



UNIVERSIDAD COMPLUTENSE  
MADRID

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# AVISO DE CONFERENCIA

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## Modelado y Simulación de Sistemas Complejos. Aplicaciones en Organizaciones

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Facultad de Informática

Sala de Grados • 15 de abril de 2013 • 12: 00

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### resumen:

En la conferencia se abordará el tratamiento de los sistemas complejos mediante el enfoque generativo. Se planteará la metodología que se está aplicando en el grupo INSISOC en problemas y casos de estudio reales, y se ilustrará con varios ejemplos. Se realizará también un análisis histórico de la evolución del Modelado Basado en Agentes, y se presentarán algunas aplicaciones en las que ha participado en proyectos de investigación financiados en convocatorias competitivas.

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### sobre Adolfo López:

Adolfo López is Professor in Managerial Economics at the University of Valladolid. He graduated from the University of Oviedo in Electrical Engineering (1994) and obtained his Ph.D. in 2000 on applications of agent-based simulation to economic analysis, in the University of the Basque Country. His research interests within the INSISOC Group ("Engineering Social Systems Group") include computer simulation of social and economic behaviour and industrial policy: auctions, financial markets, natural resources management, supply chain management.

He has more than one hundred publications, and has been guest editor for the journals: "Simulation: Transactions of The Society for Modeling and Simulation International" and "Annals of Operations Research". He is the founding editor of the Springer Lecture Notes series: "Lecture Notes in Management and Industrial Engineering". He was cofounder of the ESSA (European Social Simulation Association), and currently is an active Fellow of the European Academy of Industrial Management. He is also a Senior Advisor of IPMA (International Project Management Association), and gained the IPMA Level B certification in 2008.