

RESEARCH IN BUSINESS AND ECONOMICS

April 9th -12th of 2018 – School of Economics and Business

Universidad de Zaragoza

Monday 9th 15:00-17:00 and 17:00-19:00

Wednesday 11th 10:00-11:00 and 14:00 to 18:30

Thursday 12th 18:30 to 21:00

For each presentation there will be 35 to 45 minutes of presentation and 15 to 25 minutes for discussion and questions.

	Topic	
9th April 15:00 - 17:00	International Cross-Cultural negotiation Aula 15B	Seth M. Kaplowitz San Diego State University - (USA)
9th April 17:00 - 19:00	Employee Based Brand Equity in Services Aula 15B	Joanna Santiago Universidade de Lisboa (Portugal)
11th April 10:00- 11:00	Heal the world. A solution-focused systems therapy approach to capitalism and growth Heal Seminario M4	Steffen Roth ESC La Rochelle (France)
11th April 14:00 - 15:00	The usage of content analysis and text mining in the analysis of CSR corporate disclosure in time of crisis. Seminario 2	Selena Aureli Università di Bologna (Italy)
11th April 15:00- 16:00	Maximising your Research Seminario 2	Arminda Maria Finisterra do Paço Universidade de Beira Interior (Portugal)
11th April 16:30- 17:30	The discursive construction of the nation brand: methodological considerations in the study of identity competitiveness Seminario 2	Kalina Bratanova UNWE (Bulgaria)
11th April 17:30- 18:30	Does foreign direct investment generate economic growth and development? A new empirical approach applied to Spain. Seminario 2	Richard Werner University of Southampton (UK)

12th April	Inference in financial research	Jakub Marszalek
18:30 - 19:30	Seminario M3	University of Lodz (Poland)
12th April 19:30 - 20:30	Reconsidering monetary policy: How are interest rates and economic growth really related? Cross-country evidence. Seminario M3	Richard Werner University of Southampton (UK)