

FACULTY & STAFF

INTERNATIONAL WEEK

EUROPEAN DIGITALIZATION DECADE
2020-2030

5-9 APRIL 2021

 **ESIC**
BUSINESS & MARKETING SCHOOL

Transforming people

01 THE EUROPEAN DIGITALIZATION DECADE

“REPAIRING THE WORLD OF TODAY BY SHAPING THE WORLD OF TOMORROW.”

The advent of COVID-19 challenged us at the socio-economic level and pushed us to look at technology and ecology in a new light. No part of life is untouched by digitalization, which will continue to shape and revolutionize the future.

To make our institutions more resilient in the face of unexpected events, we need to rethink our approach in anticipation of future shocks. Our world is struggling to spruce up the economic activity, and some sectors like core-manufacturing, retail, travel & tourism and logistics are reeling. One thing that we already know is that this crisis is triggering a broad push for more digitization.



02 INNOVATION & SUSTAINABLE DEVELOPMENT GOALS IN THE DIGITAL ERA

However, what's in question is how can it be used to create a better future while addressing pressing sustainable development goals (SDGs). This has changed our lives irreversibly and has forced us to explore innovative ways and methods to progress. Remote working, heightened security and contactless services have become the new reality.

The uncertainties surrounding the evolution post-COVID-19 and its impact on the economy is gripping. As a human race, we have never been so technologically connected. It has given birth to the era of hyper digitization and the rise of digital assets.

We would like to call for more effective collaboration and coordination around digitalization within the academic institutions on accelerating digitalization and innovation affects efforts to achieve the SDGs.

03 UNDERGRADUATE INTERNATIONAL WEEK

	MON, 5 APRIL	TUES, 6 APRIL	WED, 7 APRIL	THURS, 8 APRIL	FRI, 9 APRIL
MORNING 10:00 - 14:00	ARRIVAL	NETWORKING, RESEARCH & COLLABORATION	SESSION 2: BIB presentation	FAIR	CULTURAL & SOCIAL ACTIVITIES
	REGISTRATION	SESSION 1: ROUND TABLE Digital Marketing & Sustainability	SESSION 3: External Researchers present their papers		
14:00 - 16:00	WELCOME LUNCH	LUNCH BREAK			<ul style="list-style-type: none"> · Visit museums · Real Madrid Stadium · Farewell dinner
AFTERNOON 16:00 - 19:00	REGISTRATION	TEACHING (Lectures or Workshops)	TEACHING (Lectures or Workshops)	FAIR	
EVENING 19:00 - 20:00					

GOALS



DEVELOP MULTICULTURAL EXPERIENCES FOR OUR STUDENTS AND FACULTY.



EXPLORE NEW RESEARCH COLLABORATIONS



FACULTY EXCHANGE PROGRAM



NETWORKING OF RESEARCHERS & PARTNERS



METHODOLOGIES AND KNOWLEDGE EXCHANGE



PROMOTE INTERNATIONALIZATION FRAMEWORK

04 LECTURES AND WORKSHOPS

Participating professors are requested to teach at least 4/5 hours, according to the approved themes and proposed schedules.

APPLICATION DEADLINE: **FEBRUARY 26TH, 2021.**

[APPLY ONLINE](#)



05 INTERNATIONAL FACULTY PROGRAM

For your future interest, the Faculty Exchange Program would provide participating International faculty with the opportunity to teach or conduct research for one semester or an academic year at the other partner university. Additionally, this would open another channel to exchange ideas and observe a variety of teaching styles. We will develop a vibrant and diverse faculty through which students will benefit immensely by learning concepts and ideas presented in an entirely new and different manner. We firmly believe that this program will create a greater bond with the partner institution and be a powerful recruitment and retention tool.

06 INTERNATIONAL FAIR

Attendees that select the International Staff Program will be invited to events/meetings.

Partner institutions may present their collaborative activities to students. Fair Stands will be provided, so kindly send us promotional material.



07 FUNDING

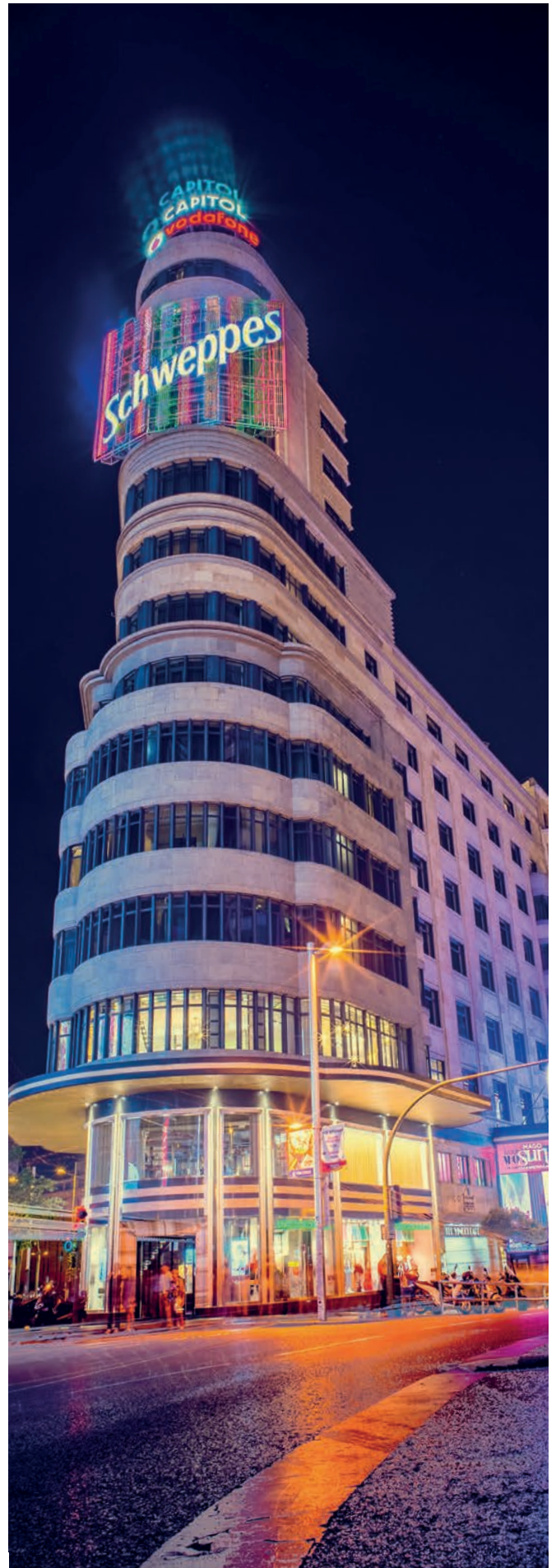
Participants are responsible for covering their own accommodation, meals (some are included) and other miscellaneous expenses.

08 ACCOMMODATION

ESIC will be pleased to assist and provide information regarding nearby accommodation options available at preferential rates to the participants.

! DISCLAIMER

Please note that if the current pandemic situation prevents the event from being held in person, then it will be held online, ensuring the same quality in the program content. Regardless of the mode of delivery, attendees will receive the same certification as if the event were face-to-face.





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