

## **VIII Edition of the International Scientific Conference of the University of Holguin**

As a result of its very well-known scientific and professional potential and the high quality of the formation processes, revitalized by the actions generating agreements with international universities, especially the European and Latin-American regions, the realization of the VIII Edition of the International Scientific Conference of the University of Holguin from April 26 to April 28 of 2017 is announced.

Since its first edition, it has been welcomed with great pleasure by the university scientific community in Cuba and abroad. The university facilities and the Club Amigo Atlántico Resort, in the spa Guardalavaca of Holguin province, are conceived as venues of the event, being the last one the 3<sup>rd</sup> tourist destination in Cuba.

This important conclave of Higher Education concentrates the best of the researches of national and international professionals every two years. Its purpose is to spread the results of the researches carried out in the topics convened and to foster a meeting where experiences are exchanged to promote consensus and inter-institutional cooperation, promoting the joint development of training, research and development projects in favor of today's society.

The days are conceived departing from the work in Commissions, arranged in 10 Symposia: Organizational Management; Engineering and Development; Big Mini WEFLA and XI International Seminar on Canadian Studies; Sustainable agriculture; Muscles of the Body Muscles of the Soul; Informatics, Mathematics and Information Sciences; The Social, Juridical and Humanistic Sciences; Law, Philosophical Studies, Education in Human Development Processes; Local Development, Environment and Gender Studies, XIII Euro-Latin American Seminar on Engineering Systems

Each of them with their corresponding Workshops and short courses.

The deadline for submission of abstracts is February 15, 2017, notification of acceptance of the papers will be made until February 28 and the reception of the papers will expire on March 20, 2017. Must send to the site [www.eventos.uho.edu.cu](http://www.eventos.uho.edu.cu). You can also request information to the post office: [conferenceuho@gmail.com](mailto:conferenceuho@gmail.com) and [conferencia@uho.edu.cu](mailto:conferencia@uho.edu.cu)

Organizing Committee of the VIII edition of the International Scientific Conference of the University of Holguin.

Welcome to the Events' Platform of the University of Holguin. This institutional tool offers up-to-date information on the planning of scientific events, their calls and opportunities for participation, as well as the automated process for managing publications.

Its implementation through the Open Conference System (OCS), an open source system designed to save time and effort in event management, facilitates access to presentations, as well as creating user registries and profiles, among other functionalities. To submit works, you must create an account on the platform and then follow the instructions that the system will provide.

We hope it will be useful and meet your expectations.

The Scientific Council of the University of Holguin invites national and international professionals to the 8th. International Scientific Conference to be held from 26 to 28 April 2017.

This biannual event is structured in nine symposia that integrate the main lines of research and development of the House of high studies. The Conference has become the ideal setting for the meeting of men and women of science who, in a fruitful exchange, add intelligence and will for the sake of common benefit.

#### CONTACT INFORMATION

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#### IMPORTANT DATES

February 15, 2017: Abstracts submission limit (download abstracts template here)

February 28, 2017: Submission of acceptance notice

March 20, 2017: Limit for submitting papers (download the presentation template here)

26 - 28 April 2017: Development of the Conference

#### ORGANIZING COMMITTEE

President: PhD. Reynaldo Velázquez Zaldívar

Vice-Chairman: PhD. Miguel Cruz Ramírez

Scientific Secretary: PhD. Luis Cuevas Rodríguez

Executive Secretary: M. Sc. Neysi Ileana León Pupo

#### SYMPOSIA

##### 1. ORGANIZATIONAL MANAGEMENT

Coordinator: PhD. Milagros Pérez Pravia [gestorg@uho.edu.cu](mailto:gestorg@uho.edu.cu)

Logistics Management. Quality management. Management of human talent, risks and prevention in organizations. Management of innovation and knowledge. Entrepreneurship, SMEs and economic dynamism. Economic and financial management. Public administration

Workshop: Tourism Management

Coordinator: M. Sc. Evelina Cardet Fernández

Management of tourist destinations. Tourist marketing. Administration and hotel management. Administration and management of state and non-state non-hotel establishments. New trends in the hotel and lodging industry

Workshop: Management of University Processes

Coordinator: PhD. Marisol Pérez Campaign

Strategic management in universities. Integrated management of university processes. Relevance and impact of evaluation and accreditation systems

## 2. ENGINEERING AND DEVELOPMENT

Coordinator: PhD. Roberto Andrés Estrada Cingualbres [ingedes@uho.edu.cu](mailto:ingedes@uho.edu.cu)

Design, manufacture and engineering assisted by computers (CAD-CAM-CAE). Materials, technology, maintenance and reconditioning in engineering. Design and operation of agricultural machinery. Computational biomechanics. Training of the engineer and the graduates in education in the area of mechanics and related branches

Workshop: Clean Energies and Adaptation to Climate Change

Coordinator: Dr. Carlos Alberto Trinchet Varela

Energy efficiency. Development and application of clean energy sources. Engineering solutions for the mitigation of the impact of extreme events and adaptation to climate change

Workshop: Civil engineering for development and social welfare.

Coordinator: PhD. Libys Martha Zúñiga Igarza

Modeling, design and evaluation of engineering works. Technologies, building materials and conservation. Process of investments, planning, organization, execution and control of works. Risks, vulnerability and resilience in engineering works. Civil engineer training and sustainability practices

## 3. BIG MINI WEFLA AND XI INTERNATIONAL SEMINAR ON CANADIAN STUDIES

Coordinator: PhD. Vilma Páez Pérez [wefla@uho.edu.cu](mailto:wefla@uho.edu.cu)

Teaching learning of foreign languages. Training and improvement of language teachers. Translation and interpretation. Applied Linguistic Studies. Language, Education and Cultures. Linguistic Anthropology. Canadian Studies: Canada, Managing Social and Cultural Diversity

### XI INTERNATIONAL SEMINAR ON CANADIAN STUDIES

Cuba-Canada Relations. Society, Culture and Identity. Language and literature. History and Politics. Community Development. Contemporary Canadian Studies

#### 4. SUSTAINABLE AGRICULTURE

Coordinator: PhD. Ramón C. Núñez Tablada [agrisoste@uho.edu.cu](mailto:agrisoste@uho.edu.cu)

Management of natural resources in arid and semi-arid regions. Food production in agroecological farms. Sustainable and responsible local food sovereignty

Animal production. Rural extensionism. Biofertilizers, biopesticides and growth stimulators. Training of the agricultural professional

#### 5. MUSCLES OF THE BODY MUSCLES OF THE SOUL

Coordinator: PhD. Darvin Manuel Ramírez Guerra [musculo@uho.edu.cu](mailto:musculo@uho.edu.cu)

Combat sports. Prophylactic and therapeutic physical activity. Effect of physical and traditional therapies in the treatment of respiratory, endocrine, cardiovascular, nervous and osteomioarticular disorders. Selection, initiation and integral training of the athlete. Physical Culture. Yoga in everyday life

#### 6. COMPUTERS, MATHEMATICS AND INFORMATION SCIENCES

Coordinator: PhD. Orestes Coloma Rodríguez [informatci@uho.edu.cu](mailto:informatci@uho.edu.cu)

Computer science. Engineering and software management. Free software. Applications of Mathematics. Computer science and its applications. Academic Cryptography. Biomedical data processing. Information Sciences and publishing processes. Information management and knowledge in organizations. Information Services: new challenges. The professional of the information in front of them Workshop: Mathematical Education

Coordinator: PhD. Luis Orlando Castellanos Pérez

Teaching-learning of Mathematics. Didactics of Mathematics. The Systems of Symbolic Calculus (SCS) in the teaching of Mathematics. Initial and permanent formation of Mathematics teachers. The training of talented students Workshop: Educational Technology Coordinator: Dr. C. Amaury Pérez Torres The computerization of university processes. ICT competences for students and teachers. Pedagogy of virtuality. Digital mediation of learning. Distance education. Production of resources for learning. Cloud education, mobile learning and analytical learning

#### 7. SOCIAL, LEGAL AND HUMANISTIC SCIENCES

Coordinator: PhD. Yohannia Ochoa Ardite [csochum@uho.edu.cu](mailto:csochum@uho.edu.cu)

Theoretical and practical studies of the Communication Sciences. The languages of journalism, trends and styles. Sociocultural Management and Promotion. Community work. Clinical and health psychology. Organizational psychology. Social, educational and community psychology. Studies on Neuropsychology and human development in educational contexts Workshop: Challenges of Legal Sciences in the XXI Century

Coordinator: PhD. José Augusto Ochoa del Río Basic Sciences of Law. Criminal and Criminological Sciences. Civil Law and Advice. International Law Workshop: Social Sciences and their impact. Challenges in History, Culture and Identity

Coordinator: MSc. Paul Sarmiento Blanco

Cuban thinking in the last centuries. Cultural Anthropology. National Culture. Heritage and Identity. Studies on neuropsychology and human development in educational contexts Workshop: The articulation of knowledge and practices in philosophical formation in different contexts.

Coordinator: PhD. Adalis Gricel Palomo

German Ethical-civic learning in the university context. New challenges in the teaching of philosophy at university. Philosophical knowledge and practices in diverse social contexts. The philosophy of law: challenges and prospects for the training of professionals.

## 8. EDUCATION IN HUMAN DEVELOPMENT PROCESSES

Coordinator: PhD. Laura Leticia Mendoza Tauler [educacion@uho.edu.cu](mailto:educacion@uho.edu.cu)

Contributions of the education sciences to the development of educational practice. Scientific education facing the current challenges. Training in values and citizen education. Job training based on social demands. Job training, technology and work in lifelong education. Initial and permanent training of professionals. Environmental, artistic and health education. Direction of the teaching - learning process. Vocational orientation and vocational training in the education of the new generations. Evaluation of the quality of school learning. Children Education in the formation of new generations. Direction of the educational activity in the different structures Workshop: University extension

Coordinator: PhD. Mercedes Susana Castillo Sánchez

The management of the university extension. Challenges and perspectives. Quality of life and university well-being. Identity and sociocultural promotion. Developmental teaching for university extension.

Workshop: Workshop of the Ibero-American Network of researchers on quality in social sciences (AUIP).

Coordinator: PhD. Emilio Ortiz

Importance of internationalization in the realization of doctoral theses in social sciences. The management of information and social networks in the training of doctors in social sciences.

## 9. LOCAL DEVELOPMENT, ENVIRONMENT AND GENDER STUDIES

Coordinator: PhD. Edilberto De Jesus Perez Ali Osman [desalocalgen@uho.edu.cu](mailto:desalocalgen@uho.edu.cu)

Local development initiatives (DL). Participation for public management. Public policies, gender and local development. Gender, education, health, environment and human development. Violence against women and their impact on development processes. Cooperativism and solidarity economy in the DL. Tourism, heritage and local development. Rural studies, management of natural resources and alternative energies. International cooperation and DL processes. Education and local development. Territorial planning of tourism and local development. Management of enterprises in accommodation establishments. Climate change, environmental management of tourism and sustainable tourism. Corporate Social and Environmental Responsibility

#### 10. XIII EURO-LATIN AMERICAN SEMINAR ON ENGINEERING SYSTEMS

Coordinators: · PhD. José Arzola Ruíz [selasi@uho.edu.cu](mailto:selasi@uho.edu.cu) · Dr. Carlos Trinchet Varela [selasi@uho.edu.cu](mailto:selasi@uho.edu.cu)

Analysis and Synthesis of Engineering Systems. Optimal Design and Manufacturing under Multiple Criteria. Planning and Operation of Optimal Processes under Multiple Criteria. Management of Risks in Optim Mathematics under uncertainty. Bi-stage and multi-stage environments. Generation and analysis of scenarios. Risk neutral strategy. Risk aversion strategy. Motivation. Algorithmic Approximations. Accurate and inaccurate decomposition. Decision-making in the management of water and energy resources