



PRELIMINARY PROGRAM

	22 SATURDAY OCTOBER, 2022 SOUNDAY OCTOBER, 2022				24 MONDAY OCTOBER, 2022			25 TUESDAY OCTOBER, 2022			26 WEDNESDAY OCTOBER, 2022				
				7:00-7:30 Hrs.	Pick up of attendees from recommended hotels			7:00-7:30 Hrs.	Pick up of attendees from recommended hotels			Pick up of attendees from recommended hotels			
				7:30-8:00 Hrs.		TRANSFER		7:30-8:00 Hrs.	TRANSFER		7:30-8:00 Hrs.		TRANSFER		
8:00 Hrs. 8:10 Hrs. 8:20 Hrs.				8:00 Hrs. 8:10 Hrs. 8:20 Hrs.		TRANSFER TO CAMPUS		8:00 Hrs. 8:10 Hrs. 8:20 Hrs.	TRANSFER TO CAMPUS		8:00 Hrs. 8:10 Hrs. 8:20 Hrs.	Hrs. BUS TRANSFER TO CAMPUS - Auditorium Stem / Auditorium FCSH block 9E / FCSH block 9F			
8:30 Hrs. 8:40 Hrs.				8:30 Hrs. 8:40 Hrs.			E-TO-FACE ACTIVITY ESPOL Campus RATION OF ATTENDEES	8:30 Hrs. 8:40 Hrs.		FACE-TO-FACE ACTIVITY REGISTRATION OF ATTENDEES	8:30 Hrs. 8:40 Hrs.				CLADEA RESEARCH FCSH Auditorium - Block 9E MODERATOR: Nancy Matos, Academic Chair, CLADEA
8:50 Hrs. 9:00 Hrs.				8:50 Hrs. 9:00 Hrs.			EGROUP OF INFORMATION CENTERS EM / Transmisión Streaming	8:50 Hrs. 9:00 Hrs.		ESPOL Campus OPENING	8:50 Hrs. 9:00 Hrs.			FACE-TO-FACE ACTIVITY	Panel DIGITAL TRANSFORMATION IN IBEROAMERICA REVIEW IN BUSINESS AGENDA 1. *Juan Carlos Sosa Varela, Dean, School of Business and Entrepreneurship, Ana G. Méndez University, Puerto Rico
9:00 Hrs. 9:10 Hrs.		9:10 Hrs.		9:10 Hrs.	100% VIRTUAL ACTIVITY OPENING	INFORMATION	PANEL MEETING OF CENTERS OF AND LIBRARIES OF ECUADOR	9:00 Hrs. 9:10 Hrs.	SPEAKERS: *Xavier Ordeñana *María Elena l *Paola Od	OPENING 57th INTERNATIONAL CONGRESS #CLADEA2022 STEM Auditorium / Streaming Transmission a, Dean at ESPAE Graduate School of Management, ESPOL President at CLADEA Romero, Dean, Faculty of Social and Humanistic Sciences – Espol choa, Director of Research at ESPAE, Business School – Espol	9:00 Hrs. 9:10 Hrs.			Registration General Assembly of Members	RESEARCH CHANGE & PROJECT MANAGEMENT - 10 ELEMENTS FOR THE SUCCESS OF ORGANIZATIONAL TRANSFORMATIONS 2. *Fernando Cruz Caicedo, Director Green Project Management, University of San Buenaventura Cali, Colombia
9:20 Hrs. 9:30 Hrs.		9:20 Hrs. 9:30 Hrs.	PICK UP TO ESPOL CAMPUS	9:20 Hrs. 9:30 Hrs.	XIX DOCTORAL COLLOQUIUM SPEAKERS: Dr. José Antonio Robles Dr. Xavier Ordeñana	STEM Auditori	ium / Streaming Transmission MODERATOR: Library Information Center - ESPOL, Ecuador	9:20 Hrs. 9:30 Hrs.	*Gloria Galla	PLENARY SESSION I	9:20 Hrs. 9:30 Hrs.			STEM Auditorium	*Alfonso Carvajal, CEO Carbajal Company
9:40 Hrs. 9:50 Hrs.		9:40 _{Hrs.} 9:50 Hrs.	Transfer to ESPOL Campus "Gustavo Galindo Velasco, also known as Campus Prosperina"	9:40 Hrs. 9:50 Hrs.	100% VIRTUAL ACTIVITY	*José Monsalvas, Director, Libra *Gioconda Ríos Mendieta, Coordinator, L	SPEAKERS: ary, Universidad Espíritu Santo - UEES, Ecuador Library, Universidad Técnica Particular de Loja, Ecuador or, Library, Universidad Católica Santiago de Guayaquil,	9:40 Hrs. 9:50 Hrs.		INESS SCHOOLS A FUTURE WITH EQUITY AND SUSTAINABILITY STEM Auditorium / Streaming Transmission redes Verduga, Rector, Higher Polytechnic School of the Litoral - Espol	9:40 Hrs. 9:50 Hrs.				DYNAMIC ESPOL LABORATORIES
10:00 Hrs. 10:10 Hrs.		10:00 Hrs. 10:10 Hrs.	aiso known as Campus Prosperina	10:00 Hrs. 10:10 Hrs.	PRESENTATION OF DOCTORAL PROJECTS		Ecuador Jniversidad San Francisco de Quito - USFQ, Ecuador	10:00 Hrs. 10:10 Hrs.	*Jo	SPEAKERS: eld, Vice President of Global Compact Ecuador and CEO Equair ordi Diaz, Dean, EADA Business School Spain Gierra, Tipti CEO and UN Etrade for Women Ambassador	10:00 Hrs. 10:10 Hrs.				
10:20 Hrs.		10:20 Hrs.	REGISTRATION XIX MEETING OF THE GROUP OF CLADEA INFORMATION CENTERS ESPOL Campus	10:20 Hrs.				10:20 Hrs.			10:20 Hrs.	PRESENTATION OF PAPERS Classrooms Block 9F - FCSH	PRESENTATION OF PAPERS VIRTUAL MODE		COFFEE BREAK / STEM Auditorium
10:30 Hrs. 10:40 Hrs.		10:30 Hrs. 10:40 Hrs.		10:30 Hrs. 10:40 Hrs.		COFFEE BREAK		10:30 Hrs. 10:40 Hrs.	COFFEE BREAK		10:30 Hrs. 10:40 Hrs.			FACE-TO-FACE ACTIVITY General Assembly of Members	and Block 9F - FCSH
10:50 Hrs.		10:50 Hrs.	PREVIOUS EVENT XIX MEETING OF THE GROUP OF CLADEA INFORMATION CENTERS CLADEA "THE IMPACT OF INVESTMENT IN RESEARCH AND THE TEACHING-LEARNING PROCESS" STEM Auditorium / Streaming SPEAKERS *Cecilia Alegre, Information Centers CLADEA Coordinator, leader ESAN/CENDOC, Peru *Christian Vera, CIB Director, Library Information Center - ESPOL, Ecuador *Manuel Ortiz de Zevallos, Executive Director - CLADEA, Perú	10:50 Hrs.		TION OF STEM Auditorium / Streaming Transmission		10:50 Hrs.		PLENARY SESSION II D MASTERS: PROFILE OF THE GRADUATE AND GLOBAL IMPACT STEM Auditorium / Streaming Transmission SPEAKERS:	10:50 Hrs.			STEM Auditorium	DYNAMIC ESPOL LAROPATORIES
11:00 Hrs. 11:10 Hrs. 11:20 Hrs.		11:00 Hrs. 11:10 Hrs.	PLENARY SESSION 1 CONTRIBUTION OF INFORMATION CENTERS TO THE DEVELOPMENT OF SOCIETIES AND REDUCTION OF INEQUALITIES STEM Auditorium / Straaming	11:00 Hrs. 11:10 Hrs.	100% VIRTUAL ACTIVITY PRESENTATION OF DOCTORAL PROJECTS			11:00Hrs. 11:10Hrs. 11:20Hrs.	*Maritza Arbai *José Martínez Villav	*Liliana López, Dean, Universidad Externado de Colombia *Maritza Arbaiza R., Focal Point PRME Perú, Director of Sustainability é Martínez Villavicencio, CIADEG Director, Technological Institute of Costa Rica MODERATOR: ena Romero, Dean, Faculty of Social and Humanistic Sciences FCSH-ESPOL, Ecuador					ESPOL LABORATORIES
11:20 Hrs. 11:30 Hrs.		11:20 Hrs. 11:30 Hrs.	STEM Auditorium / Streaming PANEL *José Gabriel Castillo, Ph. D., Viceministro de economía *Diana Patricia Restrepo Torres, Director, National Library of Colombia	11:20 Hrs. 11:30 Hrs.				11.20Hrs. 11:30Hrs.		Bus transfer to FCSH block 9F	11:20 Hrs. 11:30 Hrs.	PRESENTATION EMI	ERALD PUBLISHING		
11:40 Hrs.	CLADEA - PMI - ESPOL, EVENT	11:40 Hrs.	*Juan Manuel Domínguez, Ph.D., Sub decano, ESPAE Graduate School of Management MODERATOR: María Elena Romero, Dean, Faculty of Social Sciences and Humanities – Espol	11:40 Hrs.				11:40Hrs.	INTERNATIONAL ACCREDITATION FOR AND NEW TR		11:40 Hrs.	IN THE TEACHING AGE FCSH Auditori			DYNAMIC FCSH LABORATORIES - ESPOL
11:50 Hrs. 12:00 Hrs.		11:50 Hrs. 12:00 Hrs.		11:50 Hrs. 12:00 Hrs.	100% VIRTUAL ACTIVITY			11:50 Hrs. 12:00 Hrs.	STEM Auditorium / Stream MODERATOR: Horacio Arredondo, D	eaming Transmission	11:50 Hrs. 12:00 Hrs.				
12:10 Hrs. 12:20 Hrs. 12:30 Hrs.	12:10 Hrs. 12:20 Hrs. 12:20 Hrs. 12:30 Hrs. 12:40 Hrs.		12:10 Hrs. 12:20 Hrs. 12:30 Hrs.	CONVERSATORY DOCTORAL COLLOQUIUM SPEAKERS: *José Antonio Robles	SPONSORED SPECIAL SESSION TRAINING THE CHANGE AGENTS OF THE FUTURE STEM Auditorium / Streaming Transmission SPEAKER: Carolina Latorre, Youth and Academic Lead para PMI en Latinoamérica duate		12:10 Hrs. 12:20 Hrs. 12:30 Hrs.	*María Baltar, Regional Head, AACSB International *Victor Hedenberg, Business Development Manager, AMBA *Eriodemann Schulze-Fielitz, Director, Efmd Global Network Americas & Business *Block 9F - FCSH		12:10 Hrs. 12:20 Hrs. 12:30 Hrs.	Hrs. PLENARY SESSION III BUSINESS SCHOOL GRADUATES: NEW SKILLS TO DEVELOP STEM Auditorium / Streaming Transmission SPEAKERS: *Mishel Sandoval, General Director, GAIA Business School, Guatemala *Mario Restrepo, Dean, Fundación Católica Luis de Amigó, Colombia				
12:40 Hrs.			12·// N Uro	Associate Professor, ESAN - Peru *Vicenta Sierra, Ph.D, Universidad Externado *Mariano Gentilin *Mónica Blanco, Postgraduate Academic Secretary,			12:40 Hrs.			12:40 Hrs.					
12:50 Hrs.		12:50 Hrs.	MODERATOR: Cecilia Alegre, Information Centers CLADEA Coordinator, leader ESAN/CENDOC, Peru	12:50 Hrs.	Universidad Autónoma de Nuevo León			12:50 Hrs.	EGUAUU	Louddo			*Mario Restrepo, Dean, Fundación Católica Luis de Amigó, Colombia *María Paulina Brito Ocho, Director, Business incubator, Universidad de Guayaquil, Ecuador MODERATOR: Antonio Martín Herreros, Dean, Postgraduate and Corporate Education Area, Esic Business School, Spa		
13:00-13:20 Hrs. 13:20-14:20 Hrs.	13:00-13:20 Hrs. Transfer by bus to the lunch area 13:20-14:20 Hrs. LUNCH		13:00-13:20 Hrs. 13:20-14:20 Hrs.	T			13:00-13:20 Hrs. 13:20-14:20 Hrs.			13:00-13:20 Hrs. 13:20-14:20 Hrs.					
14:20-14:50 Hrs.		14:20-14:50 Hrs.		14:20-14:50 Hrs.				14:20-14:50 Hrs.			14:20-14:50 Hrs.				
15:00 Hrs.		15:00 Hrs.	PLENARY SESSION 2 ANALYSIS AND METRICS OF RETURN ON INVESTMENT IN INFORMATION:	15:00 Hrs.				15:00 Hrs.		DEANS SESSION 1 DESIGN OF MBA PROGRAMS FOR EMERGING ECONOMIES: DIVERSITY AND INCLUSION					
15:10 Hrs. 15:20 Hrs.		15:10 Hrs. 15:20 Hrs.	IMPACT AND VISIBILITY OF BUSINESS SCHOOLS STEM Auditorium / Streaming SPEAKERS:	15:10 Hrs. 15:20 Hrs.			NETWORK MEETING SOCIAL RESPONSABILITY	15:10 Hrs. 15:20 Hrs.		STEM Auditorium / Streaming Transmission SPEAKERS: *Frank Hoffman – Associate Dean, Director, International Relations, Leipzig Graduate School	15:10 Hrs. 15:20 Hrs.				
15:30 Hrs.		15:30 Hrs.	*David Vera Alcívar, Director od Econmy and Finances, Business School, Universidad Internacional del Ecuador - UIDE, Ecuador *César Pallares, statistician and academic advisor in the Erasmus MIMIR Andino	15:30 Hrs.		PANEL MANAGEMENT STRATEGIES TO	Room A001 Block 8B MODERATOR:	15:30 Hrs.		of Management, Alemania *Gustavo Adolfo Yepes López, President of the PRME, Principles for Responsible Managemen Education for Latin America and Central America of the UN Global Compact *Gisela Veritier, General Director, ICDA Business School, Catholic University of Córdoba	10.001113.				
15:40 Hrs. 15:50 Hrs.		15:40 Hrs. 15:50 Hrs.	project, Universidad de Antioquia, Colombia MODERADOR: *Christian Vera, Director, Information Center, ESPOL - Ecuador	15:40 Hrs. 15:50 Hrs.	100% VIRTUAL ACTIVITY PRESENTATION	OPTIMIZE THE MANAGEMENT OF INFORMATION CENTERS STEM Auditorium / Streaming Transmission	*Nancy Matos, Academic Chair, CLADEA SPEAKERS: *Alfredo Estrada, Director Sustainability Center, University of Lima - Peru	15:40 Hrs. 15:50 Hrs.		*Olivia del Roble Hernández Pozas, Research Professor, Tecnológico de Monterrey, Mexico MODERATOR: Xavier Ordeñana, Dean, ESPAE Graduate School of Management, Ecuador	15:40 Hrs.	PRESENTATION	PRESENTATION		DEANS SESSION 2 OLS TOWARDS 2030: STRATEGIES AND NEW TRENDS SH Auditorium / Streaming Transmission
16:00 Hrs.		16:00 Hrs.		16:00 Hrs.		*Narco Antonio Ruiz, Dean, Furndacion Universitaria María Cano, Colombia *Andrés Felipe Echavarria Ramirez,	*Carmen Padilla, Director of the Institute of Research and Innovation of Economic Studies Business - INECEM, Catholic University from Santiago de Guayaquil - Ecuador *Karla Mejía de Conde, Rectora, American School of			PANEL "INTERNATIONAL COLLABORATIVE PRACTICES BETWEEN LATIN AMERICAN UNIVERSITIES OF THE RED CYTED MUJER[ES] SOCIAL ENTREPRENEURS"	16:00 Hrs.	OF PAPERS Classrooms Block 9F - FCSH	VIRTUAL MODE	School	SPEAKERS: ociate Dean for International Business Programs, Robins of Business, University of Richmond, USA tor, Inernational Academic Partnerships - MBS, France
16:10 Hrs.		16:10 Hrs.	THE CHALLENGES OF DIGITAL TRANSFORMATION IN EDUCATION STEM Auditorium / Streaming SPEAKER:	16:10 Hrs.		Library Director Alfonso Borrero Cabal S.J., Universidad Javeriana de Colombia MODERATOR: Christian Vera, CIB Director, Library Information Center - ESPOL, Ecuador	Management, Guatemala	16:10 Hrs.		STEM Auditorium / Streaming Transmission SPEAKERS: *Dra. Yamila Silva Peralta Vice President of LINED Global Foundation - Argentina.	16:10 Hrs.				cica López Sieben, Director of the Postgraduate School ss Administration, CETYS University, Mexico
16:20 Hrs.		16:20 Hrs.	*Gustavo Orozco, Account Manager Colombia, Peru DOTLIB LIB INFORMATION LLC	16:20 Hrs.			Transfer to the STEM Auditorium	16:20 Hrs.	PRESENTATION OF PAPERS OF PAPERS	*Dra. Susana Carrillo Director of Latin America International Enrollment and Partnerships - United States.	16:20 Hrs.				
16:30 Hrs. 16:40 Hrs.		16:30 Hrs. 16:40 Hrs.		16:30 Hrs. 16:40 Hrs.			COFFEE BREAK	16:30 Hrs. 16:40 Hrs.	Classrooms Block 9F - FCSH VIRTUAL MODE	COFFEE BREAK - Stem Auditorium and FCSH block 9F	16:30 Hrs. 16:40 Hrs.			TRANSPORTATION FROM	FCSH TO HOTELS
16:50 Hrs. 17:00 Hrs.	16:50 Hrs. ROAD TO TRANSFORMATION: DIGITAL LIBRARY, IMPACT ON INFORMATION MANAGEMENT STEM Auditorium / Streaming SPEAKER: *Julio Alviz, CEO Booklick		16:50 Hrs. 17:00 Hrs.		PANEL EDUCATIONAL INNOVATION: VIRTUAL REALITY AND THE FUTURE OF HIGHER EDUCATION DIGITAL TRANSFORMATION IN THE FUTURE OF HIGHER EDUCATION		16:50 Hrs. 17:00 Hrs.			16:50 Hrs. 19:00 Hrs.		TRANSFER RV RIISES TO THE SHEDATON HOTEI		CUEDATON HOTEI	
17:10 Hrs.			17:10 Hrs.				17:10Hrs.			19:10 Hrs. 19:20 Hrs. 19:30 Hrs.		TRANSFER BY BUSES TO THE SHERATON HOTEL			
17:20 Hrs.		17:20 Hrs.	TRANSFER FROM STEM AUDITORIUM TO ESPOL LIBRARY	17:20 Hrs.	100% VIRTUAL ACTIVITY Meeting	STEM Auditorium / Streaming Transmission Meeting RLIE Network FCSH Auditorium SPEAKERS: *Fernando Valenzuela Migoya, Global Digital Education Thought Leader, Mexico		17:20Hrs.		WORKSHOP	19:40 Hrs. 19:50 Hrs.		CLOSING AND CLOSING DINNER 57th INTERNATIONAL CONGRESS #CLADEA2022		
17:30 Hrs.		17:30 Hrs.	THANGI EN FROM STEM AUDITURIUM TU ESPUL LIBRARY	17:30 Hrs.	RLIE Network FCSH Auditorium			17:30Hrs.	STEW Auditorium		20:00 Hrs. 21:00 Hrs.	O Hrs. Sheraton Hotel			
47.40		47-40		47.40	Dra. Carolina		ers in Information Technology Management, Project	47-40		SPEAKER: *Mariella Olivos CLADFA Executive Coordinator	22:30 Hrs.				