

July 22nd, 2019 | Morning Sessions

1a

Sala de Recepcions, 690 Building

ASSESSMENT COMMITTEE: Esther Hormiga, Paloma Miravittles, Xavier Rius

Time	Author [Advisor/s]	Title
9.30h-9.50h	SERGI ZALABARDO [Advisor: Guillermo Oliva]	"S&OP-IBP: COMMON PATTERNS IN IMPLEMENTATION, KPIS AND COMPANY PERFORMANCE"
9.50h-10.10h	GIANMARIA BARENCO [Advisor: Guillermo Oliva]	"WHICH FACTORS SHOULD COMPANIES CONSIDER WHEN IMPLEMENTING TECHNOLOGY-INTENSIVE DELIVERY METHODS IN LAST MILE DELIVERY?"
10.10h-10.30h	LUNA PAULI-BACH [Advisor: Guillermo Oliva]	"SUSTAINABILITY OF SMART CITIES AROUND THE GLOBE FOCUS ON GREEN ROOFS IN THE CASE OF BARCELONA"
10.30h-10.50h	ALEXANDRO RAMPONE [Advisor: Guillermo Oliva]	"OOS INTERACTION AND DECISION MODEL FOR THE FMCG INDUSTRY"
10.50h-11.10h	Break	
11.10h-11.30h	MARIYA RAYKHERT [Advisors: Rosa Ricucci and Merce Bernardo]	"DESIGNING A CORPORATE SOCIAL RESPONSIBILITY PLAN FOR AN OUTDOOR APPAREL COMPANY BASED ON B CORP STANDARD"
11.30h-11.50h	PEDRO LAMATTINA [Advisors: Rosa Ricucci and Merce Bernardo]	"SC JOHNSON & SON CORPORATE SOCIAL RESPONSIBILITY BUSINESS CASE: THE ARGENTINEAN SUBSIDIARY"
11.50h-12.10h	STEFAN THURNHEER [Advisor: Merce Bernardo]	"BUSINESS PROPOSAL FOR AN ADD-ON SERVICE IN ADDITION TO THE S-GE SERVICE PORTFOLIO"

*In case of changes, this will be notified by email.

July 22nd, 2019 | Afternoon Sessions

1b

Sala de Recepcions, 690 Building

ASSESSMENT COMMITTEE: Irene Maestro, Matheus Provinciali, Emili Vizuete

Time	Author [Advisor/s]	Title
16.00h-16.20h	KRIJN ROODENBURG [Advisor: Ramon Montanera]	"CUSTOMER ONBOARDING IN E-COMMERCE PLATFORMS: A QUALITATIVE SURVEY HIGHLIGHTING THE MAIN FACTORS THAT INFLUENCE ITS EFFICACY"
16.20h-16.50h	SIDHARATH HORA [Advisor: Montserrat Crespi]	"SUSTAINABLE STRATEGIES AND THEIR IMPACT: A COMPARISON BETWEEN MARKS AND SPENCER AND VOLKSWAGEN"
16.50h-17.20h	GUILLERMO CORREA MACKENNA [Advisor: Àngels Pelegrín]	"ECONOMIC RELATIONS, TRADE AND INVESTMENT BETWEEN CHILE & CHINA"
17.20h-17.40h	Break	
17.40h-18.00h	NICOLÒ BALZARETTI [Advisor: Àngels Pelegrín]	"HOW TO BE SUCCESSFUL IN THE CHINESE WINE MARKET"
18.00h-18.20h	KORNELIA STYPEREK [Advisor: Xavier Rius]	"SCARCITY VALUE IN WINE INDUSTRY: FROM THE PERSPECTIVE OF INTERNATIONAL TRADE WITH A SPECIAL FOCUS ON SPANISH WINES"
18.20h-18.40h	SOFIA VELOZ [Advisor: Paloma Miravittles]	"BENEFITS OF IMPLEMENTING SUSTAINABLE DEVELOPMENT GOALS IN INTERNATIONAL BUSINESS: BUSINESS CASES FOR THE GENDER EQUALITY AND WOMEN EMPOWERMENT WITH THE SDG 5"

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July 22nd, 2019 | Afternoon Sessions

Room 1038, 690 Building

ASSESSMENT COMMITTEE: Merce Bernardo, David Rivero, Elio Shijaku

Time	Author [Advisor/s]	Title
16.00h-16.20h	YVONNE ARNOLD [Advisor: Jaume Valls]	“FAILURES OF SHARING ECONOMY BUSINESSES: AN ANALYSIS OF THE REASONS FOR ENTERPRISE FAILURE”
16.20h-16.50h	NATHALY PARRALES [Advisor: Irene Maestro]	“THE COMMERCIAL IMPACT ON ECUADOR OF THE MULTIPARTY TRADE AGREEMENT WITH THE EUROPEAN UNION”
16.50h-17.20h	IGNACIO OCAMPO [Advisor: Xavier Rius]	“IMPACT OF E-PROCUREMENT ON SUPPLY CHAIN EFFICIENCY. A CASE STUDY EVALUATING THE BENEFICIAL CONSEQUENCES OF THE USE OF A VARIETY OF E-PROCUREMENT TOOLS”
17.20h-17.40h	Break	
17.40h-18.00h	JEAN NOBLESSE [Advisor: Xavier Rius]	“BLOCKCHAIN – INVENTORY MANAGEMENT’S NEXT REVOLUTION OR JUST AN OVERDUE TREND?”
18.00h-18.20h	JESSICA GÜGEL [Advisor: Emili Vizuete]	“INFLUENCER MARKETING – A GUIDELINE FOR COMPANIES”
18.20h-18.40h	LARISSA REISINGER [Advisor: Matheus Provinciali]	“HOW THE ERA OF TECHNOLOGY DISRUPTS THE SALES PROFESSION”

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Sala de Recepcions, 690 Building

ASSESSMENT COMMITTEE: Rosa Ricucci, Martí Sagarra, Jaume Valls

Time	Author [Advisor/s]	Title
9.30h-9.50h	LOIC CARTILIER [Advisor: David Rivero]	"HOW DOES BITCOIN COMPETE WITH TRADITIONAL CURRENCIES?"
9.50h-10.10h	LEON HEMM [Advisor: David Rivero]	"THE FINANCIAL CRISIS 2007-2009. ANALYZING THE INTERRELATION BETWEEN MONETARY POLICY AND BANK RISK-TAKING BEHAVIOR"
10.10h-10.30h	NINA LUSTENBERGER [Advisor: David Rivero]	" THE FUTURE POTENTIAL FOR TERRORISM CATASTROPHE BONDS"
10.30h-10.50h	JONE MARTIN FERNANDEZ DE LECETA [Advisor: Merce Bernardo]	"GENDER AS A CONDITIONING FACTOR FOR SUSTAINABLE REPORTING"
10.50h-11.10h	Break	
11.10h-11.30h	LOUIS RONALTER [Advisor: Merce Bernardo]	"INTEGRATED MANAGEMENT SYSTEMS AND SUSTAINABILITY: A REVIEW ON THEIR RELATIONSHIPS"
11.30h-11.50h	AKBOTA MAULESHEVA [Advisors: Elio Shijaku]	"STRATEGICAL ANALYSIS OF INTERNATIONAL ALLIANCES PERFORMANCE: THE CASE OF CO-MARKETING COLLABORATIONS"
11.50h-12.10h	SAMARA FREITAS [Advisor: Elio Shijaku]	"ENTREPRENEURS CHARACTERISTICS AND INTERNATIONALIZATION SPEED OF SMES: AN EXPLORATORY CASE IN BARCELONA"

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