Tutorials, Workshops and Seminars

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Monday, May 14th
  TWS 1: Mobile Marketing
 Speaker: Francesco Berrettini, MBA, CEO of INESTING - Marketing Tecnológico, S.A, Portugal title   Mobile Marketir abstract In Portugal there are more mobile phones then habitants, and as technology evolves calling them just “phones” appears to be too simple. Nowadays those devices means not only that companies can reach the consumers in a more effective way, but also that consumers are able to reach relevant information, easier then ever. In this presentation we introduce our activity in mobile marketing with some case studies and discuss the potentialities of Mobile Search Marketing. speaker   Name: Francesco Berrettini Org: INESTING - Marketing Tecnológico, S.A Country: Portugal Email: francesco@inesting.pt   biography Born in Italy where after an Economic degree, he completed his MBA at the University of Bocconi in Milan and gained great experience in a consultancy company, operating on a number of high-profile international and transnational consultancy projects in Italy and East Europe. He also gained financial experience working for a merchant bank. He has been living in Portugal since 1999, where he worked for an European international project and as Inesting's CEO, a company operating in technological marketing. He is also a University lecturer in Marketing and Management for more than 10 years. He is preparing his PhD in management strategy. Published several papers on scientific publications.   TWS 2: Promoting Linkages Between University and Enterprises
 Speaker: Hugo Pinto, CRIA – Centre for Regional Innovation, University of Algarve, Portugal title   Promoting linkages between University and Enterprises: the Case of the Algarve Region abstract Innovation has assumed an increased importance in Regional Development theories. This communication hopes to contribute to the understanding of the Algarve Regional Innovation Systems, a peripheral region in the National and European framework, where an economic growth is supported by Tourism, which leaves it out of the group of poorest regions when the GDPpc indicator is taken in account. A synthesis of the recent Regional Innovation Strategies for the Algarve is presented including the previous experiences of Ettirse and INOVAlgarve. From this late programme emerged CRIA – Regional Centre for Innovation of the Algarve, focused in the promotion, transfer and commercial approach to technology and knowledge in the academy, consolidating the linkages University-Enterprise. This seminar tries to understand the actions carried on by this organism and its role in the development of the region. speaker   Name: Hugo Pinto Org: CRIA - University of the Algarve Country: Portugal Email: hpinto@ualg.pt   biography Hugo Pinto is graduated in Economics and Msc in Regional Economics and Local Development. He was International Project Manager in Business Innovation Centre Algarve-Huelva, (Sensitic 2, Quality-SME and Incube of INTERREG European initiative) and in CCMAR – Centre of Marine Sciences (Biomares of LIFE initiative). He collaborates with CRIA – Regional Centre for the Innovation of the Algarve and he is member of the work team that is preparing the Regional Innovation Plan for the Algarve. Currently he is working in GAPI – Industrial Property Office in activities related with Entrepreneurship promotion. He also lectures Econometrics in the Faculty of Economics in the University of the Algarve. His research themes are Innovation and Territorial Development, in which he is preparing a PhD project.   TWS 3: Evolution and Future of e-Government
 Speaker: Dr. Ricardo Campos, Polytechnic Institute of Tomar, Portugal title   The Evolution and the Future of e-Gov abstract After a continuously development in on-line availability, most of the countries are close to reach the highest point of public services maturity. The future of e-Gov should now go through accessibility questions and m-Gov, providing a new set of user-centred services, personalized and based on alerts that could be programmed taking into account knowledge based in the localization of the user. In this article we will analyze the stage of e-Gov in Europe based in a report of the European Commission, which allows, the realization of a comparative analysis of the evolution occurred between 2004 and 2006 in the 28 countries part of the study. Following, we analyze the case of Portugal, pointing out some of the reasons to the success of the measures applied. Finally we project the future of e-Gov in terms of accessibility questions, platform access independence and user-centred services. speaker   Name: Ricardo Campos Org: Polytechnic Institute of   Tomar Country: Portugal Email: ricardo.campos@ipt.pt   biography Ricardo Campos got a Degree in Computer Science and Maths in 2002, and a Master Degree in Computer Science Engineering in 2005, both from the University of Beira Interior (Covilhã, Portugal). Meanwhile he worked as a consultant in information systems enterprises and since 2003 he is a Professor at the Tomar Polytechnic Institute (Tomar, Portugal) where he teaches subjects related to Information and Communication Technologies. He was also invited to teach technological specializations and post-graduations at the University of Beira Interior. He is a researcher at the Centre of Human Language Technology and Bioinformatics (HULTIG) of the University of Beira Interior. Ricardo's interests are in the fields of web intelligence and information systems. He is currently developing a meta-search engine named WISE that clusters web pages, as an alternative method of organizing web search results.   He has published research in the fields of Web Information Search, and Retrieval and e-Government, and has been guest to to participate in some research projects, conference organizations and book reviews. For comprehensive access to his work, please refer to his website at http://hultig.di.ubi.pt/~ricardo
   Tuesday, May 15th

   TWS 5: User Oriented Web Portal Framework
 Speaker: Diogo Casa Nova, University of Aveiro, Portugal title   User Oriented Web Portal Framework: case study of the University of Aveiro Portal abstract A university institutional portal is a step forward in managing information for the

image of a university directed to its public. Knowing the importance of this tool, the Universidade de Aveiro (UA) developed in the last years its institutional portal.   In this session, we will explore the several steps of the implementation process, from the necessary survey of requirements, followed by i) the need of development and integration of information sub-systems; ii) the development of an institutional image and identity, and iii) the involvement of the university community at the final stage of the process. We also aim to describe the diverse phases of the Portal implementation until its launching. As the tip of the iceberg, the institutional portal is the most visible part of the university’s information system. This information system will be briefly described as a whole, followed by a more in-depth description focusing on the areas that closely interact with the portal. speaker   Name: Diogo Casa Nova   Org: Unviersidade de Aveiro   Country: Portugal   Email: diogonova@adm.ua.pt   biography Diogo Casanova has a degree on institutional communication and a pos-graduation on information management from the University of Aveiro. Diogo coordinates the University of Aveiro website content management and more recently he integrated the team for conceptualise, design and implement the new University Web Portal. His research interests include managing and integrating information in Web Portals, developing innovative Web Concepts for different publics and Information architecture for the Web.

 Wednesday, May 16th

  TWS 6: The Unwired Enterprise Concept
 Speaker: Paulo Lopes, Sybase Portugal, Portugal   title   The unwired enterprise concept   abstract Wireless come of age-yet many companies are struggling with how to best re-envision the enterprise for mobility. This presentation shows how unwired solutions, mobile applications and emergent technologies like RFID, will bring competitive advantage to some industries and companies. speaker   Name: Paulo   lopes   Org: Sybase Portugal   Country: Portugal   Email: paulo.lopes@sybase.pt   biography   Paulo Lopes is the Business Developer Manager & Evangelist for Sybase in Portugal. His main goal is to search, develop and promote new technologies for the Portuguese market. He is also the responsible and mentor of several initiatives, like the Mbox Concept, RFID Solution Center (RSC) in Portugal and RFID Lab University Program. For Sybase, he is also in charge of the presales division, partner’s channel and universities relation. He also developed several works in the domain of 3D computer graphics, virtual and augmented reality for ADETTI, a Portuguese non-for-profit research institution. His expertises are in the area of Mobile and RFID technologies.   TWS 7: e-Learning Study Materials
 Speaker: Dr. Maria Almeida, Open University, Portugal   title   e-Learning study materials and the programma contents   abstract The organizations have a growing interest in adopting e-Learning systems especially in the area of distance training. The development of the e-learning has been very strong which is related with the evolution of Information and Communication Technologies (ICT) that has allowed changing processes focused on distance training/learning with strong flexibility. These new accessible relations are very similar to traditional ones and the communities can share knowledge at any place and in real time. So the aim of this tutorial is to show the importance of the study materials and the programmatic contents. speaker
          Name: Maria do Rosário Almeida Org: Universidade Aberta Country: Portugal Email: maria.rosario@mail.telepac.pt   biography Maria do Rosário Almeida was born on February 28th, 1947, in Portugal. She received her Degree of Master (Technical University of Lisbon, Portugal, 1996) and Ph. D. (University of Sevilla, Spain, 2005). She is full Professor of the Department of Business Administration, Universidade Aberta of Lisbon, Portugal (2001-2007). Her professional activity has been: consulting, teaching and technician positions in Schools, Banks, Universities, Institutions and companies in Mozambique, Portugal and Macau. Her research interests include Open and Distance Education Systems, Marketing, Production and Operations Management, Strategic Management, Human Resources and Information and Communication Technologies. She is Author of several papers and books.
TWS 8: e-Commerce Trustmarks in Europe
 Speaker: Gonçalo Carvalhinhos, ACEP – Portuguese E-commerce Association, Portugal title   ACEP Web Trus Scheme – the key to consumers’ confidence on Internet use abstract The main objectives of the PACE Trustmark Scheme are: 1) to increase companies and consumers confidence in e-commerce and Homebanking operations, 2) provide online traders (B2B and B2C) and banks with an instrument that verifies and shows the commitment to comply with the Portuguese law and the best practices in the online industry, and 3) to provide consumers and companies with an effective and fast dispute resolution system. The Trustmark is established by the Portuguese E-commerce Association (ACEP) in collaboration with independent auditors. speaker   Name: Gonçalo Carvalhinhos Org: ACEP – Portuguese E-commerce Association Country: Portugal Email: goncalo.carvalhinhos@comercioelectronico.pt   biography Gonçalo Carvalhinhos has a Baccalaureate in Tourism but soon he diverged professionally from his academic degree. Along the last 15 years he has been working as assistant-director both at private and public companies and organisations, acting mainly on IT matters.   He is currently the Secretary-general of ACEP – The Portuguese E-commerce Association.   Thursday, May 17th

  TWS 9: Content Adaptation for Mobile Devices
 Speaker: Dr. Zeida Solarte, Occident Autonomous University, Colombia   title   Content Adaptation for Mobile abstract Content adaptation for mobile devices poses significant challenges due to their limited computational capabilities and to the existence of a great diversity of devices in the market. This seminar presents a proposal for the content adaptation in the server side to release the device to the computational load. To know what kind of device is making the request are used the http headers and the UAProf or WURFL databases. The content is storing as XML and the style sheets are used to convert the content appropriately. speaker   Name: Zeida Solarte A.

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Country: Colombia
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biography   Zeida Solarte (zsolarte@uao.edu.co) received her degree in Electronic Engineering form the University of Cauca at Colombia in 1990. Currently, she is Engineering Magister Candidate and she is working as assistant professor in the Department of Information Science at the Universidad Autonoma de Occidente in Cali (Colombia), where she is researcher at the Telematic’s Research Group GITUAO. Her research interests are in the areas of mobile and ubiquitous computing, mobile agents, and content adaptation in mobile devices.