

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](#)

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

[Abel Monfort | PhD LinkedIn](#)

Jose Manuel Mas, Dean and Vice Rector of Academic Policy and Faculty. ESIC University.

[José Manuel Mas, PhD | LinkedIn](#)

09:30-10:30h - Plenary Speeches

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

Richard Gerver, World renowned speaker and author

[Richard Gerver | LinkedIn](#)

10:00 – 10:30h – Keynote Talk 2.

Manuel Oliver. Expert in Magic, Communication and Training <https://manueloliver.es/>

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](#)

- **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](#)
- **Rodrigo Benito García**, Teacher specialized in Soft Skills, languages and gamification Colegio Tajamar. [Rodrigo Benito PhD | LinkedIn](#)
- **María José Gil Delgado**, SDG-Certificate Project Director. [M^a José Gil Delgado | LinkedIn](#)
- **José Picó**, Humanist and Architect.

- **José Luis Zimmermann**, Head of Public Policy Spain & Portugal at Meta. [José Luis Zimmermann](#)

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](#)

Domingo Ribeiro-Soriano, PhD. Full Professor at Universitat de València [Domingo Ribeiro, PhD | LinkedIn](#)

Daniel Palacios-Marques, PhD. Full Professor of the Universitat Politècnica de València [Daniel Palacios, PhD | LinkedIn](#)

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

Carmen Picazo, PhD. Researcher at University of Zaragoza [Carmen Picazo PhD | LinkedIn](#)

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

1. Revolutionizing Inclusion. Colegio Miralmonite (Cartagena). Marina Conesa, José Julián Bernal and Sofía Egea.
2. Metaverse as a tool for assessment and educational implementation in the classroom. Colegio Miralmonite.(Cartagena). Joaquín Ruiz Abellán and M^a Ángeles Gómez.

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.

Chaired by: Vicente Diaz, PhD. [Vicente Díaz PhD | LinkedIn](#)

Klaus Ulrich, PhD candidate [Klaus Ulrich, PhD candidate | LinkedIn](#)

David Reolid, [DavidReolid | LinkedIn](#)

12:00-12:30 3D Printer

12:30-13:00 Metaverse and ChatGPT

13:00-14:00 Microsoft and CHATGPT – David Hurtado

16:00-17:00 VR in the Classroom – TechLab

17:00-18:00 Metaverse in Education - Educaverse

18:00-19:00 Neuromarketing applied in Education – José Manuel Ausín

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

Room 8- ESIC Case Method.

Chair: Pilar Pérez, PhD. [Pilar Pérez, PhD | LinkedIn](#)

12:15-19.00 - PROJECTS THAT LEAVE A MARK

Hall

Coordinator: María Arnal, PhD Candidate.

In submission phase

Lego, Fundación Repsol, Fundación Ilunión

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](#)

Carla Martínez Climent, PhD. Full professor-doctor at ESIC
[Carla Martínez Climent | LinkedIn](#)

Sandra Enri Peiró, PhD candidate. Teaching and research staff at ESIC. [Sandra Enri Peiró | LinkedIn](#)
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 – The Speak App. Soraya del Portillo. [Soraya del Portillo | LinkedIn](#)

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](#)

12:15-19.00 - PROJECTS THAT LEAVE A MARK

Hall

Coordinated by María Arnal, PhD.

In submission phase

Lego, Fundación Repsol, Fundación Ilunió

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](#)

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](#)
- Elvira López Palomeque, Senior Sales & Marketing Director (División Colegios) Grupo Educativo CEU.
[Elvira López Palomeque | LinkedIn](#)
- Enrique Escandón, Director Alameda & Arcángel International School.
[Enrique Escandón | LinkedIn](#)
- Juan Luis Pedreño. Spokesperson for Digital Transformation in the Congress of Deputies.
[Juan Luis Pedreño | LinkedIn](#)
- Juan Guerrero, Trebol Trust. [Juan Guerrero | LinkedIn](#)
- Jordi Ros, Agora San Cugat School deputy director.
[Jordi Ros Sabaté | LinkedIn](#)

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

Talk: Horacio Diez, Coordinator in Spain Ambassadors Schools of the European Parliament [Horacio Diez Contreras | LinkedIn](#)

EUROPEANDO Round Table. Journey towards a unified model.

Chair: Antonio Martín, PhD. International Dean Esic Business School [Antonio Martin, PhD | LinkedIn](#)

- Juergen Foecking, European Parliament office in Madrid (Public Relations) [Juergen Foecking | LinkedIn](#)
- Elena Ortiz, Education Inspector GVA. [ELENA ORTIZ | LinkedIn](#)
- Joaquin Ruiz, Miralmonte School, UN Ambassador. [Joaquín Ruiz Abellán | LinkedIn](#)
- Teresa Allepuz, President of the European Movement of the Murcia Region.
- Beatriz Miguel Hernández, Rector UPCT - Alliance of Universities [Beatriz Miguel Hernandez | LinkedIn](#)
- Horacio Diez, Coordinator in Spain and Schools Ambassador of the European Parliament [Horacio Diez Contreras | LinkedIn](#)

zoom room 1

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

Lecture: Javier Gallardo Garcia, PhD candidate - Sage Group Experience Manager [Javier Gallardo | LinkedIn](#)

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

Chair: María Guijarro-García, PhD. Director of IMAT ESIC Business & Marketing School [María Guijarro | LinkedIn](#)

- Javier Gallardo Garcia, PhD candidate - Sage Group Chief Experience Officer [Javier Gallardo | LinkedIn](#)
- Javier Ontiveros. CEO Quid Qualitas - vice-president Customer Experience Community AEC Customer - Executive Coach - i4 Neuro-leadership Model Certificate. [Javier Ontiveros | LinkedIn](#)
- Carlos Molina. VP Sales & Digital en IZO - Customer & Employee Experience Speaker - ESIC Business School - Agile Coach. [Carlos Molina | LinkedIn](#)
- Antonio Monje. CX & Innovation Lead en ING, Solution Designer, Life, Business & Innovation Coach. [Antonio Monje | LinkedIn](#)
- Gema Robles. Customer Experience Manager at Sage. [Gema Robles | LinkedIn](#)
- Sergio Verdasco. Director de Experiencia de Cliente y Sostenibilidad en ILUNION Facility Services. [Sergio Verdasco | LinkedIn](#)
- Alicia García Gurdiel. Transformation Director of BNP Paribas Group. [Alicia García | LinkedIn](#)

Zoom room 1

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

Cafeteria

Cafeteria Posters (In person)

Submission period.

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

1. Gamifying SDGs through board games. Colegio Miralmonte. (Cartagena). Joaquín Ruiz Abellán y Jesús Arribas Blázquez.
2. " How to manage your own educational and diferencial model? ". Colegio Zola (Madrid). School Principal

Room 4 - zoom room - Success stories

1. "WeRtheWorld", Erasmus+ and sustainability in schools. Engeba School (Valencia). Elena Serra García and Miriam Elena Portero Alonso.
2. Robotics: A school project that crosses borders. Colegio Fundación Flors (Villa Real, Castellón). Vicente Llop Díaz - Cano y Antonio García García.
3. Discover the world: Your school in the global scenario. Sagrado Corazón (Meliana, Valencia). M^a Amparo Gascón Calderer and M^a Desamparados Casanova Llanes.
4. Circular Bricks. E.F.A. La Malvesía. (Llombai, Valencia) Migue Guasp Futer and Enrique Boix Arnandis

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](#)

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](#)

Social Innovation. Alberto Alcalde. Director of Teaching Innovation Programs ESIC University
[Alberto Alcalde | LinkedIn](#)

10:00 – 10:30h – **Keynote Speech.**

How is Google working on the people challenge? Gonzalo Romero, Transforming Education
@ Google [Gonzalo Romero | LinkedIn](#)

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](#)

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](#)

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](#).

- **Gonzalo Romero,** Transforming Education @ Google [Gonzalo Romero | LinkedIn](#)
- **Ramón Romero,** Digital Transformation Certification at Massachusetts Institute of Technology
[Ramon Romero | LinkedIn](#)
- **Emilio J Castilla.** Professor of Management at MIT Sloan School of Management
[Emilio J Castilla | LinkedIn](#)

13:00-13:30h – Institutional Closure

- 13:30 – **Alberto Alcalde,** Director of Programmes and Educational Innovation ESIC
University [Alberto Alcalde | LinkedIn](#)
- 13:40 – **María Guijarro,** PhD. Director of IMAT ESIC Business & Marketing School [María
Guijarro | LinkedIn](#)

- 13:50 – Ignacio Soret, PhD. Director of Research at Business & Marketing School [Ignacio Soret](#) | [LinkedIn](#)

Partners



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