<table>
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<th>Time</th>
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| 10:00 - 10:15 | Welcoming remarks  
Antonio di Paolo, Vice-Dean of Research and Doctorate of the Faculty of Economics and Business  
Mercè Bernardo, PhD in Business Director. |
| 10:15 - 11:15 | Seminar by Pedro de Faria (University of Groningen):  
“How does rivalry affect technology exchanges between firms?” (with Pere Arqué-Castells and Florian Noseleit) |
| 11:30 - 13:00 | **Session 1.** Assessment committee: Alfonso Hernández, Bàrbara Llacay, Elio Shijaku (Room Sala de Recepciones)  
Julie Preaux (University of Barcelona): “Validation of a conceptual model of service quality for Direct-to-Consumer telemedicine consultation: preliminary results of the 1st round of a Delphi study”  
Advisors: Mercè Bernardo and Martí Casadesús  
Commenter: Jingyao Yang  
Karen Tu (University of Groningen): “Less severe but more intense: Achievability as search motivation in the vicinity of aspirations”  
Advisors: Pedro de Faria, Jordi Surroca, Pasi Kuusela  
Commenter: Julie Preaux  
Advisors: Michele Girotto and Gema Calleja  
Commenter: Karen Tu |
<p>| 13:00 - 14:30 | Break |</p>
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<th>14:30 - 16:00</th>
<th><strong>Session 2.</strong> Assessment committee: Jonathan Calleja, Sucet Martínez, <strong>Vesna Savic</strong> [Room Sala de Recepciones]</th>
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|              | **Alberto Lempira Guevara** [University of Barcelona]: “Comparative Analysis of Online Marketing Strategies and Their Impact on Brand Loyalty”  
Advisors: Xavier Arroyo and Carolina Luis-Bassa  
Commenter: Karan Patel |
|              | **Martin Pit** [University of Groningen]: “Seeking Outside Help: The Role of Third-party Interventions for Relational Recovery in Strategic Alliances”  
Advisors: Isabel Estrada, Dries Faems and Floor Rink  
Commenter: Alberto Lempira Guevara |
|              | **Karan Patel** [University of Barcelona]: “Cultural Kaleidoscope: Decision Dynamics in the FMCG Branding Palette”  
Advisors: Xavier Arroyo and Jaume Gil  
Commenter: Martin Pit |

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<th>14:30 - 16:00</th>
<th><strong>Session 3.</strong> Assessment committee: Daniel de Mattos, <strong>David Alaminos</strong>, Johana Sierra [Room 1037]</th>
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|              | **Irene Sánchez Turón** [University of Barcelona]: “Unmasking idiosyncratic deals practices in start-ups to attract, motivate and retain STEM employees”  
Advisors: Claudio Cruz and Patricia Elgoibar  
Commenter: Sergi Pons |
|              | **Ahmad Maraqa** [University of Barcelona]: “Empirical analysis of the relationship between work-life balance and financial performance”  
Advisors: Josep Mª Argilés and Yulia Kasperskaya  
Commenter: Irene Sánchez Turón |
|              | **Sergi Pons** [University of Barcelona]: “Bridging Big Data and Natural Language Processing: Approaches, Definitions, and a Bibliometric Analysis”  
Advisors: Jaume Gil and Javier Romaní  
Commenter: Ahmad Maraqa |