

3rd

NATION

INTERNATIONAL

WORKSHO

WORKSHOP

N HIGH

ON HIGHER

EDUCATI

EDUCATION

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.

INTERN

WO

ON

ED

**University of Vic**

Carrer de la Sagrada Família, 7

08500 Vic

Tel. 938 861 222

Fax 938 891 063

[www.uvic.cat](http://www.uvic.cat)



**UVIC**  
ESCOLA  
DE DOCTORAT

Sponsored by:



**Obra Social "la Caixa"**