

VI International Seminars



SCHOOL OF BUSINESS AND ECONOMICS

16TH APRIL – 19TH APRIL 2018

Madrid, Spain

Guest Lecturers' Catalogue

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¡Bienvenidos!

We would like to welcome our guest lecturers from different European institutions to the 6th edition of the International Seminars held at the School of Business and Economics of University CEU San Pablo in Madrid.

We are excited about the prospect of hosting such a wide variety of international lecturers in our classrooms who will provide an enriching international perspective to our students and staff during this week. This experience will allow all participants to increase their knowledge, expand their horizons, broaden their network and share ideas.

During your stay with us, you will have the opportunity to participate in a variety of workshops and you will enjoy social and cultural activities, all of which will allow you to network with lecturers from our institution and guest lecturers from our partner schools in the Czech Republic, France, Germany, Hungary, the Netherlands, United Kingdom, Sweden and Switzerland.

In this Booklet you will find the profiles of all our guest lecturers and the abstract of their presentations.

We hope you will enjoy the programme and we are delighted to be hosting you.

A warm welcome to you from the Dean's Office at the School of Business and Economics and from the Vice-Chancellor for International Affairs.



Jesús Paúl Gutiérrez

*Vice-Chancellor for
International Affairs, San
Pablo CEU University*



Dean

Dra. Dña. Carmen Calderón Patier

Vicedean

Dña. Desamparados Lluch Tormos

Vicedean

Dra. Dña. Ana Cristina Mingorance Arnáiz

Academic Secretary

Dra. Dña. M^a del Carmen García Centeno

Annette Ammeraal (Hogeschool Utrecht HU)



Abstract of the lecture

Personal Branding

Students will practice how to brand themselves. They get some theoretical principles explained and do in class exercises on Personal Leadership, which permits them to gain self-insight.

Self-awareness will increase as students become aware of their unique selling points. Students learn how to prioritize, to think win-win, combine strengths of people in teamwork and to first seek to understand and then to be understood. Students will experience the upward spiral by learning, committing and doing.

Sales role plays

Students get some theoretical concepts of sales explained. Theory on Spin Selling, Objections Handling, Negotiation skills (BATNA). Students will get clear guidelines on how to open a sales pitch, how to close a deal and how to handle objections, how to negotiate and how to come to a win-win relationship.

Students can practice sales skills in two ways: They can play a role play based on a script and they can also prepare a sales pitch in which they pitch their own business idea for investors.

About the guest speaker

Born in the Netherlands, studied Business Economics (Marketing and Marketing Research Specialization) at Vrije Universiteit Amsterdam - Netherlands. Post Graduate Education at Rijksuniversiteit Groningen, R.

Many years of corporate experience in Strategic Marketing Consultancy (Ernst & Young Netherlands, Ernst & Young Rome, Science & Strategy). Other work experience: Motivation Marketing Research France.

Living and working experience in Netherlands, France, Italy, Germany and South Africa.

Teaching experience in various business schools and universities in France (ESP, NEGOCIA, ESG, ISG) and Italy (University of Genoa, School of Economics Milano, Bocconi Milano, University of Parma). Teaching areas: Marketing, Marketing Research, Market Entry Strategy, Personal Branding, Strategy in Emerging Markets, Sales and Account Management.

Coordinator of international study programs: intensive study trips to India.

Research in Call Center: Customer Orientation and Efficiency Orientation.

Céline Blondeau (Université Catholique de Lille)



Abstract of the lecture

Introduction to financial derivatives

To provide an introduction to derivative securities and their pricing. The module aims to introduce various types of instruments traded in financial markets, along with the concepts of no-arbitrage pricing and hedging. Upon completing this module, students will be able to:

- Characterise different classes of derivatives in different markets
- Explain the use of derivatives for hedging

About the guest speaker

Céline Blondeau has been Associate Professor in the Faculty of Economics Business and Sciences (FGES) of Université Catholique de Lille for more than 20 years. She has held the position of Vice-Dean since 2005.

Her PhD on Insurance and property-liability cycles in French insurance has enabled her to teach Financial Markets and Insurance, mainly at Master's level. However, she enjoys the challenge of teaching to different audiences, and not only to graduate students in economics and finance: students in law, in engineering, as it is always stimulating to adapt to students from different academic backgrounds.

Céline Blondeau has been actively involved in internationalization for over 20 years and has created a strong and extensive network of partner universities all over the world, including San Pablo CEU: the FGES now sends more than 125 students abroad and receives 80 incoming students. She is also involved in some fruitful cooperation for teaching under Erasmus mobility, and has been visiting professor for more than 10 years in Comenius University in Bratislava. Equally attentive to Internationalisation At Home, she has also worked hard to ensure that the students who do not travel have access to courses in English and to contact with international professors through the organization of an annual International Week.

Céline obtained a Certificate in Intercultural Studies and Communication from the University of British Columbia, Canada, based on online discussions and projects.

Daina Matisse Schubiger (University of Applied Sciences and Arts of Southern Switzerland)



Abstract of the lecture

Market Research

The current teaching proposal consists of the input of theory as well as the presentation of some relevant examples discussed in plenary.

The teaching approach will allow students to exercise on discussed topics. First we will discuss the topic of market research and its definitions by distinguishing primary and secondary market research. This will also provide inputs on the purposes and the use of market research, explicitly the relevance of market research in managerial decision-making.

The part of market research design will discuss the strategies of defining the research problem/opportunity useful for managerial decision-making. The focus will be put on to translating a decision problem into a research question by inviting students to exercise at formulating research questions as examples. Finally, some of innovative research methods, such as mobile market research and market sensing, will be briefly reviewed.

Students will be able to gain the awareness of the relevance of market research for managerial decision-making as well as understand the complexity of translating a problem into a research question. Furthermore, some inputs on innovative approaches to market research will illustrate the possibilities that market research offers today.

About the guest speaker

At Bachelor Degree, my teaching areas are introduction to methodology, scientific communication, and applied research project. In addition, I am supervisor of Bachelor Theses. As researcher, I work on research projects in the area of marketing and management. In particular, in the past I have completed the project on implementation of the open innovation approach for one of the biggest Swiss airspace companies. Furthermore, I have also completed a pilot-research project on implementation of innovative marketing approaches in hospital services. Prior to joining SUPSI, I worked for one of the U.S. based world's leading medical technology companies.

My academic education consists of Bachelor of Science in Communication and the degree of Master of Science in Marketing completed with Summa cum laude with thesis on differentiation of financial services. In the past three years, I have also certified several short continuous education courses of coaching approach for teaching, scientific writing, evaluation of learning, and digital marketing.

Federico Umberto Mion (Scuola Universitaria Professionale della Svizzera italiana)



Abstract of the lecture

Supply Chain Management 4.0

To provide the students with an overview of the so-called Industry 4.0 and show them how digitization could make the supply chain more efficient, agile, and customer-focused.

After a brief introduction on the evolution from “Industry 1.0” to today, I would talk about the main advances in technologies that are currently shaping the supply chain and bring some real examples of companies that started applying them (e.g. DB Schenker, Amazon.com, Tetra Pak, Swiss Post and others). The main idea is that for many companies Supply Chain is actually the business and that a fully responsive one could create a huge competitive advantage.

Furthermore, I would bring to light an innovative solution developed by the Swiss multisite hospital EOC, which has introduced the use of drones to transport blood and pathology samples between two of its hospitals in collaboration with Swiss Post and a Silicon Valley company. Furthermore, I would point up the main key success factors (KSFs) of this project in order to provide the students with useful generalizable prompts. With regard to this phase, I would push the students to reflect on the possible KSFs.

Finally, I would present a tool (the BIOSF model) that I developed that could be useful for the organizations that need to evaluate either the development or the adoption of new technologies.

About the guest speaker

Federico Umberto Mion is a Researcher at the Department of Business Economics, Health and Social Care of the University of Applied Sciences and Arts of Southern Switzerland. His research is related to healthcare management, business administration and process optimization.

Mr. Mion is also a management and operations consultant specialized in corporate strategy, organizational analysis and lean management.

In the past, he worked as a business controller for the Nestlé group and as an auditor for the multinational services firm Ernst&Young.

He is member of several national and international professional associations and service organizations.

José Ann van Eeuwijk (Amsterdam University of Applied Sciences)



Abstract of the lecture

The intercultural bargaining experience

I would like to let students or other faculty members who are joining the workshop experience how to prepare, carry out negotiations and reflect. During this workshop after instructions, multiple role-plays will be played by students, examples will be shown on a brief PowerPoint presentation, along with short videos and handouts.

About the guest speaker

Mrs José Ann van Eeuwijk – Engberts (MSc) joined the Amsterdam School of International Business in September 2014. She is a Lecturer in Marketing Management, Sales, and Intercultural Negotiation courses. She strongly believes in unity in diversity.

Coordinator Marketing Management course and Sales & Account Management course. Lecturer in Intercultural Negotiations (April 2016 - currently).

Lecturer in Marketing Management Fundamentals and Sales & Account Management (August 2014 - currently).

Business Management Thesis Supervisor – Amsterdam University of Applied Sciences (April 2014 - currently).

- Researcher and Account Coordinator Banking & Finance, Ebbing & Company, Amsterdam (May 2007 - July 2008).
- Account Manager, Content, Rotterdam (April 2005 - Jan 2006).
- Marketing Researcher – Ahoy Rotterdam (Dec 2004 - Apr 2005).

Educational background

- MSc Education - Business Management, University of Amsterdam (August 2009 - August 2010).
- MSc in Business Management – RSM, Erasmus University Rotterdam (August 1998 - May 2004) Marketing Management Major.

Judit Kónyi (Budapest Business School)



Abstract of the lecture

Effective negotiations in the area of Marketing

The class aims at improving students' academic and practical international negotiation skills. In today's global business environment, especially in the area of global marketing, it is of great importance to enhance the effectiveness of negotiators through the knowledge of culture-based negotiation styles and approaches to negotiations.

Participants will get an overview of the different culture types based on Hofstede's dimensions. In the interactive class students will be invited to share their knowledge and experience of their own negotiation culture. Besides raising the awareness of cross-cultural perspectives of negotiations in order to better understand prospective international business partners, the class will touch upon techniques of persuasion, which might improve the efficiency of negotiations. Short negotiation simulations will help students to put these into practice.

About the guest speaker

Judit Kónyi graduated with an M.A. in English Studies, Hungarian Language and Literature and Aesthetics from Eötvös Lóránd University. She also completed a postgraduate degree course in marketing communication at the College for Foreign Trade.

She is senior lecturer at the English Department of Budapest Business School, University of Applied Sciences. Her taught courses include Business English, International negotiation skills, Presentation skills, Business communication, Language of international relations. Her main fields of research interest are active-cooperative learning and nineteenth century American poetry. She wrote her PhD dissertation on Emily Dickinson's bypasses of publication.

Karel Lacina (University of Finance and Administration, Prague)



Abstract of the lecture

Specific Features of Tourism Services and their Reflection in Marketing Approaches Implementation

Tourism as the whole represents the significant *socio-economic phenomenon* (characterized mainly by its *multisectional substance*) influencing mainly *social, economic, cultural and educational activities* of whole states. I share the opinion that marketing and management tasks in the tourism industry are not only to *identify common trends and patterns* but that also have to *pay the extraordinary attention to specific features*. *The first of them* I find in a *great complexity and the interactions among its constituent elements*. The other ones are *seasonality, continuing globalization of tourism activities* as well as the necessity to *monitor* regularly the quality of offered and provided services.

Market research tasks in Tourism industry

One of the most important tasks of the market research in tourism is to specify the effective utilization of a set of tactical marketing tools: products, pricing, distribution and sales promotion including ways of advertising, personal selling and of public relations in this specific environment. The mentioned activities are connected with the creation of the institutional framework for such a business development and its systematic coordination.

About the guest speaker

Prof. PhDr. Karel Lacina, DrSc., is the professor of public administration as well as management and marketing in the public and business sectors.

Six years he was the Deputy Dean of the Faculty of Economics and Administration of the University of Pardubice responsible mainly for international relations, including the study of ERASMUS students. During the last 15 years, Karel Lacina is a professor of the University of Finances and Administration in Prague. At the beginning of the 21st century he was appointed the head of a Czech, German and Polish group of scholars from the University of Potsdam, University of Pardubice and the Bialystok School of Public Administration solving problems of quality management teaching at the Central European countries universities. Results of the mentioned research were published in the book „*Adult Education of Quality Management and other Cross - Sectional Aspects of Public Administration*“ (published in Bialystok) which was awarded by the *European Quality Prize* in 2004.

Michaela Ornati (University of Applied Sciences and Arts of Southern Switzerland)



Abstract of the lecture

Big Data and Fashion

Nowadays all types of companies are starting to experience the possibilities offered for their work by Artificial Intelligence and in particular by its subfields of Machine Learning and Data Mining/Big Data. This phenomenon is here to stay and it has the potential to deeply change the way we work and live. Its impact is also starting to be felt in the fashion and luxury industry. In the first part of this lecture we shall first define Artificial Intelligence and describe some of its aspects (at a non-practitioner level).

In the second part of this lecture we shall explore in particular why data matters for the fashion industry, and how. Data - big or small - and its management is crucial to building a customer-centric, service-oriented enterprise, which is what fashion companies, traditionally product-driven, are compelled to become if they want to stay relevant in the global marketplace - online or otherwise.

Finally, if there is time, we will discuss the use of personas, a marketing technique to give a real face to aggregate anonymous data, and apply our learnings to a real case study.

About the guest speaker

Ms Michela Ornati is an expert in fashion and luxury industry topics. She has in-depth experience in a variety of functions held at leading industry brands and has directed international strategic marketing projects for Mantero, Bulgari and Giorgio Armani.

Ms Ornati is Professional Lecturer of Marketing at the Department of Economics, Health and Social Sciences of the University of Applied Sciences and Arts of Southern Switzerland – SUPSI. Ms Ornati also lectures on fashion and luxury industry topics at various institutions, including Bocconi University and Università Cattolica (Milan), Franklin University (Lugano), Istituto Europeo del Design and other institutions in Europe. She is a frequent guest speaker on industry-related media events. Michela Ornati is also an independent consultant and startup business coach for several innovation acceleration programs.

Publications include “Beyond CRM: the Customer Experience in the Digital Era. Strategies, best practices, scenarios in fashion and luxury” and curation of the Italian-language edition of “Customer Relationship Management: Concepts and Tools” by Francis Buttle (Franco Angeli, Milan, 2012, respectively).

Nastaran Norouzi Richards-Carpenter (Richmond University The American International University)



Abstract of the lecture

Intellectual Luxury Consumption

Think about it, what will be more prestigious? You send your kids to private schools, make sure they ski every winter and they play a musical instrument or you buy yourself a brand new Porsche 911? It is noticeable that some luxury consumers swap the big logos on their outfits and on their cars with more intellectual but still luxury learnings. Knowing can be conspicuous too; you can show your knowledge about wine, cheese and traveling and perhaps among the right people, that can be even more effective than wearing a Gucci belt. Everyone can wear a Gucci belt and buy an YSL bag with money but not everyone knows which wine goes well with what fish.

We are arguing there is a growing demand for luxury among the middle classes of China, Russia, Brazil and India. In 2012, consumers around the world indulged \$58 bn a week on luxury goods, 4% more than in 2011 and almost 22% more than in 2007.

The BRICs offset a lacklustre performance in developed markets with a combined retail value of over \$33 bn in 2012. Many of the BRICs luxury consumers are 'new luxury shoppers', they are educated middle class people and successful business men and business women. When the fever for luxury logos subsides, and when the middle class luxury consumers' wardrobe gets bored of repetitive logos, what will be exciting to purchase? What type of luxury will be marketed and how? My lecture will cover the shifts from the different marketing strategies focusing on ego-centric luxury shopping to intellectual luxury strategies focusing on luxury learnings.

About the guest speaker

Nastaran's first degree is in Computer and Electronic Engineering. She holds an executive MBA degree gained from International Business School, University Technology of Malaysia (UTM), with a concentration in Strategic Management. Additionally, Nastaran has more than ten years of management practice with local and international experience, specifically in Computer, Telecom, Creative and textile Industries. Nastaran is studying for a PhD at Birkbeck, University of London. Her research is looking into Cluster dynamics in mature industries and declining regions, and examines cluster dynamics and binding constraints to the growth of firms within Industrial Clusters.

Robert V. Van Wordragen (InHolland University)



Abstract of the lecture

Risk Management: theory and practice: a blessing or a curse?

Risk Management is a hot issue nowadays. On a global scale risks are huge and increasing. Every organisation - from Corporates up to small municipalities - wants its risks to be measured. What makes risk and its management so special? What is the relation with nearby areas like quality management or management of change? After setting out the basics of general Risk management - we are not discussing exchange rate and interest rate risks, which belong in the field of Financial Risk Management, so the framework is understood, risk models will be presented and evaluated. Diverse case studies from companies like Siemens, Aon, ING, related to risk management, showing present research in progress will be presented.

About the guest speaker

Robert V. van Wordragen teaches Economics and Finance at InHolland University in The Hague and Rotterdam. He has specialised in Monetary Economics, Financial Markets, Treasury Management, Risk Management and International Economics. His recent research involves cybercrime, blockchains, sustainability and agile and lean management for financial institutions.

He was member of the exam committee of the Master program on Risk Management at The Hague University. He advises various financial institutions and is visiting professor at Windesheim University and several other universities in Europe. He is presently involved in setting up an innovative European network related to FinTechs/Blockchains in cooperation with the University of Augsburg.

Roine Vilund (Luleå University of Technology)



Abstract of the lecture

In Ingenuity we trust

Sweden is one of Europe's most innovative countries and has a long history of generating innovative industries, whereas many have evolved into well-known Multinational Corporations (MNC) over the years. Many of these corporations started out as small firms, based upon one brilliant innovation or invention, and were established during the end of the 19th century or beginning of the 20th.

By giving examples from the past and the present, this lecture will focus on what brings forth innovation and if history can give us some answers to the reason why a small country as Sweden have generated so many successful companies.

About the guest speaker

Dr. Roine Viklund, Senior lecturer, Subject Coordinator in history/history of technology, and International Coordinator at the Department of Business Administration, Technology and Social Sciences at Luleå University of Technology, Sweden.

My research is mainly focused on historical perspectives on natural resource management in the mining sector. I look at sociotechnical systems, how they evolve with technical change and innovations, and how they affect people and institutions.

As International coordinator I am responsible for establishing and maintaining collaborations with our international partners on departmental level, mostly regarding faculty exchange. I also function as academic advisor for all incoming students.

Thorsten Feix (University of Applied Sciences Augsburg)



Abstract of the lecture

Global Capital and M&A Markets

Students should get a fair understanding of the development of the global capital and M&A markets in 2017/8 (including actual market characteristics) and especially why disruptive technologies drive also these markets. Students should also acquire a good sense how tailor made and robust M&A processes could be designed for such a dynamic environment. They should understand the most critical success factors for the design of such processes (benchmark design).

FinTechs – The new financial powerhouses?

This lecture will introduce one of the most vibrant developments in the start-up and financial markets, the rise of FinTechs:

Digital transformation in financial services is driven by new available technologies and fast changing customer expectations. This creates windows of opportunities for start-ups to enter businesses traditionally occupied by banks, insurance companies and other financial institutions.

The main purpose of FinTech start-ups is to revolutionize value propositions, meaning the way services are being offered, by combining modern and dynamic customer expectation with technology change to create new customer journeys. These start-ups, entering the financial industry and trying to anticipate digital transformations, are branded FinTechs. The lecture will provide an overview of the FinTech market, an explanation of how these companies create value for customers and how they compete with incumbents (financial institutions) as well with global technology companies.

About the guest speaker

Prof. Dr. Thorsten Feix joined Augsburg University of Applied Sciences in 2012 as professor for Corporate Strategy and Corporate Finance.

Prof. Feix heads also the International Master Program “International Business and Finance (IBF)” and the Erasmus project “Ethics in Banking”.

Before Prof. Feix joined Augsburg University of Applied Sciences he was for more than 15 years in different leading blue-chip companies like Daimler, Bosch und Siemens Hausgeräte GmbH and Knorr-Bremse as Vice President with his teams responsible for Corporate Strategy, Finance and M&A. Besides since 2007, he is a board member of the non-profit organisation Bundesverband M&A, in the meantime the largest German non-profit M&A practice.

Xiangping Du (University of Hertfordshire)



Abstract of the lecture

Market Research Design

Market research plays an inevitable role in providing thorough and robust information in the process of the planning and decision-making of an organisation. The seminar on Market Research will start with a discussion on what market research is with reference to SMART research aims and objectives in many different contexts, i.e. consumer research, business-to-business research, advertising research and international research. Then, it will move on to the two approaches of market research: primary and secondary irrespectively. A few specific primary research methods, e.g. survey, direct mail, telephone and personal interview, as well as some guidelines will be stated, followed by an introduction into some secondary sources, including public sources, commercial sources and educational institutions. In addition, the ethics and the practice of research, as well as data protection in market research will also be discussed. Methods on how to present and analyse the information collected, regarding qualitative and quantitative data, will then be finally discussed

About the guest speaker

Dr Xiangping Du, is a Postgraduate Academic Skills Adviser at Hertfordshire Business School, University of Hertfordshire, UK. I support postgraduate students across the School academically and pastorally. My main role and responsibility lies in supporting postgraduates' research skills associated with their market research project or dissertation. Besides organising and delivering research skills related workshops, I also provide one-to-one personalised support on individual students' research project. This role provides me great insight into the common issues and concerns of a research project, especially with market research, that students tend to face, which I would like to share and discuss at the seminar.

Zijian Wang (Amsterdam University of Applied Sciences)



Abstract of the lecture

Opportunities & Challenges of Modern China

The guest lecture is the concentrated version of the honors program Project International (China). It demonstrates the opportunities and challenges of modern China in the global market, with reasoning from perspectives of culture, politics, history, and geography. The purpose of the seminar is to bring students to a basic, yet objective, overview of the Chinese market. To break down stereotypes, Mr Wang will provide vivid examples of misrepresentation of Chinese culture. To help students understand the upcoming economy power better, Mr Wang will elaborate on the three building blocks of Martin Jacques, the author of *When China Rules the World*. The teaching content is prepared for students of the Faculty of Business and Economics.

About the guest speaker

Mr Wang is a lecturer at the Amsterdam School of International Business at the Amsterdam University of Applied Sciences. His areas of expertise are sinology, business administration, and information sciences. He teaches an introductory course on Information Technology, as well as an honors course about China. The honors course was designed, taught and improved by him. Because of the modern pedagogy applied in the course design, he was accepted to host several workshops at international conferences on the topics of 'Education Facilitator' and 'Effective Teaching through Modern Technologies'. For the first time, he will share the content of the honors course 'Opportunities and Challenges of Modern China' with the student at the CEU San Pablo.

INTERNATIONAL RELATIONS TEAM



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Timetable - VI International Seminars

SCHOOL OF BUSINESS AND ECONOMICS

Monday, 16th of April 2018	
Time	
10:00-12:00	<i>Host Prof. Alexey de la Loma - Classroom 0.01C</i> CÉLINE BLONDEAU Introduction to Derivatives
	<i>Host Prof. Manuela Saco - Classroom 1.03A</i> XIANGPING DU Market Research
12:00-13:30	INTERNATIONAL WELCOME BY UNIVERSITY AUTHORITIES - Hall Building A (C/Julian Romea 23) Tour around the facilities
13:30-15:00	<i>Lunch with academic authorities - Cafetería C/Julían Romea 23, ground floor</i>
15:00-17:00	<i>Host Prof. Susana Gonzalez Perez - Classroom - 2.01A</i> NASTARAN RICHARDS CARPENTER Intellectual Luxury Consumption
17:00-19:00	<i>Host Prof. Cesar Moreno - Classroom 3.04A</i> JOSE-ANN van EEUWIJK The intercultural bargaining experience
	<i>Host Prof. Antonio Miguel Carmona - Classroom 1.03A</i> ZIJIAN WANG Opportunities and Challenges of modern China

Tuesday, 17th of April 2018	
Time	
8:30-10:00	<i>Host Prof. David Gago - Classroom 0.05C</i> ROB VAN WORDRAGEN Risk Management - a blessing or a curse?
10:00-12:00	<i>Host Prof. David Gago - Classroom 0.02B</i> ZIJIAN WANG Opportunities and Challenges of modern China
	<i>Host Prof. Juan Carlos Gª Villalobos - Classroom 0.11C</i> FEDERICO UMBERTO MION Supply Chain Management 4.0
	<i>Host Prof. Manuela Saco - Classroom 0.04C</i> ANNETTE AMMERAAL Sales Role Play
12:00-13:15	<i>Host Prof. Juan Carlos Gª Villalobos - Classroom 0.04C</i> FEDERICO UMBERTO MION Supply Chain Management 4.0
	<i>Host Prof. Ricardo Palomo Zurdo - Classroom 0.11C</i> THORSTEN FEIX Fintech - challenges or solutions for Blue chip banks?
13:30-14:45	<i>Lunch with academic authorities - Cafetería C/Julían Romea 23, ground floor</i>
14:45-15:00	Group Photograph
15:00-16:30	<i>Classroom - Sala de Thesis (Building A)</i> Workshop I: Research
	<i>Host Prof. Jose Antonio Rodriguez - Classroom 3.05A</i> JOSE-ANN van EEUWIJK The intercultural bargaining experience
17:30	Social Activity - Walking Tour of Madrid, Tour guide: Sirga de la Pisa - Meeting point: Royal Palace

Timetable - VI International Seminars

SCHOOL OF BUSINESS AND ECONOMICS

Wednesday, 18th of April 2018			
Time			
8:30-10.00h	<i>Host Prof. Javier del Arco - Classroom 2.03A</i> CÉLINE BLONDEAU Introduction to Derivatives		<i>Classroom - GNF 2.02 - Gloria Aznar</i> ROINE VIKLUND In Ingenuity we trust: Swedish Innovation Industry
10:00-12:00	<i>Host Prof. Pablo Vega - Classroom 2.01A</i> JUDIT KÖNYI Effective Negotiations in the area of Marketing	<i>Host Prof. Paloma Saa - Classroom 1.01A</i> DAINA MATISE Market Research in Practice	<i>Host Prof. Elizabeth Frank - Classroom 0.01C</i> THORSTEN FEIX & ROB VAN WORDRAGEN Blockchain and Fintech - challenges or solutions for Bluechip companies
12:00-13:30	<i>Classroom - GAM 3.11 - Arancha Mielgo</i> ROINE VIKLUND In Ingenuity we trust: Swedish Innovation Industry		
13:30-15:00	Lunch with academic authorities - Cafeteria C/Julián Romea 23, ground floor		
15:00-16:30	<i>Classroom - Sala de Thesis (Building A)</i> Workshop II: New teaching methodologies		16:00-17:30 - <i>Host Prof. Jose Antonio Rodriguez - Classroom 3.01A</i> KAREL LACINA Market Research in the Tourism Industry
17:30	Social Activity II - Botanical Gardens - Meeting point: Botanical gardens' entrance		17:30-18:30 - <i>Host Prof. Susana Gonzalez - Classroom 3.01A</i> DAINA MATISE Market Research in Practice
20:30	Farewell Dinner - Restaurante GOBOLEM (C/Julián Romea 5)		

Thursday, 19th of April 2018			
Time			
8:30-10.00h	<i>Host Prof. Manuela Saco - Classroom 1.02A</i> JUDIT KÖNYI Effective Negotiations in the area of Marketing		
10:00-12:00	<i>Host Prof. Elizabeth Frank - Classroom 3.07A</i> MICHELA ORNATI Big data and Fashion	<i>Host Prof. Susana Gonzalez Perez - Classroom 1.04A</i> XIANGPING DU Market Research	<i>Host Prof. Eduardo Garcia Gomez - Classroom 0.04C</i> JOSE-ANN van EEUWIJK The intercultural bargaining experience
12:00-13:30	<i>Classroom - Sala de Thesis (Building A)</i> University Presentations for CEU Students and Staff		
13:30-15:00	Leisure Time		
15:00-17:00	<i>Host Prof. Manuela Saco - Classroom 3.04A</i> KAREL LACINA Market Research Tasks in the Tourism Industry	<i>Host Prof. Susana Gonzalez Perez - Classroom 2.03A</i> ANNETTE AMMERAAL Personal Branding	
17:00	End of the International Seminars - Individual Departures		