

# PROGRAM

# 2026



2026  
7TH EDITION OF THE UNITEC  
RESEARCH AWARDS

# CONICIETI III



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# PROGRAM DAY 1

**MAY 12, 2026**

ACTIVITY	PARTICIPANTS	VENUE	TIME
<b>PARTICIPANT REGISTRATION</b>	Congress authors receive their kit for the 2026 conference	CRAI PLAZA	1:30 p.m. to 3:30 p.m.
<b>PANEL DISCUSSION</b> <b>REIMAGINING THE UNIVERSITY: CHALLENGES AND OPPORTUNITIES FOR HONDURAS</b>	Jeffery P. Cohen (Rector, Zamorano) Julio Raudales (Rector, UJCV) Odir Fernández (Rector, UNAH) Rosalpina Rodríguez (Rector, Unitec)	LETICIA MA TAY AUDITORIUM	2:20 p.m. to 3:30 p.m.
<b>CONFERENCE</b> <b>PAST, PRESENT, AND FUTURE OF NARRATIVES: FROM HOMER TO ARTIFICIAL INTELLIGENCE</b>	Gonzalo Sarasqueta, Argentina / Spain 	LETICIA MA TAY AUDITORIUM	3:45 p.m. to 5:00 p.m.
<b>WELCOME COCKTAIL</b>	Message from Unitec authorities to participants and performance by the Unitec Choir	CRAI PLAZA	5:00 p.m.

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# PROGRAM DAY 2

**MAY 13TH, 2026**

ACTIVITY	PARTICIPANTS	VENUE	TIME
<b>CONFERENCE</b> FROM TOOLS TO CAPABILITIES: HOW GENERATIVE AI IS REDEFINING PRODUCTIVITY AND TALENT	Mónica de la Roca, Guatemala. 	LETICIA MA TAY AUDITORIUM	8:30 a.m. to 10:00 a.m.
<b>PANEL DISCUSSION</b> TRUST IN CRISIS: THE IMPACTO OF DISINFORMATION IN THE DIGITAL ERA	Mario Cerna, Yanivis Izaguirre y Gonzalo Sarasqueta.   	LETICIA MA TAY AUDITORIUM	10:15 a.m. to 11:30 a.m.
<b>FREE TIME (11:30 a.m. to 1:30 p.m.)</b>			
<b>POSTERS PRESENTATION</b> (IN-PERSON AND VIRTUAL)	CONICIETI participants display their investigations in poster format.  1:30-2:30: Full Papers 2:30-3:30: Short Student Papers 3:30-4:30: Abstracts  Simultaneously, virtual presentations via Microsoft Teams.	CRAI PLAZA AND MICROSOFT TEAMS	1:30 p.m. to 4:30 p.m.

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# CONICIETI III

# PROGRAM DAY 3

MAY 13TH, 2026

ACTIVITY	PARTICIPANTS	VENUE	TIME
<b>CONFERENCE</b> DIGITAL HEALTH AND SUSTAINABLE DEVELOPMENT: CHALLENGES AND OPPORTUNITIES OF TECHNOLOGICAL TRANSFORMATION	Siu Fong Acón, Costa Rica 	LETICIA MA TAY AUDITORIUM	8:30 a.m. to 10:00 a.m.
<b>PANEL DISCUSSION</b> MOBILE AND SERVICE ROBOTS: APPLIED INNOVATION FOR MORE SUSTAINABLE INDUSTRIES AND SOCIETIES	Héctor Moreno, México. 	LETICIA MA TAY AUDITORIUM	10:15 a.m. to 11:30 a.m.
<b>FREE TIME (11:30 am a 1:30 pm)</b>			
<b>CLOSING</b> AWARDS CEREMONY	<ul style="list-style-type: none"><li>• CONICIETI Research Awards 2026</li><li>• Reyna Durón Award for Women in Science</li></ul>	LETICIA MA TAY AUDITORIUM	1:30 p.m.

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# WORKSHOPS AGENDA

AREA	TOPIC	VENUE	TIME
ROBOTICS	Modeling and Simulation of Robotic Mechanisms in MATLAB (Héctor Moreno)	LAB 402, FACULTY OF ENGINEERING	May 13th, 8:30 a.m.
FACT-CHECKING	Digital tools for fact-checking (Chekiá Team)	FLEXROOM 210, BUILDING 1	May 13th, 11:30 a.m.
NEUROMARKETING	Consumer Neuroscience: From Emotion to Purchase Decision (Esther Chávez)	EXPERIENCE LAB, 4TH FLOOR, FACULTY OF ENGINEERING	May 13th, 3:40 p.m.
GASTRONOMY	The Kitchen as a Laboratory for Sensory Experiences (Noel Palma)	DEMO KITCHEN, GASTRONOMY BUILDING	May 13th, 2:20 p.m.

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