

VIII INTERNATIONAL CONGRESS ON APPLIED INNOVATION

Agenda 4 July 2022 – Morning Session

Venue: Valencia Campus. ESIC Business & Marketing School. Avda. Blasco Ibáñez, 55

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

Assembly Hall - zoom room 1

09:00 - 09:10h - Institutional opening

- Agustín Carrilero, PhD. Campus Director ESIC Valencia.
- Raul Moral, PhD. Deputy Vice-Rector of Studies for UB-specific degrees and affiliated centres at the Miguel Hernández University.

Assembly Hall - zoom room 1

09:10 - 09:40h - Plenary Lecture

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

Assembly Hall - zoom room 1

9:40 - 10:10h - Plenary Lecture

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

Assembly Hall - zoom room 1

10:10 - 10:30h - Plenary Lecture

- "Litterator School success story: "Creativity as a turning point in methodological change". **Lorena Gutiérrez**: Education Consultant Manager Goldenmac EDU, **María Bustos**: Pedagogical Director of Litterator School, **Rosa Lazareno**: President of the Governing Council of Litterator School, **Nieves Valbuena**: Secretary of the Governing Council of Litterator School.

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

Chair: Jose Carlos Ballester, PhD. and Myriam Martí, PhD ESIC Business & Marketing School, ESIC University.

- Coffee with Posters in cafeteria (In person)
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- What is language learning for? L2 teaching from an integrated perspective: An experience with the Chinese language. **Ya HuiLiu Zhou** (ESIC Business & Marketing School).
- Let's go on a trip! A proposal to gamify L2 teaching. **Ya Hui Liu Zhou** (ESIC Business & Marketing School).
- Instagram as an educational tool for human anatomy in health science degrees. **Pilar Madrigal Verdú**.
- MEDIPILLS: Production of anatomical micropills. **Raquel Garcia Lopez, PhD.** (Miguel Hernández University.)
- Transversal competences in baccalaureate. **Beatriz Martín-del-Río, PhD.** (Miguel Hernández University.)
- Development of competences for employability from an international perspective: joint teaching activity. **Adrián García Selva, PhD.** (Miguel Hernández University).
- Development of professional competences and personal branding of sport management students through LinkedIn* **María Rodríguez García, PhD.** (Universitat de Valencia).

Assembly Hall - zoom room 1

11:00 - 11:30h - Plenary conference

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

11:30 - 12:00h - Institutional welcome

- **Ramón Arilla, PhD.** Rector of ESIC University.
- **F. Eduardo Gómez.** President of ESIC.

12:00-13:15h - Parallel sessions

Room 14 - SDG Lab - zoom room 3

Chair: María Guijarro-García, PhD. y Carla Martínez-Climent, PhD. Esic Business & Marketing School, campus Valencia.

12:00 - 12:10: **Mr. Josep Vicente Soler Gironés.** Director General of Sustainable Economy. Generalitat Valenciana.

12:10 - 12:20: **Ms. Teresa García.** Director General for Entrepreneurship. Generalitat Valenciana.

12:20 - 12:30: **María Ángeles Fernández Izquierdo, PhD.** Universitat Jaume I.

12:30 - 12:40 **Antonia Sajardo, PhD.** Profesor Titular, Universitat de València.

12:40 - 12:50: **Ángel García, PhD.** Florida Universitaria.

12:50 - 13:00: **José Fernando Gallego, Ph D cand.** (ESIC Business & Marketing School).

13:00 - 13:10: **M^a José Gil-Delgado.** Director SDG-Certificate Project.

Library zoom room 2

Chair: María Arnal, PhD. Esic Business & Marketing School, Valencia campus.

- **Round Table: Knowledge Transfer.**

Keynote address: Pedro Joaquín Mogorrón, PhD. Professor at the University of Alicante.

Moderator: Susana Fernández, PhD. Editor ADRESEARCH ESIC (Business & Marketing School, ESIC University).

- **Javier Sánchez García, PhD.** Professor, Universitat Jaume I.
- **Luis Callarisa Fiol, PhD.** Senior Lecturer, Universitat Jaume I.
- **Vicente Ripoll Feliu, PhD.** Professor, Universitat de València.
- **Domingo Ribeiro Soriano, PhD.** Professor, Universitat de València.
- **Ana Isabel Fernández Sainz, PhD.** Professor UPV/EHU.

Lecture Hall - Teachers zoom room 1

Chair: Paula Nieto, PhD. Esic Business & Marketing School, Valencia campus.

- **Round Table: Learning by doing Case Method.**

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

- **Antonio Martín Herreros, PhD.** (Dean ESIC Business School, ESIC University).
- **Roberto Baquero Nieto, PhD.** Manager Integral Value Based Models.
- **Sergio Klecker,** Harvard Business Publishing.
- **Gabriela Allmi,** Harvard Business Publishing Education (Europe).
- **Aranzazu Larranaga Mugerza,** postgraduate lecturer at ESIC Business & Marketing School (online).
- **David Muñoz,** postgraduate lecturer (ESIC Business & Marketing School)
- **José María Visconti.** ESIC Business & Marketing School and Director of the Master's Degree in Digital Marketing (online).

Exhibition of MoC posters. - Hall of the Assembly Hall.

Chair: Paula Nieto, PhD. Esic Business & Marketing School, Valencia campus.

- Case There are no longer even three... Fernando Gómez Ribelles PhD (ESIC Business & Marketing School), Hugo De Juan Jordán, PhD (ESIC Business & Marketing School), Mabel Pisá Bó, PhD (ESIC Business & Marketing School).
- Case Starting a new relationship by EQ Smart - Mercedes Benz Valencia - Araceli Maseda Moreno, PhD. (ESIC Business & Marketing School), Cristina Santos Rojo PhD. (ESIC Business & Marketing School), Fernando Gómez Ribelles PhD. (ESIC Business &

- Marketing School), José Carlos Ballester Miquel, PhD. (ESIC Business & Marketing School).
- EQ Smart Case: Be electric my friend - Positioning María Arnal Pastor, PhD. (ESIC Business & Marketing School), María Guijarro García, PhD. (ESIC Business & Marketing School), María Pilar Llopis Amorós, PhD (ESIC Business & Marketing School).
 - Life sweet life case -Vicky Foods - María Arnal Pastor, PhD. (ESIC Business & Marketing School), María Pilar Llopis Amorós, PhD. (ESIC Business & Marketing School), Pilar Pérez Ruiz, PhD Cand. (ESIC Business & Marketing School), Vanessa Roger Monzó, PhD. (ESIC Business & Marketing School).
 - San Francisco Javier School Case - Arturo Ortigosa Blanch, PhD. (ESIC Business & Marketing School), Desamparados Cervantes Zacarés, PhD. (ESIC Business & Marketing School), Myriam Martí Sánchez, PhD. (ESIC Business & Marketing School).
 - Caixa Popular Case - A fly, big dinosaurs and now robots! - Esther Pagán Castaño, PhD (ESIC Business & Marketing School), José Carlos Ballester Miquel, PhD (ESIC Business & Marketing School), José Fernando López Muñoz, PhD (ESIC Business & Marketing School), María Guijarro García, PhD (ESIC Business & Marketing School).
 - Case Second chances... are they for everyone? Social Marketing - More ESIC - Cristina Santos Rojo, PhD. (ESIC Business & Marketing School), Esther Pagán Castaño, PhD. (ESIC Business & Marketing School). Javier Pagán Castaño, PhD Cand. (ESIC Business & Marketing School).
 - Correos Marketplace Case - Esther Pagán, PhD (ESIC Business & Marketing School), Carlos Vivas, PhD (ESIC Business & Marketing School). José Carlos Ballester Miquel, PhD. (ESIC Business & Marketing School).
 - Correos Líneas Bosques Case - Paula Nieto, PhD (ESIC Business & Marketing School), Carla Martínez-Climent PhD (ESIC Business & Marketing School), Arturo Ortigosa, PhD (ESIC Business & Marketing School).
 - María Pombo Case - Cristina Santos, PhD. (ESIC Business & Marketing School). Laura Moreno, PhD. (ESIC Business & Marketing School). Rosario Solá, PhD. (ESIC Business & Marketing School).
 - Mireia Badia Case - Josefina Novejarque, PhD. (ESIC Business & Marketing School), Mabel Pisá, PhD. (ESIC Business & Marketing School)
 - Hipoo Case - David Muñoz (ESIC Business & Marketing School)

- Caso Efecto Contagio_Objetivos de Desarrollo Sostenible - Sofía Arroyo I Bacete (ESIC Business & Marketing School), Marta Barrés-Vera, (ESIC Business & Marketing School), Manuel Sampedro-Perez, (ESIC Business & Marketing School), Martina Ruiz de León Navarro, (ESIC Business & Marketing School) Sandra Enri, PhD. Cand. (ESIC Business & Marketing School).
- IDAI Nature Investment Case-Fernando Castelló, PhD. (ESIC Business & Marketing School), Ferran Marco (ESIC Business & Marketing School), Juan Puchalt PhD. (ESIC Business & Marketing School), Juan Poveda, PhD. Cand. (ESIC Business & Marketing School).
- IDAI Nature Internationalisation Case - Fernando Castelló, PhD. (ESIC Business & Marketing School) Ferran Marco, (ESIC Business & Marketing School) Juan Puchalt, PhD. (ESIC Business & Marketing School) Juan Poveda, PhD. Cand. (ESIC Business & Marketing School).
- IDAI Nature Branding Case - Fernando Castelló, PhD. (ESIC Business & Marketing School) Ferran Marco, (ESIC Business & Marketing School) Juan Puchalt, PhD. (ESIC Business & Marketing School), Juan Poveda, PhD. Cand. (ESIC Business & Marketing School).
- Hakins Pastry Case - Paula Nieto PhD (ESIC Business & Marketing School).

Rooms 11, 12, 15 - Teaching Experiences

▪ Room 11 - zoom room 4

Chair: Cristina Santos, PhD. Esic Business & Marketing School, Valencia campus.

12:00 - 12:15. Lucía Yagiüe. Las Colinas School. Developing Soft Skills.

12:15 - 12:30. Isabel Torres. Guadalaviar School. Mathematics Conference.

12:30 - 12:45. Engeba School, Elena Serra and Miriam Elena Portero, Project "We are the world".

12:45 - 13:00. Egoitz Etxeandia. Funghi thinking. Transform your school with the circular economy.

13:00 - 13:15. CFP Altaviana, Marisa López and Ana Molero, "Life Foster" Project.

13.15 – 13.30. The Route to the Sustainable Development Goals, The Experience at Liceo Mediterráneo. Antonia Jiménez Sanchez (Liceo Mediterráneo) y Isabel Quero Hernández (ONG Ayudemos a un Niño).

▪ Room 12 zoom room 5

Chair: Fernanda García, MIAC.

12:00 - 12:15 Miralmonte School. José Julián Bernal, open classroom tutor Equine therapy and inclusive education.

12:15 - 12:30 CEU San Pablo School Murcia. Belén López Cambronero, Director. Influencers with T. CEU San Pablo Molina de Segura.

12:30 - 12:45 Carmelitas Vitoria School. Nieves Maya, Headmistress. Potential Plan. Attention to high potential students.

12:45 - 13:00 Colegio La Asunción Vallecas. Isabel Hernández Gómez. Metaverso Interior. Madrid

13:00 - 13:15 CEPAIM. Pablo Ortiz García and Fuensanta Marín. EPI II +: Development of Soft Skills through entrepreneurial projects in the classroom.

▪ Room 15 zoom room 6

Chair: Sandra Enri, PhD. Cand. **Esic Business & Marketing School, Valencia campus.**

12:00 - 12:15. Design thinking in the classroom. **Victoria Isabel Hernández, PhD.** (University of Murcia)

12:15 - 12:30 Service Learning as a methodology for the development of computational thinking and educational robotics in early childhood and primary education (University of Murcia), Faculty of Education. **Isabel María Solano Fernández, PhD. and M^a del Mar Sánchez Vera, PhD.** (ESIC Business & Marketing School).

12:30 - 12:45 Flors Foundation School, David Cabedo Cabanes, Project "Programming and robotics at school: curricular and extracurricular experiences".

12:45 - 13:00 CFP Xabec, Jose Manuel Mompó Laborda, Project "VR ProjectX: Virtual reality for VET".

13:00 - 13:15 Tamara Lorente Montalvá, Project "Breaking the shell".

13:15-14:30h - Parallel sessions

Library zoom room 2

Chair: Mar Casas

- **Round Table: Education in its purest form. 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 of the Valencian Community. Association of Inspectors for a New Education (ISNOVAE).
- Maite Ramos. General Director of Grupo Sorolla.

- Enrique Escandón. General Director of the Alameda Osuna school.

13:15-14:30h - Parallel sessions

Room 11 - zoom room 4 Academic Presentations

Chairs: Javier Bustos, PhD. ESIC Business & Marketing School, Barcelona campus.

13:15 - 13:30 Information and Communication Technologies (ICT) as a key element of Digital Transformation (DT). **Sandra Enri-Peiró, PhD cand** (ESIC Business & Marketing School), **Carla Martínez-Climent, PhD** (ESIC Business & Marketing School), **Andrea Rey-Martí, PhD** (ESIC Business & Marketing School).

13:30 - 13:45 Crowdfunding as a tool for educational innovation. **Ángel González**, Crowdfunding Universe.

13:45 - 14:00 Teaching innovation through Minecraft. **Tomás Aznar Sánchez**, Higher Education Centre for Business, Innovation and Technology (IUNIT), **Rafael Delgado Alemany PhD**, Universidad Rey Juan Carlos.

14:00 - 14:15 New Classroom Dynamics: Teaching to Generation Z. **Javier Bustos Díaz, PhD**, **Rubén Nicolás-Sans, PhD**. (ESIC Business & Marketing School). **Aníbal Peláez Ramírez, PhD**. (ESIC Business & Marketing School).

Room 12 - zoom room 5 Academic Presentations

Chair: Diego Monferrer Tirado, PhD. Universitat Jaume I

13:15 - 13:30. What personal development competences do engaged and procrastinating undergraduate students have? **María Arnal-Pastor, PhD.**, **José Carlos Ballester-Miquel, PhD.**, **Javier Hernández-Gadea, PhD. Cand.**, **Paula Nieto-Alemán, PhD.** (ESIC Business & Marketing School).

13:30 - 13:45. Bibliometric analysis customer brand engagement, **Laura Moreno, PhD cand.** (ESIC Business & Marketing School, ESIC University). **Juan Carlos Fandos-Roig PhD** (Universitat Jaume I), **Javier Sánchez-García PhD** (Universitat Jaume I).

13:45 - 14:00. Social media, addiction and academic performance. **Blanca Herrero Baguena PhD**, (ESIC Business & Marketing School). **Sílvia Sanz-Blas, PhD**, (University of Valencia), **Daniela Buzova, PhD**, (Universitat de Valencia).

14:00 - 14:15. The role of technology in the scope of the luxury audience. **David Requena Martínez PhD**, **M^a José Ramírez Largo PhD**, **Natalia Álvarez Salas** (ESIC University).

Room 15 - zoom room 6 Academic Presentations

Chair: Mariano Méndez, PhD. Esic University

13:15 - 13:30 Determinants of Motivation-Driven Entrepreneurship: An Analysis from Gem Data. Mabel Pisá Bó, PhD, José Fernando López-Muñoz, PhD, (ESIC Business & Marketing School).

Ignacio Mira-Solves PhD, Universidad Miguel Hernández, Josefina Novejarque-Civera PhD, (ESIC Business & Marketing School).

13:30 - 13:45 Do social competences of undergraduate students affect the degree of engagement and procrastination of undergraduate students? Javier Hernández-Gadea, PhD Cand., María Arnal-Pastor, PhD, José Carlos Ballester-Miquel PhD cand., Paula Nieto-Alemán, PhD (ESIC Business & Marketing School. ESIC University).

13:45 - 14:00 Transforming people through Service-Learning. An experience in Higher Education. Belen López, PhD., (ESIC Business & Marketing School, ESIC University), María Vaquero-Diego, PhD. (ESIC Business & Marketing School, ESIC University).

14:00 - 14:15 Digital transformation in the Spanish business environment. Klaus Ulrich (ESIC Business & Marketing School), PhD cand., María Guijarro-García PhD., Paula Nieto-Alemán PhD., Esther Pagán-Castaño PhD. (ESIC Business & Marketing School).

Cafeteria Dining Room (Floor -1).

14:30 - 16:00h - Lunch

Agenda 4 July 2022 – Afternoon Session

Assembly Hall zoom room 1

16:00 - 16:30h - Plenary conference

- María José Gil Delgado. SDG-Certificate Project Manager

Assembly Hall Zoom Room 1

16:30 - 17:00h - Plenary conference

- With my body I learn. Practical resources based on Neuromotor skills. Javier Romero Naranjo, PhD. Musicologist, music educator and specialist in Neuromotricity.

Assembly Hall Zoom Room 1

17:00 - 18:15h - Digital Transformation.

Presentation of the Digital Transformation report.

Héctor Badal ESIC Business & Marketing School.

Klaus Ulrich ESIC Business & Marketing School, PhD cand.

17:00-18:15h - Parallel sessions

Library zoom room 2

Chair: Cristina Santos, PhD, Esic Business & Marketing School, Valencia campus.

Stories that bind us together

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

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

Meeting room zoom room 7

Chair: María Guijarro, PhD / Jose Fernando Gallego, PhD Cand. Esic Business & Marketing School, Valencia campus.

- **Round table: The SDGs in business, label or DNA?**

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

Keynote address: Carlos Ledó. CEO. IDAI NATURE

- María Teresa García. Director of Entrepreneurship and Cooperatives Consellería de Economía Sostenible, Sectores Productivos, Comercio y Trabajo. Generalitat Valenciana.
- José Vicente Soler Gironés. Director of Sustainable Economy Conselleria de Economía Sostenible, Sectores Productivos, Comercio y Trabajo. Generalitat Valencia
- Carlos Ledó. CEO. IDAI NATURE
- José Javier Celdrán Gimeno. Director of Development of the Levante Region. VEOLIA.
- Juan Carlos Fernández Cuesta. Deal Manager TMT-Telco, Media & Technology. ATOS.
- Jesus Ayllon Cespedes. Sustainable Finance Specialist. BBVA.

Rooms 11, 12, 15 - Academic presentations

- **Room 11 zoom room 4**

Chair: Andrea Rey, PhD. ESIC Business & Marketing School, Valencia campus.

17:00 - 17:15. Improving the learning capacity and engagement of postgraduate students: what personal development competences influence? **María Arnal-Pastor, PhD., José Carlos Ballester-Miquel PhD., Javier Hernández-Gadea PhD. Cand., Paula Nieto-Alemán, PhD.** (Esic Business & Marketing School).

17:15 - 17:30. Implementation of Digital Transformation processes: case study of a Higher Education Institution. **Vicente Dfáz García, PhD Candidate,** (ESIC Business & Marketing School, Esic University).

17:30 - 17:45. The most relevant factors for the success of an entrepreneurial project. **Javier Sevilla, PhD. Cand,** (UNED, ESIC Business & Marketing School), **Blanca Sánchez-Robles PhD,** (UNED). **Teresa C. Herrador-Alcaide PhD** (UNED).

17:45 - 18:00. Innovation activities and their impact on product innovation results: Evidence from a sectorial study. **Eduardo Antonio Chang Muñoz PhD,** Universidad de la Costa (Colombia), **Andrés Felipe Guarín García PhD,** Universidad de la Costa (Colombia), **Alpha Andrea Nieto PhD** Universidad de la Costa (Colombia), **José Fernando Gallego-Nicholls PhD Cand,** (ESIC Business & Marketing School), **Arturo Ortigosa-Blanch PhD** (ESIC Business & Marketing School).

▪ **Room 12 zoom room 5**

Chair: Tamar Build, PhD. ESIC Business & Marketing School, Zaragoza campus.

17:00 - 17:15. The healthy trend on Instagram: a new cultural eating habit among the z generation? **Sonia Haboub. PhD.** (ESIC University).

17:15 - 17:30. Do the social competences of postgraduate students affect their level of engagement and ability to learn? **José Carlos Ballester-Miquel PhD, María Arnal-Pastor PhD, Javier Hernández-Gadea PhD cand, Paula Nieto-Alemán PhD** (ESIC Business & Marketing School).

17:30 - 17:45. The application of Experiential Learning and Content and Language Integrated Learning (CLIL) in Chinese language teaching (levels A1 and A2). An experience. **Ya Hui Liu Zhou PhD.** (ESIC Business & Marketing School.)

17:45 - 18:00. The VARK model and other student-centered teaching methods within the framework of Transformative Learning. **Ana María Dominguez Sanz, Renata Lödar, Patricia Guill, Tabita Lödar** (ESIC Business & Marketing School).

▪ **Room 15 zoom room 6**

Chair: María Rodríguez-García (Universitat de València) and Samuel López (Universidad de Castilla La Mancha).

17:00 - 17:15. Feedback as a teaching tool: its impact on student motivation. **Jordi Villoro PhD**, **Daniel González Ibáñez PhD**, (ESIC Business & Marketing School). **Ingrid Hinojosa Alcalde** (National Institute of Physical Education of Catalonia), **Santiago Estaun Ferrer**, (Autonomous University of Barcelona).

17:15 - 17:30. Ted talks to boost the entrepreneurial orientation in university students: a configurational approach. **María Rodríguez García, PhD**. Universitat de València. **Samuel López-Carril, PhD**. (University of Castilla La Mancha, Universitat de Valencia). **Alicia Mas-Tur PhD** (University of Valencia).

17:30 - 17:45. Sustainable marketing of top-ranked international esg funds: a content analysis. **Ana Ortega PhD** and **Anna Bajo Sanjuan, PhD**. (ESIC Business & Marketing School, ESIC University).
ONLINE

17:45 - 18:00. Critical thinking and Social Media Literacy. **Javier Pagán Castaño PhD. Cand.** (ESIC Business & Marketing School). **Javier Sánchez-García PhD** (Universitat Jaume I Castellón). **Luís Callarisa-Filiol PhD** (Universitat Jaume I Castellón).

Room 14 - zoom room 3

Entrepreneurship training. Ideas with triple impact. CEPAIM Foundation.

Work team:

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

18:15-20:15h - Workshops

Room 31 zoom room 2 - Educational podcast: a boost for digital learning

- Julián Maestri. Founder PIXO

Room 32 zoom room 3 - Learning by playing - The e-commerce game

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

Room 35 zoom room 4- Neuromarketing for business

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

Room 39 zoom room 5 - Neuromarketing in Education

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

Room 38 zoom room 6 - Finance your organisation with tokens

- Bit2Me. Javier Pastor. Director of Institutional Training and Communication.

Room 13 zoom room 7 - TFG/TFM competition students

Chair: Sandra Enri Peiró, PhD. Cand and Mabel Pisà Bo, PhD. (Esic Business & Marketing School Valencia Campus)

Final bachelor's and master's degree projects

- The political communication of anti-politics: the case of Vox in Spain. Sergio Monsell.
- Ciscar Fruits S.L. internationalisation plan for the French market. Lorena Blanco
- Implications of economic growth with respect to the ecological footprint. Vicente Gimeno Martínez; Kevin Ghi Ho Baek Espinosa.
- Marketing and product development plan Isdin, S.A. Andrea Alfonso Ibáñez.
- Sustainable Development Goals and their integration in Valencian companies. Sofia Arroyo.
- RiderWear. Emilio Poyatos Pérez.
- Fiscal policies in times of crisis. Laura Villena Ródenas.
- STUDIO 77. Javier Hernández Burillo.
- Economic-financial analysis of the pharmaceutical sector. Alberto De Gea Pla.
- Economic and financial analysis of hotel groups during the COVID - 19. Irene Egea.
- EUROVISION: musical or political contest? Maria Martí Baidal.
- Ferpapunt reorientation marketing plan. Jaume Ferrer Palomo.
- Economic and financial analysis of the cardboard and packaging sector. Pablo Francés.
- Influence of social marketing on covid-19 vaccination. Larisa Birsanu.

20:15 - 20:30h - Presential Subit and Beers.

21:30h - Duna Puerto Gala Dinner.

Agenda 5 July 2022 – Morning Session

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

Assembly Hall Zoom Room 1

09:25 - 09:30h - Welcome

- Ms. Mar Casas. Protocol expert

Assembly Hall Zoom Room 1

09:30 - 10:05h - The current Vocational Studies system: from the classroom to the enterprise

- Ms. Elena Ortiz. Inspector of Education in the Territorial Directorate of Valencia.
- D. Salvador Colomar Gisbert. Education Inspector. Vocational Training Area Coordinator. Member of the Social Council of Integrated Vocational Training Centres.

10:00-11:30h - Parallel sessions

Rooms 11, 12, 15 - Academic presentations

- **Room 11 zoom room 4**

Chair: Mabel Pisà Bo, PhD. Esic Business & Marketing School.

10:00 - 10:15: Five Dimensions of Business Model Innovation: A multi-case exploration of industrial incumbent firm's business model transformations. **Ricardo Costa-Climent, PhD.** ESIC Business & Marketing School. ESIC University.

10:15 - 10:30: Can the learning ability and engagement of postgraduate students be predicted from their methodological competences? José Carlos Ballester-Miquel, María **Paula Nieto-Alemán, PhD,** **María Arnal-Pastor PhD,** **Javier Hernández-Gadea, PhD cand.** ESIC Business & Marketing School,

10:30 - 10:45: Crowdfunding as a tool for financing sustainable entrepreneurship: literature review and bibliometric analysis. **Helena Mogorrón Guerrero, PhD cand.** ESIC Business & Marketing School, ESIC University.

10:45 - 11:00: Transformative learning applies to core skills through artificial intelligence. **Cecilia Kindelán, PhD.** (ESIC Business & Marketing School).

11:00 - 11_15. TEACHERS' HAPPINESS IN TIMES OF CRISIS. Esther Pagán. PhD. ESIC Business & Marketing School, ESIC University.

- **Room 12 zoom room 5**

Chair: Josefina Novejarque, PhD. Esic Business & Marketing School.

10:00 - 10:15: Perceptions of Packaging in Energy Drinks. **Juarez Varón, D., PhD.** Universitat Politècnica de València, **Mengual Recuerda, A.** ESIC Business & Marketing School, ESIC University, **Esther Pagán. PhD** ESIC Business & Marketing School.

10:15 - 10:30: Conscious education in the metaverse: myth or reality. **Cristina Blanco González - Tejero, PhD cand.** (ESIC Business & Marketing School, ESIC University).

10:30 - 10:45: Soft skills development for engineering students through "marketing challenge" project. **María Orero - Blat, PhD cand.** Universitat Politècnica de València.

10:45 - 11:00: The supreme art of methodological skills: a study with undergraduate students. **Paula Andrea Nieto-Alemán, PhD, María Arnal-Pastor PhD, José Carlos Ballester-Miquel PhD, Javier Hernández-Gadea PhD cand.** ESIC Business & Marketing School.

11:00 - 11:15: Blind Tasting – Emotional Analysis of Flavors and their Association with Energy Drinks. **Juarez Varón, D., PhD.** Universitat Politècnica de València, **Mengual Recuerda, A.** ESIC Business & Marketing School, ESIC University, **Esther Pagán. PhD** ESIC Business & Marketing School.

- **Room 15 zoom room 6**

Chair: María Orero Blat PhD. Cand. Universitat Politècnica de València.

10:00 - 10:15: Digitization in the enterprise: the keys to successful digital transformation. **Klaus Ulrich, PhD cand** (ESIC Business & Marketing School), **María Guijarro-García PhD, Paula Nieto-Alemán PhD, Esther Pagán-Castaño PhD** (ESIC Business & Marketing School. ESIC University).

10:15 - 10:30:

10:30 - 10:45: Learning engagement through experiential learning in companies: E-Commerce Game. **Carla Martínez-Climent, PhD** (ESIC Business & Marketing School, ESIC University), **Andrea Rey-Martí PhD,** (ESIC Business & Marketing School) **Mauro Calza PhD** (ESIC Business & Marketing School).

10:45 - 11:00: Student experience in postgraduate studies: How does the experience perceived by the students affect the prescribing of the centre? **Javier Gallardo, PhD**, ESIC Business & Marketing School, **Esther Pagan-Castaño, PhD**, ESIC Business & Marketing School, **María Guijarro-García, PhD**, ESIC Business & Marketing School, **Javier Sánchez-García, PhD**, Universitat Jaume I.

11:00 - 11:15: Does Mindfulness influence academic performance? The Role of Resilience in Education and in the Development of Competences for Sustainability. **Beatriz Irún, PhD**, ESIC Business & Marketing School, **Lidia Vidal, PhD** Universitat Jaume I, **Marta Estrada, PhD**, Universitat Jaume I, **Diego Monferrer Tirado, PhD**, Universitat Jaume I, **Alma Rodríguez, PhD**, Universitat Jaume I.

Rooms 13, 14 - Teaching Experiences

Room 13 zoom room 2

Chair: Carla-Martínez-Climent, PhD. Esic Business & Marketing School.

10:00 - 10:15: Curriculum, STEAM and cooking as ingredients of the learning process. CEU San Pablo Schools. **Judith Martínez Martín, Nicolás Montes and Jorge Moreno**.

10:15 - 10:30: Miralmonte School and Rte Magoga. **José Julián Bernal, Rocío García and Raquel Ferris** Inclusive Master Chef.

10:30 - 10:45: Sustainable Hackathon - **José Guaita, CVO** of Heura Mediambiental.

10:45 - 11:00: Adaptation of educational spaces to project work La. Edub. Vanessa Antolin Gutiérrez, coordinator "Prelimiraes" EduLab Teams Project.

11:00 - 11:15: Incorporation of new methodologies into the educational scenario. EduLab. Felipe Perea (coordinator "Methodology" EduLab Teams Project).

Room 14 zoom room 3

Chair: Sandra Enri Peiró, PhD. Cand. Esic Business & Marketing School.

10:00 - 10:15: Hybrid digital project at Colegio Padre Dehon **Roberto Busquiel and Nanda García**.

10:15 - 10:30: Benefits of enjoyment in learning. **Alejandro Picó, PhD**

10:30 - 10:45: Coesser Coaching - Collaborating Centre in Gandía of the Gestalt Therapy Institute of Valencia. Ana Climent and Gonzalo Acosta. Emotional innovation for a successful staff.

10:45 - 11:00: Antonio Garcia. Oscar García Costa.

10:00-11:30h - Plenary Lecture

Assembly hall zoom room 1

Chair: Esther Pagán-Castaño, PhD. Esic Business & Marketing School.

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

Speaker: Leo Farache, Founder of Educar es todo.

Moderator: Leo Farache, Founder of Educate is All.

- **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 counsellor in EOEP of the Regional Ministry of Education of the Region of Murcia.
- **Marga Cámara.** Colegio Agustinos of Alicante.

Cafeteria Dining Room (Floor 1)

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

- Coffee with Posters in a cafeteria (In person)

Chair: José Carlos Ballester Miquel, PhD. Esic Business & Marketing School.

Virtual exchange entre el máster en gestión de rr.Hh., Trabajo y organizaciones (umh) y el magíster en psicología social (utalca). Ángel Solanes Puchol PhD. (Universidad Miguel Hernández), Inmaculada Concepción Pons Ferrández PhD. (Universidad Miguel Hernández), Adrián García-Selva PhD. (Universidad Miguel Hernández), Beatriz Martín-del-Río PhD. (Universidad Miguel Hernández).

Promoting critical thinking through learning activities outside the classroom. Nuria Chaparro Banegas PhD (Universitat Politècnica de València), Norat Roig-Tierno PhD. (Universitat Politècnica de València), Alicia Mas-Tur PhD (Universitat de València), G.M Dujarric-Bermúdez PhD. (Universitat Politècnica de València)

Divulgación de conocimiento para el turismo sostenible. Vanessa Roger Monzó. PhD (ESIC Business & Marketing School, ESIC University), Cristina Santos-Rojo PhD (ESIC Business & Marketing School, ESIC University), Malar Llopis-Amorós PhD (ESIC Business & Marketing School, ESIC University).

Proyecto el Mar y los Peces. María-Julia Bordonado Bermejo PhD (ESIC University), Elena González-Rodrigo PhD (ESIC University).

Aprobado en emprendimiento y suspenso en sostenibilidad. José Miguel Berné-Martínez PhD. (ESIC Business & Marketing School, ESIC University), Myriam Martí-Sánchez PhD (ESIC Business & Marketing School, ESIC University), Enrique Planells-Artigot PhD (ESIC Business & Marketing School, ESIC University), Arturo Ortigosa-Blanch PhD (ESIC Business & Marketing School, ESIC University), A. Monsalve-Alamá PhD (ESIC Business & Marketing School), D. Cervantes-Zacarés PhD (ESIC Business & Marketing School).

Desarrollo de competencias para la empleabilidad desde una perspectiva internacional: actividad docente conjunta. Inmaculada Concepción Pons Ferrández

Las competencias transversales en bachillerato. Inmaculada Concepción Pons Ferrández

Assembly Hall Zoom Room 1

12:00h - 12:30 Plenary Conference

Chair: Javier Hernández-Gadea, PhD. Cand. Esic Business & Marketing School.

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

12:30- 14:00h - Parallel sessions

Room 14 zoom room 3- Final Pitches

Chair: Esther Pagán-Castaño, PhD., Esic Business & Marketing School.

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

Assembly hall zoom room 1

Chair: María Arnal Pastor, PhD., Esic Business & Marketing School.

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

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

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

- Mr. Jaime Úbeda. CEO Exo Schools - Exponential Schools.
- Ms. Gloria Huertas. Teacher at the "Eddie Bernice Johnson Elementary" (EBJ) in Dallas (USA).
- Ms Monika Biderman. Teacher of English, Slovene and Portuguese Primary school Rada Robiča Limbuš.
- Ms. Giovanna Colombo. Professor of Geography, Vice-President of the Società Nazionale Debate Italia and Director of the Organising Committee of the Italian National Debate Olympiads.
- Mr. Michael L. Smith Director of American School of Valencia
- Rhian Cross Chief of studies at British School of Vila-Real, Vila-Real

Library - zoom room 2 The EDUCAVERSO

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

Assembly Hall Zoom Room 1

14:00 - 14:15 - Prize-giving ceremony

- Prize-giving ceremony, Mar Casas.

Assembly Hall Zoom Room 1

14:15 - 14:30h - Institutional closure

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

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