

VIII INTERNATIONAL CONGRESS ON APPLIED INNOVATION

Agenda July 4, 2022 - Morning

08:00 - 09:00h - Registration of participants

Assembly Hall

09:00 - 09:20h - Institutional opening

- P. Eduardo Gómez, President of ESIC University.
- Dr. Ramón Arilla Llorente, Rector of ESIC University.
- Dr. Agustín Carrilero Castillo, Campus Director ESIC Valencia.
- Dr. Raul Moral Herrero, Deputy Vice Rector of Studies for Degrees and Affiliated Centers of the University Miguel Hernández.

Assembly Hall

09:30 - 10:00h - Plenary conference

- "Creating your own destiny by facing barriers and overcoming fears". **Laura Rojas-Marcos**, Doctor in Clinical and Health Psychology, Therapist, Researcher, Writer and Lecturer.

Assembly Hall

10:00 - 10:30h - Plenary Conference

- "Unleashing the brain's potential for learning". **Olav Schewe**, Researcher University of Oxford.

Assembly Hall

10:30 - 11:00h - Break for teachers and researchers

- Networking Room - Coffee with Posters

Assembly Hall

10:30 - 11:30h - Plenary Conference

- "The current and future challenges of learning and education". **Dr. Andreas Schleicher**, Director of Education, OECD.

11:30-13:00h - Parallel Sessions

Room 14 - ODS Lab

- María Jesús Muñoz, PhD. Professor, Universitat Jaume I.
- Antonia Sajardo, PhD. Full Professor, Universitat de València.
- Ángel García, PhD. La Florida. University.
- José Fernando Gallego, ESIC Business & Marketing School.
- María José, ODS certifier.

Library

- **Round Table: Knowledge Transfer.**

Moderator: Susana Fernández Lores, PhD. Editor ADRESEARCH ESIC.

- Javier Sánchez García, PhD. Professor, Universitat Jaume I.
- Luis Callarisa Fiol, PhD, Full Professor, Universitat Jaume I.
- Vicente Ripoll Feliu, PhD. Professor, Universitat de València.
- Domingo Ribeiro Soriano, PhD. Professor, Universitat de València.
- M^a José López Sánchez, PhD. Vice-Rector of Knowledge Transfer and Exchange, Miguel Hernández University.
- Ana Isabel Fernández Sainz, PhD. Professor UPV/EHU

Assembly Hall - Teachers

- **Round Table: Case Method.**

Moderator: Margarita Núñez Canal, PhD. Economics FHEA Dir Academic Quality & Research ESIC Business & Marketing School.

- Antonio Martín Herreros, PhD. Dean of the Business School.
- Roberto Baquero Nieto, PhD, Manager of Integral Value-Based Models.
- Sergio Klecker, Harvard Business Publishing.
- Gabriela Allmi, Harvard Business Publishing Education (Europe).
- Aranzazu Larranaga Muguerza
- David Muñoz. ESIC Business & Marketing School.
- José María Vizconti. ESIC Business & Marketing School and Director of the Digital Master.

MdC Poster Exhibition

Rooms 11, 12, 15 - Teaching Experiences

▪ Room 11

- Colegio Los Naranjos -
- Lucía Yagüe. Colegio Las Colinas - Developing Soft Skills
- Guadalaviar School. Isabel Torres. Mathematics Conference.
- Carla Monzó (Carla)

In phase of reception of experiences

▪ Room 12

- Carlos Ortiz Sanchidrián. Dir. CEU San Pablo San Chinarro. Creation of Leadership Models in the classroom.
- Miralmonte School. José Julián Bernal, open classroom tutor Equine therapy and inclusive education.
- CEU San Pablo School, Murcia. Belén López Cambronero, Director. Influencers with T. CEU San Pablo Molina de Segura.
- Carmelitas Vitoria School. Nieves Maya, Director. Educational response to high potential students.

In phase of reception of experiences

▪ Room 15

- Ana Climent and Gonzalo Acosta.

In phase of reception of experiences

11:30-14:30h - Parallel Sessions

Library

- **Round Table: Education in its pure state. Deconstructing to rebuild the foundations of education.**

Opening speech: Enrique Escandón. General Director of the Alameda Osuna School.

Moderator: Rafael Atienza, Education Inspector and Director of EduLab.

- Mariola Hernández Ubert, Manager of FECEVAL.
- Vicenta Rodríguez. Regional Secretary of Escuelas Católicas Comunitat Valenciana.
- Alejandro Monzonís, President of ACADE Comunitat Valenciana.
- Susana Sorribes. Education Inspector.
- Elvira López Palomeque. Marketing Director of CEU Schools.
- Enrique Escandón. General Director of the Alameda Osuna School. Transfer, UMH.

13:30-14:30h - Parallel Sessions**Rooms 11, 12, 15 - Academic Presentations**

- In phase of reception of papers

Cafeteria Dining Room (Floor -1).**14:30 - 16:00h - Lunch.****Agenda July 4, 2022 - Afternoon****Assembly Hall****16:00 - 16:30h - Plenary Conference**

- María José. Gil Delgado. Certifying the SDGs.

Assembly Hall**16:30 - 17:00h - Plenary Conference**

- Javier Romero Naranjo. Musicologist, music pedagogue and specialist in Neuromotricity.

Assembly Hall**17:00 - 18:10h - Digital Transformation.****Presentation of the Digital Transformation Report.**

- Hector Badal ESIC Business & Marketing School.
- Klaus Ulrich ESIC Business & Marketing School.

17:00-18:10h - Parallel Sessions**Library****Stories that unite**

Moderator: Javier Pagán Castaño. Director of Fundación Activa-t and professor at ESIC Business & Marketing School.

- Cecilia Chamorro Marteos. Director of CEIP Juan XXIII (Cáceres).
- Mariola Hernández Ubet. Manager of FECEVAL.
- José Luis Santos Gil San José de las Matas (Las Rozas).
- Francisco José García Galán, CEIP Escultor Alberto Sánchez (Toledo).

Meeting room

- **Round table: The SDGs in companies: seal or DNA?**

Moderator: Raquel Davó. Management Coaching. Postgraduate Professor at ESIC Business & Marketing School.

- Carlos Ledó. CEO de Idai Nature.
- Empresas de la Chambre Franco Española

en fase de confirmación

Rooms 11, 12, 15 - Academic papers

- **Room 11**

- In phase of reception of papers

- **Room 12**

- In phase of reception of papers

- **Room 15**

- In phase of reception of papers

Room 14 - Entrepreneurship training. Ideas with triple impact. CEPAIM Foundation.

Work team:

- Fuensanta Marín Barquero
- Pedro Ortín Alarcón
- Rocío González Arróniz
- Beatriz Hernández Diez
- Pablo Ortiz Garcia
- Laura Baños Sáez

18:10-19:40h - Workshops

Room 31 – Educational Podcasts: fostering digital learning.

- Julián Maestri. PIXO Founder

Room 32 - Learning by playing - The e-commerce game

- Mauro Calza. CEO Okisam, professor at ESIC Valencia.

Room 35 - Neuromarketing for the enterprise

- Pablo Ferreirós, PhD. Lecturer and researcher at MaCom, Universitat Politècnica de València.

Room 39 - Neuromarketing in education

- David Juarez, PhD. Head of MACOM team at Universitat Politècnica de València.

Room 38 - Finance your organization with tokens

- Bit2M

Room 13 – Student Awards Competition

- TFG
- TFM
- Proyectos docentes

19:40 - 20:10h - Subit and Beers.

21:30h – “Duna” Gala Dinner.

Agenda July 5, 2022 - Morning

09:00h - 9:30h- Registration of participants

Assembly Hall

09:30 - 09:40h - Welcome

- Mar Casas.

Assembly Hall

09:40 - 10:00h -

- Elena Ortiz.

10:00-11:30h - Parallel Sessions

Rooms 11, 12, 15 - Academic Presentations

- **Room 11**

- In phase of reception of papers

- **Room 12**

- In phase of reception of papers

- **Room 15**

- In phase of reception of papers

Rooms 13, 14 - Teaching Experiences

- **Room 13**

- CEU San Pablo. José Julián Bernal, Rocío García and Raquel Ferris. Steam cooking project.
- Miralmonte School and Rte Magoga. Inclusive Master Chef.
- Miralmonte School. Mar Casas. Protocol at the table.
- Adaptation of educational spaces to project work. EduLab.
- Incorporation of new methodologies to the educational scenario. EduLab.

- **Room 14**

In phase of reception of papers

09:30-11:00h - Plenary Conference

Assembly hall

- **Round Table: Family and school: Do we team up?**

Speaker: Leo Farache, Founder of Educar es todo.

Moderator: Leo Farache, Founder of Educar es todo.

- Silvia Álava Sordo, PhD. in Clinical and Health Psychology.
- Francesc Vicent Nogales Sancho. Best teacher in Spain (Primary Education) by the Educa Abanca 2021 Awards. Great Initiatives 2020 Award. APS 2020 Award. TEDx Talker.

- Inma Noguera. Psychologist and counselor in EOEP of the Consejería de Educación de la Región de Murcia.

Cafeteria Dining Room (Floor 1)

11:30 - 12:00h - Break for teachers and researchers

- Coffee and Posters.

Assembly Hall

12:00h - 12:30 Plenary Conference

- Sonia Díez - President of the Scientific Council of the Educa Acción congress. The 4bs (Well-being, people, organizational).

12:30- 14:00h - Parallel Sessions

Room 14 - Final Pitches

- Participating schools: Colegio Narval (Cartagena), Colegio Miralmonte (Cartagena), CES Samaniego (Murcia), CES Vegas Media (Alguazas).

12:00-14:00h - Plenary conference

Assembly hall

- **Round Table: Transnationality: international frontiers of education.**

Speaker: Leo Jaime Úbeda. CEO Exo Schools - Exponential Schools.

Moderator: María Arnal Pastor, PhD, Professor and researcher at ESIC Valencia.

- Jaime Úbeda. CEO Exo Schools - Exponential Schools.
- Gloria Huertas. Teacher at Eddie Bernice Johnson Elementary (EBJ) in Dallas (USA).
- Monika Biderman. Teacher of English, Slovene and Portuguese Primary school Rada Robiča Limbuš.
- Giovanna Colombo. Professor of Geography, vice-president of the Società Nazionale Debate Italia and director of the Organizing Committee of the National Debate Olympiads of Italy.
- Marga Cámara. Augustinian School of Alicante.

12:00-14:00h - Parallel sessions

Library - EDUCAVERSO

- Adriano Perez. Metaverse Expert- Singular. Project development psychologist.
- José Picó - Architect and humanist.

Assembly Hall

14:00 - 14:15 - Awards Ceremony

- Award ceremony, Mar Casas.

Assembly Hall

14:15 - 14:30h - Institutional closure

- Abel Monfort de Bedoya, PhD. Vice Rector of Research and Innovation ESIC University.
- María Guijarro, PhD. Research Director Campus ESIC Business & Marketing School Campus Comunitat Valenciana.
- Alberto Alcalde. Director of Educational Innovation ESIC University.