



Universidad
de Alcalá



Comunidad
de Madrid

Dirección General de Investigación
e Innovación Tecnológica
CONSEJERÍA DE CIENCIA,
UNIVERSIDADES E INNOVACIÓN

CATALOGUE

Economy and
society

Scientific and
Technological
Offer



Economy and Society

— Retailers and manufacturaters

— Industrial and service companies

— Assesment model for the portfolio of clients and loyalty methodology (customering)

— Diagonis and solutions to improve mortuary services in cementeries

— “Emotongue”: and app to manage your own emotions

— International seminar the unknowns. Studies on the construction of female identity in literature

— Internacional legal advice



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RETAILERS AND MANUFACTURERS

TECHNOLOGY OFFER

Code

ECO_UAH_02

Application areas

- Information and Communication Technologies



Type of collaboration

- Technical cooperation
- License Agreement
- Commercial agreement with technical assistance

Main researches

Félix Cuesta Fernández

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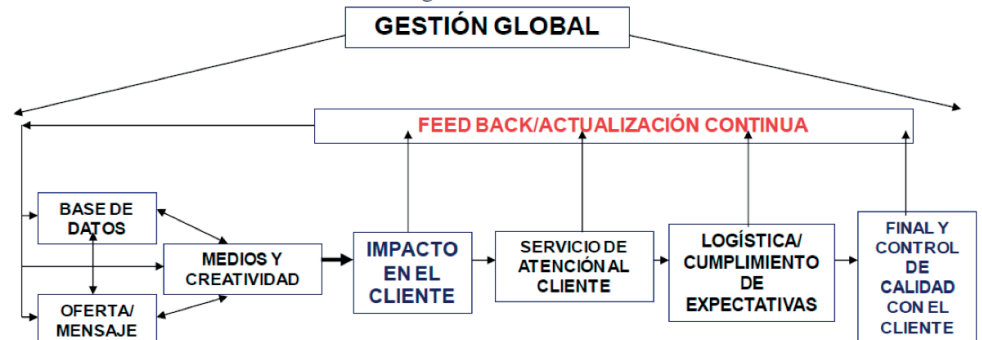


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Proceso integral de la venta a distancia



ABSTRACT

A Spanish researcher from the Business Department of Alcalá University has made an innovation in distance selling and e-commerce by integrating all activities in a process that facilitates the optimization of the operation, allowing the measurement of the results of all the activities and its possible outsourcing with guaranteed of success.

It is an integrated process of activities for the establishment of electronic commerce and the implementation of distance selling channels that consistently includes all the activities to be performed, since the creation of information flows with the client, until the internal flows that allow the establishment of virtual structures and therefore variable cost structures with the consequent benefit to the company.

The feedback mechanism among the agents that interact in this global process of custom marketing, allow the continuous improvement of the results.

ADVANTAGES AND INNOVATIONS

The innovative aspects can be summarized in the Integration between front-office and back-office activities with the possibility of total outsourcing. The establishing variable cost structures to facilitate the approach to the market without geographical limitation, thus reaching an overall degree of internationalization at low cost.



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INDUSTRIAL AND SERVICE COMPANIES

TECHNOLOGY OFFER

Code

ECO_UAH_03

Application areas

- Information and Communication Technologies

Type of collaboration

- Technical cooperation
- License Agreement
- Commercial agreement with technical assistance

Main researches

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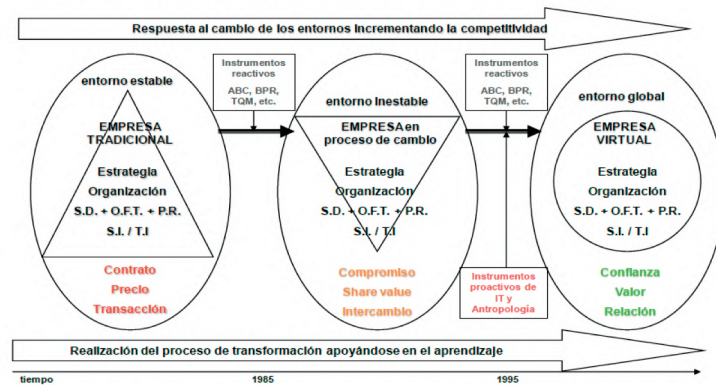


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MODELO DEL PROCESO DE TRANSFORMACIÓN EMPRESARIAL



ABSTRACT

The Department of Business Studies at Alcalá University has developed a model of business transformation to improve the competitiveness of the enterprises. The methodology developed allows to identify the modern state of the enterprise and discover its level of competitiveness to prioritize actions to take in the different activities of the value chain, in order to adapt the business model and identify the functions where the real competitive advantages lie in the company and focus on them, and removing the ones that harm its competitiveness.

the company must be a dynamic entity in continuous learning with the ability to anticipate and lead the changes in the market, reaching the highest level of competitiveness at any time. To do this, managers must establish the intelligence system that allows them to know at any time, the status of their company, regarding the environment within they must carry out their economic activity and act by using the methodologies, tools and resources that are available internally and externally, in order to get always the highest level of competitiveness and therefore of value.

All of this should lead the manager to understand and act in the sense that the whole management process is a process of "change management". This means continuous adaptation, so he should develop flexible structures.

ADVANTAGES AND INNOVATIONS

Fundamental change in the organizational model of the company to achieve the highest level of competitiveness based on:

- Variable cost structures
- Variable knowledge structures
- Focus on "core business"



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ASSESSMENT MODEL FOR THE PORTFOLIO OF CLIENTS AND LOYALTY METHODOLOGY (CUSTOMERING)

TECHNOLOGY
OFFER

Code

ECO_UAH_04

Application areas

- Information and Communication Technologies

Type of collaboration

- Technical cooperation
- License Agreement
- Commercial agreement with technical assistance

Main researches

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CUSTOMERING



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Prof. Félix Cuesta Ph.D.

ABSTRACT

The Business Department of Alcalá University has developed a fundamental econometric model of assessment of client's portfolio. The model allows to know the authentic value of clients' data base, as well as their inducers, of such form that suitable actions to obtain the maximum yield of the clients portfolio from new models of segmentation, can be prioritized.

Clients represent the most important assets of the company of century XXI and for that reason all the companies focuses on announcing their strategy of orientation to the client, but very few are coherent with the messages that are sent to the market. Loyalty must be a constant process whose foundation is the client, whose valuation must be perfectly known by all the organization so that all must be conscious of the importance of obtaining its satisfaction as an objective and getting beyond retention, also its prescription, along its active lifetime.

But all marketing processes must count on the enterprise dimension that gives them coherence and support, being originated by an strategic exposition and supported by an organization coherent with this exposition, with the suitable culture oriented to the total satisfaction of the client and facilitated by the information technologies to obtain the maximum effectiveness and yield.

ADVANTAGES AND INNOVATIONS

New forms of segmentation of client's data bases that allow to optimize the commercial activities, equipping them with a balance between the short term (profitability) and the long term (value).



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DIAGNOSIS AND SOLUTIONS TO IMPROVE MORTUARY SERVICES IN CEMETERIES

TECHNOLOGY OFFER

Code

SOC_UAH_01

Application areas

- Socioeconomics



Type of collaboration

- Technical cooperation
- Commercial agreement with technical assistance

Main researches

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ABSTRACT

Throughout history, mutations have occurred over time with new demands and aspirations that are being introduced into the solutions and legal status of cemeteries. The municipalization of cemeteries has resulted in an intense process of secularization and assumption by the State of competences and functions that are considered proper to a State of our times. Therefore, the submission of cemeteries to the civil jurisdiction has been achieved, which leads to normal coexistence with religious cemeteries.

Religious freedom is a fundamental right guaranteed by the Constitution. Every owner of a cemetery must guarantee respect for the rites and ceremonies, habits and customs, typical of religious organizations, provided that they respect qualified values, such as the rights of others, public order, and especially, the sanitary requirements, that from the modernity preside with rigor all the legal system of the burials. The advice would be carried out by means of the elaboration of reports or guides of doings in which the possible policies or actions are collected. Those that are recommendable to implant in accordance with the current legality.

ADVANTAGES AND INNOVATIONS

The increase in the religious and cultural pluralism of society forces public authorities to respond to new demands. In order to achieve true social integration of the entire population and a peaceful coexistence with full enjoyment of fundamental rights, specific advice is needed on management practices of religious and cultural diversity.

The Research Group "Society, Law and Religion" has been working for years on research projects and advice on these issues.

The correct application of the current regulation on management of cemeteries, which constitute one of the minimum services that every municipality must provide, will suppose a competitive advantage for those municipalities, funeral centers and cemeteries of private management that take into account all the implications of the current regulations and include it within their procedures.



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"EMOTONGUE" AN APP TO MANAGE YOUR OWN EMOTIONS

TECHNOLOGY OFFER

Code

SOC_UAH_03

Application areas

- Socioeconomics



Type of collaboration

- Adquisition agreement
- Service agreement
- Technical assistance

Main researches

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Alejandro Iborra Cuéllar

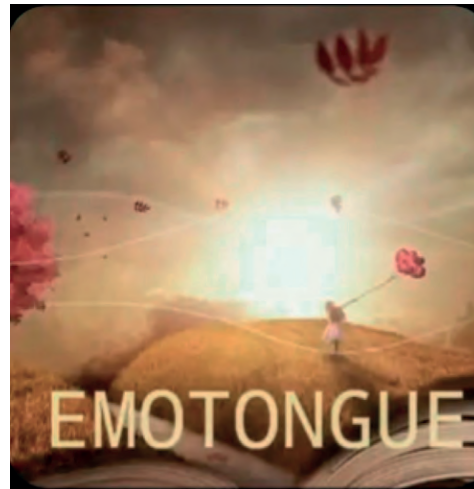
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ABSTRACT

Emotongue is a mobile application for android system and it is available in spanish and english. The aim of this software is helping people get to know, handle and connect with their own emotion. It is a Research Project from the Educational Sciences Department, in Universidad de Alcalá (UAH). Android Studio (An open data program developed by IntelliJ Platform) is been used for the development of the app and Firebase like data base and notification generator.

Emotongue sends five notifications every day to the user and they have two hours every time to answer them by text message or voice note. In this way, people have to stop or take a break for those moments and pay attention to their emotions and feelings.

The companies/institutions that want use this system could count with an additional service like emotional magnament courses which would be taught by proffesionals in this field and they would be adapted to every group needs.

Nowadays, in a society where everyone is running in a hectic way and where stress and anxiety are general moods, it is important and almost required try to get an optimum psychological mood, and Emotongue can help you!

ADVANTAGES AND INNOVATIONS

- The software guarantees privity to the user, immediacy and results in a short term.
- Emotongue makes you manifest how you feel and why, like if you were sending a message to a friend but knowing that you can't be judge by anyone but you.
- The interface is easy and intuitive and it has the possibility of be used by spanish and english speakers. In this way, the user can train and improve their emotional bilingual vocabulary like value added.
- Companies could use Emotongue like a work environment improvement tool because if the employees mood is better, productivity will improve too.



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INTERNATIONAL SEMINAR THE UNKNOWN WOMEN. STUDIES ON THE CONSTRUCTION OF FEMALE IDENTITY IN LITERATURE

TECHNOLOGY OFFER

Code

SOC_UAH_04

Application areas

- Socioeconomics



Type of collaboration

- Commercial agreements
- Service agreements

Main researches

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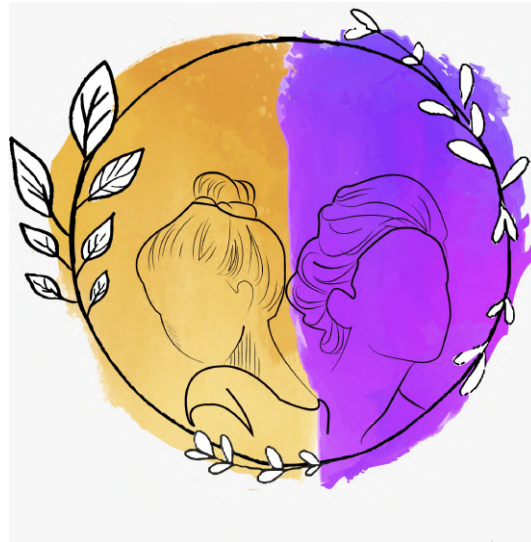
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ABSTRACT

In the year 2019, International Seminar The Unknown Women began. It is a study on the construction of the feminine identity in literature to know how artistic discourse constructs the figure of women. The identity is an essential element in the cognitive and emotional development of individuals and, in this sense, writing is one of the most fruitful ways for that construction. However, language can also be a tool to construct identities that do not correspond to the subject, but instead, from external and repeated perceptions, an artificial identity is reached, since language creates fictions that provoke stereotyped identities according to the sex, which conditions the perception we have of women and writers. For these reasons, it is very important to study those authors who, from a special sensitivity, have been able to transmit to us the conflict between the stereotypical identity that society assigns to women and the elaboration of a true identity.

ADVANTAGES AND INNOVATIONS

- It allows the study of gender in a transversal way, interesting for different types of students as well as other people.
- Publicizing Spanish creators, specifically, in the theatrical field, taking into account that only 23% of the works that are premiered are written by women.
- Registration for the seminar is offered both in person and online. It will be broad-cast through the YouTube channel of the University of Alcalá and we will answer to comments.
- The play *Bajo el agua* is inspired by real events, in the controversy surrounding the Spanish synchronized swimming team after the London Olympics in 2012.



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INTERNATIONAL LEGAL ADVICE

TECHNOLOGY OFFER

Code

SOC_UAH_05

Application areas

- Socioeconomics



Type of collaboration

- Service agreement
- Subcontracting

Main researches

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ABSTRACT

Extensive advice on international issues to both public institutions (autonomous communities, public companies, town halls, etc.) and private companies and law firms in different matters. Advice and drafting of legal reports on:

- Issues related to private international law and international business law, especially in terms of drafting contracts (construction, technology, sales, distribution, energy, etc.), clause analysis, competent jurisdictions, law applicable to the dispute. Recognition of foreign judgments
- Internal and international arbitration and mediation: analysis and drafting of arbitration clauses and multifunction step clauses. Recognition of arbitration awards. Cancellation of awards. Feasibility of procedures
- Specific issues to nationality applications and immigration procedures. Advice on the drafting of legislative amendments
- Family and juvenile processes with an international element. Divorces, marriages, affiliation, etc. Recognition of foreign sentences
- Organization of specialized conferences. Teaching seminars, conferences and courses
- Development of various national and international research projects
- Specialized training for specific groups in mediation, arbitration, nationality, foreigners, international contracts, international family processes, protection of foreign minors, etc

ADVANTAGES AND INNOVATIONS

The Research Group has been working for years on research projects and advice on the issues described. Many of its members have been practicing lawyers, international arbitration advisors, arbitrators and mediators.

The continuous investigation in the different fields of the members of the Group allows to provide effective and innovative solutions