

## ***La mujer como transformadora de la cultura***

**Dra. Reyes Calderón.** Escritora y Profesora de la Facultad de Económicas. Premio Azorín 2016. <http://reyescalderon.es/biografia/>

Abilities such as listening, bringing up new interesting topics to a conversation or simply knowing about sports are things not learnt at University but needed to survive in business world, and now is the perfect moment to gain this basic abilities.

She ends up encouraging us, women of a technological future, to never give up our dreams and to fight to achieve goals by simply starting believing in ourselves with great selfconfidence.

In today's conference, November 4th, 2016, we were pleased to meet and hear from Reyes Calderón, writer and professor in the School of Economics at the University of Navarra, winner of the Azorín award in 2016 and above all, a happily married mother of nine children.

How was she able to withstand the pressure of working as an enterprising woman while at the same time raising such a big family?

She explains how it is possible using the main idea: "La mujer como transformadora de la cultura." (Women as transformers of the culture).

One of the main problems for women of today's society is that they are forced to choose one cultural dimension: between that culture that enrich us with all kind of diverse knowledge and that one seemed as tradition.

She argues that the combination of both is the key to happiness in the long-run even though it encourages a selfless lifestyle taking care of others.

She ends up promoting the importance of knowing ourselves in order to reach our goals in life, never letting our circumstances take away our illusions.

