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2012

ICIEOM

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SUSTAINABILITY

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Escola de Engenharia

ABEPRO
ASSOCIAÇÃO BRASILEIRA DE ENGENHARIA DE PRODUÇÃO

XVIII 2012 ICIEOM

ICIEOM

International Conference on Industrial Engineering and Operations Management

TITLE

XVIII International Conference on Industrial Engineering and Operations Management (ICIEOM 2012)

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Editors

Rui M. Lima, Dinis Carvalho, Vagner Cavenaghi, Milton Vieira Junior, Guilherme Luís Roehe Vaccaro, Rui Francisco Martins Marçal, Francisco Soares Másculo, Luiz Felipe Roriz Rodrigues Scavarda do Carmo

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WELCOME TO ICIEOM 2012

On behalf of the Department of Production and Systems of the School of Engineering of the University of Minho and the Brazilian Association of Production Engineering (ABEPRO), we would like to welcome you to the XVIII International Conference on Industrial Engineering and Operations Management (ICIEOM 2012).

Industrial Engineering and Operations Management is the knowledge area related with the project, improvement and management of systems composed by people, materials, equipment, financial resources, information and energy, which execute production processes for the production and delivery of products and services (IIE, 2011) and (APICS, 2009).

Industrial Engineering (IE) and Operations Management (OM) professionals need deep and solid interdisciplinary technical competences in order to cope with the economic, social and environmental dimensions of sustainability. The Department of Production Systems of the University of Minho and the ABEPRO association aim to join teachers, researchers and professionals concerned with sustainability aspects as well as with the IE and OM knowledge areas.

The International Conference on Industrial Engineering and Operations Management (ICIEOM) is the main International event in this knowledge area in Brazil, organized by the Brazilian Association of Production Engineering (ABEPRO) since 1995.

The Department of Production and Systems (DPS) of the School of Engineering, University of Minho (UMinho) is the oldest department in Portugal in the disciplines of Production Engineering, having been the originator of the first courses of Production Engineering in the country.

The XVIII International Conference on Industrial Engineering and Operations Management (ICIEOM 2012), held for the first time outside Brazil, is co-organized by ABEPRO and Department of Production and Systems of the School of Engineering of the University of Minho in Guimarães, Portugal, and takes place in Guimarães, Portugal, between July 09th and 11th, 2012.

The ICIEOM 2012 chairs also wish to thank everyone who decided to dedicate their efforts to contribute to the success of this conference. The organizing committee, the scientific committee and the evaluation comittee decided to dedicate time and energy, to perform this volunteer work for the Industrial Engineering and Operations Management community. This is an honor and a responsibility, built up over more than thirty years, aiming to contribute to the growth of this research field and to a more sustainable, effective and efficient world, integranting people, materials, equipment, financial resources, information and energy. We hope we attended to the community expectations and honoured the examples seen over the years, contributing to the development of the Industrial Engineering and Operations Management knowledge area. Thank you all!

Vagner Cavenaghi - UNESP

Milton Vieira Junior - UNINOVE

Guilherme Luís Roehe Vaccaro - UNISINOS

Rui Francisco Martins Marçal - PUCPR

Francisco Soares Másculo - UFPB

Luiz Felipe Roriz Rodrigues Scavarda do Carmo - PUCRJ

ABEPRO Chairs of ICIEOM 2012

Rui M. Lima - UMINHO

Dinis Carvalho - UMINHO

Local Chairs of ICIEOM 2012

TABLE OF CONTENTS

WELCOME TO ICIEOM 2012 v
TABLE OF CONTENTS vii
ABEPRO INSTITUTION ix
ABEPRO - Associação Brasileira de Engenharia de Produção - Brasilian Association of Production Engineering ix
ABEPRO - Administrative Board - 2012/2013 ix
ABEPRO Board of Directors ix
ABEPRO Jovem Representative ix
ABEPRO Fiscal Council ix
ABEPRO Secretary ix
SCIENTIFIC COMMITTEE x
ORGANISATION xi
ICIEOM 2012 Organizing Committee xi
ICIEOM 2012 Local Organizing Committee xi
ICIEOM 2012 Secretary xi
KEYNOTE SPEAKERS xii
Michael Braungart xii
Henrique Corrêa xii
Gustavo Guimarães xiii
PROGRAMME xv
LIST OF PAPERS xvi
EVALUATION COMMITTEE - LIST OF REFEREES xxv
LIST OF AUTHORS xxix
CO-ORGANIZERS AND INSTITUTIONAL SUPPORT xxxviii

ABEPRO INSTITUTION

ABEPRO - Associação Brasileira de Engenharia de Produção - Brasilian Association of Production Engineering

ABEPRO is an institution that represents teachers, students and professionals of Production Engineering. The association was founded more than 20 years ago and has the following functions: to clarify the role of the Production Engineer in the society and in his/her market, to be a link to the government institutes related to organizing and evaluating (MEC e INEP) and supporting courses (Capes, CNPq , Finep and entities which support regional researches), as well as private organizations as CREA, Confea, SBPC, Abenge and others non-governmental organizations which deal with research, teaching and extension of engineering.

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KEYNOTE SPEAKERS

ICIEOM 2012 attracted renowned keynote speakers, who represent a variety of perspectives on industrial engineering and operations management sustainability. We are honoured to have the following inspiring international keynote speakers: Michael Braungart (EPEA, Hamburg, Germany), Henrique Corrêa (Rollins College - Crummer Graduate School of Business, USA) and Gustavo Guimarães (EMBRAER, Brazil).

Michael Braungart

Professor Dr. Michael Braungart is founder and scientific director of the Environmental Protection and Encouragement Agency GmbH (EPEA) in Hamburg, Germany. He is also co-founder and managing director of McDonough Braungart Design Chemistry (MBCD) in Charlottesville, Virginia (USA) and scientific director of the Hamburger Umweltinstitut (HUI, "environment institute"). Together with the American architect William McDonough he developed the Cradle to Cradle®-concept.

Since autumn 2008 Braungart has held a chair position at the Dutch Research Institute for Transitions (DRIFT) at Erasmus University Rotterdam, combined with the TU Delft, for which a Cradle to Cradle®-chair was founded. Dr. Braungart has been a professor of Process Engineering at University of Lüneburg (Germany) since 1994. Moreover, in 2002 he accepted a visiting professorship at the Darden School of Business in Virginia, USA, lecturing on such topics as eco-efficiency and eco-effectiveness, Cradle-to-Cradle design and Intelligent Materials Pooling.

Prof. Michael Braungart received the Environmental Award of the German team for environmentally aware management (Bundesdeutschen Arbeitskreis für Umweltbewusstes Management e.V. - B.A.U.M.) in 1999 for his outstanding scientific achievements. He lectures at several international universities. His expertise can be found in numerous magazines all over Europe and the USA.

Braungart is co-author of the "Hanover Principles of Design: Design for Sustainability", which served as development guidelines for the World´s Fair in Hannover, 2000. In 2002, he also co-authored Cradle to Cradle: Remaking the Way We Make Things with William McDonough.

More information: http://www.braungart.com/index_engl.html

Henrique Corrêa

Professor of Operations and Supply Chain Management at Rollins College - Crummer Graduate School of Business, since 2006. Awarded in 2011/2012 the prestigious Rollins College Bornstein Faculty Scholarship Award, Professor Correa previously taught at the Fundacao Getulio Vargas Business School, São Paulo, Brazil (1998-2006) and at the University of São Paulo, also in Brazil (1986-1996). He has also served visiting appointments at the University of Warwick (UK), IESA (Venezuela), INCAE (Costa Rica), University of Texas at San Antonio (USA), IE Business School (Spain), University of Porto Business School, Portugal, Fundação Dom Cabral (Brazil), Federal University of Rio de Janeiro (Brazil), among other institutions. His research interests include global supply chain management, flexible operations and service operations management. He has published extensively in academic journals including the International Journal of Operations and Production Management, Computer Integrated Manufacturing Systems, International Journal of Logistics Systems Management, Journal of Manufacturing Technology Management, International Journal of Business Excellence, Journal of Operations and Supply Chain Management and Latin America Business Review. Correa has authored and co-authored eight books and text-books in the fields of operations strategy, service operations, operations management and global supply chain management, having sold more than 100,000 copies in Brazil. He has consulted with companies such as 3M, Unilever, General Motors, Hewlett-Packard, Embraer, Brazil Foods, Monsanto, Inter-Bev, Wella (Procter &Gamble), Pepsico, Whirlpool (Embraco), Natura Cosmetics, Boehringer-Ingelheim Pharma, Wyeth-Whitehouse Pharma among others. Professor Correa served as vice president for the Americas in the

Production Operations Management Society (POMS) (2005-2008) and as founding President of the College of Human Behavior in Operations Management of POMS. He also serves in the editorial board of the International Journal of Operations and Production Management and is an ad hoc reviewer for many journals in the field of OM. He is a certified professional in production and inventory management (CPIM) by APICS (USA).

More information: download CV

Gustavo Guimarães

Senior Manager Legacy 450/500, Manufacturing Engineering (Embraer)

Master of Business Administration - Fundação Getúlio Vargas - FGV, São José dos Campos, Brazil

Post graduated of Production Management - Instituto Tecnológico da Aeronáutica, São José dos Campos, Brazil.

Bachelor of Science, Mechanical Engineering - Universidade de Campinas - UNICAMP, Campinas, Brazil

Demonstrated experience in operations, manufacturing engineer and integrated development product environment. High Influence and contribution for three successfully Embraer Programs: Ejets, Phenom 100/300 and Legacy 450/500. 14 years experience in large companies, with 7 years in management and leadership roles. Lead 130 manufacturing engineer co-located with the integrated development product teams (IPDT) to achieve matched Legacy 500 program goals for manufacturing.

Congress and Conferences 2011:

- Presented the "Legacy 500 and the New Era of Digital Factories" at SAE Aerotech Congress & Exhibition 2011 in Toulouse, France (October, 2011).

- Presented the "Legacy 500 and the New Era of Digital Factories" at COE COE 2011 Annual PLM Conference & TechniFair in Orlando, Florida (April, 2011).

- Presented the "Legacy 500: The New Era of Digital Factory" at AeroDef Manufacturing Conference in Anaheim, CA (April, 2011).

Presentation on ICIEOM 2012 - "Building a Virtual Manufacturing Process: The sustainable approach for Legacy 500 operations management"

PROGRAMME

	July 9 - Monday	July 10 - Tuesday	July 11 - Wednesday
Building	**Auditorium "Nobre"**	**Auditorium "Nobre"**	**School of Engineering**
09:00 - 10:30	Registration Desk	Keynote Michael Braungart	Paper Sessions - PS4
10:30 - 11:00	Coffee Break	Coffee Break	Coffee Break
11:00 - 12:30	Paper Sessions - PS1	EMBRAER session Keynote EMBRAER Round Table with 3 keynotes	Paper Sessions - PS5
12:30 - 13:00	Lunch		**Closing of ICIEOM**
13:00 - 14:00		Lunch	
14:00 - 14:30	**Opening Session**		
14:30 - 16:00	Keynote Henrique Corrêa	Paper Sessions - PS2	
16:00 - 16:30	Coffee Break	Coffee Break	
16:30 - 18:30	Students Sessions - ST Best Student Award	Paper Sessions - PS3	
18:30	City Tour - walking		
20:30		Special Dinner	

LIST OF PAPERS

topic	#	authors	title	Total
Computer and Information Systems	**7**	João David D. Cabral and Sidnei A. Araújo	Computer Vision System for Automatic Quality Inspection of Glass Products Used for Food Packaging	
	164	María A. Guerrero, Rodrigo A. Batistelo and André F. H. Librantz	Maximizing Profits with the Improvement in Product Composition, Using Genetic Algorithms and K-Means - Application to a Company of the Printing Industry	
	282	Edson Melo De Souza, Aparecida De Fátima Castello Rosa, Elesandro Antonio Baptista and Nivaldo Lemos Coppini	New Operational Support System for Cutting Process Optimization	
	287	Sílvia Ferreira, João Álvaro Carvalho and Paulo Sampaio	ARTICULATION BETWEEN INFORMATION SYSTEMS AND QUALITY MANAGEMENT SYSTEMS – Literature Review	
Computer and Information Systems Total				**4**
Engineering Economy	**49**	Ana Paula Lisboa Sohn, Nelson Casarotto Filho, Idaulo José Cunha and Neri Dos Santos	The Impacts of China's Development in the Brazilian Economy	
	61	Felipe Cunha and Carlos Samanez	Performance analysis of sustainable investments in the Brazilian stock market	
	84	Nilton Carraro, Carlos Camello and Giovanni Gemente	Development of a model based on financial and operating metrics for investment decisions	
	85	Mariana Brochado and José Manuel Vassallo	Infrastructure finance in developing countries by state and multilateral development banks	
	112	Diogo F. S. Cruz and Antonio S. C. Fernandes	A Growth Strategy Model	
	209	André Salles	An Empirical Investigation of Some Hedging Strategies for Crude Oil Market	
	283	Maria Bernadete Junkes, Anabela Pereira Tereso and Paulo Sérgio Lima Pereira Afonso	The Role of Engineering Economics in the Evaluation of Investment Projects by the Bank of Amazon-Brazil	
	294	Ana Ferreira, Luís Martins, Senhorinha Teixeira and Manuel Nunes	Techno-Economic Assessment of Micro-CHP Systems	
	329	Jorge Cunha and António Paisana	Financing Patterns and Corporate Investment Relationship: A Brief Overview	
Engineering Economy Total				**9**
Enterprise Engineering	**51**	Fernando Deschamps, Eduardo Alves Portela Santos, Eduardo de Freitas Rocha Loures and Edson Pinheiro de Lima	Characterization of process-related models for enterprise engineering	
Enterprise Engineering Total				**1**
Entrepreneurship	**96**	Jean Carlo Benetti, Liane Mahlmann Kipper, Roselaine Berenice Da Silva, Luciano Marder and Isabel Grunevald	Use of Radar Innovation and Hierarchical Cluster Analysis for the diagnosis of Climate Innovation in different economic sectors in the region of Vale do Rio Pardo (RS - Brazil)	
	239	Ana Maria Magalhães Correia, Maria De Lourdes Barreto Gomes and Luciene Laranjeira Diniz	Local systems of innovation: a comparative analysis of technology parks located in the Northeast region of Brazil	
	298	Júlio Cesar Valandro Soares, Vicente Celestino Pires Silveira, Ediene Malvina Dias, Julliana Pereira Da Cunha and Wesley Aloisio Peixoto Junior	Entrepreneurship in rural areas – a study about correlations between entrepreneurial characteristics of rural dairy producers and its properties performance	

	340	Flavio Bressan and Geraldo L. Toledo	New Way to Look at Entrepreneur's Strategic Choices and Decision Process: the Mental Models Proposition
Entrepreneurship Total			**4**
Global Operations and Cultural Factors	**50**	Oduvaldo Vendrametto, Jorge Monteiro Junior and Adilson Rocha	SUPPORT FOR COMPETITIVENESS OF AUTOMOTIVE SECTOR VIA DISCLAIMS TAX
	286	Marcio Cardoso Machado, Ligia Maria Soto Urbina and Rodrigo Arnaldo Scarpel	Clustering the Technical Capability in the Brazilian Aeronautical Maintenance Industry
Global Operations and Cultural Factors Total			**2**
Healthcare Management	**30**	Bernardete Ferreira Da Silva, Sergio Luiz Braga FranÇa, Osvaldo Luiz GonÇalves Quelhas, Gilson Brito Alves Lima and Mauro Pereira Hill	ANALYSIS OF WORKER PERCEPTIONS OF RISK IN THE WORKPLACE: CASE STUDY IN UNIT OPERATION OF A BRAZILIAN ENERGY COMPANY
	115	Mateus Zanatta, Henrique Simonetti and Francisco Kliemann	Accident management implementation focused on working costs: A participatory assessment approach
	174	Vanessa Brandolf, Guilherme Vaccaro and Debora Azevedo	Organizational Knowledge Management: a Qualitative Analysis in a Brazilian Reference Research Center
	237	Susana Bendito and Ana Lucia Martins	APPLYING LEAN MANAGEMENT IN A HOSPITAL PURCHASING PROCESS: A CASE STUDY
	278	Elena Valentina Gutiérrez Gutiérrez and Carlos Julio Vidal Holguín	Home Health Care Logistics Management Problems: Framework and Research Perspectives
Healthcare Management Total			**5**
Human Factors and Ergonomics	**41**	Carlos Barateiro, Jose Rodrigues Farias Filho and Luis Antonio Campagnac	THE COMPLEXITY AND THE USER: THE HUMAN CENTERED DESIGN APPROACH AS A PARADIGM FOR THIS INTEGRATION
	65	Anastacio Pinto Gonçalves Filho, Camila Costa São Mateus, Daniel Souza Vaz Oliveira, Eros Gusmão Andrade and Milena Pereira Muniz	The impacts of human factors in fatal workplace accidents in Bahia, Brazil
	91	José Hermosilla, Walther Spinelli Filho, Angelita Watanabe, Graciana Simei and Ethel Silva	The aging Brazilian worker force: the role of ergonomics in predicted scenery.
	110	José Hermosilla, Janaina Jaciani, Ethel Silva and Claudio Luis Piratelli	Documentary analysis of accidents at work: a survey with 3160 cases occurring in 2010 within the State of São Paulo
	117	Henrique Simonetti and Aline Callegaro	Application of Ergonomics Analysis of Work in a Small Shoe Business
	137	Roberta Schlossmacher and Fernando Gonçalves Amaral	Methods for evaluation the low back overload caused by unfavorable working conditions
	194	Maria De Lourdes Santiago Luz and João Alberto Camarotto	Competencies in Agricultural Units of Teaching and Research
	250	Pablo Aparicio, José Guadix, Luis Onieva and José Teba	Control of HVAC system comfort by sampling
	251	Marcelo Gonçalves Trentin, Gilson Adamczuk Oliveira and Dalmarino Setti	Thermography: an Assessment Tool in the Ergonomic Analysis of a Work Station in the Foundry Industry
	254	Antonio C. A. Mol, Leandro Gatto, Isaac J. A. Luquetti, Ana P. Legey and Paulo V. R. Carvalho	VIRTUAL REALITY USED IN THE ERGONOMIC EVALUATION OF THE CONTROL ROOMS OF NUCLEAR PLANTS
	265	Larissa Santos and Ricardo Carvalho	Accessible Hotel for Visually Impaired People
	269	Cyntia Leite and Ricardo Carvalho	What to say about the work and health of hotel managers?
	273	Ana Maria Carlos Ponce, João Alberto Camarotto and Pedro Augusto Ponce	Social Regulation of the work and ERP
	275	Anastacio Gonçalves Filho and Magna Ramos	Organizational Factors which Contribute to Fatal Workplace Accidents in

	299	Romero Cardoso Oliveira, Francisco Soares Másculo and Ângela Regina Poletto	Brazil ANALYSIS OF THE INFLUENCE OF INADEQUATE POSTURES IN DORT ACQUIREMENT USING OCRA	
Human Factors and Ergonomics Total				**15**
Industrial Engineering & Operations Management Education	**21**	Alvaro Graziani, Eduardo Batiz and Antônio Santos	MINI-VEHICLE ASSEMBLY LINE (MVAL): simulation of a radio controlled vehicle assembly line as an educational resource for the teaching of production engineering	
	168	Ivo Da Silva and Rui Borges Lopes	Teaching Lean Thinking with a Business Game	
	171	Paula Silva Sá, Paulo Sampaio and Maria João Rosa	Quality in Higher Education: internal quality assurance systems and the quality management models	
	173	Fernando Gotti, Ivanir Costa and Elcio Shiguemori	Computational Intelligence applied to student's performance evaluation in Higher Education	
	208	Elaine M. Cetnarski, Caroline B. Ohpis, Sergio E. Gouvea Da Costa and Edson Pinheiro de Lima	The evolution of Operations Management as a research area in Brazil	
	285	Manuela Alves, Cristina S. Rodrigues and Ana Maria A.C. Rocha	Mathematics achievement in engineering: an exploratory study with MIEGI students	
Industrial Engineering & Operations Management Education Total				**6**
Industrial Marketing and Consumer Behavior	**5**	Fabio Krykhtine, Carlos Alberto Nunes Cosenza and Francisco Antonio De Moraes Accioli Doria	A Fuzzy Algorithm for understanding the customer's desire. An application designed for textile industry.	
	14	Antonio Carlos Morim, Luis Fortes, Carlos Cosenza, Francisco Doria, Armando Gonçalves and Paulo Reis	Think Fuzzy System: Developing new pricing strategy methods for consumer goods using fuzzy logic	
	153	Marlene Amorim and Carmen Marques	Managing Customer-to-Customer Interaction in Service Delivery: The Case of Trade Fairs	
	229	Henrique Vasconcelos and Gisela Demo	Enchant to Retain: an instrumental study about the relationship between Walt Disney World Parks and its Brazilian customers	
	281	Manuel Nunes and Cristina Rodrigues	Attitudes and buying behavior in a Business-to-Business model	
Industrial Marketing and Consumer Behavior Total				**5**
Lean Production and Management	**34**	Andre Carvalho, Daniel Silva, Gustavo Guimaraes, Jose Mantovani Jr and Julio Araujo	Lean Concepts applied to Embraer Évora Wing Assembly Line	
	234	Lucila M. S. Campos	Management Assessment Tool of Lean Manufacturing and Six Sigma based on PNQ Model: A Brazilian Case Study	
	280	Alípio Duarte, José Tiago Simões, Luís Abreu and Ricardo Póvoas	SETUP TIME REDUCTION – CASE STUDY OF THE AMTROL M3 LINE	
	308	Laura Costa Maia, Anabela Carvalho Alves and Celina Pinto Leão	Sustainable Work Environment with Lean Production in Textile and Garment Industry	
	325	Giana Lorenzini, Fernando Amaral and Camila Rucks	Lean Management in Brazilian Small and Medium Enterprises: a Case Study in the Technology Sector	
	332	Ariana Araujo and Anabela Alves	Pull System through FIFO lane to achieve synchronism between lines and assembly cells of heat boilers controllers	

Lean Production and Management Total			**6**
Modeling and Simulation	**19**	Jorge Alberto Achcar, Claudio Luis Piratelli, Renata Regina Sandrim and José Luiz Garcia Hermosilla	DAILY COUNTING OF MANUFACTURED UNITS SENT FOR QUALITY CONTROL: A BAYESIAN APPROACH
	20	Leonardo Das Dores Cardoso, João José De Assis Rangel, Eglon Rhuan Salazar Guimarães and Dalessandro Soares Vianna	Simulation Optimization Model for Analysis of Inventory of Carbon Monoxide Emissions
	26	Edmilton Romão Da Silva, Robson Da Silva Magalhães, Cristiano Hora De Oliveira Fontes, Marcelo Embiruçu and Luis Alberto Luz De Almeida	MODELLING AND SIMULATION OF A THREE-DIMENSIONAL ACOUSTIC SYSTEM THROUG A HYBRID ARX-NEURAL NETWORK MODEL STRUCTURE (ICIEOM'2012)
	57	Mirceia Borin, Rejane Frozza, Liane Kipper and Jacques Schreiber	Virtual Learning Environments with Emotional Pedagogical Agents for Training in Organizations
	58	Cilene Loisa Assmann, João Carlos Furtado, Liane M. Kipper, Rejane Frozza and Bruna B. Mariani	Simulation for Analysis and Proposal to Improve the Application Process for Computer Services
	100	Liziane Da Luz Seben and Istefani Carísio de Paula	Evaluation of process variables influence over cellulose extraction from vegetable waste using Response Surface Methodology
	193	Rony Peterson Da Rocha, Fabrício Wesley Da Rocha, Cid Marcos Gonçalves Andrade, Paulo Roberto Paraíso and Mauro Antônio S. S. Ravagnani	USE OF EXCEL WORKSHEETS WITH USER-FRIENDLY INTERFACE IN THE PRODUCTION SCHEDULING IN BATCH PROCESS (PSBP) TO MINIMIZE THE MAKESPAN
	244	Josiane Palma Lima, Fabiano Leal, Renato Lima and Kelly Carla Lobato	Using Discrete-Event Simulation in Urban Solid Waste Selection
	257	Fabio Pereira, Edna Silva, Michele Costa and Marilda Silva	EVALUATION OF PRODUCTION SEQUENCING RULES IN JOB SHOP AND FLOW SHOP ENVIRONMENT THROUGH COMPUTER SIMULATION
Modeling and Simulation Total			**9**
Operations Research	**16**	Marco Benvenga, Andre Librantz and Sidnei Araújo	Use of the Genetic Algorithm in the Simulation and Optimization of the Hydrolysis Process of Cassava Starch to Obtain the Bioethanol
	38	Paulo Henrique S. Campos, Gustavo Silveira Oliveira, João Roberto Ferreira, et al	MODELING AND OPTIMIZATION OF LIFE TOOL AND ROUGHNESS IN TURNING HARD STEEL ABNT 52100 MIXED CERAMICS WITH WIPER
	69	Carla Goncalves Machado, Edson Pinheiro de Lima, Pamela Mocelim Manfrin and Sergio Eduardo Gouvea Da Costa	Industrial Engineering, Operations Management and Sustainability: an overview
	253	Dalmarino Setti, Carla Schwengber ten Caten, Gilson Adamczuk Oliveira and Marcelo Gonçalves Trentin	A New Multi-criteria Method for Selection of Metal Casting Process with Aggregation of Information though Fuzzy Operator
Operations Research Total			**4**
Operations Strategy and Performance Management	**40**	Carlos Barateiro, Jose Rodrigues Farias Filho, Ricardo Bordeaux and Luis Antonio Campagnac	GROW WITHOUT PROFIT – A BUSINESS STRATEGY APPLIED IN THE BRAZILIAN AUTOMATION MARKET
	45	Ana Cristina Castro Silva, Ava Santana Barbosa and Cristiano Hora Fontes	Analysis of the certification rules for the fruit agri-business: Review and analysis of the literature
	189	Juliana Santos Egea, Flávia Choi Marchesano and Vagner Cavenaghi	Strategic Management Tools Assisting in the Search for the Measurement of Sustainability
	205	Leonardo Araujo, Eduardo Silva and William Barreto	Increasing BPM maturity: a study in a brazilian energy company
	256	Ualison Oliveira, Paulo Dalcol and Fernando Marins	Management of operational risks in four industrial sectors through the selection of different types of manufacturing flexibility
	300	Ualison Oliveira, Henrique Rocha, Fernando Marins and Paulo Dalcol	Manufacturing flexibility selection: an analogy to the stock portfolio for the minimization of risks and problems in the industry environment

	323 Marly Monteiro de Carvalho, Ana Paula Lopes and André Ferrarese	Open innovation in the research and development: analysis of a cooperation net between companies from automotive sector and universities	
	328 Marcelo Oliveira, Isabel Lopes and Danielle Figueiredo	Maintenance Management based on Organization Maturity Level	
Operations Strategy and Performance Management Total			**8**
Product Management	**6** Fernanda Hänsch Beuren and Paulo A. Cauchick Miguel	Analysis of publications on product-service systems (PSS): towards a taxonomy and literature mapping	
	88 Aletéia Cordero Leal, Luiz Fernando Machado and Vera Mariza Henriques de Miranda Costa	Case study of the implementation of pull production in a company of plastic packaging segment.	
	103 Monique Sonego, Márcia Elisa Soares Echeveste and Istefani Carisio Paula	Mass customization and Modularity: a theoretical position in the past decade	
	191 Janine Fleith de Medeiros and Jose Luis Duarte Ribeiro	Environmental Innovation and Market Success Factors: Perception of business Managers	
Product Management Total			**4**
Production Planning and Control	**18** Adonias Magdiel, Arthur Cavalcante, Cristiano Fontes and Jorge Marambio	A New Proposal of Typing Load Profiles to Support the Decision-Making in the Sector of Electricity Energy Distribution	
	150 Tereza Barbará, Bruna Almeida Marra, Fabiano Leal, Bruno Moutinho and Carlos Henrique Pereira Mello	Analysis of the implementation of a process improvement program based on the six sigma methodology in an auto parts company	
	151 Marcos Sávio Souza, Lincoln Cardoso Brandão, Alessandro Rascalha, Wilson Fernandes and Marianna Giarola Souza	Implantation of the SMED Technology into an Auto Parts Industry: A Case Study	
	245 Everton Drohomeretski and Fabio Favaretto	Different types of inventory control in Brazilian Companies	
	252 Gilson Adamczuk Oliveira, Marcelo Gonçalves Trentin and Anselmo Chaves Neto	Appplying the Theta Model to Short-Term Forecasts in Monthly Time Series	
	266 Raimundo J. B. de Sampaio and Rafael R. G. Wollmann	Using Clearing Function to Evaluate Pricing Capacity of Resources at Lows Levels of Utilization in Planning-Production	
Production Planning and Control Total			**6**
Production Systems Design and Management	**152** Lyda Cielo Pantoja Rosero and Juan Pablo Orejuela Cabrera	Facilities layout in cellular group environments	
Production Systems Design and Management Total			**1**
Project Management	**47** Wagner Botelho, Pedro Neto and Oduvaldo Vendrametto	Considerations on Projects Quality	
	182 Pamela A. Ramos and Caroline M. M. Mota	Analysis of success and failure factors in information technology projects.	
	317 Marcelo Nogueira and Ricardo J. Machado	Roadmap for the Application of Risk Management Process in Software Projects in Accordance with ISO 31000:2009	
	331 André Luiz Aquere and Cristiana Oliveira	Performance indicators for the reinforced concrete structures design: the Águas Claras case study	
Project Management Total			**4**
Quality Management	**11** Marcela Machado and Antonio Costa	Control charts with supplementary runs rules for monitoring bivariate processes	
	17 Pedro Hack and Carla Ten Caten	Effect of measurement uncertainty in control charts	

	31	Alexandra De Fátima Chiaradia Valadão and Joao Batista Turrioni	Analysis of the relationship between certification of Quality Management System and the Maturity of the continuous improvement program	
	87	Murilo Thiago Da Maia, Elisa Henning, Olga Maria Formigoni Carvalho Walter, Andrea Cristina Konrath and Custodio Da Cunha Alves	Application of control charts for monitoring the machining process of the inside diameter of a steel cylinder	
	106	David Patrishkoff	Identifying and Battling Self-Inflicted Enterprise-Wide Inefficiencies	
	107	David Patrishkoff	Using Pictorial Process Analysis (PPA) to Improve Efficiency in Business Processes	
	109	António Fernandes, Maria Jose Silva and Luís Lourenço	Innovation and Quality: impacts of innovation outputs on TQM principles adopted	
	118	Raffaela Leane Zenni Tanure, Aline Marian Callegaro and Amanda Sória Buss	Differences between Quality Function Deployment application and its association to Costumer Value Chain Analysis to development of the CPM equipment	
	145	Evandro Wicher, José Hermosilla, Ethel Silva and Walther Azzolini	Traceability for Food Safety: the case of a sugar factory and alcohol distillery plant	
	232	Rogério Peruchi, Anderson Paiva, Pedro Balestrassi and Alberto Garcia-Diaz	Simulated Analysis for Multivariate GR&R study	
	259	Humberto Teixeira, Isabel Lopes and Eusébio Nunes	Diagnosis of quality problems in a small business	
	263	Blênio César Severo Peixe, Andréa Cristina Trierweiller, Antonio Cezar Bornia, Rafael Tezza and Lucila M. S. Campos	Worldwide Evolution of ISO 9001 and 14001 Certified Companies: an Exploratory, Comparative Ten-Year Study	
	267	Silvia Pinto, Thalita Marcondes and Carolina Granja	Forest Certification FSC and CERFLOR: a study of multiple cases	
	279	Héctor Formento, Franco Chiodi, Fernando Cusolito, Lucas Altube and Sebastián Gatti	Relationships of quality management systems certification with business performance. Evidences from Argentina small and medium companies	
	304	Antonio Araujo Junior, Jose Barros, Nelson Matias, Rosinei Ribeiro and Isabel Cristina Dos Santos	Identification and Analysis of Explanatory Variables for Airlines Multi-Factor Productivity Model	
	305	João Soares, Sergio Sousa and Eusébio Nunes	Application of the Three Realities Approach to Customer Complaints Analysis in the Motorcycles Industry	
	324	Ana Paula Lopes, Kumiko Kissimoto, Mario Salerno, Marly Monteiro de Carvalho and Fernando José Barbin Laurindo	Innovation management: a literature review about the evolution and the different models of innovation	
	335	Moacyr Figueiredo, Gilson Lima, Jose Farias Filho, Debora Herkenhoff, Livia Figueiredo and Carolina Figueiredo	Desirable criteria for evaluation of the maturity of business process management: a qualitative evaluation of a company of oil and gas exploration and production	
Quality Management Total				**18**
Reliability and Maintenance	**32**	Gustavo Silveira Oliveira, Joao Batista Turrioni, Pedro Paulo Balestrassi and Marcio Muller	Reliability modeling for electronic products	
	155	Alexandre Guimarães Botelho, José Luiz Fernandes and Antonio José Caulliraux Pithon	A Model for the Management of Reliability in the Oil Industry	
	292	Mariana Carvalho, Eusébio Nunes and José Telhada	Maintenance Decision Making	
	315	Carolina Cajazeira, Eusébio Nunes, José Telhada and Mariana Carvalho	RAM factors in the operation and maintenance phase of wind turbines	
Reliability and Maintenance Total				**4**
Risk and Disaster Management	**131**	Anastacio Pinto Goncalves Filho, Gabriel Kanegae and Gustavo Sampaio Abreu Leite	Safety Culture Maturity and Risk Management Maturity in Industrial Organizations	
	213	Nuno Caseiro and Paulo Trigo	Emergency Management Concepts: A network approach	

	312	Artur Santa Catarina, Emílio Araujo de Menezes, Marie Reine Boudarel and Nelson Casarotto Filho	PROJECT RISK ANALYSIS: ADHERENCE BETWEEN INVESTORS AND MANAGERS RISK MANAGEMENT (ICIEOM'2012)	
Risk and Disaster Management Total				**3**
Service Systems	**75**	Patrícia Magnago and Márcia Echeveste	Characterization of a minimal model for SDP through a systematic review of literature	
	238	Ana Lúcia Martins and José Crespo De Carvalho	Sliming Lead Times in Courts of Law – a case study	
Service Systems Total				**2**
Social Responsibility, Environment and Sustainability	**2**	Eduardo Satolo, Felipe Calarge and Paulo A. Cauchick Miguel	An analysis of sustainability issues in companies from the Brazilian sugar and ethanol industrial sector: a multiple case study	
	4	Enzo Morosini Frazzon and Jerson Kitzberger	Systemic Challenges for Innovative and Sustainable Energy Supply Chains	
	22	Wagner Lucato, Rosangela Vanalle, Milton Vieira Júnior and José Carlos Santos	Sustainability in manufacturing: environmental performance in the São Paulo Metropolitan Area.	
	28	Rogério Gomes Côrtes, Osvaldo Luiz GonÇalves Quelhas, Sergio Luiz Braga FranÇa, Marcelo Jasmim Meirino and Julio Vieira Neto	ANALYSIS OF THE IMPLEMENTATION OF ECO-EFFICIENT SOLUTIONS BASED ON ECONOMIC VIABILITY STUDIES. THE CASE OF CIVIL CONSTRUCTION IN THE STATE OF RIO DE JANEIRO	
	29	RogÉrio Gomes CÔrtes, Osvaldo Luiz GonÇalves Quelhas, Sergio Luiz Braga FranÇa, Marcelo Jasmim Meirino and Julio V. Neto	THE DEVELOPMENT OF ECO-EFFICIENT PRODUCTS AND PROCESSES IN THE BRAZILIAN CIVIL CONSTRUCTION INDUSTRY	
	36	Wladmir Henriques Motta	Eco-innovations in production processes	
	37	Ronald Nieweglowski, Edson Pinheiro de Lima and Sergio Eduardo Gouvea Da Costa	The Value Concept Evolution in Industrial Engineering Development	
	59	Edvaldo José Scoton, Rosane Aparecida Gomes Battistelle, Adilson Renófio, ET AL.	Monitoring of the composting process through "respirometric" method.	
	60	Ana Luísa Ramos and José Vasconcelos Ferreira	Environmental sustainability of urban traffic: the European backdrop and the Portuguese case	
	86	Romulo Carvalho and Alcimar Ribeiro	What if Royalties run out and how Oil-Producing Municipalities are preparing for it – The case of Brazilian Oil Route	
	97	Marcelo Ramos and Vera Costa	Used frying oil for biodiesel production: the case of a processing company in the state of Sao Paulo, Brazil	
	99	Guilherme Breier, Carla Schwengber Ten Caten, Istefani Carísio de Paula, Angela De Moura Ferreira Danilevicz and Carlos Fernando Jung	A review of value tools as a way of evaluating sustainability indicators	
	143	Liziane Da Luz Seben and Istefani Carísio de Paula	Cellulose pulp extraction from vegetable wastes: considerations about environmental and economic sustainability criteria	
	165	Julio Nichioka, Osvaldo Luiz Gonçalves Quelhas, Valdir Lameira, Fernanda Gomes de Azevedo and Marcelo Meiriño	ORGANIZATIONAL SUSTAINABILITY: A COMPARATIVE ANALYSIS OF THE BRAZILIAN BUILDING INDUSTRY	
	166	José Francisco Ramos Zanca, Osvaldo Luiz Gonçalves Quelhas, Helder Gomes Costa, Valdir Lameira and Gilson Brito Alves Lima	Foundations of self-assessment of the development of the principles of corporate social responsibility in organizations	
	170	Rodrigo Alexandre Resina, Juliana Veiga Mendes and Virginia Aparecida Da Silva Moris	Application of a framework to assess the level of sustainability of a company	
	188	Andrei Aparecido De Albuquerque, Cassio Luiz Vellani and Fabiane Letícia Lizarelli	A Study about the Social Responsibility of the Brazilian Largest Private Banks	
	198	Patricia Wigg Abirached, Marcelo Jasmim Meiriño, Maria Cristina Trancoso	WASTE MANAGEMENT IN HEALTH SERVICES: THE CASE OF ANIMAL'S	

		Pessoa, Osvaldo Luiz Gonçalves Quelhas and Leonardo Bezerra Pimentel	VIVARIUM IN FIOCRUZ - BRAZIL
	200	Cassiano Moro Piekarski, Antonio Carlos De Francisco and Leila Mendes Da Luz	Energy consumption in MDF production: Overview of use the renewable and non-fossil energy sources in a Brazilian mill
	201	Silvia Mara Bortoloto Damasceno, Leila Mendes Da Luz, Ronaldo Salvador Vasques, Cassiano Moro Piekarski and Antonio Carlos De Francisco	SCENARIO FOR IMPLEMENTATION OF LIFE CYCLE ANALYSIS FOR THE PURE SILK FABRIC
	241	Eduardo K. Couto and Ângela M. F. Danilevicz	Environmental Management System at the Department of Production Engineering: Implementation and Maintenance
	248	Kleber Rogério Moreira Prado, Jorge Marcos Rosa, José Carlos Curvelo Santana, Elias Tambourgi and Fabio Henrique Pereira	A Bootstrapped Neural Network Prediction Model Applied to a Dye Biodegradation Rate in Textile Industrial Process
	262	Andréa Cristina Trierweiller, Blênio César Severo Peixe, Rafael Tezza, Antonio Cezar Bornia and Lucila M. S. Campos	Environmental Management in Brazilian Industry: an Evaluation with Item Response Theory
	284	Adelino Carlos Maccarini, Gilson Adamczuk Oliveira, Naiá Mendes Maccarini and João Bosco Ladislau De Andrade	The ANOVA applied in selective collection made by scavengers for better transportation logistics of recyclable materials
	296	Romeu E Silva Neto, Bruno Silvestre and Joyce Pedro	Initiatives and challenges in the diffusion of technological innovations in the Local Productive Arrangement of ornamental stones of Santo Antônio de Pádua – RJ
	302	Antonio Araujo Junior, Marcus Araujo, Jose Barros, Rosinei Ribeiro and Isabel Cristina Dos Santos	Theory of Pollution Certificates: Policy Developments and Industrial Applications
	306	Lucila M. S. Campos, Rodrigo N. Dos Santos, Marilda P. T. Nagaoaka, Leonardo Ensslin and Artur Santa-Catarina	An Approach for Selecting a Scientific Framework for the Economics of Renewable Energies
	310	Paula Ferreira and Madalena Araujo	An integrated framework to support sustainable electricity planning
	313	Sebastião Décio Coimbra De Souza	Evolutionary Competitive Dynamics in Industrial Clusters: Competitive Stratification in a Structural Ceramic Cluster
	336	Sandro Luis Decker, Ana Lúcia Berretta Hurtado, Carlos Alberto Klimeck Gouvea and Andre Hideto Futami	Sustainable development actions employed in different industrial sectors
Social Responsibility, Environment and Sustainability Total			**31**
Strategic Management	**44**	Ricardo Costa Da Cruz and Francisco C. T. Starke-Rodrigues	Competitive Pressure Systems Mapping in the Brazilian Truck Market
	95	Rosa Gutierrez, Thomas Nitzsche and Vera Costa	Challenges of outsourcing: a case study of the relationship between contractor and outsourced companies for core activities
	146	Tereza R. Arantes Barbará, Bruna Almeida Marra and Carlos Henrique Pereira Mello	Analysis of the application of a methodology for solving problems in the view of the PDCA cycle in a public agency
	176	Rosangela Cabrera and Guilherme Vaccaro	A study on Innovation and Technology Transfer Offices in South of Brazil and their relationship with the Stakeholders of the Regional Innovation System
	230	Giana Lorenzini, Cláudia Libânio, Heloisa Weber and Juliana Baldauf	Innovation and value models: a conceptual overview
	261	Andréa Cristina Trierweiller, Blênio César Severo Peixe, Rafael Tezza, et al.	Evaluating the Organizational Effectiveness with the Item Response Theory: a Case Study in Information and Communication Technology Companies
	307	Cristina Pereira and Fernando Romero	Non-technological Innovation: conceptual approaches, impacts and measurement issues
	322	Kelen Franciane Scherolt Marques and Julio Cezar Mairesse Siluk	Innovation in Times of Crisis: A Case Study With The Most Innovative MSE Of

			Portugal 2011
	326	Flavio Bressan	The Anomalies in the Enterprise Organization – the Overlooked Innovative Cases of Successes: An Introductory Study
	334	Ana Cordeiro and Filipa Vieira	What prevents portuguese SMEs from innovating?
	339	Camila Avozani Zago, Leonardo Ensslin and Sandra Rolim Ensslin	Identification and Evaluation of the Abilities Requested in an Industrial Section: A Case Study of Application of the Methodology MCDA-C
Strategic Management Total			**11**
Supply Chain and Logistics	**3**	Enzo Morosini Frazzon, Joarez Pintarelli Jr., Anderson Antonio De Andrade and Stefano Moser	Simulation-based Analysis of Integrated Production and Transport Scheduling
	13	Milton Da Silva Cruz, Francisco Uchoa Passos and Xisto Lucas Travassos	"Whiplash Effect" - A Link in the Supply Chain Packaging for Soft Drinks - Demand Forecast Oscillation during the 2014 World Cup
	62	Pedro Luiz de Oliveira Costa Neto and João Gilberto Mendes Dos Reis	Supply Networks: how to identify the different strategies for supply chain management in organizations?
	111	Luis Ferreira and Alexander Kharlamov	Application of Kraljic's purchasing portfolio matrix in construction industry – A case study
	113	Alexander Kharlamov and Luis Ferreira	Choosing the right supply chain based on products and markets – A literature review
	130	Jan Cirullies, Katja Klingebiel and Luiz Felipe Scavarda	A Conceptual Framework for Green Supply Chain Design
	178	Alexandre Su and Mauro Sampaio	The impact of logistics service performance on customer satisfaction and loyalty in Brazilian chemical industry
	221	Jesús Muñuzuri, María Rodríguez, Rafael Grosso and Pablo Cortés	What to expect? Inconveniences and reasons for failure in RFID pilots
	222	Manuel Diaz-Madroñero, Josefa Mula and Raul Poler	Sustainable Supply Chain Management in the Book Publishing sector
	228	Enzo Morosini Frazzon, Dmontier Pinheiro Aragão Junior and Anderson Antonio De Andrade	An Agent-based Approach for Controlling Global Logistic Processes
	240	Vanessa Alves, Julio Cezar Mairesse Siluk, Lais Hellen Loose and Cleibson Almeida	Proposed performance assessment Logistics passenger transport: a case study
	246	Paula Ceryno, Luis Felipe Scavarda, Katja Klingebiel and Gökhan Yüzgülec	Supply Chain Risk Management: a content analysis approach
	260	Maria Da Penha S. Araujo, Vania Campos and Renata Bandeira	An Overview of Road Cargo Transport in Brazil
	274	Renata Bandeira, Vania Campos, Adriano De Paula Fontainhas Bandeira and Luiz Carlos Brasil De Brito Mello	An Overview of Humanitarian Logistics in Brazil
	341	Dafne Sacchi Homrich, Maria Inácia Favila Salum, Antônio Sérgio Coelho and Carlos M. Taboada Rodriguez	Risk management and mitigation strategies in the supply chain: A case study in the aeronautical industry.
Supply Chain and Logistics Total			**15**
Grand Total			**177**

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