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Uma proposta de procedimento para a gestão de empreendimentos no terceiro setor Flávio Marques Vicari, Alfredo Colenci Júnior, USP

Appropriate Technology can be described as technology that is characterized by the purpose to integrate people to the environment, opposing to inappropriate technologies, whose effects are to speed up the social inequality and exclusion. Enterprise management technologies, like business plan, can be adapted to third sector organizations. This paper propose is divided in four stages: Summary, The Organization, Marketing Plan, and Financial Plan. It aims to help the management of third sector organizations that have an important role to search for social justice in Brazil.

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Uma revisão acerca da relação universidade x indústria x governo na perspectiva da formação de redes de empresas Emmanuel Paiva de Andrade, Danielle Moura Mendes, Felipe Porto Gonçalves, UFF

This article presents the preliminary conclusions of the research called "Estudo e Avaliação de Mecanismos de Articulação Universidade x Indústria x Governo para a Inovação e a Competitividade Regional". This research tries to set up the needs for a network creation, including political, educational, social and entrepreneurial needs. The role of a knowledge-based economy and the focus on local systems to make possible a global market entrance are debated. It also wants to show some common points of disagreement between the actors, like the different assessing methods used by the private sector and the universities, and some challenges to be won. The article shows the worst face of the resourceless educational system, making the producers able to influence and drive the public research to their own needs. The north-american way to the innovation and economic development is contrasted with the European model and analyzed by its effects.

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ST32 - Gerenciamento da Construção Civil I

O design como ferramenta de competitividade no setor de cerâmica de revestimento no estado de são paulo Solange Aparecida Machado, Ana Lúcia Bueno, João Pizysieznig Filho, IPT

Brazil is the fourth world producer of ceramic tiles, and São Paulo State concentrates almost 50% of the production. Otherwise, Brazilian production is mainly oriented for internal market, with little participation on world exportations. Specially in São Paulo state, the strategy of firms is mainly based on costs than in design or quality. The development of new products is done by copying Italian and Spanish products. In Italy and Spain, word leaders in exportation, design is the main competitive factor. Besides, in those contries the enterprises are specialized in few