



**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

## PRELIMINARY PROGRAM

Date: Sunday, 15/June/2025	
9:00am - 1:30pm	Registration
9:30am - 9:45am	WELCOMING
9:45am - 11:00am	DOCTORAL WORKSHOP
11:00am - 11:15am	COFFEE BREAK
11:15am - 2:15pm	DOCTORAL WORKSHOP
2:15pm - 3:45pm	DOCTORAL WORKSHOP LUNCH
4:30pm - 6:00pm	BRQ Business Research Quarterly Editorial Meeting (by invitation only)
4:30pm - 6:00pm	MEETINGS SESSIONS
4:45pm - 5:00pm	COFFEE BREAK
5:00pm - 7:00pm	DOCTORAL WORKSHOP
6:00pm - 7:15pm	BOARD MEETING
7:00pm - 7:15pm	DOCTORAL WORKSHOP CLOSURE
8:00pm - 10:00pm	WELCOMING COCKTAIL

	Pamplona Cathedral
<b>Date: Monday, 16/June/2025</b>	
8:00am - 1:30pm	Registration
8:30am - 10:00am	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 1
8:30am - 10:00am	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 1
8:30am - 10:00am	GENERAL COMMUNICATION_FAMILY FIRMS 1
8:30am - 10:00am	GENERAL COMMUNICATION_FINANCE AND ACCOUNTING 1
8:30am - 10:00am	GENERAL COMMUNICATION_HUMAN RESOURCES 1
8:30am - 10:00am	GENERAL COMMUNICATION_INNOVATION MANAGEMENT 4
8:30am - 10:00am	GENERAL COMMUNICATION_ INTERNATIONALIZATION 1
8:30am - 10:00am	GENERAL COMMUNICATION_ MARKETING 1
8:30am - 10:00am	GENERAL COMMUNICATION_OPERATION MANAGEMENT 1
8:30am - 10:00am	GENERAL COMMUNICATION_ STRATEGY 1
8:30am - 10:00am	SPECIAL TRACK 1
8:30am - 10:00am	SPECIAL TRACK 2A
10:00am - 10:30am	OPENING CEREMONY
10:30am - 11:00am	COFFEE BREAK

11:00am - 12:30pm	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 2
11:00am - 12:30pm	GENERAL COMMUNICATION_ENTREPRENEURSHIP 2
11:00am - 12:30pm	GENERAL COMMUNICATION_FAMILY FIRMS 2
11:00am - 12:30pm	GENERAL COMMUNICATION_FINANCE AND ACCOUNTING 2
11:00am - 12:30pm	GENERAL COMMUNICATION_HUMAN RESOURCES 2
11:00am - 12:30pm	GENERAL COMMUNICATION_INNOVATION MANAGEMENT 1
11:00am - 12:30pm	GENERAL COMMUNICATION_INTERNATIONALIZATION 2
11:00am - 12:30pm	GENERAL COMMUNICATION_OPERATION MANAGEMENT 2
11:00am - 12:30pm	GENERAL COMMUNICATION_STRATEGY 2
11:00am - 12:30pm	<b>Business Roundtable</b>  Speakers: <ul style="list-style-type: none"> <li>Ana Goyen. General Director of SPV and BESS at Ingeteam, SODENA board member</li> <li>Miguel Ángel Grijaba. Production Director at Volkswagen Navarra</li> <li>Ignacio Ugalde. Human Resources Director at Tafalla Iron Foundry S. Coop.</li> </ul>
11:00am - 12:30pm	INTERACTIVE SESSION- Operation and Technology Management
11:00am - 12:30pm	SPECIAL TRACK 3
11:00am - 12:30pm	SPECIAL TRACK 5
12:30pm - 1:45pm	<b>KEYNOTE SPEAKER</b>  Silvia Dorado Banacloche, Ph.D. Professor at UMass Boston.
1:45pm - 3:00pm	MONDAY LUNCH

3:00pm - 4:30pm	BRQ selected papers session and awards:Learning from best contributions
3:00pm - 4:30pm	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_FAMILY FIRMS 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_HUMAN RESOURCES 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_INNOVATION MANAGEMENT 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_ INTERNATIONALIZATION 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_ MARKETING 2
3:00pm - 4:30pm	GENERAL COMUNICATION_OPERATION MANAGEMENT 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_ STRATEGY 3
3:00pm - 4:30pm	GENERAL COMMUNICATION_TEACHING INNOVATION 1
3:00pm - 4:30pm	SPECIAL TRACK 6
3:00pm - 4:30pm	SPECIAL TRACK 9A
4:30pm - 5:00pm	COFFEE BREAK
5:00pm - 6:30pm	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 4

5:00pm - 6:30pm	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 4
5:00pm - 6:30pm	GENERAL COMMUNICATION_FAMILY FIRMS 4
5:00pm - 6:30pm	GENERAL COMMUNICATION_FINANCE AND ACCOUNTING 3
5:00pm - 6:30pm	GENERAL COMMUNICATION_HUMAN RESOURCES 4
5:00pm - 6:30pm	GENERAL COMMUNICATION_ INTERNATIONALIZATION 4
5:00pm - 6:30pm	GENERAL COMMUNICATION_OPERATION MANAGEMENT 4
5:00pm - 6:30pm	GENERAL COMMUNICATION_ STRATEGY 4
5:00pm - 6:30pm	INTERACTIVE SESSION - Entrepr and FF
5:00pm - 6:30pm	INTERACTIVE SESSION - Human Resources
5:00pm - 6:30pm	SPECIAL TRACK 15
5:00pm - 6:30pm	SPECIAL TRACK 16
5:00pm - 6:30pm	SPECIAL TRACK 8
9:00pm - 11:30pm	MONDAY DINNER Hotel Tres Reyes de Pamplona
<b>Date: Tuesday, 17/June/2025</b>	
8:00am - 1:30pm	Registration
8:30am - 10:00am	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 5

8:30am - 10:00am	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 5
8:30am - 10:00am	GENERAL COMMUNICATION_FAMILY FIRMS 5
8:30am - 10:00am	GENERAL COMMUNICATION_FINANCE AND ACCOUNTING 4
8:30am - 10:00am	GENERAL COMMUNICATION_HUMAN RESOURCES 5
8:30am - 10:00am	GENERAL COMMUNICATION_INNOVATION MANAGEMENT 4
8:30am - 10:00am	GENERAL COMMUNICATION_OPERATION MANAGEMENT 5
8:30am - 10:00am	GENERAL COMMUNICATION_ STRATEGY 5
8:30am - 10:00am	GENERAL COMMUNICATION_TEACHING INNOVATION 2
8:30am - 10:00am	SPECIAL TRACK 10
8:30am - 10:00am	SPECIAL TRACK 17
8:30am - 10:00am	SPECIAL TRACK 8B
8:30am - 10:00am	SPECIAL TRACK 9b
10:00am - 10:15am	PAUSA CAFE
10:15am - 11:15am	KEYNOTE SPEAKER II Javier Gimeno, Ph.D. Professor of Strategy at INSEAD (Fontainebleau campus, France)
11:15am - 12:45pm	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 6
11:15am - 12:45pm	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 6

11:15am - 12:45pm	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 7
11:15am - 12:45pm	GENERAL COMMUNICATION_FINANCE AND ACCOUNTING 5
11:15am - 12:45pm	GENERAL COMMUNICATION_HUMAN RESOURCES 6
11:15am - 12:45pm	GENERAL COMMUNICATION_ MARKETING 3
11:15am - 12:45pm	GENERAL COMMUNICATION_ STRATEGY 6
11:15am - 12:45pm	GENERAL COMMUNICATION_STRATEGY 7
11:15am - 12:45pm	ACADEMY DEBATE PANEL
	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)
11:15am - 12:45pm	SPECIAL TRACK 11
11:15am - 12:45pm	SPECIAL TRACK 12
11:15am - 12:45pm	SPECIAL TRACK 13
11:15am - 12:45pm	SPECIAL TRACK 2B
12:45pm - 1:45pm	Meet the BRQ Editors and Orientation on How to Publish Your Research
1:45pm - 3:00pm	TUESDAY LUNCH
3:00pm - 4:30pm	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 7
3:00pm - 4:30pm	GENERAL COMMUNICATION_BUSINESS AND SOCIETY AND SUSTAINIBILITY 8

3:00pm - 4:30pm	GENERAL COMMUNICATION_ ENTREPRENEURSHIP 8
3:00pm - 4:30pm	GENERAL COMMUNICATION_HUMAN RESOURCES 7
3:00pm - 4:30pm	GENERAL COMMUNICATION_HUMAN RESOURCES 8
3:00pm - 4:30pm	GENERAL COMMUNICATION_ STRATEGY 8
3:00pm - 4:30pm	INTERACTIVE SESSION - Internalization
3:00pm - 4:30pm	INTERACTIVE SESSION - Sustainability
3:00pm - 4:30pm	INTERACTIVE SESSION - Innovation
3:00pm - 4:30pm	INTERACTIVE SESSION - Marketing
3:00pm - 4:30pm	INTERACTIVE SESSION - Teaching Innovation
3:00pm - 4:30pm	SPECIAL TRACK 14
3:00pm - 4:30pm	SPECIAL TRACK 7
4:30pm - 4:45pm	COFFEE BREAK
4:45pm - 5:30pm	CLOSING CEREMONY AND AWARDS PRESENTATION
5:30pm - 6:00pm	ORDINARY GENERAL ASSEMBLY
9:30pm - 11:00pm	GALA DINNER
	Castillo de Gorraiz