

INTERNATIONAL WEEK

A lezione con i partner Erasmus



PROGRAMME AND AGENDA

Modena 7th, 8th, 9th May 2019

Room 3

(Foro Boario Building, 2nd floor, west wing)

Department of Economics Marco Biagi

Via Berengario 51

Modena

TUESDAY 7th MAY 2019

10.30 Start of the International Week 2019

Welcome address by the Dean
Prof. Gianluca Marchi, Marco Biagi Department of Economics (UNIMORE)

Welcome address by the IW coordinator
Prof.ssa Elisa Martinelli, Marco Biagi Department of Economics (UNIMORE)

12.00 - 13.30 Prof. Jehle Elias - ZHAW School of Management and Law (Switzerland)

Title: Self Leadership. Be the change that you wish to see in the world

14.00 -15.30 Prof. Julia Hagel – Catholic University Eichstätt-Ingolstadt (Germany)

Title: International advertising and product management

15.45-17.15 Prof. Susana Catarina Sousa Machado – Instituto politécnico do Porto (ESTGF) (Portogallo)

Title: General perspective of the portuguese labour law

WEDNESDAY 8th MAY 2019

8.30-10.00 Prof. Julia Galeczka – Catholic University Eichstätt-Ingolstadt (Germany)

*Title: Cross-cultural Management: Basic principles and customer relationship management
Corporate culture and leadership across cultures*

10.15- 11.45 Prof. Catherine Deffains-Crapzy – Angers University (France)

Title: What is Alternative Finance? Pros and Cons of Equity Crowdfunding to fund startups

12.00-13.30 Prof. Jillaine Farrar - Lucerne University of Applied Sciences and Arts (Switzerland)

Title: Intercultural Communication in Business

14.00-15.30 International Fair

15.30 – 17.15 Prof. Mladen Tonev - Varna Free University "Chernorizets Hrabar" (Bulgaria)

Title: "Geo-economic dimensions of the contemporary world"

THURSDAY 9th MAY 2015

8.30-10.00 Prof. Wolfram Schönfelder - Augsburg University of Applied Sciences (Germany)

Title: How to use your voice in professional presentations

10.15-11.45 Prof. Anton Frantzke- Augsburg University of Applied Sciences (Germany)

Title: Foreign Exchange Markets

12.00-13.30 Prof. Michael Feucht - Augsburg University of Applied Sciences (Germany)

Title: Visualization and Analysis of Stock Prices in R

14.00-15.30 Prof. Ralf Berling – Bochum University (Germany)

Title: Logistics performance metrics

15.45 -17.15 Prof. Julio Jimenez - Universidad de Zaragoza (Spain)

Title: Trade fairs as a marketing tool

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If you need support while the meeting is in progress, do not hesitate to contact one of the following:

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