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Sessão 2C2

*Moderadora: Ana Paula Teixeira***Economia e Finanças, Ensino da IO****Matriz Importância-Desempenho aplicada a uma PME que se dedica à comercialização de produtos e material de laboratório**

Hélder Ferreira, Paula Odete Fernandes

Cada vez mais, nos tempos que correm, uma organização para se tornar competitiva necessita ter conhecimento se os seus produtos/serviços correspondem às expectativas dos seus clientes e identificar quais os fatores críticos de sucesso (FCS) que os mesmos dão maior importância. Para tal, existem alguns instrumentos de gestão que permitem avaliar o desempenho de uma organização dentro dos quais a matriz Importância-Desempenho (I-D), tendo por base reconhecer os FCS que o cliente valoriza mais, em termos de importância vs desempenho.

**Palavras chave:** Matriz Importância-Desempenho, Fatores críticos de sucesso, PME

**Investment Projects: Evaluation Tools and Methods**

Nuno Moutinho, Helena Mouta

In this paper we study which tools and methods are used by companies to evaluate projects. We find that firms use checklists of analysis for non-financial aspects, whereas they use their past experience in risk assessment. Companies tend to maintain records of past evaluation and those that use external advisors to evaluate projects tend to perform political analysis. As for the methods, companies use a variety of methods to incorporate financial and non-financial considerations into the analysis. We have also analyzed the relationship between these tools and methods and each area of analysis in project evaluation.

**Keywords:** Real Investment Projects, Evaluation Tools and Methods, Non-Financial Analysis

**OR/MS EDUCATION: an overview of the 2003-2012 decade**

Ana Paula Teixeira, João Miranda

The main characteristics of talks on OR/MS education are described and analysed, not only in order to determine the interest of this topic and its evolution over the period 2003-2012, but also to improve our understanding on this issue. Beyond the good practices in OR/MS education, the application of OR/MS tools on Education is also analysed. Additionally, the developments on OR/MS education in the last decade are evaluated, observing what has been done and describing the related applications and procedures. Thus, providing a new insight on the recent enhancements of OR/MS education and outlining other pathways for the near future.

**Keywords:** OR/MS education, OR/MS tools, Overview, Good practices, Conferences

**HIIntBioref: An European School in Heat Integration and Biorefineries**

Awf Al-Kassir, Cristina Fernandes, João Miranda, Henrique Matos, Clemente Pedro Nunes

An European school (ERASMUS Intensive Programme 2012-1-PT1-ERA10-12530) aiming at the modeling, simulation and optimization of subsystems of heat exchanger, utilities, reaction, separation, and their integration in industrial applications. This school is combining the complementary expertise of lecturers from different European and associate countries: Germany, Netherlands, Portugal, Spain, Turkey, and United Kingdom. This Erasmus school is to be held at the IST/UTL, Lisbon, 14-28 July-2013, and the audience is mainly MSc./PhD. students on Process Systems Engineering and industry professionals. Beyond the technical visits (FISIPE, PORTUCEL), the optimization sessions supported by GAMS, the future developments are also presented and evaluated.

**Keywords:** Biorefineries, Heat Integration, Optimization, Intensive Programme, ERASMUS