

PhD in Business Workshop 2024

January 22, 2024 | Room Sala de Recepcions, 690 Building | Room 1037, 690 Building

Time	Activity
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 Arque-Castells and Florian Noseleit]
11:30 – 13:00	Session 1. Assessment committee: Alfonso Hernández , Bàrbara Llacay, Elio Shijaku [Room Sala de Recepcions]
	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
	Jingyao Yang [University of Barcelona]: “The Entrepreneurial Process of Chinese Immigrants in Spanish Market: The Roles of Ethnic Networking Ties based on a Multidimensional Perspective” Advisors: Michele Girotto and Gema Calleja Commenter: Karen Tu
13:00 – 14:30	Break

14:30 – 16:00	Session 2. Assessment committee: Jonathan Calleja, Sucet Martínez, Vesna Savic [Room Sala de Recepcions]
	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
14:30 – 16:00	Session 3. Assessment committee: Daniel de Mattos, David Alaminos , Johana Sierra [Room 1037]
	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 M ^a 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