

Emílio José Montero Arruda Filho

Business Post Graduation Program / University of Amazon
Av. Alcindo Cacela 287, Block E 4th Floor, Belém – PA 66060-902 – BRAZIL
Mobile (BR): +55 91 81354200 Mobile (IT): +39 320 8846832
emilio.arruda@unama.br / emilio.arruda@unibg.it
Home page: <http://www.busiconsulting.com>



Education

- **Ph.D Marketing & E-Commerce**, University of Bergamo (Unibg), Bergamo, BG Italy, March 2009.
Thesis Title: "Intrinsic / Extrinsic Unfamiliarity on the Telecommunications Convergence Usage: The True Usefulness of the Technology".
Advisor: Marino, A., Full Professor of UNIBG
Major Area: Telecommunications Systems, Marketing. *Minor Area:* Technology, Business Economics.
- **M.S. in Electrical Engineering**, Federal University of Pará (UFPA), Belém, PA Brazil December 1998.
Thesis Title: "A Neural Adaptive Beam forming System to Reduce Interference of Signals in Mobile Communications".
Advisor: Cavalcante G. P. S., Ph.D. in Electrical Engineering
Major Area: Telecommunication Systems. *Minor Area:* Computer Networking.
- **B.S. in Electrical Engineering**, Federal University of Pará (UFPA), Belém, PA Brazil March 1995.
Undergraduate Seniors Project (TCC): "Antennas – Software and Hardware"
Advisor: Cavalcante G. P. S., Ph.D. in Electrical Engineering
Major Area: Telecommunication Systems. *Minor Area:* Applied Electromagnetic Fields.

Visiting Assignments

- **Research Institute for Telecommunications and Information Marketing – RITIM**, University of Rhode Island, Kingston – RI, Sept 2007 to July 2008.

Special Awards & Recognitions

- *Full Scholarship to the 12th Executive Course on Telecom Reform and NRA/NSO workshop* – Singapore, June 10-16, 2008.

Research Interests

- Technology Marketing, Network Solutions (VoIP, wireless, video conference, 1/10/100 Gigabit Ethernet Applications, WLAN Security), Price Cap Studies to telecommunications sector, Self-Realization Marketing, Systems Integration, Business Plan applied to Technology Firms, Regulation in the Telecommunications sector, Technology Consume Behavior (Social, Hedonic and Utilitarian Factors).

Experience

- **Professor and Researcher** June 2009 – present
Business Administration MSc Course, University of Amazon - UNAMA (Brazil).
- **Professor and Coordinator** February 2003 – present
Telecommunications Engineering Course, Department of the Amazon Studies Institute IESAM/PA (Brazil).

- **International Relationship Director** 2004 – 2005
Commercial Association of Pará (Brazil) - CONJOVE / ACP.
- **Professor and Coordinator** September 1998- June 2002
Alternative Energy Department of CEFET/PA (Brazil).
- **Technical and Commercial Director** March 2000 – January 2004.
Telegamma Brasil Company – Communication Networks Italy
- **Research Engineer** March 1995 – August 1998.
POEMA's Program. Renewable Energy Project, and Telecommunication project.

Professional Services

- **Reviewer** of the Administration Journal of USP – RAUSP. ISSN (Printed): 0080-2107. Feb to Aug 2010.
- **Reviewer** of the Journal of Information Systems and Technology Management – JISTEM, FEA/USP. ISSN (Online): 1807-1775. Sept to Oct 2009.
- **Reviewer** of the Statistical Methods and Applications – SMA, Springer. ISSN (Print): 1618-2510, ISSN (Online): 1613-981X. September 2009.
- **Session Chairman** of the XXXIII National Association of Graduation and Business Research Meeting (ANPAD 2009). Marketing Session (Consumer Behavior). Conference date 19-23 September, São Paulo – SP, Brazil, 2009.
- **Reviewer** of the XXXIII National Association of Graduation and Business Research Meeting (ANPAD 2009). Conference date 19-23 September, São Paulo – SP, Brazil, 2009. Advice in deciding the suitability of some manuscripts submitted to the conference. May and June 2009.
- **Session Discussant** of the Work-Shop AIDEA Giovani: Cambiamento, ristrutturazione, competitività e crescita, Università degli Studi di Bergamo, Bergamo, Italy, December 5th 2008.
- **Session Chairman** of 2008 Networking and Electronic Commerce Research Conference – NAEC2008, Riva del Garda, Italy, September 25-28, 2008.
- **Video Conference Speaker** of the 3rd Public Relationship Forum: The Public Relationship and the New Technologies of Communication. Argument: Digital Communication – Research, Evaluation and Satisfaction. October 24th 2008, Amazon Studies Institute, Belém – PA, Brazil.
- **Reviewer** of IEEE Transactions on Engineering Management. R&D and Engineering Projects Department Area. February – July 2007 & April 2008.
- **Reviewer** of the International Journal of Technology Marketing (IJTMkt). Inderscience Publishers ISSN (Online): 1741-8798 - ISSN (Print): 1741-878X. June 2007.
- **Reviewer** of the 2007 International Conference on Computational Science and Its Applications (ICCSA 2007). Conference date 26-29 August, Kuala Lumpur, Malaysia, 2007. Advice in deciding the suitability of some manuscripts submitted to the conference. May 2007.

Consulting Experience

- **Member** of the Analysis Department of Telecommunication Programming Graduation Course (SEMTEC / MEC – Ministry of Education). February 2001 - 2005.
- **Member** of Technical Organization of the International Congress IMOC'2001. January 2001.
- **Council of the Technique Team in Computing.** Proposal Analysis of Professional Education Courses of Technological Professional Level. Ministry of Education – Brazil. July 2000 – January 2001.

- **Academic Council of Ecology and Studies` Program of Amazon** School for International Training (SIT) – American Organization of Vermont and House of Renewable Energy of Amazon (CERAM) / Brazil. July 1999 - December 2000
- **Brazil - Canada Cooperation for a Reform Project.** High School, and Technological Secretariat – SEMTEC / Ministry of Education – MEC. Member of Projects Elaboration. June 2000 – January 2001.

Language Skills

- **Portuguese**, native : Fluent in writing, reading and speaking.
- **English** : Good in writing, reading and speaking.
- **Spanish** : Good in reading and listen; Fair in writing and speaking.
- **Italian** : Good in writing, reading and speaking.

Computer Skills

- **Operating Systems**

Good skills: Windows 98/NT/XP/Vista and General Operating Systems.

- **Languages and Applications**

Good skills: SPSS, MS Office Package, Corel Draw, PageMaker, Netscape, Internet Explorer, Fortran and others in digital control systems. *Fair skills:* Visual Basic, C, Borland and C++, MATLAB, MathCAD.

Graduate Courses

1. *Communications Networks . Image, voice and data Network – A/D D/A's Application.*
2. *Introduction to Computer Networking . Random Variables and Probability Theory.*
3. *Neural Networks. Processes and Applications.*
4. *Rural Poverty, Safe Alimentation and Sustainable Development.*
5. *Data Networking, Voice and Digital Telecommunication Systems.*
6. *PABX Processing . Call Center, CTI, Voice mail, LCR, ISDN and others.*
7. *LAN and WAN Solutions. Using techniques to development Networking Systems.*
8. *Cabling. CAT 5, 5E. D, E and F Class.*
9. *Institutional Manager Specialization to Education on University*

Conference Publications

1. **Program of Antenna Using Computers.** III Seminary of Scientific Initiation in UFPA. Belém - PA – Brazil 1992.
2. **Linear Antennas with Distributed Charges.** IV Seminary of Scientific Initiation in UFPA. Belém - PA - 1993.
3. **Auxiliary Program of Users to Antenna analysis and synthesis.** 45th Annual meeting of Brazilian Society of the Science Congress (SBPC) Brasília - DF - 1993.

4. **Linear and Circular Antennas with Distributed Charges.** XII Congress of Scientific Technology Initiation in Engineering USP – Engineering of São Carlos School São Carlos - SP - 1993.
5. **Amplifier Circuit for Interface with RF Generator.** V Seminary of Scientific Initiation of UFPA. Belém - PA - 1994.
6. **Development of a Computing Surrounding for Synthesis and Analysis of Antennas Using Computer V** Seminary of Scientific Initiation of UFPA. Belém - PA - 1994.
7. **Implementation and Project of Radiant Systems.** V Seminary of Scientific Initiation - UFPA. Belém - PA - 1994.
8. **Yagi Antenna Construction Project .** 46th Annual Meeting of Brazilian Society of the Science Congress (SBPC). Vitória - ES - 1994.
9. **Software to Linear, Circular Antennas and Antennas Array.** VI Brazilian Symposium of Microwave and Optoelectronics. Belém - PA - 1994.
10. **Software for Antenna's Construction.** VIII Paraense's Week of Computing (VIII SEPAI). Stand of UFPA. SUCESU - Belém - PA - 1994
11. **Implementation and Project of Plane Structures.** XIII Congress of Scientific Technology Initiation in Engineering. USP – Engineering of São Carlos School São Carlos - SP - 1994.
12. **Development of Sustainable Bases for Studies about Gender and Renewable Energy.** I Seminary about Gender and Renewable Energy Winrock International e IDER. Fortaleza - CE - 05 / 27 to 05 / 30 / 1997.
13. **Neural Adaptive Array Antenna to Reduce Interference of Signals in Communication Systems** 1997 SBMO/IEEE MTT-S INTERNATIONAL MICROWAVE AND OPTOELECTRONICS CONFERENCE. Natal, Brasil, - RN - 08 / 11 to 08 / 14 / 1997.
14. **A Neural Adaptive Beam forming System to Reduce Interference of Signals in Mobile Communications.** IMOC'99 SBMO/IEEE MTT-S, AP AND LEOS INTERNATIONAL MICROWAVE AND OPTOELECTRONICS CONFERENCE. Rio de Janeiro, Brasil, - RJ – 08 / 09 à 08 / 12 / 1999.
15. **Evaluation of Alternative Systems of Energy for a better Quality of Life in Rural Communities of the State.** VIII Brazilian Congress of Energy. Rio de Janeiro, Brasil, - RJ – 11 / 30 to 12 / 02 / 1999.
16. **Tests and Training laboratory in Photovoltaic Solar Systems of the North Region.** VIII Brazilian Congress of Energy. Rio de Janeiro, Brasil, - RJ – 11 / 30 to 12 / 02 / 1999.
17. **Overcharge Analyze of the WEP and WPA Security Mechanisms in 802.11g Networking.** I2TS'2005 - International Information and Telecommunication Technologies Symposium. Campinas, SP- Brazil, Dec - 2005.
18. **Gigabit Ethernet for Stacking LAN's Networks Performance Correction.** COIN-NGNCON2006 - The Joint International Conference on Optical Internet and Next Generation Network, JEJU - Korea, July 9-13, 2006.

19. **Performance and Quality of Service on Free Software for VoIP.** COIN – NGNCON 2006 - The Joint International Conference on Optical Internet and Next Generation Network, JEJU - Korea, July 9 – 13, 2006.
20. **Security versus Bandwidth: The Support of Mechanisms WEP e WPA in 802.11g Network.** WOCN 2007 - Fourth International Conference on Wireless and Optical Communications Networks, Singapore, July 2 – 4, 2007.
21. **Quality and Performance of Video Network with the actual Video Systems Products.** ICEMC2 2007 - International Conference on Embedded Systems, Mobile Communication and Computing, PESIT, Bangalore, India, August 3-5, 2007.
22. **The Rebel Co-Creator: Exploring the iPhone Unlocking Phenomenon.** Workshop on Transformative Consumer Research (TCR), Sao Paulo, Brazil, July 31, 2008.
23. **Mi Swing Es Tropical – But Not My Consumers: Economic Realism and Cultural Contradictions in Latin American Marketing of Apple's i-Conic Products.** 2008 Latin-American Conference of the Association for Consumer Research, São Paulo, Brazil, July 31 – August 3, 2008.
24. **Least Cost Routing Applied to Telecommunications Systems Integration.** 2008 Networking and Electronic Commerce Research Conference – NAEC2008, Riva del Garda, Italy, September 25-28, 2008.
25. **Worming into Apple's Core: Devotion and Impatience among iPhone Innovators.** 2009 ACR Asia-Pacific Conference, Indian School of Business, Hyderabad, India, January 2-4, 2009.

Peer Reviewed Journal Articles

1. **Beyond the Interoperability of Telephony, VoIP and Networking: Self-Realisation Marketing Contribution to Value Creation in Telecommunications Sector.** International Journal of Technology Marketing – IJTMkt, Inderscience Publishers, Volume 3, Issue 1, 2008.
2. **Convergência Tecnológica Aplicada à Integração de Sistemas em Telecomunicações.** Revista Telecomunicações do Instituto Nacional de Telecomunicações – INATEL. Brazil, V11.01 - Maio 2008.
3. **Social Factor versus Utilitarian Technology: Social Marketing versus Utilitarian Market.** *JISTEM: Journal of Information Systems and Technology Management*, Vol.5, No. 2, 2008, 305-324.
4. **Including Social Factor in the Technology Acceptance Model to Convergent Structures.** RAUSP: Revista de Administração da USP. Brazil, V.43, n. 4, 2008.
5. **Technology Convergence on Telecommunications Systems Integration.** International Journal of Management and Network Economics - IJMNE, *Inderscience Publishers*, Vol. 1, n. 2, 129 – 159, 2009.
6. **Technology Convergence Usage without an Appropriated Regulation: VOIP and Competition.** Revista Ciência da Informação, IBICT - Brasília, v. 38, no. 1, p. 45-56, Jan-Abr 2009.
7. **Social Behavior and Brand Justification: Devotion by New Technologies.** International Journal of Information Management – IJIM, Elsevier, v. 30, Issue 6, December 2010.

- 8. Hedonic and Social Values Supporting Utilitarian Technologies.** International Journal of Innovation and Learning - IJIL, V.11, Issue 5, 2012. (Article accepted and in Press).
- 9. How iPhone Innovators Changed their Consumption in iDay2: Hedonic Post or Brand Devotion.** International Journal of Information Management, Elsevier, September 1st, 2010. (Under Review Process).
- 10. Utilitarian versus Hedonic and Social Technologic Values.** Journal of Business research, Elsevier, December 2010. (Under Review Process).
- 11. The Slow March of Regulation: Telecom Technology and Advanced Consumer Services.** Government Information Quarterly. Elsevier, January 15th 2011. (Under Review Process).
- 12. Hedonism as a Decision Factor and Technology Usage.** Revista Produção, ABEPRO, September 29th 2009. (Under Review Process).
- 13. Longitudinal Study from Technology Development at Diversified World Economies.** Revista de Administração Mackenzie, RAM, September 1st, 2010. (Under Review Process).
- 14. Hedonic Preference and Utilitarian Justifications in Introduction of High Technology New Products.** Journal of Information Systems and Technology Management, JISTEM, August 27th, 2010. (Under Review Process).
- 15. Utilitarian / Hedonic Behavior from Technology Consumers: E-commerce as a Tool of Choice.** Revista de Administração – RAUSP, September, 1st, 2010 (Under Review Process).
- 16. The Day After to iPhone Technology Innovators: Hedonism and Devotion in iDay2.** Revista Ciência da Informação – IBICT, December 2010. (Under Review Process).
- 17. Cross Cultural Analysis of Preferences Arrangement with Technology Products: Hedonic Posts.** International Journal of Information Management, April 2011 . (Work in Progress).
- 18. Apples Core Life: The New Grandson iPad:** Journal of Consumer Psychology, April 2011 . (Work in Progress).
- 19. E-commerce and Preference Confidence: Hedonic Perceptions.** International Journal of Innovation and Learning , April 2011 . (Work in Progress).