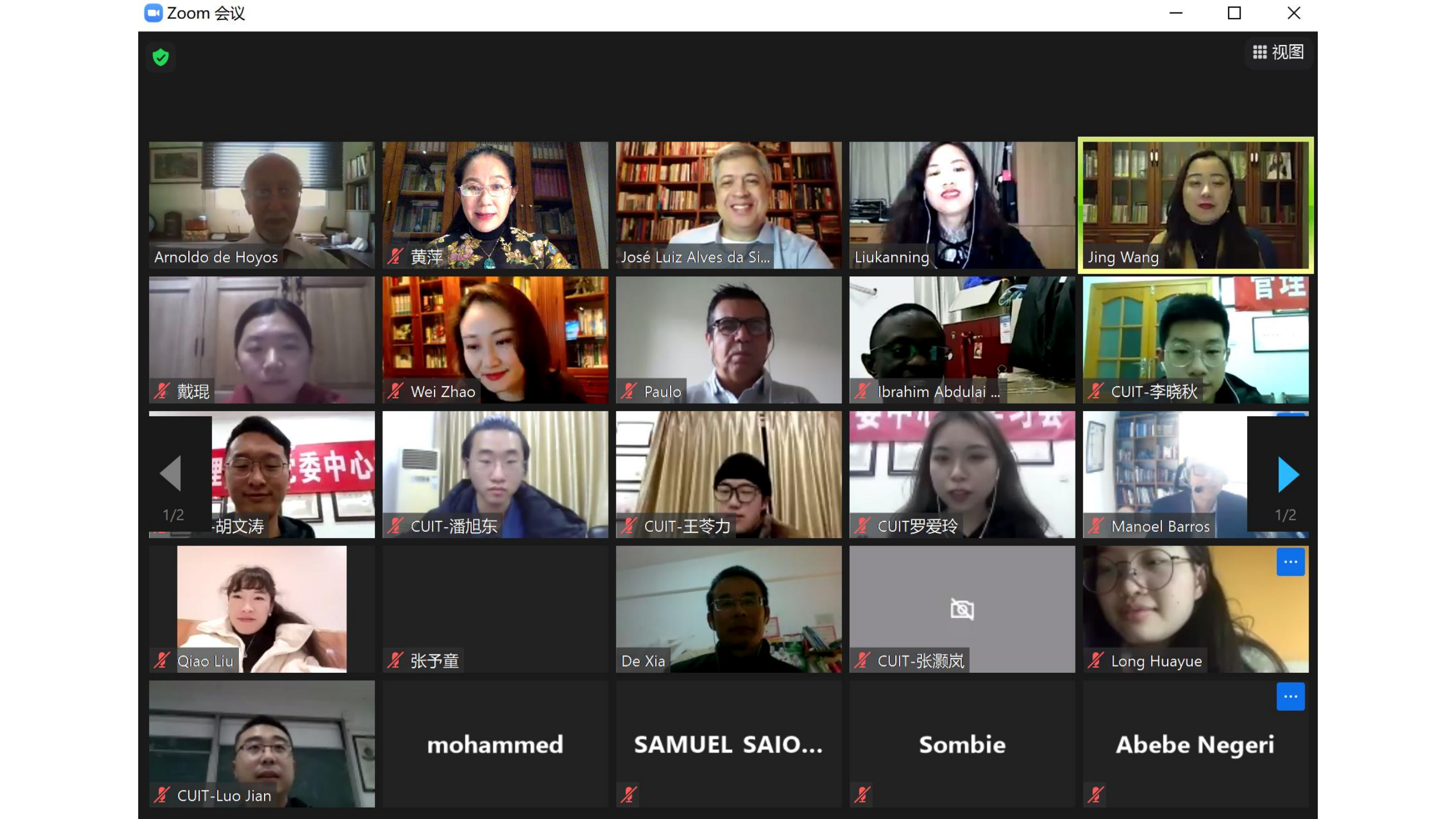
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UFABC

GLOBAL AND REMOTE COMMUNICATION

ARNOLDO JOSÉ DE HOYOS GUEVARA
FRANCISCO ARIZA NETO
JOSÉ LUIZ ALVES DA SILVA
WAGNER LOPES MOREIRA JÚNIOR

PONTIFICIAL UNIVERSITY CATHOLIC OF SÃO PAULO

PUC-SP

PUC-SP in numbers
Campuses: 05
Undergraduate Programs: 36
Master Programs: 28
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

Jing Wang

METHODOLOGY

EXPLORATORY STUDY – PRIMARY RESEARCH QUESTIONNARE

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
5. More than 20 Public and Private Universities.

PROFILE OF RESPONDENTS

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

5 GROUPs WITH 28 QUESTIONS

1. Likert scale
2. Answers 5 and 4 = "Compliance"
3. Group 1) Social and Professional profile
4. Group 2) Digital Tools for Remote Communication

Group 3) Barriers in the Communication
Group 4) Personal Behavioral
Group 5) Internal Companies culture

I TOTALLY AGREE	I AGREE	NO FORMED OPINION	I DISAGREE	I TOTALLY DISAGREE
5	4	3	2	1

Arnoldo de Hoyos

Jing Wang

RESULTS AND DISCUSSION – G2: FREQUENT USE OF DIGITAL TOOLS

Question	% General Compliance
	Compliance/ Total
Q7	99,37%
	158/159
Q8	85,53%
	136/159
Q9	96,23%
	153/159
Q10	86,16%
	137/159
Q11	49,05%
	78/159

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.

ARNOLDO HOYOS, FRANCISCO ARIZA, JOSÉ LUIZ ALVES, WAGNER MOREIRA (BRAZIL)

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.

ARNOLDO HOYOS, FRANCISCO ARIZA, JOSÉ LUIZ ALVES, WAGNER MOREIRA (BRAZIL)

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视图

会议信息

OBRIGADO!
THANK YOU !
谢谢

arnoldodehoyos@yahoo.com.br
francisco.ariza@yahoo.com.br
jl.alves@uol.com.br;
wmoreira@gmail.com

Jing Wang

ID

iPhone de Diego对所有人

Congrats José Luiz □□

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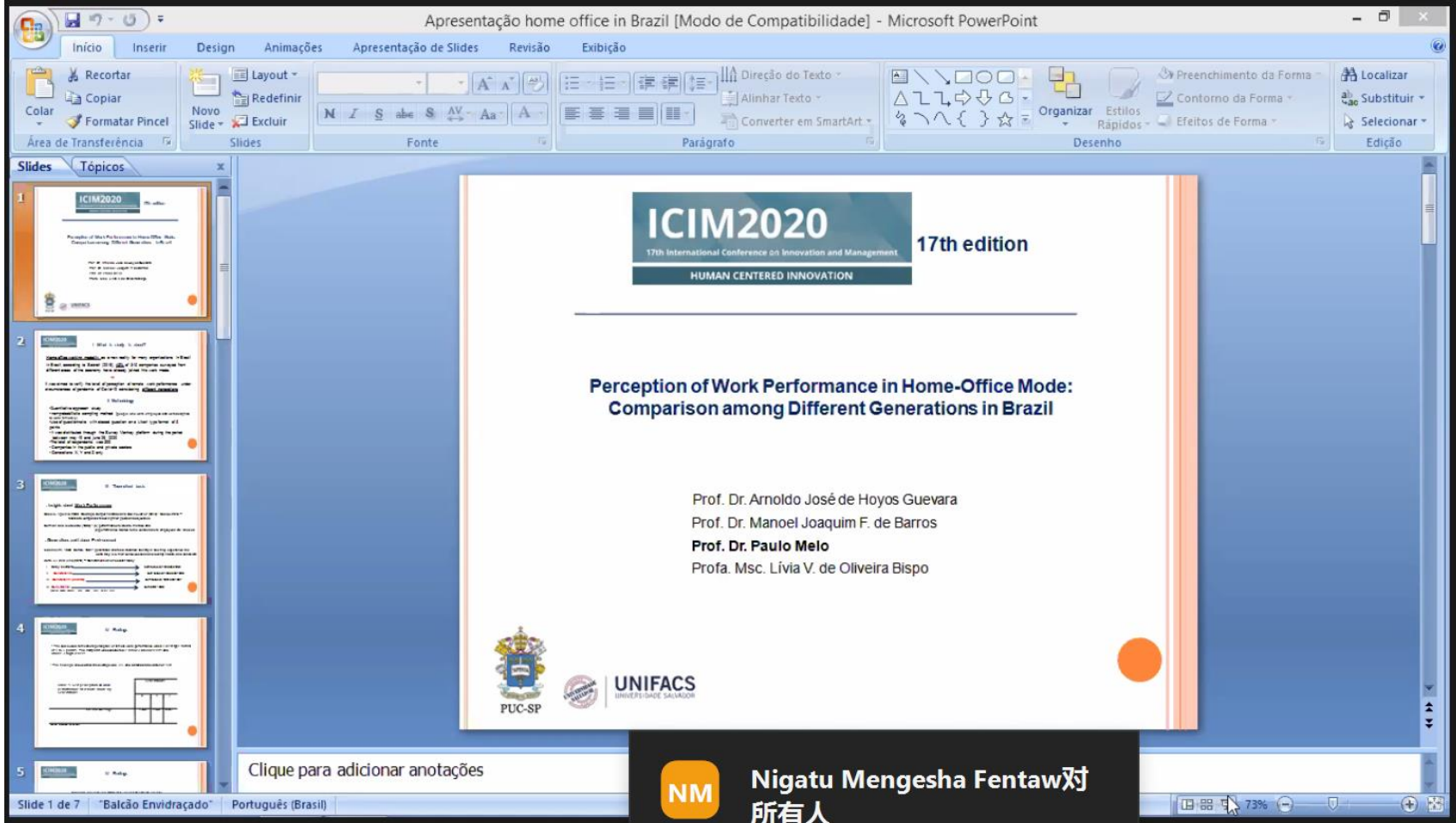

NM

Nigatu Mengesha Fentaw对所有人

Nice presentation ! Thank you

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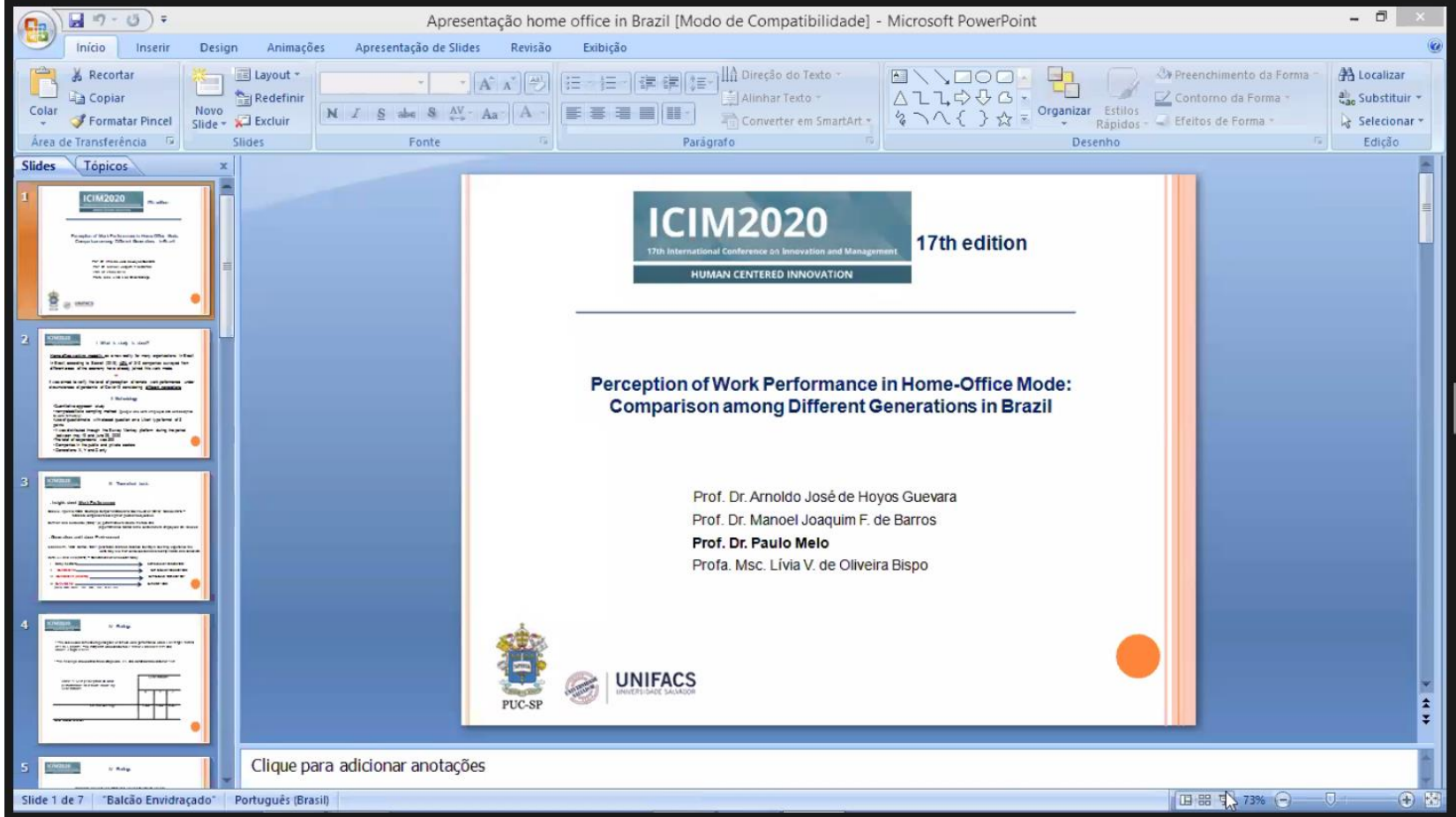

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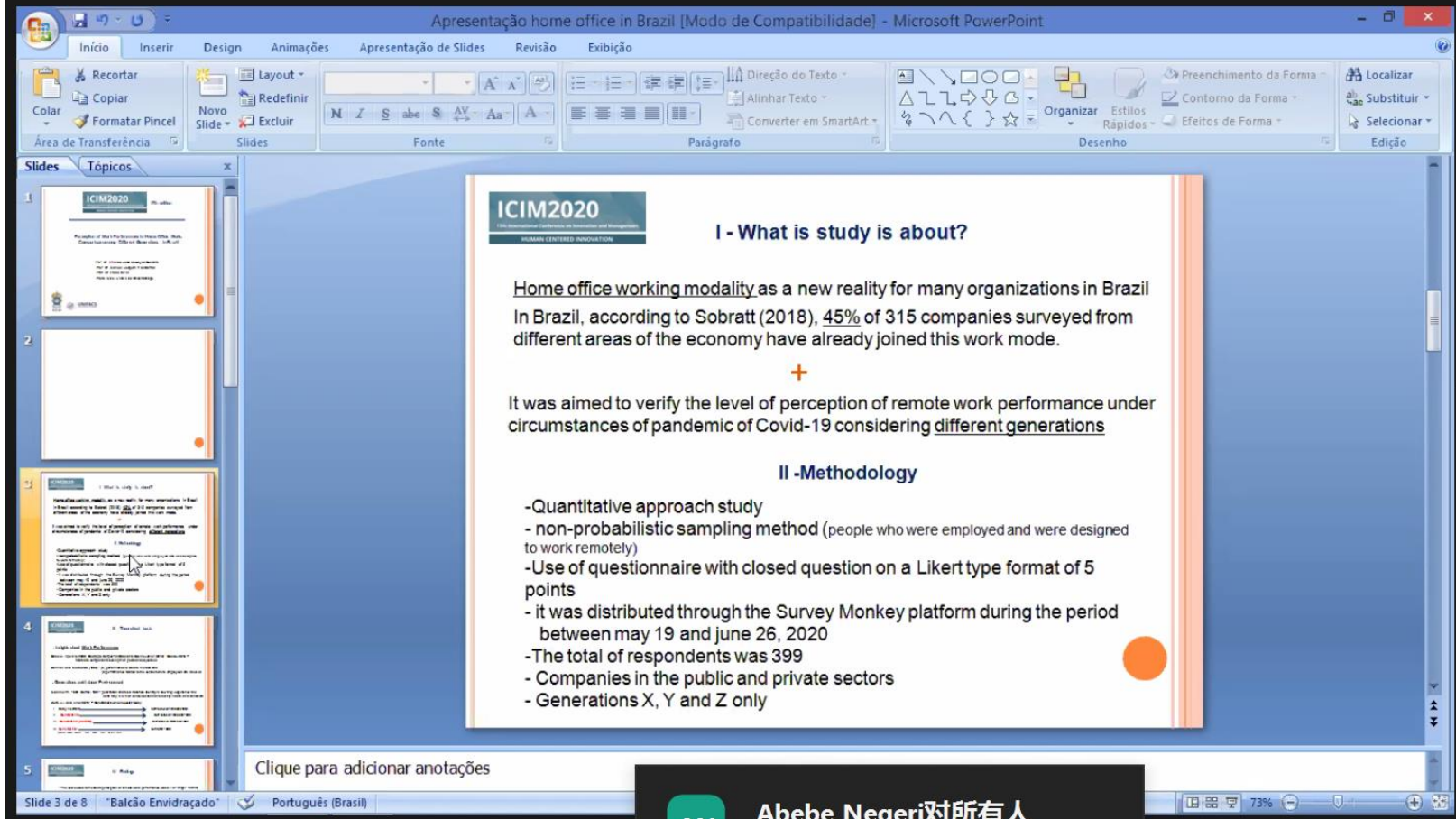

AN **Abebe Negeri对所有人**

Thank you very much Prof. Jose for nice presentations!

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会议信息

Apresentação home office in Brazil [Modo de Compatibilidade] - Microsoft PowerPoint

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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), 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

Clique para adicionar anotações

Slide 3 de 8 "Balcão Envidraçado" Português (Brasil)

Paulo

黄萍

José Luiz Alves...

Liukanning

Arnoldo de Ho...

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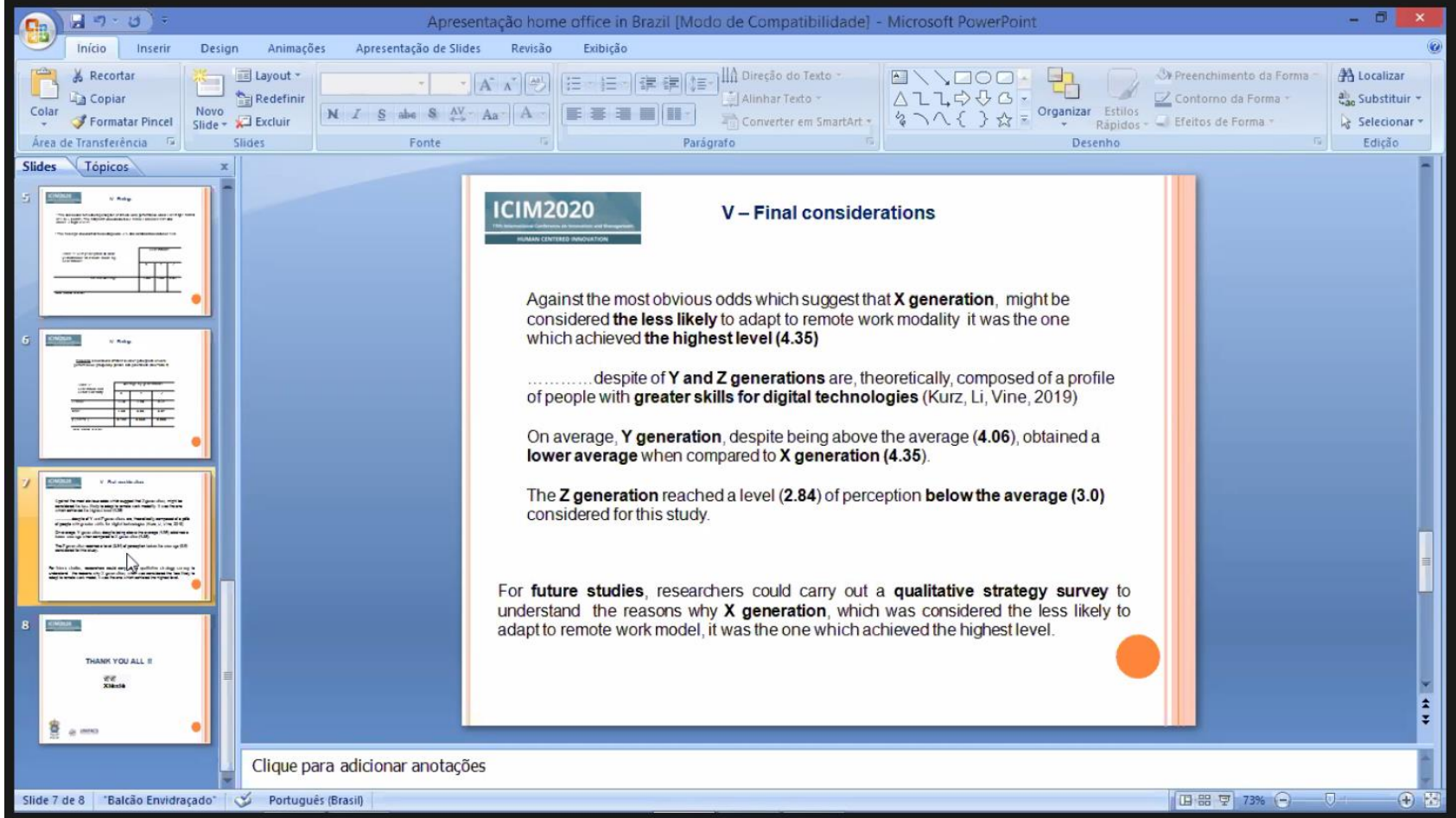
Apresentação home office in Brazil [Modo de Compatibilidade] - Microsoft PowerPoint
Início
Inserir
Design
Animações
Apresentação de Slides
Revisão
Exibição
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V – Final considerations
Against the most obvious odds which suggest that X generation, might 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 (Kurz, Li, Vine, 2019)
On average, Y generation, despite being above the average (4.06), 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.
THANK YOU ALL !!
Clique para adicionar anotações
Slide 7 de 8
'Balcão Envidraçado'
Português (Brasil)
73%


Paulo


黄萍


José Luiz Alves...


Liukanning


Arnoldo de Ho...

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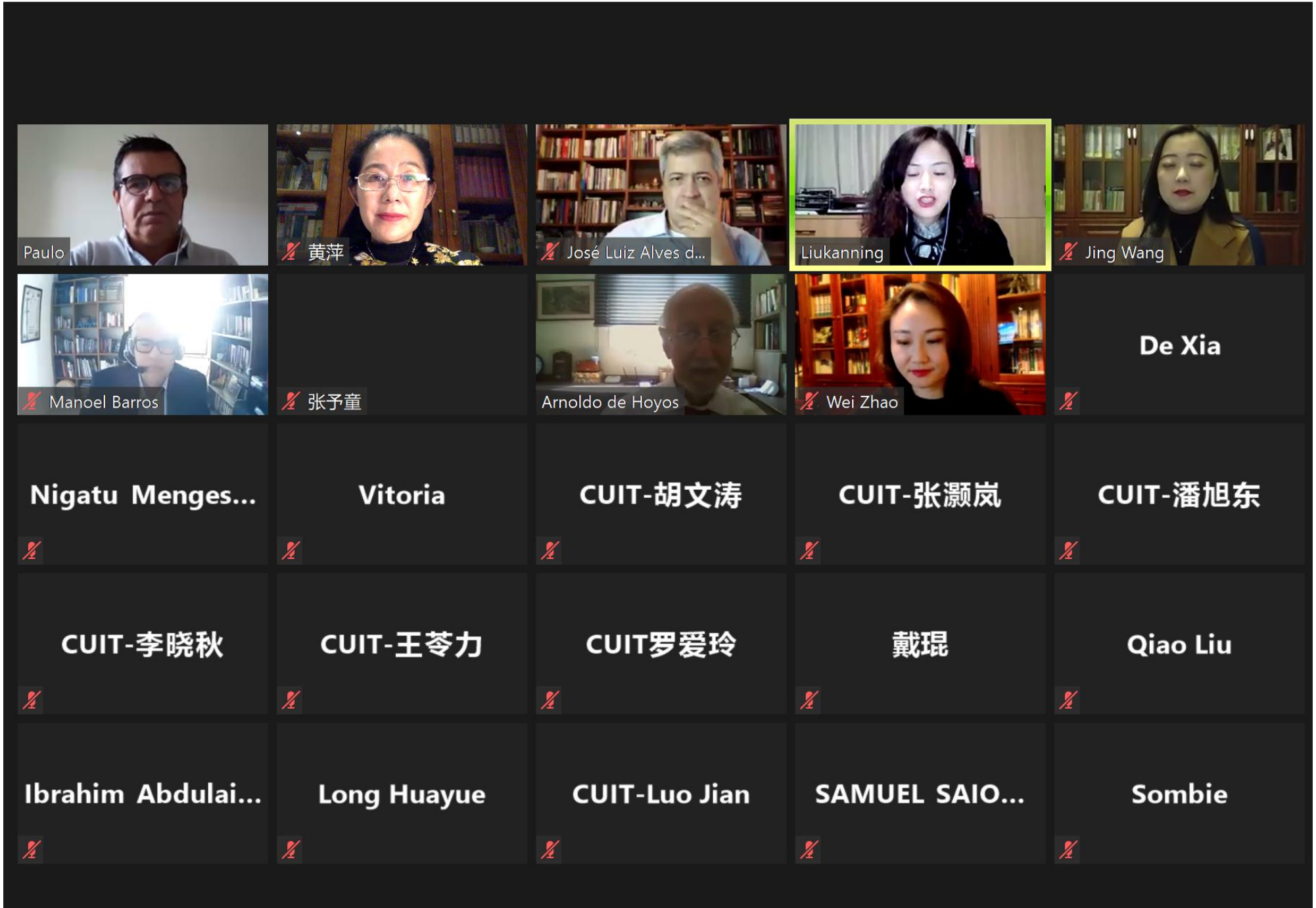
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De Xia
Nigatu Menges...
Vitoria
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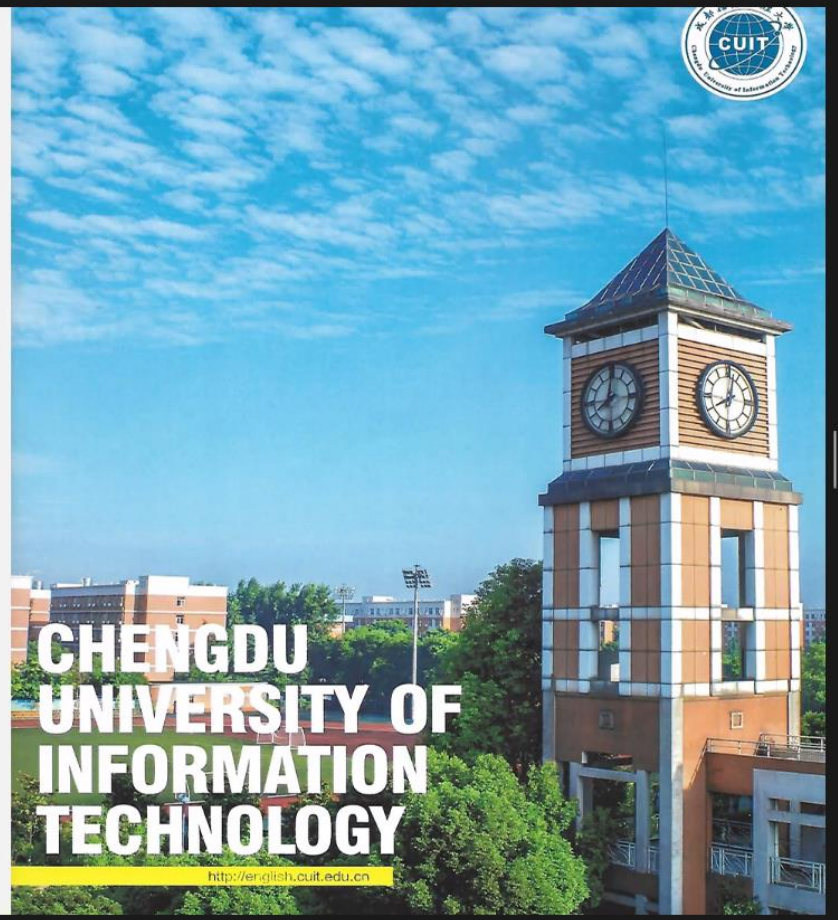
FROM THE SOCIETY OF KNOWLEDGE TO THE SOCIETY OF CONCIOUSNESS

A Call for AWARENESS is on its Way

Arnoldo de Hoyos Guevara, Vitoria C. Dib



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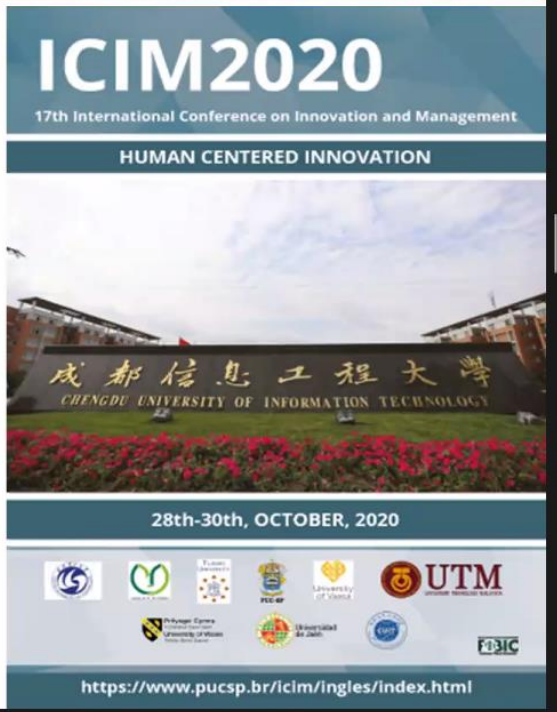
A Call for AWARENESS is on its Way

- **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)



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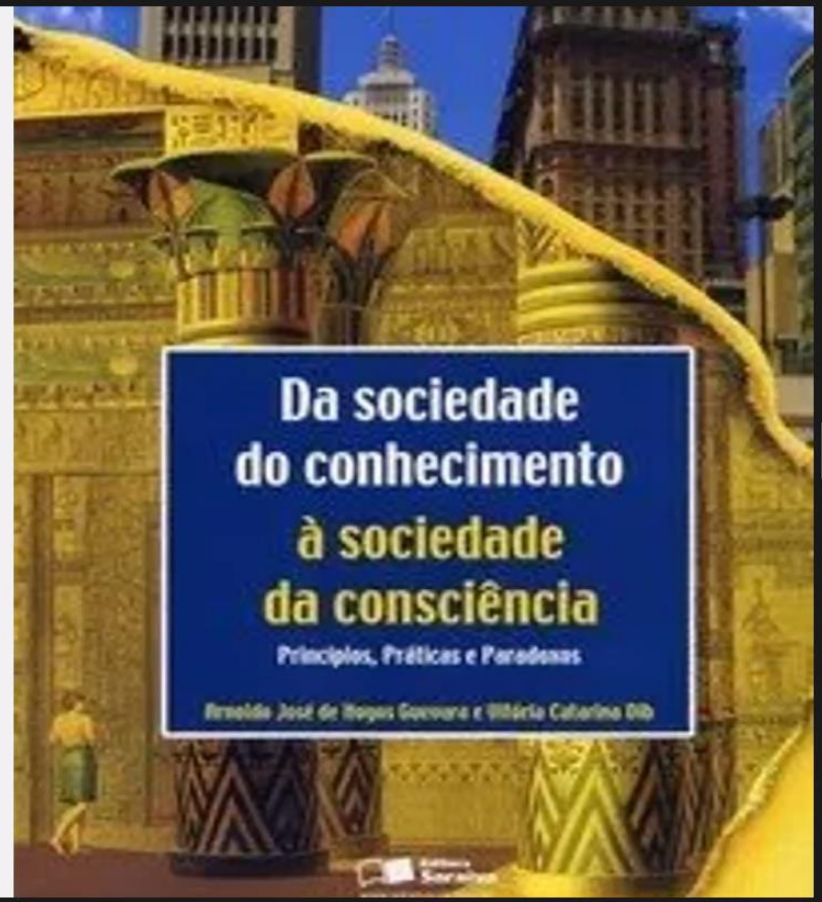
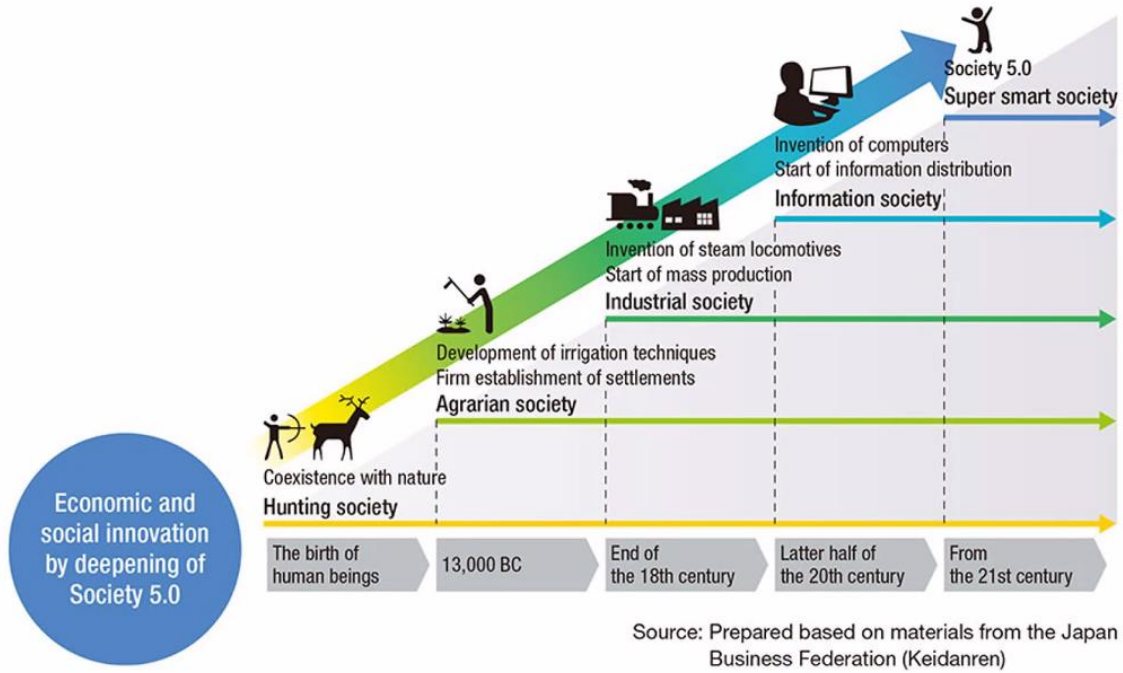


WE ARE IN THE MIDST OF A CONFLUENCE OF CRISES
Health Crisis, Environmental Catastrophe, Growing Socio-Economical Inequalities, Deterioration of Democracy, Geo-Political Instability,..

NOAM CHOMSKY

The “Super Smart Society” aimed for a Society 5.0



Source: Prepared based on materials from the Japan Business Federation (Keidanren)

RANKING OF COUNTRIES FOR S5I – SOCIETY 5.0 INDEX

Countries	Region	S5I - Index	Rank	Countries	Region	S5I - Index	Ranking
Switzerland	AVECO	100	1	Romania	OTHERS	51,38	29
Austria	AVECO	94,71	2	Japan	AVECO	50,48	30
Finland	AVECO	94,46	3	Costa Rica	AIBER	47,76	31
Belgium	AVECO	92,3	4	Greece	AVECO	43,49	32
Sweden	AVECO	62,2	5	BRAZIL	AIBER	43,27	33
Germany	AVECO	91,13	6	China	OTHERS	40,22	34
Netherlands	AVECO	90,21	7	South Africa	OTHERS	39,36	35
Australia	AVECO	85,7	8	Ukraine	OTHERS	38,36	36
New Zealand	AVECO	84,1	9	Peru	AIBER	38,02	37
Czech Republic	AVECO	83,89	10	Malaysia	OTHERS	34,22	38
United Kingdom	AVECO	83,28	11	United Arab Emirates	OTHERS	33,47	39
Norway	AVECO	82,79	12	Colombia	AIBER	33,15	40
Canada	AVECO	81,35	13	Thailand	OTHERS	32,78	41
France	AVECO	80,93	14	Viet Nam	OTHERS	29,72	42
Israel	AVECO	80,71	15	México	AIBER	28,97	43
Denmark	AVECO	78,55	16	Rep. of Korea	AVECO	27,59	44
Singapure	OTHERS	76,03	17	Philippines	OTHERS	26,86	45
Poland	OTHERS	75,77	18	Ecuador	AIBER	24,14	46
SPAIN	AIBER	75,04	19	Guatemala	AIBER	22,65	47
United States	AVECO	74,92	20	India	OTHERS	22,58	48
Hungary	OTHERS	71,67	21	Dominican Republic	AIBER	22,14	49
PORTUGAL	AIBER	66,42	22	Saudi Arabia	OTHERS	17,93	50
Ireland	AVECO	66,37	23	Turkey	OTHERS	17,58	51
Italy	AVECO	66,26	24	Indonesia	OTHERS	16,96	52
Argentina	AIBER	65,48	25	Kenya	OTHERS	15,73	53
Russian Federation	OTHERS	60,53	26	Egypt	OTHERS	8,28	54
Belarus	OTHERS	58,13	27	Nigeria	OTHERS	2,25	55
Chile	AIBER	57,18	28	Bangladesh	OTHERS	0,93	56
				Pakistan	OTHERS	0	57

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视图

SDGs

30 Best Countries (out of 45) based on the GLOBAL CONSCIOUSNESS INDICATOR - GCI indicating Region, GCIn Score, World View, and Group based on 4 Indicators

Country	Region	GCIn	World View	Group		Country	Region	GCIn	World View	Group
Switzerland	AVECO	100	People Aware	1		UK	AVECO	84.556	Wealth Aware	2
Denmark	AVECO	99.163	People Aware	1		Belgium	AVECO	77.495	Nation Aware	2
Norway	AVECO	98.85	People Aware	1		France	AVECO	76.957	Nation Aware	2
Finland	AVECO	97.088	People Aware	1		**Japan**	**AVECO**	**75.219**	**Nation Aware**	**2**
Sweden	AVECO	96.813	People Aware	1		US	AVECO	72.781	Nation Aware	2
New Zealand	AVECO	94.597	People Aware	2		**Spain**	**AIBER**	**72.736**	**Nation Aware**	**2**
Ireland	AVECO	90.764	Wealth Aware	2		**Portugal**	**AIBER**	**70.877**	**Nation Aware**	**2**
Austria	AVECO	89.754	Wealth Aware	1		Czech Rep.	AVECO	69.054	Nation Aware	2
Netherlands	AVECO	89.465	Wealth Aware	1		Italy	AVECO	65.874	Nation Aware	2
Canada	AVECO	89.303	Wealth Aware	2		**Costa Rica**	**AIBER**	**63.459**	**Nation Aware**	**3**
Germany	AVECO	88.114	Wealth Aware	1		Poland	OTHERS	59.411	Nation Aware	3
Australia	AVECO	85.865	Wealth Aware	2		**Chile**	**AIBER**	**58.514**	**Nation Aware**	**3**

Wang Lin

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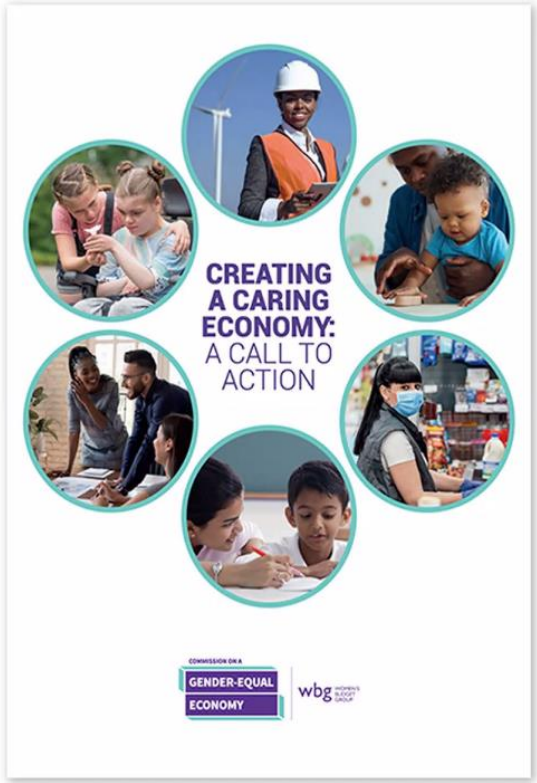

O Alvorecer do retorno da Matrística

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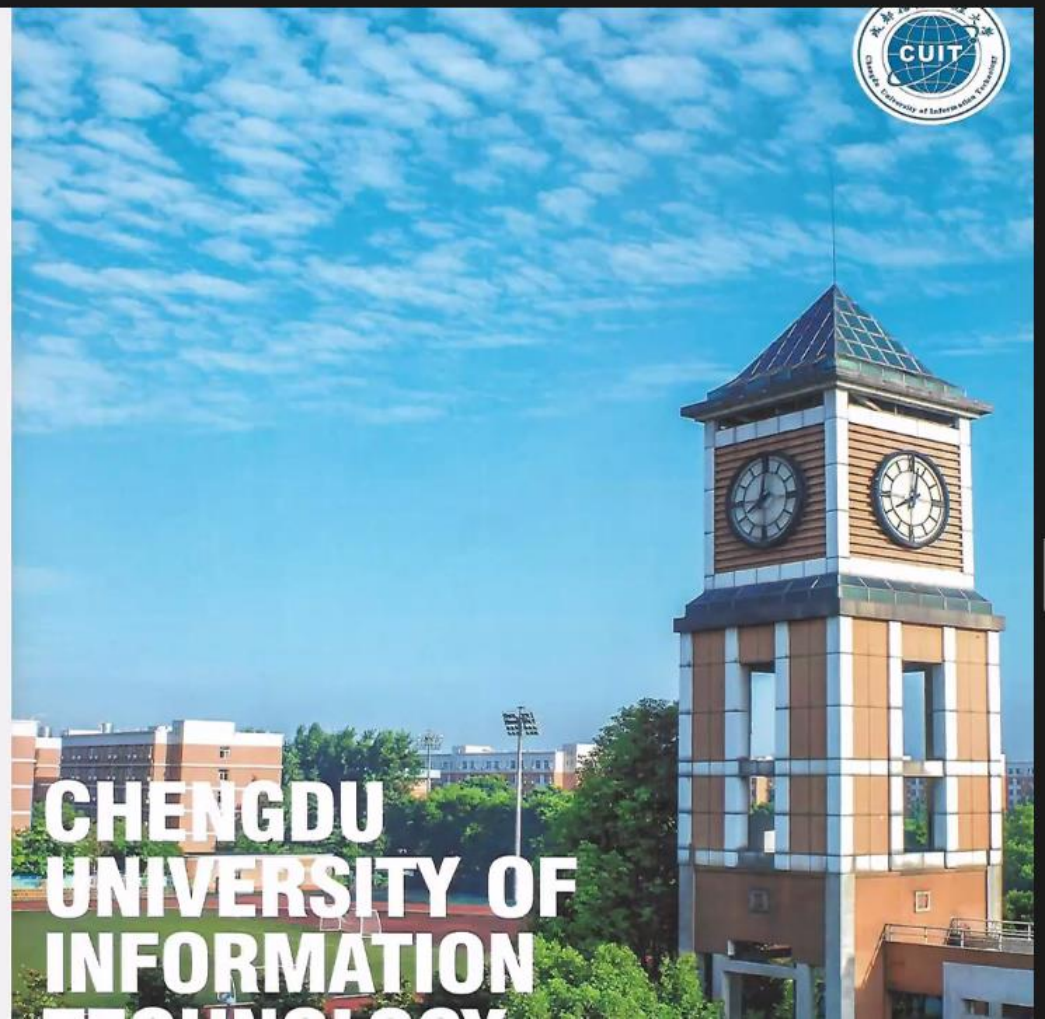

2.2 Research Instruments

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

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会议信息

- 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。

戴琨

黄萍

Arnoldo de Hoyos

Liukanning

Wang Lin

- 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。

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戴琨


黃萍


Arnoldo de Ho...


Liukanning


patriciahuelsen

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2020 International Conference on Information Management
第31屆國際資訊管理學術研討會
PROFESSIONAL SKILLS OF THE FUTURE FOR STARTUPS IN SÃO PAULO
Eryka E. Fernandes Augusto1 ; Gilmara Lima de Elua Roble1 Gabriel Paulino Fernandes1 , Leonardo B. Henke de Paulo1
Centro Universitário FEI-SP


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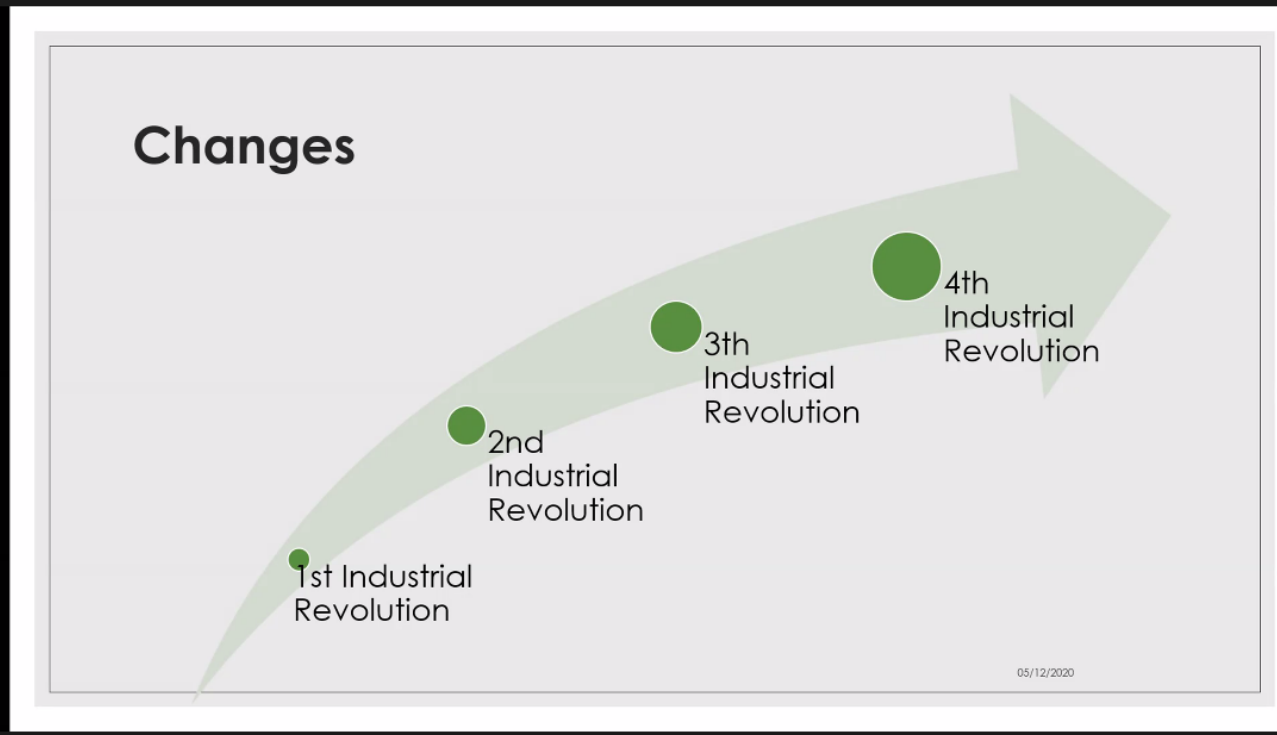

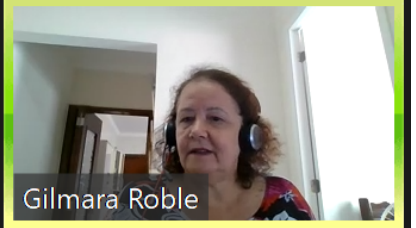

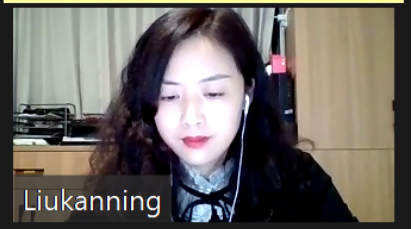

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The objectives

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

05/12/2020

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

Demanded skills in 2018	Trends of skills demanded in 2022	Skills trends that will be declining by 2022
Analytical thinking and innovation	Analytical thinking and innovation	Manual dexterity, endurance and precision
Complex problem-solving	Active learning and learning strategies	Memory, verbal, auditory and spatial abilities
Critical thinking and analysis	Creativity, originality and initiative	Management of financial, material resources
Active learning and learning strategies	Technology design and programming	Technology installation and maintenance
Creativity, originality and initiative	Critical thinking and analysis	Reading, writing, math and active listening
Attention to detail, trustworthiness	Complex problem-solving	Management of personnel
Emotional intelligence	Leadership and social influence	Quality control and safety awareness
Reasoning, problem-solving and ideation	Emotional intelligence	Coordination and time management
Leadership and social influence	Reasoning, problem-solving and ideation	Visual, auditory and speech abilities
Coordination and time management	Systems analysis and evaluation	Technology use, monitoring and control

Source: *WEF* (2018)

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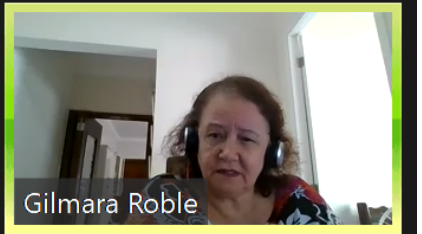

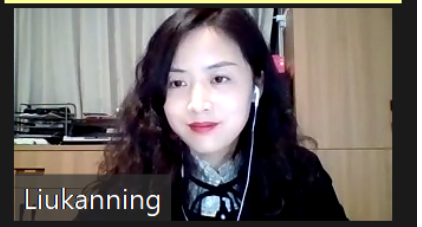

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Methodology

Exploratory qualitative research

STRUCTURED QUESTIONNAIRE.

FOUNDERS, LEADERS AND MANAGERS OF STARTUPS..

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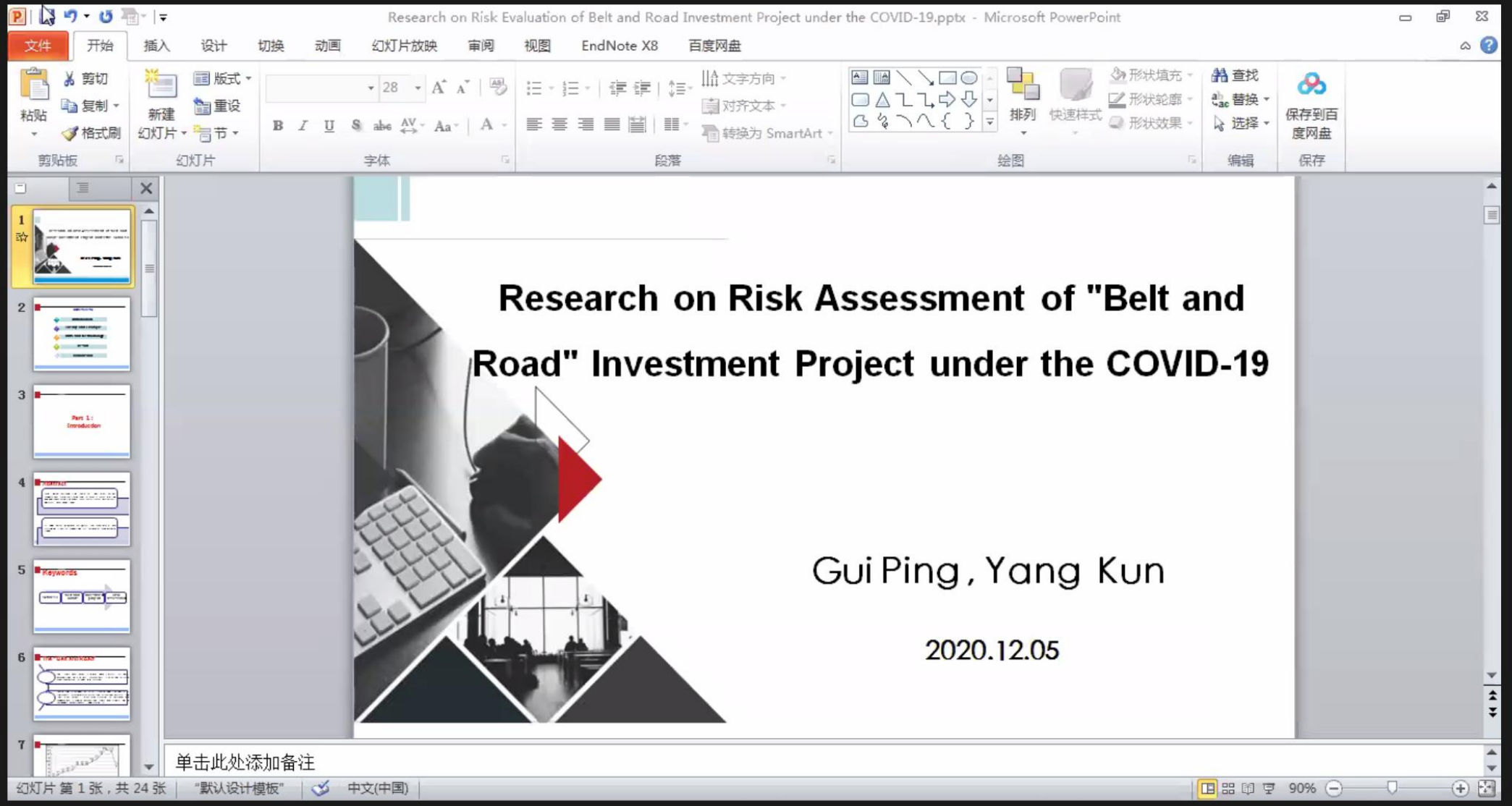

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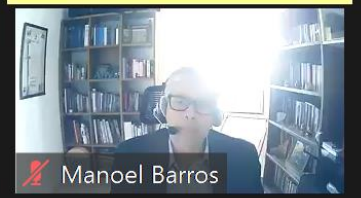

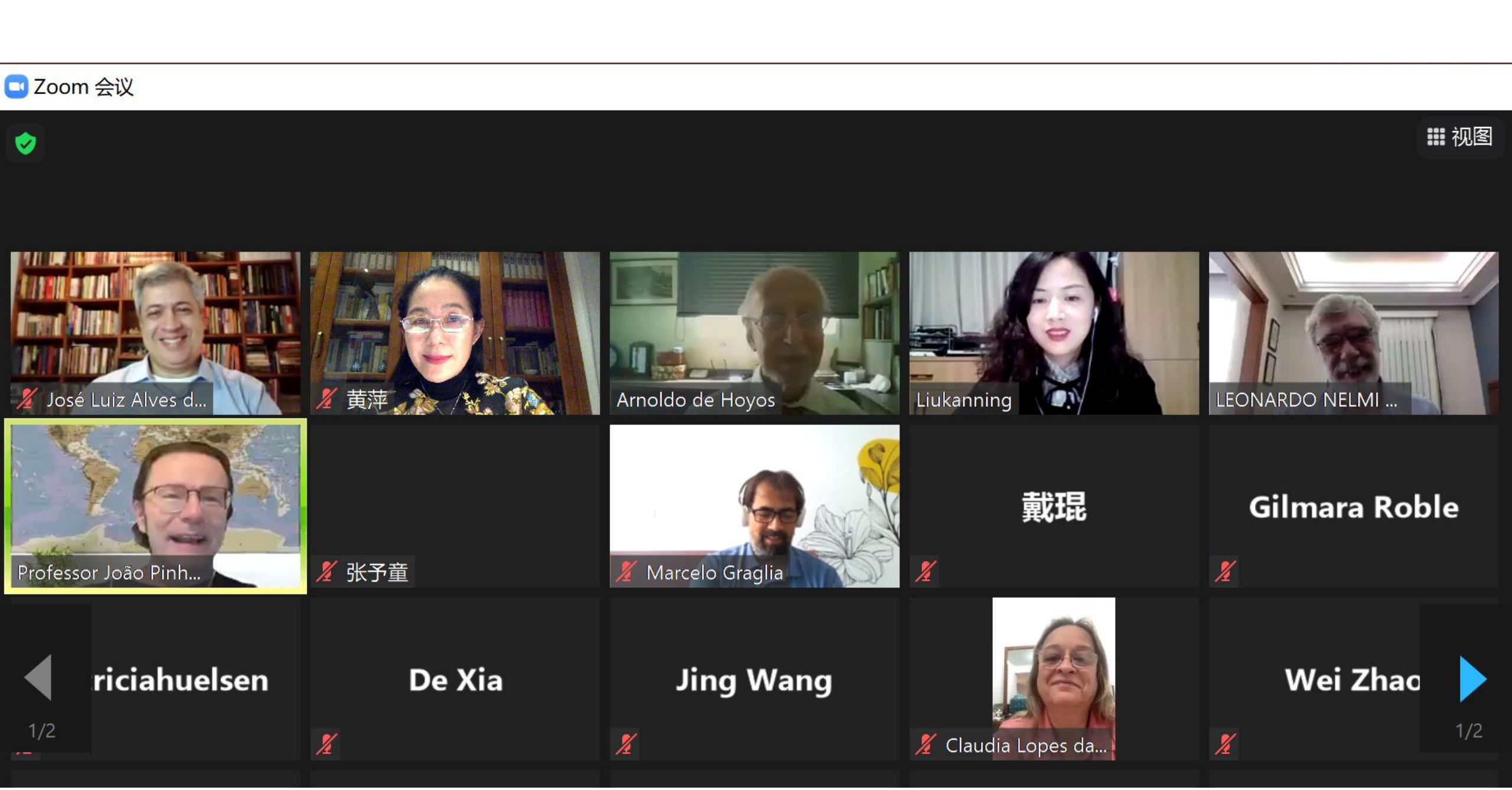
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Methodology

- 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.

Arnoldo de Hoyos

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Thanks

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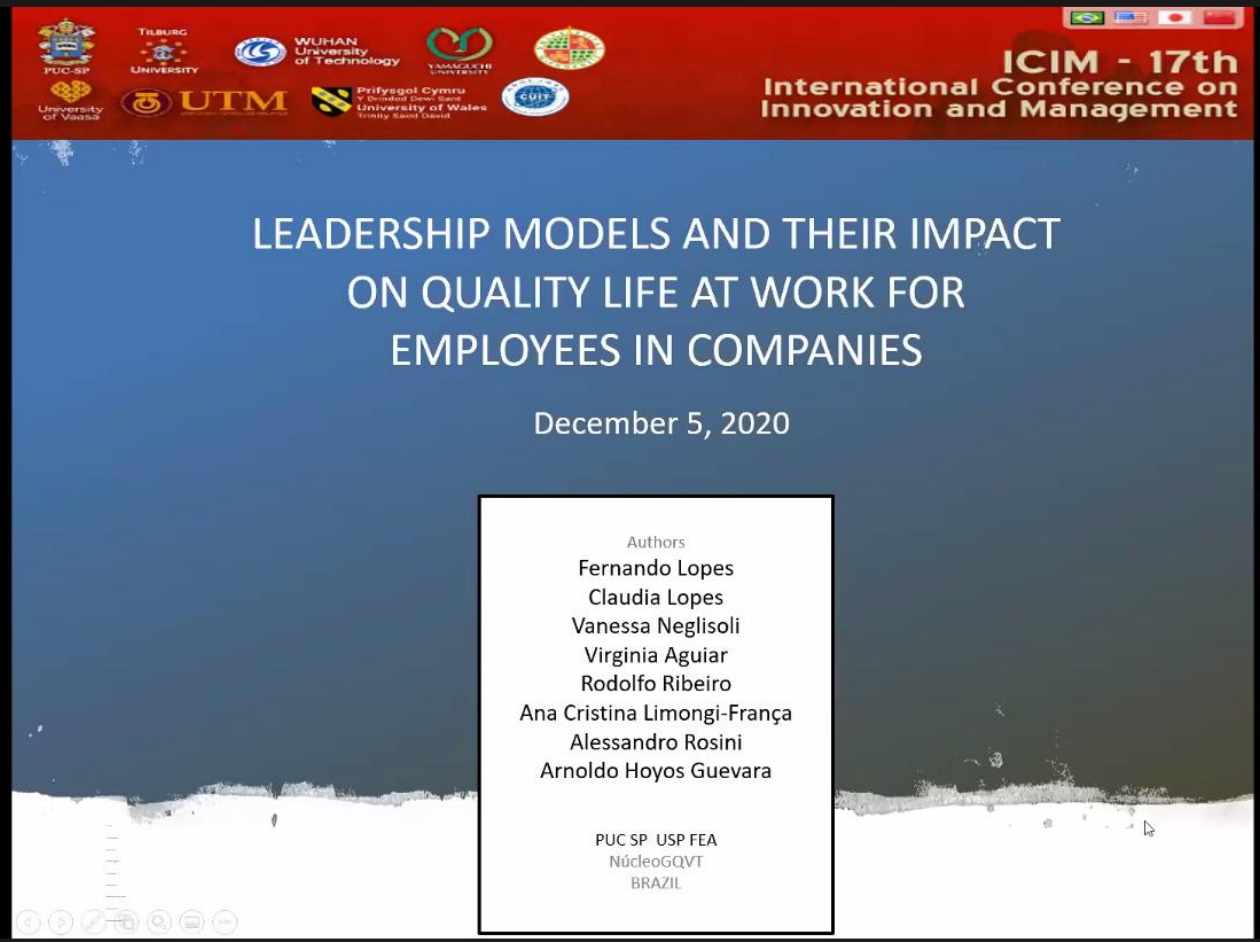

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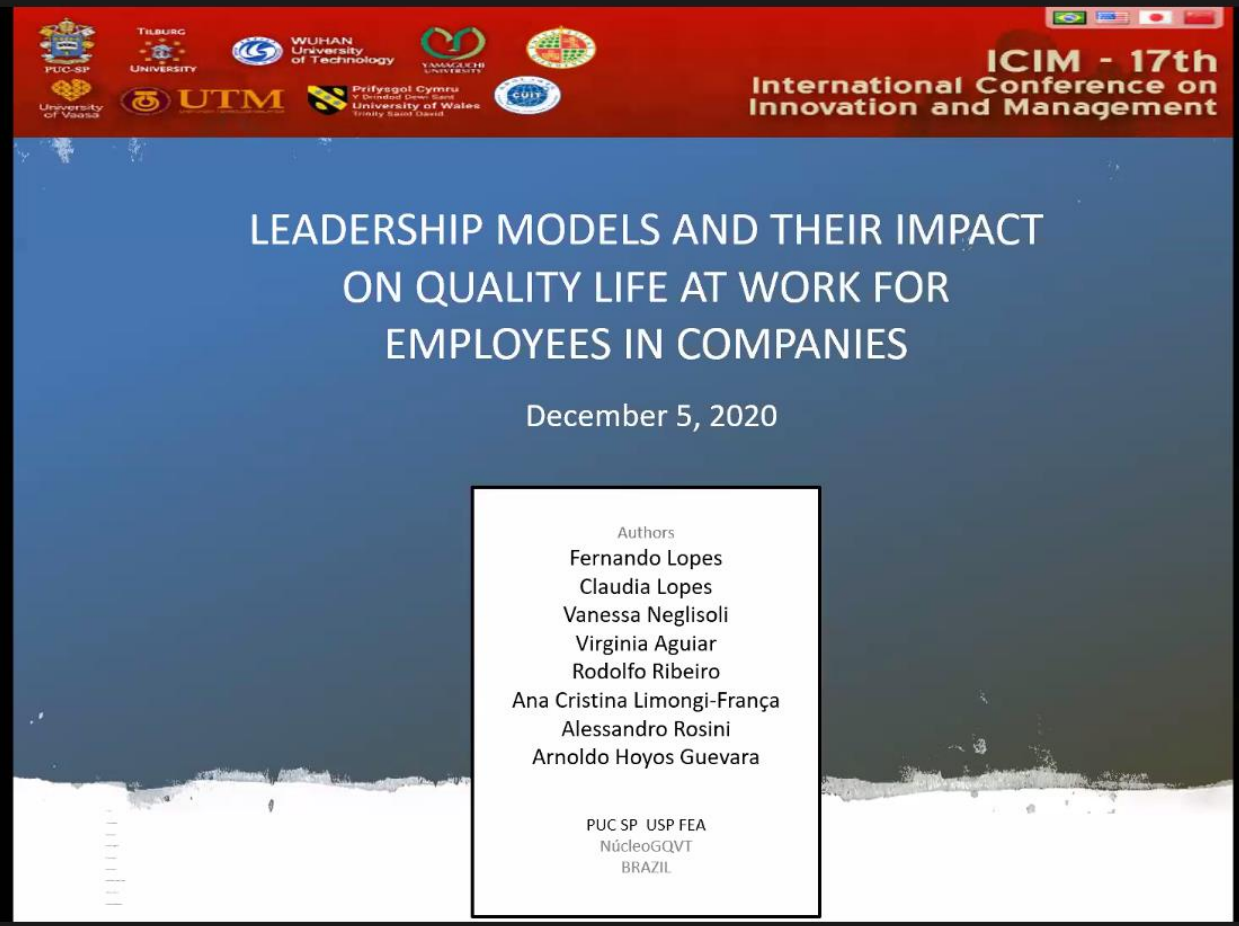

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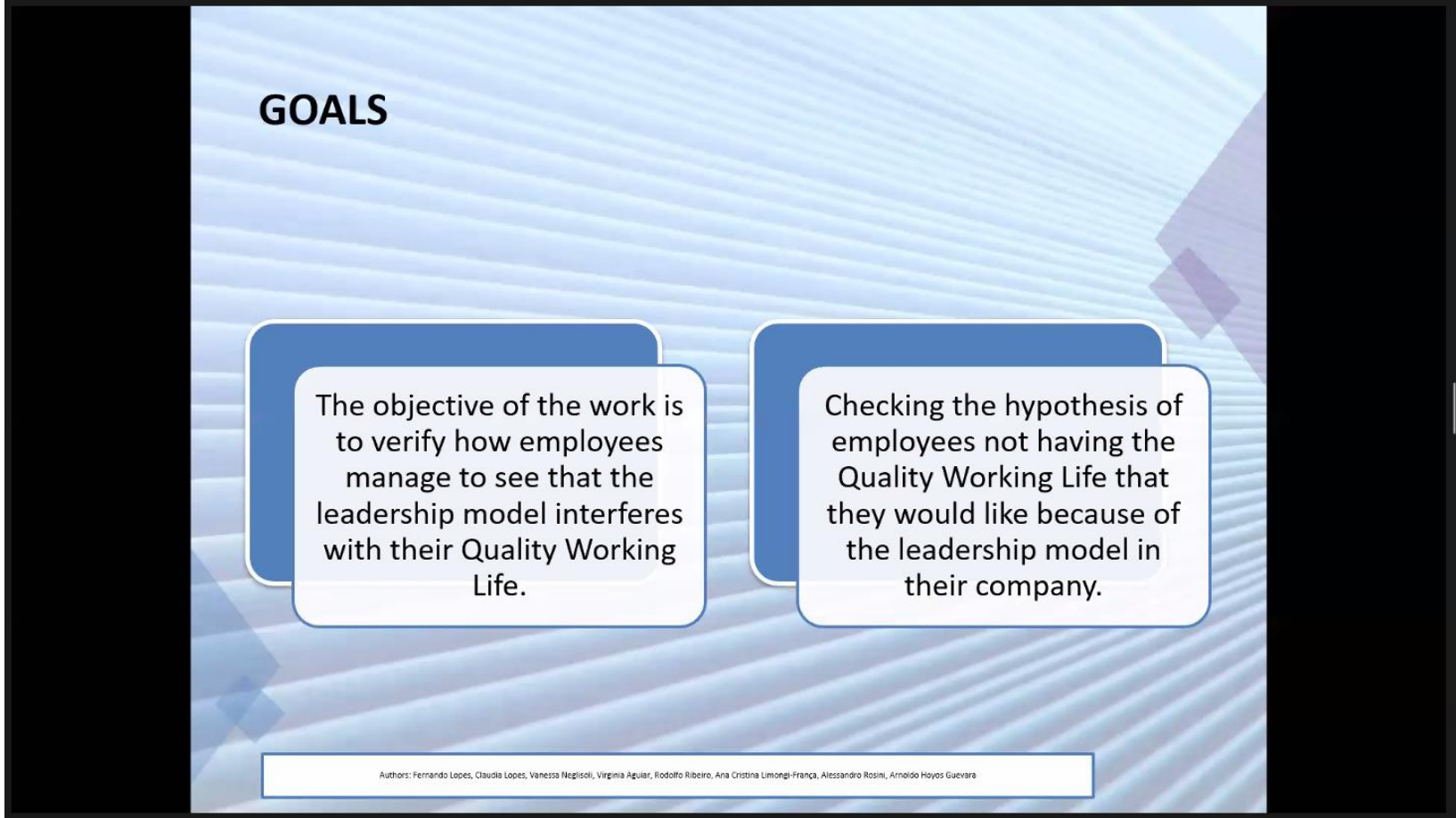


REFERENTIAL

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.

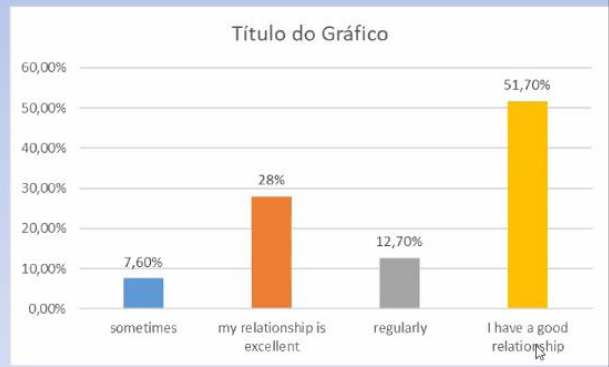
Authors: Fernando Lopes, Claudia Lopes, Vanessa Negliuoli, Virginia Aguiar, Rodolfo Ribeiro,
Ana Cristina Limongi-France, Alessandro Rosini, Arnoldo Hoyos Guevara

ANÁLISE DE DADOS

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

Autocrat	22,5%
Democratic	37,0%
Free or liberal	40,5%

Relationschip with the leader



source: own author

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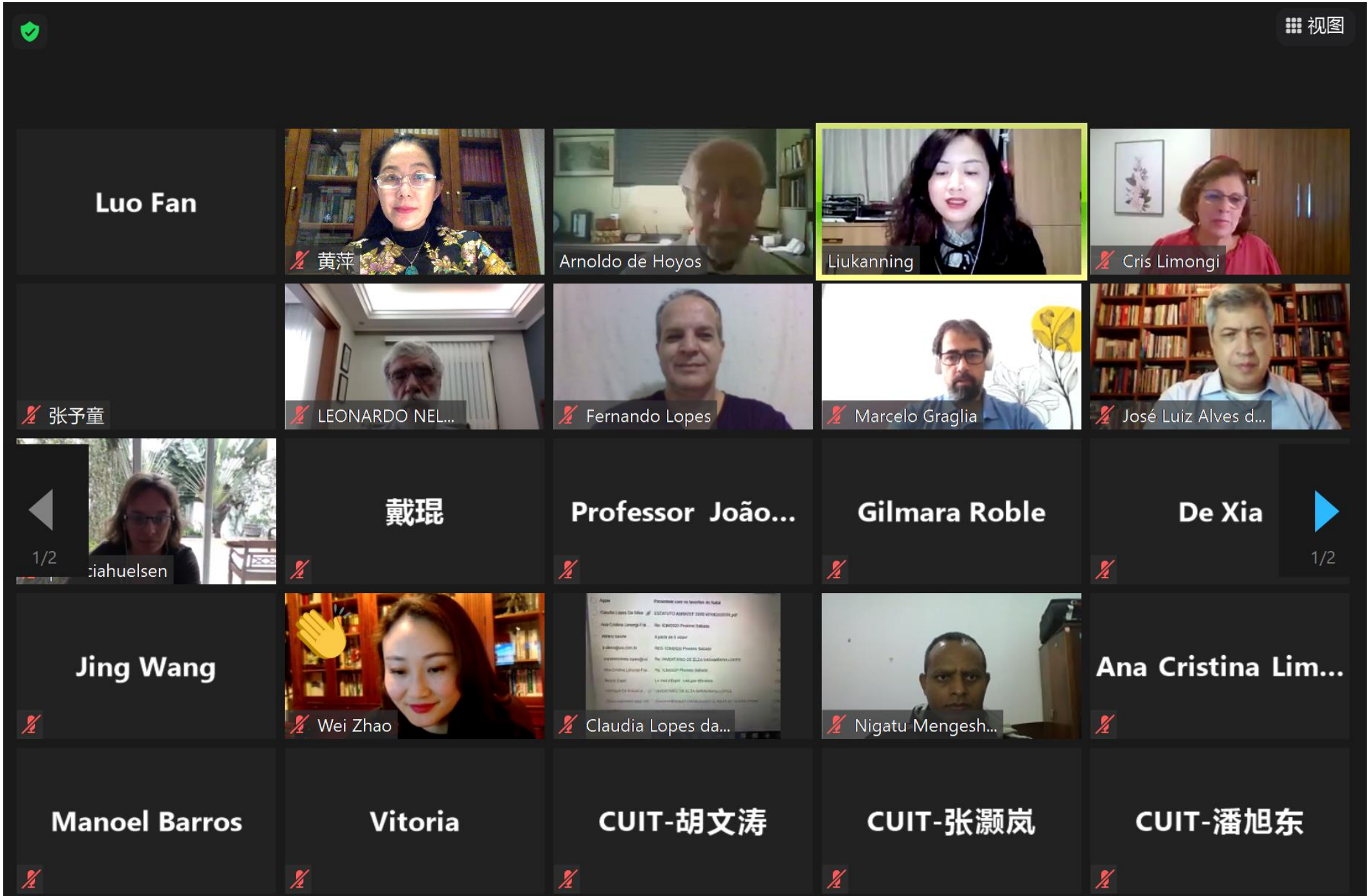
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ICIM- 2020

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 Pontifical Catholic University of São Paulo Brazil

December, 5

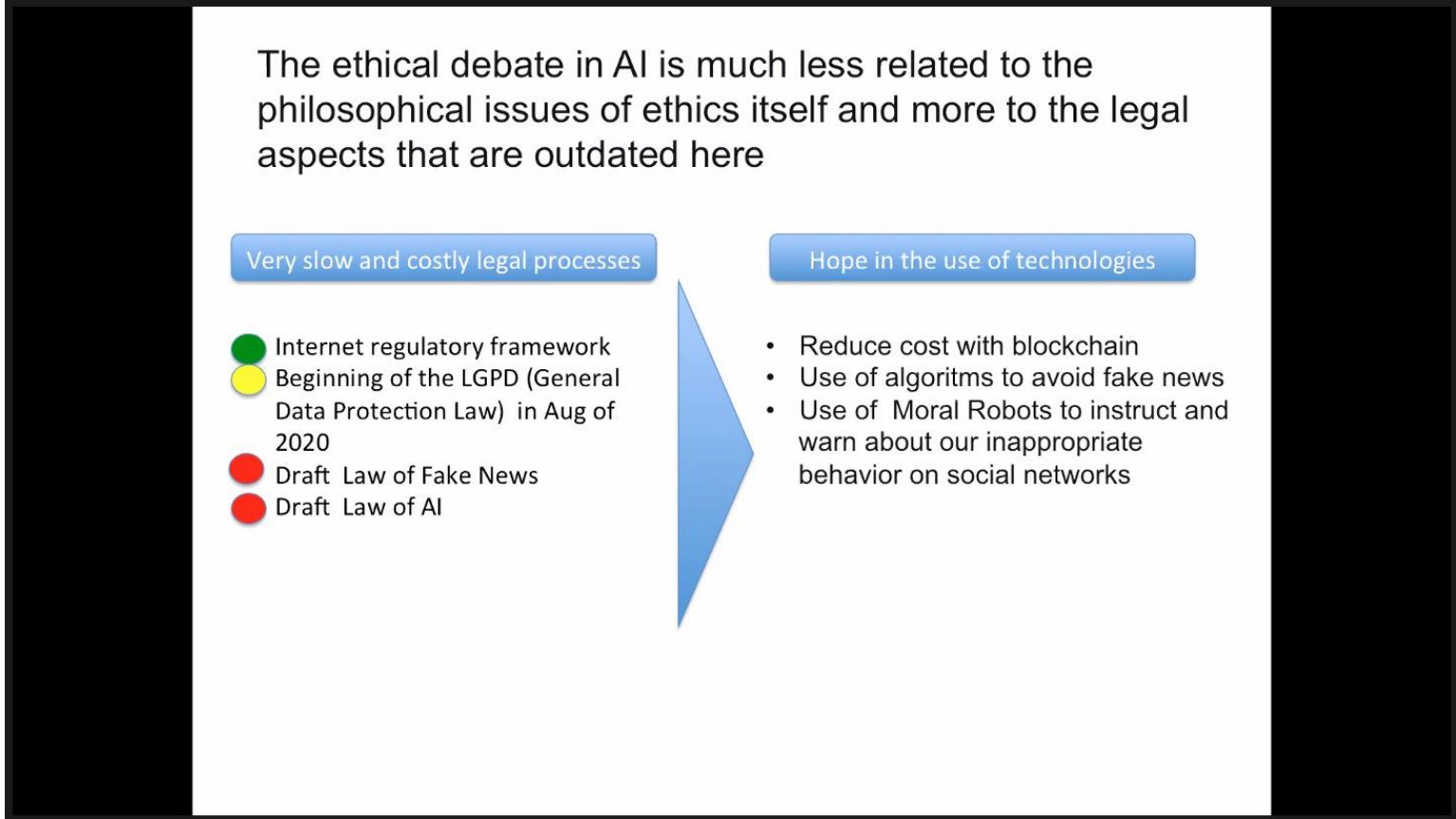
Luo Fan

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
Very slow and costly legal processes
Internet regulatory framework
Beginning of the LGPD (General Data Protection Law) in Aug of 2020
Draft Law of Fake News
Draft Law of AI
Hope in the use of technologies
Reduce cost with blockchain
Use of algoritms to avoid fake news
Use of Moral Robots to instruct and warn about our inappropriate behavior on social networks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Conclusion
Resume

	ologies or ological angements	Impact	Benefits for humans	Major impact in brazilian industry	Human values often required	Fundamental human value
1	Internet networking	Structural impact on work arrangements, distribution and network formation	Reduction of efforts, changes in distribution networks and intensification of network relationships	All sectors: Retail, Consumer Goods, Industry, Services	Attention, efficiency, freedom	Freedom, Security
2	TICs/ Social Networking	Impact on lifestyle changes, image and media consumption	Intensification of interpersonal relationships, ease of access to others	Almost all sectors: Retail, Consumer Goods, Media, Advertising	Will (interaction, exhibition), Friendship	Respect, Truth, Solidarity
3	IoT	Strong impact on monitoring natural resources and impact on cities	Monitoring, combating waste, predicting natural disasters, urban mobility	Cities Management (Smarts Cities), Agriculture, Industry in general, Retail	Security, prudence, surveillance	Individual Freedom
4	Blockchain	Impact on cost reductions and information security, reduction of interfaces, intermediaries	Reducing efforts, operating costs, time optimization, financial transaction costs	Banks, Payments Means, Logistic, Supply Chain, Government Support, Sanitation, Electricity, Registry	Transparency, self sufficient, individual freedom	Honesty
5	Artificial Intelligence	Acceleration of the man-machine relationship, influence on choices, formation of clusters.	Robot learning, interaction, socialization, increased life expectancy (health)	General services, Health, Banks, Agriculture, Retail, Industry in general	Open Spirit, Machine knowledge, Self-knowledge	Critical spirit, prudence

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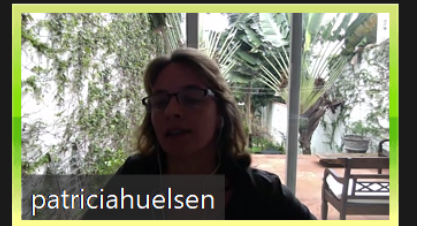

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To Think - Conclusions

- 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.

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Thank You !

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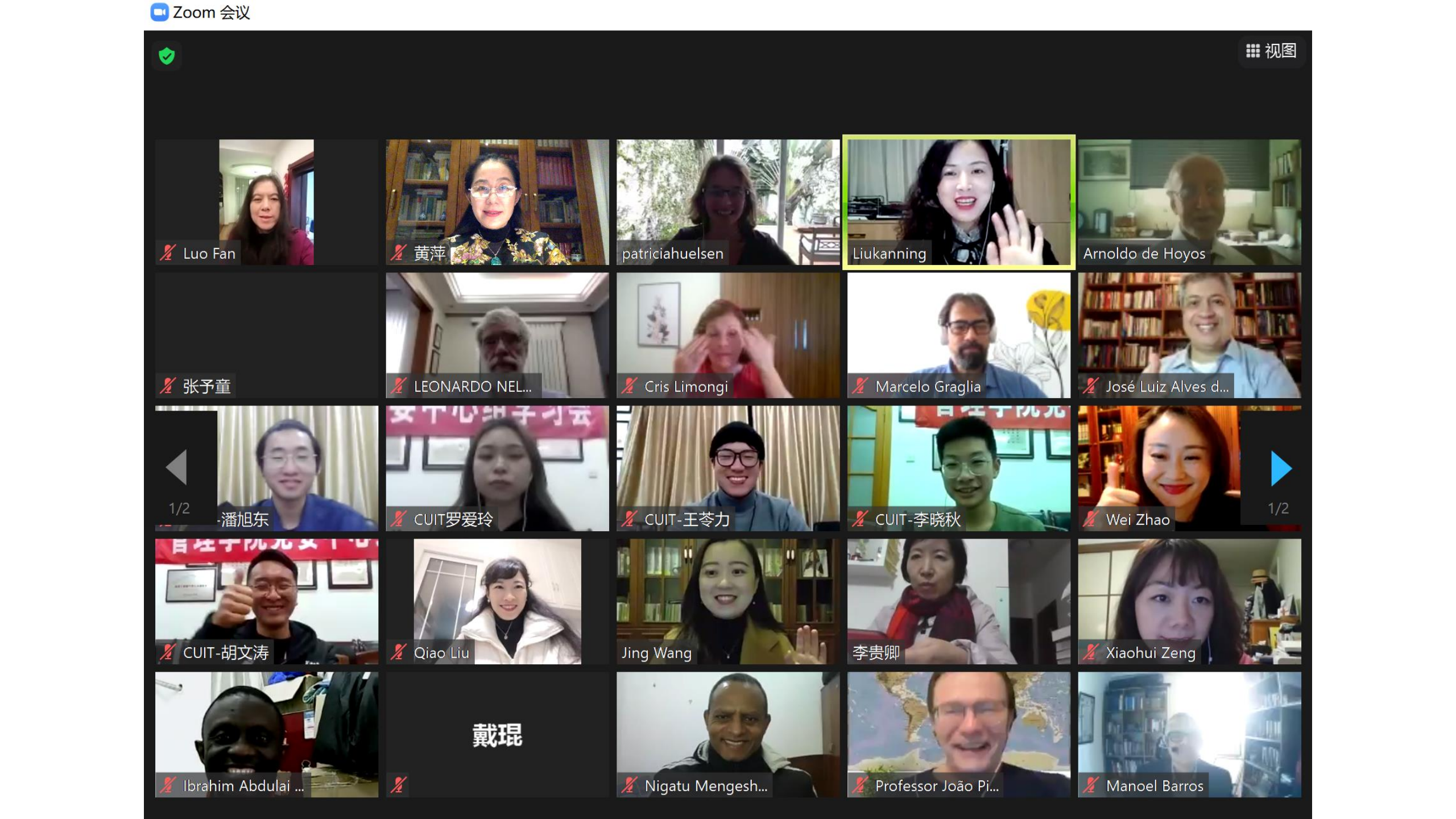
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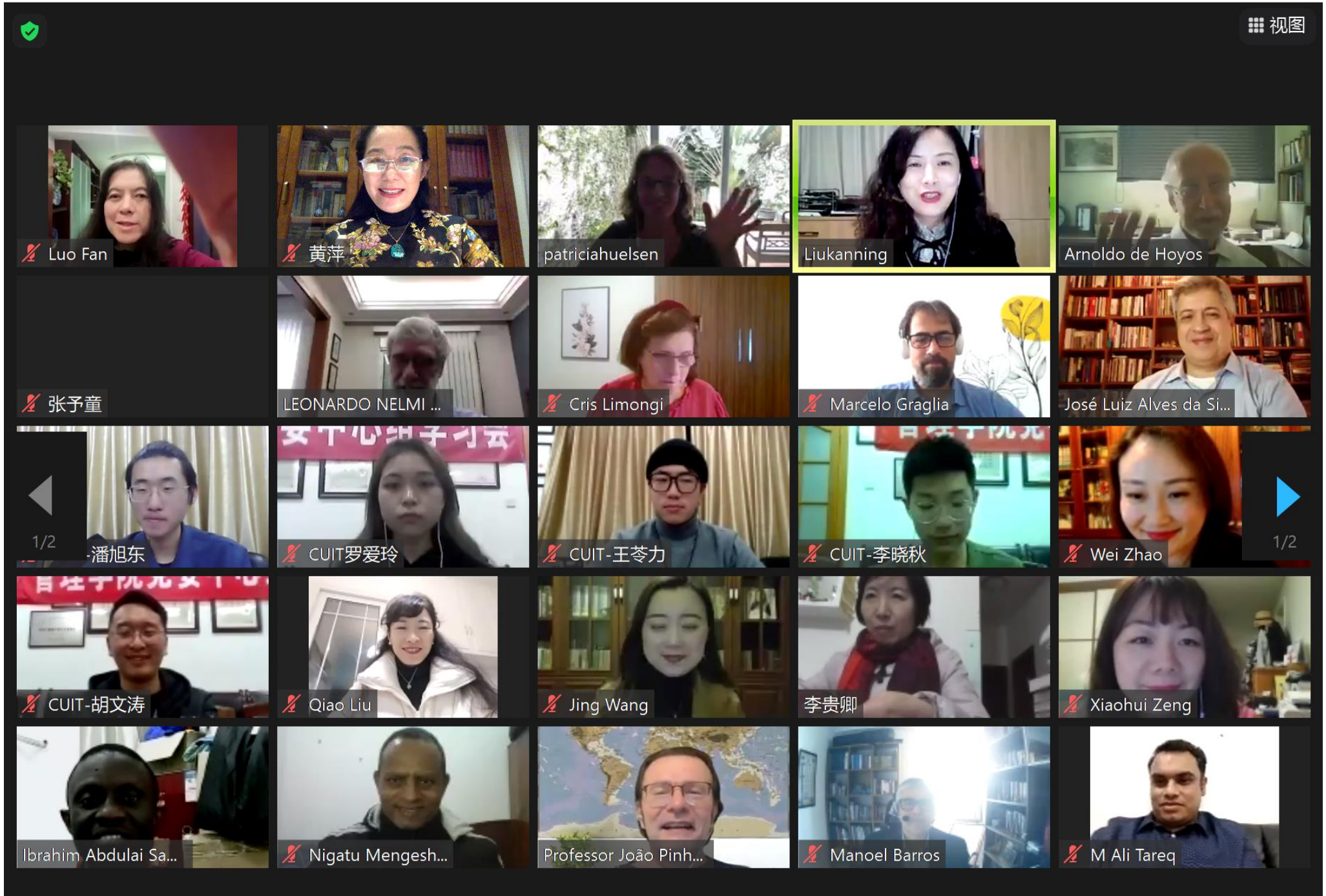
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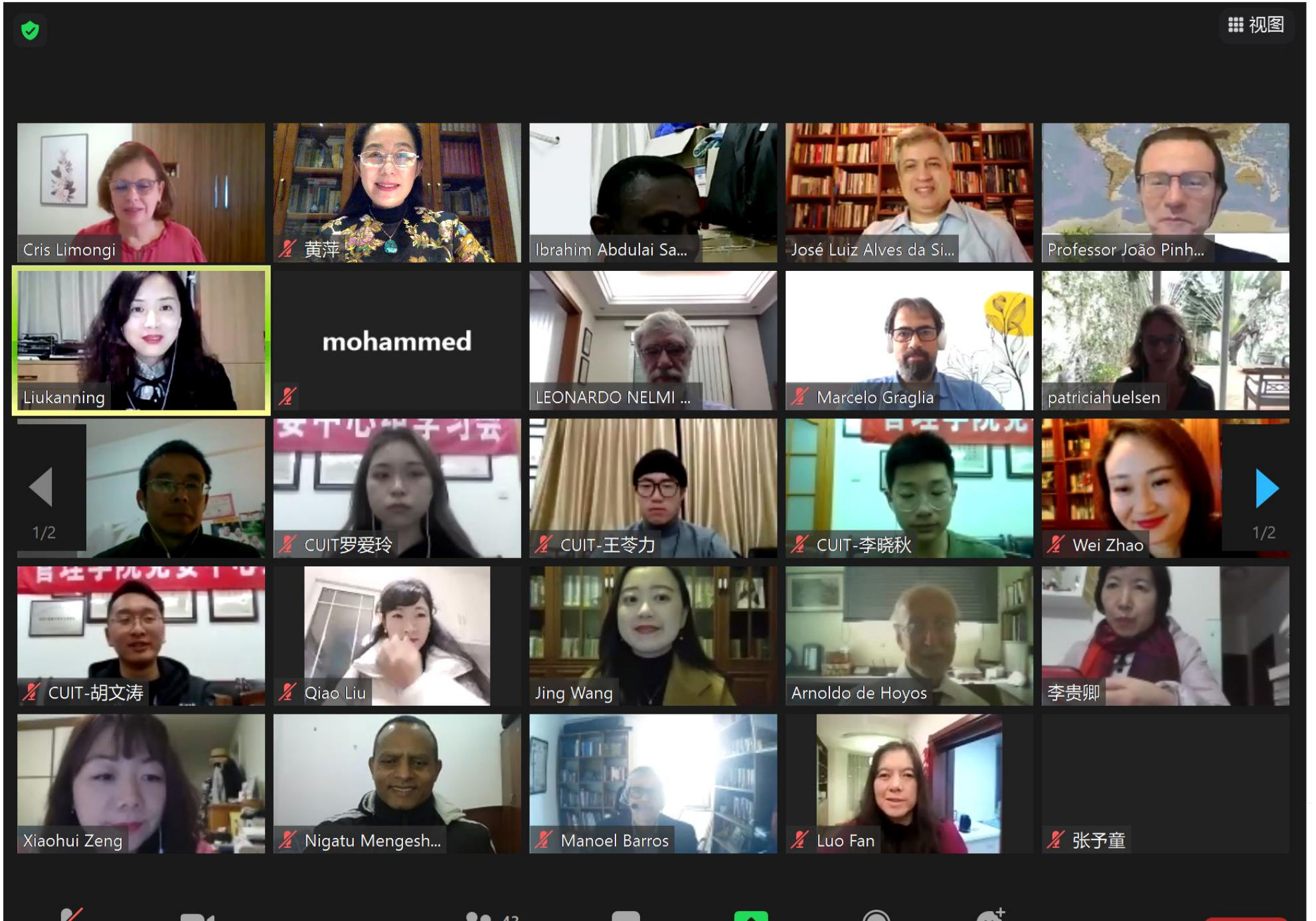
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(ICIM 2021)

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Technological civilization & Management innovation

Conference Organizers：

Wuhan University of Technology
Chengdu University of Information Technology

Conference Time:

October 28-30,2021

Conference Place:

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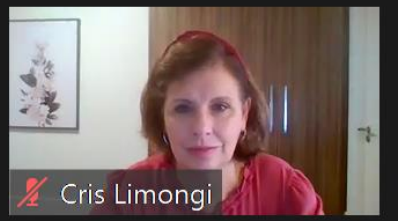

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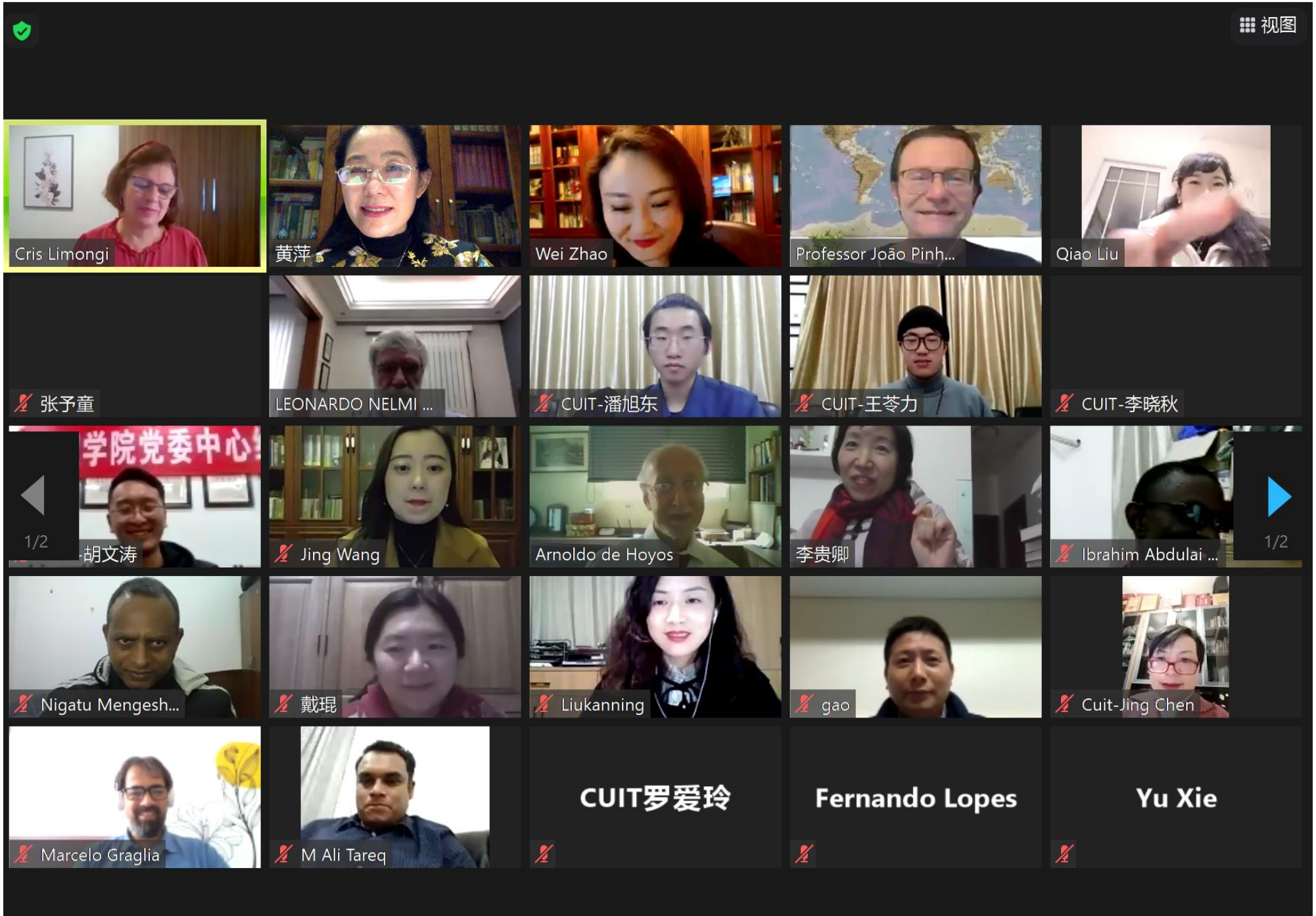
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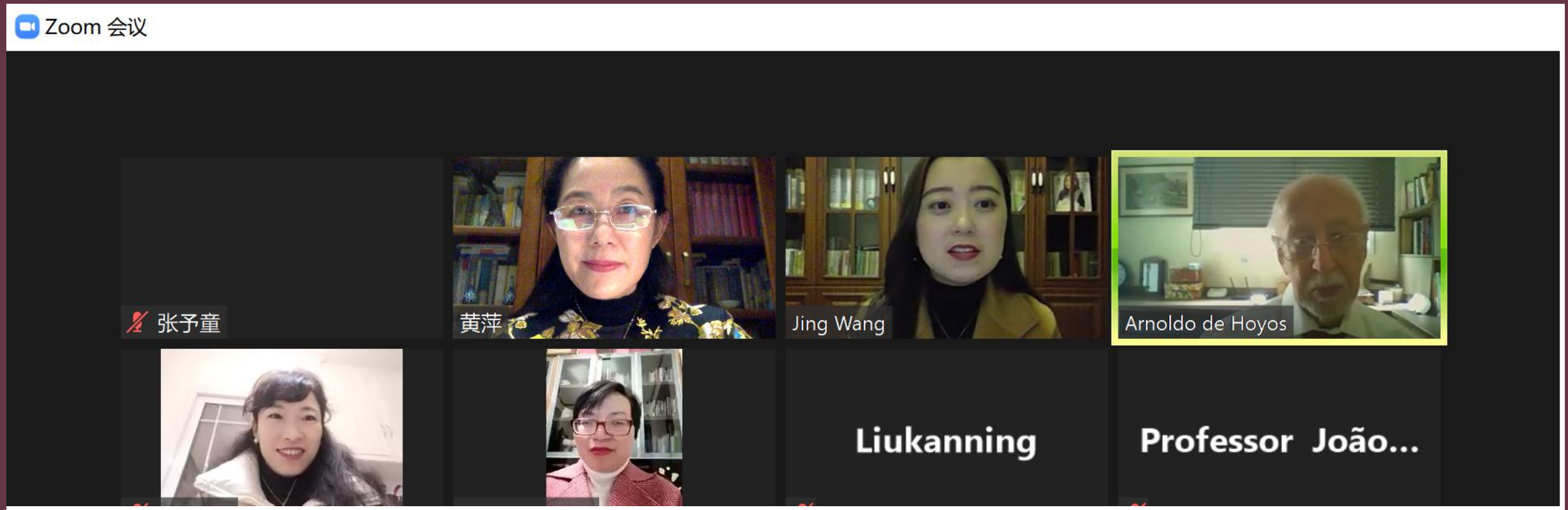
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