IMAT 2023, July 3, 4 and 5 2023

Transition towards a real transformation. A commitment to the humanization of change.

Program July 3 2023 – Morning Session

Venue: ESIC Madrid

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

**Salón de Actos – Zoom Room 1**

09:00-09:30h - Institutional Opening

**Ramón Arilla, Rector of ESIC University**

[**Ramón Arilla, PhD | LinkedIn**](https://www.linkedin.com/in/ram%C3%B3n-arilla-phd-09b4275b/)

**Abel Monfort Vice Rector of Research and Teaching Innovation. ESIC University.**

[**Abel Monfort | PhD Linkedin**](file:///C%3A/Users/mguijarro/Downloads/linkedin.com/in/abelmonfortdebedoya)

**Jose Manuel Mas, Dean and Vice Rector of Academic Policy and Faculty. ESIC University.**[**José Manuel Mas, PhD | LinkedIn**](https://www.linkedin.com/in/josemanuelmas/?originalSubdomain=es)

09:30-10:30h - Plenary Speeches

09:30 - 10:00h Keynote Talk 1.

**Richard Gerver, World renowned speaker and author**[**Richard Gerver | LinkedIn**](https://www.linkedin.com/in/richard-gerver-2455913/)

10:00 – 10:30h – Keynote Talk 2.

**Manuel Oliver. Expert in Magic, Communication and Training** [**https://manueloliver.es/**0:30-](https://manueloliver.es/0%3A30-)

**Cafeteria**

**Cafeteria Posters (In person)**

Posters and papers under submission

11:00-12:15h - Round table discussions

11:00 - 12:15h - Ágora - Zoom room

**Opening Talk: Jaime Úbeda, CEO at Exo Schools | COO Cognita Schools**

**ROUND TABLE DISCUSSION: DIGITALISATION IN EDUCATION. Humanisation in the digitalisation process**

**Chair: Jesús Álvarez, PhD. Director of Teaching Innovation ESIC Catalonia** [**Jesús Álvarez, PhD | LinkedIn**](file:///C%3A/Users/mguijarro/Downloads/linkedin.com/in/jesusalvarezvaldes)

* **Jaime Úbeda,** CEO at Exo Schools | COO Cognita Schools

Soraya del Portillo, CEO & Founder @BeChiaraVR

* **Jose Manuel Mas, PhD** Dean and Vice-Chancellor for Academic Policy and Faculty at ESIC University [**José Manuel Mas, PhD | LinkedIn**](https://www.linkedin.com/in/josemanuelmas/?originalSubdomain=es)
* **Rodrigo Benito García,** Teacher specialized in Soft Skills, languages and gamification

Colegio Tajamar. [**Rodrigo Benito PhD | LinkedIn**](http://linkedin.com/in/rodrigo-benito-garc%C3%ADa-27b310a3)

* **María José Gil Delgado,** SDG-Certificate Project Director. [**Mª José Gil Delgado | LinkedIn**](http://linkedin.com/in/m%C2%AA-jos%C3%A9-gil-delgado-d%C3%ADez-3a1a8255)
* **José Picó,** Humanist and Architect. [**José Picó Linares | LinkedIn**](https://www.linkedin.com/in/picoj/?originalSubdomain=es)

11:00 - 12:15h – Room 0 – Room zoom

**Conference:**

**Research roundtable discussion: The coexistence of AI and research: boost, brake or failure?**

**Chair: Javier Bustos, PhD.** Director of Research at ESIC Catalonia[**Javier Bustos, PhD| LinkedIn**](file:///C%3A/Users/mguijarro/Downloads/linkedin.com/in/javier-bustos-diaz)

**Domingo Ribeiro-Soriano, PhD.** Full Professor at Universitat de València  [**Domingo Ribeiro, PhD| LinkedIn**](file:///C%3A/Users/mguijarro/Downloads/linkedin.com/in/domingo-e-ribeiro-soriano-135702a)

**Daniel Palacios-Marques, PhD.** FullProfessor of the Universitat Politècnica de València [**Daniel Palacios, PhD| LinkedIn**](file:///C%3A/Users/mguijarro/Downloads/linkedin.com/in/daniel-palacios-20413815)

**Hector M. Manrique, PhD.** Lecturer at the University of Zaragoza

**Carmen Picazo, PhD.** Researcher at University of Zaragoza [**Carmen Picazo PhD | LinkedIn**](http://linkedin.com/in/carmen-picazo-lahiguera-bab10345)

12:15-13:45h - Parallel sessions RESEARCHERS

**Room 1** - Zoom room – Research Presentations

**Room 2** - Zoom room - Research Presentations

**Room 3** - Zoom room - Research Presentations

12:15-13:45h - Parallel sessions TEACHERS

**Room 4** - Zoom room - Success Stories

**Room 5** - Zoom room - Success Stories

**Room 6** - Zoom room - Success Stories

12:15-13:45h - Parallel Sessions LAB TECH

**Room 7** - Different educational spaces.

Moderated by: Vicente Diaz, PhD. [**Vicente Díaz PhD | LinkedIn**](http://linkedin.com/in/vicentediga)

12:15-13:45h - Parallel Sessions Case Method

**Room 8-** ESIC Case Method.

Chair: Pilar Pérez, PhD. [**Pilar Pérez, PhD | LinkedIn**](https://esicedu.sharepoint.com/sites/debateinfaltil/Shared%20Documents/General/linkedin.com/in/pilarperezruiz)

12:15-19.00 - PROJECTS THAT LEAVE A MARK

Hall

Coordinator: María Arnal, PhD Candidate.

In submission phase

Lego, Fundación Repsol, Fundación Ilunión

 Comida

14:15-16:00h - Lunch

**Cafeteria**

 Program July 3rd, 2023 – Afternoon Session

**Parallel Sessions**

16:00-17:30h - Research Paper Award

**Coordinated and chaired by:**

Julio Alard, PhD. Academic Director of ESIC Centro de Formación Profesional Superior. [**Julio Alard | LinkedIn**](http://linkedin.com/in/julio-alard)

Carla Martínez Climent, PhD. Full professor-doctor at ESIC
[**Carla Martínez Climent | LinkedIn**](https://www.linkedin.com/in/carla-mart%C3%ADnez-climent-8b8208141/?originalSubdomain=es)

Sandra Enri Peiró, PhD candidate. Teaching and research staff at ESIC. [**Sandra Enri Peiró | LinkedIn**](https://www.linkedin.com/in/sandra-enri-peir%C3%B3-917511118/)

For undergraduate, graduate and postgraduate students. High-impact research work.

16:00-17:30h - Parallel sessions Researchers

**Room 1** - zoom room – Research Presentations

**Room 2** - zoom room – Research Presentations

**Room 3** - zoom room – Research Presentations

16:00-17:30h - Parallel sessions TEACHERS

**Room 4** - zoom room **-** Educaverso. Soraya del Portillo. [Soraya del Portillo | LinkedIn](http://linkedin.com/in/sorayadelportillo)

**Room 5** -zoom room -Curriculum architecture. Designing a transformational curriculum. Guillem Centelles, EDULAB

**Room 6** - zoom room - Escape Room**:** Year of Picasso. Jesús Arribas Blázquez

**Room 7** - zoom room - The changes of the LOM / LOE.Guillem Centelles

12:15-19.00 - PROJECTS THAT LEAVE A MARK

Hall

Coordinated by María Arnal, PhD.

In submission pase

Lego, Fundación Repsol, Fundación Ilunión

Program 4 July 2023 – Morning Session

09:30h - 10:00h - Registration of participants

Registration in the Hall

10:00h - 11:15h - Round Table 3

**Talk: Enrique Escandón.** Director Alameda & Arcángel International School. [Enrique Escandón | LinkedIn](https://www.linkedin.com/in/enriqueescandon/?originalSubdomain=es)

**Roundtable Discussion TRANSITIONS. The challenge of changes in the ecosystem**

**Chair:** Mariola Hernández Ubert, Manager of Federación de Centros de Enseñanza de Valencia.

* Daniel Arias Aranda PhD, Full Professor at Universidad de Granada.

[Daniel Arias-Aranda | LinkedIn](https://www.linkedin.com/in/danielariasaranda/?originalSubdomain=es)

* Elvira López Palomeque, Senior Sales & Marketing Director (División Colegios) Grupo Educativo CEU.

[Elvira López Palomeque | LinkedIn](https://www.linkedin.com/in/elvira-l%C3%B3pez-palomeque-16023826/)

* Enrique Escandón, Director Alameda & Arcángel International School.
* [Enrique Escandón | LinkedIn](https://www.linkedin.com/in/enriqueescandon/?originalSubdomain=es)
* Juan Luis Pedreño. Spokesperson for Digital Transformation in the Congress of Deputies.

[Juan Luis Pedreño | LinkedIn](http://linkedin.com/in/juan-luis-pedre%C3%B1o-47115a14)

* Juan Guerrero, Trebol Trust. [Juan Guerrero | LinkedIn](http://linkedin.com/in/juan-guerrero-ortiz-40028647)
* Jordi Ros, Agora San Cugat School deputy director.
[Jordi Ros Sabaté | LinkedIn](https://www.linkedin.com/in/jordi-ros-sabat%C3%A9-325ba26/?originalSubdomain=es)

10:00h – 11:15h – Round Table Discussion 4

**Talk:** Horacio Diez, Coordinator in Spain Ambassadors Schools of the European Parliament [Horacio Diez Contreras | LinkedIn](https://www.linkedin.com/in/horaciodiez/)

**EUROPEANDO Round Table. Journey towards a unified model.**

**Chair: Antonio Martín, PhD. International Dean Esic Business School** [Antonio Martin, PhD| LinkedIn](http://linkedin.com/in/antoniomartinherreros1965)

* Juergen Foecking, European Parliament office in Madrid (Public Relations)

[Juergen Foecking | LinkedIn](https://www.linkedin.com/in/juergen-foecking-9200a7132/)

* Elena Ortiz, Education Inspector GVA. [ELENA ORTIZ | LinkedIn](https://www.linkedin.com/in/elena-ortiz-changemaker/)
* Joaquin Ruiz**,** Miralmonte School, UN Ambassador. [Joaquín Ruiz Abellán | LinkedIn](https://www.linkedin.com/in/jruizabellan/)
* Teresa Allepuz, President of the European Movement of the Murcia Region.
* Beatriz Miguel Hernández, Rector UPCT - Alliance of Universities
 [Beatriz Miguel Hernandez | LinkedIn](https://www.linkedin.com/in/beatriz-miguel-hernandez-866484177/)
* Horacio Diez, Coordinator in Spain and Schools Ambassador of the European Parliament [Horacio Diez Contreras | LinkedIn](https://www.linkedin.com/in/horaciodiez/)

zoom room 1

10:00h - 11:15h - Round Table Session 5

**Lecture: Javier Gallardo Garcia, PhD candidate** - Sage Group Experience Manager [**Javier Gallardo | LinkedIn**](http://linkedin.com/in/javier-gallardo-344860a)

**KnowledgeTransfer Round Table Discussion**, from research to business application. Customer Experience (CX). The process to achieve memorable and profitable moments.

**Chair: María Guijarro, PhD**. Director of IMAT ESIC Business & Marketing School[**María Guijarro | LinkedIn**](http://linkedin.com/in/mar%C3%ADa-guijarro-garc%C3%ADa-phd-80813134)

* **Javier Gallardo Garcia, PhD candidate** - Sage Group Chief Experience Officer [**Javier Gallardo | LinkedIn**](http://linkedin.com/in/javier-gallardo-344860a)
* Javier Ontiveros. CEO Quid Qualitas - vice-president Customer Experience Community AEC Customer - Executive Coach - i4 Neuro-leadership Model Certificate. [Javier Ontiveros | LinkedIn](http://linkedin.com/in/javierontiveros)
* Carlos Molina. VP Sales & Digital en IZO - Customer & Employee Experience Speaker - ESIC Business School - Agile Coach. [Carlos Molina | LinkedIn](http://linkedin.com/in/carlosmolinaartigot)
* Antonio Monje. CX & Innovation Lead en ING, Solution Designer, Life, Business & Innovation Coach. [Antonio Monje| LinkedIn](http://linkedin.com/in/antonio-monje-jove-85832913b)
* Gema Robles. Customer Experience Manager at Sage. [Gema Robles| LinkedIn](http://linkedin.com/in/gema-robles-b6377b18a)
* Alicia García Gurdiel. Transformation Director of BNP Paribas Group. [Alicia García| LinkedIn](http://linkedin.com/in/alicia-garcia-gurdiel-92bb5723)

 Zoom room 1

11:15-12:00h – Teachers and researchers break

**Cafeteria**

**Cafeteria Posters (In person)**

**In period of reception of works**

12:15-13:45h - Parallel sessions

**In period of reception of works.**

**Room 1** - zoom room – Research Presentations

**Room 2** - zoom room - Research Presentations

**Room 3** - sala zoom – Research Presentations

12:15-13:45h - Parallel sessions TEACHERS

**Room 4 -** zoom room - Success stories

**Room 4** - zoom room - Success stories

**Room 4** - zoom room - Success stories

14:15-16:00h - Lunch

**Cafeteria**

Program 4 July 2023 - Afternoon

16:00-17:00h – Keynote Speech

**Agora. Zoom room**

**AI - Chat GPT.** Alberto Díaz Martín. Cloud Computing Whisperer | Chief Technology and Innovation Officer | Microsoft Regional Director [Alberto Diaz Martín | LinkedIn](http://linkedin.com/in/albertodiazmartin)

21h - Complimentary Spanish wine

Program 5 July 2023 - Morning

09:30-10:30h – Keynote Speeches

09:30 – 10:00h: **Opening Keynote Speech.**

Host: Natalia Martin Almohalla, Partner Manager @ Deliverect [Natalia Martin Almohalla | LinkedIn](https://www.linkedin.com/in/natalia-martin-almohalla/)

**Social Innovation. Alberto Alcalde.** Director of Teaching Innovation Programs ESIC University [**Alberto Alcalde | LinkedIn**](https://www.linkedin.com/in/albertoalcalde/?originalSubdomain=es)

10:00 – 10:30h – **Keynote Speech.**

**How is Google working on the people challenge? Gonzalo Romero,** Transforming Education @ Google[**Gonzalo Romero | LinkedIn**](https://www.linkedin.com/in/gonzaloromerog/)

10:30 – 11:00h – **Keynote Speech.**

**Learning communities. How they succeed and how they fail.** Ramón Romero, Digital Transformation Certification at Massachusetts Institute of Technology [**Ramon Romero | LinkedIn**](https://www.linkedin.com/in/romeroramon/)

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

**Cafeteria**

11:30-11:30h – Keynote Speech

11:30 – 12:00h: **Keynote Speech**

**Efforts of people-centered organizations**. Emilio J Castilla. Professor of Management at MIT Sloan School of Management [Emilio J Castilla | LinkedIn](https://www.linkedin.com/in/emilio-j-castilla/)

12:00 – 13:00h: **MESA Exploring social innovation in the digital age.**

**Chair:** **Alberto Alcalde**, Director of Programmes and Teaching Innovation ESIC University[**Alberto Alcalde | LinkedIn**](https://www.linkedin.com/in/albertoalcalde/?originalSubdomain=es)**.**

* **Gonzalo Romero, Transforming Education @ Google** [**Gonzalo Romero | LinkedIn**](https://www.linkedin.com/in/gonzaloromerog/)
* **Ramón Romero**, Digital Transformation Certification at Massachusetts Institute of Technology [**Ramon Romero | LinkedIn**](https://www.linkedin.com/in/romeroramon/)
* **Emilio J Castilla**. Professor of Management at MIT Sloan School of Management
[Emilio J Castilla | LinkedIn](https://www.linkedin.com/in/emilio-j-castilla/)

13:00-13:30h – Institutional Closure

* 13:30 **– Alberto Alcalde, Director of Programmes and Educational Innovation ESIC University** [**Alberto Alcalde | LinkedIn**](https://www.linkedin.com/in/albertoalcalde/?originalSubdomain=es)
* 13:40 – **María Guijarro, PhD. Director of IMAT ESIC Business & Marketing School** [**María Guijarro | LinkedIn**](http://linkedin.com/in/mar%C3%ADa-guijarro-garc%C3%ADa-phd-80813134)
* 13:50 – **Ignacio Soret, PhD. Director of Research at Business & Marketing School** [**Ignacio Soret | LinkedIn**](http://linkedin.com/in/ignacio-soret-los-santos-0686801a)

Partners

