

Learning from the COVID-19 pandemic. What future lies ahead for countries, citizens and businesses in Europe?

27th Conference - Porto, Portugal

WEDNESDAY, OCTOBER 20, 2021

Participants' Arrival.

THURSDAY, OCTOBER 21, 2021

Bus transfer from the hotels to the conference venue:

07:30 MOOV

08:00 Star Inn

08:20 Bessa Hotel Boavista

8:30 **WELCOME BY GHISLAINE PELLAT AND TAWFIQ RKIBI**

(on behalf of the organizers)

9:15 **OPENING SESSION** (IPAM lecture hall)

Rector of Universidade Europeia de Lisboa

Director of IPAM Porto

Chairman of the organizing committee

Chairman of ERECO

10:00 Coffee break

10:15 **PLENARY SESSION**

(4 papers chosen by the Scientific Council)

10:15 **Bruno Mocinha & Tawfiq Rkibi**

Amphi. *The Pharmaceutical Industry and Personalized Medicine in Portugal, a Prospective Study*

10:45 **Elisabetta Calvo, Dante Alpi, Pamela Terenziani**

Amphi. *Télémédecine: aide numérique pour un modèle de santé innovant*

11:15 **Geneviève Duché**

Amphi. *La pandémie mondiale et le monde d'après : apprentissages et révélations peuvent-ils aider à construire un autre monde ? Un défi pour l'Europe.*

11:45 **Catherine Peyroux**

Amphi. *L'accompagnement entrepreneurial des étudiants dans un contexte de crise sanitaire : une expérience innovante.*

13:00 Lunch (IPAM)

14:30 S.01 – ENTERPRISES ET ORGANISATION

14:30 **Jorge Caldeira, Tawfiq Rkibi**

S13

Has Covid-19 paralyzed public sector planning? Evidence regarding organization of the Ministry of Economy

15:00 **Simon Chupin**

S13

Le territoire du thermalisme à l'épreuve de la crise de la COVID-19

15:30 **Carlos Fialho, Tawfiq Rkibi**

S13

La Stratégie des affaires vue sous l'angle de la théorie de la complexité: Le cas d'une entreprise de télécommunications

16:00 **Ana Gandrita, Bernardo Bastos,**

S13

Daniel Gandrita, Diana Costa

Digitalization through pandemic crisis: effects on technology, processes & human capital

14:30 S.02 – CITOYENS ET TERRITOIRES

14:30 **Ewa Bogalska Martin**

S15

Désobéissance civique en Europe au temps du Covid19

15:00 **Muriel Cheval, John Francis Kenwright**

S15

Les jeux connectés, nouveaux sésames de l'apprentissage

15:30 **Francis Clave**

S15

Study of the incentives and disincentives for the discovery of vaccines against covid in France with the IAD framework

16:00 **Anna Vallušová, Ivana Kuráková,**

S15

Žaneta Lacová

Digital exclusion – what have we learned from COVID-19 crisis?

16:30 Coffee break

16:45 S.01 – ENTERPRISES ET ORGANISATION (cont.)

16:45 **Ivana Kuráková, Jana Marasova,**

S13

Maria Horehajova

Mode de fonctionnement des entreprises sous l'influence de la pandémie

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17:15 Chandra Martins
S13 *Mergers and acquisitions in times of crisis.
An overview*

17:45 Bus transfer to the hotels
Bus transfer to the restaurant:

19:40 MOOV
20:10 Star Inn
20:30 Bessa Hotel Boavista

20:45 Dinner

FRIDAY, OCTOBER 22, 2021

Bus transfer from the hotels to the
conference venue

08:00 MOOV
08:30 Star Inn
08:50 Bessa Hotel Boavista

09:00 S.01 – ENTERPRISES ET ORGANISATION

09:00 Rui Murta, Fernando Gonçalves
S13 *Open Banking in Retail Banking Companies:
evolution or revolution? Case Study NB Network+*

**09:30 Francis Pithon, Ghislaine Pellat,
Juliana Hadjitchoneva**
S13 *Les salons professionnels de demain dans le
domaine de la santé et de l'environnement :
l'impact du Covid-19*

**10:00 Dagna Siuda, Magdalena Grębosz-Krawczyk,
Jacek Otto**
S13 *Advertising in the era of COVID-19*

09:00 S.02 – CITOYENS ET TERRITOIRES

09:00 Christina Montesi
S15 *How a virus has changed teaching
and learning*

09:30 Simona Biriescu, Corina, Seiman, Liana Stefan
Via Zoom *L'esprit numérique et l'éducation dans la nouvelle
ère post-pandémie*

10:00 Renata Varga
S15 *Covid-19 et confinement : le jeu comme ressource
pédagogique innovante*

10:30 Coffee break

10:45 S.01 – ENTERPRISES ET ORGANISATION (cont.)

10:45 Marian Suplata, Žaneta Lacová
S13 *A seventy-year peace in europe attacked by an
invisible enemy: the eu27 responds to first two waves
of covid-19 pandemic*

11:15 Juliana Hadjitchoneva, Roger Nanfosso
S13 *La théorie économique face à la Covid-19 (1): de
Adam Smith à John Maynard Keynes*

11:45 Aleksandra Grzesiuk, Ewa Frąckiewicz
Via Zoom *The COVID pandemic as an accelerator of innovation
in retailing. Examples from the Polish market.*

10:45 S.02 – CITOYENS ET TERRITOIRES

**10:45 Anghelache Constantin ,Armeanu Ștefan
Daniel ,Iacob Ștefan Virgil**
Via Zoom *The effects of the pandemic and economic and
financial crisis on the economic evolution*

**11:30 Anghelache Constantin , Gabriela Mădălina Anghel,
Iacob Ștefan Virgil, Popescu Ana Maria**
Via Zoom *Will the pandemic crisis lead to a global reset?*

13:00 Lunch (IPAM)

14:30 PLENARY SESSION
Conclusions by the committee chairmen
(IPAM lecture hall)

15:45 Close

16:00 Coffee Break

16:15 ERECO GENERAL ASSEMBLY
(IPAM lecture hall)

18:15 Bus transfer to the hotels

Bus transfer to the restaurant:

19:40 MOOV
20:10 Star Inn
20:30 Bessa Hotel Boavista

20:40 Closing dinner

SATURDAY, OCTOBER 23, 2021

Bus transfer to WoW – World of Wine:

08:00 MOOV
08:30 Star Inn
08:50 Bessa Hotel Boavista

09:10 Cultural program WoW – World of Wine
12:30 Bus transfer to the hotel