



CHANGING WORLD.ATTITUDES.

IPS 10th INTERNATIONAL WEEK

15-19 MAY 2017



15th May - Monday

09h30/10h00 - **Registration** @ Setúbal School of Technology

10h00/12h30 - **Welcome Session** and **Plenary Session** @ Setúbal School of Technology, Auditorium 2

The Role of Technology on a Changing World

Pedro Dominginhos, President of IPS

Greg Macris, Acting Deputy Chief of Mission, Embassy of the United States of America – Lisbon

Pedro Veiga, Coordinator of the Portuguese National Cybersecurity Center, Portugal

Ayselin Yildiz, Yasar University, Turkey, UNESCO Chair on International Migration: Smart Phones: The only friend and guide of refugees on their perilous journey, (video conference)

12h45/13h45 - **Institutional Lunch** with all participants at IPS canteen @ Setúbal School of Technology

14h00/16h00 – **International Fair / Networking Event** @ School of Education, Atrium

16h00/17h00 - **Gastronomic Fair** Share your delicacies with us... @ School of Education, Atrium

18h30/19h30 - **Open Class:** How to be successful in the changing World? Przemyslaw Olczyk, University of Gdańsk, Poland, @ School of Business and Administration, room C1.12

18h30/19h30 - **Open Class:** Intercultural Management with focus on different Management Styles, Samir Saleh, Ostfalia University of Applied Sciences, Germany, @ School of Business and Administration, room C1.16

16th May - Tuesday

09h00/11h00 - **Lecture:** Positive Health, Anne Griet Brader, Hanze University of Applied Sciences, The Netherlands, @ School of Health, room B1.07

10h00/12h30 - **Seminar on Internet things in an ever-changing world** @ School of Education, Auditorium

Ageism and IT: Social Representations, Exclusion and Citizenship in the Digital Age, Inês Amaral, Autonomia University, Portugal

Making sense of growing up among screens: a transmedia approach, Cristina Ponte, Universidade Nova de Lisboa, Portugal

Moderator: Lídia Marôpo, School of Education/IPS, Portugal



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10h00/12h30 - **Work meeting:** Giovani Agricole, Lycée Pablo Neruda, France and Paulo Fontes, ESTSETUBAL/IPS, meeting point @ Setúbal School of Technology main entrance

10h00/12h30 - Work meeting with **Academic Division** @ School of Business and Administration, room A2.10, debating the following topics:

- Academic Division structure, Admission and Student Affairs, Student Information System

Participants:

- Janus Kloppenborg, CPH Business Academy, Denmark
- Emine Curaoğlu, Abant İzzet Baysal University, Turkey
- Isabel Trindade, Andreia Coelho, António Lucas and Ana Marques, IPS, Portugal

11h00/13h00 - **Workshop** on **The Quantified Self Programme**, Paul Plasman, Hanze University of Applied Sciences, The Netherlands, @ School of Health, room B1.06

Lunch Break (at each participant expense)

13h30/15h00 - Work Meeting about **Alumni Network** @ IPS Central Building

Participants:

- Janus Kloppenborg, Cphbusiness, Denmark
- Célia Costa and Beatriz Marques, IPS/Portugal

13h30/15h00 - Work Meeting for **International Relations Officers** (IRO) group @ Setúbal School of Technology, Room F203

Introducing the structure of International Relations Offices

Participants:

- Guido Mertens, Thomas More Kempen, Belgium
- Hanna Peussa and Katri Salonen, Turku University of Applied Sciences, Finland
- Silvia Czerwinski and Ute Forell, Kaiserslautern University of Applied Sciences, Germany
- Beata Jasudowicz and Mariusz Krzyżanowski, Gdańsk University of Technology, Poland
- IPS Mobility Coordinators
- CIMOB-IPS Team

14h00/15h00 - **Open Class:** From the idea to success – my business competences, Joanna Nowicka, The Angelus Silesius University of Applied Sciences in Wałbrzych, Poland, @ School of Business and Administration, room A2.03

14h00/15h00 - **Open Class:** Data Mining for the Internet of Things: Review and Challenges, Justyna Majewska, University of Economics in Katowice, Poland, @ School of Business and Administration, room D1.02



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- 14h00/17h00 - **Open Class - Part 1:** Phonological measures applied to speech and language assessment, Haydée Fiszbein Wertzner, University of São Paulo, Brazil, @ School of Health, room D1.10
Part 2: Phonological characteristics of children with speech sound disorders, speakers of European Portuguese and Brazilian Portuguese, Haydée Fiszbein Wertzner, University of São Paulo, Brazil, David Nascimento, Catarina Martins, Sofia Pinto, Dina Caetano Alves and Ana Castro, School of Health, Portugal, @ School of Health, room D1.10
- 15h00/16h00 - **Open Class:** Product Innovation - Customer Approach, David Schüller, Brno University of Technology - Faculty of Business and Management, Czech Republic, @ School of Business and Administration, room D1.03
- 16h00/18h00 - **Seminar on Economy and IT - new challenges and opportunities** @ School of Business and Administration, Auditorium
Resilience, Crisis and Innovation Dynamics: a study of Portuguese firms during the economic turbulence, Hugo Pinto, University of Algarve, Portugal
Payment Innovations - opportunities and threats, Monika Klimontowicz, University of Economics in Katowice, Poland
The Role of Services in International Trade, Aleksandra Kordalska, Gdańsk University of Technology, Poland
Conclusions: Rogério Silveira, School of Business and Administration/IPS, Portugal
Moderator: Bogusława Sardinha, School of Business and Administration/IPS, Portugal
- 16h00/19h00 - **Cultural Programme – Strolling around Setúbal**
Meeting point @ Jesus Convent, R. Acácio Barradas 2, 2909-883 Setúbal
Guided visit to Jesus Convent Museum followed by walking tour: Casa da Cultura, Bocage Square, St. Julião Church, Largo da Ribeira Velha, Largo da Misericórdia, Portas do Sol and S. Sebastião viewpoint, Work Museum, Quartel do 11 Gallery, Fórum Luisa Todi, Bank of Portugal Gallery, Livramento Market, Casa da Baía and S. Filipe Fortress
- 18h15/19h15 - **Open Class:** Quantitative Easing in the Context of the European Monetary Union, Vladimíra Kučerová, Brno University of Technology, Czech Republic, @ School of Business and Administration, room D1.02
- 18h30/19h30 - **Open Class:** Legal and economic factors of audit and its role in public administration in Poland and chosen countries, Anna Bartoszewicz, University of Warmia and Mazury in Olsztyn, Poland, @ School of Business and Administration, room D2.13B



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17th May - Wednesday

09h30/12h30 - Work meeting with **R&D + Entrepreneurship Officers** (UAIL&DE) @ IPS Central Building

Participants:

- Anu Hiltunen and Taina Haavisto, Turku University of Applied Sciences, Finland
- Sebastian Bartoszewicz, Auditor of European Funds, Olsztyn, Poland
- Cláudia Louro, Pedro Belo, Sandra Pinto, UAIL&DE/IPS, Portugal

1. Participation in International Projects

IPS experience (powerpoint presentation)

Turku UAS experience (powerpoint presentation)

The Polish point of view

Keywords: Partnerships; funding programmes; projects management.

2. Intellectual Property Management in R&D collaborations (Sharing experiences)

Keywords: Patents; Spin offs; non-disclosure agreements and other agreements.

3. Capitalization of R&D Outcomes (Sharing experiences)

Keywords: Spin offs; commercialization; licenses; royalties;

10h00/12h30 - **Seminar on Cybersecurity and the Internet of Things** @ Setubal School of Technology, Auditorium 2

The Internet of Things: a security nightmare? Michael Jones, Bournemouth University, United Kingdom

Mobile Insecurity, Tiago Carvalho, Dognæris, Portugal

Data Mining for the Internet of Things: Review and Challenges, Justyna Majewska, University of Economics in Katowice, Poland

A view on cybersecurity and Internet of Things, Wim Bertels, University College Leuven-Limburg, Belgium

Lunch Break (at each participant expense)



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17TH MAY – WEDNESDAY AFTERNOON - ACTIVITIES IN SETÚBAL CAMPUS

14h00/15h00 - **Open Class:** Politic politics is highly political; confusing words in relation to business administration and related fields of study, Petr Sádlo, Institute of Technology and Business, Czech Republic, @ School of Business and Administration, room C1.04

14h00/15h00 - **Open Class - Part 1:** Entering B2B market in CEE region, Vit Chlebovsky, Brno University of Technology, Czech Republic, @ School of Business and Administration, room D1.04

Part 2: Unlocking the potential of emerging markets - strategies for the next phase, Klaus Thunig, South Westphalia University of Applied Sciences, Germany, @ School of Business and Administration, room D1.04

17TH MAY – WEDNESDAY AFTERNOON - ACTIVITIES IN BARREIRO CAMPUS

13h45 - **Departure to Barreiro** by bus - Meeting point @ Setúbal School of Technology entrance

14h30/15h30 - **Seminar on Transgenics: Benefits versus risks** @ Barreiro School of Technology, Amphitheater 0.01
Gabriela Gomes and Carla Santos, Barreiro School of Technology/IPS, Portugal

15h45/16h45 - **Seminar on Data Mining for the Internet of Things: Review and Challenges** @ Barreiro School of Technology, room S1.01
Justyna Majewska, University of Economics in Katowice, Poland

15h45/16h45 - **Seminar on Earthquakes and Buildings** @ Barreiro School of Technology, Amphitheater 1.01
Cristina Oliveira and Isabel Costa, Barreiro School of Technology/IPS, Portugal

16h45/17h30 - **Visit to Barreiro School of Technology**

17h30 - Departure to Setúbal by bus

19h30 - **International Dinner**

@ Hotel do Sado, Rua Irene Lisboa, nº 1 - 3, 2900-028 Setúbal



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18th May - Thursday


09h30/12h30 - Work meeting with **R&D + Entrepreneurship Officers** (UAI&DE) @ IPS Central Building

Participants:

- Anu Hiltunen and Taina Haavisto, Turku University of Applied Sciences, Finland
- Cláudia Louro, Pedro Belo, Sandra Pinto, UAI&DE/IPS, Portugal

1. How Startups are emerging and the road to success (Sharing experiences)

Keywords: Entrepreneurship; academic startups; management of collaboration in R&D; HEI funding

2. University- Industry collaboration: Lab VISIT  [11H00-12H00] Meeting point @ Setúbal School of Technology entrance (to be confirmed)

10h00/12h30 - Work Meeting for **International Relations Officers** (IRO) group @ Setúbal School of Technology, Room F203, debating the following topics:

- How do you proceed in case of emergency with exchange students?
- How to organize summer courses/short term courses?

Participants:

- Guido Mertens, Thomas More Kempen, Belgium
- Hanna Peussa and Katri Salonen, Turku University of Applied Sciences, Finland
- Beata Jasudowicz and Mariusz Krzyżanowski, Gdańsk University of Technology, Poland
- Sebastian Bartoszewicz, Auditor of European Funds, Olsztyn, Poland
- IPS Mobility Coordinators, Portugal
- CIMOB-IPS Team

10h45/11h45 - **Open Class:** Language of Architecture, Alicja Maciejko, The Angelus Silesius University of Applied Sciences in Wałbrzych, Poland, @ School of Business and Administration, room C1.16

11h00/12h30 - **Seminar on Change and Technology** @ School of Health, room D1.10
The use of technology in the assessment of speech, Haydée Fiszbein Wertzner, University of São Paulo, Brazil

Lunch Break (at each participant expense)

14h00/16h00 - **Successful mobility experiences:** IPS Outgoing students and IPS Incoming students tell us more about it, organized by **IPS Students Association** (*Associação Académica do IPS*) @ Setúbal School of Technology, Auditorium 2



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14h00/16h00 - **Seminar on Marketing & Technology**, @ School of Business and Administration, room C1.13

Technology support in brand strategies evaluation: Two Brazilian case studies, Otávio Freire, University of São Paulo - EACH/USP, Brazil/ Publisher of the Brazilian Journal of Marketing – ReMARK (video conference)

Manufacturing meaning through sensory experience and emotion, Alejandro Salgado, Universidad de La Sabana, Chía, Colombia/ Cross modal Research Lab, University of Oxford, UK

The role of brand communication in the context of multichannel retailing, Arne Westermann, International School of Management (ISM), Germany/ Head of the Brand & Retail Management Institute @ ISM (video conference)

Innovation @ Google, Joel Martins, Google; ESCE-IPS Alumni (video conference)
Moderator: Duarte Xara Brasil, Master in Marketing Management Course
Director, ESCE/IPS

16h30 - **Certificate Delivery** and **Farewell Session** with *Moscatel* wine tasting and *Tuna Académica* performance, @ School of Business and Administration, Atrium

19th May – Friday

09h30/12h30 - Workshops / Lectures / Work Meetings (to be confirmed)