

**TRABAJOS FIN DE MÁSTER UNIVERSITARIO EN ESTRATEGIA Y MARKETING DE LA EMPRESA PRESENTADOS.
CONVOCATORIA EXTRAORDINARIA (Octubre) 2020-21**

GRUPO 41 - INGLÉS

TRIBUNAL 29 DE OCTUBRE: AULA 1.3 DEL EDIFICIO DE MADRE DE DIOS

- Fátima Guadamillas Gómez - Pablo Ruiz Palomino
- Pedro Jiménez Estévez
- María Belén Ruiz Sánchez
- Santiago Gutiérrez Broncano

HORA	ALUMNO	TUTOR	TÍTULO DEL TRABAJO	TRIBUNAL
09:00 h.	SECELELA FANUEL BALISIDYA • DEFENSA ONLINE	MARÍA DEL MAR GÓMEZ RICO	EFFECTIVENESS OF SOCIAL MEDIA AND WEBSITE AS MARKETING COMMUNICATION TOOLS IN TOUR OPERATOR COMPANIES: A COMPARISON BETWEEN SPAIN AND TANZANIA	Fátima Guadamillas Gómez Pedro Jiménez Estévez Santiago Gutiérrez Broncano
09:30 h.	MARIA SANDRA COELHO • DEFENSA ONLINE	MARÍA DEL MAR GÓMEZ RICO	THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR DURING THEIR PURCHASES DECISION MAKING PROCESS: LEISURE HOTEL IN SPAIN	Fátima Guadamillas Gómez Pedro Jiménez Estévez Santiago Gutiérrez Broncano
10:00 h	ARUZHAN KAIYRBEKOVA • DEFENSA ONLINE	FÁTIMA GUADAMILLAS	ASSESSING STRATEGIC RESOURCES AND CAPABILITIES FOR INTER-ORGANIZATIONAL KNOWLEDGE TRANSFER: A CASE STUDY	Pedro Jiménez Estévez Santiago Gutiérrez Broncano María Belén Ruiz Sanchez
10:30 h	VIKTORIA PUPAZINA • DEFENSA ONLINE	JUAN JOSÉ BLÁZQUEZ RESINO	EXPLORING THE EFFECTIVENESS OF SELECTED NEUROMARKETING TOOLS TO IMPROVE MARKETING EFFECTIVENESS	Fátima Guadamillas Gómez Santiago Gutiérrez Broncano María Belén Ruiz Sánchez
11:00 h	RANAM USSENOVA • DEFENSA ONLINE	MARÍA CORDENTE RODRÍGUEZ	LINKING TECHNOLOGY WITH THE TOURISTIC RESOURCES OF CITY DESTINATIONS. HOW TOURISTIC RESOURCES AND TECHNOLOGY AFFECT ON CITIES DEVELOPMENT AS A "SMART CITY"?	Fátima Guadamillas Gómez Pedro Jiménez Estévez María Belén Ruiz Sánchez
11:30 h	CRISTINA GONZÁLEZ AQUINO • DEFENSA ONLINE	JOHN OPUTE SANTIAGO GUTIÉRREZ BRONCANO	MANAGING EMPLOYEE EXPECTATIONS IN UNCERTAIN TIMES: THE ROLE OF THE HR PROFESSIONALS	Fátima Guadamillas Gómez Pedro Jiménez Estévez María Belén Ruiz Sanchez
12:00 h	SEZEN NUR ŞAHİN • DEFENSA ONLINE	MARÍA BELÉN RUIZ SÁNCHEZ	THE ROLE OF GENERATION DIFFERENCE IN PERCEIVING WORK LIFE BALANCE	Fátima Guadamillas Gómez Pedro Jiménez Estévez Pablo Ruiz Palomino

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12:30 h	ADELINA MISHKOY • DEFENSA ONLINE	MARÍA DEL PILAR MARTÍNEZ RUIZ	ASSESSING FOOD VALUES IN KAZAKHSTAN	Fátima Guadamillas Gómez Pedro Jiménez Estévez Pablo Ruiz Palomino
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