



# 12<sup>th</sup> CONFERENCE

INTERNATIONAL SCIENTIFIC  
University of Holguin

**23 - 25**  
**April 2025**

*University-Society towards sustainable development*

## CALL FOR PAPERS

The University of Holguin consolidates its link with society in order to find effective and innovative solutions to the problems of the current context. Such implication demands to assume a role as agent of the sustainable development from the responsibility, the strengthening of pertinence, the effectiveness and efficiency of the processes, and the generation of practices in favor of the social transformation. In response to these guidelines, the University of Holguin has developed 11 editions of its International Scientific Conference, a space for interdisciplinary, intersectoral and innovative dialogue for the management of solutions to the complex demands that society needs, as part not only of the essential requirements of contemporaneity, but also of the alternatives that contribute to development, as well as the formation of more competent professionals. For its impact on the development of science, the University of Holguin, of the Republic of Cuba, convenes the 12th International Scientific Conference, to be held on **April 23-25, 2025**, under the slogan ***University-Society towards a sustainable development.***

Building once again this scientific framework is a necessity and satisfaction to reflect, exchange, generate work spaces and strategic alliances, as well as to follow up on such important topics for the construction of a better world.

**The presentation of papers will be organized around eight symposia grouped in workshops and activities.**



### **SYMPOSIUM 1: SOCIAL SCIENCES AND THEIR CHALLENGES IN THE FACE OF MULTICULTURALISM.**

Coordinator: Dr. C. Eduardo Fernández Flores

**Contacts:**

e-mail: [culturasociedad.cci@uho.edu.cu](mailto:culturasociedad.cci@uho.edu.cu) Phone: +53 55081215

## Topics

- Integration of Social Sciences from the identities. Challenges and Perspectives.
- Social Sciences and innovation: relationships and asymmetries.
- The training of professionals in the Social Sciences as a current need.
- Social Sciences and Artificial Intelligence. Impact on the development of other sciences.

## **I WORKSHOP IMPACT OF THE BLOCKADE: CHALLENGES AND OPPORTUNITIES IN CUBAN HIGHER EDUCATION.**

- Coordinator: Dr. C. Lidia María Romero Pupo
- Contacts:
- e-mail: [lromero@uho.edu.cu](mailto:lromero@uho.edu.cu) Telephone: +53 51693336



## **SYMPOSIUM 2: EDUCATIONAL SCIENCES AS PILLARS FOR SUSTAINABLE DEVELOPMENT**

Coordinator: Dr. C. Yomaida Fernández Rodríguez

### **Contacts:**

e-mail: [educacion.cci@uho.edu.cu](mailto:educacion.cci@uho.edu.cu) Phone: ++53 52177767

## Topics

- Contributions of Educational Sciences to the development of educational practice, job training and educational management.
- Gender, family, health education and educational guidance in institutional and social education processes.
- Educational inclusion in transit to social education.
- Teaching, creation and culture.

## **I WORKSHOP SOCIAL OBSERVATORIES FACING THE CHALLENGES OF A TRANSFORMATIVE HIGHER EDUCATION IN PURSUIT OF SUSTAINABLE DEVELOPMENT.**

Coordinator: Dr. C. Anabel Naranjo Paz

Contacts: e-mail: [anabelnaranjopaz@gmail.com](mailto:anabelnaranjopaz@gmail.com) Telephone: +53 52111531



## **SYMPOSIUM 3: WEFLA- SECAN**

Coordinator: Dr. C. Vilma Páez Pérez

### **Contacts:**

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Phone: +53 54197258

## **XIX International Congress on Foreign Languages, Communication and Culture. WEFLA 2025**

### Topics

- Foreign language pedagogy.
- AI: its impact on foreign language teaching and learning.
- Training and professional development for language teachers
- Linguistics and applied linguistics.
- Translation and interpretation studies.
- Intercultural studies
- Literature, language, communication and culture.

## **XIX International Seminar on Canadian Studies. SECAN 2025**

### Topics

- 80 years of Cuba- Canada Diplomatic Relations.
- History and Politics.
- Indigenous Studies, First Peoples and Canada in the 21<sup>st</sup> Century
- Language and Literature.
- Canada, management of social and cultural diversity
  - Society, culture and identity
  - Social inclusion and equal opportunities
  - Gender studies.



## SYMPOSIUM 4: PHYSICAL CULTURE FOR SUSTAINABLE DEVELOPMENT

Coordinator: Dr. C. David Alberto Machín Pérez

**Contacts:**

e-mail: [deporte.cci@uho.edu.cu](mailto:deporte.cci@uho.edu.cu)

Phone: +53 53975988

### Topics

- Training of the Physical Culture professional
- Improvement of the sports training process
- Physical and therapeutic care in different sectors of the population.
- Physical education, free time and recreation
- Spinocerebellar ataxias and other neurodegenerative diseases.
- Olympic Crusade



## SYMPOSIUM 5: ORGANIZATIONAL MANAGEMENT AND TOURISM INNOVATION FOR SUSTAINABLE DEVELOPMENT

Coordinator: Dr. C. Ileana Tapia Claro

**Contacts:**

e-mail: [gestion.cci@uho.edu.cu](mailto:gestion.cci@uho.edu.cu) Phone: +53 59014764

### Topics

- Business management: Human talent management, sustainable supply chain management, quality management, strategic planning, commercial management, management control, economic-financial management, business performance, entrepreneurship, innovation and knowledge.
- University Management: Strategic and integrated management of university processes towards society, Management of educational institutions.
- Public administration and local development. Application of ICT in public administration and project management.
- Tourism Management: Tourism Management post COVID-19, Smart and Sustainable Tourism Destination, Climate Change and Tourism, Knowledge Management and Innovation in Tourism, Economic and Financial Management in Tourism Organizations.



## SYMPOSIUM 6: NATURAL AND AGRICULTURAL SCIENCES FOR SUSTAINABLE DEVELOPMENT

Coordinator: Dr. C. Glenis Damaris Fernández Reynaldo

**Contacts:**

e-mail: [naturales.agrop.cci@uho.edu.cu](mailto:naturales.agrop.cci@uho.edu.cu) Phone: +53 53674535

### Topics

- Sustainable agriculture, use and management of agricultural ecosystems.
- Job training in the current context of university-business-society relations.
- Chemistry, processes and engineering materials.
- Biological sciences and natural and social processes.
- Geographical sciences and sustainable development.
- Applied physics.
- Environmental sustainability, environmental management, climate change and biodiversity.



## SYMPOSIUM 7: INFORMATICS, MATHEMATICS AND INFORMATION TECHNOLOGIES FOR SUSTAINABLE DEVELOPMENT

Coordinator: M.Sc. Yisel Clavel Quintero

**Contacts:**

e-mail: [mci.cci@uho.edu.cu](mailto:mci.cci@uho.edu.cu) Phone: +53 52465767

### Topics

- Informatics and Information Sciences for an inclusive economic and social development: Informatization of society and e-government. Artificial Intelligence and Machine Learning. Big Data and Data Analytics. Biomedical Data Processing. Software Engineering and Management. Open Standards and Free Software. Mobile Technology and Cloud Computing. Internet and Internet of Things. Technological Entrepreneurship. Information and Knowledge Management. Training of Computer Science and Information Science professionals. Information competencies. Academic observatories. University publishing houses. Academic journals and networks. Open access. ICT in the training of professionals. Digital competencies. Teaching models supported by ICT. Development, use and evaluation of digital educational resources.



## SYMPOSIUM 8: ENGINEERING AND DEVELOPMENT

Coordinator: Dr.C. Roberto Hernández Leyva

**Contacts:**

e-mail: [ingenieria.cci@uho.edu.cu](mailto:ingenieria.cci@uho.edu.cu) Phone: +53 54797637

### Topics

- Engineering and technologies
- Training of professionals oriented to sustainable development
- Built systems in the 21st century
- Clean energies and adaptation to climate change
- Engineering for the development of sugarcane production

## I NEUROTECHNOLOGY WORKSHOP: A CHALLENGE FOR SUSTAINABLE DEVELOPMENT

Coordinator: Dr.C. Roberto Pérez Rodríguez

**Contacts:**

e-mail: [roberto.perez@uho.edu.cu](mailto:roberto.perez@uho.edu.cu) Phone: +53 63408638

### Topics

- Neurotechnology and Artificial Intelligence
- Neurotechnology and Big Data
- Neurotechnology and eHealth

## II WORKSHOP ON INTERNATIONALIZATION IN HIGHER EDUCATION: CHALLENGES AND OPPORTUNITIES

President: Dr. C. Jenny Ruiz de la Peña

Vicepresident: M. Sc. Rosabel González Cruz

Academic Secretary: Dr. C. Yunelsys Hechavarría Creach

### Topics

- Internationalization through strategic alliances.
- Collaboration with multilateral organizations in search of sustainable development.
- The role of internationalization in research.
- Management of international projects. Experiences and good practices.

- Internationalization of the curriculum. Current trends.

The workshop will be held in person and/or virtually during the second day of the conference and will culminate with the signing of agreements and letters of intent.

#### **Contacts:**

- Dr. C. Jenny Ruiz de la Peña e-mail: [dri@uho.edu.cu](mailto:dri@uho.edu.cu)
- M. Sc. Rosabel González Cruz e-mail: [rosabel@uho.edu.cu](mailto:rosabel@uho.edu.cu)
- Dr. C. Yunelsys Hechavarría Creach e-mail: [yunelsys@uho.edu.cu](mailto:yunelsys@uho.edu.cu)

#### **BUSINESS ALLIANCE FORUM**

Coordinator: Dr.C Miguel Escalona Reyes

#### **Contacts:**

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#### **PRE-EVENT COURSES**

The Organizing Committee offers the possibility of enrolling in courses taught by prestigious professors and researchers that will be developed in person or virtually, which will grant academic credit and the issuance of certificates of participation.

#### **MODALITY**

Face-to-face event with virtual component

#### **LANGUAGES**

Spanish, English and French

#### **IMPORTANT DATES**

- Reception of scientific proposals (in abstract format) until March 14, 2025.
- Admission review by the commissions appointed by the Scientific Committee from March 24, 2025.
- Notification of admission and modality until March 31.

## REGISTRATION FEES

Category	Up to February 28th	March 1st
<b>In person</b>		
National delegates	2000.00 CUP On-site attendance at city facilities and certificate of participation  7000.00 CUP includes a pass to the event, transportation and certificate of participation.	
Foreign delegates	220.00 USD	250.00 USD
Accompanying persons	80.00 USD	100.00 USD
Foreign students and retirees	100.00 USD	120.00 USD
Students of HEIs in Cuba	1000.00 CUP On-site attendance at city facilities and certificate of participation  5000.00 CUP includes a pass to the event, transportation and certificate of participation.	
<b>Virtual</b>		
National delegates	400.00 CUP	
Foreign delegates	50.00 USD	
Foreign students	40.00 USD	
Students of HEIs in Cuba	250.00 CUP	



## **For payment of registration, lodging and other fees**

### **International delegates please contact**

Karina Sanchez Portelles

Commercial Specialist of Paradiso Cultural Tourism

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### **National delegates, please contact**

Eng. Luis Ernesto Paneque Azhares

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## **PRESENTATION OF PAPERS**

- Face-to-face: Traditional format
- Virtual: In plenary sessions, with a combination of synchronous and asynchronous sessions, allowing attendees to participate, starting with videos of no more than 5 minutes. In the same way, the papers will be available to all congress participants. A virtual discussion forum will be available to facilitate discussion, open to both face-to-face and virtual participants.

## **SUBMISSION, SUBMISSION GUIDELINES AND PUBLICATION OF PAPERS**

Papers must be submitted in accordance with the Conference.

The review of the papers will be carried out by the Scientific Committee of each Symposium, which will decide on their acceptance and mode of presentation.

The accepted papers will be published in a compendium edited by the university publishing house Conciencia Ediciones, which will be visible on-line.

## **NORMS AND FORMAT OF ABSTRACTS**

- Descriptive abstract between 700 and 900 words (in Spanish or English).

- Letter size paper, 11-point Arial font, justified text, no spacing and single spacing.
- All margins at 2.54 cm
- Title: capitalized and justified (up to 15 words in Spanish and its translation in English or vice versa).
- Keywords
- Authors (up to three): Name(s) and Surname(s) / affiliation and country / e-mail of each author. The main or corresponding author must be the first.
- Introduction: description of the context, need, rationale and justification of the issue to be solved (problem), purposes (objectives) and scope of the scientific results to be presented (sectoral, regional, national, etc.). Indicate whether it is a project result. If possible, describe which SDG 2030 your scientific proposal most closely relates to.
- Methodology: if possible, a closed-cycle work that evidences the transformation of the problem from the assessment of its effects (solution idea, solution proposal, implementation, corrections, introductions and generalizations), conceived approach (qualitative, quantitative or mixed). If it is an experimental work, it should indicate the techniques and methods used in the research; if it is a non-experimental work, the data sources and their management, sampling criteria and corroboration strategy. Critical route to corroborate the working hypotheses. Indicate risks and open problems that project new research.
- Results and discussion (discoveries, orderings, comparisons, comprehensions and interpretations) according to its purpose and problem to be mitigated.
- Conclusions (implications of the results and their relationship with the purpose of the research in the solution of the problem). Transformations in the beneficiaries of the proposal and in the process of the solution, from the social character of science and the value of knowledge transfer. Value of the solution expressed in measurable, verifiable descriptions (scientific, social, economic,

environmental, etc.) for the stated context or arguments that reveal qualitatively superior states to the initial ones, directly related to your problem.

- Bibliographic Reference: APA 7 format, in order of appearance and only the one cited in the text of the report (this section is not included within the 900 words).

## **ORGANIZING COMMITTEE**

- Dr. C. Aniuska Ortíz Pérez (President)
- Dr. C. Manuel Alberto Leyva Estupiñán (Vicepresident)
- Dr. C. Leudis Orlando Vega de la Cruz (Scientific Vicepresident)
- Dr. C. María Onelia Urbina Reynaldo (Executive Secretary)
- M.Sc. Diana Rosa Segreo Mariño (Scientific Secretary)
- Dr. C. Miguel Escalona Reyes (President of Sociedad de Interfaz, EICT SA)

## **MAIN CONTACTS**

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We invite you to follow us through our official channels that will be updating you on pre-event courses and accommodation offers.

Website: <http://www.uho.edu.cu>

Telegram: <http://t.me/universidadholguinera>

X: <http://x.com/univholguinera>

Instagram: <http://instagram.com/universidadholguinera>

Youtube: <http://bit.ly/youtubeUHo>