

2026 AEDEM Global Summit

February 22nd to 24th, 2026





W e l c o m e L e t t e r

Dear AEDEM academics and conference participants,

The Universidade Autónoma de Lisboa has the privilege and honour of hosting the Global Summit of the European Academy of Management and Business Economics (AEDEM), which will be held in Lisbon from 22nd to 24th February, 2026. We would like to invite you to participate in this meeting, which, through its various panels, will allow us to exchange ideas and knowledge to enrich our research in the field of business administration, thereby increasing the opportunities of dissemination and publication of the papers presented, and thus contributing to the transfer of knowledge to society.

The international character of AEDEM meetings stems from the diversity of its attendees, who come from different countries and cultures, contributing to a more global vision of the economy. This diversity is also notable in its intergenerational culture, where academics with extensive experience share space with researchers in training, who present the results of their Doctoral Theses.

The Autonomous University of Lisbon, since its foundation in 1986, has aimed to become an international benchmark in higher education, research, and knowledge transfer.

Lisbon is the capital and largest city of Portugal, located at the mouth of the Tagus River and on the Atlantic coast, making it the most western city in Europe. It is famous for its historic tile architecture, yellow trams, the sound of fado music, its delicious cuisine (especially pastéis de nata), and its vibrant and charismatic atmosphere. The city sits on seven hills and offers a combination of historical heritage, such as the Jerónimos Monastery, and a modern, bohemian spirit in neighborhoods such as Alfama and Bairro Alto.

We look forward to seeing you in Lisbon and enjoying this event together, where we will not only share a space to reflect on academic issues but also share moments of conviviality among AEDEM members.

Welcome to the AEDEM Global Summit 2026.

António Cabeças Universidade Autónoma de Lisboa, Portugal

Sandra Ribeiro Universidade Autónoma de Lisboa, Portugal

Antonio Fernández Portillo Unviersidad de Extremadura, Spain

Conference Co-Chairs

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European Academy of Management and Business Economics

Dr. Encarnación González Vázquez
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- Dr. Gloria Aparicio de Castro
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Dr. Evaristo Galeana Figueroa

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Centro de Educación Superior de Negocios, Innovación y Tecnología (IUNIT). Spain

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Universidade Autónoma de Lisboa. Portugal

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Universidad de Sevilla. Spain

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Universidad de Extremadura

Finance and Accounting

Dr. Milagro Gutiérrez Fernández
Universidad de Extremadura

Marketing

Dr. Nuria Ramos Vecino
Universidad de Extremadura

Entrepreneurship & Innovation

Dr. María Calzado Barbero
Universidad de Extremadura

Tourism

Dr. Sandra Ribeiro
Universidade Autónoma de Lisboa

Doctoral Colloquium

Dr. Manuel Almodóvar González
Universidad de Extremadura

Work in Progress

Dr. Remedios Hernández Linares
Universidad de Extremadura

Organizing Committee

Presidents:

- Dr. António Cabeças
Universidade Autónoma de Lisboa. Portugal
- Dr. Sandra Ribeiro
Universidade Autónoma de Lisboa. Portugal
- Dr. Antonio Fernández Portillo
Universidad de Extremadura. Spain

Members:

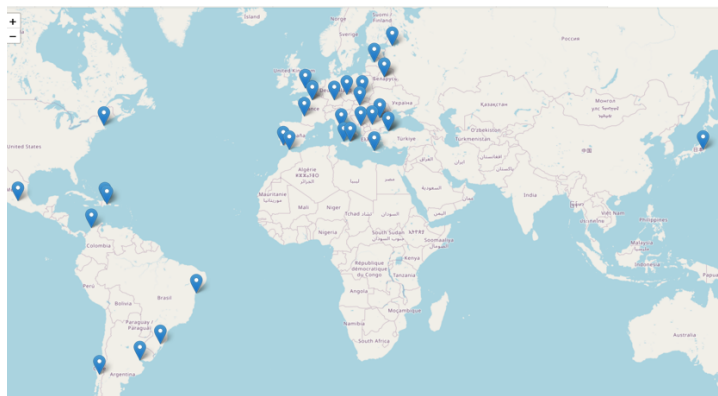
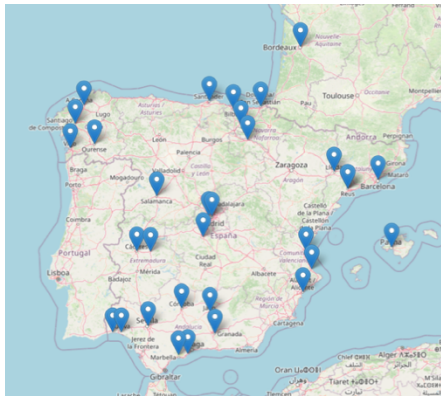
- Dr. Adelaida Ramos Mariño
Instituto Politécnico de Portalegre.
- Dr. Mário Coutinho dos Santos
Universidade Autónoma de Lisboa.
- Dr. Sérgio Pontes
Universidade Autónoma de Lisboa.
- Dr. Maria do Rosário Justino
Polytechnic University of Lisbon
- Dr. Eduardo Cardadeiro
Universidade Autónoma de Lisboa.
- Dr. Manuel Serejo
Universidade Autónoma de Lisboa.
- Dr. Luís Miguel Matos
Universidade Autónoma de Lisboa.

A E D E M A n n u a l M e e t i n g

2025	XXXIX	International Annual Meeting	Santander
2024	XXXVIII	Annual Meeting	Toledo
2023	XXXVII	Annual Meeting	Vigo (Pontevedra)
2022	XXXVI	Annual Meeting	Pozuelo de Alarcón (Madrid)
2021	XXXV	Annual Meeting	Logroño
2020	XXXIV	Annual Meeting	Reus (Tarragona)
2019	XXXIII	Annual Meeting	Sevilla
2018	XXXII	Annual Meeting	Gandía (Valencia)
2017	XXXI	Annual Meeting	Madrid
2016	XXX	Annual Meeting	Las Palmas de Gran Canaria
2015	XXIX	Annual Meeting	San Sebastián/Donostia
2014	XXVIII	Annual Meeting	Trujillo (Cáceres)
2013	XXVII	Annual Meeting	Islantilla (Huelva)
2012	XXVI	Annual Meeting	Barcelona
2011	XXV	Annual Meeting	Valencia
2010	XXIV	Annual Meeting	Santiago de Compostela
2009	XXIII	Annual Meeting	Sevilla
2008	XXII	Annual Meeting	Salamanca
2007	XXI	Annual Meeting	Madrid
2006	XX	Annual Meeting	Palma de Mallorca
2005	XIX	Annual Meeting	Victoria
2004	XVIII	Annual Meeting	Ourense
2003	XVII	Annual Meeting	Burdeos (Francia)
2002	XVI	Annual Meeting	Alicante
2001	XV	Annual Meeting	Las Palmas de Gran Canaria
2000	XIV	Annual Meeting	Jaén
1999	XIII	Annual Meeting	Logroño
1998	XII	Annual Meeting	Benalmádena (Málaga)
1997	XI	Annual Meeting	Lleida

AEDEM Annual Meeting

1996	X	Annual Meeting	Granada
1995	IX	Annual Meeting	Toledo
1994	VIII	Annual Meeting	Cáceres
1993	VII	Annual Meeting	Córdoba
1992	VI	Annual Meeting	La Rábida (Huelva)
1991	V	Annual Meeting	Sada (A Coruña)
1990	IV	Annual Meeting	Reus (Tarragona)
1989	III	Annual Meeting	Las Palmas de Gran Canaria
1988	II	Annual Meeting	Bilbao
1987	I	Annual Meeting	Ojén (Málaga)





AEDEM International Conference

2025	XXXII	International Conference	Palermo (Italy)
2024	XXXI	International Conference	Istanbul (Turkey)
2023	XXX	International Conference	Tanger (Morocco)
2022	XXIX	International Conference	Santo Domingo (Rep. Dominicana)
2021	III	International Meeting	Faro (Portugal)
2021	II	International Meeting	Madrid (Spain) / Boston (EEUU)
2019	XXVIII	International Conference	Tokyo (Japan)
2018	XXVII	International Conference	Bucharest (Romania)
2017	XXVI	International Conference	Reggio di Calabria (Italy)
2016	XXV	International Conference	Riga (Latvia)
2015	XXIV	International Conference	London (United Kingdom)
2014	XXIII	International Conference	Paris (France)
2013	XXII	International Conference	Aalen (Germany)
2012	XXI	International Conference	Budapest (Hungary)
2011	XX	International Conference	Podgorica (Montenegro)
2010	I	International Meeting	St Petersburg (Russia)
2010	XIX	International Conference	Minsk (Belarus)
2009	XVIII	International Conference	Rome (Italy)
2008	XVII	International Conference	Salvador de Bahía (Brazil)
2007	XVI	International Conference	Krakov (Poland)
2006	XV	International Conference	Buenos Aires (Argentina)
2005	XIV	International Conference	Morelia (Mexico)
2004	XIII	International Conference	Cartagena de Indias (Colombia)
2003	XII	International Conference	Santiago de Los Caballeros (Dominican Rep)
2002	XI	International Conference	Paris (France)
2001	X	International Conference	Reggio di Calabria (Italy)
2000	IX	International Conference	Temuco (Chile)
1999	VIII	International Conference	Sao Leopoldo (Brazil)
1998	VII	International Conference	Istanbul (Turkey)
1997	VI	International Conference	Chania (Greece)
1996	V	International Conference	Prague (Czech Republic)
1995	IV	International Conference	Sofia (Bulgaria)
1994	III	International Conference	Bucharest (Romania)
1993	II	International Conference	Minsk (Belarus)
1992	I	International Conference	La Rábida, Huelva (Spain)



Conference Awards

AEDEM Best Paper Award in Management

AEDEM Best Paper Award in Marketing

AEDEM Best Paper Award in Finance and Accounting

RUIBAL Formación Best Paper Award in Responsible Management

RUIBAL Formación Best Students or Doctorate Candidate Award

FUNDAÇÃO SANTANDER Best Paper Award in Entrepreneurship and Innovation

UAL Award in Management



Partners - Institutions



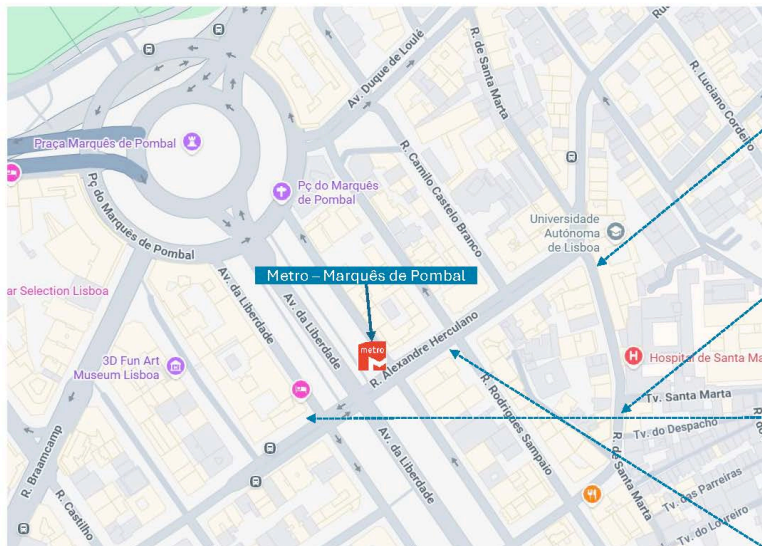


European Academy
of Management and Business Economics

ACADEMIC SCHEDULE

(Local Time)

Onde estamos? / ¿Dónde estamos? / Where are we?



Universidade Autónoma de Lisboa
Palácio dos Condes do Redondo
Rua de Santa Marta 56
1169-023 Lisboa



Sunday, 22nd February

20:00

Meeting Point to Welcome Dinner

SALA DE ATOS

UAL - Palácio dos Condes de Redondo



Monday, 23rd February

9:00 – 10:00

CONFERENCE REGISTRATION

SALA DE ATOS

UAL - Palácio dos Condes de Redondo

9:30 – 10:00

OPENING CEREMONY

AUDITÓRIO 2

UAL - Palácio dos Condes de Redondo

Dr. António Lencastre Bernardo

President of Grupo Autónoma

Dr. Paulo Magro Luz

Secretary of State of the Government of Portuguese Republic

Dr. Camilo Prado Román

President of European Academy of Management and Business Economics
(AEDEM)

Dr. António Cabeças

Co-President of AEDEM Global Summit, Universidade Autónoma de Lisboa

Dr. Sandra Ribeiro

Co-President of AEDEM Global Summit, Universidade Autónoma de Lisboa

Monday, 23rd February

10:00 – 10:30

PLENARY SESSION

Auditório 2 - UAL - Palácio dos Condes de Redondo

AI CYBERSECURITY For hackers and developers

Dr. Chema Alonso

Vice President, Head of International Development. Cloudflare

10:30 – 11:00

AI CYBERSECURITY DISCUSSION

Auditório 2 - UAL - Palácio dos Condes de Redondo

Dr. Chema Alonso

Vice President, Head of International Development. Cloudflare

Diego Bautista Morán

First Sergeant, Head of the Technological Investigation Team EDITE. Guardia Civil

Dr. Fernando Correia

Digital Technologies Researcher, Universidade Autónoma de Lisboa

Chair: **Dr. Pablo García Rodríguez**
Universidad de Extremadura

11:00 – 11:10

FAMILY PHOTO

UAL Entrance Courtyard

11:10 – 11:30

COFFEE BREAK

Aula 10

Monday, 23rd February

PARALLEL SESSIONS I

11:30 – 13:30

PANEL 1: MANAGEMENT I

Auditório 2

*Chair: Dr. Remedios Hernández Linares
Universidad de Extremadura*

THE IMPACT OF INFORMATION TECHNOLOGY ON COUNTRIES PRODUCTIVITY

Antonio Fernández Portillo, Universidad de Extremadura
Manuel Almodóvar González, Universidad de Extremadura
Nuria Ramos Vecino, Universidad de Extremadura
María Calzado Barbero, Universidad de Extremadura

ANALYSING UNIVERSITY STUDENTS' KNOWLEDGE AND INTEREST IN THE SOCIAL ECONOMY: A WORK IN PROGRESS

Artitzar Erauskin Tolosa, Euskal Herriko Unibertsitatea
Itziar Barinaga-Rementeria Zabaleta, Euskal Herriko Unibertsitatea
Xuban Diez Izagirre, Euskal Herriko Unibertsitatea

THE TRANSFORMATION OF HUNTING TOURISM TOWARDS NON-LETHAL MODALITIES: A QUALITATIVE ANALYSIS OF THE ACCEPTANCE OF PHOTOGRAPHIC HUNTS IN EXTREMADURA

Jorge Villar Guijarro, Universidad de Extremadura
Adelaida Ramos Mariño, Instituto Politécnico de Portalegre
José Luis Coca Pérez, Universidad de Extremadura

Monday, 23rd February

TOWARDS A COOPERATION-BASED VIEW OF STRATEGY

Filipe Sousa, University of Madeira

HIDDEN SYSTEMIC SECTORS: HOW CYBERATTACKS PROPAGATE THROUGH INTERDEPENDENT BUSINESS NETWORKS

Javier Turienzo, Universidad de Santiago de Compostela

Maria Bastida, Universidad de Santiago de Compostela

Uvenny Quirama, Universidad de Santiago de Compostela

Xesús Pereira-López, Universidad de Santiago de Compostela

BENEFITS OVER ETHICS IN FACULTY AI ADOPTION AN EXTENDED TAM STUDY IN IBERIAN HIGHER EDUCATION

António Cabeças, Universidade Autónoma de Lisboa

Mario Marques da Silva, Universidade Autónoma de Lisboa

Adelaida Ramos Mariño, Instituto Politécnico de Portalegre

ILLEGITIMACY OPENING PANDORA'S BOX

Emilio Díez de Castro, Universidad de Sevilla

Francisco Díez Martín, Universidad Rey Juan Carlos

Adolfo Vázquez Sánchez, Universidad de Sevilla

11:30 – 13:30

PANEL 2: MANAGEMENT II

Auditorio 3

*Chair: Dr. Nuria Ramos Vecino
Universidad de Extremadura*

DRIVING COMPETITIVENESS IN FAMILY BUSINESSES: THE EFFECT OF INNOVATION AND ABSORPTIVE CAPACITIES

Felipe Hernández-Perlines, Universidad de Castilla-La Mancha

Monday, 23rd February

ANÁLISIS DE COMPETENCIAS TRANSVERSALES ESENCIALES EN LA GESTIÓN ESTRATÉGICA DEL TALENTO GERENCIAL: VALORACIONES, PERCEPTIVAS Y JERARQUIZACIONES DE ESPECIALISTAS EN MICHOACÁN, MÉXICO

Flor Madrigal-Moreno, Universidad Michoacana De San Nicolás De Hidalgo

Salvador Madrigal-Moreno, Universidad Michoacana De San Nicolás De Hidalgo

Víctor Béjar-Tinoco, Universidad Michoacana De San Nicolás De Hidalgo

GOVERNANCE BALANCED SCORECARD: A CONCEPTUAL FRAMEWORK FOR ASSESSING BOARD PERFORMANCE

Ana Maria Quaresma, Universidade Autónoma de Lisboa

Sandra Cristina Ribeiro, Universidade Autónoma de Lisboa

EL ANÁLISIS DEL PROCESO DE BÚSQUEDA DE EMPLEO COMO HERRAMIENTA PARA EL DISEÑO EFICIENTE DE LOS PROCESOS DE RECOLOCACIÓN

Pedro Pablo Rey-Ortiz, Universidade de Vigo

Hugo Pérez Moure, Universidade de Vigo

María-Elena Velando-Rodríguez, Universidade de Vigo

Miguel-Ángel Crespo-Velando, Universidade de Vigo

VENTURE TEAMS IN NEW TECHNOLOGY-BASED FIRMS: A CAPABILITY-DRIVEN CONCEPTUAL MODEL

Ana Lucía Alzate-Alvarado, Universidad Icesi

Gabriela Ribes-Giner, Universitat Politècnica de València

Ismael Moya-Clemente, Universitat Politècnica de València

DE LA TRADICIÓN A LA GESTIÓN MODERNA: EVOLUCIÓN HISTÓRICA EN LA GESTIÓN DE LAS EMPRESAS CORCHOTAPONERAS

Francisco Manuel Parejo Moruno, Universidad de Extremadura

José Francisco Rangel Preciado, Universidad de Extremadura

Antonio Miguel Linares Luján, Universidad de Extremadura

Monday, 23rd February

11:30 – 13:30

PANEL 3: ENTREPRENEURSHIP AND INNOVATION I

Aula 28

Chair: **Dra. María Calzado Barbero**
Universidad de Extremadura

INSTITUTIONS UNDER UNCERTAINTY: THE MODERATING ROLE OF ECONOMIC POLICY UNCERTAINTY ON REGIONAL ENTREPRENEURSHIP IN SPAIN

Jaime Flores Luján, Universidad de Extremadura

Antonio Fernández Portillo, Universidad de Extremadura

DE LA EDUCACIÓN EMPRENDEDORA A LA ACCIÓN EMPRENDEDORA: EL PAPEL MEDIADOR DE LA RESILIENCIA PSICOLÓGICA EN ESTUDIANTES UNIVERSITARIOS

María Calzado-Barbero, Universidad de Extremadura

Nuria Ramos Vecino, Universidad de Extremadura

Antonio Fernández Portillo, Universidad de Extremadura

FATORES COMPORTAMENTAIS DO EMPREENDEDOR QUE AFETAM O RISCO DE MORTALIDADE DAS PEQUENAS EMPRESAS

Angelo Sidnei Dallagnolo, Universidad de Extremadura

Joaquín Texeira Quirós, Universidade Autónoma de Lisboa

Maria do Rosário Texeira Fernandes Justino, Lisbon School of Economics & Management of Polytechnic University of Lisbon

THE INNOVATIVE TERRITORY AS A DYNAMIC SYSTEM OF CO-EVOLUTION BETWEEN URBAN POLICIES AND INNOVATIVE ENTREPRENEURSHIP

Eduard Zubiria-Ferriols, Universitat de València

Teresa Martínez-Fernández, Universitat Jaume I

Monday, 23rd February

FOSTERING ENTREPRENEURSHIP THROUGH TERRITORIAL INNOVATION: A CASE STUDY OF CIT TERUEL

Isabel Saz Gil, Universidad de Zaragoza

Ana Gil Lacruz, Universidad de Zaragoza

Teresa Martínez-Fernández, Universitat Jaume I

Eduarne Zubiria-Ferriols, Universitat de València

RECURSOS, CAPACIDADES Y AMBIDESTREZA EN LA INNOVACIÓN EN LAS INSTITUCIONES DE EDUCACIÓN SUPERIOR

Dayanis García-Hurtado, Universitat Politècnica de València

Marta Peris-Ortiz, Universitat Politècnica de València - CETYS University

Carlos Rueda-Armengot, Universitat Politècnica de València

11:30 – 13:30

PANEL 4: FINANCE AND ACCOUNTING

Aula 29

Chair: Dr. Milagros Gutiérrez-Fernández

Universidad de Extremadura

FRAUD DETECTION IN FINANCIAL TRANSACTIONS USING THE CRISP-DM METHODOLOGY

Laura Batista, Universidade Autónoma de Lisboa

Inês Almeida, Universidade Autónoma de Lisboa

António Cabeças, Universidade Autónoma de Lisboa

Monday, 23rd February

MEJORA DE LA FIABILIDAD DE LOS INFORMES DE SOSTENIBILIDAD EN LOS SECTORES NO FINANCIEROS DE COLOMBIA: UN ENFOQUE EN DOS PASOS CON FAMD PARA LA REDUCCIÓN DE LA DIMENSIONALIDAD Y LA REGRESIÓN CUANTÍLICA

Fanery Andrea Hoyos Giraldo, Universidad Autónoma de Occidente Cali

María de los Ángeles Baeza Muñoz, Universidad de Granada

Edinson Delgado Martínez, Universidad Autónoma de Occidente Cali

Lázaro Rodríguez Ariza, Universidad de Granada

WOMEN ON BOARDS OF DIRECTORS AND ESG DISCLOSURE IN LATIN AMERICAN LISTED COMPANIES

Carolina Reyes-Bastidas, Universidad Mariana de Colombia

Lázaro Rodríguez-Ariza, Universidad de Granada

THE RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE AND THE MODERATING ROLE OF CORPORATE GOVERNANCE PRE, DURING AND POST COVID-19

Khayria Amarna, UDIMA

Manuela Cañizares Espada, UDIMA

Raquel, Garde Sanchez, Universidad de Granada

Lazaro Rodriguez Ariza, Universidad de Granada

BOARD GENDER DIVERSITY AND THE ENVIRONMENTAL PERFORMANCE OF BANKS: DOES RETURN ON ASSETS MAKE A DIFFERENCE?

Yakira Fernández-Torres, Universidad de Extremadura

Clara Gallego-Sosa, Universidad de Sevilla

Milagros Gutiérrez-Fernández, Universidad de Extremadura

Monday, 23rd February

**O IMPACTO DA OPINIÃO DE AUDITORIA NA REPUTAÇÃO DAS EMPRESAS:
PAPEL MODERADOR DA REPUTAÇÃO PREVIA**

Joao Miguel Capela Borralho, Universidade Lusofona Lisboa

Remedios Hernández-Línares, Universidad de Extremadura

Maria Pilar Martín-Zamora, Universidad de Huelva

14:00

WORK LUNCH

UAL - Palácio dos Condes de Redondo Aula 10

15:30 – 19:00

OPTIONAL TOURIST ACTIVITY

*Autobus: Miradouro Parque Eduardo VII – Torre de Belém – Mosteiro dos
Jerónimos – Visit to Cloudflare*

20:30

GALA DINNER

Casa do Alentejo

Rua das Portas de Santo Antão, 58

1150-268 Lisboa

Tuesday, 24th February

PARALLEL SESSIONS II

09:30 – 11:30

PANEL 5: ENTREPRENEURSHIP AND INNOVATION II

Auditório 2

*Chair: Dr. Adelaida Ramos Mariño
Instituto Politécnico de Portalegre*

APROXIMACIÓN AL PERFIL Y COMPORTAMIENTO EMPRENDEDOR DE HERNÁN CORTÉS

Ricardo Hernández Mogollón, GI EMTURIN Extremadura

ENTREPRENEURSHIP IN THE AGRO SECTOR: EVIDENCE FROM ECUADOR

Luis Alejandro Levoyer, Universitat de València

Pau Sendra Pons, Universitat de València

Dolores Garzón, Universitat de València

LIFE-SAVING ENTREPRENEURSHIP: A CONCEPTUAL EXPLORATION OF ENTREPRENEURSHIP AS A VEHICLE FOR ECONOMIC AND HUMAN FLOURISHING

Pau Sendra-Pons, Universitat de València

Elfi M. Lange, Universitat de València

Tuesday, 24th February

INSTITUTIONAL LEGITIMACY AND THE DIGITAL ENTREPRENEURSHIP GAP IN THE EUROPEAN UNION: A CROSS-COUNTRY PANEL PROPOSAL

Jaime Flores Luján, Universidad de Extremadura

Antonio Fernández Portillo, Universidad de Extremadura

FRONTIER-TECHNOLOGY ECOSYSTEMS IN AFRICA: DISTINCT MECHANISMS, THRESHOLD DYNAMICS AND THE DUAL LOGIC OF ENTREPRENEURSHIP AND INNOVATION

Roberta Dutra de Andrade, Universidade de Beira Interior

ENTREPRENEURSHIP IN CROSS-BORDER RIVER TOURISM: ANALYZING THE IMPACT OF THE RED CIFT PROJECT IN THE IBERIAN BORDER

Adelaida Ramos Mariño, Instituto Politécnico de Portalegre

José María Guerrero Cáceres, Universidad de Extremadura

09:30 – 11:30

PANEL 6: MANAGEMENT III

Aula 29

*Chair: Dr. Antonio Cabeças
Universidade Autónoma de Lisboa*

RUIDO DE FONDO: UN ANÁLISIS EXPERIMENTAL SOBRE LA INEFICACIA DEL 'TONE FROM THE BOTTOM' EN DECISIONES DE ALTA GERENCIA

Ángel Corbacho Muro, Universidad de Extremadura

Laura Pascual Nebreda, Universidad Rey Juan Carlos

CORPORATE GOVERNANCE PILLARS AND POSITIVE EXTERNALITIES: A CONCEPTUAL REASSESSMENT

Sandra Ribeiro, Universidade Autónoma de Lisboa

Ana Quaresma, Universidade Autónoma de Lisboa

Tuesday, 24th February

TOURISM-DRIVEN MUNICIPAL WASTE GENERATION IN PORTUGAL

Eduardo Cardadeiro, Universidade Autónoma de Lisboa

Cátia Magro, SIT Portugal

Joana Dionísio, SIT Portugal

Jorge Mota, Universidade de Aveiro

Catarina Roseta-Palma, ISCTE - Instituto Universitário de Lisboa

WHO DECIDES AND WHY IT IS ACCEPTED: A DUAL ARCHITECTURE THEORY OF HUMAN-AI DECISION-MAKING

Brais Abelenda Calvo, Universidad de Santiago de Compostela

María Bastida Domínguez, Universidad de Santiago de Compostela

Miguel Ángel Vázquez Taín, Universidad de Santiago de Compostela

Javier Turienzo Riveiro, Universidad de Santiago de Compostela

DIVULGACIÓN DE INFORMACIÓN SOBRE RESPONSABILIDAD SOCIAL CORPORATIVA EN EL SECTOR AGROALIMENTARIO: DATOS DEL SUR DE EUROPA

María Pache Durán, Universidad de Extremadura

Beatriz Corchuelo Martínez-Azúa, Universidad de Extremadura

THE FUTURE OF CYBERSECURITY: A PREDICTIVE MODEL BUILT ON 2015-2024 INCIDENT TRENDS

Mariana Gonçalves, Universidade Autónoma de Lisboa

Inês Almeida, Universidade Autónoma de Lisboa

Antonio Cabeças, Universidade Autónoma de Lisboa

09:30 – 11:30

PANEL 7: MARKETING

Aula 28

*Chair: Dr. Sandra Cristina Ribeiro
Universidade Autónoma de Lisboa*

Tuesday, 24th February

MARKETING EN LA ECONOMÍA SOCIAL Y SOLIDARIA: EVIDENCIAS EMPÍRICAS Y UNA PROPUESTA ÉTICO-DEONTOLÓGICA

Julen Izagirre-Olaizola, Universidad del País Vasco

Sofía García Flandes, Universidad del País Vasco

Aitziber Etxezarreta-Etxarri, Universidad del País Vasco

ENTREPRENEURIAL INTENTION IN THE DIGITAL ECONOMY: MAPPING THE EVOLUTION OF A RESEARCH FIELD

Edurne Zubiria-Ferriols, Univesitat de València

Teresa Martínez-Fernández, Universitat Jaume I

María Sales Sanchez, Universitat Jaume I

TRUSTWORTHY AI MEETS B2B VALUE: A SYSTEMATIC LITERATURE REVIEW

Martín Sánchez-Rubio, Universidade de Vigo

Aitor Couce-Vieira, Universidade de Vigo

María del Pilar Muñoz-Dueñas, Universidade de Vigo

Candela González-Calvar, Universidade de Vigo

LA TEORÍA DEL CAMBIO APLICADA A LOS LIVING LABS EN EL PROCESO DE TRANSFORMACIÓN DE LA UNIVERSIDAD

Candela González-Calvar, Universidade de Vigo

María del Pilar Muñoz-Dueñas, Universidade de Vigo

Aitor Couce-Vieira, Universidade de Vigo

Martín Sánchez-Rubio, Universidade de Vigo

INTEGRATING THE SUSTAINABLE DEVELOPMENT GOALS IN BUSINESS AND MANAGEMENT EDUCATION: EVIDENCE FROM INNOVATIVE TEACHING EXPERIENCES

Edurne Zubiria-Ferriols, Universitat de València

Tuesday, 24th February

09:30 – 11:30

PANEL 8: SCR AND LEGITIMACY

Auditorio 3

*Chair: Dr. Alicia Blanco-González
Universidad Rey Juan Carlos*

RESEARCH ETHICS COMMITTEES AND LEGITIMACY IN HIGHER EDUCATION

Alicia Blanco-González, Universidad Rey Juan Carlos
Francisco Díez Martín, Universidad Rey Juan Carlos
Giorgia Miotto, EADA Business School

**MAPPING SUSTAINABILITY RESEARCH: TRENDS IN LEADING BUSINESS AND
MANAGEMENT JOURNALS UNVEILED WITH TEXT MINING**

Sergio Pontes, Universidade Autónoma de Lisboa
Carlos Freire, Universidade Autónoma de Lisboa
Ricardo Rodrigues, UTL-ISEG
Daniela Monteiro, UTL-ISEG

EFFECTO DE IPE EN EL RENDIMIENTO DE LAS PYMES

Jessica Paule Vianez, Universidad de Extremadura

**THE AUTHENTICITY OF CORPORATE SOCIAL RESPONSIBILITY AS A DRIVER
OF SOCIAL-PSYCHOLOGICAL CAPITAL, MENTAL WELL-BEING, AND
EMPLOYEE PERFORMANCE FOR SUSTAINABLE RURAL DEVELOPMENT**

Gabriel Cachón-Rodríguez, Universidad Rey Juan Carlos
Alicia Blanco-González, Universidad Rey Juan Carlos

Tuesday, 24th February

**CUIDADOS DE LARGA DURACIÓN LLEVADOS A CABO EN RESIDENCIAS:
NECESIDAD SIN LEGITIMIDAD**

Irene Gutiérrez López, Universidad Rey Juan Carlos

Nuria Alonso Gallo, Universidad Rey Juan Carlos

11:30 – 12:00

COFFEE BREAK

Aula 10

12:00– 12:30

AWARD CEREMONY

Auditório 2

AEDEM Best Paper Award in Management

AEDEM Best Paper Award in Marketing

AEDEM Best Paper Award in Finance and Accounting

RUIBAL Formación Best Paper Award in Responsible Management

RUIBAL Formación Best Students or Doctorate Candidate Award

Fundação Santander de Portugal Award in Entrepreneurship and Innovation

UAL Award in Management

Tuesday, 24th February

12:30– 13:30

CLOSING CEREMONY

Auditório 2

Dr. José Amado da Silva

Rector of the Universidade Autónoma de Lisboa

Dr. Jorge Portugal

General Director of COTEC Portugal

Dr. Camilo Prado Román

President of European Academy of Management and Business Economics
(AEDEM)

Dr. Antonio Fernández Portillo

Vice President of European Academy of Management and Business Economics
(AEDEM)

Dr. Lola Garzón Benítez

Vice President of European Academy of Management and Business Economics
(AEDEM)

13:30

WORK LUNCH

Aula 10