

IV I.F.S.A.M. WORLD CONGRESS

"GLOBALIZATION: IMPACT ON MANAGEMENT, EDUCATION, RESEARCH AND PRACTICE"

SESSIONS SCHEDULE

MONDAY, JULY 13TH

19:30 - 20:30 "Siemens regarding the globalization of the economy: Its changing process"
Eduardo MONTES PÉREZ
Parainfo of the University of Alcalá

TUESDAY, JULY 14TH

9:45 - 10:30 "Spain regarding the globalization"
Cristóbal MONTORO
Assembly - room

Parallel Sessions

TIME	ROOM#1	ROOM#2	ROOM#3
11:00 - 12:30	Panel 1: Management and its impact.	Session 1: Culture	Session 2: Marketing
12:30 - 14:00	Panel 2: The Trade Chambers in the Globalization of Economy	Session 6: The New Social and Economic Order	Session 7: Finance
16:00 - 17:30	Panel 3: Euro in the Globalization of the Economy	Session 11: Information System	Session 12: Human Resource

TIME	ROOM#4	ROOM#5	ROOM#6
11:00 - 12:30	Session 3: Finance	Session 4: The New Social and Economic Order	Session 5: Innovation and Technology
12:30 - 14:00	Session 8: Human Resource	Session 9: Innovation and Technology	Session 10: Organization
16:00 - 17:30	Session 13: The New Social and Economic Order	Session 14: Organization	Session 15: Strategy

18:00 - 19:00 "The Transformation Process and its Competitiveness"
Alfredo SAÉNZ ABAD
Assembly - room

WEDNESDAY, JULY 15TH

Parallel Sessions

TIME	ROOM#1	ROOM#2	ROOM#3
9:30 - 11:00	Panel 4: Global Management Issues for the 21 st Century: Strategy, Human Resources and Entrepreneurship	Session 16: Organization	Session 17: Strategy

TIME	ROOM#4	ROOM#5	ROOM#6
9:30 - 11:00	Session 18: Culture	Session 19: Human Resource	Session 20: Marketing

11:30 - 12:30 "Globality and competitiveness: a challenge for Iberdrola in the XXI Century"
Javier HERRERO
Assembly - room

Parallel Sessions

TIME	ROOM#1	ROOM#2	ROOM#3
12:30 - 14:00	Panel 5: Deregulation and Privatization in a Global Economy	Session 21: Learning in Business Organization	Session 22: Finance
16:00 - 17:30	Panel 6: Culture, Leadership and Organizational Values and Practice: Global Leadershi and Organizational Behaviour Effectiveness Program (GLOBE)	Session 26: Culture	Session 27: Education and Training

TIME	ROOM#4	ROOM#5	ROOM#6
12:30 - 14:00	Session 23: Human Resource	Session 24: Strategy	Session 25: Culture
16:00 - 17:30	Session 28: Privatization/ Deregulation	Session 29: Human Resource	Session 30: Finance

18:00 - 19:00 "MAPFRE and its Internalization"
Carlos ÁLVAREZ
Assembly - room

THURSDAY, JULY 16TH

9:30 - 10:30 "The Globalization Process of FIAT"
Luigi MICHETTI
Assembly - room

Parallel Sessions

TIME	ROOM#1	ROOM#2	ROOM#3
11:00 - 12:30	Panel 7: Globalization and Enterprise	Session 31: International	Session 32: Production

TIME	ROOM#4	ROOM#5	ROOM#6
11:00 - 12:30	Session 33: Innovation and Technology	Session 34: Education and Training	Session 35: Privatization/ Deregulation

TIME	ASSEMBLY - ROOM
11:00 - 12:30	Session 36: Learning in Business Organization

12:30 - 13:15 "Minolta's strategy for the 21st Century: The Era of Globalization"
Akio MIYABAYASHI
Assembly - room

Stands

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Globalization: Impact on Management,
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July 13th - 16th, 1.998

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