

XXI Congreso de Ingeniería de Organización / 11th International Conference on Industrial Engineering and Industrial Management

July 5th to 6th, 2017 - Universitat Politècnica de València - València, Spain

General Programme

Wednesday, July 5th, 2017	TIME	Aula 2-9	Aula 2-10	Aula 2-11	Aula 2-12	Aula 2-13	Aula 2-15	Aula 2-14	
	13:00-15:00	Registration							
	15:30-17:00	Production Planning and Control	Operations Research, Modelling and Simulation (I)	Strategy, Innovation and Entrepreneurship (I)	Supply Chain Management and Logistics (I)	Enterprise Information Systems/Strategy and Entrepreneurship	DW SD7 Trends and challenges in secure, clean and efficient energy	Doctoral Symposium	
	17:00-17:30	Coffee and poster session. Nexus hall							
	17:30-22:00	City Tour & Cocktail.							

Thursday July 6th, 2017	TIME	Aula 2-9	Aula 2-10	Aula 2-11	Aula 2-12	Aula 2-13	Aula 2-15	Aula 2-14	
	9:00-10:30	Asistencia Sanitaria, Emergencias y Gestión de Desastres	Operations Research, Modelling and Simulation (II)	Strategy, Innovation and Entrepreneurship (II)	Supply Chain Management and Logistics (II)	Sustainability and Ecoefficiency	DW SD1 Formative assessment of competences in Higher Education	Industrial Session	
	10:30-11:00	Coffee and poster session. Nexus hall							
	11:00-12:00	Plenary session (keynote speaker). Salon de Actos							
	12:30-14:00	Human Factors and Ergonomics	Investigación Operativa, Modelado y Simulación (III)	Strategy, Innovation and Entrepreneurship (III)	DW SD3 Organisational Performance Management	DW SD4 Assembly Line Design and Control			
	14:00-15:00	Lunch. Galileo							
	15:30-17:00	Product Management, Industrial Marketing and Consumer Behavior	Knowledge and Project Management	Strategy, Innovation and Entrepreneurship (IV)	DW SD2 Gamification in Operations Management Subjects	DW SD5 Forecasting and Inventory Control			
20:30-23:00	Gala Diner. Veles e Vents								

Programme. Oral Presentations and Posters

Wednesday July 5th, 2017 15:30-17:00	Aula 2-9	Parallel Session. Production Planning and Control
		088 "C2NET Optimisation Solution Approach" Sanchis R. Andres B. Poler R. Mula J. Díaz-Madroñero M.
		034 "Proposal of a systemic methodology for the assessment and selection of Balanced Scorecard KPI's in Manufacturing Environment" Sanchez R. Albarracín J.M. Vicens-Salort E.
		047 "Optimal Reorder Point in a Continuous Review Stock Policy with Penalty Costs" Cardós M. De la Fuente M.V. Ros L.
	106 "Impact of lean manufacturing on productivity and quality in a food company" De la Fuente M.V. Cardós M. Ros L.	
	Aula 2-10	Parallel Session. Operations Research, Modelling and Simulation (I)
		006 "When to Stop? A New Stop Criterion for Combinatorial Optimization Search Techniques" Cohen Y. Gelbard R. Amorim M.
		109 "The impact of real estate taxations on the inter-municipalities migration which influence the housing construction dynamics" Janež P.
		058 "Efficient Election Campaign Optimization Using Integer Programming" Güneş E.
	082 "Lagrangian relaxation of the GMOP model" Rius G. Maheut J. Coronado-Hernandez J. Garcia J.P.	
	Aula 2-11	Parallel Session. Strategy, Innovation and Entrepreneurship (I)
		063 "Levels of Application of Public R&D&I Policy Models" Piñero A. Monroy C. Peláez M.A.
		010 "Enterprise Flexibility and Innovative Capacity: Evidence from the German R&D survey" Nguyen T. Eckl V.
		016 "An innovation model for EPC/Turnkey sector: the case of Abengoa Solar New Technologies" Garechana G. Rio-Belver R. Gilleruelo E. Bidosola I.
	021 "An Evaluation Model for Adaptation of Organizational Culture to Lean culture" Taherimashhadi M. Ribas I.	
	Aula 2-12	Parallel Session. Supply Chain Management and Logistics (I)
009 "Incentive Alignment Framework for Collaborative Supply Chains built on Organizational Cybernetics" Puche J.C. Ponte B. Gual J.C. Pino R. De la Fuente D.		
062 "Sequencing Cells Layout to reduce Traffic Congestion" Sáez S. García J.J. Morant J. García J.P.		
092 "Policies to create an Environmental Zone as support of City Logistics" De la Fuente M. V. Ros D. Cardós M. Ros L.		
032 "Organizational structures in small and medium-sized enterprises (SMEs) and their performance measurement systems" Rojas X.		
Aula 2-13	Parallel Session. Enterprise Information Systems/Strategy and Entrepreneurship	
	052 "Entrepreneurial intention: how cultural and environmental aspects influence the attitude in starting a new business. A benchmark study between Italy and Spain" Parente S. Perfili M. Morales G. Grimaldi M.	
	084 "Software Defined Networking Firewall for OPC UA MES Systems" Tsuchiya A. Fraile F. Ortiz A. Poler R.	
119 "Identification of Barriers of Entry to the European Market of Medical Devices. Study of Cases in Spanish Companies" Chaveco Y. Rubio-Romero J.C. Guerra R.M.		
Aula 2-14	Open Workshop DWS07 Trends and challenges in secure, clean and efficient energy	
	096 "Drivers' perception of the major advantages of electric vehicles" Pardo-Ferreira M.C. López-Arquillos A. Martínez M. Rubio-Romero J.C.	
	070 "Sustainable Supply Chain Management: a multiple case study research in the Apparel and Footwear Industry" Kreso F. Morales G. Karaosman H. Barani A.	
011 "Short-term Prediction in Office Consumption with Identification of Patterns by Clustering" Aparicio P. Barbadilla E. Guadiz J. Cortés P.		
Aula 2-15	Doctoral Symposium	
	012 "Deterministic and Uncertain Methods and Models for Managing Agri-Food Supply Chains" Estesó A. Alemany M.E. Ortiz A.	
	066 "Limitations and Pitfalls of the Brain that Prevent us from Thinking" José Luis Portela, Carlos Monroy	

Thursday July 6th, 2017 9:00-10:30

Aula 2-9		Parallel Session. Asistencia Sanitaria, Emergencias y Gestión de Desastres
	101	"Integración de la Perspectiva de Género en las Organizaciones. Su alineación con la Agilidad y la Resiliencia." Cuenca Ll. Navarro-Astor E. Alemany M. Boza A.
	086	"Análisis del Modelo de tres capas (M3C) de Inteligencia Competitiva en el sector farmacéutico español. Bases para una transformación a dos velocidades." Fernández-Arias M.P. Hidalgo-Nuchera A. Quevedo-Cano P.
	075	"Gestión de voluntarios en una competición deportiva" Mateo M. Bautista J. De la Torre R.
013	"Avanzado sistema de información para la gestión de los aprovisionamientos en un grupo de distribución deportiva en Ecuador" García-Lorenzo A.	
Aula 2-10		Parallel Session. Operations Research, Modelling and Simulation (II)
	113	"Robust optimization for master production planning in an automotive second tier supplier" Martín-Ramos A.G. Díaz-Madroñero M. Mula J.
	110	"A capacitated lot-sizing and scheduling model for the bi-part injection moulding problem" Díaz-Madroñero M. Mula J. Andres B. Poler R. Sanchis R.
	087	"A MILP for multi-machine injection moulding sequencing" Andres B. Sanchis R. Poler R. Mula J. Díaz-Madroñero M.
	112	"Optimal Tax planning with mathematical programming models" Parra E.
Aula 2-11		Parallel Session. Strategy, Innovation and Entrepreneurship (II)
	025	"How does working on university-business collaborative projects foster the industrial doctorates' learning process?" Ganzarain J. Markuerkiaga L. Igartua J.I.
	027	"A Maturity Model for Innovation in SMEs" Igartua J.I. Retegi J. Ganzarain J.
	044	"Lessons Learned in Assessment of Technology Maturity" Rodríguez M. Lezama R. Rio-Belver R. Rodríguez A.
	077	"Qualitative patents evaluation through the analysis of their citations. Case of the technological sectors in the Basque Country." Gavilanes-Trapote J. Cilleruelo E. Garechana G. Rodríguez A. Etxeberria-Agiriano I.
Aula 2-12		Parallel Session. Supply Chain Management and Logistics (II)
	104	"Best Practices in Road Transport: An exploratory study" Fernández M. González I. Domínguez P. Prado J.C.
	076	"Additive Manufacturing and Supply Chain: A review and bibliometric analysis" Núñez J. Ortiz A. Jiménez M. A. González J. A. Bueno, Luzardo M.
	035	"Multiple Allocation Stochastic Hub Covering Problem with Flow Costs Uncertainty" Sener N. Feyzioğlu O.
	037	"An Artificial Neural Network Model for Price Forecasting of the Highway Transportation" Budak A. Ustundag A. Guloglu B.
Aula 2-13		Parallel Session. Sustainability and Ecoefficiency
	067	"Towards a sustainable Agri-food Supply Chain model. The case of LEAF." Perez D. Alarcón F. Drummond C. Ortiz A.
	099	"Economic and environmental packaging sustainability. A case study" González I. Fernández M. Domínguez P. Prado J.C.
	102	"Clustering product innovators: an exploratory study focused on implementers of new products reducing environmental impact" Pons M. Bikfalvi A. Llach J.
	093	"Traceability in the Food Supply Chain: Review of the literature from a technological perspective" Cruz S. Boza A. Alemany M.E.
Aula 2-15		Open Workshop DWSOI Formative assessment of competences in Higher Education
	049	"Formative assessment for the Analysis and Problem Solving transversal competence in Master Degree" Verdecho M.J. Gomez-Gasquet P. Rodriguez R. Alfaro-Saiz J.J.
	083	"Formative assessment framework proposal for transversal competencies: Application to analysis and problem solving competency" Gomez-Gasquet P. Verdecho M.J. Rodriguez R. Alfaro-Saiz J.J.
	091	"MOOC-enabled Implementation of Blended Education: Research Line + Education Transformation Endeavour" Durán A.

Thursday July 6th, 2017 10:30-11:00	NEXUS Hall	Poster Session	
		029	"Another way to teach operation management" Estellés S. Garrigós F. Palmer, M. Albarracín, J. M.
		061	"Mandatory Convertible Bonds as an Efficient Method of Issuing Capital" Monroy C. Huerga A.
		105	"Transfer prices assignment with integrated production and marketing optimization models" Parra E.
		041	"Resilience Engineering: concepts of the new paradigm " Rubio-Romero J.C.
		114	"Adaptive and hybrid forecasting models – a review" Fajardo-Toro C. Mula J. Poler R
		030	"Training methodology for the design of robust processes based on Design of experiments. Case Study, Launcher." Unzueta G. Eguren J. A.
		020	"Propuesta de un marco de referencia holístico de modelado de empresas" Gesterro J. Cuenca Ll. Ortiz A.
		118	"An overview of supply chain planning that integrates financial issues" Gurci V. Mula J. Díaz-Madroñero M. Dassisti M.
		111	"Analysis of the Customer Service Rate and Reliability of Suppliers in a Production and Assembly Multinational company" Iñurrieta A. Mula J. Campuzano-Bolarín F.
		033	"Assessing worldwide research about performance measurement for SMEs: 2006 – 2016" Rojas X.
		040	"The knowledge absorptive capacity to improve the cooperation and innovation in the firm. Pérez D. Sáiz L. . Manzanedo M. A.
		079	"The importance of intangible liabilities to business management" Sáiz L. Alcalde R. Manzanedo M. A., Del Olmo R.
		123	"Propuesta de un nuevo modelo de definición de los procesos y flujos de almacén" Alonso de Armiño C. Manzanedo M. A. Del Olmo R.
125	"RUC-APS: Enhancing and implementing Knowledge based ICT solutions within high Risk and Uncertain Conditions for Agriculture Production Systems" Hernandez JE , Mortimer M , Patelli E , Liu S , Drummond C , Kehr E , Calabrese N , Innacone R , Kacprzyk J , Alemany M , Gardner D , Fernandez A , Panetto H , Zarate P , Martinez D , Simontti A , Guyon C , Sauvage C.		
071	"Gamificación en formación a empresas" Estellés S. Rius G. Albarracín J.M. Palmer M.E		

Thursday July 6th, 2017 12:30-14:00

Aula 2-9	Parallel Session. Human Factors and Ergonomics	
	019	"Optimization for Fulfilling Education Requirements of Refugee Children" Gokcen H. Macit B
	023	"Developing a pre-scale for evaluating supervisors' directive style in continuous improvement environments" Lomas L. Lleó A, Viles E. Jurburg D.
	080	"Competence acquisition, encouragement and development in smart organizations: some examples" Canós L. Vidal-Carreras P. I. Garcia-Sabater J.J. Maheut J.
124	"Adoption of the Human Resources Strategy for Researchers (HRS4R) – Leveraging the EC "Logo" roadmap" Martín-Romo C. Contreras S. Durán A.	
Aula 2-10	Investigación Operativa, Modelado y Simulación (III)	
	065	"Secuencias de modelos mixtos en entornos Flow- Shop con programación lineal entera mixta" Bautista J. Alfaro-Pozo R.
	031	"Estado actual de la investigación sobre Segmentación de clientes y Flexibilidad de la cadena de suministro. El desafío futuro de la Microsegmentación" Novais L. Maqueira J. Ortiz A.
	048	"Análisis de Innovación Tecnológica Basado en la Tétrada de McLuhan. Un caso de estudio aplicado a las técnicas de limpieza láser" Roca J.L. Rodríguez-Bermúdez G. Briones-Peñalver A. J.
042	"Formando a Lean Thinkers" Gimenez G. De Castro R.	
Aula 2-11	Parallel Session. Strategy, Innovation and Entrepreneurship (III)	
	055	"Laser Additive Manufacturing: A patent overview" Enara Zarrabeitia, Iñaki Bidosola, Rosa Rio-Belver, Izaskun Álvarez, Ernesto Cilleruelo
	078	"Characterization of Strategic Emerging Technologies: the Case of Big Data" Bidosola I. Garechana G. Zarrabeitia E. Cilleruelo E.
073	"Allocation-location hub problem in intermodal freight network design: mathematical programming review" Agamez A. M. García J.P. Moyano J.	
	Open Workshop DWSO3 Organisational Performance Management	
	095	"Role clarity and satisfaction for knowledge workers" Fernández F. Moreno A. Topa G.
	120	"Analysis of Service Operation Behavior with Time Series" Civantos I. García J.
	121	"Quantitative techniques to effectively link enterprise's performance and Lean Production" Ruano J.L. Rodríguez R. Alfaro J.J. Verdecho M.J.
122	"An ANP-based network to measure the impact of Lean Production on organisational performance" Ruano J.L. Rodríguez R. Alfaro J.J. Verdecho M.J.	
	Open Workshop DWSO4 Assembly Line Design and Control	
	081	"Mathematical programming models with coordination mechanisms for decentralized decision-making, a literature review" Rius G. Maheut J. Estelles S. Garcia J.P
	068	"Minimizing the ergonomic risk dispersion between the workstations of an assembly line" Bautista J. Alfaro-Pozo R.
	108	"Placement of cells in a product sequencing facility for an assembly line" Garcia-Sabater J.J. Saez A. Garcia J.P. Morant J.
	043	"Optimizing job rotation in ALWABP using parallelization: review, model and metrics" Miralles C. Araujo F.B. Costa A.M.

Thursday July 6th, 2017 15:30-17:00	Aula 2-9	Parallel Session. Product Management, Industrial Marketing and Consumer Behavior	
		053	"The Sharing Intention: How Culture and Materialism influence consumer's interests on consuming shared goods. A benchmark between Italy and Spain" Perfili M. Parente S. Grimaldi M. Morales G.
		097	"Analyzing the effects of applying IoT to a metal-mechanical company" Alarcón F. Cañizares E.
		115	"Heuristics for ELSP with deliberated and controlled coproduction (DCC-ELSP)" Vidal-Carreras P.I. García J. P. Canós L.
	Aula 2-10	Parallel Session. Knowledge and Project Management	
		024	"Improvement of business process: an action research approach" Sánchez-Montero R. Martínez-Martínez A. Cerdá L.M. Asensio E.
		074	"Innovation indicator of project control management in industrial manufacturing companies" García E.
		059	"Promoting Structured Participation for Competitiveness in Services Companies" García J. Prado Prado J.C. Fernández A. J.
	Aula 2-11	Parallel Session. Strategy, Innovation and Entrepreneurship (IV)	
		098	"Business Model Innovation from a Technology Perspective: A review" Ibarra D. Igartua J.I. Ganzarain J.
		100	"Business Model Innovation in the European Food Packaging Industry: study guideline" Rodrigo L. Palacios M.
	Aula 2-12	Open Workshop DWS02 Gamification in Operations Management Subjects	
		004	"Using a Serious Game for the practical learning of productive and environmental efficiencies" Santos J. Muñoz-Villamizar A. Viles E. Ormazabal M.
		007	"Gamification and the learning of lean manufacturing" Escudero-Santana A. Muñuzuri J. Onieva L. Aparicio P.
		028	"Bucket Brigades: Simulating a Production Line in the Classroom" Aparicio P. Muñuzuri J. Muñuzuri Escudero-Santana A. Rodríguez M.
		094	"Using Twitter as a tool to emergency situations: A case of study" Martínez M., Pardo-Ferreira M.C. López-Arquillos A. Rubio-Romero J.C.
Aula 2-13	Open Workshop DWS05 Forecasting and Inventory Control		
	008	"A Simulink library for supply chain simulation" Trapero J.R. Ramos F. Holgado E.	
	026	"Demand Forecasting model selection. A support vector machine approach." Villegas M. Pedregal D.J. Trapero J.R.	
	124	"A general method for addressing forecasting uncertainty in inventory models" Prak D.R.J., Teunter R.H.	
	064	"Fill Rate: from its definition to its calculation for the continuous (s, Q) inventory system with discrete demands and lost sales" Babiloni M.E. Guijarro E.	