

# **III INTERNATIONAL WEEK – 2019**

## **Bachelor and Master Sessions**

**SCHOOL OF ECONOMICS AND BUSINESS**

**UNIVERSITY OF ZARAGOZA (SPAIN)**

**April 1<sup>st</sup> - 5<sup>th</sup> 2019**

**PROGRAM AND ABSTRACTS**



**Facultad de  
Economía y Empresa  
Universidad Zaragoza**



**Universidad  
Zaragoza**

Venue:

University of Zaragoza  
School of Economics and Business (Edificio Paraíso)  
Gran Vía 2, 50005 Zaragoza (Spain)  
School of Economics and Business (Edificio Lorenzo Normante)  
C/ María de Luna s/n, 50018 Zaragoza (Spain)



Facultad de  
Economía y Empresa  
Universidad Zaragoza



Universidad  
Zaragoza

## ACTIVITY ORGANIZED BY

### **Vice-Dean for International Affairs**

School of Economics and Business, University of Zaragoza

### **International Relations Office**

School of Economics and Business, University of Zaragoza

## ACTIVITY SUPPORTED BY



Vicerrectorado de  
Internacionalización  
y Cooperación

Universidad Zaragoza



Facultad de  
Economía y Empresa  
Universidad Zaragoza

## PROGRAM

### Monday, April 1st, 2019

Lecture	Details
<i>Financial Valuation. Annuities.</i>	11:00 - 13:00. Room 23 – Campus Paraíso Hatem Rjiba - ESSCA (France)
<i>Management of task team</i>	11:00 -13:00. Room M2– Campus Paraíso Czeslaw Zajac - University of Wroclaw (Poland)

### Tuesday, April 2nd, 2019

Lecture	Details
<i>Management of task team</i>	9:00 – 11:00. Room M2– Campus Paraíso Czeslaw Zajac - University of Wroclaw (Poland)
<i>Financial reporting under IAS/IFRS. An overview</i>	9:00 - 11:00. Room 23 – Campus Paraíso Giuseppe Nicolò- Università di Salerno (Italy)
<i>Estados financieros</i>	9:00 - 11:00. Room 6 – Campus Paraíso Rosa Sumaya – Universidad CETYS (Mexico)
<i>Survey research as a tool for learning about human attitudes, behavior and experiences. Examples of Polish studies on love and the quality of life of the Poles</i>	11:00 - 13:00. Room A6 – Campus Río Ebro Krystyna Dzwonkowska-Godula and Julita Czernecka - University of Lodz (Poland)
<i>Financial reporting under IAS/IFRS. An overview</i>	11:00 – 13:00. Room 23 – Campus Paraíso Giuseppe Nicolò- Università di Salerno (Italy)
<i>A neglected dimension of economic history: tourism as a result and a driver of globalization. The examples of Tenerife and the Swiss Alps</i>	11:00 – 13:00. Room M1 – Campus Paraíso Rafael Matos-Wasem - HES-SO Valais Wallis (Switzerland)
<i>Without Question: dealing with dilemma's</i>	11:00 – 13:00. Room M6 – Campus Paraíso Richard Cartwright - University of Southampton (United Kingdom)
<i>Management of task team</i>	13:00 – 15:00. Room M2 – Campus Paraíso Czeslaw Zajac - University of Wroclaw (Poland)
<i>Estados financieros</i>	13:00 – 15:00. Room 6 – Campus Paraíso Rosa Sumaya – Universidad CETYS (Mexico)
<i>The Bulgarian economy and a macroeconomic cross-country analysis between Spain and Bulgaria</i>	15:00 – 17:00. Room M1 – Campus Paraíso Diana Garcheva-Harizanova - UNWE (Bulgaria)
<i>Survey research as a tool for learning about human attitudes, behavior and experiences. Examples of Polish studies on love and the quality of life of the Poles</i>	17:00 – 19:00. Room A6 – Campus Río Ebro Krystyna Dzwonkowska-Godula and Julita Czernecka - University of Lodz (Poland)

<i>Taxation and financial decisions from the national and international perspective</i>	17:00 – 19:00. Room 14A – Campus Paraíso Wojciech Stiller - HWR Berlin (Germany)
<i>Corporate finance: fact or fiction?</i>	17:00 – 19:00. Room M1 – Campus Paraíso Robert V. Van Wordragen - Inholland University (Netherlands)
<i>Introduction to empirical research projects – Experiences from a research project on Integrated Reporting</i>	18:30 – 21:00. Room M2 – Campus Paraíso Stephan Fuhrmann and Michael Grassmann – TU Dresden (Germany)

### Wednesday, April 3rd, 2019

Lecture	Details
<i>Operations Management Games</i>	9:00 – 11:00. Room M2– Campus Paraíso Roland Schmuck and Tibor Kiss - University of Pecs (Hungary)
<i>The role of user experience design in business strategy</i>	9:00 - 11:00. Room 21 – Campus Paraíso Sebastian Fiedler - HfWU Nürtingen- Geislingen University (Germany)
<i>Intercultural Communication Seminar</i>	10:00 - 14:00. Seminar M3 – Campus Paraíso. Elke Kitzelmann - Universität Innsbruck (Austria)
<i>Public speaking - a practical communication workshop</i>	10:00 - 14:00. Seminar M4 – Campus Paraíso. Julita Czernecka - University of Lodz (Poland)
<i>Circular economy</i>	11:00 - 13:00. Room 14A – Campus Paraíso Brigitte Nitsch - Stenden University of Applied Science (Netherlands)
<i>Operations Management Games</i>	13:00 - 15:00. Room M2 – Campus Paraíso Roland Schmuck and Tibor Kiss - University of Pecs (Hungary)
<i>Financial analysis based on French accounting standards</i>	15:00 - 17:00. Room M1 – Campus Paraíso Ikrame Ben Slimane - ESSCA (France)
<i>The impact of industry 4.0 on business models</i>	15:00 - 17:00. Room 21 – Campus Paraíso Florian Waibel - Hochschule Augsburg (Germany)
<i>Does Business need the World Trade Organization (WTO)? Multilateral trading system, WTO rules and functions</i>	15:00 - 17:00. Room M1 – Campus Paraíso Krystyna Zoladkiewicz and Renata Orlowska - University of Gdansk (Poland)
<i>Credibility of voluntary disclosures – The case of integrated reporting</i>	15:00 - 17:00. Room A7 – Campus Río Ebro Michael Grassmann and Stephan Fuhrmann - TU Dresden (Germany)
<i>Wearable technology and privacy management: the possible habeas corpis perspective</i>	17:00 - 19:00. Room 14A – Campus Paraíso Elena Falletti - Università Carlo Cattaneo LIUC (Italia)

**Thursday, April 4th, 2019**

<b>Lecture</b>	<b>Details</b>
<i>Intercultural Communication Seminar</i>	<i>10:00 - 14:00. Seminar M3 – Campus Paraíso. Elke Kitzelmann - Universität Innsbruck (Austria)</i>
<i>English for business meetings</i>	<i>11:00 – 13:00. Audiovisual Room – Campus Paraíso. Beverley Todeschini - HES-SO Valais Wallis (Switzerland)</i>
<i>Does Business need the World Trade Organization (WTO)? Multilateral trading system, WTO rules and functions</i>	<i>15:00 - 17:00. Room 12 – Campus Paraíso Krystyna Zoladkiewicz and Renata Orłowska - University of Gdansk (Poland)</i>
<i>Potential biases in survey research and using syndicated data</i>	<i>17:00 - 19:00. Room M1 – Campus Paraíso Sanchayan Sengupta - ESSCA (France)</i>

## ABSTRACTS

### Session 1 - Monday, April 1st, 2019

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#### “FINANCIAL VALUATION. ANNUITIES.”

**Hatem Rjiba**

ESSCA School of Management, France

#### ABSTRACT

##### Annuities

- Concept and elements of an annuity
- Constant and immediate annuities
- Advance and deferred annuities
- Arithmetical progression annuities
- Geometrical progression annuities
- General annuities

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#### “MANAGEMENT OF TASK TEAM”

**Czeslaw Zajac**

University of Wroclaw, Poland

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### Session 2 - Tuesday, April 2nd, 2019

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#### “MANAGEMENT OF TASK TEAM”

**Czeslaw Zajac**

University of Wroclaw, Poland

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#### “ FINANCIAL REPORTING UNDER IAS/IFRS. AN OVERVIEW”

**Giuseppe Nicolò**

Università di Salerno, Italy

#### ABSTRACT

The lecture aims at providing a general understanding of the main aspects and issues concerning the international Financial Reporting. It will be devoted to the introduction of International Financial Reporting under the IAS/IFRS framework. In particular, the role of standard setters and the accounting standards development process will be examined. Hence, IASC, IASB and IFRS will be introduced.

Then the IASB conceptual framework illustration will be provided by describing: the objective of general purpose of financial statements; the notion of reporting entity; the qualitative characteristics and the remaining text with the notion of assets and liabilities and their recognition criteria and measurement criteria. Finally, the main documents required under IAS 1 will be briefly illustrated: the statement of financial position; the statement of profit or loss and other comprehensive income; the statement of changes in equity; the statement of cash flows and the notes.

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**"ESTADOS FINANCIEROS"**

**Rosa Sumaya**  
Universidad CETYS, Mexico

**ABSTRACT**

La dificultad que todavía persiste, a nivel mundial, de la comparabilidad de las cuentas anuales, con respecto a la armonización contable de la normativa, de cara a la elaboración de unos estados financieros que resulten comprensibles para los diferentes usuarios de los distintos países. Breve referencia de la situación en la que se encuentra México en este sentido.

Los usuarios a los que llega esta información contable, el uso que realizan de la misma y las dificultades que tienen algunos usuarios para la toma de decisiones en base a dicha información. Objetivos que persigue los Estados Financieros, la utilidad de los mismos. Balance y Cuenta de Pérdidas y Ganancias.

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**" SURVEY RESEARCH AS A TOOL FOR LEARNING ABOUT HUMAN ATTITUDES, BEHAVIOR AND EXPERIENCES. EXAMPLES OF POLISH STUDIES ON LOVE AND THE QUALITY OF LIFE OF THE POLES"**

**Krystyna Dzwonkowska-Godula**  
**Julita Czernecka**  
University of Lodz, Poland

**ABSTRACT**

The aim of a proposed lecture is to discuss two examples of quantitative sociological research using questionnaires conducted in Polish society.

The first survey is a diagnosis of the conditions and quality of life of the Poles taking into account all the significant aspects of the life of individual households and their members (among other things economic situation, education, health behaviours and psychological well-being, lifestyle, use of new communication technologies). "The Social Diagnosis" is based on panel research – interviewers returned to the same households every few years, with the first sample being taken in the year 2000.

The second survey based on online questionnaire is a unique research on love. It was aimed to investigate Poles' opinions and experiences concerning a role of love in human life, the most important features of the partner, the conditions of successful intimate relationships, crises in relationships and ways of overcoming them, dealing with betrayal.

Within the lecture the methodology, sampling, fieldwork and some selected results of both surveys will be presented.

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**"FINANCIAL REPORTING UNDER IAS/IFRS. AN OVERVIEW"**

**Giuseppe Nicolò**  
Università di Salerno, Italy

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**"A NEGLECTED DIMENSION OF ECONOMIC HISTORY: TOURISM AS A RESULT AND A DRIVER OF GLOBALIZATION. THE EXAMPLES OF TENERIFE AND THE SWISS ALPS"**

**Rafael Matos-Wasem**  
HES-SO Valais Wallis, Switzerland

**ABSTRACT**

Modern tourism is concomitant with globalization. In Tenerife, the Swiss Alps or elsewhere, islands of modernity emerged in the areas where capital seeking opportunities met tourism favourable areas. The phase of incorporation into the international economy, slowed down and redrawn by the First World War, followed in the wake of the surge of the Thünen World City (Richard Peet), which developed around the urban-industrial nucleus that London represented at that time.

Local modernizing actors made a decisive contribution to the incorporation of their region into the global economy, including in terms of investment and innovation. Tourism also played a modernizing role, for example by accelerating the arrival of technical advances. At the same time, it raised conflicts, especially spatial and landscape conflicts. In short, money was and still is an essential agent of territorial transformation.

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**"WITHOUT QUESTION: DEALING WITH DILEMMA'S"**

**Richard Cartwright**  
University of Southampton, Reino Unido

**ABSTRACT**

This workshop provides an immersive experience using the ICAEW's (Institute of Chartered Accountants in England and Wales) second corporate training film, Without Question. Without Question, provides an impactful and interesting way to highlight the challenges of directors and professional advisers seeking assurance on difficult issues as well as the underestimated importance of effective communication. The Holt family are the founding shareholders of a hotel development and management company but are at war with each other on the future strategy for the company and Robert Holt's indulgence of his son, Sebastian. Launching an IPO seems, at first, to be a neat way of ending the war but it puts the company and its professional advisers under strain and comes back to haunt them. Without Question provides an insight into the consequences that may result from a decision to take the 'easy way out' of a dilemma.

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**"MANAGEMENT OF TASK TEAM"**

**Czesław Zajac**  
University of Wrocław, Poland



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**Rosa Sumaya**  
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Los usuarios a los que llega esta información contable, el uso que realizan de la misma y las dificultades que tienen algunos usuarios para la toma de decisiones en base a dicha información. Objetivos que persigue los Estados Financieros, la utilidad de los mismos. Balance y Cuenta de Pérdidas y Ganancias.

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### "THE BULGARIAN ECONOMY AND A MACROECONOMIC CROSS-COUNTRY ANALYSIS BETWEEN SPAIN AND BULGARIA"

**Diana Garcheva-Harizanova**  
UNWE, Bulgaria

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### "SURVEY RESEARCH AS A TOOL FOR LEARNING ABOUT HUMAN ATTITUDES, BEHAVIOR AND EXPERIENCES. EXAMPLES OF POLISH STUDIES ON LOVE AND THE QUALITY OF LIFE OF THE POLES"

**Krystyna Dzwonkowska-Godula**  
**Julita Czernecka**  
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Within the lecture the methodology, sampling, fieldwork and some selected results of both surveys will be presented.



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**"TAXATION AND FINANCIAL DECISIONS FROM THE NATIONAL AND INTERNATIONAL PERSPECTIVE"**

**Wojciech Stiller**  
HWR Berlin, Germany

**ABSTRACT**

In order to make a proper financing decision, taxation must be taken into account. This requires an interdisciplinary teaching approach. Based on business case studies the workshop explores the impact of taxation on financing decisions as well as clarifies the scope for tax planning strategies. The perspective of both sole entrepreneurs and shareholders of corporations is considered. Due to the cross-border activities of multinationals, the financing decisions are analysed not only in a national but also in an international context. For this purpose, an introduction as well as a deeper insight into the international taxation will be provided. Additionally, the provisions regarding the tax treatment of interests and dividends will be discussed. Besides case studies the workshop uses theoretical analysis of tax effects and current empirical studies from academic research and practice. The contents will be presented against the background of the OECD-BEPS project (Base Erosion and Profit Shifting) and the EU-Directive ATAD (Anti-Tax-Avoidance-Directive). A comparison of different national thin capitalization rules and discussion on the tax treatment of hybrid financing enable a critical perspective on taxation. In order to apply the contents of the workshop, the students will be asked to solve and present some case studies in groups. After the workshop, the students will be familiar with the taxation of different financing instruments and will be able to identify appropriate tax planning opportunities as well as research questions on the tax impact regarding finance.

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**"CORPORATE FINANCE: FACT OR FICTION?"**

**Robert V. Van Wordragen**  
Inholland University, Netherlands

**ABSTRACT**

Finance is an important part of Economics. Becoming a 'Financial' involves sound knowledge of Finance. It starts with the basics: cashflows, rate of returns and present values. The university books are thick and technical. How does this work in real life? Do all these theories get into practice? What developments take place now?

The guest lecture starts with a brief introduction on economic and cultural differences between Spain and the Netherlands. A repetition of former finance classes treats the basic principles of Finance in an interactive way. Finance in real life is the focus of this class, explained through several examples from practice.

The field of Finance is changing and jobs in the financial sector change too: globalisation, digitalisation, data management and compliance are just four of the major changes that affect the skills of the 21st century Financial. The demand for Financials increases. Jobs in Finance will be discussed in a European context.

Corporate Finance relates to Monetary Economics, Cash Management, Working Capital Management, Risk Management and Treasury Management. The connections to the subjects will be explained briefly. Latest developments like blockchains and artificial intelligence will conclude this guestlecture.

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**“INTRODUCTION TO EMPIRICAL RESEARCH PROJECTS – EXPERIENCES FROM A RESEARCH PROJECT ON INTEGRATED REPORTING”**

**Stephan Fuhrmann**  
**Michael Grassmann**  
TU Dresden, Germany

**ABSTRACT**

Voluntary disclosures have often been characterized as lacking of connections between different value creation aspects. Integrated reporting (IR) intends to overcome these limitations by providing holistic disclosures on a company’s ability to create value.

This course, first, introduces the participants to the steps of an empirical research project based on the experiences of the lecturers in the research area of IR. Second, the lecturers will present two IR research papers arising from this research project in a conference style. Third, course participants will have the possibility to take part in a Q&A session on their intended research projects.

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**Session 3 - Wednesday, April 3rd, 2019**

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**OPERATIONS MANAGEMENT GAMES**

**Roland Schmuck**  
**Tibor Kiss**  
University of Pecs, Hungary

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**“THE ROLE OF USER EXPERIENCE DESIGN IN BUSINESS STRATEGY”**

**Sebastian Fiedler**  
HfWU Nürtingen-Geislingen University, Germany

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**INTERCULTURAL COMMUNICATION SEMINAR**

**Elke Kitzelmann**  
Universität Innsbruck, Austria

**ABSTRACT**

In the first part students will be divided into two groups and will train an artificial culture. Visiting each other’s cultures students will find out about the importance of avoiding stereotypes and perceiving cultural differences. After the experience during the classroom game techniques to avoid dysfunctional strategies in intercultural communication based on stereotypes and



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prejudices will be learned in class. Parts 3 – 5 of the seminar will show examples in Marketing (videoclips of commercials from various cultures) , Human Resources Management (diversity management) and Ethics (IKEA Saudi Arabia).

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### **PUBLIC SPEAKING - A PRACTICAL COMMUNICATION WORKSHOP**

**Julita Czernecka**

University of Lodz, Poland

#### **ABSTRACT**

Four hours of knowledge and practice in the field of image and public speaking. Taking part in the workshop:

- You will find out how others perceive you from your first impression.
- You will be aware of your body language and what it means for others.
- You will learn how to prepare multimedia presentation in an attractive way.
- You will learn how to prepare a speech and present it.
- How to cope with stress in difficult situations.
- How to deal with difficult participants and questions that we do not know how to answer.

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### **" CIRCULAR ECONOMY"**

**Brigitte Nitsch**

Stenden University of Applied Science, Netherlands

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### **OPERATIONS MANAGEMENT GAMES**

**Roland Schmuck**

**Tibor Kiss**

University of Pecs, Hungary

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### **FINANCIAL ANALYSIS BASED ON FRENCH ACCOUNTING STANDARDS**

**Ikrame Ben Slimane**

ESSCA School of Management, France

#### **ABSTRACT**

The objective of this course is to give an idea about the financial statements (balance sheet and income statement) according the French accounting standards.

First, we present the principles of French accounting standards. Second, we expose the two accounting documents which will be used for the financial analysis of a company. Finally, we explain how we use these two accounting documents for the financial analysis of a company (intermediate balances of management and functional balance sheet).

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**"THE IMPACT OF INDUSTRY 4.0 ON BUSINESS MODELS"**

**Florian Waibel**  
**Hochschule Augsburg, Germany**

**ABSTRACT**

Introduction to Industry 4.0:

1. Economical relevance
2. Historical development (from the 1<sup>st</sup> to the 4<sup>th</sup> industrial revolution)

Definition of Industry 4.0:

1. Cross-linked production & logistics systems
2. Automation Technology
3. BIG DATA
4. Digitization of Business Processes

Impacts of Industry 4.0:

1. Advancement of existing Production & Logistics strategies in the industry sector
2. Advancement of existing Production & Logistics strategies in commerce and the service sector
3. Disruptive Business Models

How Industry 4.0 changes traditional business processes:

Examples from the industry, the service sector and the commerce.

After giving a brief overview of the economical impact a description of the historical development of Industry 4.0 helps to understand how the different developments in the industry sector influenced business processes from the past until today. Industry 4.0 is a term and definition mainly used in the german language use. Therefore the different technologies and developments which are considered to be part of industry 4.0 are introduced. All these technologies had and have an impact on the business processes, not only in the industry sector and not only on the logistics and production activities. There are mainly two kinds of impact: The first one is an advancement of the existing business processes. These processes can be speeded-up or handled more efficiently. The second kind is a disruptive one. The existing business processes are or will be changed profoundly and totally new business models showed and will show up. In order to make these changes transparent different examples from different business areas will be presented.

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**"DOES BUSINESS NEED THE WORLD TRADE ORGANIZATION (WTO)?  
MULTILATERAL TRADING SYSTEM, WTO RULES AND FUNCTIONS"**

**Krystyna Zoladkiewicz**  
**Renata Orłowska**  
University of Gdansk, Poland

**ABSTRACT**

Established in 1995, the WTO was built upon the organizational structure of the GATT. The rationale behind is that multilateral trading system based on open markets, non-discrimination, and transparency in international trade is essential to foster world economy. Much of this was achieved through reciprocal multilateral negotiations (trade rounds). However, global economic crisis, fiasco of Doha Round, recent protectionist tendencies revealed some deficiencies within the

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WTO system. It proves the need for the reform of the WTO, especially to enhance its efficiency for the actual “traders/business”.

The aim of the lecture is to familiarize students with the role and tasks of the WTO. A brief history of the WTO, main functions and principles, Dispute Settlement and chosen WTO’s agreements will be presented.

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**“CREDIBILITY OF VOLUNTARY DISCLOSURES – THE CASE OF INTEGRATED REPORTING”**

**Michael Grassmann**  
**Stephan Fuhrmann**  
TU Dresden, Germany

**ABSTRACT**

In recent decades, sustainability reports have become an inherent part of companies’ disclosure strategies. However, due to incentives for self-serving disclosures, any voluntary disclosure suffers from credibility risks. These credibility risks can harm the intended decrease in information asymmetry between report users and the disclosing company. Therefore, companies have begun to use voluntary assurance services provided by an independent third party.

This course focuses on one of the currently most popular disclosures: integrated reports. First, an introduction to voluntary disclosure, integrated reporting and voluntary assurance will be provided. Afterwards, students are asked to analyse in groups two assurance statements and discuss their thoughts and ideas with the lecturers.

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**“WEARABLE TECHNOLOGY AND PRIVACY MANAGEMENT: THE POSSIBLE HABEAS CORPUS PERSPECTIVE”**

**Elena Falletti**  
Università Carlo Cattaneo LIUC, Italy

**ABSTRACT**

The aim of this presentation regards the analysis of privacy management of wearable devices (hereinafter “WDs”) absorbing data from a user’s body. Some people affirm that privacy should be a fundamental right. On the other hand, others support that privacy has to be treated as an additional service that the user can buy if markets are interested in it. Indeed, the strict contact between the user’s body and the WDs may give the impression that privacy is a “plus” service included with the product. However, privacy regards an individual fundamental right, and data collected through WDs have to be protected.

## Session 4 - Thursday, April 4th, 2019

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### INTERCULTURAL COMMUNICATION SEMINAR

**Elke Kitzelmann**

Universität Innsbruck, Austria

#### **ABSTRACT**

In the first part students will be divided into two groups and will train an artificial culture. Visiting each other's cultures students will find out about the importance of avoiding stereotypes and perceiving cultural differences. After the experience during the classroom game techniques to avoid dysfunctional strategies in intercultural communication based on stereotypes and prejudices will be learned in class. Parts 3 – 5 of the seminar will show examples in Marketing (videoclips of commercials from various cultures) , Human Resources Management (diversity management) and Ethics (IKEA Saudi Arabia).

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### "ENGLISH FOR BUSINESS MEETINGS"

**Beverley Todeschini**

HES-SO Valais Wallis, Switzerland

#### **ABSTRACT**

Introduction to business meeting language and vocabulary using digital technology with a particular focus on collaborative practice exercises to acquire new lexis. BYOD Quizlet: Meeting vocabulary (Flashcards) (Learn). Meeting vocabulary follow up LIVE. Optional if time: The language of meetings – collocations.

Managing meetings: language of meetings and gap-fill exercise.

A meeting on meetings: Students prepare for and participate in a meeting on how to improve the meetings they have. Students complete an evaluation checklist and reflect on the meeting and evaluate their group's performance against the targets they set for an effective meeting. Students then compare their evaluation with other members of their group.

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### "DOES BUSINESS NEED THE WORLD TRADE ORGANIZATION (WTO)? MULTILATERAL TRADING SYSTEM, WTO RULES AND FUNCTIONS"

**Krystyna Zoladkiewicz**

**Renata Orłowska**

University of Gdansk, Poland

#### **ABSTRACT**

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**" POTENTIAL BIASES IN SURVEY RESEARCH AND USING SYNDICATED DATA "**

**Sanchayan Sengupta**

ESSCA School of Management, France

**ABSTRACT**

This lecture will cover two important and related aspects of market research namely potential biases in survey research and syndicated sources of data. The lecture will cover the following points:

Potential biases in survey research

- Biases in questionnaire design
- Social desirability bias
- Questionnaire wording- biases and concerns
- Questionnaire design issues; common mistakes and traps

Syndicated sources and use of quantitative data: An overview

- Omnibus study
- Panel study:
  - Purchase panel
  - Media panel
  - Scanner data
  - Retail audit and wholesaler audit



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