

VIRTUAL INTERNATIONAL CONFERENCE
**SOCIALLY-ORIENTED INNOVATIONS: PSYCHOLOGY, ECONOMICS AND TECHNOLOGIES
FOR SUSTAINABLE DEVELOPMENT OF SOCIETY AND BUSINESS**
RUSSIA – IBERO-AMERICA - INDIA
November 10-13, 2020



SOCIALLY-ORIENTED INNOVATIONS: PSYCHOLOGY, ECONOMICS AND TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT OF SOCIETY AND BUSINESS

Virtual international conference. **Participation is free.** The [conference](#) will be held on zoom platform and broadcasted on youtube. The link to the youtube channel will be sent after the registration is complete.

<https://soc-innovations.urfu.ru/>

INTRODUCTION

Modernity is characterized by a significant transformation of all types of life activity, including professional activity and economic order. Today one of the dominating definitions of modernity is innovation, which is understood in the broadest sense as the creation and implementation of new, previously non-existent methods of production, communication, and support for human activities. First of all, it is the Internet, mixed (human-computer) decision-making technologies, ranking access systems, assess the effectiveness and quality of various activities. Certainly, all this could not but affect the subject, labor, and interpersonal relations.

The joint international conference is initiated and organized under the leadership of Rectors and Directors of six institutions: [Ural Federal University – URFU](#) – acting as the Hosting University (Russia), [Universidad Central «Marta Abreu» de Las Villas - UCLV](#) (Cuba), [U.Experience \(Brazilian Higher Education Institutions's Network\)](#), [Academic International Network - ACINNET](#) (Ibero-America), [Centro Univeristário do Sul de Minas -UNIS](#) (Brazil), and [Chandigarh University](#) (India). It is dedicated to the analysis of the impact of innovation on society, social relations, labor transformation, and the search for resources to assess the risks and social consequences of innovation. The organizers also believe that the conference will give the start of joint research of faculty and students, the implementation and development of innovative projects that are in demand by the society of the participating countries, and the exchange of experience in effective and socially responsible innovation implementation.

SUGGESTED TOPICS FOR DISCUSSION

Methodological and conceptual aspects of innovation research (generalization and classification of approaches to understanding innovation and its content at the global level, the study of the phenomenon of "social innovation", "socially-oriented innovation" in global and regional perspectives, disclosure (and understanding) of innovation in sociological, psychological, and economic aspects.

Analysis of resources and consequences of innovations, that are primarily affecting society, socio-psychological conditions of people.

Cultural differences in understanding and application of social innovations. Economic, educational, cultural and political influences on the efficiency of socially oriented innovations.

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Issues of environmental friendliness and ethics of innovations for the society as a whole, individual social and ethnic groups.

Working together and Competition in innovation. Global and local approaches. Communities, Networks and Partnerships: building new relationships to find the best practices and innovative solutions together.

Role of technology in social projects: important directions in artificial intelligence, virtual and augmented reality, distance learning.

Case studies или Current Best Approaches (CBA)

DATE, TIME, LANGUAGE

Dates: **November 10-13, 2020.** Please, consider the international time difference in November

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	17:00	15:00	7:00	9:00	17:30
End	21:00	19:00	11:00	13:00	21:30

Duration:

Each day sessions: 4 hours. Each presentation: 15-20 min + 10 minutes for eventual questions/answers

Language:

Presentations to be done in English or with the simultaneous translation into English.

Presentation slides – English only. Each country is responsible for providing its own translation.

CONTACT DETAILS

For organizational questions, please, contact:



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PROGRAM COMMITTEE

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President for the Cathedra of Cultural Heritage and Identities' Studies / President of International Workshop "Communities, history and development". Communities Studies Center, Social Sciences Faculty, UCLV, Cuba

https://scholar.google.es/scholar?start=20&q=Ginley+Dur%C3%A1n+&hl=es&as_sdt=0,5

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<https://publons.com/researcher/1843749/liudmila-baranskaya/>

OPENING PLENARY

DAY 1/ November 10 OPENING PLENARY. VIP SPEAKERS

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	17:00	15:00	7:00	9:00	17:30
End	21:00	19:00	11:00	13:00	21:30

Chairmen: *Dr Eduard Patrakov, Dr Lioudmila Batourina*

Greetings of the rectors

- On behalf of hosting Ural Federal University, Russia – Rector Dr. Viktor Koksharov
- On behalf of Universidad Central "Marta Abreu" de Las Villas, Cuba – Rector Dra. Osana Molerio Pérez
- On behalf of Centro Universitário do Sul de Minas and ACINNET and U. Experience, Brazil – Rector Dr.h.c. Stefano Barra Gazzola
- On behalf of Rossotrudnichestvo in Brazil – Mr Sergei Shumilov (<https://rs.gov.ru/en>)

Social Innovation and social politics: Challenges of equity to sustainable development

Dra María del Carmen Zabala, Coordinator of social politics and equity. FLACSO – Cuba / Psychology Department of Universidad de La Habana (UH), (Cuba)

Communitarian development as social innovation for global and local sustainable".

Dra. Yamila Roque Doval. Director of Communitarian Studies Center (CEC) / Vice-President for Provincial Social Sciences Council & Dr. Ginley Durán Castellón, President for the Cathedra of cultural heritage and identity´s studies. Social Sciences Faculty, UCLV (Cuba)

Socio-political and psychological aspects of technological innovation in modern Russia

Prof. Olga Deyneka, doctor of psychological Sciences, Professor of the Department of political psychology, acting head of the Department of political psychology. Saint Petersburg (Russia)

Socio-psychological predictors of the person's attitudes toward adopting of artificial intelligence into everyday life

Prof. Timofey Nestik, Doctor of science in social psychology, professor of Russian Academy of sciences, head of laboratory of social and economic psychology, Institute of psychology of the Russian Academy of sciences (Russia)

Cesul and Cesullab – the role of universities and companies in regional development through innovation

Prof. Felipe Flausino de Oliveira – Chief Operation Officer of Unis (Brazil)

The role of labor interests in shaping innovation-driven behavior

Dr Tatiana Lobanova, President of the Association "National Institute of Certified Management Consultants", Associate Professor at the National Research University Higher School of Economics (Russia)

What is socially-oriented innovation?

Dr Eduard Patrakov, Associate professor of the Department of Innovation and Intellectual Property, Head of the Laboratory (Russia)

SECTIONS

DAY 2/ November 11 **SECTION 1. RESOURCES, CONSEQUENCES & LABOR MARKET**

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	17:00	15:00	7:00	9:00	17:30
End	19:00	17:00	9:00	11:00	19:30

Chairmen: *Dr Tatyana Lobanova, Dr Ginley Durán Castellón*

Points for discussions

- Analysis of resources and consequences of innovations, that are primarily affecting society, socio-psychological conditions of people.
- Issues of environmental friendliness and ethics of innovations for the society as a whole, individual social and ethnic groups.
- Role of technology in social projects: important directions in artificial intelligence, virtual and augmented reality, mobile learning.
- Innovations and labor market. Innovations influencing quality and efficiency

15 minutes for each speaker, with a discussion of up to 10 minutes maximum.

Robotic and virtual intelligence. Challenges for the Cuban social development

Dra Anabel Diaz Hurtado, Socials Sciences Faculty Dean, UCLV / President for Provincial Social Sciences Council & Dr. Luis Hernández Santana, Scientific Coordinator for Cuban Robotics Studies's Group , UCLV (Cuba)

Communitarian Social Resilience against the environmental vulnerability in Cuba

Dr Joaquín Alonso Freyre, Head of "Communities and habitat Research Line, CEC. UCLV & MSc. Edelkis Rodríguez Moya, Environmental Studies Center´s Director (Cuba)

HR audit: social, psychological and economical aspects in the conditions of innovative changes

Arthur Andreev, Master student, URFU, dpt. Innovation and Intellectual Property, Institute of Physics and technology (Russia)

Social technology modeling for slum stricken areas with participatory observation as a methodological approach

Dr Rosa Lidice de Moraes Valim, Assistant Professor, Unicarioca (Brazil)

SECTION 2. CROSS-CULTURAL ASPECTS OF INNOVATION

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	19:00	17:00	9:00	11:00	19:30
End	21:00	19:00	11:00	13:00	21:30

Chairmen: *Dr Lioudmila Batourina, Dr Eduard Patrakov*

Points for discussions

- Cultural differences in application of social innovations. Case studies.

15 minutes for each speaker, with a discussion of up to 10 minutes maximum.

Social innovations and the reasons for variations

Dr Lioudmila Batourina, International Partnership and Business Development Consultant, PhD in Socio-psycho linguistics (Russia-Europe-Brazil)

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Subjectivity, interculturality and education: a view from the Cuban university

Dr Issac Iran Cabrera Ruiz, Head of Social Psychology Discipline, Socials Sciences Faculty, UCLV (Cuba)

Assessments of local agricultural innovation networks in Cuba, from a feminist approach

Dra Annia Martínez Massip. Sociology Department, Socials Sciences Faculty, UCLV & Collaborators (Cuba)

Challenges to education for refugee kids in the Era of IT Learning

Estela Cristina Vieira de Siqueira , Researcher, UNIS University, dpt. of Law (Brazil)

DAY 3/ November 12
SECTION 3. COMPETITION AND JOINT ACTIONS. CASE STUDIES

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	17:00	15:00	7:00	9:00	17:30
End	20:00	18:00	10:00	12:00	22:30

Chairmen: Iana Vysotskaya, Márcia Agostini Ribeiro

Points for discussions

- Innovative social projects. Case studies.
- Competition / cooperation / coopeition in innovation: building new relationships to find the best practices and innovative solutions together
- Cultural differences in application of social innovations. Case studies.

15 minutes for each speaker, with a discussion of up to 10 minutes maximum.

Challenges of digitalization. Presentation of Pre-entry department

Iana Vysotskaya, Head of Department of International Educational Programs, UrFU (Russia)

Double Degree programs as a strategy and students' choice

José Pablo Nuño de la Parra, General Director of Internationalization, UPAEP (Mexico)

International IT education" – challenges of modern world

Dr Andrei Sozykin, Vice rector for Educational development of UrFU (Russia)

Social innovation for food sovereignty. Experiences of PIAL in Cuba

Dr Luis Antonio Barranco Olivera, First Vice Rector, UCLV (Cuba) Dr. Raciél Lima Orozco, Dean of the Faculty of Agricultural Sciences, UCLV, (Cuba) Dra. Arahí Cruz Limonte, Vice Dean of University Extension, Faculty of Agricultural Sciences, Cuba, (UCLV)

Cooperate and solidary economic. Experiences in Havana, Cuba

Dra Georgina Alfonso, Philosophy Institute / President for Social Sciences Agency, CITMA (Cuba)

Cooperation and Communitarian Heritage management, cases study in Cuba

Dr Ginley Durán Castellón, President for the Cathedra of cultural heritage and identity's studies. Social Sciences Faculty, UCLV & Lic. Maria C. Reyes Gallardo, Center for Research and Development of Structures and Materials, UCLV (Cuba)

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PITCH PRESENTATIONS

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	20:00	18:00	10:00	12:00	22:30
End	21:00	19:00	11:00	13:00	21:30

A **Pitch** is usually a brief presentation designed to give a short summary of your project idea, your cooperation plans, your business plan and your startup vision. Such presentations aim to find colleagues and partners for joint research, projects, grant applications. Pitch presentation should be completely self-explanatory and usually contain the following elements: Problem – Idea – Solution - Plan – Budget (co-financing or fundraising) - Team (who is already in your team) - Better/Different – Milestones – Results. The program committee reserves the right to reject the presentation if it does not correspond to the topic of the conference..

You can send your pitches in pdf, ppt or forward the link to video:

application@urfu.ru with copy to conference-international@mail.ru

Heavy files won't be accepted.

Each speaker: 5 min+5 min discussion.

Due to very limited time only 10 pitches will be allowed to the program. The rest of the pitches, corresponding to the topic of the conference, will be placed on this site.

PLENARY CLOSURE

DAY 4/ November 13

**PLENARY CLOSURE. SOCIAL INNOVATION PROJECTS IN TURBULENT 2020 AND YEARS AHEAD.
EXPERIENCE AND PERSPECTIVES**

	Yekaterinburg	Moscow	Havana	Brasilia	Delhi
Start	17:00	15:00	7:00	9:00	17:30
End	21:00	19:00	21:00	13:00	21:30

Chairmen: *Dr Ginley Durán Castellón, Dr Fabricio Pelloso, Dr Sanjeet Singh*

Points for discussions

- Sustainable social innovations against vulnerability of the world ahead

15 minutes for each speaker, with a discussion of up to 10 minutes maximum.

Ethical issues of digital education

Prof. Anastasiya Miklyaeva, Herzen State Pedagogical University of Russia, Saint Petersburg, (Russia)

COVID-19 and Economic Indicators: What we discovered

Dr Pedro Portugal Junior – Research Department of Unis (Brazil)

Combating the COVID-19 pandemic guided by IT: analyzing the recent past to prepare for the future

Dr Fabricio Pelloso and Dr. Rodrigo Frogeri – Research Department of Unis (Brazil)

Social innovation- What can we learn from COVID 19

Dr Sanjeet Singh Dean, Research and Technology & Business Incubator, Chandigarh University (India)

Private Universities. New Challenges and Solutions in the time of uncertainty

George Gabrielian, Director of International Affairs & Academic Mobility, RosNOU (Russia)

Ethical problems of socially oriented innovation and mental health

Dr Liudmila Baranskaya, Professor of the Department of Psychiatry, Psychotherapy and Narcology of Ural State Medical University, psychotherapist of "Sverdlovsk Regional Clinical Hospital No. 1. (Russia)

Social politics and innovation facing the aging of population in Cuba. Challenges and prospects

Dr. Antonio Aja, Director for the Demographic Studies Center of Universidad de La Habana, principal editor of the journal Novedades en Población. (Cuba)

Summary of the conference

Dr Eduard Patrakov, Dr Liudmila Batourina, Mr Sergei Shumilov, representative of Rossotrudnichestvo in Brazil, <https://rs.gov.ru/en>

PUBLICATIONS

Participants may choose in which journal (country) they wish to be published.

Russia

The peer review scientific journal "Petroleum and gas: experience and innovation".

It is an international multidisciplinary journal, featuring original research articles, scientific reviews, point/counterpoint discussions on controversial topics in oil engineering and innovations in various other areas. The journal kindly agreed to provide its platform and make a special issue to facilitate the discussion about socially oriented innovations:

1. Economic and psychological issues in the sustainable development and innovation.
2. Environmental protection, environmental safety.

Indexing: <https://www.elibrary.ru/>, DOI

Payment: free

Manuscript submission requirements:

Dead-line: 1 December 2020

To submit your manuscript: conference-international@mail.ru

The title of the email should contain the keywords: "SOCIALLY-ORIENTED INNOVATIONS"

For doubts, please, contact: Dr. Eduard Patrakov, e.v.patrakov@urfu.ru +7 922 219 4294 (WhatsApp)

Languages: Russian, English

1. Submitted manuscripts should not have been published before or be under consideration for publication anywhere else.
2. Manuscripts to be submitted electronically, and the papers will be published in electronic version either.
3. The journal is included into the Russian Science Index. Therefore the e-version of the journal will be accessed on <https://www.elibrary.ru/> and other electronic scientific resources. By submitting manuscript you agree that the authors contact information will be then available on <https://www.elibrary.ru/> and other sites hosting the on-line version of the journal.
4. When submitting your manuscript, please include the contact information for each author:
 - a) SPIN-code in e-library (e.g.: XXXX-XXXX) – only for Russian citizens
 - б) Researcher ID (e.g.: X-XXXX-20XX),
 - в) ORCID iD (e.g.: XXXX-XXXX-XXXX-XXXX).

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5. Manuscripts can be submitted in Russian or English.
6. The length of the articles should not exceed total 8 pages. (This excludes abstract and keywords).
7. Abstract must be done in both languages, Russian and English, not exceed 200 words, not contain any undefined abbreviations or unspecified references, have 4-6 keywords to be used for indexing purposes. The abstract provides a brief description of the work and contains: purpose, materials and methods, results and conclusions. The abstract should only provide significant facts and may include numerical indicators and brief conclusions.
8. The title page of the manuscript should include: each author's full name, title, degree, and affiliation (with postal address), contact phone number and email.
9. Acknowledgments of people, grants, funds, etc. should be placed in a separate section on the title page. The names of funding organizations should be written in full.
10. The manuscript structure should include: introduction, the aim of the research, materials and methods, results and discussion, conclusions or summary, references.
11. Please use no more than three levels of displayed headings.
12. Abbreviations should be defined at first mention and used consistently thereafter. Basic terms, even if frequently used, should not be abbreviated.
13. Manuscripts should be submitted in Word.
14. The manuscript should be typed in Times New Roman 14, with 1,5 line spacing and 2 cm margins. Each paragraph must be indented with the paragraph indent (not a "space" or "tab" character). The decimals should be separated by a coma (not a dot). The length of the articles should not exceed total 8 pages.
15. All tables are to be numbered using Arabic numerals. For each table, please supply a title. Tables must be drawn in Word format with solid lines and should be reasonably compact. Tables are placed in the text flow.
16. All figures and graphs are drawn in Excel and should have titles, numbers, and clearly designated categories. Figures and graphs are placed in the text flow.
17. Citations – APA style, up to 10 citations. Some examples:
 - Patrakov E.V., Panov V.I. The possibility for applying the concept of "interference" to describe the area where the digital and pre-digital environment merge // Vestnik of Kostroma State University. Series: Pedagogy. Psychology. Sociokinetics, 2020, vol. 26, № 3, pp. 5-14 (In English). DOI <https://doi.org/10.34216/2073-1426-2020-26-3-5-14>.
 - Panov V.I., Patrakov E.V. Representations of Teachers and Elder Schoolchildren about the Risks of Interacting with the Internet. Psikhologicheskaya nauka i obrazovanie = Psychological Science and Education, 2020. Vol. 25, no. 3, pp. 16—29. DOI: <https://doi.org/10.17759/pse.2020250302> (In Russ.).
18. The list of references should only include works that are cited in the text and that have been published or accepted for publication. Personal communications and unpublished works should only be mentioned in the text. Do not use footnotes or endnotes as a substitute for a reference list.

Brazil

The peer review scientific journal of UNIS university "Interacao".

"Interação" is a bianual journal of the Fundação de Ensino e Pesquisa do Sul de Minas (FEPESMIG), maintainer of the Grupo Educacional Unis, composed by Centro Unversitário do Sul de Minas, Faculdade Três Pontas, Faculdades Integradas Cataguases, Faculdade Pouso Alegre and Faculdade Unis-São Lourenço. Available in electronic version.

The journal kindly agreed to provide its platform and make a special issue to facilitate the discussion about socially oriented innovations.

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www.interacao.unis.edu.br

Indexing: Google, Capes, redib, crissref, atualidade ibero americana, Diadorim and Latindex, DOI

Payment: free

Manuscript submission requirements:

Dead-line: 1 December 2020

To submit your manuscript: <https://periodicos.unis.edu.br/index.php/interacao/about/submissions>

Key word for the editor: "Conference "SOCIALLY-ORIENTED INNOVATIONS""

For doubts, please, contact Dr. Fabricio Pelloso, fabricio@unis.edu.br +55 (35) 99829-9024 (WhatsApp)

Languages: Portuguese, English, Spanish

The journal has as its scope the debates around issues related to Management, Training and Development at micro, meso and macro levels, considering that the complexity of the current context requires that organizations and institutions - public and/or private - adapt to the global environment, characterized by high competitiveness, acceleration in processes and technological, social and knowledge dynamics.

The journal is interested in understanding of regional development issues, considering the economic, social and political dimensions, forms of cooperation and collaboration, empowering the transformation of the regions, territories and communities. In this sense, discussions on themes involving essential services - such as health, education, transportation - and other specific topics on labor, technology, industry and agriculture are welcome. Articles may be submitted in Portuguese, English, or Spanish. Articles written in English or Spanish must contain the title, abstract and keywords in Portuguese. The submission of articles in English is encouraged. Submitted manuscripts should not have been published before or be under consideration for publication anywhere else. Texts that constitute expanded versions of material previously published in congress annals or other vehicles should bring this information on the first page and it will be up to the ad hoc referees to assess whether the deepening of the subject is sufficient for them to be considered original. This information prevents the work from being summarily filed as "not unpublished".

The writing of the text resulting from ongoing or completed research of a theoretical or empirical nature should present a clear, concise and objective style highlighting the theoretical-methodological basis, procedures used in the research and results achieved.

Interação works with peer review in the single-blind review system. Initially, all contributions will be accessed by the Editor-in-Chief and the Editorial Board to evaluate:

- the relevance of the proposed articles to the scope of the journal.
- the formatting aspects of the article, according to the template available on the journal page (Click here to download the template https://drive.google.com/file/d/1aiBJ7di_KGfBHreYduRZm0BFnD3S947g/view).
- the sending of the "declaration of responsibility and conflict of interest" signed by all authors (pdf file), according to the template available on the journal page (Click here to download the template - <https://drive.google.com/file/d/1pVOeim7AxIg4b7YR3DvLIp3w4UHJmYJX/view>).

If there is any inconsistency, the submissions will not be evaluated. They will be filed and the authors will be informed for a new submission in the journal's format. If appropriate, the submitted articles will be immediately sent to two experienced and competent referees. The reasoned opinions will be considered by the Editor-in-Chief for the final decision on:

- Accepting the manuscript for publication.
- Accept the manuscript for publication with changes and corrections.
- Reject the manuscript.

The Editor-in-Chief will ask the referees 30 days for a response. The evaluation criteria of the articles include: originality, contribution to the body of knowledge in the area, methodological suitability, clarity and timeliness. Manuscripts accepted for publication may undergo editorial revision to facilitate their clarity and understanding

without altering their content. If the article is evaluated and modifications, corrections or complementation are requested, the authors will have a period of 20 calendar days to send the new version of the article. After that, a new round of evaluation will be made, being consulted the same referees of the first round, who will have 30 days for the sending of the new opinion. In case of divergences, a new evaluator can be consulted and will have 30 days to issue the opinion. This evaluation of the new version does not imply the acceptance of the article by the journal.

At the end of all evaluation rounds the Editor-in-Chief is responsible for the final decision to accept or reject the articles. Click here to download the evaluation process:

https://drive.google.com/file/d/1TBTXqFSr8Ochwsatz_Ij5STmOd9doWVT/view

The article submitted for publication must comply with the Copyright Law, n. 9.610, of February 19, 1998.

The accepted articles are prepared for publication and the final version will be sent to the authors for science.

Cuba

Cuban journals: VARELA; NOVEDADES EN POBLACIÓN

These journals kindly agreed to provide their platforms and make special issues to facilitate the discussion about socially oriented innovations.

The peer review scientific journal "VARELA"

The Varela Journal is an open access, refereed and indexed, peer review scientific journal that disseminates contributions in multiple areas of educational theory and practice. Founded in 2001 by the University of Pedagogical Sciences and since 2015 it has been published by the Faculty of Early Childhood Education of the Central University "Marta Abreu" de las Villas.

<http://revistavarela.uclv.edu.cu>

Indexing:

It is registered in the National Registry of Periodical Publications with folio 2038 and with ISSN 1810-3413., certified by the Ministry of Science, Technology and Environment (CITMA) and indexed in: DOAJ, CLASE, LATINDEX (Catalog), REDIB, ERICHPLUS, MIAR, ULRICHS among others.

Payment: free

Manuscript submission requirements:

Dead-line: 10 December 2020

To submit your manuscript: nibarra@uclv.cu

The title of the email should contain the keywords: "SOCIALLY-ORIENTED INNOVATIONS"

For doubts, please, contact: Dr. Ginley Durán Castellón, ginleyd@uclv.edu.cu +53 53725636 (WhatsApp)

Languages: Spanish

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