

## Multiplier Event – Portugal – 2019

*"Re-orienting a Cross Cultural Studies in Business: a European analysis"*

### The Importance of colors to improve business in the street

#### THURSDAY, 2<sup>nd</sup> of May (held at Art Gallery: A Tinturaria)

21.00 - **Registration** of participants

21.30 -21.45 - **Opening** of conference: Vice Mayor of Covilhã

21.45-22.15 – **Plenary Session** with Miguel Moreira Pinto – “A resume about Cultural Studies in Business – and the Portuguese reality Vs European reality”

22.15-22.30 – Sandra Soares, Ph.D., UBI University, “Perception how it works?”

22.30-22.45 – Ana Fidalgo, Ph.D., UBI University, “The relation about colors and the buildings”

22.45-23.00 – Claudia Beato, Ph.D., Cabo Verde University, “The importance of Urban layout in business concept”

23.00-23.15 – Tiago Rodrigues, Architect, Private Office of Architecture “The meaning of shapes in architecture management”

23.15-23.45 – Miguel Moreira Pinto, Ph.D., UBI University and CITAD Research Center, “How colors can Improve the spirit of business”

23.45-00.00 – **Conclusion** by Pedro Serrao, Management, UBI University, “Resume about the Research>”

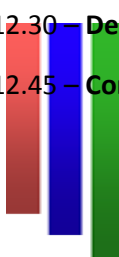
#### FRIDAY, 3<sup>rd</sup> of May (held at UBI University, Room 9.2)

10.30 – 11.00 - **Plenary Session** with Miguel Moreira Pinto and Tiago Rodrigues – “The meaning of Studies in Business. Architecture business reality. Problems and methods.”

11.00-12.00 – Artur Modlinski, Ph.D., Lodz University. “The Rule of Management”

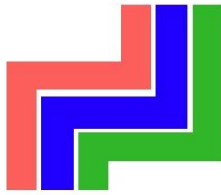
12.00-12.30 – **Debate**

12.30-12.45 – **Conclusions** by Paulo Carvalho, Ph.D., UBI University





EDUCA



ERASMUS+ K2 - Strategic Partnership in the field of HIGHER

### Resume about Multiplier Event/Conference:

- 1- Conference held in to different places: Local Art Gallery and UBI University.
- 2- Participants from Professors from UBI University, 1 teacher from Poland, members of the city hall, and 1 private architect.
- 3- Spread the ERASMUS +K2 project in Cultural Studies in Business.
- 4- Spread the meaning of Cultural Business studies and its importance to the business World, new methodologies of teaching, a vision between the past and the present.
- 5- Interact with local citizens, business men, students and teachers.
- 6- The Input that perception, marketing, and communication could give to the future curriculums of business studies.

