

XXXI AEDEM International Conference

September 1-3, 2024

**Mobility, Wellbeing and Technology
in Age of Global Disruptions**





Welcome Letter

Founded in 1453, Istanbul University is among the first and longest-standing research institutions in Türkiye. Located in various Campuses and Research Centres in and around the city, Istanbul University is a public academic institution comprising: 15 Faculties, 1 Conservatory, 2 Vocational Schools, 2 Colleges and 12 Graduate Institutes. Besides, the university is home to a total of 50.690 Undergraduate, 21.014 Graduate, 5000 International Students, 3.337 Academic and 4.184 Administrative Staff. Including distance education, the number of students exceeds half a million. Istanbul University has ongoing protocols with over 50 institutions worldwide, spanning from the USA to Europe and Asia, along with over 500 Erasmus+ and Mevlana agreements. The university, as the leading research organization in Türkiye, is feeding not only other academic institutions but also the administrative positions in government (ministries, presidents) and the private sector (CEOs). The university also holds two Nobel prizes, one in Literature (Orhan Pamuk) and one in Chemistry (Aziz Sancar). Hence we hope there will be an effective networking environment with local participants and AEDEM members which would enhance the impacts of the conference and result in spill-overs and collaboration opportunities.

The conference will be held in Istanbul, capital to three empires, and home to 19 million residents. The city as the cultural capital of Türkiye, and a natural bridge between Asia and Europe, offers a rich natural and cultural heritage. Istanbul is also accessible with direct flights to/from various cities around Europe and South America. The University and the Conference Center are both located in the old city, within walking distance to major cultural attractions.

As conference co-chairs we are excited to host you in Istanbul where East meets West and hope would result in a fruitful and fun experience for participants.

Prof. Gürel Çetin. Istanbul University. Turkey

Prof. Javier de Esteban. Universidad Rey Juan Carlos. Spain

Conference Co-Chairs



Scientific Committee

Dr. Camilo Prado Román

European Academy of Management and Business Economics

Dr. Encarnación González Vázquez

Universidad de Vigo. Spain

Dr. Jaime Gil Aluja

Real Academia de Ciencias Económicas y Financieras. Spain

Dr. Luis Tomás Díez de Castro

Fundación Camilo Prado. Spain

Dr. José Manuel López-Agulló Pérez-Caballero.

ESIC University. Spain

Dr. Susan C. Aldridge

Drexel University. USA

Dr. José Luis Coca Pérez

Universidad de Extremadura. Spain

Dr. Teodoro Rivera Neumann

Universidad Autónoma de Chile. Chile

Dr. Ricardo Hernández Mogollón

Universidad de Extremadura. Spain

Dr. Alicia Blanco González

Universidad Rey Juan Carlos. Spain

Dr. Enrique Bigné Alcañiz

Universidad de Valencia. Spain

Dr. José Alfredo Delgado Guzmán

Universidad Nacional Autónoma de México. Mexico

Dr. Serge Miranda

Université de Nize Sophia-Antipolis. France



Scientific Committee

Dr. Zoltán Veres

University of Pannonia. Hungary

Dr. Francesco Carlo Morabito

Mediterranea University of Reggio Calabria. Italy

Dr. María Dolores Garzón Benítez

Universidad de Valencia. Spain

Dr. José Sánchez Gutiérrez

Universidad de Guadalajara. Mexico

Dr. Gustavo Rodríguez Albor

Universidad Autónoma del Caribe. Colombia

Dr. Tania Elena González Alvarado

Universidad de Guadalajara. Mexico

Dr. Gürel Çetin

Istanbul University. Turkey

Dr. Gregory Payne

Emerson College. Boston, USA

Dr. Klaus Ulrich

ESIC University. Spain

Dr. Giorgia Miotto

Blanquerna-Universitat Ramon Llull. Spain

Dr. Antonio Fernández Portillo

Universidad de Extremadura. Spain

Dr. Evaristo Galeana Figueroa

Universidad Michoacana de San Nicolás de Hidalgo. Mexico

Dr. Tomás Aznar Sánchez

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



Scientific Committee

Dr. Felipe Hernández Perlines

Universidad de Castilla La Mancha. Spain

Dr. Dag Bennett

London South Bank University. United Kingdom

Dr. Valeriu Ioan Franc

Romanian Academy. Romania

Dr. Guadalupe Manzano García

Universidad de la Rioja. Spain

Dr. Sandra Cristina Ribeiro

Universidade Autónoma de Lisboa. Portugal

Dr. Antonio Terceño Gómez

Universitat Rovira i Virgili. Spain

Dr. Kiyoshi Murata

Meiji University. Japan

Dr. Javier Bustos

ESIC University. Spain

Dr. María Fernanda Ludovina Inácio Matias

Universidade do Algarve. Portugal

Dr. María Ángeles Revilla Camacho

Universidad de Sevilla. Spain

Evaluating Committee

Management

Dr. Dolores Odriozola Zamanillo
Universidad de Cantabria

Finance and Accounting

Dr. Luis Tomás Díez de Castro
Fundación Camilo Prado

Marketing

Dr. Pilar Zorrilla Calvo
Universidad del País Vasco UPV/EHU

Education and New Learning Technologies

Dr. Jessica Paule Vianez
Universidad Rey Juan Carlos

Tourism

Dr. María Ángeles Revilla Camacho
Universidad de Sevilla

Doctoral Colloquium

Dr. Alicia Blanco González
Universidad Rey Juan Carlos



Organizing Committee

Presidents:

Prof. Gürel Çetin

Istanbul University

Prof. Javier de Esteban

Universidad Rey Juan Carlos

Members:

Prof. Merve Aydogan

University of Istanbul

Prof. Mehmet Altug Sahin

University of Istanbul

Prof. Sevinç Göktepe

University of Istanbul

Prof. İbrahim Çifçi

University of Istanbul

Prof. Dolores Garzón

Universidad de Valencia

Prof. Gloria Aparicio de Castro

Universidad del País Vasco

Prof. María Ángeles Revilla Camacho

Universidad de Sevilla

Prof. Antonio Fernández Portillo

Universidad de Extremadura



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

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



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

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)



A E D E M I n t e r n a t i o n a l

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	Krakow (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 International Conference** Best Paper Award in Management
- **AEDEM International Conference** Best Paper Award in Marketing
- **AEDEM International Conference** Best Paper Award in Finance and Accounting
- **AEDEM International Conference** Best Paper Award in Tourism
- **AEDEM International Conference** Best Paper Award in Educational Innovation
- **RUIBAL Formación** Best Paper Award in Responsible Management
- **AEDEM Educational Innovation** Best Doctorate Candidate Award



Partners - Institutions





ACADEMIC SCHEDULE

(Local Time)

Sunday, 1st September

21:00

WELCOME to AEDEM CONFERENCE

Radisson President Old Town



Monday, 2nd September

09:30 – 10:00

CONFERENCE REGISTRATION

Corridor of the Doctorate Hall, Rectorate Building

10:00 – 10:30

OPENING CEREMONY

Doctorate Hall, Rectorate Building

Mr. Camilo Prado Román

President of European Academy of Management and Business Economics (AEDEM),
Universidad Rey Juan Carlos

Mr. Gürel Cetin

Co-President of XXXI AEDEM International Conference, University of Istanbul

Mr. Javier de Esteban Curiel

Co-President XXXI AEDEM International Conference, Universidad Rey Juan Carlos

Ms. Merve Aydogan

Member of the Organizing Committee, University of Istanbul

Ms. Lola Garzón Benítez

Vice President of International Conferences AEDEM, Universitat de València

Monday, 2nd September

10:30 – 11:15

PLENARY SESSION

Doctorate Hall, Rectorate Building

Mr. Cihan Cobanoglu

University of South Florida

Experience Design in Service Industries: The Role of Technology

11:15 – 11:30

TEA BREAK

Faculty of Economics, Auxiliary Building 1

Monday, 2nd September

PARALLEL SESSIONS I

11:30 – 13:00

PANEL 1: MANAGEMENT I

ROOM IKB12. (Faculty of Economics, Auxiliary Building 1, floor -1)

Chair: **Dr. Amaia Maseda García**

Editor in Chief, European Journal of Family Business

SOCIAL CAPITAL AND HETEROGENEITY IN FAMILY BUSINESSES: SYSTEMATIC LITERATURE REVIEW

Ayesha Kashif, Universidad del País Vasco

Amaia Maseda García, Universidad del País Vasco

Txomin Iturralde Jainaga, Universidad del País Vasco

WHAT IS SOCIAL IMPACT IN AQUACULTURE? A FIRST APPROACH TO THE CONCEPT AND ITS ANALYSIS IN THE LITERATURE

Ignacio Llorente, Universidad de Cantabria

Elisa Baraibar Díez, Universidad de Cantabria

María Dolores Odriozola Zamanillo, Universidad de Cantabria

LOS INTANGIBLES EN LA VALORACIÓN DE LA EMPRESA: EL PAPEL CLAVE DE LOS DIRECTIVOS

Arkaitz Bañuelos Campos, Universidad La Rioja

Juan Carlos Ayala Calvo, Universidad La Rioja

Guadalupe Manzano García, Universidad La Rioja

GESTIÓN DE BIENES COMUNES: EL CASO DE SISTEMAS SOCIOECOLÓGICOS INDÍGENAS

Andrea Romero-Hernández, Universidad Nacional Autónoma de México

Omar Romero-Hernández, Hult International Business School - UC Haas

Monday, 2nd September

**ANÁLISIS SISTEMÁTICO DE LA LITERATURA SOBRE LOS PROGRAMAS DE CUMPLIMIENTO
NORMATIVO EN LAS ORGANIZACIONES Y LAS ENCUESTAS DE COMPROMISO**

Ángel Corbacho Muro, Universidad de Extremadura

Antonio Fernández-Portillo, Universidad de Extremadura

Laura Pascual Nebreda, Universidad Rey Juan Carlos

11:30 – 13:00

PANEL 2: MANAGEMENT II

ROOM IKB13. (Faculty of Economics, Auxiliary Building 1, floor -1)

Dr. María Dolores Odriozola Zamanillo

Associate Editor, European Journal of Management and Business Economics

**DETERMINANTS OF ENTREPRENEUR SATISFACTION: THE ROLE OF
PSYCHOLOGICAL WELL-BEING AND ENTREPRENEURSHIP ORIENTATION**

Guadalupe Manzano García, Universidad de La Rioja

Juan-Carlos Ayala Calvo, Universidad de La Rioja

María-Pilar Montañés Muro, Universidad de La Rioja

Francisco-Lucas Chinchilla Hernández, Universidad de La Rioja

**EMPLOYEE TRAINING, KNOWLEDGE INTEGRATION, KNOWLEDGE OPTIONS AND
AVOIDANCE OF OPPORTUNISTIC BEHAVIOUR: AN EMPIRICAL ANALYSIS**

Markus Hagemeister, Comites bda

Arturo Rodríguez Castellanos, Universidad del País Vasco

José Alfredo Delgado Guzmán, Universidad Nacional Autónoma de México

**THE ROLE OF DIVERSITY AND THE MEANING OF WORK IN THE CONNECTION
BETWEEN CSR AND ORGANIZATIONAL COMMITMENT**

José Manuel González Soberado, Universidad de Cantabria

María Dolores Odriozola Zamanillo, Universidad de Cantabria

Monday, 2nd September

LAS VARIABLES DE PROPOSICIÓN DE VALOR EN LA ATRACCIÓN DE TALENTO JOVEN EN ESPAÑA

María Giménez Cortés, Universidad Rey Juan Carlos

Francisco Díez Martín, Universidad Rey Juan Carlos

SATISFIED EMPLOYEES: THE RESULT OF FAIR AND RESPONSIBLE MANAGEMENT

Andrea Arceo Sánchez, Universidad de Cantabria

Maria Dolores Odriozola Zamanillo, Universidad de Cantabria

LA CALIDAD DEL EMPLEO EN MEXICO: ANÁLISIS DEL BALANCE VIDA-TRABAJO, EL INGRESO Y LA JORNADA LABORAL

Elsy Guadalupe Parada Ruiz, Universidad de Sonora

11:30 – 13:00

PANEL 3: MARKETING

ROOM IKB14. (Faculty of Economics, Auxiliary Building 1, floor -1)

Chair: **Dr. Alicia Blanco González**

Associate Editor, European Research on Management and Business Economics

ANALYSIS OF THE GOOGLE MAPS AND TRIPADVISOR REVIEW PLATFORMS FOR USERS IN SPAIN AND PORTUGAL

Vera Gelashvili, Universidad Rey Juan Carlos

Juan Gabriel Martínez Navalón, Universidad Rey Juan Carlos

António Carrizo Moreira, Universidad de Aveiro

Nelson de Matos, Universidad de Algarve

Monday, 2nd September

APLICACIONES DE INTELIGENCIA ARTIFICIAL (IA) PARA REDUCIR EL IMPACTO MEDIOAMBIENTAL DE LA MODA TEXTIL

Itsaso Álvarez Escalante, Universidad del País Vasco

Gloria Aparicio de Castro, Universidad del País Vasco

Pilar Zorrilla Calvo, Universidad del País Vasco

THE ROLE OF STAKEHOLDERS FOR CLIMATE RESILIENT COMMUNITIES: A VALUE-BASED APPROACH THROUGH LIVING-LABS

Aitor Manuel Couce-Vieira, Universidad de Vigo

Pablo Cabanelas Lorenzo, Universidad de Vigo

THE EFFECT OF SOCIAL RESPONSIBILITY ON EMPLOYEE MENTAL WELL-BEING AND INVOLVEMENT

Gabriel Cachón Rodríguez, Universidad Rey Juan Carlos

Cristina del Castillo Feito, Universidad Rey Juan Carlos

Susana Díaz Iglesias, Universidad Rey Juan Carlos

HOW SOCIAL EXCHANGE THEORY CAN TRANSFORM VALUE-BASED SELLING?

Candela González Calvar, Universidad de Vigo

Pablo Cabanelas Lorenzo, Universidad de Vigo

ANALYSIS OF THE RELATIONSHIP BETWEEN DIGITIZATION AND INTERNATIONALIZATION IN THE ACADEMIC FIELD

Lourdes Rivero-Gutiérrez, Universidad Rey Juan Carlos

Alicia Blanco-González, Universidad Rey Juan Carlos

Ana Plaza-Casado, Universidad Rey Juan Carlos

VULNERABILIDAD EN EL CONSUMO TECNOLÓGICO POR PARTE DE LA CUARTA EDAD

Julian Pando García, Universidad del País Vasco

Covadonga Aldarmiz-Echavarria Gonzalez de Durana, Universidad del País Vasco

Monday, 2nd September

11:30 – 13:00

PANEL 4: FINANCE AND ACCOUNTING I

ROOM IKB15. (Faculty of Economics, Auxiliary Building 1, floor -1)

Co-chairs: **Dr. Mehmet Altug Sahin**

Istanbul University

Dr. Leire San José

Universidad del País Vasco

FANS' EMOTIONAL VALUE IMPACT ON THEIR DECISIONS? RATIONALITY OR IRRATIONALITY?

Jose Domingo García-Merino, Universidad del País Vasco

Xabier Mendizabal Leñena, Universidad de Deusto

Leire San-Jose, Universidad del País Vasco

ON THE WAY TO SUSTAINABLE INDUSTRIAL DEVELOPMENT. FISCAL IMPLICATIONS FOR THE SUBSECTOR OF MANUFACTURING FLEXIBLE PLASTIC BAGS AND FILMS

Teresa de Jesús Vargas Vegas, Universidad Autónoma del Estado de Hidalgo

Eleazar Villegas González, Universidad Autónoma del Estado de Hidalgo

Heriberto Moreno Islas, Universidad Autónoma del Estado de Hidalgo

EL EFECTO DE LAS EMISIONES DE CARBONO EN EL COSTO DE CAPITAL DE LAS EMPRESAS MEXICANAS QUE COTIZAN EN BOLSA

Guillermo Pérez Elizundia, Universidad Nacional Autónoma de México

Ricardo Cristhian Morales Pelagio, Universidad Nacional Autónoma de México

MATERIALIDAD DE LAS OPERACIONES EN LA PRESTACIÓN DE SERVICIOS PROFESIONALES INDEPENDIENTES EN MEXICO

Eleazar Villegas González, Universidad Autónoma del Estado de Hidalgo

Teresa de Jesús Vargas Vegas, Universidad Autónoma del Estado de Hidalgo

María Luisa Saavedra García, Universidad Autónoma del Estado de Hidalgo

Monday, 2nd September

THE ROLE OF LIQUIDITY IN THE RESILIENCE OF FIRMS TO CRISES. CASE STUDY WITH SPANISH HOSPITALITY COMPANIES

Laura Valdunciel Bustos, Universidad de León

María Teresa Tascón Fernández, Universidad de León

Paula Castro Castro, Universidad de León

11:30 – 13:00

PANEL 5: FINANCE AND ACCOUNTING II

ROOM IKZ02. (Faculty of Economics, Auxiliary Building 1, 1st floor)

*Chair: Dr. Arta Antonovica
Universidad Rey Juan Carlos*

TRADING VOLUME CONCENTRATION IN STOCKS MAKING UP THE S&P 500 INDEX: PERFORMANCE ANALYSIS OF THE CONCENTRATION-DRIVEN PORTFOLIO VS. THE S&P 500 INDEX BENCHMARK

Dominik Metelski, Universidad de Granada

Janusz Sobieraj, Warsaw University of Technology

COMPARISON OF CORPORATE DIVERSITY IN RANKINGS WITH OPERATIONS RESEARCH TECHNIQUES

Iñigo Martín Melero, Universidad Rey Juan Carlos

Raúl Gómez Martínez, Universidad Rey Juan Carlos

María Luisa Medrano García, Universidad Rey Juan Carlos

EL FUTURO DE LA ESTRUCTURA DE CAPITAL: INTEGRACIÓN DE MACHINE LEARNING

Rosa M^a Ayela Pastor, Universidad de Alicante

Juan Carlos Gómez Sala, Universidad de Alicante

Monday, 2nd September

CREACIÓN DE UNA CARTERA DE INVERSIÓN QUE VENZA LA INFLACIÓN ATENDIENDO A CRITERIOS ESG GESTIONADA MEDIANTE MACHINE LEARNING

Julen Iglesias Tejedor, Universidad Rey Juan Carlos

Raúl Gómez Martínez, Universidad Rey Juan Carlos

María Luisa Medrano García, Universidad Rey Juan Carlos

APPLICATION OF THE UTAUT2 MODEL FOR MEASURING BEHAVIOURAL INTENTION TO USE CRYPTOCURRENCY AMONG THE BANK EMPLOYEES IN THE WEST BANK

Sami Sholi, Universidad Rey Juan Carlos

Arta Antonovica, Universidad Rey Juan Carlos

Merve Aydogan, Istanbul University

11:30 – 13:00

PANEL 6: EDUCATION AND NEW TECHNOLOGIES FOR LEARNING

ROOM IKZ03. (Faculty of Economics, Auxiliary Building 1, 1st floor)

Chair: Dr. Francisco Díez Martín

Editor in Chief, Journal of Management and Business Education

STUDY OF SCIENTIFIC LITERACY AND HOW TAC AFFECTS TEACHING

Tomás Aznar, IUNIT Centro Universitario

Fernando Miura, IUNIT Centro Universitario

Jorge Urosa-Sánchez, Universidad Rey Juan Carlos

WHAT ARE THE CHALLENGES OF JMBE'S RESEARCH?

Alicia Blanco-González, Universidad Rey Juan Carlos

Gabriel Cachón-Rodríguez, Universidad Rey Juan Carlos

Jorge Urosa-Sánchez, Universidad Rey Juan Carlos

Camilo Prado-Román, Universidad Rey Juan Carlos

Monday, 2nd September

LA LEGITIMIDAD DE LAS UNIVERSIDADES EN EL CURSO “PANDEMIC” 2019-20

Jesús Lampón Caride, Universidad de Vigo

Alicia Blanco-González, Universidad Rey Juan Carlos

Laura Leticia Gaona, Universidad Autónoma de Coahuila

DIAGNOSTIC STUDY OF TRANSVERSAL COMPETENCES ADAPTED TO UNIVERSITY 5.0 AT SPANISH UNIVERSITIES: AN ANALYSIS BASED ON THEIR STRATEGIC PLANS

Sara Urionabarrenetxea, Universidad del País Vasco

José Domingo García, Universidad del País Vasco

14:00

WORK LUNCH

Radisson President Old Town

18:00

OPTIONAL TOURIST ACTIVITY

Meeting Point

Radisson President Old Town

Tuesday, 3rd September

PARALLEL SESSIONS II

09:30 – 11:00

PANEL 1: MANAGEMENT III

ROOM IKB12. (Faculty of Economics, Auxiliary Building 1, floor -1)

Chair: **Dr. Pablo Cabanelas Lorenzo**

Associate Editor, European Research on Management and Business Economics

THE IMPACT OF MARKETING INFORMATION SYSTEMS ON CUSTOMER RETENTION: AN EMPIRICAL STUDY OF JORDAN BANK CUSTOMERS

Anas Al Hadid, Universidad de Sevilla

Maria-Angeles Revilla-Camacho, Universidad de Sevilla

ACCESS TO ALTERNATIVE FINANCING IN LATIN AMERICA. AN ANALYSIS OF FEMALE ENTREPRENEURSHIP DIFFERENTIATED BY NECESSITY AND OPPORTUNITY

Katherine Coronel Pangol, Universidad Rey Juan Carlos

Jessica Paule-Vianez, Universidad Rey Juan Carlos

Carmen Orden-Cruz, Universidad Rey Juan Carlos

Francisco Díez Martín, Universidad Rey Juan Carlos

THE INFLUENCE OF INNOVATION ON LEGITIMACY

Francisco Díez Martín, Universidad Rey Juan Carlos

WHAT MOTIVATES SUPPORTERS IN NECESSITY-DRIVEN ENTREPRENEURSHIP INCUBATORS? A MIXED-METHODS STUDY

Elfi Maria Lange, Technische Universität Bergakademie Freiberg

Pau Sendra-Pons, Universitat de València

Dolores Garzón, Universitat de València

Tuesday, 3rd September

THE IMPACT OF INFORMATION TECHNOLOGY ON PRODUCTIVITY

Antonio Fernández-Portillo, Universidad de Extremadura

Manuel Almodóvar-González, Universidad de Extremadura

José Luis Coca Pérez, Universidad de Extremadura

A PRACTICAL AND CONSISTENT METHOD FOR EVALUATING THE LEGITIMACY OF ORGANIZATIONS THROUGH THE APPLICATION OF QUANTIFIABLE AND REPLICABLE MEASURES. PROPERTIES AS A NECESSARY CONDITION

Emilio Díez-de-Castro, Universidad de Sevilla

Francisco Díez-Martín, Universidad Rey Juan Carlos

Ana Cruz-Suárez, Universidad Rey Juan Carlos

09:30 – 11:00

PANEL 2: MANAGEMENT IV

ROOM IKB13. (Faculty of Economics, Auxiliary Building 1, floor -1)

*Chair: Dr. Enrique Saravia Vergara
Universidad del Pacífico*

ATTENDANCE AT SPORTING CLUBE DE PORTUGAL HOME MATCHES: MEASURING IMPACT THROUGH SPORTING VARIABLES

Sandra Ribeiro, Universidade Autónoma de Lisboa

A REVIEW OF ETHICS AND GENDER RESEARCH WITHIN BUSINESS AND ECONOMICS DOMAINS THROUGH BIBLIOMETRICS

Pau Sendra-Pons, Universitat de València

Dolores Garzón, Universitat de València

Maria-Angeles Revilla-Camacho, Universidad de Sevilla

Tuesday, 3rd September

**ADOPTION AND USE OF ARTIFICIAL INTELLIGENCE IN THE IBERIAN PENINSULA:
PERCEIVED EFFECTS ON ORGANISATIONAL PERFORMANCE**

Nuria Ramos Vecino, Universidad de Extremadura

Adelaida Ramos Mariño, Universidad de Extremadura

Adriana Fernandes, Universidade Autónoma de Lisboa

Antonio Cabeças, Universidade Autónoma de Lisboa

**VALIDACIÓN DE INSTRUMENTO DE MEDICIÓN DE MODELO DE “GESTIÓN Y
ESTADO DE PROCESOS” MEDIANTE LA TEORÍA DE RESPUESTA AL ÍTEM**

Enrique Saravia Vergara, Universidad del Pacífico

**ADOPTION OF THE GITHUB PLATFORM AS A DATA SOURCE FOR CREATING A
DECISION SUPPORT SYSTEM IN AN AGILE DEVELOPMENT CONTEXT**

Adriana Lopes Fernandes, Universidade Autónoma de Lisboa

António Cabeças, Universidade Autónoma de Lisboa

Laercio Cruvinel Júnior, Universidade Autónoma de Lisboa

Bruna Amorim dos Santos, ISCTE- University Institute of Lisbon

INDICADORES DE CALIDAD DE UN ESTUDIO DELPHI: METODOLOGÍA DE CONTRASTE

Jon Landeta Rodríguez, Universidad del País Vasco

Aitziber Lertxundi Lertxundi, Universidad del País Vasco

09:30 – 11:00

PANEL 3: FINANCE AND ACCOUNTING III

ROOM IKB14. (Faculty of Economics, Auxiliary Building 1, floor -1)

*Chair: Dr. Txomin Iturralde Jainaga
Associate Editor, European Journal of Family Business*

Tuesday, 3rd September

VENTAJAS DEL USO DE BITCOIN EN EL COMERCIO INTERNACIONAL, Y SUS PROPIEDADES FRENTE AL SISTEMA FINANCIERO TRADICIONAL

Laura Valdunciel Bustos, Universidad de León

Lucas Fernández Sutil, Universidad de León

THE ROLE OF FINANCIAL KNOWLEDGE IN RETIREMENT PLANNING: THE BASQUE COUNTRY VS. SPAIN

Amaia Jone Betzuen Álvarez, Universidad del País Vasco

Amancio Betzuen Zalbidegoitia, Universidad del País Vasco

MEASURING SOCIAL VALUE AT EDUCATION: THE SCALABILITY OF THE IMPACT FROM ONE CASE TO ALL PUBLIC UNIVERSITIES

Jose Luis Retolaza, Universidad de Deusto

Leire San-Jose, Universidad del País Vasco

INDICADORES EMOCIONALES EN ESTRATEGIAS DE TRADING ALGORÍTMICO

Raúl Gómez Martínez, Universidad Rey Juan Carlos

María Luisa Medrano García, Universidad Rey Juan Carlos

Tomás Aznar Sánchez, IUNIT Centro Universitario

Iñigo Martín Melero, Universidad Rey Juan Carlos

TRATAMIENTO INTEGRAL FISCAL DE LA INDUSTRIA ALIMENTARIA

Saúl Hernández Dorantes, Universidad Autónoma del Estado de Hidalgo

Eleazar Villegas González, Universidad Autónoma del Estado de Hidalgo

Danae Duana Ávila, Universidad Autónoma del Estado de Hidalgo

Rolando Parra Escorza, Universidad Autónoma del Estado de Hidalgo

Aura Paulina Flores Barrera, Universidad Autónoma del Estado de Hidalgo

DETERMINING THE SUSTAINABLE WITHDRAWAL RATE OF A PORTFOLIO AND SELECTING DECUMULATION PORTFOLIO: THE OVERLAPPING METHOD VS MONTE CARLO SIMULATION

Amaia Jone Betzuen Álvarez, Universidad del País Vasco

Amancio Betzuen Zalbidegoitia, Universidad del País Vasco

Tuesday, 3rd September

09:30 – 11:00

PANEL 4: TOURISM

ROOM IKB15. (Faculty of Economics, Auxiliary Building 1, floor -1)

Co-chairs: **Dr. Merve Aydogan**
Istanbul University
Dr. Javier de Esteban
Universidad Rey Juan Carlos

**COMPLEX ADAPTIVE SYSTEM: INTERDEPENDENCE BETWEEN TOURIST
DESTINATION AND CRITICAL SUCCESS FACTORS**

Pilar Morales Valdez, Universidad de Guadalajara
Tania Elena González Albarado, Universidad de Guadalajara
Pablo Cabanelas Lorenzo, Universidad de Vigo
José Sánchez Gutiérrez, Universidad de Guadalajara

DIGITAL ENTREPRENEURSHIP IN LA RAYA: THE CASE OF TOURISM BUSINESS

Adelaida Ramos Mariño, Universidad de Extremadura
Mari Cruz Sánchez Escobedo, Universidad de Extremadura
Nuria Ramos Vecino, Universidad de Extremadura
María Calzado Barbero, Universidad de Extremadura

**DEFINING AND CLASSIFYING MUSIC CITIES: BRIDGING THE GAP IN MUSIC TOURISM
RESEARCH**

Paula Simó-Tomás, Universitat de València
José Tomás Arnau Domínguez, Universidad Europea de Valencia

Tuesday, 3rd September

09:30 – 11:00

PANEL 5: DOCTORAL COLLOQUIUM

ROOM IKZ02. (Faculty of Economics, Auxiliary Building 1, 1st floor)

Chair: **Dr. Mithat Zeki Dincer**
University of Istanbul

**SECONDARY AIRPORTS PROMOTED AS MAIN DESTINATIONS: THE CASES OF
MILANO BERGAMO AND VENICE TREVISO**

Tayfun Gorkem Yuksel, Istanbul University

Mehmet Altug Sahin, Istanbul University

**THE IMPACT OF SOCIAL MEDIA ON CULINARY DESTINATION IMAGE: CONTENT
ANALYSIS OF IRANIAN MASTER CHEFS' POSTS**

Hirad Bahadori Bozchalo, Istanbul University

Ibrahim Cifci, Istanbul University

INTEGRATING ARTIFICIAL INTELLIGENCE INTO THE ACADEMIC RESEARCH PROCESS

Cem Karatay, Istanbul University

Gürel Çetin, Istanbul University

**TRANSFORMATION OF CREATIVE THINKING AND INNOVATIVE STRATEGIES WITH
GENERATIVE ARTIFICIAL INTELLIGENCE: PROBLEM SOLVING IN BUSINESS LIFE**

Nursaç Uyğun, Istanbul University

Hamed Ganjizadehmoradlou, Istanbul University

**FROM VIRTUAL TO REALITY: HOW METAVERSE MARKETING TRANSFORMS
TOURISM DESTINATION IMAGE - A SYSTEMATIC LITERATURE REVIEW**

Hamed Ganjizadehmoradlou, Istanbul University

Şehnaz Demirkol, Istanbul University

Tuesday, 3rd September

UTILIZING AI IN SOCIAL AND ADMINISTRATIVE SCIENCES

Gürel Çetin, Istanbul University

Hatice Cifci, Istanbul University

Mehmet Altug Sahin, Istanbul University

Cem Karatay, Istanbul University

Ibrahim Cifci, Istanbul University

Zeki Ozen, Istanbul University

TRANSFORMATION OF THE LOCAL CUISINE AND TÜRKİYE'S MICHELIN-STARRED RESTAURANTS AS AN EXAMPLE OF CREATIVE ENTREPRENEURSHIP

Gumus Burcu Gezeroglu, Istanbul University

Ibrahim Cifci, Istanbul University

11:00 – 11:15

TEA BREAK

Faculty of Economics, Auxiliary Building 1

Tuesday, 3rd September

11:15 – 12:00

MEETING THE EDITORS

Doctorate Hall, Rectorate Building

Chair: **Dr. Gloria Aparicio de Castro**
Universidad del País Vasco

Dr. Pablo Cabanelas Lorenzo

Associate Editor, European Research on Management and Business Economics

Dr. María Dolores Odriozola Zamanillo

Associate Editor, European Journal of Management and Business Economics

Dr. Francisco Díez Martín

Editor in Chief, Journal of Management and Business Education

Dr. Amaia Maseda García

Editor in Chief, European Journal of Family Business

Tuesday, 3rd September

12:00– 12:30

AWARD CEREMONY

Doctorate Hall, Rectorate Building

AEDEM Best Paper Award in Management

AEDEM Best Paper Award in Marketing

AEDEM Best Paper Award in Finance and Accounting

AEDEM Best Paper Award in Tourism

AEDEM Best Paper Award in Educational Innovation

RUIBAL Formación Best Paper Award in Responsible Management

AEDEM Educational Innovation Best Doctorate Candidate Award

Tuesday, 3rd September

12:30– 13:00

CLOSING CEREMONY

Doctorate Hall, Rectorate Building

Mr. Camilo Prado Román

President of European Academy of Management and Business Economics (AEDEM),
Universidad Rey Juan Carlos

Mr. Gürel Cetin

Co-President of XXXI AEDEM International Conference, University of Istanbul

Mr. Javier de Esteban Curiel

Co-President XXXI AEDEM International Conference, Universidad Rey Juan Carlos

Ms. Gloria Aparicio de Castro

Vice President of Scientific Quality AEDEM, Universidad del País Vasco

Ms. Lola Garzón Benítez

Vice President of International Conferences AEDEM, Universitat de València

Tuesday, 3rd September

14:00

WORK LUNCH

Radisson President Old Town

20:15

Meeting Point to Official Dinner

Radisson President Old Town

21:00

OFFICIAL DINNER