



Pontificia
Università
della
**SANTA
CROCE**

Research Project

Expert Meeting

University and Catholic Identity Research Group

26th and 27th of
SEPTEMBER

PURPOSE

COMMUNICATION

RESEARCH

GOVERNANCE

PURPOSE, GOVERNANCE, PEOPLE AND COMMUNICATION

Purpose and governance

Corporate purpose and personal purpose

Purpose and Reputation

PURPOSE, RESEARCH, TEACHING AND THIRD MISSION

Purpose and research

Purpose and intellectual guide of students

Purpose, identity and third mission

SEPTEMBER 26th, THURSDAY

9.00 Welcoming

9.10 Alfonso Sánchez Tabernero, *Former President of the Universidad de Navarra and professor of Media Business, Spain*

9.30 Cristina Errázuriz, *Vice-President of Communications, Universidad de Los Andes, Chile*

9.50 Fernanda Llergo, *Rector of Universidad Panamericana, México*

10.50 Break

11.10 María José Murcia, *Professor at IAE Business School, Universidad Austral, Argentina*

11.30 Carlos Rey, *Associate Professor of Economics and Business Organization, Universitat Internacional de Catalunya, Spain*

11.50 Jose María La Porte, *Professor of Institutional Communication, Pontificia Università della Santa Croce, Italy*

13.00 Lunch

15.00 Martí Parellada, *Professor Emeritus in the Universitat de Barcelona and advisor of the CYD Foundation, Spain*

15.20 Santiago Fernández-Gubieda, *Director of the Center for University Governance and Reputation, Universidad de Navarra, Spain*

15.40 Leonardo Franchi, *Professor of Catholic Education, University of Notre Dame, Australia*

16.40 Break

17.00 **Conclusions and Briefing for the next day**

SEPTEMBER 27th, FRIDAY

9.10 Andrea Maccarini, *Professor of Sociology of Cultural and Communicative Processes, chair of the Master's Degree Program in Innovation and Social Service, Università di Padova, Italy*

9.30 Lorenzo Cantoni, *Professor at Faculty of Communication, Culture and Society and Director of the Institute of Digital Technologies for Communication, Università della Svizzera italiana, Switzerland*

9.50 Marya Svetlana Camacho, *Vice President for Faculty Affairs, College of Arts and Sciences, University of Asia and the Pacific, Philippines*

10.50 Break

11.20 Karen Bohlin, *Research Affiliate to the Human Flourishing Program at Harvard's Institute for Quantitative Social Science, USA*

11.40 James Arthur, *Professor Emeritus in the University of Birmingham and Faculty Affiliate at Harvard University, USA*

12.00 Timothy O'Malley, *Director of Education at McGrath Institute for Church Life and Academic Director, Notre Dame Center for Liturgy, Notre Dame University, USA*

13.00 Lunch

15.00 Giovanni Marseguerra, *Vice-President for Coordination of the University's Educational Program, Università Cattolica Sacro Cuore, Milan, Italy*

15.20 Professor Julian Skyrme, *Director of Social Responsibility, University of Manchester, UK*

15.40 Magdalena Gaete, *Senior Researcher Fellow of the Laboratory for Reputation Management in Education, HSE Campus in St. Petersburg, Russia*

16.40 Break

17.00 **Conclusions**

*Vai alla pagina
dell'evento*



INFORMAZIONI:

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LOCATION:

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