

**SMART LIVING IN A BRAZILLIAN UNIVERSITY: AN ASSESSMENT**

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### **Introdução**

The transformation into a smart campus needs the integration of advanced technologies and strategic initiatives to enhance efficiency, safety, and connectivity, thereby fostering a smart living environment within the academic community.

### **Problema de Pesquisa e Objetivo**

This study investigates the Smart Living dimension within the Federal University of Campina Grande (UFCG) as a case study for a smart campus. Employing a quantitative approach, the research utilized Importance-Performance Analysis (IPA) to assess student perceptions of Smart Living attributes and the university's performance in delivering them.

### **Fundamentação Teórica**

The smart campus can be defined as a higher education ecosystem that uses technology to achieve the triple bottom line of environmental, economic, and social sustainability in a model of governance, collaboration, and adaptive learning aimed at a better quality of life for its stakeholders (Silva-da-Nóbrega et al., 2022). Smart living integrates technology, sustainability, efficiency, and convenience to enhance quality of life.

### **Metodologia**

Employing a quantitative methodology, an Importance-Performance Analysis (IPA) was conducted utilizing IBM SPSS software to assess the perceived importance and performance of smart living initiatives at UFCG.

### **Análise dos Resultados**

Key findings: Students prioritize Smart Living as a crucial aspect of campus life. A substantial gap exists between the importance of Smart Living attributes and the university's performance. Factors like research participation, accessibility, and campus environment significantly influence student satisfaction.

### **Conclusão**

The analysis revealed significant gaps between the importance and performance ratings, with an average importance rating of 4.70 and an average performance rating of 2.80. The study emphasizes the pivotal role of Smart Living in creating a thriving campus environment. By addressing the identified disparities between student expectations and university performance, UFCG can enhance student satisfaction and solidify its position as a leading smart campus.

### **Referências Bibliográficas**

SILVA-DA-NÓBREGA, Pedro Ivo; CHIM-MIKI, Adriana Fumi; CASTILLO-PALACIO, Marysol . A smart campus framework: Challenges and opportunities for education based on the sustainable development goals . Sustainability, vol. 14, no. 15, p. 9640, 2022.