



upna
Universidad Pública de Navarra
Nafarroako Unibertsitate Publikoa

PAMPLONA 2025
ACEDE
34 CONGRESO INTERNACIONAL
INTERNATIONAL CONFERENCE



AGENDA

Date: Sunday, 15/06/2025

9:00 - 13:30	REGISTRATION: Classroom Building Hall	
9:30 -9:45	WELCOME: A-04 Lecture Building	
9:45-11:00	TALLER DOCTORAL - Team Building & Ice Breaking Place: A-04 Room rio	
11:00 - 11:30	CAFEL BREAK Place: UPNA Cafeteria	
11:30 - 12:30	TALLER DOCTORAL- Research Design: Great Challenges Place: A-04 Room rio	
12:30-14:30	DOCTORAL WORKSHOP - Poster Session I: A-04 Lecture Building	
14:30-15:45	LUNCH WORKSHOP DOCTORAL: UPNA Cafeteria	
15:45-16:45	TALLER DOCTORAL - Taller Peer Coaching for Development of Soft Skills Place: A-04 Room rio	
16:30-18:00	BRQ BUSINESS RESEARCH QUARTERLY EDITORIAL MEETING (BY INVITATION ONLY) Place: A-08 Room rio	
16:45-17:00	COFFEE BREAK Place: UPNA Cafeteria	
17:00-19:00	DOCTORAL WORKSHOP - Poster Session II Place: A-04 Lecture Building	
18:00-19:30	BOARD OF DIRECTORS MEETING Place: A-06 Lecture Building	
20:00-22:00	WELCOME COCKTAIL Place: Pamplona Cathedral	

Date: Monday, 16/06/2025

8:00 - 13:30	REGISTRATION Place: Hall El Sario Building
8:30 - 10:00	COMUNICACION ORAL_ INTERNATIONALIZATION 1: Room 501
8:30 - 10:00	COMUNICACION ORAL_ BUSINESS AND SOCIETY AND SUSTAINIBILITY 1 Place: : Room 003
8:30 - 10:00	COMUNICACION ORAL_ ENTREPRENEURSHIP ENGLISH Place: Room 603
8:30 - 10:00	COMUNICACION ORAL_ FAMILY FIRMS 1 Place: Room 002
8:30 - 10:00	COMUNICACION ORAL_ FINANCE AND ACCOUNTING 1 Place: Room 502
8:30 - 10:00	COMMUNICATION ORAL_ HUMAN RESOURCE MANAGEMENT 1 Place: Room 605
8:30 - 10:00	COMMUNICATION ORAL_ INNOVATION MANAGEMENT 1 Place: Room 606
8:30 - 10:00	COMMUNICATION ORAL_ MARKETING 1 Place: Classroom A3_ mod 1
8:30 - 10:00	COMUNICACION ORAL_ OPERATION MANAGEMENT 1 Place: Room A6B _ mod 1
8:30 - 10:00	COMMUNICATION ORAL_ STRATEGY 1 Place: Room 604
8:30 - 10:00	MESA INTERACTIVA_ CUSTOMER EXPERIENCES IN DIGITAL ENVIRONMENTS Place: : Room 608
8:30 - 10:00	SPECIAL TRACK 1 Place: Room 607
8:30 - 10:00	SPECIAL TRACK 2nd Place: Room 503
10:00 - 10:30	OPENING CEREMONY Place: Fernando Remacha Classroom
10:30 - 11:00	COFFEE BREAK Place: El Sario Building
11:00 - 12:30	COMUNICACION ORAL_ BUSINESS AND SOCIETY AND SUSTAINIBILITY 2 Place: : Room 003
11:00 - 12:30	COMUNICACION ORAL_ ENTREPRENEURSHIP 1 Place: Room 603
11:00 - 12:30	COMUNICACION ORAL_ FAMILY FIRMS ENGLISH Place: Room 002
11:00 - 12:30	COMUNICACION ORAL_ FINANCE AND ACCOUNTING 2 Place: Room 502
11:00 - 12:30	COMMUNICATION ORAL_ HUMAN RESOURCE MANAGEMENT 2 Place: Room 605
11:00 - 12:30	COMMUNICATION ORAL_ INNOVATION MANAGEMENT 2 Place: Room 606
11:00 - 12:30	COMUNICACION ORAL_ INTERNATIONALIZATION 2 Place: Room 501

11:00 - 12:30	COMMUNICATION ORAL_ MARKETING 2 Place: Classroom A3_ mod 1
11:00 - 12:30	COMUNICACION ORAL_ OPERATION MANAGEMENT 2 Place: Room A6B _ mod 1
11:00 - 12:30	COMMUNICATION ORAL_ STRATEGY 2 Place: Room 604
11:00 - 12:30	BUSINESS DEBATE: Fernando Remacha Classroom Speakers: - Ana Goyen. Managing Director of SPV and BESS at Ingeteam, advisor to SODENA - Miguel Ángel Grijaba. Production Director of Volkswagen Navarra - Ignacio Ugalde. Director of Human Resources of Tafalla Iron Foundry S. Coop.
11:00 - 12:30	SPECIAL TRACK 3 Place: Room 607
11:00 - 12:30	SPECIAL TRACK 5 Place: Room 608
12:30 - 13:45	KEYNOTE SPEAKER: Room Fernando Remacha Silvia Dorado Banacloche, Ph.D. Professor at UMass Boston.
13:45 - 15:00	LUNCH MONDAY, JUNE 16TH: El Sario Building
15:00 - 16:30	BRQ SELECTED PAPERS SESSION AND AWARDS: LEARNING FROM BEST CONTRIBUTIONS Place: Room 503
15:00 - 16:30	COMUNICACION ORAL_ BUSINESS AND SOCIETY AND SUSTAINABILITY 3 Place: Room 003
15:00 - 16:30	COMUNICACION ORAL_ ENTREPRENEURSHIP 2 Place: Room 603
15:00 - 16:30	COMUNICACION ORAL_ FAMILY FIRMS 3 Place: Room 002
15:00 - 16:30	COMMUNICATION ORAL_ HUMAN RESOURCE MANAGEMENT ENGLISH Place: Room 605
15:00 - 16:30	COMUNICACION ORAL_ INTERNATIONALIZATION 3 Place: Room 501
15:00 - 16:30	COMMUNICATION ORAL_ OPERATION MANAGEMENT 3 Place: Room A6B _ mod 1
15:00 - 16:30	COMMUNICATION ORAL_ STRATEGY 3 Place: Room 604
15:00 - 16:30	MESA INTERACTIVA_ CUSTOMER EXPERIENCES IN SERVICES AND RETAILING CHANNELS Place: Room 607
15:00 - 16:30	MEETING OF THE HONORARY COMMITTEE: Annex 02
15:00 - 16:30	SPECIAL TRACK 6 Place: Room 502
15:00 - 16:30	SPECIAL TRACK 8 Place: Room 606
15:00 - 16:30	SPECIAL TRACK 9A Place: Room A3_ mod 1
16:30 - 17:00	CAFEL BREAK: El Sario Building

17:00 - 18:30	COMUNICACION ORAL_ ENTREPRENEURSHIP 3 Place: Room 603
17:00 - 18:30	COMUNICACION ORAL_BUSINESS AND SOCIETY AND SUSTAINIBILITY 4 Place: Room 003
17:00 - 18:30	COMUNICACION ORAL_FAMILY FIRMS 4 : Room 002
17:00 - 18:30	COMMUNICATION ORAL_FINANCE AND ACCOUNTING ENGLISH Place: Room 502
17:00 - 18:30	COMMUNICATION ORAL_HUMAN RESOURCE MANAGEMENT 3 Place: Room 605
17:00 - 18:30	COMUNICACION ORAL_INTERNATIONALIZATION ENGLISH Place: Room 501
17:00 - 18:30	COMMUNICATION ORAL_OPERATION MANAGEMENT 4 Place: Room A6B _ mod 1
17:00 - 18:30	COMMUNICATION ORAL_STRATEGY 4 Place: Room 604
17:00 - 18:30	COMUNICACION ORAL_TEACHING INNOVATION 1 Place: Room 606
17:00 - 18:30	MESA INTERACTIVA_ENTREPRENEURSHIP AND FAMILY FIRM : Room 607
17:00 - 18:30	SPECIAL TRACK 16 Place: Room 608
17:00 - 18:30	SPECIAL TRACK 17 Location: Room 503
17:00 - 18:30	SPECIAL TRACK 7 Place: Room A3_ mod 1
21:00 - 23:30	JUNE 16 CENA_LUNES Place: Tres Reyes Hotel Hotel Tres Reyes in Pamplona

Date: Tuesday, 17/06/2025

8:00 - 13:30	<u>REGISTRATION</u> Place: <u>Hall El Sario Building</u>
8:30 - 10:00	<u>COMUNICACION ORAL BUSINESS AND SOCIETY AND SUSTAINABILITY 5</u> Place: <u>Room 003</u>
8:30 - 10:00	<u>COMUNICACION ORAL ENTREPRENEURSHIP 4</u> Place: <u>Room 603</u>
8:30 - 10:00	<u>COMUNICACION ORAL FINANCE AND ACCOUNTING 3</u> Place: <u>Room 502</u>
8:30 - 10:00	<u>COMMUNICATION ORAL HUMAN RESOURCE MANAGEMENT 4</u> Place: <u>Room 002</u>
8:30 - 10:00	<u>COMMUNICATION ORAL HUMAN RESOURCE MANAGEMENT 5</u> Place: <u>Room 605</u>
8:30 - 10:00	<u>COMUNICACION ORAL INNOVATION MANAGEMENT ENGLISH</u> Place: <u>Room 606</u>
8:30 - 10:00	<u>COMMUNICATION ORAL MARKETING 1 ENGLISH</u> Place: <u>Classroom A3 mod 1</u>
8:30 - 10:00	<u>COMMUNICATION ORAL OPERATION MANAGEMENT 5</u> Place: <u>Room A6B mod 1</u>
8:30 - 10:00	<u>COMMUNICATION ORAL STRATEGY 5</u> Place: <u>Room 604</u>
8:30 - 10:00	<u>MESA INTERACTIVA SUSTAINABILITY AND OPERATIONS</u> Place: <u>Room 608</u>
8:30 - 10:00	<u>SPECIAL TRACK 10</u> Place: <u>Room 501</u>
8:30 - 10:00	<u>SPECIAL TRACK 15</u> Place: <u>Room 607</u>
8:30 - 10:00	<u>SPECIAL TRACK 9B</u> Place: <u>Room 503</u>
10:00 - 10:15	CAFEL BREAK: <u>El Sario Building</u>
10:15 - 11:15	KEYNOTE SPEAKER II: <u>Room Fernando Remacha</u> Javier Gimeno, Ph.D. Professor of Strategy at INSEAD (Fontainebleau campus, France)
11:15 - 12:45	<u>COMUNICACION ORAL BUSINESS AND SOCIETY AND SUSTAINABILITY 6</u> : <u>Room 003</u>
11:15 - 12:45	<u>COMUNICACION ORAL ENTREPRENEURSHIP 5</u> Place: <u>Room 603</u>
11:15 - 12:45	<u>COMUNICACION ORAL FINANCE AND ACCOUNTING 4</u> Place: <u>Room 502</u>
11:15 - 12:45	<u>COMMUNICATION ORAL HUMAN RESOURCE MANAGEMENT 6</u> Place: <u>Room 605</u>
11:15 - 12:45	<u>COMUNICACION ORAL OPERATION MANAGEMENT ENGLISH</u> Place: <u>Room A6B mod 1</u> Chair of the session: Prof. Dr. José Luis Hervás-Oliver , Polytechnic University of Valencia

11:15 - 12:45	<u>COMMUNICATION ORAL STRATEGY 6</u> Place: Room 604
11:15 - 12:45	<u>ACADEMIC DISCUSSION TABLE</u> Place: Room 503 Luis Gómez Mejía, Ph.D. (Arizona State University) Carmen Cabello, Ph.D. (Pablo Olavide University) Vicente Salas Fumás, Ph.D. (University of Zaragoza) Emilio Huerta Arribas, Ph.D., (Public University of Navarra) Alfonso Novales Cinca (Complutense University of Madrid)
11:15 - 12:45	<u>MESA INTERACTIVA AGRI-FOOD LOGISTICS AND RURAL ENTERPRISE</u> Place: Room 608
11:15 - 12:45	<u>TEACHING INNOVATION INTERACTIVA TABLE</u> Place: Room 002
11:15 - 12:45	<u>SPECIAL TRACK 11</u> Place: Room 501
11:15 - 12:45	<u>SPECIAL TRACK 12</u> Place: Room 606
11:15 - 12:45	<u>SPECIAL TRACK 13</u> Place: Room A3 mod 1
11:15 - 12:45	<u>SPECIAL TRACK 2B</u> Place: Room 607
12:45 - 13:45	Meet the BRQ Editors and Orientation on How to Publish Your Research Place: Room Fernando Remacha
13:45 - 15:00	LUNCH TUESDAY, JUNE 17TH: El Sario Building
15:00 - 16:30	<u>COMUNICACION ORAL BUSINESS AND SOCIETY AND SUSTAINIBILITY ENGLISH</u> Place: Room 003
15:00 - 16:30	<u>COMUNICACION ORAL ENTREPRENEURSHIP 6</u> Place: Room 603
15:00 - 16:30	<u>COMUNICACION ORAL FINANCE AND ACCOUNTING 5</u> Place: Room 502
15:00 - 16:30	<u>COMMUNICATION ORAL HUMAN RESOURCE MANAGEMENT 7</u> Place: Room 605
15:00 - 16:30	<u>COMMUNICATION ORAL INNOVATION MANAGEMENT 3</u> Place: Room 606
15:00 - 16:30	<u>COMUNICACION ORAL STRATEGY ENGLISH</u> Place: Room 604
15:00 - 16:30	<u>MESA INTERACTIVA INTERNATIONALIZATION</u> Place: Room 002
15:00 - 16:30	<u>MESA INTERACTIVA DIGITALIZATION & INNOVATION</u> Place: Room A3 mod 1
15:00 - 16:30	<u>MESA INTERACTIVA HUMAN RESOURCES</u> Place: Room A6B mod 1
15:00 - 16:30	<u>INTERACTIVE TABLE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY</u> Place: Room 608

15:00 - 16:30	<u>MESA INTERACTIVA SUSTAINABILITY AND INNOVATION</u> Place: <u>Room 607</u>
15:00 - 16:30	<u>SPECIAL TRACK 14</u> Place: <u>Room 501</u>
15:30 - 16:30	<u>CLOSING OF THE DOCTORAL WORKSHOP</u> Place: <u>Room 503</u>
16:30 - 16:45	CAFEL BREAK Place <u>El Sario Building</u>
16:45 - 17:30	CLOSING CEREMONY OF THE CONGRESS AND AWARDS CEREMONY: Place: <u>Room Fernando Remacha</u>
17:30 - 18:00	ORDINARY GENERAL ASSEMBLY: <u>Fernando Remacha Classroom</u>
21:30 - 23:00	<u>GALA DINNER JUNE 17</u> Place: <u>Hotel Castillo de Gorraiz</u>