

Cultural Studies in Business. A new Perspective for Universities in Europe

UBI University, Covilhã, Portugal, 11 December 2020

Name	Affiliation	Subject/Title	Time
Open and welcome by Professor Miguel Moreira Pinto			
(PH.D.) LUÍS MOREIRA PINTO	UBI UNIVERSITY, CITAD RESEARCH CENTER AND CIAUD RESEARCH CENTER, PORTUGAL	CULTURAL THINKING AND COMMUNICATION	10:00h/10:15h
(PH.D.) JOÃO CORREIA GOMES	REAL ESTATE BUSINESS ADVISER AND REAL ESTATE MANAGEMENT COURSE COORDINATOR FROM ESAI, PORTUGAL	NEW OPPORTUNITIES TO AEC INDUSTRIES. IMPROVING REAL ESTATE BUSINESS PROJECT	10:15h/10:30h
(PH.D.) MARIA CRISTINA MARCHETTI	LA SAPIENZA UNIVERSITY OF ROME, ITALY	CULTURAL STUDIES. A NEW PERSPECTIVE FOR EUROPEAN UNIVERSITIES.	10:30h/10:45h
DR. LUCA BARALDI	HEAD OF CORPORATE IDENTITY AND PUBLIC RESEARCH AT AMMAGAMMA (ARTIFICIAL INTELLIGENCE SOLUTIONS), ITALY	HUMANITIES AND BUSINESS: THE STRATEGIC ROLE OF SENSEMAKING	10:45h/11:00h
DR. PEDRO FARROMBA	FORMER VICE MAYOR OF COVILHÃ	CULTURE MANAGEMENT AS A WAY TO IMPROVE THE URBAN LAYOUT	11:00h/11:15h
DR. LUÍS SANTOS	PROJECT MANAGER AND BUSINESS, SOBRAL MONTE AGRAÇO CITY HALL, PORTUGAL	THE IMPORTANCE OF MANAGEMENT IN ARCHITECTURE BUSINESS	11:15h/11:30
DR. ALEX DE LIMA	CULTURAL ADVISER AND FOREIGN PRESS CORRESPONDENT	CULTURE MANAGEMENT/ EDUCATION AND MIGRATION	11:30h/11:45h
(PH.D.) MELIK ZYA YAKUT	DEPARTMENT OF MECHATRONICS ENGINEERING ISPARTA UNIVERSITY OF APPLIED SCIENCES, TURKEY	THE FUTURE BUSINESS LIFE WITH THE NEW INDUSTRIAL REVOLUTION	11:45h/12:00h

Cultural Studies in Business. A new Perspective for Universities in Europe

UBI University, Covilhã, Portugal, 11 December 2020

(PH.D. STUDENT) EMILIAN GWIAŹDZIŃSKI	MARKETING DEPARTMENT, FACULTY OF MANAGEMENT UNIVERSITY OF LODZ. POLAND	INTERNET OF THINGS IN CASE OF TECHNOLOGY ACCEPTANCE MODEL BY YOUNG CONSUMERS	12:00h/12:15h
(PH.D. STUDENT) EMILIAN GWIAŹDZIŃSKI	MARKETING DEPARTMENT, FACULTY OF MANAGEMENT UNIVERSITY OF LODZ. POLAND	THE IMPACT OF COVID 19 ON DIGITAL MATURITY OF ORGANIZATIONS	12:15h/12:30h
LUNCH 12:30h/13:45h			
(PH.D.) ANA FIDALGO	UBI UNIVERSITY, PORTUGAL	PROPOSALS TO IMPROVE BUSINESS IN A STREET. STUDENTS WORK	13:45h/14:00h
(MASTER STUDENT) PAULO LUÍS	UBI UNIVERSITY, PORTUGAL	FEAR AS AN ATTRACTIVE EMOTION FOR CULTURAL BUSINESS	14:00h/14:15h
(MASTER STUDENT) TOMÁS VENTURA	UBI UNIVERSITY, PORTUGAL	COLOR AS A DYNAMIZER OF SPACE: BETWEEN THE ALLEYS OF THE WHISPER	14:15h/14:30h
(MASTER STUDENT) TIAGO SANTOS	UBI UNIVERSITY, PORTUGAL	X-STREET: STREET DYNAMIZATION FOR AN ENGAGEMENT IN CULTURAL BUSINESS	14:30h/14:45h
(MASTER STUDENT) GUILHERME TERRA	UBI UNIVERSITY, PORTUGAL	KALEIDOSCOPE: STIMULATING TOURISM AFTER THE COVID-19 PANDEMIC	14:45h/15:00h
(PH.D.) CLÁUDIA BEATO	URBAN MANAGEMENT- UBI, PORTUGAL, CITAD AND CIAUD RESEARCH CENTERS, PORTUGAL	MANAGEMENT AS A ROLE INSIDE OF URBANISM tAND ARCHITECTURE	15:00h/15:15h
(PH.D.) ARTUR MODLINSKI	FACULTY OF MANAGEMENT, UNIVERSITY OF LODZ, POLAND	ARTIFICIAL INTELLIGENCE IN ARTS MANAGEMENT. PERSPECTIVES AND SCENARIOS.	15:15h/15:30h

Cultural Studies in Business. A new Perspective for Universities in Europe

UBI University, Covilhã, Portugal, 11 December 2020

(PH.D.) IVANA BILIC	UNIVERSITY OF SPLIT, FACULTY OF ECONOMICS, BUSINESS AND TOURISM, CROATIA	PRESENT AND FUTURE OF RENTAL BUSINESS	15:30h/15:45h
(PH.D. STUDENT) FILOMENA MARTINS	MANAGER FROM LISBON MOOD FASHION & ART ADVISER, PORTUGAL	FASHION, ART AND CULTURE MANAGEMENT	15:45h/16:00h
(PH.D.) RITA OCHOA	UBI UNIVERSITY AND CIAUD-UL RESEARCH CENTER, PORTUGAL	ART, CITY AND CULTURAL VALUE	16:00h/16:15h
(PH.D.) ANTÓNIO POLAINAS	ARCHITECT MANAGER FROM RTP – PORTUGUESE TV CITAD RESEARCH CENTER OF LUSÍADA UNIVERSITY OF LISBON, PORTUGAL	SCENOGRAPHY AND AUDIOVISUAL MANAGEMENT	16:15h/16:30h
ENG. RUI MENDES	CIMBRE – INTERMUNICIPALITY ASSOCIATION	INTERMUNICIPALITY AND URBAN MANAGEMENT	16:30h/16:45h
Conclusions by Professor Miguel Moreira Pinto			