

General Programme

Thursday, July 12th, 2018	TIME						
	10:00-11:30	Strategy	Quality (Spanish)	Supply Chain	Education		Doctoral Symposium
	14:30-16:30	Strategy	Miscellaneous (Spanish)	Miscellaneous	Production Planning and Control (Spanish)	Operations Research	Doctoral Symposium
	17:00						
	18:30-20:30	City Tour					
	20:30-23:00	Gala Dinner					

Friday, July 13th, 2018	TIME						
	09:30-11:30	Strategy	Supply Chain (Spanish)	Operations Research	Human Resources / Quality		
	12:15-13:45	Strategy (Spanish)	Supply Chain	Production Planning and Control	Operations Research (Spanish)		

Thursday, July 12th, 2018 10:00-11:30

		Parallel Session. Strategy
015		"Uncovering 3D Bioprinting Knowledge Management Drivers: Emerging Dental Applications". Authors: Marisela Rodriguez-Salvador, Wendy Ortega - Lara
022		"A Multicriteria Decision Model for the Evaluation and Selection of Technologies in a R&D Centre". Authors: Rafael Lizarralde, Jaione Ganzarain, Ander Olaran
025		"Sucess of Business Models through System Dynamics". Authors: Jaione Ganzarain, Maria Ruiz, Juan Ignacio Igartua
		Parallel Session. Quality (Spanish)
065		"El Modelo SBA en los modelos de integración de sostenibilidad en las organizaciones". Authors: Ana Rodríguez - Olalla, Carmen Avilés - Palacios
082		"Análisis de los criterios de sostenibilidad en la integración ciudad puertos en la región del pacifico colombiano". Authors: Carlos Arango, Isabella Zuluaga, Andres Azuero
		Parallel Session. Supply Chain
017		"Conceptual Framework for the characterization of Vegetable Breton Supply Chain Sustainability in an Uncertain Context". Authors: Vicente S. Fuertes - Miquel, Llanos Cuenca, Andrès Boza, Cécile Guyon, María del Mar Alemany Díaz
047		"Supply Chain Management test bed under rolling horizons, multi-product, multi-echelon, multi-process for capacitated production planning modelling with strokes". Authors: Gregorio Rius Sorolla, Julien Maheut, Sofia Estelles Miguel, Jose P. Garcia - Sabater
052		"Redesign of the in-plant logistics for a production facility". Authors: Aida Saez-Mas, Jose P. Garcia-Sabater, Angel Ruiz, Julio J. Garcia-Sabater
		Parallel Session. Education
008		"Training in Quality Engineering concepts and skills: Case Study, simulations paper propeller using Six Sigma based methodology" Authors: José Alberto Eguren, Toni Antero Bertlin, Joel Hannes Rehunen, Gorka Unzueta
020		"The role of entrepreneurial education in entrepreneurship orientation of engineering students". Authors: Grigorios Asimakopoulos, Virginia Hernández, Javier Peña Miguel
027		"Using a Performance Management Framework to manage transversal competences development at University Degrees". Authors: María-José Verdecho, Juan-José Alfaro-Saiz, Raúl Rodríguez-Rodríguez, Pedro Gomez-Gasquet

	Parallel Session. Strategy
034	"Individualism, Inequalities and Entrepreneurial Aspirations: Revisiting Results with GEM Data". Authors: Juan Francisco Aguilera, Gustavo Morales, Yilsy Nuñez, Carlos Monroy
059	"Digitalisation of manufacturing in the Spanish context: the path and effect". Authors: Alba Manresa, Andrea Bikfalvi, Alexandra Simon
063	"Digital Social Innovation: analysis of the conceptualization process and definition proposal". Authors: Laura Rodrigo, Miguel Palacios, Isabel Ortiz-Marco
071	"University Entrepreneurship based on gamification and experiential learning". Authors: Carmen Avilés-Palacios, Ana Rodríguez-Olalla, Joaquín García-Alfonso, Ignacio Martínez-Pedrero
	Parallel Session. Miscellaneous (Spanish)
004	"Confort adaptativo aplicado a edificios escolares y aplicabilidad en el sur de España". Authors: Pablo Aparicio Ruiz, Luis Onieva, Alejandro Escudero-Santana, Jesús Muñuzuri
049	"Lógica difusa para la mejora del confort térmico y la eficiencia energética en edificios no residenciales". Authors: Elena Barbadilla, Jose Guadix, Pablo Cortés, María Rodríguez Palero
077	"La documentación audiovisual como base de un Sistema de Gestión de Seguridad y Salud Ocupacional". Authors: Arturo J. Fernández González, Iván González Boubeta, Andrea González, José Carlos Prado Prado
094	"Programación Lineal Entera Mixta para maximizar la productividad en líneas de producción de modelos mixtos". Authors: Rocio Alfaro-Pozo, Joaquín Bautista
	Parallel Session. Miscellaneous
028	"A Conceptual Framework for the Study of E-mail Marketing Effectiveness". Authors: Angel-Jose Lorente-Paramo, Ángel Hernández-García, Julián Chaparro-Peláez
024	"Industrial Symbiosis: exploring challenges and opportunities for SMEs in an industrial park". Authors: Carmen Jaca, Javier Santos, Elisabeth Viles, Marta Ormazabal
045	"Beyond the Customer Satisfaction: Are all customers equally satisfied?". Authors: Dalilis Escobar Rivera, Martí Casadesús Fa, Paulo Alexandre Costa Araújo Sampaio, Alexandra Simon
099	"Integrated Project Delivery: A Literature Review and Research Agenda". Authors: Iván González Boubeta, José Carlos Prado Prado

Thursday, July 12th, 2018 14:30-16:30		Parallel Session. Production Planning and Control (Spanish)
	037	"Demand Driven MRP - Nuevo método para la gestión de la Cadena de Suministro: un estudio de caso". Authors: Alaitz Kortabarria, Unai Apaolaza, Aitor Lizarralde Aiastui
	046	"Identificar los cuellos de botella en sistemas productivos: ¿una decisión estratégica u operativa? Perspectivas prácticas desde la industria". Authors: Aitor Lizarralde Aiastui, Unai Apaolaza, Miguel Mediavilla
	091	"Configuración del nivel de pedido en un minorista: desafíos y comparación empírica de métodos simples". Authors: Vicent Asensio Molina, Angel Ruiz, Jose P. Garcia-Sabater, Julio J. Garcia-Sabater
	095	"Combinación de gestión de inventario y programación de producción: un estudio de caso con un sistema de inyección de espuma de circuito cerrado". Authors: Rodrigo Calle, Jose P. Garcia-Sabater, Angel Ruiz, Julien Maheut
		Parallel Session. Operations Research
	032	"A MILP model for evaluating the impact of strategic decisions on promotions in universities". Authors: Rocio de la Torre, Manuel Mateo
	050	"Stock control analytics: a new approach to estimate the fill rate for the continuous base-stock policy". Authors: Eugenia Babiloni, Ester Guijarro, Juan Ramon Trapero
	080	"A Multi-period Location-allocation Formulation for Network Design Problems with Intermodal Nodes". Authors: Anny Del Mar Agamez Arias, Jose P. Garcia-Sabater, Angel Ruiz, José Moyano-Fuentes
030	"A model to study multi-channel e-commerce development: Barriers and Drivers". Authors: Emiliano Acquila-Natale, Enrique Carlos Bianchi, Santiago Iglesias Pradas	

	Parallel Session. Strategy
079	"Crowdsourcing and the implementation process. The Crowd Pillars". Authors: Hector Alonzo Castillo Aguiar, Mercedes Grijalvo, Alberto Martinez, Miguel Palacios
083	"Identification and prioritization of Industry 4.0 projects in SME's: A process approach". Authors: Juan Ignacio Igartua, Jaione Ganzarain, Dorleta Ibarra
103	"Empirical measurement instruments for Business Model Innovation: A review". Authors: Dorleta Ibarra, Jaione Ganzarain, Juan Ignacio Igartua
122	"Product innovation in Spain: Measuring the innovation performance of the firms in collaboration with universities and research institutes". Authors: Giovanna Lara, Josep Llach, Anna Arbussà
	Parallel Session. Supply Chain (Spanish)
038	"¿Cuáles son los principales factores que reducen la eficiencia del transporte por carretera? Un estudio exploratorio". Authors: Mar Fernández Vázquez-Noguerol, Andrea González, Iván González Boubeta, José Carlos Prado Prado
066	"Impacto de la Perspectiva de Género en la Resiliencia de la Cadena de Suministro". Authors: Elena Navarro Astor, Llanos Cuenca, Ana Esteso
090	"Planificación del transporte de productos perecederos: el caso de una empresa exportadora". Authors: Paola Peralta Sanchez, Joan Morant-Llorca, Jose P. Garcia-Sabater, Angel Ruiz
092	"Planificación de espacio de almacenamiento y alternativas de manejo de materiales para suministrar una línea de montaje". Authors: Javier Reina-Megias, Jose P. Garcia-Sabater, Angel Ruiz, Aida Saez-Mas
	Parallel Session. Operations Research
035	"MARPOL issues in Canary Islands ports: alternatives and optimization of energy management". Authors: Manuel Uche-Soria, Carlos Monroy
009	"Performance of Unreliable Merging Lines with Uneven Buffer Capacity Allocation". Authors: Sabry Shaaban, Rodrigo Romero, Miguel Mujica Mota
012	"Improving Vegetables Quality in Small-Scale Farms through Stakeholders Collaboration". Authors: Ana Esteso, María del Mar Eva Alemany, Angel Ortiz
014	"Assignment of Volunteers in a sport event. Case Restricted Fitness by Cut-off mark". Authors: Joaquín Bautista, Manuel Mateo, Rocio de la Torre
	Parallel Session. Human Resources / Quality
057	"Electrification of Madrid Fleet Public Transport Company (EMT): Strategic Analysis and Implementation". Authors: Jaime García Hernanz, Gustavo Morales, Gonzalo Fernández Sánchez, Eduardo Pilkington González, Teresa Sánchez Chaparro
069	"Which 4.0 professional competencies should develop middle managers and operators?". Authors: Álvaro Lleó, José Ignacio Terrés Goena, Elisabeth Viles, Javier Santos
044	"A multi-criteria methodology to select suppliers for sustainable supply chains". Authors: María-José Verdecho, Faustino Alarcón Valero, David Perez Perales, Juan-José Alfaro-Saiz, Raúl Rodríguez-Rodríguez
074	"Analysis of the effects of Ecoinnovation in industrial firms". Authors: Jabier Retegi, Kamp Bart

Friday, July 13th, 2018 12:15-13:45

	Parallel Session. Strategy (Spanish)
007	"Mecanismos de gobernanza de la sostenibilidad de la cadena de suministro". Authors: Jesús Morcillo, Alfonso Duran Heras
023	"Modelo de Simulación a Nivel Estratégico: Aplicación a la Integración de Tecnologías de la Información, Lean / Just-In-Time y Lead-time". Authors: Luciano Novais, Angel Ortiz, Juan Maqueira
105	"¿Por qué Facebook importa en la internacionalización de la educación superior?". Authors: Virginia Hernández, Belen Usero
	Parallel Session. Supply Chain
062	"How to negotiate with dominant suppliers? A game-theory perspective from the industry". Authors: Miguel Mediavilla, Kepa Mendibil, Olga Rivera
064	"Reverse Logistics Causes and treatment Alternatives". Authors: Pascual Cortes, Faustino Alarcón Valero
067	"Organizational best practices in packaging design. An analysis in perfumery and cleaning products". Authors: Jesus García Arca, A. Trinidad Gonzalez Portela Garrido, José Carlos Prado Prado
	Parallel Session. Production Planning and Control
016	"Adapting a pull-based production system for use during the ramp-up phase. A simulation case in an automotive plant". Authors: Elisabeth Viles, Ramón Bultó, Ricardo Mateo, Esteban Solá
073	"Joint Price and Reorder Point Determination for Profit Maximization". Authors: Manuel Cardós Carboneras, María Victoria de la Fuente, Lorenzo Ros McDonnell
088	"A Discrete Firefly Algorithm for solving the Flexible Job Shop Scheduling Problem in a make-to-order manufacturing system". Authors: Nicolás Álvarez Gil, Rafael Rosillo Cambor, David de la Fuente, Raul Pino, Alberto Gomez Gomez
	Parallel Session. Operations Research (Spanish)
060	"Subastas combinatorias basadas en agentes para la asignación de slots ferroviarios". Authors: Eduardo Navas, David Poza, Félix Villafañez, Adolfo Lopez-Paredes, Javier Pajares
096	"Tipologías productivas en la programación de producción: identificación y gestión". Authors: Pilar I. Vidal-Carreras, Julio J. Garcia-Sabater, Julien Maheut, Angel Ruiz
005	"Un caso de estudio en la factoría Nissan de Barcelona sobre secuenciación en entornos Flow Shop con demanda generalizada". Authors: Joaquín Bautista, Rocio Alfaro-Pozo

Doctoral Symposium	Thursday July 12th (10:00 - 11:30)
	118 "Human resource management and the implementation of cyber-physical production systems in medium-sized Spanish enterprises". Authors: daniel Ilinas, Jesus abad, Josep Coll Bertran
	040 "Study on barriers and success factors for a sustainable and successful Lean Transformation". Authors: Nestor Gavilan, Carolina Consolación
	051 "Sustainability and the Sharing Economy: Modelling the Interconnections". Authors: Meisam Ranjbari, Gustavo Morales, Zahra Shams Esfandabadi, Ruth Carrasco-Gallego
	Thursday July 12th (14:30 - 17:00)
	124 "Blockchain for Electronic Voting Purposes". Authors: Ricardo Chica, Anna Arbussà, Ricard Torres
	010 "Toolkit for simultaneously improving production and environmental efficiencies". Authors: Andrés Muñoz-Villamizar, Javier Santos, Paloma Grau, Elisabeth Viles
	068 "Pharmaceutical Supply Chain Analysis". Authors: Francisco Amaro-Martinez, Rodolfo De Castro
	110 "Taxation of Touristic Digital Industry: Measurement Tools and Tax Risk Management". Authors: Daniel Vaccaro, Carme Martínez Costa
	115 "Orchestrating organisational transformation for business model innovation towards servitization in the automotive industry". Authors: prasanna kumar kukkamalla, Andrea Bikfalvi, Anna Arbussà

Poster Session

002	"Improving the management of a cultural association by means of Lean Office". Authors: Alejandro Escudero-Santana, Pablo Aparicio Ruiz, Elena Barbadilla, María Rodríguez Palero
013	"Proposal of a Customer-Oriented Sustainable Balanced Scorecard for Agri-food Supply Chains". Authors: María-José Verdecho, David Perez Perales, Faustino Alarcón Valero
018	"Analysis of technological knowledge flows in the Basque Country". Authors: Javier Gavilanes-Trapote, Ismael Etxeberria-Agiriano, Ernesto Cilleruelo, Gaizka Garechana, Iñaki Bidosola
021	"Dimensioning the Supply Chain Decision Support Systems". Authors: Julio César Puche Regaliza, Borja Ponte, José Costas Gual, Raul Pino, David de la Fuente
031	"Outline for distribution network design". Authors: Imma Ribas, Amaia Lusa, Albert Corominas, Manel Mateo
036	"Scrip Dividends and Share Buy-Back Strategies Based on Volatility". Authors: Angel Huerga, Carlos Monroy
041	"Fuzzy Economic Order Quantity models: a literature review". Authors: Sofia Estelles Miguel, Marta Palmer Gato, Jose Miguel Albarracín Guillem, Ester Guijarro
043	"An approach to explore historical construction accident data using data mining techniques". Authors: María Martínez-Rojas, Antonio Trillo-Cabello, M ^a del Carmen Pardo-Ferreira, Juan Carlos Rubio-Romero
048	"The role of people on the supply chain integration and coordination: Food for thought". Authors: Eva Gallardo, Imma Ribas, Vicenc Fernandez
053	"Human capital and strategic technological decisions on turbulence environment". Authors: Lourdes Sáiz Bárcena, David Perez, Miguel Angel Manzanedo del Campo, Arturo Pérez-Miguel
054	"Sequencing Planning MILP for multi-machine with limited availability of setup operators". Authors: Beatriz Andres, Raquel Sanchis, Raúl Poler
055	"Sequencing Planning MILP for multi-machine with limited availability of setup operators". Authors: Beatriz Andres, Raquel Sanchis, Raúl Poler
056	"Patentometric: monitoring the scientific and technological trends of Additive Manufacturing in Medical Applications". Authors: Izaskun Alvarez, Enara Zarrabeitia, Rosa Rio-Belver, Iñaki Bidosola, Itziar martinez de alegria
061	"Identification of Barriers of Entry to the European Market of Medical Devices. Study of Cases in Spanish Companies". Authors: Yariza Chaveco, Juan Carlos Rubio-Romero, Rosa Mayelin Guerra Bretaña
070	"Training Program on Advanced ICT Tools for enhancing Manufacturing Process Planning competences in Plastic Industries SMEs". Authors: Andrés Boza, Llanos Cuenca, Raquel Sanchis, Raúl Poler
078	"Women in STEM education: a longitudinal study". Authors: Ruth Carrasco-Gallego, Ana Moreno Romero, Silvia Serrano Calle
085	"Impacto de la Calidad del Aire en la Movilidad Urbana. Análisis de una Ciudad Mediterránea". Authors: Lorenzo Ros McDonnell, María Victoria de la Fuente, Diego Ros McDonnell, Manuel Cardós Carboneras

	Poster Session
087	"Desarrollo de una red social online para el diseño, seguimiento y coordinación de los TFG en Ingeniería". Authors: Raúl Rodríguez-Rodríguez, María-José Verdecho, Juan-José Alfaro-Saiz, Pedro
089	"Empirical study of the business growth strategy related to the added value by intellectual capital". Authors: Roberto Alcalde, Lourdes Sáiz Bárcena, Miguel Ángel Manzanedo del Campo, Ricardo del Olmo
093	"FAHP applications for manufacturing environments: A contemporary review and classification". Authors: Víctor Anaya, Raul Rodriguez, Angel Ortiz
097	"Application of Combinatorial Auctions to create a 3Dprinting market". Authors: Adolfo Lopez-Paredes, Javier Pajares, Natalia Martín, Ricardo del Olmo, Salvador Castillo
104	"Evolution of the Functional Resonance Analysis Method (FRAM) through the combination with other methods". Authors: M ^a del Carmen Pardo-Ferreira, María Martínez-Rojas, Francisco Salguero Caparros,
106	"Electric and hybrid motorcycle drivers at work, how do they perceive the effects of the lack of noise of these vehicles?". Authors: M ^a del Carmen Pardo-Ferreira, Juan Carlos Rubio-Romero, Manuel García-
108	"Exploring the drivers of Consumers' Logistics Selection in Omni channel". Authors: mohammad mahdi zarei, Emiliano Acquila-Natale, Ángel F. Agudo
109	"Sustainable urban mobility: development of a biking index". Authors: Lorenzo Ros McDonnell, María Victoria de la Fuente, Diego Ros McDonnell, Manuel Cardós Carboneras
112	"Teaching Business Subjects to Engineers: assessing automatic e-learning correctors". Authors: Assumpció Rafart, Andrea Bikfalvi, Jordi Poch, Josep Soler
116	"The evolution of Business Intelligence with Neuroinformatics". Authors: Irene Martín-Rubio, Juan Fombellida, Diego Andina
117	"A Method to Select Key Performance Indicators using Multivariate Factor Analysis". Authors: Rafael Sanchez Marquez, Jose Miguel Albarracín Guillem, Eduardo Vicens-Salort
119	"Explorando los factores que influyen en la felicidad en el aula: un estudio comparado en Chile, México y Portugal". Authors: Susana Quirós y Alpera, Luis Manuel Cerdá Suárez
120	"Incorporación de la lógica difusa en modelos de electrificación para comunidades rurales". Authors: Rosa Galleguillos-Pozo, Laia Ferrer-Martí, Bruno Domenech, Rafael Pastor
123	"Proyecto SEAFRESH. Diseño y desarrollo de un sistema inteligente de apoyo a la decisión en el sector del pescado refrigerado y congelado". Authors: Antonio García-Lorenzo, Joaquin Romero-Rivero
125	"A general overview of the industry 4.0 concept for production management and engineering". Authors: Héctor Cañas, Josefa Mula
126	"G-Tweet: Tool allowing to detect incidents on Twitter". Authors: José Juan Nebro Mellado