

First International Conference

Teaching Innovations in Economics – ASEPULT



Conference program

Tuesday, June 18th 2024

9.00-14.00 Registration – ground floor La Galia building

9.30-10.00 Welcome – 1st floor La Galia building Salón de Grados

10.30-11.30 Opening session – 1st floor La Galia building Salón de Grados

Guest Speaker: M^a Luz Congosto



Good practices in graphics

The rules of graphic communication are not black and white; there is a gray scale full of nuances. However, there is a general consensus of what are good practices that provide a reasonable framework for developing graphic creativity efficiently.

M^a Luz Congosto, University Carlos III (Spain), has a PhD in Telematics from the Carlos III University and a Bachelor's degree in Computer Science from the UPM. She is currently an Honorary Professor in the Telematics Engineering Department of the Carlos III University. Since 2008, she has been a social data researcher, preferably on Twitter. It uses network analysis and visualization to discover behavioral patterns, message propagation, and user characterization. From 1998 to 2008, she worked at Telefónica R&D on large innovation projects in the Telecommunications environment for the Telefónica operator. From 1980 to 1984 she belonged to the FUJITSU team that developed the basic software for TESIS-A.

11:30-12.00 Coffee break

12.00-14.00 Parallel sessions – Session I-A in Aula 2.5A and I-B in Aula 2.5B

14.00-16.00 Lunch time

16.00-18.00 Parallel sessions – Session II-A in Aula 2.5A and II-B in Aula 2.5B

18.00-18.30 Coffee break

18.30-20.00 Parallel sessions – Session III-A in Aula 2.5A and III-B in Aula 2.5B

20.00 Closing Session