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9 - 12 December 2013

UVIC

3rd INTERNATIONAL WORKSHOP ON HIGHER EDUCATION

University of Vic

The internationalisation process in which universities, including the University of Vic (UVic), are immersed is a response to the increasingly globalised socio-economic, cultural and intellectual context. The mission of universities has not changed: they have always had an international focus. It is the context that has changed: the world seems to have become smaller and distances shorter. New technologies have compressed time and space. Knowledge in all fields now rapidly crosses borders to become available worldwide. It is in this context that UVic is creating the conditions to realise its full potential.

The UVic internationalisation effort is not limited to just a few specific areas of the University but is a shared project that cuts across all departments and centres. That is why we invite international experts in many disciplines to give plenary lectures and take part in our panels on internationalisation.

The first and the second workshop held in December 2011 and November 2012 turned UVic into an arena for discussion of international opportunities and challenges for UVic itself and for other business, education and health organisations.

This 3rd International Workshop, to be held 9-12 December 2013, will once again turn UVic into a site for discussion on leadership in higher education and other non-profit institutions. The International Workshop is a meeting point where UVic researchers, PhD students and external institutions can take part in discussions in various fields, together with specialists from all over the world.

The UVic International Workshop on Higher Education is sponsored by Obra Social "la Caixa".

Monday 9 December

12:00-14:00

Opening lecture – AULA MAGNA

Educational Leadership

Dr Paula Corderio. Dean of the School of Leadership and Education Sciences, University of San Diego, USA.

Tuesday 10 December

10:00-12:00

Workshop – ROOM F101

Competences/skills for the development of team work at international level

Dr Clemens van den Broek. Researcher at the Avans Centre of Entrepreneurship, The Netherlands.

16:00-17:30

Round Table – SEGIMON SERRALLONGA HALL

Leadership in higher education institutions

Professor Tiny van Boekel. Director of the Education Institute, Wageningen University, The Netherlands.

Dr Dae Ryun Chang. Director, Yonsei Business Research Institute. Executive Director of the Brand and Business Marketing Center, South Korea.

Chair: Daniel Nicholls. UVic lecturer in International Affairs and Leadership.

Wednesday 11 December

09:30-14:00

Research workshops

Doctoral Programme in Experimental Sciences and Technology (Technology)

ROOM B019

On information quality and industrial statistics

Dr Ron S. Kenett. Chairman and CEO of the KPA Group and KPA Ltd. Research Professor at the University of Turin, and Visiting Professor at the University of Ljubljana. International Associate Professor at the Center for Research in Risk Engineering, New York, USA.

Can we trust statistics?

UVic researcher: Dr Vladimir Zaiats

Artificial vision picking applications. Examples of use, results and ABB tools: software (PickMaster 3) and hardware (IRB 360)

Mr Xavier Pifarre. ABB

3D vision metrology solutions. Examples of use and the Sidio Airus inspection scanner

Mr Cristobal Vela. ABB

Signature recreation using a six-axis robot arm and offline image processing

PhD student: Gerard Masferrer

Doctoral Programme in Translation, Gender and Cultural Studies

SEGIMON SERRALLONGA HALL

Gender and audiovisual translation. A flash in the pan or the new socio-cultural turn?

Dr Marcella de Marco. Senior Lecturer in Translation at London Metropolitan University, United Kingdom.

Representation of gender in audiovisual nonprofit advertising

UVic researchers: Dr Francesca Bartrina, Dr Montserrat Corrius, Dr Eva Espasa

The use of dubbing for character representation in a transmedia storytelling context

PhD student: Miquel Pujol

Doctoral Programme in Health, Welfare and Quality of Life ROOM F102

Getting leadership in health research at international level

Dr Celia Iriart. Associate Professor at the Department of Family and Community Medicine and Senior Fellow at the RWJF Center for Health Policy, University of New Mexico, USA.

Reflections on nursing leadership

UVic researcher: Dr Mireia Subirana

Social action and international research from a gender perspective: the SURT Foundation experience

Ms Mar Camarasa. Fundació Surt

The International Universities Walking Project: a workplace intervention

PhD student: Judit Bort

Wednesday 11 December

18:00-21:00

Doctoral Programme in Interactive Digital Communication ROOM F102

Learning through play is not fun, it is challenging!

Dr Gonzalo Frasca. Game developer, researcher, entrepreneur and Chair of Videogame Studies, ORT University, Uruguay.

Game-based learning. Current trends and future prospects

UVic researcher: Dr Ruth Contreras

Gamification, motivation and creativity in education

Mr Flavio Escribano. Compartia.

MOOCs: a new strategy or a new learning paradigm?

PhD student: Juan Carlos Lazo

Teaching elementary music with Web 2.0 tools

PhD student: Feliu Camprubí

Thursday 12 December

09:30-14:00

Research workshops

Doctoral Programme in Experimental Sciences and Technology (Experimental Sciences)

ROOM TS116

EBI metagenomics resource-leveraging InterPro to understand metagenome function

Dr Alex Mitchell. Curation coordinator for the InterPro database. European Bioinformatics Institute in Cambridge, United Kingdom.

Genomic profiling: modelling disease risk from multiple genotypes

UVic researcher: Dr Malu Calle

Systems biology approaches to human health: from computers to clinics

Dr Patrick Aloy. ICREA Research Professor at the Institute for Research in Biomedicine, Barcelona. Co-founder and scientific advisor at Anaxomics Biotech, SL.

The importance of functional features (multi-functional traits) in the structure and function of fish communities in lentic systems in Europe.

PhD student: Ignasi Arranz

Doctoral Programme in Law, Economics and Business ROOM F101

Drivers of retailer international pricing strategy

Dr Manu Xavier Carricano. Researcher in the Marketing Department, Head of the Pricing Center, EADA Business School, Barcelona.

What can we learn about job growth during the economic miracle 1995-2005?

UVic researcher: Dr Rafa Madariaga

Marketing of organic food: between global and local

Ms Karen Hoberg. Natureco.

Productivity and internationalisation

PhD student: Albert Pol

18:00-21:00

Research workshops

Doctoral Programme in Educational Innovation and Intervention ROOM T114

Parent - teacher dialogue: an inclusive perspective

Dr Carol Vincent. Professor of Education, Institute of Education, University of London, United Kingdom.

Democracy, participation and inclusive education in primary and secondary schools

UVic researcher: Dr Núria Simó

Towards epistemic writing: representations, self-regulation and identity development in higher education

PhD student: Agurtzane Bikuña. Mondragon Unibertsitatea.

Closing lecture - SEGIMON SERRALLONGA HALL

(Thursday 12 December, 17:00-18:30)

Place brand equity is built through leadership

Dr Robert Govers. Independent place branding consultant and coeditor of the journal "Place Branding and Public Diplomacy", Antwerp, Belgium.

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