



**4th Responsible Management Education  
Research Conference**  
*13-14 September 2017, Curitiba, Brazil*

**PROGRAM – SUMMARY**

**DAY 1 - MORNING**

Hour	Type of Session	Activity	Speakers	Coordinator	Room	Target Audience
8h00-9h00	Off Sessions	Registration & Reception	-	-	-	-
9h00-10h00	Plenary Sessions	Welcome and Opening Plenary	Jonas Haertle (PRME Global) Cláudio Boechat ( PRME Anti-poverty WG) Didier Trebucq (Head of UNDP/ Brazil) José Antonio Fares (FIEP System CEO) Lutz E. Schlange (PRME DACH) Milenko Gudic (PRME Anti-poverty WG) Norman Arruda Filho (Head of PRME Chapter Brazil)	Norman Arruda Filho	Caio Amaral Room	Stakeholders: All
10h00-11h00	Off Sessions	Coffee-break/ Poster Sessions 1	-	-	Atrium	Stakeholders: All
10h30-11h00	Poster Sessions	Poster Session 1	Several tracks	Adriana Caldana Flavio Hourneaux	Atrium	Stakeholders: Interest groups
11h00-12h30	Roundtable Discussion 1	“Public Policy for Responsible Management Education and Research”	Jonas Haertle (PRME Global) Didier Trebucq (Head of UNDP/ Brazil) Luciana Aguiar (UNDP/Brazil) Henrique Villa da Costa Ferreira (Federal Secretary for 2030 Agenda)	Jonas Haertle	Caio Amaral Room	Stakeholders: Government Representatives, Public Institutions and Research Funding Agencies
12h30-14h00	Off Sessions	Lunch/ Networking	-	-	Atrium	Stakeholders: All



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**DAY 1 – AFTERNOON**

Hour	Type of Session	Activity	Speakers	Coordinator	Room	Target Audience
14h00-15h30	Parallel Sessions 1	Session 1/1	Education 1	Gustavo Fernandes	Room 1	Stakeholders: Interest groups
	Parallel Sessions 1	Session 2/1	Research 1	Marcos Cohen	Room 2	Stakeholders: Interest groups
	Parallel Sessions 1	Session 3/1	Business 1	Luciana Oranges Cezarino	Room 3	Stakeholders: Interest groups
	Parallel Sessions 1	Session 4/1	Government 1	Luciana Aguiar	Room 4	Stakeholders: Interest groups
	Parallel Sessions 1	Session 5/1	Society 1	Lutz E. Schlange	Convention Room	Stakeholders: Interest groups
	Parallel Sessions 1	Session 6/1	Education 2	Consuelo De la Torre	Caio Amaral Room	Stakeholders: Interest groups
15h30-16h00	Off Sessions	Coffee-break/ Networking	-	-	Atrium	Stakeholders: All
16h00-17h30	Roundtable Discussion 2	“Leaders training for SDGs: companies view”	Christian Hauser (PRME DACH) Pedro Luiz Fernandes (CEO Novozymes) Carlo Linkevieius Pereira (Executive Secretary/Global Compact Brazil)	Cláudio Boechat	Caio Amaral Room	Stakeholders: Companies Representatives and Researchers
17h30-18h30	Plenary Sessions	Conference 1	Maurizio Zollo (Bocconi University) – Coordinator of Global Organizational Learning and Development Network (GOLDEN) for Sustainability	Adriana Caldana	Caio Amaral Room	Stakeholders: All
19h00	Off Sessions	Reception	-	-	Atrium	Stakeholders: All



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**DAY 2 – MORNING**

Hour	Type of Session	Activity	Speakers	Coordinator	Room	Target Audience
8h00-9h30	Parallel Sessions 2	Session 1/2	Education 3	Gustavo Fernandes	Room 1	Stakeholders: Interest groups
	Parallel Sessions 2	Session 2/2	Research 2	Marcos Cohen	Room 2	Stakeholders: Interest groups
	Parallel Sessions 2	Session 3/2	Business 2	Diva da Paz	Room 3	Stakeholders: Interest groups
	Parallel Sessions 2	Session 4/2	Business 3	Mariana Fregonesi	Room 4	Stakeholders: Interest groups
	Parallel Sessions 2	Session 5/2	Government 2	Claudio Boechat	Convention Room	Stakeholders: Interest groups
	Parallel Sessions 2	Session 6/2	Workshops 1	Adriana Caldana	Caio Amaral Room	Stakeholders: Interest groups
9h30-10h30	Plenary Sessions	Conference 2	Isabel Rimanoczy (Sustainability Mindset WG)	Flavio Hourneaux	Caio Amaral Room	Stakeholders: All
10h30-11h00	Off Sessions	Coffee-break/ Networking	-	-	Atrium	Stakeholders: All
10h30-11h00	Poster Sessions	Poster Session 2	Several tracks	Adriana Caldana Flavio Hourneaux	Atrium	Stakeholders: Interest groups
11h00-12h30	Roundtable Discussion 3	“SDGs in a scholar view”	Al Rosenbloom (Dominican University/ US and PRME Anti-Poverty WG) Maria Antônia Brovelli (POLIMI - Politecnico di Milano, Italy) Consuelo Garcia De La Torre (Tecnologico de Monterrey/Mexico – PRME LAC) Luciana Oranges Cezarino (UFU / Brazil)	Milenko Gudic	Caio Amaral Room	Stakeholders: School managers, Researchers and Deans
12h30-14h00	Off Sessions	Lunch / Networking	-	-	Atrium	Stakeholders: All



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### DAY 2 – AFTERNOON

Hour	Type of Session	Activity	Speakers	Coordinator	Room	Target Audience
14h00-15h30	Parallel Sessions 3	Session 1/3	Workshops 2	Flavio Hourneaux	Room 1	Stakeholders: Interest groups
	Parallel Sessions 3	Session 2/3	Anti Corruption 1	Gustavo Fernandes	Room 2	Stakeholders: Interest groups
	Parallel Sessions 3	Session 3/3	Climate Change 1	Claudio Boechat	Room 3	Stakeholders: Interest groups
	Parallel Sessions 3	Session 4/3	Gender 1	Adriana Caldana	Room 4	Stakeholders: Interest groups
	Parallel Sessions 3	Session 5/3	SustMind 1	Isabel Rimanoczy	Convention Room	Stakeholders: Interest groups
	Parallel Sessions 3	Session 6/3	Anti Poverty 1	Al Rosenbloom	Caio Amaral Room	Stakeholders: Interest groups
15h30-16h00	Off Sessions	Coffee-break/ Networking	-	-	Atrium	Stakeholders: All
15h30-16h00	Off Sessions	Special Presentations	Special 1	Adriana Caldana Flavio Hourneaux	Room 1 Room 2	Stakeholders: All
16h00-17h30	Roundtable Discussion 4	“SDGs in a student view”	Lutz E. Schlange (PRME DACH) Alessandro Garcia Vieira (Brazilian Scout Association) Giovana Chimentão Punhagui (FIEP System) Kleber Marins De Paulo (Head of Enactus Brazil) Anastasiya Marcheva (PRME Anti-poverty WG)	Lutz E. Schlange	Caio Amaral Room	Stakeholders: Students Representatives and Student Entities
17h30-18h30	Closing Conference	Future agenda for SDGs in RME	Milenko Gudic (PRME Anti-poverty WG) - New York Meeting Outcomes Lutz Schlange (PRME DACH) - Next Steps Jonas Haertle - Closing remarks	Jonas Haertle	Caio Amaral Room	Stakeholders: All



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**PROGRAM – SESSIONS**

**ORAL PRESENTATIONS**

Session	Code	Title
<b>Business 1</b>	6	How Small and medium entrepreneurs innovation in incubator program can contribute to sustainable development goals
	8	Renovatio: a case of social entrepreneurship in Brazil
	18	Theoretical contribution to the improvement of SDG Compass methodology
	66	THE OBJECTIVES OF SUSTAINABLE DEVELOPMENT (ODS) AND INDUSTRY 4.0
	100	The effect of gender diversity programs in brazilian companies
	153	INTEGRATED REPORT: AN ANALYSIS OF THE RELEVANCE IN THE BUSINESS CONTEXT AND THE IMPORTANCE OF THEIR STAKEHOLDERS.
	162	Brazilian public companies and their adherence to the Law of Responsibility of State Enterprises
<b>Business 2</b>	5	How Much Of Sustainability There Is On The Top Management Team? Evidence Of The Energy Sector
	11	THE UNIVERSITIES AND SUSTAINABLE DEVELOPMENT: PROPOSAL FOR THE ADVANCE OF SUSTAINABILITY BY UTILIZING AN EVALUATION INSTRUMENT IN BRAZIL
	25	MOTIVATIONS AND BARRIERS ON REVERSE LOGISTICS SOLID WASTE DEVELOPMENT PRACTICES
	53	FINANCIAL COOPERATIVE: PRACTICES SUSTAINABLE DEVELOPMENT
	76	Biotechnology-based Technology Companies and their Relational Capabilities
	78	Alignment of organizational competencies with the dimensions of the Triple Bottom Line
	143	Practices for sustainable development in small and medium enterprises in Brazil
<b>Business 3</b>	19	Eco labeling and Brand equity: systematic review and a future agenda for the theme
	106	Ozires Silva Award: Integrating innovation with sustainability
	114	Commercialization Flows of products to Wind energy production using Dynamic Social Network Analysis (DSNA).
	132	Who cares for value added statements (VAS)? A systematic literature review focused on usefulness
	148	Entrepreneurial actions towards social inclusion, sustainable production and innovation: a case study
	166	Green Innovation Performance, Ambidexterity and Absorptive Capacity



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Session	Code	Title
<b>Education 1</b>	29	Experiential education in business schools and their cultural differences
	45	Green Roof: implantation study at the Pontifical Catholic University of São Paulo
	68	Education for Sustainability insertion in Universities: analyzing the contextual and cultural implications of different regions in Brazil
	128	LEARNING WORKSHOPS AND THE SUSTAINABLE DEVELOPMENT GOALS: SIGNIFICANT LEARNING ON HIGH SCHOOL
	129	ENTREPRENEURSHIP, SOCIAL ENTREPRENEURSHIP AND PROMOTION OF THE SUSTAINABLE DEVELOPMENT GOALS (SDG?S)
	170	THE TEACHING AND LEARNING OF THE PORTUGUESE LANGUAGE AND NATURAL SCIENCES IN A SEMIOTIC APPROACH, FOR THE EDUCATION OF YOUTH AND ADULTS, WITH STUDENTS IN DEPRIVATION OF LIBERTY
	175	The pain and pleasure of producing a SIP in a federal university business school
<b>Education 2</b>	23	The Institutionalization of Environmental Management Education in São Paulo
	38	Does classic literature increase the moral intensity? An experience of business ethics education among MBA students.
	46	EDUCATION FOR SUSTAINABILITY: ANALYSIS OF PARANÁ HIGHER EDUCATION
	62	The role of business administration schools in the formation of sustainable leaders ? Evidence from the state of Paraná
	65	Facilitating shared understanding of business responsibility
	173	A Basic Content Proposal on Sustainability for Management Undergraduate Courses
	177	Management Schools, in a quest to educate cosmopolitan, SDG oriented managers
<b>Education 3</b>	64	Institutions of higher education as contributors in understanding the SDGs and their application in educational activities.
	70	Learning to learn collaboratively: the Ludics and the Digital
	75	One field and different logics: the institutionalization of sustainability issues in the curriculum of three Brazilian post-graduation programs (stricto sensu) in Administration
	77	INSTITUTIONAL LOGIC AND SUSTAINABILITY: ANALYSIS OF THE ADMINISTRATION DEPARTMENT OF AN HIGHER EDUCATION INSTITUTION LOCATED IN THE STATE OF PARANÁ ? BRAZIL
	131	OFFICES OF LEARNING, PARTNERSHIPS AND SOCIAL AND ENVIRONMENTAL INTERVENTION: A POSSIBILITY TO ADDRESS SUSTAINABLE DEVELOPMENT GOALS IN MIDDLE SCHOOL.
	145	ANALYSIS OF SUSTAINABLE ENGAGEMENT LEVEL OF STARTUPS IN A BRAZILIAN INCUBATOR
	188	Processes in Sustainability Learning: Case Study



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Session	Code	Title
<b>Government 1</b>	85	Articulation of the State and university in the implementation of a public policy of solid urban waste: a contribution to the SDG
	87	URBAN ENVIRONMENTAL PANORAMA
	97	Sustainable Public Procurement: The Socio Environmental Stamp use in a campus of the University of São Paulo
	146	THE IMPACT OF THE BRAZILIAN MONETARY POLICY ON THE EBITDA OF THE COMPANIES AND THEIR CONSEQUENT INFLUENCE ON THE INVESTMENT OF THESE COMPANIES TO IMPLY SUSTAINABLE DEVELOPMENT GOALS
	160	Integrated Public Policies: an analysis between sanitation and health in the State of Minas Gerais, Brazil.
	168	what's matter in a complex accountability system? a case of brazilian public higher education institutions
<b>Government 2</b>	122	Tariff policy as a tool for the universalization of sanitation
	136	Jobs in Brazil: Analysis of the situation of the Brazilian states based on the objectives of Sustainable Development of the UNO
	141	The 17 Objectives of Sustainable Development in the Public Management of the Municipality of Birigui/SP
	150	Transparency and effectiveness of oversight institutions of subnational governments: lessons from Brazil.
	157	The social efficiency of the Bolsa Família Program and the Sustainable Millennium Goals in Brazil
	164	Unsuccessful public procurement: why so many electronic bidding does fail?
	165	World frontiers and public policy: a systematic review and a future agenda toward a Sustainable Development



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Session	Code	Title
<b>Research 1</b>	4	WICKED WEBS: BUSINESS PARTNER NETWORKS AND SILENCE
	51	Application of "Green Kaizen" to promote SDGs in order to have a responsible consumption and production.
	74	Factors that affect deforestation in Mato Grosso: an analysis for the years 2001-2010.
	83	Performance of Municipalities in the Northeast of Brazil on the Millennium Development Goals and its Associations with the Human Development Index
	121	ASSESSMENT OF THE DEGREE OF OPTISM AND THE ASSIGNMENT OF RESPONSIBILITY TOWARDS THE SUSTAINABLE DEVELOPMENT GOALS (SDGs)
	138	The UTFPR Green Office as a case for integrating sustainable knowledge and practices
<b>Research 2</b>	98	The BRT revolution
	127	THE SUSTAINABLE DEVELOPMENT GOALS AS ARTICULATORS IN THE TEACHING-LEARNING PROCESS AND IN THE SCIENTIFIC INITIATION
	140	The optimization perspective of the sustainability problem
	142	Sustainability indicators applied to neighbourhood scale
	147	Multivariate Data Analysis Applied to Bibliometrics: an Example of Application in Environmental Training Literature Review
	167	DEVELOPMENT OF ASSISTIVE TECHNOLOGY IN BUSINESS WITH SOCIAL IMPACT
	176	The localization of the millenium development goals at barro alto - Go; An approach from the theory of organized sociology theory





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Session	Code	Title
<b>Society 1</b>	17	DEVELOPING A BIOLOGICAL FILTER (BioFITCh) FROM COCONUT WASTE AND TREE PRUNING AS AN BIOLOGICAL STAGE OF THE LEACHATE TREATMENT
	33	Human Development and Sustainability
	37	Non-state actors and the diffusion of the Agenda 2030 in Brazil: an interpretive research on the local sense-making of and social engagement with global norms
	50	The organizing in CCO perspective: why is this process view so important for Organization Studies and Sustainability?
	63	SDG Portal: A practical solution to monitor the progress of the Sustainable Development Goals in states and municipalities of Brazil.
	69	Association of Organic Farming Development (ADAO): Management Strategies and Governance Towards Economic, Social and Environmental Sustainability.
	107	Proposal of a sustainable technological solution aiming responsible energy consumption

Session	Code	Title
<b>SustMind 1</b>	7	SUSTAINABLE ARCHITECTURE AS A COMPETITIVE ADVANTAGE OF CORPORATE SUSTAINABILITY
	13	Holistic Education, Transformative Learning and Sustainability Mindset in a Business School: A Case Study of a Brazilian Jesuit University
	35	LIDERA - A SYSTEM TO SUPPORT THE EFFICIENT SEARCH OF SUSTAINABILITY IN CIVIL CONSTRUCTION
	56	Contributions of critical reflection to the development of sustainability mindset in management education
	108	BARRIERS TO SUSTAINABILITY
	113	Environmental Perception of Public School Coordinators in Triangulo Mineiro Region, Brazil
	137	EMBEDDING BUSINESS AND BIODIVERSITY IN THE ENVIRONMENTAL AGENDA



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**POSTER PRESENTATIONS**

Session	Code	Title
<b>Poster 1</b>	20	TEMPORARY OVERVIEW OF THE SUSTAINABILITY REPORT OF THE CONSTRUCTION SECTOR, CONSIDERING THE 2016 LIST OF COMPANIES AND FUNDS NEGOTIATED ON BM & FBOVESPA.
	21	ISIE - Integrated System for Improving Education
	24	MATERIAL COLLECTOR CART RECYCLED MOVED TO SOLAR ENERGY
	31	Science theater as a tool for environmental education from kindergarten to college
	40	Sustainable Recycling Bin: An innovative solution for aluminum recycling
	57	Millennium Development Goals: a bibliometric study with emphasis on Brazil's main results
	72	VALIDATION OF AN INSTRUMENT FOR ANALYSIS OF CRITICAL THINKING FOR SUSTAINABILITY IN UNDERGRADUATE STUDENTS FROM STATE UNIVERSITY OF LONDRINA
	84	Sustainable Development Goals (SDGs) before the public and private schools of Florianópolis and its neighboring municipalities
	90	PEDAGOGY OF SUSTAINABILITY IN HIGHER EDUCATION OF BUSINESS SCHOOLS: A SYSTEMATIC REVIEW OF INTERNATIONAL SCIENTIFIC PRODUCTION
	99	Adressing non-technical demands in accounting careers: suggestions for faculty programs
	124	An Eco-Friendly Alternative to the Bunsen Burner: New Perspectives in Sustainable Science
	125	Urban Accessibility in Curitiba: A Case Study
	156	The teaching of Sustainable Development Objectives (ODS) in Management' Higher Education Courses in the southwest of Paraná State



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Session	Code	Title
Poster 2	10	Collaborative learning through an extension program: Building sustainable knowledge and challenges for undergraduate students
	30	Assessment of soil erosion risk using GIS
	43	Sustainability in the Energy Sector: Scientific and technological mapping of magnesium batteries
	54	THE PRATICAL CASE OF SDGs CONTEXT APPLIED TO RESEARCH FOR BIO-SENSOR DEVELOPMENT.
	71	JELIN (Play Educational Game with Natural Interaction)
	91	Sustainability education in higher education: reflections from Curitiba specialization courses
	95	Ecological Sanitation as a Territorialized Action for Universalization of ODS6 in Traditional communities
	103	Entrepreneurship for social transformation: experience report of the Entrepreneurial Generation Award UFMS - From Ideas to Social Business for Mato Grosso do Sul
	112	Longitudinal Study of GRI Indicators and Sustainable Human Resource Management in Brazilian Context
	139	ANALYSIS OF ONE YEAR OF OPERATION OF THE GRID CONNECTED PHOTOVOLTAIC SYSTEM OF UNICESUMAR
	155	FROM THE OLD REPUBLIC TO THE ENERGY EFFICIENCY OF THE NILO HOUSING COMPLEX - CASE STUDY
	159	Economic Complexity and the Sustainable Development Goals: an analysis of efficiency through the DEA method
	169	Effects of education on the prison system: a systematic literature review and agenda for future research
	172	Human Rights and Interreligious Dialogue: "to know, to respect and cohabit"
186	URBAN INTERVENTION AND THE ACOLLE GROUP: POSSIBILITIES FOR SENSITIZING SOCIETY WITH THE SUSTAINABLE DEVELOPMENT GOALS	



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**SPECIAL PRESENTATIONS**

Session	Code	Title
<b>Anti Corruption 1</b>	152	Why we don't talk about that? The lack of discussion about corruption in Brazilian universities.
	174	Corruption in international business: The role of Machiavellianism, on-the-job experience, and rationalization
<b>Climate Change 1</b>	149	SUSTAINABILITY - NEW REALITIES ANALYSIS AND COMPARISON OF CONSTRUCTIVE SYSTEMS OF CONVENTIONAL MASONRY AND WOOD FRAME WITH ENEPHASE IN WASTE DISPOSAL
	161	Changing Strategy by Climate Change: An Inquiry on Biggest Oil & Gas Companies Reports
<b>Gender 1</b>	163	Development through Women's Empowerment - Tools for women's advancement in business
<b>Anti Poverty 1</b>	104	Linked Learning Using the SDGs: Student Understanding of Poverty and Ethics
	189	Cross-Issue Research and Teaching for Advancing the Implementation of the SDGs in Business Practice and Management Education
<b>Special 1</b>	134	SDGs Giant Puzzle? Education for Sustainability
	180	Meditation Session