



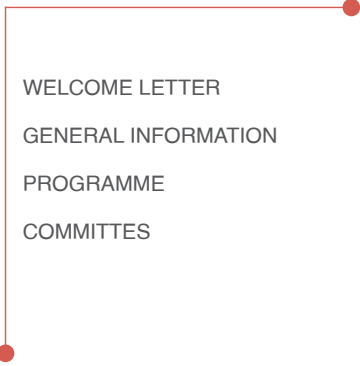
# III CEU International Congress of Educational and Teaching Innovation

18 · 20 January 2023

**PROGRAMME**



## INDEX

- 
- 3 WELCOME LETTER
  - 4 GENERAL INFORMATION
  - 5 PROGRAMME
  - 11 COMMITTES

## WELCOME LETTER

---

Dear colleagues,

It is an honour to welcome you to the III CEU International Congress of Educational and Teaching Innovation. This edition recovers the fully face-to-face format that had been lost, for obvious reasons, in the two previous editions. We hope that the greater proximity and capacity for direct interaction will further reinforce the usefulness of this event, contributing to improve the learning and enrichment of all participants.

The congress of this year will allow us to share a set of experiences widely developed and contrasted by the different teaching teams of our group, because we are proud to say that all the educational levels of the CEU group are participating, representing in a transversal way all the centres and entities.

During the congress, you will have the opportunity to partake in conference sessions led by experts in each of the fields, as well as in panel thematic areas where those communications selected by the different scientific subcommittees will be presented and debated. You will also have the opportunity to meet other education professionals and share innovative ideas and strategies.

We encourage you to check the conference programme so as not to miss the sessions that interest you most. We also recommend that you arrive some time in advance on the first day in order to register and get your welcome kit.

In addition, we remind you that the congress gala dinner is an optional but highly recommended event. If you are interested in attending, please be sure to sign up during the registration process.

We hope that at this congress you will find inspiration and support to continue improving as a teacher and contributing to the academic and professional success of our students.

Best regards,  
**The Organizing Committee**



## GENERAL INFORMATION

---

### VENUE

**18, 19 and 20 JANUARY 2023**

Universidad CEU San Pablo Madrid

Facultad de Ciencias Económicas y Empresariales - Aula Magna

Calle de Julián Romea, 23, 28003 Madrid

### CONGRESS WEBSITE

<https://congreso-innovacion-educativa-docente.com/ceu2023>

### CERTIFICATES

Certificates of attendance, presentation, moderation and communications will be uploaded during the week after the event in your personal area on the congress website.

### RESTORATION

During coffee breaks and lunch break they will be served in the hall area near to Aula Magna, according to the Programme schedule.

It will be mandatory to bring the budge of the conference.

### GALA DINNER

Thursday 19 January 2023 – 21:00 hrs.

Hotel Princesa Plaza:

Calle de la Princesa, 40, 28008 Madrid

Registration will be Mandatory.

### TECHNICAL SECRETARIAT

Viajes El Corte Inglés S.A. • Congresos Científico-Médicos

[ceucied@viajeseci.es](mailto:ceucied@viajeseci.es)



## PROGRAMME

### WEDNESDAY, 18 JANUARY 2023

**10:00** OPENING CEREMONY

**Mr. Javier Tello**

*General Director of the San Pablo CEU University Foundation*

**Ms. Rosa Visiedo**

*Rector of the San Pablo - CEU University*

**10:30 - 11:30**

OPENING CONFERENCE: "The impact of executive functions in educational innovation"

**Carmen Pellicer**

*President Fundación Trilema*

**11:30 - 12:00**

**Coffee Break**

**12:00 - 13:30**

PLENARY MEETING

• **7. Where Art Meets Science: Evidence from the 1°ESCienciART Competition held at CEU-San Pablo Montepríncipe School.**

**María Larriva Hormigos<sup>1</sup>, María Paz Lorenzo García<sup>1</sup>, Cristina López Mejías<sup>2</sup>, Esther Campo Barrios<sup>2</sup>, Mario Fernández Pascual<sup>2</sup>, José Ángel Martínez González<sup>1</sup>**

**1. Universidad San Pablo - CEU, Madrid, Spain**

**2. Colegio CEU San Pablo Montepríncipe, Madrid, Spain**

• **27. DOGtorHouse: Learning through online collaborative Platforms and the use of blogs.**

**Empar García-Roselló<sup>1</sup>, María del Mar López-Murcia<sup>2</sup>, Milagros Benito-Hernández<sup>2</sup>, Aloma Mayordomo-Febrer<sup>2</sup>, Juan José Ramos-Plá<sup>2</sup>, Diana UribeIarrea-Sierra<sup>3</sup>, Juan Manuel Corpa-Arenas<sup>4</sup>, Mireia García-Roselló<sup>2</sup>**

**1 Digital Ambassador, Veterinary Faculty, Universidad Cardenal Herrera - CEU, Valencia, Spain**

**2 Veterinary Faculty, Universidad Cardenal Herrera - CEU, Valencia, Spain**

**3 CEU Alumni, Universidad Cardenal Herrera - CEU, Valencia, Spain**

**4 Vice-Rector for Digital Transformation, Universidad Cardenal Herrera - CEU, Valencia, Spain**

• **48. Using final Thesis Project (TFG) as an opportunity for "Learning by Service".**

**Ángela García González, Violeta Fajardo Martín**

*Universidad San Pablo - CEU, Madrid, Spain*

• **57. Against Bullying: Promotion of people with intellectual disabilities through the development of a socially inclusive short film.**

**Cristina Noriega, Javier Figuro, Cristina Velasco**

*Universidad San Pablo - CEU, Madrid, Spain*

**13:30 - 15:00**

**Lunch**

15:00 - 16:00

Round Table DIGITALIZATION

**Chairman: Eduardo Baura**

*Education and History Teacher, Universidad San Pablo - CEU*

- **Juan Fernández**  
*Teacher of ESO and Bachillerato and researcher on the science of learning*
- **Cesare Wright**  
*Director of Digital Projects. University of St. Thomas Houston*
- **Juan Freire**  
*Vice Rector for Innovation and Transformation. TecMilenio Monterrey University*

16:00 - 17:30

Panel Thematic Area 1: INSTRUMENTS

**Chairman: Miguel Ángel Barbero**

*Professor at Universitat Abat Oliva CEU, Barcelona, Spain*

- **4. Gameproject like innovation project of ISEP CEU CV with gamification in classroom, for acquisition of specific and soft skills for students.**  
**María Amparo Herrera Aguilar**  
*Universidad Cardenal Herrera - CEU, Valencia, Spain*
- **19. Learning and acquisition of skills in pharmaceutical technology through the role playing methodology.**  
**Consuelo Montejo Rubio, Carmen Trives Lombardero, Nuria Salazar Sánchez, Daniel Arranz Paraíso, Luis Alberto del Río Álvarez**  
*Department of Health and Pharmaceutical Sciences, School of Pharmacy, Universidad San Pablo - CEU, Madrid, Spain*
- **21. “Eye Gallery”: constructing an ophthalmic image gallery through collaborative learning.**  
**María López-Murcia, Aloma Mayordomo-Febrer**  
*Medicine and Surgery Department, Veterinary Faculty. Universidad Cardenal Herrera - CEU, Valencia, Spain*
- **37. Teaching innovation project: website development based learning.**  
**José Luis Del Olmo, Iván Roa, Eva Perea, Marta Gil, Carmen Ruiz**  
*Universitat Abat Oliba CEU, Barcelona, Spain*
- **102. Creativity boot camp: a training program to increase the quality and quantity of students’ ideas.**  
**Inés Ortiz Estefanell, Marina Sanz Martín, Marta Medina Núñez**  
*Universidad San Pablo - CEU, Madrid, Spain*
- **107. The implementation of Digital Technology for the Registration of External Practices improves Student Control and facilitates the Tutoring Process.**  
**Luis Pardillos<sup>1</sup>, David Bravo<sup>2</sup>, Alberto Montarelo<sup>2</sup>, Carmen Martín<sup>2</sup>**  
*1 Universidad San Pablo - CEU, Madrid, Spain*  
*2 TASSICA, Segovia, Spain*
- **117. Interactive events and gamification as a collaborative teaching-learning activity for active learning: communitools day.**  
**María José Navío Navarro**  
*Universidad San Pablo - CEU, Madrid, Spain*



THURSDAY, 19 JANUARY 2023

10:00 - 11:00

CONFERENCE: "The Integrated University"

**Óscar Loureda**

*Professor at the University of Heidelberg and Member of the German Accreditation Council*

11:00 - 12:00

Round Table INTERNATIONALIZATION

**Chairman: Alessandro Mini**

*Vice Rector of Internationalization and Research of Universitat Abat Oliba CEU, Barcelona, Spain*

- **Óscar Loureda**

*Professor at the University of Heidelberg and Member of the German Accreditation Council*

- **Daniel Jiménez**

*Vice Rector of Internationalization, Universidad Internacional de las Américas de Costa Rica*

- **Alfredo Garmendia**

*Responsible of Internationalization of Centro San Viator de Vizcaya.*

12:00 - 12:30

**Coffee Break**

12:30 - 14:00

Panel Thematic Area 2: INTERNATIONALIZATION

**Chairman: Elisa Maiques Fernández**

*Lecturer at Universidad Cardenal Herrera - CEU*

- **31. Collaborative International Practise between Pharmacy and Medical Cardiology students. Joint Resolution of clinical cases from diagnosis to Pharmacotherapeutic follow-up.**

**Marta Gil Ortega<sup>1</sup>, Victoria Cano<sup>1</sup>, Bárbara Rodríguez<sup>2</sup>, Beatriz Merino<sup>1</sup>**

*1 Universidad San Pablo - CEU, Madrid, Spain*

*2 UDEM, Monterrey, Mexico*

- **36. Professionals mentoring students to discover their career opportunities worldwide in Pharmacy, Biotechnology and Nutrition & Diabetics through a virtual exchange program.**

**Carmen Pérez-García, Paola Otero, Carolina Hurtado-Marcos, Rocío de la**

**Iglesia, M<sup>a</sup> Fernanda Rey-Stolle, M<sup>a</sup> del Pilar Ramos, Elena Alonso,**

**M<sup>a</sup> Achón, Encarnación Amusquivar, Eugenia Carrillo, Fernando**

**Izquierdo, Dolores Ollero, Gloria Terrados, María Isabel Panadero,**

**Elizabeth Valdivieso, Nuria Acero, M<sup>a</sup> Soledad Fenoy, Marta Gil, Esther**

**Gramage, Irene Ortín, Julio Sevillano**

*Facultad de Farmacia. Universidad San Pablo - CEU, Madrid, Spain*

- **40. COIL: Mobile Journalism. Youth And Cities. Madrid-Buenos Aires Connection.**

**Esther Cervera Barriga, Mario Alcudia Borreguero**

*Universidad San Pablo - CEU, Madrid, Spain*



- **81. Learning Branding with Gamification in International Teams.**  
*Francisco Suay<sup>1</sup>, Sabine Emad<sup>2</sup>, Carmen R. Santos<sup>3</sup>, Frederic Vlumens<sup>4</sup>, Lieven Theys<sup>4</sup>*  
1 Universidad Cardenal Herrera - CEU, Valencia, Spain  
2 University of Applied Sciences Western Switzerland, School of Management Geneva HES-SO / HEG, Switzerland, Geneva, Switzerland  
3 Universidad de Leon, Leon, Spain  
4 Hogeschool West-Vlaanderen Howest University College, Bruge, Belgium
- **105. Internationalisation at home: a need that became Key in the Strategy to Foster Cultural Exchanges at USPCEU.**  
*Beatriz Lorena Jiménez, Roberto Gelado Marcos*  
Universidad San Pablo - CEU, Madrid, Spain
- **122. COIL · UDEM-USPCEU. Urban Blocks and Neighbourhood Design**  
*Teresa Raventós<sup>1</sup>, Juan De Arana<sup>1</sup>, Manuel Alejandro Muñiz Pinzón<sup>2</sup>*  
1 Universidad San Pablo - CEU, Madrid, Spain  
2 Universidad de Monterrey, Monterrey, Mexico
- **123. International development action-research from the classroom. Design of an experimental community in Worreh village, Sierra Leone**  
*Luis Perea<sup>1</sup>, Juan de Arana<sup>1</sup>, Juan Manuel Ros García<sup>1</sup>, Jorge Javier Camacho Díez<sup>1</sup>, Covadonga Lorenzo<sup>1</sup>, Eduardo García Gómez<sup>1</sup>, Juan González García<sup>2</sup>, Daniel Pérez Arnaud<sup>2</sup>*  
1 Universidad San Pablo - CEU, Madrid, Spain  
2 Independent Researcher, Madrid, Spain

14:00 - 15:00

Lunch

15:00 - 16:00

Panel Thematic Area 3: LEARNING AND SERVICE

**Chairman: M<sup>a</sup> Dolores Guerrero Masiá**

Assistant Professor at Universidad Cardenal Herrera - CEU

- **9. Pro Bono CEU Legal Clinic.**  
*Patricia Santos Rodríguez, Miguel Pérez de Ayala, Milagros Beltrán Gandullo, Silvia Bueno Ana Olalde García, Ángela Casals Fernández, Irene Correas Sosa, Rocío Martín Jiménez, Rafael Murillo Ferrer, Juan Pablo Maldonado Montoya, Julián Vara Martín, Fernando Rodríguez Alonso, Luis Martínez-Gil Gutiérrez, Alicia López Creis, Gabriel Alía Chicharro*  
Universidad San Pablo - CEU, Madrid, Spain
- **15. Reel as new Tool to improve Science Communication in our Parasitology Students.**  
*Ángela Magnet, Dolores Ollero, Fernando Izquierdo, Carolina Hurtado, Lucianna Vaccaro, Elizabeth Valdivieso, Carla Huarte, Carmen del Águila, Soledad Fenoy*  
Universidad San Pablo - CEU, Madrid, Spain
- **32. Vital Schools Coach**  
*Dave Brunet*  
Howest, Brugge, Belgium





- **68. DeCo Chair, and opportunity for Service Learning.**  
*Lucrecia Moreno Royo, Victoria Villagrasa Sebastián, Mónica Alacreu García, Juan Pardo Albiach, Francisco Javier Muñoz Almaraz, M<sup>a</sup> Dolores Guerrero Masiá, María Amparo López Ruiz, Pilar Sanfeliu Aguilar*  
*Universidad Cardenal Herrera - CEU, Valencia, Spain*
- **92. The Hub Passport: a complete pathway to succesful skills training through real life work activities.**  
*Marta Medina Núñez, María Solano Altaba, Laura Isabel Monteagudo Barandalla*  
*Universidad San Pablo - CEU, Madrid, Spain*
- **121. The Effect of Active Transversal and Collaborative Learning Methodologies on the Perception of Responsible and Sustainable Consumption: Antecedents and Consequences**  
*Joan Ripoll Alcón, María Rocío Bonilla Quijada, Eva Perea Muñoz, Josep Lluís del Olmo Arriaga, Jesús Montes Peral*  
*Universitat Abat Oliba CEU, Barcelona, Spain*

16:00 - 17:00

Round Table SERVICE TO SOCIETY

**Chairman: Patricia Santos**

*Head of Legal Clinic CEU*

- **Pablo Ayala Enríquez**  
*Director of Social Impact, Vice-Presidency of Inclusion, Social Impact and Sustainability of the Universidad Tec de Monterrey*
- **Mireia Crispin**  
*Cambridge University*
- **Jokin Guilisagasti Mendivil**  
*Pedagogical Director of the Larramendi school in San Sebastian*

21:00

**Gala Dinner**

**FRIDAY, 20 JANUARY 2023**

10:00 - 11:00

CONFERENCE: "How we learn: educational innovation grounded in cognitive science"

**Héctor Ruiz**

*Expert in neuroscience and psychology of learning, director of the International Science Teaching Foundation and educational consultant*

11:00 - 12:00

Round Table LEARNING EXPERIENCES

**Chairman: Antonio Milán**

*Responsible for the Pedagogical Support Unit CEU*

- **Marta Ferrer**  
*Dean of the University of Navarra School of Medicine*
- **Mireia Crispin**  
*Cambridge University*
- **Cristina Navarro Laboulais**  
*Academic Director of the Degree in Audiovisual Communication at the Polytechnic University of Valencia.*
- **Merkat Bernaola**  
*Director de Begoñazpi Ikastola*



12:00 - 12:30

Coffee Break

12:30 - 13:30

CONFERENCE: "The future of education"

**Álex Rayón**

*Vice Rector for International Relations and Digital Transformation of the University of Deusto*

13:30 - 14:30

Panel Thematic Area 4: TRANSVERSALITIES

**Chairman: Ángela García González**

*Senior Lecturer at Universidad San Pablo - CEU*

• **18. Constructions of space: Exploring Photographic Images in Forest School.**

**Ange Garden**

*Liverpool John Moores University, Liverpool, United Kingdom*

• **45. IMMUNOGRAPHY: Digital design as a teaching tool in immunology and its interaction against pathogens.**

**Carolina Hurtado-Marcos<sup>1</sup>, Fernando Izquierdo<sup>1</sup>, Jose Luis Solorzano<sup>2</sup>, Ruslan Leyva<sup>2</sup>, María José Pozuelo<sup>1</sup>, Estanislao Nista<sup>1</sup>, Carla Huarte<sup>1</sup>, Lucianna Vaccaro<sup>1</sup>, Angela Magnet<sup>1</sup>, Sergiu Padure<sup>1</sup>, Dolores Ollero<sup>1</sup>, Soledad Fenoy<sup>1</sup>, Carmen del Águila<sup>1</sup>, Elizabeth Valdivieso<sup>1</sup>**

*1 Universidad San Pablo - CEU, Madrid, Spain*

*2 Instituto de Diseño de Caracas, Caracas, Venezuela*

• **70. IURISLAB: From the classroom to the courtroom.**

**Leopoldo García Ruiz, Remigio Beneyto Berenguer, Beatriz Hermida Bellot**

*Universidad Cardenal Herrera - CEU, Valencia, Spain*

• **97. Project-Based Learning (PBL) and development of Cross - Curricular competences in Degrees in Education.**

**Gloria Gallego Jiménez, Eduardo Baura García, Antonio Milán Fitera**

*Universidad San Pablo - CEU, Madrid, Spain*

• **98. ANTIBACTERIAL GYMKHANA: Celebrating World Antibiotic Awareness Week.**

**Gemma León Bello, Cristina Balaguer Fernández, Verónica Veses Jiménez, Joaquín Sopena Juncosa, María Teresa Pérez Gracia, Santiago Vega García, Javier Sánchez Millán, Marta Marín Vázquez, Esperanza Montaner Angoití, Empar García Roselló, María de la Cuesta Torrado, Victoria Villagrasa Sebastián, Belén Cuervo Serrato, Consuelo Rubio Guerri, Carolina Galiana Roselló, Lucrecia Moreno Royo**

*Universidad CEU-Cardenal Herrera, Alfara Del Patriarca, Valencia, Spain*

• **106. Rethinking the Future: Mentoring, own Title and Digital Badgets. Key Tools for the Future Employment of Students.**

**María Jesús Lago Ávila, Ángel Bartolomé Muñoz de Luna, Sonia Martín Gómez**

*Universidad San Pablo - CEU, Madrid, Spain*

14:30 - 14:45

Conclusions of the Congress and Awards Ceremony

14:45 - 15:00

CLOSING ACT

**Mr. Agustín Probanza**, *Vice Chancellor for Faculty and Research of the Universidad San Pablo - CEU, Madrid, Spain*

15:00

Lunch



## COMMITTEES

### Board of directors

Victoria Villagrasa Sebastián – UCH [vvilla@uchceu.es](mailto:vvilla@uchceu.es)  
M<sup>a</sup> Rosario García Bellido – UCH [rosario.garcia@uchceu.es](mailto:rosario.garcia@uchceu.es)  
M<sup>a</sup> Fernanda Rey-Stolle Valcarce – USP [frstolle@ceu.es](mailto:frstolle@ceu.es)  
M<sup>a</sup> del Rocío Bonilla Quijada – Deputy VOAP UAO [mbonillaq@uao.es](mailto:mbonillaq@uao.es)  
Pedro A. Alemán López – Deputy VOAP UCH [paleman@uchceu.es](mailto:paleman@uchceu.es)  
Benito Garzón Sánchez – Deputy VIPI USP [bgarzon@ceu.es](mailto:bgarzon@ceu.es)

### San Pablo - CEU University

- Ana Calvo Revilla – [crevilla.ihum@ceu.es](mailto:crevilla.ihum@ceu.es)
- Ainhoa Torres Sáez de Ibarra – [ainhoa.torressaezdeibarra@ceu.es](mailto:ainhoa.torressaezdeibarra@ceu.es)
- Eduardo Baura García – [eduardo.bauragarcia@ceu.es](mailto:eduardo.bauragarcia@ceu.es)
- Pablo Campos Calvo-Sotelo – [pacampos@ceu.es](mailto:pacampos@ceu.es)
- Luis Perea Moreno – [lperea.eps@ceu.es](mailto:lperea.eps@ceu.es)
- Cristina Sánchez López de Pablo – [cristina.sanchezlopezpablo@ceu.es](mailto:cristina.sanchezlopezpablo@ceu.es)
- Silvia Bueno Núñez – [sbueno@ceu.es](mailto:sbueno@ceu.es)
- Lucana Estévez Mendoza – [lucana@ceu.es](mailto:lucana@ceu.es)
- Irene Correas Sosa – [icorreas@ceu.es](mailto:icorreas@ceu.es)
- Ángela García González – [angargon@ceu.es](mailto:angargon@ceu.es)
- Martín Alcalá Díaz-Mor – [martin.alcaladiazmor@ceu.es](mailto:martin.alcaladiazmor@ceu.es)
- María Isabel Guijarro Martínez – [iguja@ceu.es](mailto:iguja@ceu.es)
- Tomás Pérez Fernández – [tpfernan@ceu.es](mailto:tpfernan@ceu.es)
- Francisco García-Muro San José – [fgarciamuro@ceu.es](mailto:fgarciamuro@ceu.es)
- José Luis Mateu Gordon – [matgor@ceu.es](mailto:matgor@ceu.es)
- Javier Iturrioz del Campo – [itucam@ceu.es](mailto:itucam@ceu.es)
- Begoña Barruso Castillo – [barruso.cee@ceu.es](mailto:barruso.cee@ceu.es)

### Cardenal Herrera - CEU University

- Mónica Pascual Arce – [monica.pascual1@uchceu.es](mailto:monica.pascual1@uchceu.es)
- Marta Marín Vázquez – [marta.marin1@uchceu.es](mailto:marta.marin1@uchceu.es)
- Elisa Maiques Fernández – [emaiques@uchceu.es](mailto:emaiques@uchceu.es)
- Lourdes Bosch Juan – [lourdes.bosch@uchceu.es](mailto:lourdes.bosch@uchceu.es)
- María Teresa Pastor Gosálbez – [pasto.el@uchceu.es](mailto:pasto.el@uchceu.es)
- María Dolores Cano Hurtado – [mcano.el@uchceu.es](mailto:mcano.el@uchceu.es)
- María Elena Amiguet Sáiz – [elena.amiguet@uchceu.es](mailto:elena.amiguet@uchceu.es)
- Margarita Fernández Romero – [margarita.fernandez@uchceu.es](mailto:margarita.fernandez@uchceu.es)
- Santiago Vega García – [svega@uchceu.es](mailto:svega@uchceu.es)
- Juan José Quereda Torres – [juan.quereda@uchceu.es](mailto:juan.quereda@uchceu.es)
- Lucía Hilario Pérez – [luciah@uchceu.es](mailto:luciah@uchceu.es)
- Juan Alfonso Millán González – [jamilian@uchceu.es](mailto:jamilian@uchceu.es)

### Abat Oliba - CEU University

- Jorge Martínez Lucena – [martinez90@uao.es](mailto:martinez90@uao.es)
- Joan d'Avila Juanola Cadena – [juanola1@uao.es](mailto:juanola1@uao.es)
- José Ramón Agustina Sanhelli – [jagustinas@uao.es](mailto:jagustinas@uao.es)

### CEU Colleges

- Jorge Moreno Sánchez – [jorge.morenosanchez@ceu.es](mailto:jorge.morenosanchez@ceu.es)

### CEU Vocational Training

- Bartolomé Serra Soriano – [bartolome.serra@uchceu.es](mailto:bartolome.serra@uchceu.es)
- Jairo García Rincón – [jairo.garcia@ceu.es](mailto:jairo.garcia@ceu.es)

### CEU Postgraduate

- Paula Bel Piñana – [pbelp@uao.es](mailto:pbelp@uao.es)
- María Dolores Guerrero Masià – [ma\\_dolores.guerrero@uchceu.es](mailto:ma_dolores.guerrero@uchceu.es)

# III CEU International Congress of Educational and Teaching Innovation



VIAJES *El Corte Inglés*

CONGRESOS CIENTÍFICO-MÉDICOS

Secretaría Científico-Técnica  
C/San Severo 10, planta baja  
28042 Madrid Telf 913300565  
Email: [ceucied@viajeseci.es](mailto:ceucied@viajeseci.es)