

## Research Plan Public Presentations 2023-2024

May 30, 2024

Sala de Recepcions, 690 Building

Time	Presentation
10:00 - 10:30	<b>Pouria Shafaei:</b> 'The Implementation of Integration of Management Systems in the Medical sector' Advisors: Mercè Bernardo and Jonathan Calleja Assessment committee: Santiago Forgas, Ryan Armstrong, and Sucet Martínez
10:30 - 11:00	<b>Julia Kupke:</b> 'A Framework for the Analysis of Customer Journeys using Process Mining regarding the Influence of Generative AI technologies' Advisors: Mercè Bernardo and Daniel de Mattos Assessment committee: Santiago Forgas, Jonathan Calleja, and Sucet Martínez
11:00 - 11:30	<b>Fahad Muneer Vakassi:</b> 'Study the impact of a website, marketing, and affective stimuli on the online impulsive buying behavior of GEN-Y' Advisors: Javier Arroyo and Jordi Campo Assessment committee: Mercè Bernardo, Santiago Forgas, and Emili Vizuete
11:30 - 12:00	<b>Hongyu Wu:</b> 'Integrating Digital Transformation: Human Resource Management Strategies for Sustainable Organizational Success' Advisor: Mercè Mach Assessment committee: Mercè Bernardo, Josep Ma Argilés, and Montse Crespi
12:00 - 12:30	<b>Juan Batlló Ferrer:</b> 'A theoretical and a practical analysis on Circular Economy. An intercultural perspective' Advisors: Ryan Armstrong and Keivan Amirbagheri Assessment committee: Mercè Bernardo, Montse Crespi, and Jonathan Calleja
12:30 - 13:00	<b>Xènia Bellet Navarro:</b> 'Pathways to Power: Exploring Female Leadership and Organizational Biases in the Hospitality Industry of Catalonia' Advisor: Montse Crespi Assessment committee: Mercè Bernardo, Patricia Elgoibar, and Mercè Mach
13:00 - 13:30	<b>Andrea Patricia Iglesias Pardo:</b> 'Supply Chain Management 5.0: Embracing Strategies, Technologies and Leadership for Unparalleled Operational Excellence' Advisor: Daniel de Mattos Assessment committee: Mercè Bernardo, Ryan Armstrong, and Jonathan Calleja