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:/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/0:30-)

**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:/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-garcía-27b310a3)

* **María José Gil Delgado,** SDG-Certificate Project Director. [**Mª José Gil Delgado | LinkedIn**](http://linkedin.com/in/mª-josé-gil-delgado-díez-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:/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:/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:/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-pedreño-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/maría-guijarro-garcía-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/maría-guijarro-garcía-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

Afbeelding met Lettertype, logo, Graphics, symbool

Automatisch gegenereerde beschrijvingAfbeelding met Lettertype, Graphics, logo, tekst

Automatisch gegenereerde beschrijvingAfbeelding met Lettertype, logo, Graphics, symbool

Automatisch gegenereerde beschrijvingAfbeelding met tekst, Lettertype, schermopname, grafische vormgeving

Automatisch gegenereerde beschrijvingAfbeelding met Lettertype, kalligrafie, typografie, ontwerp

Automatisch gegenereerde beschrijvingAfbeelding met groen, schermopname, ontwerp

Automatisch gegenereerde beschrijving