



	MONDAY 9th of April	TUESDAY 10th of April	WEDNESDAY 11th of April	THURSDAY 12th of April	FRIDAY 13th of April
9-11			9:00 - 11:00 AULA M-1, FINANCIAL ACCOUNTING II ADEi "How to read financial statements - Ratio analysis" Matteo Martelli - Università Cattaneo LIUC (Italia)		
			9:00 - 11:00 AULA A7, CONTABILIDAD Y FINANZAS SOCIALES FICO "Disclosure of Non-financial information: the new European Directive on Non Financial Information and its transposition in Italy and other EU Member States" Selena Aureli - Università di Bologna (Italia)	9:00 - 11:00 AULA M-2, MANAGEMENT ACCOUNTING ADEi "Revenue Management for Tourism Companies" Alessandro Capocchi - Università di Milano Bicocca (Italia)	
11-13	11:00 - 13:00 AULA M-2, BUSINESS POLICY ADEi "Principles of cultural analysis applied to management: Doing business in the USA" Joëlle Nisolle - ESC La Rochelle (Francia)	11:00 - 13:00 AULA M-2, FINANCIAL RISK MANAGEMENT ADEi "Institutional framework of the capital market" Bojana Olgic Drazenovic - University of Rijeka (Croacia)		11:00 - 13:00 AULA M-2, PRODUCTION MANAGEMENT ADEi "Industry 4.0" Ben Marx - Hochschule Esslingen (Alemania)	
		11:00 - 13:00 AULA AUDIOVISUALES, SOCIOLOGÍA ECO "Big data and great theories: implications for management and organization" Steffen Roth - ESC La Rochelle (Francia)	11:00 - 13:00 AULA A5, PLANIFICACIÓN FISCAL DE LA EMPRESA FICO "Tax incentives for investment" Maja Grdinic - University of Rijeka (Croacia)	11:00 - 13:00 SALÓN DE ACTOS, DIRECCIÓN FINANCIERA DADE "Corporate behaviour using the ICAEW's False Assurance film" Richard Cartwright - University of Southampton (Reino Unido)	
		11:00 - 13:00 AULA 2, ECONOMÍA ESPAÑOLA ADE "La presidencia búlgara de la Unión Europea. Política exterior de Bulgaria. Vida política en Bulgaria después de la caída del telón de acero" Daniela Koch - UNWE (Bulgaria)	11:00 - 13:00 AULA 23, MACROECONOMÍA IV, ECO "The Rise of Scientific Macroeconomics and the Quantity Theory of Credit: Solving the Big Puzzles in Economics" Richard Werner - University of Southampton (Reino Unido)	11:00 - 13:00 AULA A3, INTRODUCCIÓN A LA INVESTIGACIÓN DE MERCADOS FICO "Branding the countries" Arminda María Finisterra Do Paço - Universidade de Beira Interior (Portugal)	
				11:00 - 13:00 AULA A5, CONTABILIDAD ANALÍTICA FICO "Costos en Nuevos Ambientes de Manufactura" Lisette Salgado - Universidad CETYS (México)	
13-15	OPENING SESSION- LA INTERNACIONALIZACIÓN EN LA EMPRESA, José Luis Latorre Martínez, Director General de INYCOM		13:00 - 15:00 AULA M-2, HUMAN RESOURCES MANAGEMENT ADEi "International Cross-Cultural Negotiation" Seth M. Kaplowitz - San Diego State University (Estados Unidos)		
15-17		15:00 - 17:00 PRESENTATIONS AULA 13A (Anna Bartczak, Rainer Erne, Maja Grdinic, Michael Jaensch, Seth M. Kaplowitz, Daniela Koch, Matteo Martelli, Joëlle Nisolle, Lisette Salgado)	15:00 - 17:00 AULA M-1, MACROECONOMICS II ADEi "The role of the financial system, the anatomy of a financial crisis, and policy responses to a crisis" Gerhard Pfister - Nuertingen-Geislingen University (Alemania)	15:00 - 17:00 PRESENTATIONS AULA 13A (Selena Aureli, Daniel Blab, Kalina Bratanova, Richard Cartwright, Jakub Marszalek, Ben Marx, Gerhard Pfister, Thomas Schabek, Richard Werner)	
		15:00 - 17:00 AULA M-1, FINANCIAL VALUATION ADEi "Foreign currency loans problem - loan value practical analysis" Jakub Marszalek - University of Lodz (Polonia)	15:00 - 17:00 AULA 23, INNOVACIÓN, CRECIMIENTO Y SOSTENIBILIDAD ECO "Cost-benefit analysis of environmental projects-valuation of environmental goods and services. Establishing a research collaboration between both institutions" Anna Bartczak - University of Warsaw (Polonia)	15:00 - 17:00 AULA 14B, COMMERCIAL LAW ADEi "Formation of contract under the Rules of the CISG" Michael Jaensch - HTW Berlin (Alemania)	
		15:00 - 17:00 AULA I6, COYUNTURA ECONÓMICA FICO "Remarks on contemporary Italian Economic History" Sergio Noto - Università degli studi di Verona (Italia)	15:00 - 17:00 AULA 14B, INTERNATIONAL FINANCIAL MANAGEMENT ADEi "Factors influencing stock returns and stock market models evolution" Tomasz Schabek - University of Lodz (Polonia)		
17-19			17:00 - 19:00 AULA M-1, INTRODUCCION TO MARKETING RESEARCH ADEi "Introduction to Focus Groups: a Five-Stage Process for Conducting Focus Groups" Joanna Santiago - Universidade de Lisboa (Portugal)	17:00 - 19:00 AULA M-1, FINANCIAL STATEMENTS ADEi "Sustainability Reporting (GRI Global Reporting Initiative, CSR Directive" Daniel Blab & Maja Stojanovic-Blab - Universität Regensburg (Alemania)	
			17:00 - 19:00 AULA 14 B, EXCELLENCE AND QUALITY MANAGEMENT MODELS ADEi "Excellence in innovation management" Rainer Erne - Nuertingen-Geislingen University (Alemania)	17:00 - 19:00 AULA AUDIOVISUALES, INGLÉS PARA ECONOMISTAS ECO "Where does money come from?" Richard Werner - University of Southampton (Reino Unido)	
			17:00 - 19:00 AULA A5, PLANIFICACIÓN FISCAL DE LA EMPRESA FICO "Tax incentives for investment" Maja Grdinic - University of Rijeka (Croacia)	17:00 - 19:00 AULA A5, CONTABILIDAD ANALÍTICA FICO "Costos en Nuevos Ambientes de Manufactura" Lisette Salgado - Universidad CETYS (México)	
		19:00 - 21:00 AULA 14A, BANCA Y MERCADOS FINANCIEROS ECO "Credit services of commercial Banks" Martina Novotna - TU Ostrava (Chequia)	19:00 - 21:00 AULA 14A, BANCA Y MERCADOS FINANCIEROS ECO "Credit services of commercial Banks" Martina Novotna - TU Ostrava (Chequia)		