

TMS – MANAGEMENT STUDIES INTERNATIONAL CONFERENCE

ALGARVE 2014

26 - 29 November

PROGRAMME AND ABSTRACTS

Marisol Correia, José Santos,
Margarida Santos, Francisco Serra (eds.)



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UAlg FSGHT

UNIVERSIDADE DO ALGARVE
ESCOLA SUPERIOR DE GESTÃO, HOTELARIA E TURISMO



TOURISM & MANAGEMENT STUDIES

© Escola Superior de Gestão, Hotelaria e Turismo, Universidade do Algarve

Campus da Penha, Estrada da Penha
8005-139 Faro
PORTUGAL

ISBN 978-989-8472-54-0

Conference website: <http://esghtconferences.org/tms2014/index.php/TMS2014/TMS2014>
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Impressão: Gráfica Comercial, Loulé, Portugal

WELCOME TEXT

Dear Colleagues, Guests and Participants,

On behalf of the Organizing Committee for the **TMS ALGARVE 2014: Management Studies International Conference** we would like to extend our hearty welcome to all participants, particularly to those who have come a long way to the Algarve, Portugal, from various places all over the world. We have been working hard to prepare the event, and we sincerely hope it will be memorable both for its scientific quality and for its social and cultural programme. In previous years we successfully hosted TMS conferences on Tourism (2011), Management (2012) and Tourism (2013).

This year's fourth edition is again a joint effort of the **School of Management, Hospitality and Tourism - University of the Algarve** and the **Tourism & Management Studies** (ISI-indexed) journal. We are delighted to report that we have received 545 proposed papers and during the next three days we will be hearing a total of 357 presentations, which have been authored or co-authored by an impressive total of 715 researchers, representing 140 universities from 5 continents. The organisers are grateful to the authors for their contributions and to all the 220 reviewers for their work and time given to evaluate the volunteered submissions in detail.

We hope this conference will enable you to share comparative approaches, interdisciplinary and innovative research and develop networking opportunities by meeting other researchers both during the sessions and socially. It is also our aim to provide a platform for stimulating interdisciplinary discussions, enhancing knowledge and

experience and promoting scholarly cooperation and collaborative work on various topics related to Management.

We would like to express our gratitude to the keynote speakers **Willemijn van Dolen, Jon Bryan** and **Robert Lanquar** for having made time in their busy agendas to attend our event and to ensure the high level of its quality.

We wish to thank the Municipality of **Olhão** and the Municipality of **Tavira** for supporting and sponsoring the event.

On behalf of the Organizing Committee of the **TMS ALGARVE 2014: Tourism & Management Studies International Conference**, we extend a warm welcome to all researchers and participants.

The Conference Chairs

Marisol Correia, José Santos, Margarida Santos, Francisco Serra

How to Use this Book

Abstracts have been organized alphabetically according to the surname of the first author. In the last section of this book there is a list of all the authors attending the conference, with respective presentation time and room, also organized alphabetically according to the surnames.

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WEDNESDAY, 26 NOVEMBER 2014 - AFTERNOON

13:00-14:00	REGISTRATION / INSCRIÇÃO
14:00-14:45	WELCOME SESSION / SESSÃO DE ABERTURA [ROOM 1]
14:45-15:30	PLENARY SESSION 1 / CONFERÊNCIA PLENÁRIA 1 [ROOM 1] Jon Bryan (Bridgewater State University, USA) The Impact of Public Policy Uncertainty on Corporate Planning
15:30-16:00	COFFEE-BREAK
16:00-17:40	PARALLEL SESSIONS 1
INFORMATION AND COMMUNICATION TECHNOLOGY (English)	
16:00-16:15	S. Loureiro / E. Sarmento - DRIVING INFORMATION THROUGH SOCIAL NETWORK: USEFULNESS AND ADOPTION OF INFORMATION ABOUT FIRMS IN FACEBOOK
16:15-16:30	A. Osarenkhoe / J. Byarugaba / M. Komunda / A. Okoe / A. Bennani - TECHNOLOGY-BASED SERVICE ENCOUNTER - A STUDY OF THE USE E-MAIL AS A BOOKING TOOL IN HOTELS
16:30-16:45	V. Katsoni - RELIGIOUS TRAVELERS' INFORMATION SEARCH BEHAVIOR AND ICT ADOPTION
16:45-17:00	P. Dimitrov - LOFT PROJECT
17:00-17:15	DEBATE
STRATEGIC MANAGEMENT (English)	
16:00-16:15	R. Dalongaro / A. Souto / J. Silveira / P. Sampaio / S. Naimer - INTER-RELACÕES ENTRE A CULTURA ORGANIZACIONAL E OS ESTILOS DE LIDERANÇA EM UMA CONCESSIONÁRIA DE VEÍCULOS NO MUNICÍPIO DE URUGUAIANA-RS-BRASIL
16:15-16:30	L. Moraes / A. Sant'Anna / F. Oliveira / D. Diniz - CULTURAS BRASILEIRA E PORTUGUESA, CULTURA ORGANIZACIONAL E CONFIANÇA: UMA ANÁLISE DE IMPACTOS
16:30-16:45	M. Souza / T. Luz - APRENDIZAGEM ORGANIZACIONAL EM UM PROCESSO DE VENDA E AQUISIÇÃO REVERSA DA EMPRESA BRASILEIRA FORNO DE MINAS S/A
16:45-17:00	K. Ferreira / É. Canceller - MUDANÇA ESTRATÉGICA EM AMBIENTE DE ALTA INFORMALIDADE NA FRONTEIRA OESTE DO AMAZONAS
17:00-17:15	M. F. Fontoura / P. Fernandes - DESCENTRALIZAÇÃO DE SERVIÇOS PÚBLICOS EM PORTUGAL CONTINENTAL – A EFICÁCIA DOS PAC
17:15-17:40	DEBATE
MANAGEMENT OF HUMAN RESOURCES (Portuguese)	
16:00-16:15	A. Oliveira-Brochado / M. Portugal - MOTIVAÇÕES PARA ATIVIDADE EMPREENDEDORA. O CASO DAS INDÚSTRIAS CRIATIVAS
16:15-16:30	T. Rabelo / A. Andalécio - DETERMINANTES INDIVIDUAIS E ORGANIZACIONAIS DO INTRAEMPREENDEDORISMO: ESTUDO EM INSTITUIÇÃO FEDERAL DE ENSINO SUPERIOR DE MINAS GERAIS, BRASIL
16:30-16:45	A. Oliveira-Brochado / F. Oliveira-Brochado / V. Figueiredo - INTENÇÃO EMPREENDEDORA NOS ESTUDANTES DE CIÊNCIAS DA SAÚDE
16:45-17:00	G. Batinga / M. Pinto / R. Leite - MATERIALISMO E INFLUÊNCIA DE PARES: UM ESTUDO COM ADOLESCENTES BRASILEIROS DE BAIXA RENDA
17:00-17:20	DEBATE
MANAGEMENT OF HUMAN RESOURCES (Portuguese)	
16:00-16:15	K. Paiva / S. Oliveira / M. Dutra / M. Melo - ESTRESSE OCUPACIONAL: UM ESTUDO COM TRABALHADORES DE UM CALL CENTER BRASILEIRO
16:15-16:30	P. Gonçalves / M. M. Neto / I. Monteiro - STRESSE PERCEBIDO NOS COMERCIAIS DA BANCA E DA ALIMENTAÇÃO E BEBIDAS NO ALGARVE
16:30-16:45	C. Sousa / N. Bueno / J. Pereira / G. Coelho / E. Machado - DIAGNÓSTICO ORGANIZACIONAL: IMPACTOS DA MOTIVAÇÃO NOS RESULTADOS DE UMA EMPRESA DE PRESTAÇÃO DE SERVIÇOS EM SAÚDE OCUPACIONAL
16:45-17:00	E. Penha / S. Rebouças / M. Abreu / T. Parente - PERCEPÇÃO DE RESPONSABILIDADE SOCIAL E SATISFAÇÃO NO TRABALHO: UM ESTUDO EM EMPRESAS BRASILEIRAS
17:00-17:15	C. Leal / C. P. Marques / C. S. Marques / E. Filho - A INFLUÊNCIA DO CAPITAL INTELECTUAL NA SATISFAÇÃO LABORAL: UM MODELO ESTRUTURAL APLICADO A UMA COOPERATIVA DE CRÉDITO
17:15-17:40	DEBATE