

20ª reunião de diretoria da Gestão: "Autonomia com Ética" (02/04/2007 a 31/05/2008)  
Dia 20 de dezembro de 2007 (quinta-feira), às 13h00, na Adunicamp-Seção Sindical

PAUTA ÚNICA: ORGANIZAÇÃO DA REVISTA DA ADUNICAMP

SEÇÃO DE ADMINISTRAÇÃO DE GESTÃO AUTÔNOMA Nº 10.2007.001  
Data de depósito de 2007 (quarta-feira) às 13:00, no Arquivo Geral da

UNIVERSIDADE FEDERAL DO RIO GRANDE DO NORTE

20ª Ata da reunião de diretoria ocorrida em 20/12/2007  
(redação de Moema)

Esta reunião destinou-se a estabelecer as bases para a Revista da Adunicamp.

Ficou decidido que em seriam compostos dois conselhos para a revista:

Conselho Editorial – nomes que darão peso acadêmico para a publicação. Podem ser chamados para ser pareceristas ou mesmo indicar autores para os artigos;

Conselho de Redação – membros que efetivamente discutem e elaboram a revista. Fazem parte deste conselho o Diretor de imprensa e mais três diretores além do núcleo de imprensa do Sindicato.

Para esta gestão da Adunicamp ficou estabelecido que o Conselho de Redação será composto por:

Adolpho Hengeltraub (Diretor de Imprensa)

Mauro Antônio Pires Dias da Silva

Edmundo Fernandes Dias

Vicente Rodriguez

Moema Joffily Dias (Jornalista responsável)

Fernando Macedo Piva (Jornalista)

Para compor o Conselho Editorial foram sugeridos os seguintes nomes:

Antônio Câmara

Atílio Bonon

Bernardo Kucinski

Celi Tafarel

Chico de Oliveira

Eduardo Galleano

Emerson Melri

Esdras Rodrigues Silva

Giovanni Belinger

Hilton Valente (Gogô)

Itamar Ferreira

Ivan Vilela

João Zanetic

José Roberto Zan

Kátia Lima

Márcia Regina Nozawa

Maria Laura Trindade Mayrink-Sabinson

Márcio Pochmann

Marcos Del Roio

Marcos do Valle

Marcos Nobre

Michael Loŵy

Nelson dos Santos

Nelson Prado

Plínio de Arruda Sampaio Jr.

Rafael Mendes

Ricardo Bellafiori

Sebastião Salgado

Sérgio Silva

Tânia Maria Alkmin

Para o primeiro número da revista foi levantado como tema central: “Universidade: para quê, para quem?”

Sugestões de artigos:

- Limeira: “verruca” na Universidade de Campinas

- Cotas: nem contra nem a favor, muito pelo contrário

Este tema deve ser composto por dois artigos, um contrapondo-se ao outro.

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**Abstract** This paper examines the ethical implications of the use of social media in the workplace. It discusses the potential benefits and risks of social media and provides a framework for organizations to manage these risks effectively.

**Keywords** Social media · Workplace · Ethics · Communication · Technology · Privacy · Security · Reputation · Productivity · Collaboration

In the past few years, social media has become an integral part of our lives. It has changed the way we communicate, work, and live. In the workplace, social media offers a wide range of opportunities for collaboration and productivity, but it also presents significant ethical challenges.

As a result, organizations are increasingly turning to social media to enhance their operations and reach their customers. However, the use of social media in the workplace is not without its risks. Organizations must be aware of these risks and take steps to manage them effectively.

This paper examines the ethical implications of the use of social media in the workplace. It discusses the potential benefits and risks of social media and provides a framework for organizations to manage these risks effectively.

The first part of the paper discusses the potential benefits of social media in the workplace. It explores how social media can be used to improve communication, collaboration, and productivity. It also discusses how social media can be used to enhance customer service and build brand loyalty.

The second part of the paper discusses the potential risks of social media in the workplace. It explores how social media can be used to spread rumors, harass employees, and leak confidential information. It also discusses how social media can be used to damage an organization's reputation and financial performance.

The third part of the paper provides a framework for organizations to manage these risks effectively. It discusses the importance of developing a social media policy and training employees on how to use social media responsibly. It also discusses the importance of monitoring social media activity and responding to any potential risks.

In conclusion, social media offers a wide range of opportunities for organizations to enhance their operations and reach their customers. However, the use of social media in the workplace is not without its risks. Organizations must be aware of these risks and take steps to manage them effectively.

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1 Introduction

2 The Potential Benefits of Social Media in the Workplace

3 The Potential Risks of Social Media in the Workplace

4 A Framework for Managing Social Media Risks

5 Conclusion

References

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A favor: Wilson

Contra:

- Avaliação docente

Antônio Bosi ou Sérgio Goldenberg

- Dependência dos programas de pós das agências financiadoras

- Universidade virtual: perversidade no Ensino a Distância

Cezar Minto

- Reuni: balanço e possíveis reflexos para as universidades paulistas

ANDES – Ligia

- Hospital Universitário

The first part of the paper discusses the  
 importance of the research and the  
 objectives of the study. The second part  
 describes the methodology used in the  
 study. The third part presents the  
 results of the study. The fourth part  
 discusses the implications of the study  
 and the conclusions.