



Volver a las raíces para repensar el futuro de la empresa: nuevas fronteras
Back to the roots to rethink the future of the organization: new frontiers

PROGRAMA PRELIMINAR

Fecha: Domingo, 15/06/2025	
9:00 - 13:30	Registro
9:30 - 9:45	BIENVENIDA
9:45 - 11:00	TALLER DOCTORAL
11:00 - 11:15	PAUSA CAFE
11:15 - 14:15	TALLER DOCTORAL
14:15 - 15:45	COMIDA TALLER DOCTORAL
16:30 - 18:00	BRQ Business Research Quarterly Editorial Meeting (by invitation only)
16:30 - 18:00	REUNION DE LAS DIFERENTES SECCIONES DEL CONGRESO
16:45 - 17:00	PAUSA CAFÉ
17:00 - 19:00	TALLER DOCTORAL
18:00 - 19:15	REUNION DE JUNTA DIRECTIVA
19:00 - 19:15	CIERRE DEL TALLER DOCTORAL
20:00 - 22:00	COCTEL DE BIENVENIDA (Catedral de Pamplona)

Fecha: Lunes, 16/06/2025

8:00 - 13:30	Registro
8:30 - 10:00	COMUNICACION GENERAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 1
8:30 - 10:00	COMUNICACION GENERAL_ ENTREPRENEURSHIP 1
8:30 - 10:00	COMUNICACION GENERAL_FAMILY FIRMS 1
8:30 - 10:00	COMUNICACION GENERAL_FINANCE AND ACCOUNTING 1
8:30 - 10:00	COMUNICACIÓN GENERAL_HUMAN RESOURCES 1
8:30 - 10:00	COMUNICACION GENERAL_INNOVATION MANAGEMENT 1
8:30 - 10:00	COMUNICACION GENERAL_ INTERNATIONALIZATION 1
8:30 - 10:00	COMUNICACION GENERAL_ MARKETING 1
8:30 - 10:00	COMUNICACION GENERAL_OPERATION MANAGEMENT 1
8:30 - 10:00	COMUNICACION GENERAL_ STRATEGY 1
8:30 - 10:00	SPECIAL TRACK 1
8:30 - 10:00	SPECIAL TRACK 2A
10:00 - 10:30	ACTO INAUGURAL DE APERTURA
10:30 - 11:00	PAUSA CAFÉ
11:00 - 12:30	COMUNICACION GENERAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 2
11:00 - 12:30	COMUNICACION GENERAL_ ENTREPRENEURSHIP 1
11:00 - 12:30	COMUNICACION GENERAL_FAMILY FIRMS 2
11:00 - 12:30	COMUNICACION GENERAL_FINANCE AND ACCOUNTING 2
11:00 - 12:30	COMUNICACIÓN GENERAL_HUMAN RESOURCES 2
11:00 - 12:30	COMUNICACION GENERAL_INNOVATION MANAGEMENT 2
11:00 - 12:30	COMUNICACION GENERAL_ INTERNATIONALIZATION 2
11:00 - 12:30	COMUNICACION GENERAL_OPERATION MANAGEMENT 2
11:00 - 12:30	COMUNICACION GENERAL_ STRATEGY 2

11:00 - 12:30	DEBATE EMPRESARIAL Ponentes: <ul style="list-style-type: none"> Ana Goyen. Directora General de SPV y BESS en Ingeteam, consejera de SODENA Miguel Ángel Grijaba. Director de Producción de Volkswagen Navarra Ignacio Ugalde. Director de Recursos Humanos de Tafalla Iron Foundry S. Coop.
11:00 - 12:30	MESA INTERACTIVA- Operation and Technology Management
11:00 - 12:30	SPECIAL TRACK 3
11:00 - 12:30	SPECIAL TRACK 5
12:30 - 13:45	KEYNOTE SPEAKER Silvia Dorado Banacloche, Ph.D. Professor at UMass Boston.
13:45 - 15:00	COMIDA LUNES 16 DE JUNIO
15:00 - 16:30	BRQ selected papers session and awards: Learning from best contributions
15:00 - 16:30	COMUNICACION GENERAL_ BUSINESS AND SOCIETY AND SUSTAINIBILITY 3
15:00 - 16:30	COMUNICACION GENERAL_ ENTREPRENEURSHIP 3
15:00 - 16:30	COMUNICACION GENERAL_ FAMILY FIRMS 3
15:00 - 16:30	COMUNICACIÓN GENERAL_ HUMAN RESOURCES 3
15:00 - 16:30	COMUNICACION GENERAL_ INNOVATION MANAGEMENT 3
15:00 - 16:30	COMUNICACION GENERAL_ INTERNATIONALIZATION 3
15:00 - 16:30	COMUNICACION GENERAL_ MARKETING 2
15:00 - 16:30	COMUNICACIÓN GENERAL_ OPERATION MANAGEMENT 3
15:00 - 16:30	COMUNICACION GENERAL_ STRATEGY 3
15:00 - 16:30	COMUNICACION GENERAL_ TEACHING INNOVATION 1
15:00 - 16:30	SPECIAL TRACK 6
15:00 - 16:30	SPECIAL TRACK 9A
16:30 - 17:00	PAUSA CAFE
17:00 - 18:30	COMUNICACION GENERAL_ BUSINESS AND SOCIETY AND SUSTAINIBILITY 4
17:00 - 18:30	COMUNICACION GENERAL_ ENTREPRENEURSHIP 4
17:00 - 18:30	COMUNICACION GENERAL_ FAMILY FIRMS 4
17:00 - 18:30	COMUNICACIÓN GENERAL_ FINANCE AND ACCOUNTING 3

17:00 - 18:30	COMUNICACIÓN GENERAL_ HUMAN RESOURCES 4
17:00 - 18:30	COMUNICACION GENERAL_ INTERNATIONALIZATION 4
17:00 - 18:30	COMUNICACIÓN GENERAL_ OPERATION MANAGEMENT 4
17:00 - 18:30	COMUNICACION GENERAL_ STRATEGY 4
17:00 - 18:30	MESA INTERACTIVA - Entrepr and FF
17:00 - 18:30	MESA INTERACTIVA - Human Resources
17:00 - 18:30	SPECIAL TRACK 15
17:00 - 18:30	SPECIAL TRACK 16
17:00 - 18:30	SPECIAL TRACK 8
21:00 - 23:30	CENA_LUNES 16 DE JUNIO Hotel Tres Reyes de Pamplona

Fecha: Martes, 17/06/2025

8:00 - 13:30	Registro
8:30 - 10:00	COMUNICACION GENERAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 5
8:30 - 10:00	COMUNICACION GENERAL_ ENTREPRENEURSHIP 5
8:30 - 10:00	COMUNICACION GENERAL_FAMILY FIRMS 5
8:30 - 10:00	COMUNICACION GENERAL_FINANCE AND ACCOUNTING 4
8:30 - 10:00	COMUNICACIÓN GENERAL_HUMAN RESOURCES 5
8:30 - 10:00	COMUNICACION GENERAL_INNOVATION MANAGEMENT 4
8:30 - 10:00	COMUNICACIÓN GENERAL_ OPERATION MANAGEMENT 5
8:30 - 10:00	COMUNICACION GENERAL_ STRATEGY 5
8:30 - 10:00	COMUNICACION GENERAL_TEACHING INNOVATION 2
8:30 - 10:00	SPECIAL TRACK 10
8:30 - 10:00	SPECIAL TRACK 17
8:30 - 10:00	SPECIAL TRACK 8B
8:30 - 10:00	SPECIAL TRACK 9b
10:00 - 10:15	PAUSA CAFE
10:15 - 11:15	KEYNOTE SPEAKER II Javier Gimeno, Ph.D. Professor of Strategy at INSEAD (Fontainebleau campus, France)
11:15 - 12:45	COMUNICACION GENERAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 6
11:15 - 12:45	COMUNICACION GENERAL_ ENTREPRENEURSHIP 6
11:15 - 12:45	COMUNICACION GENERAL_ ENTREPRENEURSHIP 7
11:15 - 12:45	COMUNICACION GENERAL_FINANCE AND ACCOUNTING 5
11:15 - 12:45	COMUNICACIÓN GENERAL_HUMAN RESOURCES 6
11:15 - 12:45	COMUNICACION GENERAL_ MARKETING 3
11:15 - 12:45	COMUNICACION GENERAL_ STRATEGY 6
11:15 - 12:45	COMUNICACION GENERAL_ STRATEGY 7

11:15 - 12:45	MESA DE DEBATE ACADEMICO Luis Gómez Mejía, Ph.D. (Arizona State University) Carmen Cabello, Ph. D. (Universidad Pablo Olavide) Vicente Salas Fumás, Ph. D (Universidad de Zaragoza) Emilio Huerta Arribas, Ph. D. (Universidad Pública de Navarra) Alfonso Novales Cinca (Universidad Complutense de Madrid)
11:15 - 12:45	SPECIAL TRACK 11
11:15 - 12:45	SPECIAL TRACK 12
11:15 - 12:45	SPECIAL TRACK 13
11:15 - 12:45	SPECIAL TRACK 2B
12:45 - 13:45	Meet the BRQ Editors and Orientation on How to Publish Your Research
13:45 - 15:00	COMIDA MARTES 17 DE JUNIO
15:00 - 16:30	COMUNICACION GENERAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 7
15:00 - 16:30	COMUNICACION GENERAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 8
15:00 - 16:30	COMUNICACION GENERAL_ ENTREPRENEURSHIP 8
15:00 - 16:30	COMUNICACIÓN GENERAL_HUMAN RESOURCES 7
15:00 - 16:30	COMUNICACIÓN GENERAL_HUMAN RESOURCES 8
15:00 - 16:30	COMUNICACION GENERAL_ STRATEGY 8
15:00 - 16:30	MESA INTERACTIVA - Internationalization
15:00 - 16:30	MESA INTERACTIVA - Sustainability
15:00 - 16:30	MESA INTERACTIVA - Innovation
15:00 - 16:30	MESA INTERACTIVA - Marketing
15:00 - 16:30	MESA INTERACTIVA - Teaching Innovation
15:00 - 16:30	SPECIAL TRACK 14
15:00 - 16:30	SPECIAL TRACK 7
16:30 - 16:45	PAUSA CAFE
16:45 - 17:30	ACTO DE CLAUSURA DEL CONGRESO Y ENTREGA DE PREMIOS
17:30 - 18:00	ASAMBLEA GENERAL ORDINARIA
21:30 - 23:00	CENA DE GALA: Castillo de Gorraiz