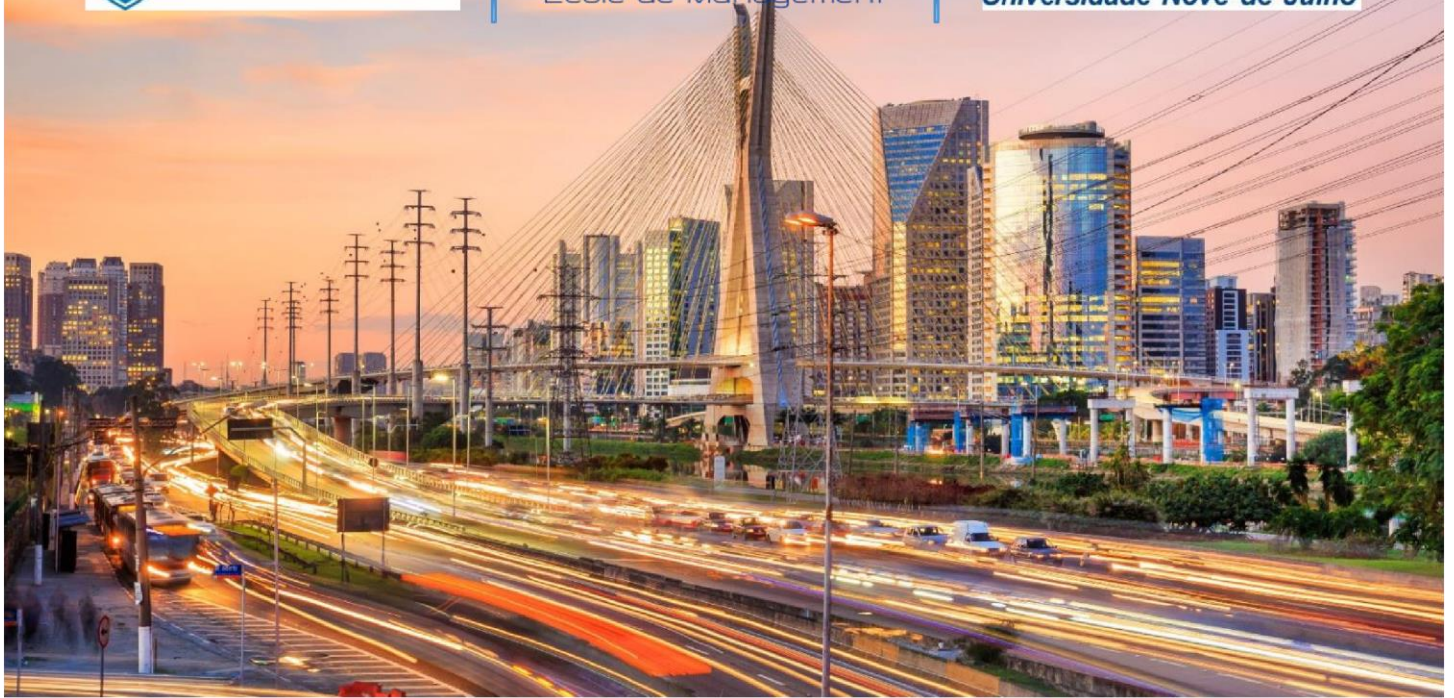


CIK - Entrepreneurship, Innovation, Responsible Management, and Sustainable Economic Development



OCT. 2021 | ONLINE

SINGEP - Digital business, Circular economy and University-enterprise relationship



IX SINGEP

Simpósio Internacional de Gestão, Projetos, Inovação e Sustentabilidade
International Symposium on Management, Project, Innovation and Sustainability
ISSN: 2317-8302



9TH INTERNATIONAL CONFERENCE

Dear Participants,

Welcome to the 9th CYRUS Institute of Knowledge (CIK) and the IX International Symposium on Project Management, Innovation and Sustainability (SINGEP) Conference. This joint conference focuses on the themes of **Entrepreneurship, Innovation, Sustainable Economic Development, and Project Management**. We hope you enjoy the stimulating discussions and online networking environment this conference will provide. The conference is co-sponsored by Bentley, ESCA, and UNINOVE universities. *We thank you for your participation!*

CIK is a progressive think tank organization. CIK's vision is "to cultivate the discourse on human capital potentials for better living," an appropriate and imperative response to the current challenges facing most regions of world. SINGEP initiative aims to provide a relevant space for discussions of scientific and technological character, in order to expand the training of professionals whose activities permeate these areas.

There are several neoteric factors that we hope will penetrate the dialogue of this conference, and they will now be briefly reviewed. The arrival of the COVID-19 pandemic at the end of 2019 significantly altered human lives, creating drastic changes which rippled into economic and organizational structure remodels that the world has not confronted since 1918. COVID-19 forced the closure of many businesses, disrupted global supply chains, reduced travel across borders, and instilled fear in face-to-face interactions. The lockdown in many countries created uncertainty about the future of business activities, hastening leaders to find new strategies and approaches. Additionally, COVID-19 allowed the historically prevailing economic, social, and racial injustices toward Black, Indigenous, and People of Color principally in the United States and, moreover, around the world, to be brought to foreground. Consequential climate change and environmental degradation has caused tremendous forests fires, an increasing number of detrimental hurricanes, and amplified migration, necessitating fundamental changes in stakeholder behavior. We hope this memorable conference will serve as a cornerstone in the discussion and study of the aforementioned global crises.

With the advancement of significant scientific breakthroughs multiple vaccinations were found which we are about to overcome this pandemic. Nevertheless, there is a long way to go to overcome this pandemic especially in developing countries. Sadly, so far more than five million people have died from this horrible pandemic and millions have been infected.

The main objectives of the conference are as follows: 1) Generating ideas to advance the globe's intellectual atmosphere by sharing theoretical and applied knowledge in the management sciences, and 2) Forging a networking environment for scholars, practitioners, philanthropists, and others who share the values and mission of CIK and SINGEP. *Consider yourself now a part of our network!*

CONFERENCE EXECUTIVE COMMITTEE

- Dr. Nader Asgary, President of CIK and Professor of Management and Economics, Bentley University, MA, USA
- Dr. Shahriar Khaksari, Member of Board of Director of CIK and Professor of Finance, Suffolk University, MA, USA
- Dr. Emerson Maccari, Professor of Management, University of Nine July, Brazil and General Coordinator for International Scholarship – CAPES, Ministry of Education, Brazil
- Dr. Cristina Dai Prá Martens, Director of DBA & Master in Project Management, University of Nine July, Brazil
- Dr. Massood Samii, Member of Board of Director of CIK and former Interim Dean of the School of Business, Southern New Hampshire University, New Hampshire, USA

THE CONFERENCE CO-SPONSORING INTERNATIONAL INSTITUTIONS

Bentley University, Waltham MA, USA
ESCA, Casablanca, Morocco
UNINOVE University, São Paulo, Brazil



BENTLEY
UNIVERSITY

ESCA
Ecole de Management

UNINOVE
Universidade Nove de Julho

CYRUS Institute of Knowledge (CIK), Box 380003, Cambridge, MA 02238-0003, USA

<http://www.cyrusik.org/>
Contact@Cyrusik.org

Link to SINGEP Sessions and Information

<http://www.singep.org.br>
singep@uninove.br

SUMMARY OF PLENARY PRESENTATIONS

Wed. Oct. 20, 2021

9:15 – 10:40 AM

Plenary Presentation I: *ENTREPRENEURSHIP, SUSTAINABLE ECONOMIC DEVELOPMENT, CIRCULAR ECONOMY, AND PROJECT MANAGEMENT*

Zoom Link/SINGEP:

https://uni9-pro-br.zoom.us/webinar/register/WN_9pAjlsm4Rm6xVSePh_HTHw

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Introduction by: Luciano Ferreira da Silva, Professor of the Graduate Program in Project Management at Nove de Julho University, PPGP-UNINOVE, Brazil
Marly Monteiro de Carvalho, Professor of the Escola Politécnica at University of São Paulo - POLI-USP, Brazil
Nader Asgary, President of Cyrus Institute of Knowledge (CIK) and Professor at Bentley University, USA

Clandia Maffini Gomes, Professor at Federal University of Santa Maria - UFSM, Brazil

11:00AM – 12:30PM **MEETING THE EDITORS (simultaneous translated subtitle - Port-Eng / Eng-Port)**

Zoom Link/SINGEP:

<https://uni9-pro-br.zoom.us/meeting/register/tJ0vcOmvrijkrGtSKgnNJxp94tnB13P9EUiSI>

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Organization: Vania Nassif, Professora do Programa de Pós-graduação em Administração da Universidade Nove de Julho, PPGA-UNINOVE).

Editores convidados:

João Maurício Gama Boaventura – Editor-in-Chief | Revista Brasileira em Gestão de Negócios - RBGN – FECAP

Dennys Eduardo Rossetto – Editor-in-Chief | Revista de Empreendedorismo e Gestão de Pequenas Empresas – REGEPE – ANEGEPE

Julio Araújo Carneiro da Cunha – Editor-in-Chief | Brazilian Journal of Marketing – BJMkt – UNINOVE

Maling Ebrahimpour, Editor-in-Chief of the *Cyrus Global Business Perspectives (CGBP)*, Dean College of Business, the University of Rhode Island, RI, USA

1:30 - 3:30 PM

Plenary Presentation II: *HIGHER EDUCATION STRATEGIES, INTERNATIONALIZATION OF EDUCATION, AND PROJECTIONS FOR A POST COVID ERA*

Zoom Link

<https://bentley.zoom.us/j/95936582462>

Meeting ID: 959 3658 2462

Passcode: CIKSIN9

Introduction by: Nader Asgary, President of CIK and Professor at Bentley University, MA, USA

Heloísa Hollnagel former, International Relations Director - CAPES, Brazil

Thami Ghorfi, President of ESCA University, Casablanca, Morocco

Ricardo Bueno, Federal University of São Paulo – UNIFESP, Brazil

Maling Ebrahimpour, Dean College of Business, the University of Rhode Island, RI, USA

Joseph Weiss and Nader Asgary, Bentley University, Waltham MA, USA

Shariar Khaksari, Member of Board of Director of CIK, former Dean and Professor of Finance, Suffolk University, USA

Dina Frutos-Bencze, Saint Anselm College, Manchester, NH, USA

Thu. Oct. 21, 2021

9:00 – 10:45 AM **Plenary Presentation III: AFGHANISTAN PAST, PRESENTION, AND THE
FUTURE: A CONVERSATION**

Zoom Link

<https://bentley.zoom.us/j/93394337486>

Meeting ID: 933 9433 7486

Passcode: CIKSIN9

Introduction by: Robert E. McNulty, Executive Director, Applied Ethics

Prof. Hamid Farooqi, former Canceled of Kabul University, Afghanistan

Aziz Dildar, Roya Film House, Kabul, Afghanistan

Robert E. McNulty, Founder and Executive Director, Applied Ethics, Inc. and Pax Populi,
USA

Alf Walle, CIK, USA

Nader Asgary, President of CIK and Professor at Bentley University, USA

CYRUS INSTITUTE OF KNOWLEDGE 9th INTERNATIONAL CONFERENCE
AND
IX SIMPÓSIO INTERNACIONAL DE GESTÃO DE PROJETOS, INOVAÇÃO E
SUSTENTABILIDADE

[CONFERENCE PROGRAM - OCTOBER 20-22, 2021](#)

[Online Via Zoom /Eastern Standard Time](#)

Wednesday, October 20

8:30 AM - 5:30 PM Registration for CIK - <https://cyrusik.org/conference/2021/register/>

Question: CIK@Cyrusik.org

Registration for SINGEP – <http://submissao.singep.org.br/9singep/register>

Question: singep@uninove.br

9:00 – 9:15 AM

Zoom Link/SINGEP:

https://uni9-pro-br.zoom.us/webinar/register/WN_9pAjlsm4Rm6xVSePh_HTHw

Note: [When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9](#)

Welcoming Remarks By:

Eduardo Storopoli/ Maria Cristina Storopoli, President/Provost - Nove de Julho University, Brazil

Nader Asgary, President of the Cyrus Institute of Knowledge (CIK) and Professor at Bentley University, USA

Cristina Dai Prá Martens (Director of the Graduate Program in Project Management at Nove de Julho University, PPGP-UNINOVE; President of the Organizing Committee of the IX SINGEP, Brazil

9:15 – 10:40 AM

Plenary Presentation I: *ENTREPRENEURSHIP, SUSTAINABLE ECONOMIC DEVELOPMENT, CIRCULAR ECONOMY, AND PROJECT MANAGEMENT*
(simultaneous translated subtitle - Port-Eng / Eng-Port)

Zoom Link/SINGEP:

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Marly Monteiro de Carvalho, Professor of the Escola Politécnica at University of São Paulo
- POLI-USP, Brazil

Nader Asgary, President of CIK and Professor at Bentley University, MA USA

Clandia Maffini Gomes, Professor at Federal University of Santa Maria - UFSM, Brazil

10:40 - 11:00 AM **Coffee Break**

11:00AM – 12:30PM **MEETING THE EDITORS (simultaneous translated subtitle - Port-Eng / Eng-Port)**

Zoom Link SINGEP:

<https://uni9-pro-br.zoom.us/meeting/register/tJ0vcOmvrijrGtSKqnNjxp94tnB13P9EUiSI>

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Maling Ebrahimpour, Editor-in-Chief | the Cyrus Global Business Perspectives (CGBP), Dean College of Business, the University of Rhode Island, RI, USA

11:00AM – 12:30PM **CIK SESSION**

SESSION A: A GLOBAL ANALYSIS OF ENTREPRENEURSHIP, FAMILY BUSINESSES, AND SOCIAL ENTREPRENEURSHIP

Zoom Link

<https://bentley.zoom.us/j/96101655233>

Meeting ID: 961 0165 5233

Passcode: CIKSIN9

Session Chair: Rozita Ghaffari Fard, Cyrus, Institute of Knowledge, Cambridge MA, USA

ENTREPRENEURSHIP AND UNEMPLOYMENT: DISAGGREGATING THE VARIABLES

Noha Ghazy and Hebatallah Ghoneim, The German University in Cairo, Egypt, and Guenter Lang, Kuehne Logistics University, Hamburg, Germany

THE PLACE OF WOMEN IN FAMILY BUSINESSES IN MOROCCO

Dora Jurd de Girancourt and Thami Ghorfi, ESCA Ecole de Management, Morocco

DETERMINANTS OF STARTUP INTENTION IN The GCC: *Evidence from the Global Entrepreneurship Monitoring (GEM) Data*

Nehal El Naggar, Royal University for Women, Kingdom of Bahrain

Jalal M. Naser, Principal Consultant with JAFCON Consultants for Productivity Improvement, GradStat with Royal Statistical Society in UK & Chairperson of the Bahrain Statistical Society, Kingdom of Bahrain

SOCIAL ENTREPRENEURSHIP BUSINESS MODELS AND LEGAL SERVICES

Jonathan Sales, Bentley University, Waltham MA, USA, and Jessica Magaldi, Pace University, NYC

FRONTIERS OF DISCUSSION IN PLATFORMS AND ECOSYSTEMS: A BIBLIOMETRIC AND TEXTUAL ANALYSIS UNDER THE 2021 ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT

André Luiz Barros Nery and Marcos Rogério Mazieri, UNINOVE University, Brazil

12:30 - 1:30 PM Lunch

1:30 - 3:30 PM **Plenary Presentation II: *HIGHER EDUCATION STRATEGIES, INTERNATIONALIZATION OF EDUCATION, AND PROJECTIONS FOR A POST COVID ERA***

Zoom Link

<https://bentley.zoom.us/j/95936582462>

Meeting ID: 959 3658 2462

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Introduction by: Nader Asgary, President of CIK and Professor at Bentley University, MA, USA

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Ricardo Bueno, Federal University of São Paulo – UNIFESP, Brazil

Maling Ebrahimpour, Dean College of Business, the University of Rhode Island, RI, USA

Joseph Weiss and Nader Asgary, Bentley University, Waltham MA, USA

Shariar Khaksari, Member of Board of Director of CIK, former Dean and Professor of Finance, Suffolk University, USA

Dina Frutos-Bencze, Saint Anselm College, Manchester, NH, USA

3:30 - 3:45 PM **Coffee Break**

3:45 - 5:45 PM **SESSION B: PANDEMIC, GOVERNANCE, SUPPLY CHAIN, AND GLOBAL ECONOMY**

Zoom Link

<https://bentley.zoom.us/j/91708241566>

Meeting ID: 917 0824 1566

Passcode: CIKSIN9

Session Chair: Nada Nasr Bechwati, Bentley University, Waltham MA, USA

**THE IMPACT OF THE COVID-19 PANDEMIC ON PROSOCIAL BEHAVIOR:
THE MEDIATING ROLE OF COMMON FATE AND GLOBAL IDENTITY**

Nada Nasr Bechwati, Bentley University, Waltham, MA, USA

**THE ROLE OF INSTITUTIONS IN ADVANCING SUSTAINABLE
DEVELOPMENT**

Rozita Ghaffari Fard, Cyrus Institute of Knowledge, MA, USA

Dina Frutos-Bencze, Saint Anselm College, Manchester, NH, USA and

Nader Asgary, Bentley University, Waltham, MA, USA

**THE GOVERNANCE OF WOMEN COOPERATIVES IN MOROCCO: AN
EXPLORATORY STUDY**

Asma El Aarroumi, ESCA Ecole de Management, Morocco

**LINKED DATA IN GOVERNMENT: A REVIEW ON DATA PROVENANCE
MODELS**

Jéferson de Oliveira Mello, Lodacir Rodrigo Silva da Rosa, Fernando Álvaro Ostuni
Gauthier, and José Leomar Todesco, Universidade Federal de Santa Catarina, Brazil

**METHODS AND TECHNIQUES FOR PREDICTIVE ANALYSIS: AN
APPLICATION ON OPEN DATA FOR THE PREDICTION OF PUBLIC
REVENUES**

Jeferson de Oliveira Mello, Alexandre Leopoldo Gonçalves, and Paloma Zimmer,
Universidade Federal de Santa Catarina, Brazil

**BRAINSTORMING TECHNIQUES DURING THE PANDEMIC: CHALLENGES
AND OPPORTUNITIES**

Paloma Zimmer, Jéferson de Oliveira Mello, and João Artur de Souza, Universidade
Federal de Santa Catarina, Brazil

**AN INVESTIGATION OF THE BENEFIT OF OPTIMAL REFUND OVER THE
FULL REFUND STRATEGY IN RETAIL MARKET, A NUMERICAL STUDY**

Ali Shirzadeh Chaleshtariand and Ehsan Elahi, University of Massachusetts Boston, MA, USA

ASSESSMENT OF THE EFFECT OF ENVIRONMENTAL AND SOCIAL FACTORS IN THE UPSTREAM SUPPLY CHAIN ON FINANCIAL PERFORMANCE: CASE OF INDUSTRIAL COMPANIES

Leila Amazian and Amr Mir, ESCA ECOLE DE MANAGEMENT, Morocco

Thursday, October 21

8:30 AM - 5:30 PM **Registration for CIK:** <https://cyrusik.org/conference/2021/register/>

Question: CIK@Cyrusik.org

9:00 – 10:45 AM **Plenary Presentation III: AFGHNI^STAN PAST, PRESENTION, AND THE FUTURE: A CONVERSATION**

Zoom Link

<https://bentley.zoom.us/j/93394337486>

Meeting ID: 933 9433 7486

Passcode: CIKSIN9

Introduction by: Robert E. McNulty, Executive Director, Applied Ethics

Prof. Hamid Farooqi, former Canceled of Kabul University, Afghanistan

Aziz Dildar, Roya Film House, Kabul, Afghanistan

Robert E. McNulty, Founder and Executive Director, Applied Ethics, Inc. and Pax Populi, USA

Alf Walle, CIK, USA

Nader Asgary, President of CIK and Professor at Bentley University, USA

Plenary Presentation IV: SINGEP PANEL - Digital Businesses, Project Management and University-Business Relationship- PORTUGUESE LANGUAGE (simultaneous translated subtitle to English)

Zoom Link/SINGEP:

https://uni9-pro-br.zoom.us/webinar/register/WN_4HhgizGGRI6Abi1Jd1llhQ

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Introduction by: Cristina Dai Prá Martens, Director of the Graduate Program in Project Management at Nove de Julho University, PPGP-UNINOVE; President of the Organizing Committee of the VIII SINGEP.

Luísa Cagica Carvalho, Professor at Polytechnic Institute of Setúbal - IPS, Portugal

Gabril^a Fernandes, Professor at University of Coimbra, Portugal

Roque Rabechini, Professor at Graduate Program in Project Management at Nove de Julho University, PPGP-UNINOVE

10:45 – 11:00 AM **Coffee Break**

11:00 AM - 1:00 PM

SESSION C: TOURISM, ORGANIZATION, AND SUSTAINABLE DEVELOPMENT

Zoom Link

<https://bentley.zoom.us/j/91317384699>

Meeting ID: 913 1738 4699

Passcode: CIKSIN9

Session Chair: Ahmad Etebari, University of New Hampshire, NH, USA

DISCONNECTED REALITIES: THE FALLACY OF CORPORATE SOCIAL RESPONSIBILITY IN BIG BUSINESS

Fadwa Chaker, School of Management, ESCA Ecole de Management, Morocco

TRANSPLANT TOURISM

Reza Saidi, Director, Kidney Transplant Program, SUNY Upstate Medical University Syracuse, NY, USA

HABITS OF THOUGHT, COMMODIFICATION, AND TOURISM: Mark

Twain's Tour of the Middle East

Alf H. Walle, CIK, Cambridge MA, USA

INTERNET OF THINGS: SAFETY AND RISKS

Jéferson de Oliveira Mello, Fernando Alvaro Ostuni Gauthier, and Paloma Zimmer Universidade Federal de Santa Catarina, Brazil

BUSINESS OWNERS' RELIGIOSITY AND RELIGION AND BUSINESS PERFORMANCE IN A DEVELOPING MARKET

Owolabi Kuye and Ayodele Oniku, University of Lagos, Nigeria

MULTI-LAYER ORGANIZATIONAL CULTURE FRAMEWORK FOR ENHANCING THE FINANCIAL PERFORMANCE IN TOURISM AND HOSPITALITY FAMILY FIRMS

Kayhan Tajeddini and Thilini Gamage, Sheffield Hallam University, UK

1:00 - 2:00 PM

Lunch

2:00 - 4:00 PM **CIK/SINGEP – INTERNATIONAL DOCTORAL CONSORCIUM**

Zoom Link/SINGEP:

<https://uni9-pro-br.zoom.us/meeting/register/tJwqd-iqrTwpEtWDdWcFzp3IKtlfSzRiKsWr>

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Introduction by: Emerson Maccari – Professor of Management, University of Nine July, Brazil and General Coordinator for International Scholarship – CAPES, Ministry of Education, Brazil

Hossein Varamini, Elizabethtown College, PA, USA
Fernando Antonio Ribeiro Serra - UNINOVE – Brazil
Kaveh Moghaddam, University of Houston-Victoria, TX
Alf Walle, Cyrus Institute of Knowledge, Cambridge MA USA
Ahmad Etebari, University of New Hampshire, NH, USA

4:15– 5:30 PM **SESSION D: EXPLORING GRANTS, SHARING EXPERIENCES, BUILDING NETWORKs**

Zoom Link

<https://bentley.zoom.us/j/98596554686>

Meeting ID: 985 9655 4686

Passcode: CIKSIN9

Session Chair: Nader Asgary, President of CIK and Professor at Bentley University, USA

Heloísa Hollnagel former, International Relations Director – CAPES, Brazil
Kayhan Tajeddini, Sheffield Hallam University, UK
Emerson Maccari, University of Nine July, Brazil and General Coordinator for International Scholarship – CAPES, Ministry of Education, Brazil
Fadwa Chaker, School of Management, ESCA Ecole de Management, Morocco
Ricardo Bueno, Federal University of São Paulo – UNIFESP, Brazil
Aziz Dildar, Roya Film House, Kabul, Afghanistan
Nader Asgary, President of CIK and Professor at Bentley University, USA

5:30 – 5:45 PM **Coffee Break**

5: 45 PM **SINGEP – BEST PAPERS**

Zoom Link/SINGEP:

https://uni9-pro-br.zoom.us/webinar/register/WN_2WDRdPwvRxOU0_M9UWOJuA

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Friday, October 22

8:00 - 9:45 AM **WORKSHOP I/SINGEP - TOPIC MODELING WITH R IN PORTUGUESE
(simultaneous translated subtitle to English)**

Zoom Link/SINGEP:

https://uni9-pro-br.zoom.us/meeting/register/tJEIdeCqpzgjHNdFhteuwjiS_IRx1ZjPwx1s

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

José Eduardo Storopoli, Professor of the Graduate Program of Business Administration at Nove de Julho University PPGA-UNINOVE and Graduate Program of Smart Cities PPGCISUNINOVE

9:45 - 10:00AM **Coffee Break**

10:00AM - 11:45AM **WORKSHOP II - ANALYSIS OF SOCIAL NETWORKS FOR SCIENTIFIC AND TECHNOLOGICAL DEVELOPMENT - IN PORTUGUESE (simultaneous translated subtitle to English)**

Zoom Link/SINGEP:

<https://uni9-pro-br.zoom.us/meeting/register/tJAoceigpi4pG9evPkAfGtLPpVJTvAzS7bBh>

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Alex Fabianne de Paulo (Professor at Federal University of Goiás, UFG).

11:45 – 12:00 **Closing Comments, Question and Answer Session**

Zoom Link/SINGEP:

https://uni9-pro-br.zoom.us/meeting/register/tJwvc-qvpjouHdQteMtqnNd9IDd8Vvxd_TIJ

Note: When accessing the link, enter Userid: cik@cyrusik.org and this password: CIKSIN9

Thank you!