

YEARBOOK

CAPSTONE - 2019-2020 | MUST University



ENGLISH
EDITION





MUST University | Florida - USA **CAPSTONE YEARBOOK - 2019-2020**

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CAPSTONE - 2019-2020 | MUST University

INDEX

- 04 **Presentation**
- 05 **Master in Emergent Technologies in Education**
- 12 **Master in Healthcare Management**
- 17 **Master in International Business**



PRESENTATION

Must University, founded in 2017, is based on offering quality education through the use of new education technologies, especially those applied to Distance Learning (DL). Offering its masters courses 100% at a distance, it constantly seeks to improve the quality of courses aimed at the needs of the labor market, considering the demands of a world in constant transformation.

This publication, bringing together the Final Conclusion Papers of the Masters courses in International Business, Healthcare Management and Emergent Technology in Education, demonstrates the positive results of our students' research and the commitment to their studies, contributing in a relevant way to their respective areas of knowledge.

Scientific research seeks to elucidate and interpret reality in the various areas of knowledge, contributing to the solution of practical problems faced by human beings in their daily life, as well as in the many organizations of which they are part. Encourage students to seek a scientific approach to their objects of study means lead them to a conscious and responsible worldview.

The publication of this material produced by our students is in line with the beliefs and values of Must University, therefore, being an important document of professional recognition, registering for the scientific community the papers done under the guidance of the supervising professors.

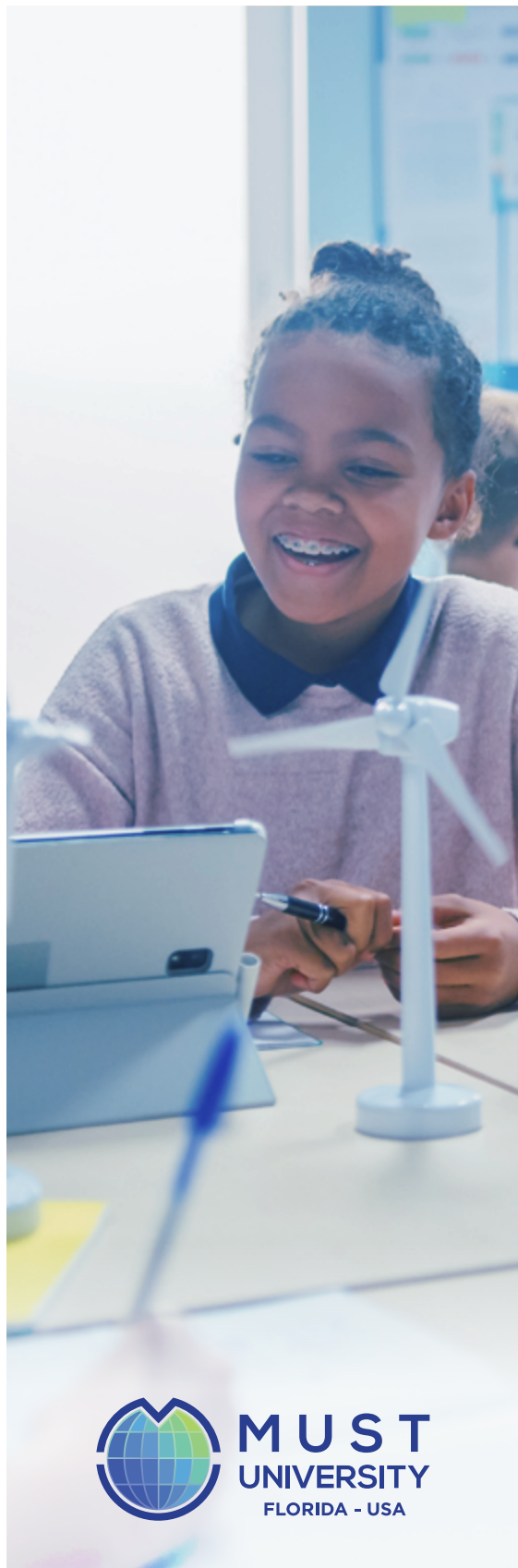
Our expectation is that these contributions will have a good reception in the community of university researchers and that they will serve as subsidies for new research, as a strategy for the consolidation of scientific research as a field of debate, becoming the expression of development for the good of humanity.



Prof. Dra. Maria Elisa Ehrhardt Carbonari
Must University Vice President



The Contributions of Emerging Technologies in Environmental Education



STUDENT

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Abstract

The purpose of this study is to make a study based on the advances in technology in environmental education, considering technological means and the investigation of the peculiarities of the impact of new digital technologies through the awareness, conservation and articulation of environmental technological education. With technological evolution society has changed profoundly in the last century and new technologies and social relations were created. The school, which has the function of creating critical and conscious citizens, needs to follow these changes that technology has brought to the social environment, as a process of theoretical deepening that materializes in practices even outside an institutionalized context of that study specifically for environmental education.

Keywords: Education, Environment, Technology.



The Contribution of Emerging Technologies in Improving Organizational Management Through the Institutional Evaluation Process

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Abstract

The objective of this research is to contribute to the improvement of the institutional evaluation model now used in HEL, where we collaborate, focusing on institutional self-assessment as an instrument for improving quality through technological resources. Our professional involvement with this theme stems from the experience of three medium-sized private higher education institutions, located in Fortaleza - CE. During these fifteen years, we have lived with activity as an active member of the various Evaluation Committees, both through traditional methods and through the use of new and recent practices. In both cases, many specific peculiarities were observed. However, it was possible to verify that the evaluation in all of them is valued not only as a step in the management process but also as an instrument of improvement and continuous improvement, enabling strategic quality planning. In this research, it focused on the process of institutional self-evaluation seeking to understand both the origin and logic of self-assessment and the contribution of emerging technologies that have become important in this process. According to Laurindo et al. (2001), information technology "evolved from a traditional orientation of administrative support to a strategic role within the organization," allowing the viability of new strategies. It was concluded that the process of institutional self-evaluation with the use of emerging technologies favors the participation of the academic community. It should emphasize that ICTs are endowed with resources that facilitate such engagement, hence the widespread use of email, cell phones, chat rooms, and other tools, providing credibility and transparency, contributing decisively to improving the quality of management processes.

Keywords: Institutional Evaluation, Higher Education, Educational Technology.



Communication And Information Technologies In Education: Digital Learning Platforms

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Abstract

The purpose of this study is to reinforce the need to understand the advancement of educational technologies within the classroom, which consequently influences the teaching-learning process. In the digital age, the transmission of knowledge has been transformed daily by new communication and information technologies through the use of digital learning platforms. These digital platforms enable motivational and efficient personalization of teaching, allowing teachers to track student performance in real-time. This technological tool also allows students to access knowledge through virtual learning environments, wherever they are. However, although we talk about learning here, this study does not intend to review the teaching-learning theories or the main names related to the subject. Its focus is the transposition of technologies that are part of students' personal lives, to the classroom, by a need to keep pace with the information assimilation of these generations born in a digital world. To this end, we sought to contextualize the scenario where transformations became necessary and inevitable, also presenting the differences brought by ICTs to the pedagogical process, with the interactive methodology of emerging technologies. This work, thorough a literature review on the subject, sought to reinforce the need for transformation of education, especially with regard to teaching strategies. The world has changed, students have changed, and the educational process needs to keep up with that change, drawing on the emerging technologies in education available today.

Keywords: Innovation in Education, Educational Technology, Virtual Learning Environment .



Traditional Teaching Practices And Active Methodologies: Definitions And Comparative Study



STUDENT

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Abstract

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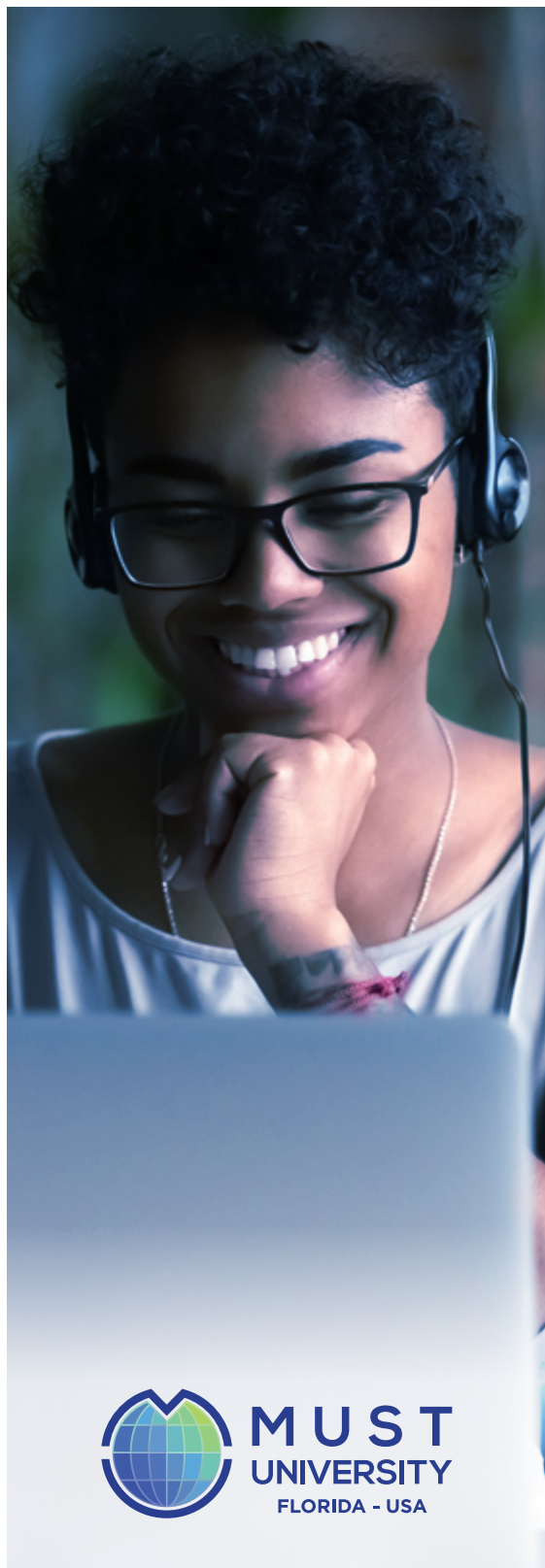
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This article intends, by means of a reflection supported by the literature and the educational practices observed in contemporary education, to identify aspects that prove to be the active alternative teaching strategies that are adequate for what is expected of a vanguard education from the point of view of student learning: argumentation, creativity, criticality, experimentation, empathy, collaboration and sharing. The scope of the research is the interface of studies focused on the use of active teaching methodologies and educational technologies, to promote student autonomy and effective development of educational and socio-emotional skills, when compared to the results obtained through traditional educational practices. Considering these comparative results, we intend to share them with the academic community in order to provoke reflections and proposals to create a new look on the teaching and learning process. Thus, some methodologies and their main characteristics are shown, with emphasis on what each of them is able to contribute through “learning by doing”, leading students to meaningful learning, transfers and applications of the studied contents.

Keywords: Active teaching methodologies. Active learning. Social and emotional competences. Education 4.0.



The H5P Tool as an Educational Support Methodology: Knowledge Retention With Interactive Video



STUDENT

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Abstract

Video continues to grow as the primary means of engagement on education. It is present in various technological tools, especially emerging ones, as exceptional support for the dissemination of any content. However, in some areas, they have not yet been properly targeted effectively to achieve the best results. In conferences and lectures, for example, long videos without interactive elements not only do not contribute to the fixation of information and content but divert people's attention to what is being worked on at the event. Thinking about the importance and timeliness of video as a support tool for learning, this research presents H5P as one of the emerging technologies in education, which enables the effective use of video in a meaningful and attractive way, with the addition of interactive components. Research shows that adding interactive elements to videos helps expand students' attention span and thereby improve learning outcomes.

Keywords: Educational Technologies; Interactive Educational Videos; H5P in Education.



10/10 - The Game: A Gammed Formative Method For Promoting Social Mobility

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Abstract

Digital exclusion, in many cases, is a determining factor for social exclusion. In a scenario of social vulnerability, the lack of technical knowledge in essential information production tools and the lack of knowledge about fundamental concepts about employability and entrepreneurship results directly in the limitation to youth social mobility throughout the country. This research makes a case study about a gamified educational project, which aims to train young people in digital tools and concepts about employability and entrepreneurship. This study presents the results obtained in three different contexts of project application from the perspective of exploring the potential use of gamification, as a formative process, from programmatic content, from the simplest to the most elaborate.

Keywords: Gamification in Education, Social Mobility, Digital Inclusion





New Technologies and Education, an Approach to Public Policies



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Abstract

This paper has its objective the bibliographical about the efforts of the responsible sectors in the governments, Federal, States and Municipal for the area of the education, in our country, particularly in the elementary school in the public school. In this scenario, how to enable public policies with investments in infrastructure, technologies, teacher training. It will also be highlighted the essential importance in the search for teachers' formation and information, since they in the teaching-learning process need to search for new methodologies instrumentalized by the use of technologies.

Research on the use of digital technologies in education and in the elementary school in the municipality of *Ubatuba – SP*, is centered on the macro perspective of public education policies, through government efforts and commitment to environmental issues.

Understanding the proposed approach points to the importance of investments in access to and preparation for the use of innovations, emergent technologies, starting with the training of teachers able to review their teaching methods and practices. The work sought to identify the main agents that may influence the long-awaited universalization of education. The methodology to be used will be through the research and bibliographical analysis of Google and Scielo.

Keywords: Public Policies in Education. Emergent Technologies. Teachers Training. TIC.



Models of Value-Based Health Contract and Application in the Brazilian Private Market of High-Cost Medicines

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ADVISORProf^a. Dra. Thais Costa De Sousa**Abstract**

The Valued based health care frameworks on high cost medicines segment has been around for years in other countries outside Latin America, which have economic and social different profiles than Brazil. Its use aims to ensure higher access to new technologies for health insurance users, maintaining balance and sustainability to the system. Those who pay the bill say it's expensive but the industry stakeholders say it's fair due to high cost of the researches. The patients who have the diseases and use the medicines think that it is a constitutional right having access to new solutions on health. Currently it is possible to realize in an intense way how fast new medicines reach the Brazilian health Market whether by health insurance companies liberality or by law decisions. This issue has generated additional and unplanned cost. This is a retrospective exploratory bibliographic research work and qualitative analysis of data about the Supplementary Health Market, which aims to identify and evaluate the viability of the valued based health care models implementations on Brazilian Market, specially the risk sharing, which relates medications reimbursement results achieved. The high cost medicines to rare or serious diseases, for example oncology medicines have been the target for risk sharing agreements with strong potential for data generation by prospective analysis or Real world evidence studies in order to direct the medicines to the right patients. The simplest models of risk sharing agreements are most promising for private market implementation, as the value proposition best fits the needs of health care providers. On private Market the Risk Sharing Agreements (RSA) may maintain its character of confidentiality and have its use expanded as payers and drug manufacturers increase their mutual confidence besides increasing the knowledge in concept as well as improvements on health data infrastructure and results measurement. This way the valued-based health care in particular the RSA are viable to be implemented in Brazilian health care Market and must be customized to the needs of the parties involved.

Keywords: Contract models, Supplementary health, Shared risk, Value-based health, information, barriers, Existing experiences.



Management of a School Hospital: Challenges and Solutions



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Abstract

This study aimed to verify the perception of employees and managers regarding the effectiveness of the management of a teaching hospital divided between two leaders: one administrative and one academic to achieve better results.

Thus, an exploratory research was conducted, with qualitative and quantitative approach. Data collection took place through a questionnaire applied to the 18 employees of a Veterinary School Hospital and semi-structured interview with their direct manager. It was found that almost 90% of respondents consider the Veterinary Hospital a complex structure, recognize the need for administrative knowledge to assume the management position (95%), understand that administrative issues are resolved in parts of the current management model (72. %), that the hospital manager does not have, or has in part the administrative knowledge necessary to perform the position (44%) and that the delegation of tasks is not done effectively and assertively (61.1%). About the ideal professional to take over management 73% of respondents report that a business administrator and a veterinarian would be ideal. As a result of the interview, it was possible to observe that the management has some difficulties in solving administrative issues and that it considers the figure of an administrator collaborating with the management to be positive, since the two views, the two works complement each other. Therefore, it was possible to highlight the need for an administrator with the clinical management in charge of veterinary hospital management.

Keywords: Management model. Administrative leadership. Academic leadership.



Burnout Syndrome: Causes, Impact and Reducing Incidence in Health Organizations

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Abstract

With the passing of the HITECH Act in 2009, healthcare companies in the United States were required to use an application system called the Electronic Health Record (EHR). This led to health service regulation through a series of procedures called the Meaningful Use (MU). This forced physicians who wanted to maintain or start treating patients through Medicare and Medicaid systems to use EHRs. There was a rush for companies to meet this market need and very little time to prepare and test a product with few flaws. In addition, a considerable increase in physician's work, unrelated to their core activity, triggered a crisis in the sector, with most of the professionals reporting suffering from the Burnout Syndrome. This syndrome is characterized by professional discouragement with important consequences. One of them is the impact on the profitability of companies that suffer from low productivity and unexpected expenses related to the change of this professional. Initiatives such as Engagement at Work may be the way out of this crisis.

Keywords: EHR. Burnout Syndrome. Work Engagement. Health. Profitability.



Quality of Life of Nurses Who Work in Emergency Units: The Impacts on Care Management

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Abstract

Objective: Analyze the quality of life of nursing professionals working in emergency units. Method: an exploratory study with a quantitative approach, with 56 nursing professionals from hospitals and UPAS in Salvador / BA, Brazil. A sociodemographic questionnaire was used as an assessment tool for QoL to draw the profile of nursing professionals and the adapted SF-36. For data analysis, Excel Microsoft Corporation and Graphpad prism 8.0 software were used. The results were organized and displayed in tables and figures. Results: It was evidenced that 50% of professionals from the Emergency Care Unit (UPA) reported having regular conditions, while 4.2% who work in the same unit reported having poor and poor working conditions. Regarding the professionals who work in the hospital, 56% infer that they have a good working condition. $p\text{-value} \leq 0.05$. It was observed through this study that there is the same percentage of nurses who have moderate and mild pain (33%), manifested in the last four weeks, but 44.2% report that pain interferes little in work activities. Most nursing professionals working in hospitals reported having good health conditions, while professionals working in the UPA reported having a regular health condition, with statistical significance in this data ($p=0,9667$). Conclusion: The changes observed in our study, particularly in relation to UPA professionals, suggest that they are more subject to stress issues and may cause long-term suffering and illness.

Keywords: Quality of Life; Quality of life at work; Nurses.





Healthcare Management and Quality of Life Assessment of Nursing Technicians who Work in Emergency Units: The Relevance in Health Processes



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Abstract

Aims: To analyze the quality of life (QL) care management of nursing professionals working in emergency units. **Method:** An exploratory study with a quantitative approach, evaluating 58 nursing technicians from hospitals and emergency units in the city of Salvador, Bahia, Brazil. For data collection, a questionnaire adapted from the SF-36 instrument was used to assess the quality of life of nursing professionals. For data analysis, Microsoft Excel software version 7.0 and Graphpad Prism version 8.0 were used. **Results:** It was evidenced in the study that 51.7% of nursing professionals report having a regular working condition in their work environment, with 55.1% of professionals working in Emergency Units in Hospitals and 44.9% in Units of Emergency Care consider their health good. It was also observed that 53.5% of nursing technicians experienced moderate pain in the work environment in the last four weeks. **Conclusion:** An important factor observed in our study that influences the quality of life of nursing technicians is pain. In addition, professionals working in Emergency Care Units who reported having regular health conditions had a worse relationship with care management, demonstrating the importance of management in the quality of life of professionals.

Keywords: Care management; Quality of life of workers; Nursing auxiliaries and technicians; Working conditions.



Animaapps: Proposal of Business Platform Through the Network of Relationships Between Companies

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Abstract

The present work deals with the creation of a tool called AnimaOpps, which is a platform for generating qualified business opportunities, and how it can generate wealth for the network of relationships between different companies. The study analyzes the entrepreneur's performance in the management of his business, in the generation of qualified business opportunities, in order to generate wealth for those who make up the network. Based on the analysis of the data obtained through a survey carried out with some actors that currently work in the field of information technology in Brasília, the process of developing a qualified opportunity comprises the proactive effort of qualified people and experienced in the market. A platform would be the instrument capable of uniting the market experience of several actors in business in order to prospect new business, new relationships in the improvement of all involved in this network of relationships.

Keywords: Business; Tools; Innovation; Qualified opportunity; Network of relationships.



The Relevance of Corporate Governance Implementation: Risks and Opportunities



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Abstract

In order to gain notoriety regarding the transparency of financial and organizational results, Corporate Governance emerged in the business world and its milestone in Brazil was instituted by the Brazilian Institute of Corporate Governance-IBGC, which implemented the Code of Best Practices, used as instruments to foster the objectives of the institutions, solidifying them in the competitive market, promoting advances in the governance standards in the Brazilian legislation. Its premises involve: transparency, equity, accountability and corporate responsibility, as well as contributing to the internal and external public relations. As objective, the research sought to identify the relevance of the implementation of corporate governance, focusing on the transparency of results and reduction of operational and organizational costs in the Distributor of Medicines and Hospital Materials. As a quantitative method, it was used data collection from questionnaires, with nine questions, worked with 62 company employees and as a qualitative form, a bibliographic survey was made that guaranteed the case study of the distributor. As a result, questions one through three showed that about 87.6% of respondents are aware of a company's mission, vision and values. Among questions four to six, the questions about these topics being addressed at the institution were addressed, regarding the employee's understanding, the percentage of respondents reduced to 64.4%. The bibliographic survey allowed the understanding of the questions obtained with the results and thus aggregated information to support the questions. Given the information obtained, about the strategic planning, mission, vision and values of the company, it can be identified that employees had never been introduced to the referred topics at the time of their admission or in information boards of the organization. It is concluded that, because the studied company is of a family nature, it was suggested the implementation of a corporate governance model appropriate to its market mix, elaborating a strategic plan, describing the mission, vision and values of the company, based on Employee research using the SWOT analysis tool, as well as the creation of an internal process audit and the hiring of an independent external audit, in addition to restructuring the organization chart indicated by IBGC, in order to minimize possible failures in administrative operations and financial.

Keywords: Corporate Governance, Transparency of results, Reduction of operational and organizational costs.



The Role of The Private Sector in International Cooperation for Africa - A Study of Professional Education

STUDENT

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ADVISORProf^a. Dra. Alexandra Silveira Mastella**Abstract**

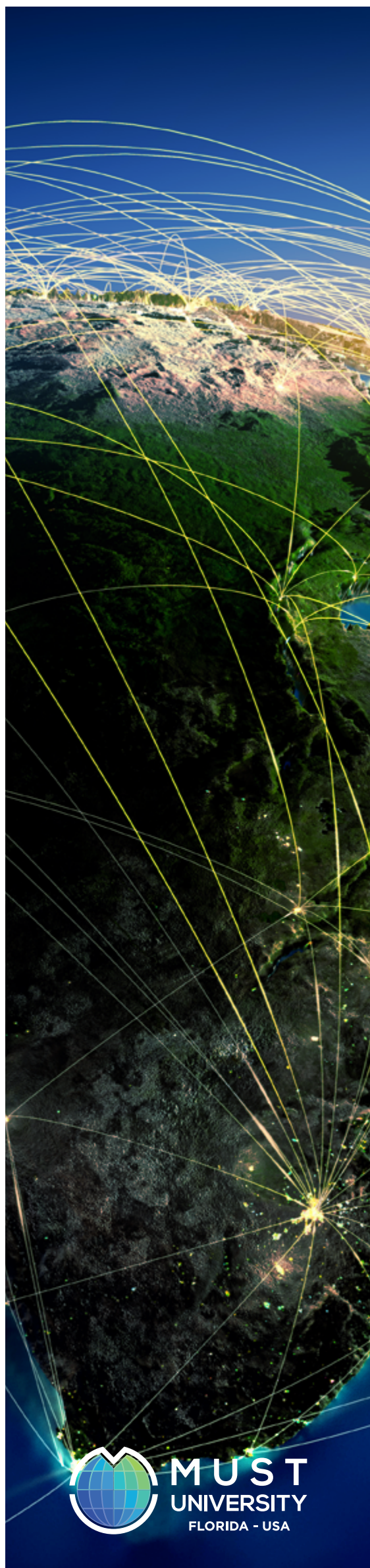
The present paper demonstrates that the SENAI's decision to act in the scope of international technical cooperation, responds to incentives from the institution itself and the external environment (national and international). This decision derives from the commitment to investments in the development of material, financial, technological and managerial capacities, in the training and qualification of human resources and in the construction of institutional partnerships. It is therefore a political decision and institutional strategy.

For this reason, it responds first to the priorities, objectives and guidelines that conform a specific policy of the institution and which, in turn, has as a reference the policies and actions of international cooperation of other entities in the public and private spheres in the Country and abroad. It ratifies the frequent demands for qualifications in professional education, which goes from the basic level to the professional improvement in the 28 possible areas of SENAI, such as electronics, mechanics, civil construction, etc.

This is possible since SENAI makes a diagnosis in the country where it operates, identify the professional profiles, consider the local reality of the country and suggest lines of action, of which we can highlight the training of company professionals, the basic training, the professional development for those who master the fundamentals and need to increase the quality and productivity of their area of expertise; and the training of company trainers and/or vocational schools.

In this way, SENAI consolidates its work by strengthening professional education in the countries where it operates, especially with the transfer of knowledge to the government or companies, working the profile of knowledge multipliers, supporting companies or governments in leaving a legacy of professional education for local society.

Keywords: International technical cooperation, vocational education, knowledge transfer.





Analysis of Internationalization of Franchise With Headquarters in The State of Pernambuco

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Abstract

Considering that Brazilian franchises have a quality standard that meets the national and international public and that franchise-type businesses are in the process of increasing internationalization, it is important to understand the current scenario of internationalization of franchises as an object of feasibility study of commercial expansion.

The advancement in the internationalization strategy of Brazilian franchises contributes to the brand support, the increase of the consumer market, the increase of profitability, among other factors. The state of Pernambuco is a prominent region in the creation of franchise business, nationwide, considering its representativeness in the Northeast of the country, and needs to better analyze the current scenario of internationalization of its headquarters franchises.

Thus, the analysis of the internationalization of franchises headquartered in the state of Pernambuco aims to provide study content for decision making, in order to contribute to the expansionary strategies of business models, such as franchises.

Keywords: Entrepreneurship. Franchises. Internationalization. Strategic Planning.





Opening of Capital and Entering the Financial Market: Corporate Governance Contributions

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Abstract

Due to the growing interest in topics related to the financial market, the subject of corporate governance is also gaining prominence in the academic world. In addition, technological advances have relativized geographical barriers, which contributes to the internationalization process of companies. Given the current economic scenario in Brazil, it is possible that conditions may prove even more favorable for the development of the market, which is why this paper intended to contribute to the decision-making process by companies wishing to expand their business internationally and go public. For this, Dunning's Eclectic Paradigm Theory and Myers' Pecking Order Theory were used to analyze the steelmaker Gerdau, a transnational secular company. In the end, it was possible to conclude that the operations carried out by the steelmaker were marked by compliance with the requirements listed in the theories analyzed. Moreover, given the specificities of the contemporary world, corporate governance practices have proven to guarantee the success of the entire process, especially as a result of transparency.

Keywords: Corporate governance. Capital structure. Pecking Order Theory. Eclectic Paradigm Theory. Internationalization of companies.



Impacts on Adherence to the Authorized Economic Operator (AEO) by Brazilian Private Companies

STUDENT

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Abstract

This paper aims to demonstrate through the historical evolution of international trade, as well as through various international agreements, the impact caused on the development of Brazil at different times of our history. The creation of the General Agreement on Tariffs and Trade (GATT), the World Trade Organization (WTO) and the World Customs Organization (WCO) also served as the basis for Brazil's approach to the outside world, making the country has developed business partnerships and adhered to the main international practices, the most modern and important being the so-called “Authorized Economic Operator” Program. This paper aims to elucidate in detail what the program is, its main benefits and challenges for companies that choose to join the program, the main requirements for obtaining certification, as well as to demonstrate with statistical data the positive impact on the entire supply chain, whether simplifying import and export processes or the financial benefits generated by the Program.

Keywords: Global Trade, Globalization, Supply Chain, Customs Processes.



Ethnic Diversity: Professional Dynamics in the Triple Border - A Technical Look of Managers About Diversity



STUDENT

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Abstract

The present work consists of a research on the qualitative survey of the influences of ethnic diversity in the Trinational Region (Brazil - Paraguay - Argentina), since the region is rich in ethnic diversity, compared to large world - known metropolises. It evaluates the quality of services rendered by foreign professionals and the increase of productivity and efficiency in the provision of services of the companies that hire this foreign labor force. The methodology used is the Case Study, with four companies, in order to evaluate the performance of foreign professionals and their influence on the final performance of the company, including the analysis of the organizational culture pattern in companies that have diversity in their teams and the factors motivation for professionals to work in another country. This method aims to understand complex social phenomena, preserving the holistic and significant characteristics of real events (Yin, 2001). With the result of this research, the managers will have subsidies to implant the ethnic diversity in their companies, hiring foreign professionals in the region of the Triple Border, in order to qualify the productivity of all the professionals who have the opportunity to live with the different one and to learn some with others, improving their performance.

Keywords: Ethnic diversity. Foreign professionals. Performance. Productivity.



Relationship Between Economic Complexity and Social Inequality: A Study of the Brazilian Case

STUDENT

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Abstract

This work proposes to analyze the relationship between economic complexity and social inequality, if deepened in an analysis of the Brazilian reality. For this, Celso Furtado's concepts of underdevelopment are presented, which allow a better understanding of the Brazilian economic and social scenario of the proposed period. Therefore it's made a contextualization of the Brazilian scenario in the Collor, Itamar, Fernando Henrique, Lula and Dilma governments, briefly assessing each government, its policies, internal and external scenario, economic, social measures and their results. Next, it is analyzed the reduction of income concentration in Brazil during the governments since 1990, from its historical political context and based on data extracted from IPEA, World Inequality Database, among others. Finally, it presents the Theory of Economic Complexity and the relationship made by Hartman et al between the level of economic complexity of a country and its social inequality, using as a base methodology the Big Data analysis by economists Hidalgo and Hausmann to elaborate the Atlas of Economic Complexity (MIT Media Lab and Kennedy School), deepening in some of its concepts such as Product Space, product and region complexity, etc. Thus, it appears that the relief of income concentration in Brazil was largely based on social public policies promoted by governments, and not on a sophistication of the Brazilian productive structure. Thus, it is concluded that the reduction of social inequality in Brazil is not sustainable, since there are no changes in the productive structure of the country, which became less economically complex during the analyzed period.

Keywords: Economic Complexity; Social Inequality; Brazilian Economy; Big Data.



International Expansion Strategies in China: Pragmatism and Experimentalism in a Nation's Foreign Policy



STUDENT

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Abstract

In this paper, we sought to offer arguments for understanding China's international political behavior. Western evaluation of China's economic and political model is based on an understanding of the planning and execution of its actions as well as its objectives in the international market. This work seeks to offer basic concepts of the Chinese ancestral philosophy, which govern the daily life of the Chinese people, influencing their domestic and international social behavior. Thus, this paper aims to provide the basis for understanding the actions of a government that has chosen a rigid system of government and economic, Marxist socialist, questionable in terms of historical success, when deployed in the West, but which in China encourages innovation, production private wealth and allows the experimentation of other concepts under state supervision, provided that the objective is China's economic growth and development. From the Chinese case and its main aspects and movements carried out by the government, in search of their integration and international ascension, it is possible to verify the importance of philosophical concepts, for the proper understanding of the strategic and relevant position of this power at present.

Keywords: International Business, Chinese International Relations, Experimental Economics, International Policy.