Research Plan Public Presentations 2021

September 27th, 2021

Committee: Mercè Mach, Marti Sagarrà and Jaume Valls

<table>
<thead>
<tr>
<th>Time*</th>
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| 15:00  | **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 |
| 16:00  | **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 María Gil and José María Merigó |

*Central European Summer Time