



CEU | *Universidad
San Pablo*



VIII INTERNATIONAL SEMINARS
SCHOOL OF BUSINESS AND ECONOMICS

MARCH 21st – 25th 2022



INTRODUCTION

Save the date! International Seminars Madrid!

If the pandemic situation permits it, the **International Seminars**, a 4-day event, organized by the **School of Business and Economics at CEU San Pablo University** in our city campus in the center of **Madrid, Spain**, taking place from **March 21st – 25th**.

The International Seminars' main objectives are to strengthen the cooperation between our University and our partner Institutions, to increase international opportunities and provide international experience for staff and students. In general, we would like to offer all participants the chance to broaden their knowledge and network with peers in a number of fields. We truly believe that successful cooperation is based on personal encounters and meaningful exchange of ideas, experiences, skills and strategies for best practices.

VISITING LECTURER'S CONTRIBUTION

In order to exchange and share views on a number of key economic and business issues and promote internationalization, our professors at the School of Business and Economics have identified a number of topics. We would like to invite you to focus your lectures on **one or two of these topics** and prepare your contribution **in English**. The topics are the following (*Should you like to propose a different topic, please let us know and we will do our best to accommodate it*):

➤ **FINANCE:**

- Current Issues in Banking and Finance
- Crypto currency
- Fintech
- Blockchain
- Portfolio Management with Excel using Bloomberg Data
- European Financial Markets
- Ethics and Corporate Social Responsibility
- Social Responsible Investments
- Emerging Trends in Finance
- The future of accounting

➤ **BUSINESS MANAGEMENT**

- Operation Management
- Warehouse Management
- Just-in-time



➤ **MARKETING**

- Branding, Brand Equity
- The future of Global Marketing & Business
- New technologies: Consumer Neuroscience & Neuromarketing
- New Trends in Marketing, such as Augmented Reality (AR); Mixed Reality (MR); Virtual Reality (VR), Robo Advisor, Digital Marketing or others
- Merchandising
- Advertising and Promotion
- Market Research
- Supply Chain Management and Logistics
- Digital Marketing
- Consumer psychology
- Storytelling
- Negotiation techniques
- Creative leadership
- Agile, Design thinking, Design Sprint
- Communicative tools

➤ **ECONOMICS**

- Dangers of Globalization
- World Economy and International Markets
- International Trade (Relations with China, US, Brexit, ...)
- American Economic Policies under President Trump
- Comparing Economic Policies under Obama and Trump
- Unemployment / Youth Unemployment in Europe
- The future of employment
- The role of institutions in promoting economic growth
- The experience of Eastern Bloc Countries: from planned economies to free-market economies
- European Tax System
- Behavioral Economics

➤ **BUSINESS INTELLIGENCE & AI**

- Smart Cities
- Metaverse
- Basic Data Analysis
- Visualization
- Advanced Technology and Innovation Studies
- Information systems
- Artificial Intelligence and Machine learning
- Big Data
- Data Mining and Data Analytics



Participants from European Partner Institutions can apply for an Erasmus + Teaching Staff grant at their own institution’s International Offices. We can guarantee that you will be able to teach sufficient hours that are required to receive funding under this scheme.

You will be teaching a minimum of 4h. As our classes meet for two 50 minute periods each time you you should be prepared to repeat your session(s) two or three times. To complete the hours of teaching required by the Erasmus+ program, we will provide you with 4 hours of class time and we invite you to participate in the following events: a *Research Forum, a Workshop on Innovative Teaching Methodologies, an International Fair where you have the opportunity to present your Home Institution and / or a Think Tank for Bachelor Thesis candidates.*

PROGRAMME

It is a four-day program that combines lecturers and social and cultural activities in and around Madrid, a Farewell-Dinner with Spanish Tapas and, for those interested, a short trip to CEU’s Campus in Monteprincipe.

Tentative schedule:

Monday 21/03	Tuesday 22/03	Wednesday 23/03	Thursday 24/03
	8:00-13:30	8:00-13:30	8:00-13:30
Welcome	Lectures	Lectures	Lectures
13:30	13:30	13:30	End of the International Seminars
Lunch	Lunch	Lunch	
15:00-20:00	15:00-20:00	15:00-20:00	
Possible: Lectures and Workshops	Lectures and Workshops	Lectures	
	Social Activity	Social Activity	
		Farewell Dinner	

TRANSPORTATION

To use public transport in Madrid, you need to buy a reloadable, non-personal and contactless public transport multi card (€2.50) at any metro station. More info: https://www.metromadrid.es/en/viaja_en_metro/Tarifasybilletes/Tajeta_Multi/index.html



ACCOMODATION

Hotel Los Vascos

Address: C/ Los Vascos 27

Telephone +34 915 986 220

Walking time to CEU: 20 min

<http://achotels.marriott.com/es/hotels/ac-hotel-los-vascos>

Hotel All Seasons

Address: C/ Prado 11

Telephone: +34 913 690 234

Metro: Antón Martín (L1) Puerta del Sol (L1, L2 and L3)

www.accorhotels.com

We also recommend looking at Airbnb's since the prices could vary significantly in comparison with those of hotels.

CONTACTS

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Looking forward to seeing you in Madrid 2022!



Sara Lorenzo



Elizabeth Frank



Gloria Aznar



Laura Díez

Please register **before January 20th** via:

https://docs.google.com/forms/d/e/1FAIpQLSdda4_RITBH5T9qNpeP_BbqfGeLu4gSQy_acsb2-V4ZnndWbwg/viewform?usp=sf_link