

Research Plan Public Presentations 2021

September 27 th , 2021	
Committee: Mercè Mach, Marti Sagarra and Jaume Valls	
Time*	Presentation
15:00 – 16:00	Alberto Lempira Guevara: “Customer-Brand relationship: the make-or-break decision for any business in the XXI century” Advisors: Javier Arroyo and Carolina Luis-Bassa
	Irene Sánchez: “The impact of negotiation skills in STEM entrepreneurs leading life science start-ups” Advisors: Patricia Elgoibar and Claudio Cruz
	Marc Blanch: “Deporte y salud: comparación y análisis de costes generados por el deporte y la salud” Advisors: Pilar Aparicio and Xavier Triadó
	Anton Figuerola: “Models for dealing with uncertainty in decision-making” Advisors: Ana Maria Gil and José Maria Merigó

*Central European Summer Time