

| Master Thesis Defence Schedule

Tuesday, July 16st (Room: **1034** of the Faculty of Economics and Business)

Session 1				
<i>Assessment committee:</i> Paloma Miravittles , Javier Romani, Ramon Montanera				
<i>Substitute:</i> Yuliya Kasperskaya				
Defence	Student	Title (tentative)	Tutor	
9.00-9.25h	EMMA LINNEA KAMPS	Ethical and responsible Gen-AI adoption: A multi-case study based on dynamic capabilities view	D. De Mattos F.Achcaoucaou	
9.25-9.50h	ANNA REBECCA COLEMAN	Augmented reality and consumer trust: Driving engagement in the cosmetics industry	D. De Mattos F.Achcaoucaou	
9.50-10.00h	BREAK			
10.00-10.25h	CLAUDIA ALVARADO	Analysis of foreign higher education institutions located in Catalonia: Strategies for internationalization	J. Valls	
10.25-10.50h	EKRAMIA TOLWAK	Hiring discrimination against Muslim and Arab individuals in Spanish labour markets: A meta-analytic review	G. Riambau	

Tuesday, July 16st (Room: **1037** of the Faculty of Economics and Business)

Session 2				
<i>Assessment committee:</i> Daniel De Mattos , Elio Shijaku, Sucet Jimena Martínez				
<i>Substitute:</i> Fariza Achcaoucaou				
Defence	Student	Title (tentative)	Tutor	
11.00-11.25h	MAURO KAUWEN	Targeting net 0 emissions in the European automotive industry	D. Salrach	
11.25-11.50h	MILAN KAUWEN	Optimising global supply chain operations: A comprehensive analysis of artificial intelligence integration for enhanced resilience	D. Salrach	
11.50-12.00h	BREAK			
12.00-12.25h	COLM CASEY	Resilience and efficiency during and after black swan events: An analysis of sourcing strategies in the fashion industry in the context of the Covid-19 pandemic	D. Salrach	
12.25-12.50h	JULIA DEKKER	The impact of demographic factors on flight shame research on a new phenomenon	J. Calleja	

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Session 3				
<i>Assessment committee:</i> Fariza Achcaoucaou , Vesna Savic, Yelena Smirnova				
<i>Substitute:</i> Barbara Lacay				
	Defence	Student	Title (tentative)	Tutor
10.00-10.25h	Online	ELOY ALVAREZ VELASCO	A performance analysis of domestic vs. foreign-owned firms: An industry approach	J. Calleja
10.25-10.50h		LENA ORTH	Beyond the hype: A critical look at remote work's drawbacks	P. Elgoibar
10.50-11.00h	BREAK			
11.00-11.25h		CAROLINE EGGLE LILLEAKER	The stem gender labyrinth: Navigating barriers and unseen consequences for women	P. Elgoibar
11.25-11.50h		ALICIA WYNONA TJAHJADI	Understanding the role of board gender diversity in firm ESG score: A comparative study within industries	J. Calleja J. C. Sierra

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Session 4				
<i>Assessment committee:</i> Yuliya Kasperkaya , Jordi Morros, Martí Sagarra				
<i>Substitute:</i> Fariza Achcaoucaou				
	Defence	Student	Title (tentative)	Tutor
16.30-16.55h		ENRIQUE ANDRÉS LIERZ RIFO	Exploring the influence of ESG factors on the financial performance of European companies: A comparison between Western and Eastern Europe	D. Alaminos
16.55-17.20h		SANTIAGO MANOTAS ARROYAVE	Enhanced real options valuation with Machine learning: Applied case to energy finance	D. Alaminos
17.20-17.45h		HANNAH SCHÜLER	Virtual and augmented reality in Business education: An investigation of use cases, opportunities and gaps.	Y. Smirnova

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Session 5				
Assessment committee: Patricia Elgoibar , Mercè Mach, Karla Paola Hernandez				
Substitute: Jonathan Calleja				
	Defence	Student	Title (tentative)	Tutor
9.00-9.25h	Online	KENT ZHONG TAY	Eastern wisdom, global resolution: The art of strategic Kaizen leadership in cross-cultural management	R. Armstrong
9.25-9.50h		FAZILA JABEEN	Cultural perspectives on emotion invalidation: Surveying its impact on employee well-being and performance	R. Armstrong
9.50-10.00h	BREAK			
10.00-10.25h		MARYIA BUSHKEVICH	The impact of institutional distance on the relationship between headquarters and subsidiaries: The effects of informal Institutions.	P. Miravittles
10.25-10.50h		KUAN YING CHEN	Exploring internal embeddedness in multinational corporations: A systematic literatura review from a network theory perspective	P. Miravittles

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Session 6				
Assessment committee: Ruben Huertas , Ryan Armstrong, Jonathan Calleja				
Substitute: Montse Crespi				
	Defence	Student	Title (tentative)	Tutor
11.00-11.25h		EMILIA WIEDENMANN	Exploring sustainability reporting of multinational enterprises: A qualitative case study of the cosmetics industry	F. Achcaoucaou
11.25-11.50h		YAN GEORGIEV	Integrating a digital marketing plan for Amour Propre: A streetwear fashion company case study	R. Montanera
11.50-12.00h	BREAK			
12.00-12.25h	Online	ABSHIR IBRAHIM MOHAMED	Investigating the impact of Coca-Cola's digital marketing on consumer behavior in Somalia – A case study	R. Montanera
12.25-12.50h	Online	CARELY MAZIE FLORES GALVEZ	Unpacking the relationship between subsidiary autonomy and managerial opportunism: The role of agency controls	F. Achcaoucaou

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Session 7		<i>Assessment committee: Josep M. Argilés, Antonio Somoza, David Alaminos</i> <i>Substitute: Vesna Savic</i>		
	Defence	Student	Title (tentative)	Tutor
15.30-15.55h		JAN-OLE MARTIN	Navigating uncertainty: A Strategic company analysis for fairplay management's founders prospective exit	M. Sagarra
15.55-16.20h		PHILIPP NILS HEDDERGOTT	Discounted cash flow (DCF) valuation of a multinational company – A Case study of PUMA SE	Y. Kasperskaya
16.20-16.45h		ERNESTO IAN ARROYO ZILLICH	The role of social ties in cross border mergers and acquisitions (M&As)	E. Shijaku