BARCELONA ACEDE 2022
XXXI CONGRESO INTERNACIONAL
31st INTERNATIONAL CONFERENCE

FULL PROGRAM - PROGRAMA COMPLETO
IQS School of Management, Ramon Llull University
Barcelona, 19-21 June 2022 (Updated June, 17th)

CEDE
ASOCIACIÓN CIENTÍFICA DE ECONOMÍA Y DIRECCIÓN DE LA EMPRESA
Desde 1990 contribuyendo al Desarrollo de la Economía de la Empresa

Sunday, June 19th, 2022

Date: Sunday, 19/06/2022	
15:30 - 19:30 Reception of IQS SM	**REGISTRATION1: Registration and Collection of Documentation Sunday 19** Place: **Reception of IQS School of Management**
16:00 - 17:30 Room 1207	**SECEST: Meeting of the Business Strategy Section** Place: **Room 1207**
16:00 - 17:30 Room 1106	**SECMKT: Meeting of the Marketing Section** Place: **Room 1106**
16:00 - 17:30 Room 1208	**SECRRHH: Meeting of the Human Resources Section** Place: **Room 1208**
17:30 - 19:00 Room 1019	**BOARD: Direct Board Meeting** Location: **Room 1019**
17:30 - 19:00 Room 1207	**SECEMP: Meeting of the Entrepreneurship Section** Place: **Room 1207**
17:30 - 19:00 Room 1208	**SECFAM: Meeting of the Family Firms Section** Place: **Room 1208**
17:30 - 19:00 Room 1107	**SECINT: Meeting of the International Management Section** Place: **Room 1107**
17:30 - 19:00 Room 1106	**SECOPER: Meeting of the Operations and Technology Management Section** Place: **Room 1106**
17:30 - 19:00 Room 1206	**SECSOC: Meeting of the Section of Business and Society** Place: **Room 1206**
16:00 - 17:30 Room 1009	**SECFIN: Meeting of the Financial Economics Section** Place: **Room 1009**
20:00 - 22:30	**COCKTAIL: Welcome Cocktail-Students Residence Sant Jordi** (Passage of Ricard Zamora, 4-8, 08017)

Domingo, 19 de junio de 2022

Fecha: Domingo, 19/06/2022	
15:30 - 19:30 Recepción de IQS SM	**REGISTRO1: Registro y Recogida de Documentación Domingo 19** Lugar: **Recepción de IQS School of Management**
16:00 - 17:30 Aula 1207	**SECEST: Reunión de la Sección de Estrategia Empresarial** Lugar: **Aula 1207**
16:00 - 17:30 Aula 1106	**SECMKT: Reunión de la Sección de Marketing** Lugar: **Aula 1106**
16:00 - 17:30 Aula 1208	**SECRRHH: Reunión de la Sección de Recursos Humanos** Lugar: **Aula 1208**
17:30 - 19:00 Aula 1019	**JUNTA: Reunión de la Junta Directa** Lugar: **Aula 1019**
17:30 - 19:00 Aula 1207	**SECEMP: Reunión de la Sección de Emprendimiento** Lugar: **Aula 1207**
17:30 - 19:00 Aula 1208	**SECFAM: Reunión de la Sección de Empresa Familiar** Lugar: **Aula 1208**
17:30 - 19:00 Aula 1107	**SECINT: Reunión de la Sección de Dirección Internacional** Lugar: **Aula 1107**
17:30 - 19:00 Aula 1106	**SECOPER: Reunión de la Sección de Dirección de Operaciones y Tecnología** Lugar: **Aula 1106**
17:30 - 19:00 Aula 1009	**SECFIN: Reunión de la Sección de Economía Financiera** Lugar: **Aula 1107**
17:30 - 19:00 Aula 1206	**SECSOC: Reunión de la Sección de Empresa y Sociedad** Lugar: **Aula 1206**
20:00 - 22:30	**COCTEL: Cocktail de bienvenida-Residencia estudiantes Sant Jordi** (Passatge de Ricard Zamora, 4-8, 08017)

Monday, June 20, 2022

Date: Monday, 20/06/2022	
8:00 - 9:30	**REGISTRATION2: Registration and Collection of Documentation Monday 20**
Reception of IQS SM	Place: **Reception of IQS SM**
8:30 - 10:00	**COEMP1: Oral Communication Entrepreneurship 1**
Room 1106	Place: **Room 1106** President of the session: **Prof. Dr. David Urbano**, Autonomous University of Barcelona
8:30 - 10:00	**COEST1: Oral Communication Strategy 1**
Room 1207	Place: **Room 1207** President of the session: **Prof. Dr. Diana Benito-Osorio**, University Rey Juan Carlos
8:30 - 10:00	**COFIN1: Oral Communication Finance 1**
Room 1009	Place: **Room 1009** President of the session: **Prof. Dr. Ana Belén Alonso-Conde**, University Rey Juan Carlos
8:30 - 10:00	**COINN1: Oral Communication Innovation 1**
Room 1019	Place: **Room 1019** President of the session: **Prof. Dr. Carmen Cabello Medina**, Pablo de Olavide University
8:30 - 10:00	**COINT1: Oral Communication Internationalization 1**
Room1105	Place: **Room 1105** President of the session: **Prof. Dr. Fariza Achcaoucaou**, University of Barcelona
8:30 - 10:00	**COMKT1: Oral Communication Marketing 1**
Room 1206	Place: **Room 1206** President of the session: **Dr. Santiago Forgas Coll**, University of Barcelona
8:30 - 10:00	**CORH1: Oral HR Communication and Organizational Design 1**
Room 1107	Place: **Room 1107** President of the session: **Dr. Sandra Miralles Armenteros**, University Jaume I
8:30 - 10:00	**COSOC1: Oral Communication Business and Society 1**
Room 1208	Place: **Room 1208** President of the session: **Dr. Danny Liliana Herrera**, University of León
8:30 - 10:00	**DOCSOC: Doctoral Workshop Company and Society and CSR**
Room 1508	Place: **Room 1508** President of the session: **Job Rodrigo Alarcon**, University of Castilla La Mancha
8:30 - 10:00	**GestSpon: Session Sponsors: GESTIONET: COMPETENCIES AND SKILLS IN THE ROOM WITH BUSINESS SIMULATORS**
Room 1305	Place: **Room 1305**
8:30 - 10:00	**MIOPER: Discussion session Operations and Technology Management**
Room 1312	Place: **Room 1312** President of the session: **Prof. Dr. Juan A. Marin-Garcia**, University of Valencia
10:00 - 10:30	**OPENING: Official Opening Ceremony**
Multimedia Room	Venue: **Multimedia Room** The event can be followed in streaming from the FCC Roomon the -1 floor of the IQS SM building
10:30 - 10:45	**Coffee1: Coffee Break 1**
10:45 - 12:15	**COEST2: Oral Communication Strategy 2**
Room 1207	Place: **Room 1207** President of the Session: **Prof. Dr. Nuria Calvo**, University of A Coruña
10:45 - 12:15	**COFAM1: Communication Family Firms 1**
Room1 105	Place: **Room 1105** President of the session: **Anna Arbussa Reixach**, University of Girona
10:45 - 12:15	**COGOB1: Oral Communication Corporate Governance & CSR 1**
Room 1009	Place: **Room 1009**

	President of the session: **Dr. José Luis Sanchez Torelló**, IQS School of Management - Ramon Llull University
10:45 - 12:15	**COINN2: Oral Communication Innovation 2**
Room 1019	Place: **Room 1019** President of the session: **Prof. Dr. María Teresa Bolívar Ramos**, Autonomous University of Barcelona
10:45 - 12:15	**COKNOW1: Oral Communication Knowledge Management 1**
Room 1106	Place: **Room 1106** President of the session: **Dr. Lucio Fuentelsaz Lamata**, University of Zaragoza
10:45 - 12:15	**COOPER1: Oral Communication Operations and Technology Management 1**
Room 1206	Place: **Room 1206** President of the session: **Prof. Dr. Ana Castillo López**, University of Granada
10:45 - 12:15	**CORH2: Oral HR Communication and Organizational Design 2**
Room 1107	Place: **Room 1107** President of the session: **Dr. Manuel Bueno García**, University of Granada
10:45 - 12:15	**COSOC2: Oral Communication Business and Society 2**
Room 1208	Place: **Room 1208** President of the session: **Dr. Josep Llach Pages**, University of Girona
10:45 - 12:15	**DOCEMP1: Doctoral Workshop Entrepreneurship 1 ENG**
Room 1508	Place: **Room 1508** President of the session: **Prof. Dra. Guillermina Tormó**, Universidad Politécnica de Valencia
10:45 - 12:15	**Session Sponsors: MKT LAB BY IMOTIONS**
Room 1401	Place**: Room 1401**
10:45 - 12:15	**GestSpon1: Session Sponsors: GESTIONET: COMPETENCES AND SKILLS IN THE ROOM WITH BUSINESS SIMULATORS**
Room 1305	Place: **Room 1305**
10:45 - 12:15	**MIEMP: Discussion session Entrepreneurship**
Room 1312	Place: **Room 1312** President of the session: **Matilde Ruiz Arroyo**, University of Granada
10:45 - 12:15	**MISOC: Discussion session Business and Society**
Room 1318	Place: **Room 1318** President of the session: **Prof. Dr. Gregorio Martin de Castro**, Complutense University of Madrid
12:15 - 13:15	**SPECIAL SESSION 1: "HOW EFFECTUAL ENTREPRENEURS COCREATE IT" (Dr. Sarasvathy)**
Multimedia Room	Place: **Multimedia Room** The event can be followed in streaming from the FCC Roomon the -1 floor of the IQS SM building
13:15 - 14:15	**PARALLEL 1: Parallel Session 1- BUSINESS DISCUSSION TABLE. "INNOVATION WITH IMPACT: AN OPPORTUNITY FOR THE ECONOMY AND THE PLANET"**
Multimedia Room	Place: **Multimedia Room**
13:15 - 14:15	**PARALLEL 2: Parallel Session 2- DISCUSSION TABLE. "RESEARCH IN PANDEMIC AND CLIMATE CRISIS" (Drs. BENITEZ; KEELING & MIKALEF)"**
Room FCC	Place: **FCC Room**
14:15 - 15:30	**LUNCH 1: Lunch June 20**
Gardens of the House of Exercises	Place: **Gardens of the House of Exercises**
15:30 - 17:00	**COEMP2: Oral Communication Entrepreneurship 2**
Room 1106	Place: **Room 1106** President of the session: **Iñaki Peña Legazkue**, University of Deusto
15:30 - 17:00	

Room 1207	**COEST3: Oral Communication Strategy 3** Place: **Room 1207** President of the session: **Prof. Dr. Francisco Puig Blanco**, University of Valencia
15:30 - 17:00	**FAMILY FIRMS SESSION - FERRER INTERNACIONAL**- Oscar Pérez Moderator: **Dr. Myriam Cano**, University of Jaén
Room 1105	
15:30 - 17:00	**COFIN2: Oral Communication Finance 2** Place: **Room 1009** President of the session: **Gabriel de la Fuente Herrero**, University of Valladolid
Room 1009	
15:30 - 17:00	**COKNOW2: Oral Communication Knowledge Management 2** Place: **Room 1019** President of the session: **Dr. Andrés Salas Vallina**, University of Valencia
Room 1019	
15:30 - 17:00	**COMKT2: Oral Communication Marketing 2** Place: **Room 1206** President of the session: **Dr. Laura LUCIA**, University of Zaragoza
Room1206	
15:30 - 17:00	**CONHON: Meeting of the Council of Honor** Place: **Room 1508**
Room 1508	
15:30 - 17:00	**CORH3: Oral HR Communication and Organizational Design 3** Place: **Room 1107** President of the session: **Prof. Dr. Inocencia Mª Martínez-León**, Polytechnic University of Cartagena
Room 1107	
15:30 - 17:00	**COSOC3: Oral Communication Business and Society 3** Place: **Room 1208** President of the session: **Prof. Dr. IRENE CAMPOS GARCÍA**, University Rey Juan Carlos
Room 1208	
15:30 - 17:00	**Session Sponsors: MKT LAB BY IMOTIONS** Place**: Room 1401**
Room 1401	
15:30 - 17:00	**GestSpon2: Session Sponsors: GESTIONET: COMPETENCES and SKILLS IN THE ROOM WITH BUSINESS SIMULATORS** Place: **Room 1305**
Room 1305	
15:30 - 17:00	**MIGOB: Interactive Corporate Governance and CSR** Place: **Room 1312** President of the session: **Prof. Dr. Inés Suárez-Perales**, University of Zaragoza
Room 1312	
15:30 - 17:00	**MITEACH: Discussion sessionTeaching Innovation** Place: **Room 1318** Chair of the session: **Dr. Daniela Freund**, IQS School of Management - Ramon Llull University
Room 1318	
17:00 - 18:30	**COEMP3: Oral Communication Entrepreneurship 3** Place: **Room 1106** President of the session: **Prof. Dr. Tamara Rodríguez González**, University De Cádiz
Room 1106	
17:00 - 18:30	**COGOB2: Oral Communication Corporate Governance & CSR 2** Place: **Room 1009** President of the session: **Prof. Dr. Domingo Javier Santana Martín**, University of Las Palmas de Gran Canaria
Room 1009	
17:30 - 19:00	**COFAM2: Communication Family Firms 2** Place: **Room 1318** President of the session: **Dra. Guillermina Tormo Carbó**, Polytechnic University of Valencia
Room1318	
17:00 - 18:30	

Room 1019	**COINN3: Oral Communication Innovation 3** Place: **Room 1019** President of the session: **Isabel Díez-Vial**, Complutense University of Madrid
17:00 - 18:30	**COINT2: Oral Communication Internationalization 2** Place: **Room 1105** President of the session: **Dr. Nuria Esther Hurtado Torres**, University of Granada
Room 1105	
17:00 - 18:30	**COOPER2: Oral Communication Operations and Technology Management 2** Place: **Room 1206** President of the session: **FRANCISCO JAVIER LLORENS MONTES**, University of Granada
Room 1206	
17:00 - 18:30	**CORH4: Oral HR Communication and Organizational Design 4** Place: **Room 1107** President of the session: **Carmen González-Zapatero Redondo**, University of Salamanca
Room 1107	
17:00 - 18:30	**COSOC4: Oral Communication Business and Society 4** Place: **Room 1208** President of the session: **Prof. Dr. Marta Maria Vidal Suarez**, University of Oviedo
Room 1208	
17:00 - 18:30	**DOCEST: Doctoral Workshop Strategy** Place: **Room 1508** President of the session: **Juan Pablo Maícas López**, University of Zaragoza
Room 1508	
17:00 - 18:30	**GestSpon3: Session Sponsors: GESTIONET: COMPETENCES AND SKILLS IN THE ROOM WITH BUSINESS SIMULATORS** Place: **Room 1305**
Room 1305	
17:00 - 18:30	**Image: Presentation of the New Image of ACEDE** Place: **Room 1207**
Room 1207	
17:00 - 18:30	**MIKNOW: Discussion session Knowledge Management** Place: **Room 1312** President of the session: **Dr. Daniel Alonso Martínez**, University of León
Room 1312	
19:30 - 21:00	**SOCIAL 1: Social Activity: Walking tours through the historic center of Barcelona**
21:30 - 23:30	**DINNER: Dinner at Palau Requesens** (Palau Requesens: C/. Bisbe Caçador, 3; Barcelona)

Lunes, 20 de junio de 2022

Fecha: Lunes, 20/06/2022	
8:00 - 9:30	**REGISTRO2: Registro y Recogida de Documentación Lunes 20**
Recepción de IQS SM	Lugar: **Recepción de IQS SM**
8:30 - 10:00	**COEMP1: Comunicación Oral Emprendimiento1**
Aula 1106	Lugar: **Aula 1106** Presidente/a de la sesión: **Prof. Dr. David Urbano**, Universitat Autònoma de Barcelona
8:30 - 10:00	**COEST1: Comunicación Oral Estrategia 1**
Aula 1207	Lugar: **Aula 1207** Presidente/a de la sesión: **Prof. Dra. Diana Benito-Osorio**, Universidad Rey Juan Carlos
8:30 - 10:00	**COFIN1: Comunicación Oral Finanzas 1**
Aula 1009	Lugar: **Aula 1009** Presidente/a de la sesión: **Prof. Dra. Ana Belén Alonso-Conde**, Universidad Rey Juan Carlos
8:30 - 10:00	**COINN1: Comunicación Oral Innovación 1**
Aula 1019	Lugar: **Aula 1019** Presidente/a de la sesión: **Prof. Dra. Carmen Cabello Medina**, Universidad Pablo de Olavide
8:30 - 10:00	**COINT1: Comunicación Oral Internacionalización 1**
Aula 1105	Lugar: **Aula 1105** Presidente/a de la sesión: **Prof. Dra. Fariza Achcaoucaou**, Universitat de Barcelona
8:30 - 10:00	**COMKT1: Comunicación Oral Marketing 1**
Aula 1206	Lugar: **Aula 1206** Presidente/a de la sesión: **Dr. Santiago Forgas Coll**, Universitat de Barcelona
8:30 - 10:00	**CORH1: Comunicación Oral RRHH y Diseño Organizacional 1**
Aula 1107	Lugar: **Aula 1107** Presidente/a de la sesión: **Dra. Sandra Miralles Armenteros**, Universitat Jaume I
8:30 - 10:00	**COSOC1: Comunicación Oral Empresa y Sociedad 1**
Aula 1208	Lugar: **Aula 1208** Presidente/a de la sesión: **Dra. Danny Liliana Herrera**, Universidad de León
8:30 - 10:00	**DOCSOC: Taller Doctoral Empresa y Sociedad**
Aula 1508	Lugar: **Aula 1508** Presidente/a de la sesión: **Job Rodrigo Alarcon**, Universidad de Castilla La Mancha
8:30 - 10:00	**GestSpon: Sesión Sponsors: Gestionet-GESTIONET: COMPETENCIAS y HABILIDADES EN EL AULA CON SIMULADORES EMPRESARIALES**
Aula 1305	Lugar: **Aula 1305**
8:30 - 10:00	**MIOPER: Mesa Interactiva Operaciones y Gestión de Operaciones y Tecnología**
Aula 1312	Lugar: **Aula 1312** Presidente/a de la sesión: **Prof. Dr. Juan A. Marin-Garcia**, Universitat Politecnica de Valencia
10:00 - 10:30	**APERTURA: Acto Inaugural Oficial de Apertura**
Sala Multimedia	Lugar: **Sala Multimedia** El evento podrá seguirse en streaming desde la sala FCC en la planta -1 del edificio de IQS SM
10:30 - 10:45	**Café1: Pausa Café 1**
10:45 - 12:15	**COEST2: Comunicación Oral Estrategia 2**
Aula 1207	Lugar: **Aula 1207** Presidente/a de la sesión: **Prof. Dra. Nuria Calvo**, Universidade da Coruña
10:45 - 12:15	

Aula 1105	**COFAM1: Comunicación Empresa Familiar 1** Lugar: **Aula 1105** Presidente/a de la sesión: **Anna Arbussa Reixach**, Universitat de Girona
10:45 - 12:15	**COGOB1: Comunicación Oral Gobierno Corporativo & RSC 1**
Aula 1009	Lugar: **Aula 1009** Presidente/a de la sesión: **Dr. José Luis Sanchez Torelló**, IQS School of Management - Universitat Ramon Llull
10:45 - 12:15	**COINN2: Comunicación Oral Innovación 2**
Aula 1019	Lugar: **Aula 1019** Presidente/a de la sesión: **Prof. Dra. María Teresa Bolívar Ramos**, Universidad Autónoma de Barcelona
10:45 - 12:15	**COKNOW1: Comunicación Oral Gestión del Conocimiento 1**
Aula 1106	Lugar: **Aula 1106** Presidente/a de la sesión: **Dr. Lucio Fuentelsaz Lamata**, Universidad de Zaragoza
10:45 - 12:15	**COOPER1: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 1**
Aula 1206	Lugar: **Aula 1206** Presidente/a de la sesión: **Prof. Dra. Ana Castillo López**, Universidad de Granada
10:45 - 12:15	**CORH2: Comunicación Oral RRHH y Organizacional 2**
Aula 1107	Lugar: **Aula 1107** Presidente/a de la sesión: **Dr. Manuel Bueno García**, Universidad de Granada
10:45 - 12:15	**COSOC2: Comunicación Oral Empresa y Sociedad 2**
Aula 1208	Lugar: **Aula 1208** Presidente/a de la sesión: **Dr. Josep Llach Pages**, Universitat de Girona
10:45 - 12:15	**DOCEMP1: Taller Doctoral Emprendimiento 1 ENG**
Aula 1508	Lugar: **Aula 1508** Presidente/a de la sesión: **Prof. Dra. Guillermina Tormó**, Universidad Politécnica de Valencia
10:45 - 12:15	**Session Sponsors: MKT LAB BY IMOTIONS**
Aula 1401	Lugar**: Aula 1401**
10:45 - 12:15	**GestSpon1: Sesión Sponsors: Gestionet-GESTIONET: COMPETENCIAS y HABILIDADES EN EL AULA CON SIMULADORES EMPRESARIALES**
Aula 1305	Lugar: **Aula 1305**
10:45 - 12:15	**MIEMP: Mesa Interactiva Emprendimiento**
Aula 1312	Lugar: **Aula 1312** Presidente/a de la sesión: **Matilde Ruiz Arroyo**, Universidad de Granada
10:45 - 12:15	**MISOC: Mesa Interactiva Empresa y Sociedad**
Aula 1318	Lugar: **Aula 1318** Presidente/a de la sesión: **Prof. Dr. Gregorio Martin de Castro**, Universidad Complutense de Madrid
12:15 - 13:15	**SESIÓN ESPECIAL 1: "HOW EFFECTUAL ENTREPRENEURS COCREATE IT" (Dra. Sarasvathy)**
Sala Multimedia	Lugar: **Sala Multimedia** El evento podrá seguirse en streaming desde la sala FCC en la planta -1 del edificio de IQS SM
13:15 - 14:15	**PARALELA 1: Sesión Paralela 1- MESA DE DEBATE EMPRESARIAL. "INNOVACIÓN CON IMPACTO: UNA OPORTUNIDAD PARA LA ECONOMIA Y EL PLANETA"**
Sala Multimedia	Lugar: **Sala Multimedia**
13:15 - 14:15	**PARALELA 2: Sesión Paralela 2- MESA DE DEBATE . "RESEARCH IN PANDEMIC AND CLIMATE CRISIS" (Dres. BENÍTEZ; KEELING & MIKALEF)"**
Sala FCC	Lugar: **Sala FCC**
14:15 - 15:30	**ALMUERZO 1: Almuerzo 20 de junio**
Jardines de la Casa de Ejercicios	Lugar: **Jardines de la Casa de Ejercicios**

15:30 - 17:00 Aula 1106	**COEMP2: Comunicación Oral Emprendimiento 2** Lugar: **Aula 1106** Presidente/a de la sesión: **Iñaki Peña Legazkue**, Universidad de Deusto
15:30 - 17:00 Aula 1207	**COEST3: Comunicación Oral Estrategia 3** Lugar: **Aula 1207** Presidente/a de la sesión: **Prof. Dr. Francisco Puig Blanco**, Universitat de Valencia
15:30 - 17:00 Aula 1105	**SESIÓN EMPRESA FAMILIAR-FERRER INTERNACIONAL**-Óscar Pérez Moderadora: Dra. Myriam Cano, Universidad de Jaén
15:30 - 17:00 Aula 1009	**COFIN2: Comunicación Oral Finanzas 2** Lugar: **Aula 1009** Presidente/a de la sesión: **Gabriel de la Fuente Herrero**, Universidad de Valladolid
15:30 - 17:00 Aula 1019	**COKNOW2: Comunicación Oral Gestión del Conocimiento 2** Lugar: **Aula 1019** Presidente/a de la sesión: **Dr. Andrés Salas Vallina**, Universidad de Valencia
15:30 - 17:00 Aula 1206	**COMKT2: Comunicación Oral Marketing 2** Lugar: **Aula 1206** Presidente/a de la sesión: **Dra. Laura LUCIA**, Universidad De Zaragoza
15:30 - 17:00 Aula 1508	**CONHON: Reunión del Consejo de Honor** Lugar: **Aula 1508**
15:30 - 17:00 Aula 1107	**CORH3: Comunicación Oral RRHH y Organizacional 3** Lugar: **Aula 1107** Presidente/a de la sesión: **Prof. Dra. Inocencia Mª Martínez-León**, Universidad Politécnica De Cartagena
15:30 - 17:00 Aula 1208	**COSOC3: Comunicación Oral Empresa y Sociedad 3** Lugar: **Aula 1208** Presidente/a de la sesión: **Prof. Dra. IRENE CAMPOS GARCÍA**, Universidad Rey Juan Carlos
15:30 - 17:00 Aula 1401	**Session Sponsors: MKT LAB BY IMOTIONS** Lugar**: Aula 1401**
15:30 - 17:00 Aula 1305	**GestSpon2: Sesión Sponsors: Gestionet-GESTIONET: COMPETENCIAS y HABILIDADES EN EL AULA CON SIMULADORES EMPRESARIALES** Lugar: **Aula 1305**
15:30 - 17:00 Aula 1312	**MIGOB: Mesa Interactiva Gobierno Corporativo & RSC** Lugar: **Aula 1312** Presidente/a de la sesión: **Prof. Dra. Inés Suárez-Perales**, Universidad de Zaragoza
15:30 - 17:00 Aula 1318	**MITEACH: Mesa Interactiva Innovación Docente** Lugar: **Aula 1318** Presidente/a de la sesión: **Dra. Daniela Freund**, IQS School of Management - Universitat Ramon Llull
17:00 - 18:30 Aula 1106	**COEMP3: Comunicación Oral Emprendimiento 3** Lugar: **Aula 1106** Presidente/a de la sesión: **Prof. Dra. Tamara Rodríguez González**, Universidad De Cádiz
17:00 - 18:30 Aula 1009	**COGOB2: Comunicación Oral Gobierno Corporativo & RSC 2** Lugar: **Aula 1009** Presidente/a de la sesión: **Prof. Dr. Domingo Javier Santana Martín**, Universidad de Las Palmas de Gran Canaria
17:30 - 19:00 Aula 1318	**COFAM2: Comunicación Empresa Familiar 2** Lugar: **Aula 1318** Presidente/a de la sesión: **Dra. Guillermina Tormo Carbó**, Universitat Politècnica De València
17:00 - 18:30 Aula 1019	**COINN3: Comunicación Oral Innovación 3** Lugar: **Aula 1019** Presidente/a de la sesión: **Isabel Díez-Vial**, Complutense University of Madrid
17:00 - 18:30	

Aula 1105	**COINT2: Comunicación Oral Internacionalización 2** Lugar: **Aula 1105** Presidente/a de la sesión: **Dra. Nuria Esther Hurtado Torres**, Universidad de Granada
17:00 - 18:30	**COOPER2: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 2** Lugar: **Aula 1206** Presidente/a de la sesión: **FRANCISCO JAVIER LLORENS MONTES**, Universidad De Granada
Aula 1206	
17:00 - 18:30	**CORH4: Comunicación Oral RRHH y Organizacional 4** Lugar: **Aula 1107** Presidente/a de la sesión: **Carmen González-Zapatero Redondo**, Universidad de Salamanca
Aula 1107	
17:00 - 18:30	**COSOC4: Comunicación Oral Empresa y Sociedad 4** Lugar: **Aula 1208** Presidente/a de la sesión: **Prof. Dra. Marta María Vidal Suarez**, Universidad de Oviedo
Aula 1208	
17:00 - 18:30	**DOCEST: Taller Doctoral Estrategia** Lugar: **Aula 1508** Presidente/a de la sesión: **Juan Pablo Maícas López**, Universidad de Zaragoza
Aula 1508	
17:00 - 18:30	**GestSpon3: Sesión Sponsors: Gestionet-GESTIONET: COMPETENCIAS y HABILIDADES EN EL AULA CON SIMULADORES EMPRESARIALES** Lugar: **Aula 1305**
Aula 1305	
17:00 - 18:30	**Imagen: Presentación de la Nueva Imagen de ACEDE** Lugar: **Aula 1207**
Aula 1207	
17:00 - 18:30	**MIKNOW: Mesa Interactiva Gestión del Conocimiento** Lugar: **Aula 1312** Presidente/a de la sesión: **Dr. Daniel Alonso Martínez**, Universidad de León
Aula 1312	
19:30 - 21:00	**SOCIAL 1: Actividad Social: Tours a pié por el centro histórico de Barcelona**
21:30 - 23:30	**CENA: Cena en Palau Requesens** (Palau Requesens: C/. Bisbe Caçador, 3; Barcelona)

Tuesday , June 21 2022

Date: Tuesday, 21/06/2022	
8:30 - 10:00	**COEMP4: Oral Communication Entrepreneurship 4**
Room 1106	Place: **Room 1106** President of the session: **Prof. Dr. Antonio Carmona Lavado**, Pablo de Olavide University
8:30 - 10:00	**COEST4: Oral Communication Strategy 4**
Room 1207	Place: **Room 1207** President of the session: **Dr. Jéssica Braojos Gómez**, University of Granada
8:30 - 10:00	**COFIN3: Oral Communication Finance 3**
Room 1009	Place: **Room 1009** President of the session: **Dr. Francesc Prior Sanz**, IQS School of Management – Ramon Llull University
8:30 - 10:00	**COINN4: Oral Communication Innovation 4**
Room 1019	Place: **Room 1019** President of the session: **Prof. Dr. Paloma Miravitlles Matamoros**, University of Barcelona
8:30 - 10:00	**COINT3: Oral Communication Internationalization 3**
Room 1105	Place: **Room 1105** President of the session: **Dr. Noelia Jiménez-Asenjo de Pedro**, IQS School Of Management – Ramon Llull University
8:30 - 10:00	**COOPER3: Oral Communication Operations and Technology Management 3**
Room 1206	Place: **Room 1206** President of the session: **Prof. Dr. Jose Moyano Fuentes**, University of Jaen
8:30 - 10:00	**CORH5: Oral HR Communication and Organizational Design 5**
Room 1107	Place: **Room 1107** President of the session: **Dr. Frederic Marimon**, International University of Catalonia
8:30 - 10:00	**COSOC5: Oral Communication Business and Society 5**
Room 1208	Place: **Room 1208** President of the session: **Prof. Dr. Miguel Ángel López-Navarro**, University Jaume I
8:30 - 10:00	**DOCMKT: Workshop Doctoral Marketing and Internationalization**
Room 1508	Place: **Room 1508** President of the session: **Dr. Jan Meyer**, IQS School of Management – Ramon Llull University
8:30 - 10:00	**MIFAM: Discussion session Family Firms**
Room 1318	Place: **Room 1318** President of the session: **Manuel González-Díaz**, University of Oviedo
8:30 - 10:00	**MIRH1: Discussion session Human Resources and Organizational Behavior 1**
Room 1312	Place: **Room 1312** President of the session: **Prof. Dr. MARIA MUÑOZ-DOYAGUE**, University of León
10:00 - 10:45	**SPECIAL SESSION 2: ""REIMAGINING MARKETING STRATEGY: DRIVING THE DEBATE OM GRAND CHALLENGES"" (Dr. De Ruyter)**
Multimedia Room	Place: **Sala Multimedia** The event can be followed in streaming from the FCC Roomon the -1 floor of the IQS SM building
10:45 - 11:00	**Coffee 2: Coffee Break 2**
11:00 - 12:30	**COEMP5: Oral Communication Entrepreneurship 5**
Room 1106	Place: **Room 1106** President of the session: **Dr. Esther Hormiga**, University of Barcelona
11:00 - 12:30	**COEST5: Oral Communication Strategy 5** Place: **Room 1207** President of the session: **Dr. Ana Botella Andreu**, University of Valencia
Room 1207	

11:00 - 12:30	**COFAM3: Communication Family Firms 3**
Room 1105	Place: **Room 1105** President of the session: **Dr. Gabriel Lozano Reina**, University of Murcia
11:00 - 12:30	**COKNOW3: Oral Communication Knowledge Management 3**
Room 1019	Place: **Room 1019** President of the session: **Prof. Dr. Diego Corrales Garay**, University Rey Juan Carlos
11:00 - 12:30	**COOPER4: Communication Oral Operations and Technology Management 4**
Room 1206	Place: **Room 1206** President of the session: **Juan Jose Tari Guillo**, University of Alicante
11:00 - 12:30	**CORH6: Oral HR Communication and Organizational Design 6**
Room 1107	Place: **Room 1107** President of the session: **Prof. Dr.M. DOLORES DE LA ROSA NAVARRO**, University Pablo De Olavide
11:00 - 12:30	**COSOC6: Oral Communication Business and Society 6**
Room 1208	Place: **Room 1208** President of the session: **Marcos Santamaria Mariscal**, University of Burgos
11:00 - 12:30	**DOCRH: Doctoral Workshop HR and Organizational Behavior**
Room 1508	Place: **Room 1508** President of the session: **Dr. Jéssica Braojos Gómez**, University of Granada
11:00 - 12:30	**Session Sponsors: MKT LAB BY IMOTIONS**
Room 1401	Place**: Room 1401**
11:00 - 12:30	**MIINT: Internationalization Interactive Table**
Room 1318	Place: **Room 1318** President of the session: **Antonia Mercedes Garcia Cabrera**, University of Las Palmas de Gran Canaria
11:00 - 12:30	**MIMKT: Discussion session Marketing**
Room 1312	Place: **Room 1312** President of the session : **Dr. Jorge Matute Vallejo**, IQS School of Management
12:30 - 13:30	**SPECIAL SESSION 3: BUSINESS DISCUSSION TABLE. "INNOVATION BEFORE THE CLIMATE CRISIS AND THE PANDEMIC" (ROCA; EUROFRAGANCE; JJUAN)**
Room FCC	Place: **FCC Room** The event can be followed in streaming from the FCC Roomon the -1 floor of the IQS SM building
13:30 - 14:45	**LUNCH 2: Lunch June 21** Place: **Exercise House Gardens**
Gardens of the House of Exercises	
14:45 - 16:15	**COEMP6: Oral Communication Entrepreneurship 6**
Room1106	Place: **Room 1106** President of the session: **Dr. NAIARA FERNÁNDEZ BRAVO**, Complutense University of Madrid
14:45 - 16:15	**COEST6: Oral Communication Strategy 6**
Room1207	Place: **Room 1207** President of the session: **Prof. Dr. Bartolomé Marco Lajara**, University of Alicante
14:45 - 16:15	**COINN5: Oral Communication Innovation 5**
Room 1019	Place: **Room 1019** President of the session: **Dr. Merce Bernardo Vilamitjana**, University of Barcelona
14:45 - 16:15	**COMKT3: Oral Communication Marketing 3**
Room 1206	Place: **Room 1206** President of the session: **Dr. Ruben Huertas Garcia**, University of Barcelona
14:45 - 16:15	**CORH7: Oral HR Communication and Organizational Design 7**
Room 1107	Place: **Room 1107** President of the session: **Prof. Dr. Maria Muñoz-Doyague**, University of León
14:45 - 16:15	**COSOC7: Oral Communication Business and Society 7**
Room 1208	Place: **Room 1208**

	President of the session: **Prof. Dr. Maria Jose Ruiz Ortega**, University of Castilla La Mancha
14:45 - 16:15	**COTEA: Oral Communication Teaching Innovation**
Room 1009	Place: **Room 1009** President of the session: **Dr. Mónica Martínez Blasco**, IQS School of Management – Ramon Llull University
14:45 - 16:15	**DOCEMP2: Doctoral Workshop Entrepreneurship 2 CAST**
Room1508	Place: **Room 1508** President of the session: **Dr. Sebastian Aparicio**, Autonomous University de Barcelona
14:45 - 16:15	**Session Sponsors: MKT LAB BY IMOTIONS**
Room 1401	Place**: Room 1401**
14:45 - 16:15	**MIEST: Discussion session Strategy**
Room1318	Place: **Room 1318** President of the session: **Prof. Dr. Elisabet Garrido Martínez**, University of Zaragoza
14:45 - 16:15	**MIRH2: Discussion session Human Resources and Organizational Behavior 2**
Room1312	Place: **Room 1312** President of the session: **Prof. Dr. Pilar Jerez Gómez**, University of Almería
16:15 - 17:15	**EDITORS: Meeting session with the editors**
Multimedia Room	Place: **Multimedia Room** With Dr. Debie Keeling (Regional Editor European Journal of Mk), Dr. José Benítez (Senior Editor Decision Support Systems), and Dr. Patrick Mikalef (Associate Editor Information & Management) The event can be followed in streaming from the FCC Room on the -1st floor of the IQS SM building
17:15 - 17:30	**Coffee 3: Coffee Break 3**
17:30 - 18:30	**CLOSING: Closing and Awards Ceremony**
Multimedia Room	Place: **Multimedia Room** The event can be followed in streaming from the FCC Roomon the -1 floor of the IQS SM building
18:30 - 19:15	**ASSEMBLY: General Assembly**
Multimedia Room	Place: **Multimedia Room**
20:30 - 21:30	**SOCIAL 2: Social Activity: Visit Celler d'Espiells (Sant Sadurní d'Anoia)**
21:30 - 23:30	**GALA: Gala Dinner at Juvé i Camps** (Celler d'Espiells (Juvé i Camps), Sant Sadurní d'Anoia)

Martes, 21 de junio de 2022

Fecha: Martes, 21/06/2022	
8:30 - 10:00	**COEMP4: Comunicación Oral Emprendimiento 4**
Aula 1106	Lugar: **Aula 1106** Presidente/a de la sesión: **Prof. Dr. Antonio Carmona Lavado**, Universidad Pablo de Olavide
8:30 - 10:00	**COEST4: Comunicación Oral Estrategia 4**
Aula 1207	Lugar: **Aula 1207** Presidente/a de la sesión: **Dra. Jéssica Braojos Gómez**, Universidad de Granada
8:30 - 10:00	**COFIN3: Comunicación Oral Finanzas 3**
Aula 1009	Lugar: **Aula 1009** Presidente/a de la sesión: **Dr. Francesc Prior Sanz**, IQS School of Management
8:30 - 10:00	**COINN4: Comunicación Oral Innovación 4**
Aula 1019	Lugar: **Aula 1019** Presidente/a de la sesión: **Prof. Dra. Paloma Miravitlles Matamoros**, Universitat de Barcelona
8:30 - 10:00	**COINT3: Comunicación Oral Internacionalización 3**
Aula 1105	Lugar: **Aula 1105** Presidente/a de la sesión: **Dra. Noelia Jiménez-Asenjo de Pedro**, IQS, Universitat Ramón Llull
8:30 - 10:00	**COOPER3: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 3**
Aula 1206	Lugar: **Aula 1206** Presidente/a de la sesión: **Prof. Dr. Jose Moyano Fuentes**, Universidad de Jaen
8:30 - 10:00	**CORH5: Comunicación Oral RRHH y Organizacional 5**
Aula 1107	Lugar: **Aula 1107** Presidente/a de la sesión: **Dr. Frederic Marimon**, Universitat Internacional de Catalunya
8:30 - 10:00	**COSOC5: Comunicación Oral Empresa y Sociedad 5**
Aula 1208	Lugar: **Aula 1208** Presidente/a de la sesión: **Prof. Dr. Miguel Ángel López-Navarro**, Universitat Jaume I
8:30 - 10:00	**DOCMKT: Taller Doctoral Marketing e Internacionalización**
Aula 1508	Lugar: **Aula 1508** Presidente/a de la sesión: **Dr. Jan Meyer**, INSTITUT QUÍMIC DE SARRIÀ - CETS Fundació Privada
8:30 - 10:00	**MIFAM: Mesa Interactiva Empresa Familiar**
Aula 1318	Lugar: **Aula 1318** Presidente/a de la sesión: **Manuel González-Díaz**, Universidad de Oviedo
8:30 - 10:00	**MIRH1: Mesa Interactiva Recursos Humanos y Comportamiento Organizacional 1**
Aula 1312	Lugar: **Aula 1312** Presidente/a de la sesión: **Prof. Dra. MARÍA MUÑOZ-DOYAGUE**, UNIVERSIDAD DE LEÓN
10:00 - 10:45	**SESIÓN ESPECIAL 2: ""REIMAGINING MARKETING STRATEGY: DRIVING THE DEBATE OM GRAND CHALLENGES"" (Dr. De Ruyter)**
Sala Multimedia	Lugar: **Sala Multimedia** El evento podrá seguirse en streaming desde la sala FCC en la planta -1 del edificio de IQS SM
10:45 - 11:00	**Café2: Pausa Café 2**
11:00 - 12:30	**COEMP5: Comunicación Oral Emprendimiento 5**
Aula 1106	Lugar: **Aula 1106** Presidente/a de la sesión: **Dra. Esther Hormiga**, Universitat de Barcelona
11:00 - 12:30	

Aula 1207	**COEST5: Comunicación Oral Estrategia 5** Lugar: **Aula 1207** Presidente/a de la sesión: **Dra. Ana Botella Andreu**, Universitat de Valencia
11:00 - 12:30	**COFAM3: Comunicación Empresa Familiar 3**
Aula 1105	Lugar: **Aula 1105** Presidente/a de la sesión: **Dr. Gabriel Lozano Reina**, Universidad de Murcia
11:00 - 12:30	**COKNOW3: Comunicación Oral Gestión del Conocimiento 3**
Aula 1019	Lugar: **Aula 1019** Presidente/a de la sesión: **Prof. Dr. Diego Corrales Garay**, Universidad Rey Juan Carlos
11:00 - 12:30	**COOPER4: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 4**
Aula 1206	Lugar: **Aula 1206** Presidente/a de la sesión: **Juan Jose Tari Guillo**, Universidad de Alicante
11:00 - 12:30	**CORH6: Comunicación Oral RRHH y Organizacional 6**
Aula 1107	Lugar: **Aula 1107** Presidente/a de la sesión: **Prof. Dra. M. DOLORES DE LA ROSA NAVARRO**, UNIVERSIDAD PABLO DE OLAVIDE
11:00 - 12:30	**COSOC6: Comunicación Oral Empresa y Sociedad 6**
Aula 1208	Lugar: **Aula 1208** Presidente/a de la sesión: **Marcos Santamaria Mariscal**, Universidad de Burgos
11:00 - 12:30	**DOCRH: Taller Doctoral RRHH y Comportamiento Organizacional**
Aula 1508	Lugar: **Aula 1508** Presidente/a de la sesión: **Dra. Jéssica Braojos Gómez**, Universidad de Granada
11:00 - 12:30	**Session Sponsors: MKT LAB BY IMOTIONS**
Aula 1401	Aula**: Room 1401**
11:00 - 12:30	**MIINT: Mesa Interactiva Internacionalización**
Aula 1318	Lugar: **Aula 1318** Presidente/a de la sesión: **Antonia Mercedes García Cabrera**, Universidad de Las Palmas de Gran Canaria
11:00 - 12:30	**MIMKT: Mesa Interactiva Marketing**
Aula 1312	Lugar: **Aula 1312** Presidente/a de la sesión: **Dr. Jorge Matute Vallejo**, IQS School of Management
12:30 - 13:30	**SESIÓN ESPECIAL 3: MESA DE DEBATE EMPRESARIAL. "INNOVACIÓN ANTES LA CRISIS CLIMÁTICA Y LA PANDEMIA" (ROCA; EUROFRAGANCE;JJUAN)**
Sala FCC	Lugar: **Sala FCC** El evento podrá seguirse en streaming desde la sala FCC en la planta -1 del edificio de IQS SM
13:30 - 14:45	**ALMUERZO 2: Almuerzo 21 de junio**
Jardines de la Casa de Ejercicios	Lugar: **Jardines de la Casa de Ejercicios**
14:45 - 16:15	**COEMP6: Comunicación Oral Emprendimiento 6**
Aula 1106	Lugar: **Aula 1106** Presidente/a de la sesión: **Dra. NAIARA FERNÁNDEZ BRAVO**, UNIVERSIDAD COMPLUTENSE DE MADRID
14:45 - 16:15	**COEST6: Comunicación Oral Estrategia 6**
Aula 1207	Lugar: **Aula 1207** Presidente/a de la sesión: **Prof. Dr. Bartolomé Marco Lajara**, Universitat d'Alacant / Universidad de Alicante
14:45 - 16:15	**COINN5: Comunicación Oral Innovación 5**
Aula 1019	Lugar: **Aula 1019** Presidente/a de la sesión: **Dra. Merce Bernardo Vilamitjana**, Universitat de Barcelona
14:45 - 16:15	**COMKT3: Comunicación Oral Marketing 3**
Aula 1206	Lugar: **Aula 1206** Presidente/a de la sesión: **Dr. Ruben Huertas Garcia**, Universitat de Barcelona

14:45 - 16:15	**CORH7: Comunicación Oral RRHH y Organizacional 7**
Aula 1107	Lugar: **Aula 1107** Presidente/a de la sesión: **Prof. Dra. María Muñoz-Doyague**, Universidad De León
14:45 - 16:15	**COSOC7: Comunicación Oral Empresa y Sociedad 7**
Aula 1208	Lugar: **Aula 1208** Presidente/a de la sesión: **Prof. Dra. María Jose Ruiz Ortega**, Universidad de Castilla La Mancha
14:45 - 16:15	**COTEA: Comunicación Oral Innovación Docente**
Aula 1009	Lugar: **Aula 1009** Presidente/a de la sesión: **Dra. Mónica Martínez Blasco**, IQS School of Management
14:45 - 16:15	**DOCEMP2: Taller Doctoral Emprendimiento 2 CAST**
Aula 1508	Lugar: **Aula 1508** Presidente/a de la sesión: **Dr. Sebastian Aparicio**, Universitat Autònoma de Barcelona
14:45 - 16:15	**Session Sponsors: MKT LAB BY IMOTIONS**
Aula: 1401	Lugar**: Aula 1401**
14:45 - 16:15	**MIEST: Mesa Interactiva Estrategia**
Aula 1318	Lugar: **Aula 1318** Presidente/a de la sesión: **Prof. Dra. Elisabet Garrido Martínez**, Universidad de Zaragoza
14:45 - 16:15	**MIRH2: Mesa Interactiva Recursos Humanos y Comportamiento Organizacional 2**
Aula 1312	Lugar: **Aula 1312** Presidente/a de la sesión: **Prof. Dra. Pilar Jerez Gómez**, Universidad de Almería
16:15 - 17:15	**EDITORS: Sesión de encuentro con los editores**
Sala Multimedia	Lugar: **Sala Multimedia** Con los Dres. Debbie Keeling (Regional Editor European Journal of Mk), José Benítez (Senior Editor Decision Support Systems), Patrick Mikalef (Associate Editor Information & Management) El evento podrá seguirse en streaming desde la sala FCC en la planta -1 del edificio de IQS SM
17:15 - 17:30	**Café3: Pausa Café 3**
17:30 - 18:30	**CLAUSURA: Clausura y Entrega de Premios**
Sala Multimedia	Lugar: **Sala Multimedia** El evento podrá seguirse en streaming desde la sala FCC en la planta -1 del edificio de IQS SM
18:30 - 19:15	**ASAMBLEA: Asamblea General**
Sala Multimedia	Lugar: **Sala Multimedia**
20:30 - 21:30	**SOCIAL 2: Actividad Social: visita Celler d'Espiells (Sant Sadurní d'Anoia)**
21:30 - 23:30	**GALA: Cena de Gala en Juvé i Camps** (Celler d'Espiells (Juvé i Camps), Sant Sadurní d'Anoia)

Monday, June 20, 08:30-10:00

COEMP1: Oral Communication Entrepreneurship 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1106
President of the session: David Urbano, Autonomous University of Barcelona

MANAGEMENT PRACTICES IN THE ALLOCATION OF INNOVATIVE ENTREPRENEURSHIP AND INTRAPRENEURSHIP ACROSS COUNTRIES
Jairo Orozco, Coen Rigterig, Andreu Turro, David Urbano
Autonomous University of Barcelona, Spain; EAN University, Colombia; Utrecht University; andreu.turro@uab.cat;
RELATOR: Xosé H. Vazquez Vicente

ASSESSING THE WEAKNESSES OF SUPPORT POLICIES FOR BUSINESS CREATION IN REGIONAL ECOSYSTEMS: THE CASE OF THE GALICIA-NORTHERN PORTUGAL EUROREGION
Carlos Rodríguez García, Ana I. Martínez-Senra, María Quintás, Xosé H. Vázquez Vicente
University of Vigo, Spain; c.rodriguez@uvigo.es
RELATOR: Sebastian Aparicio

INSTITUTIONS, DESTRUCTIVE ENTREPRENEURSHIP, AND REGIONAL ECONOMIC GROWTH
Sebastian Aparicio, Juan Carlos Muñoz-Mora, David Urbano, Diego Martinez-Moya
Autonomous University of Barcelona, Spain; EAFIT University, Colombia; Autonomous University of Barcelona, Spain; EAFIT University, Colombia; sebastian.aparicio@uab.cat
RELATOR: Turro, Andreu

COEST1: Oral Communication Strategy 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room1207
President of the session: Diana Benito-Osorio, University Rey Juan Carlos

ACT OR WAIT-AND-SEE? ADVERSITY, AGILITY AND ENTREPRENEUR WELLBEING ACROSS COUNTRIES DURING THE COVID-19 PANDEMIC
Ana Pérez-Luño, Ute Stephan, Przemyslaw Zbierowski
Pablo de Olavide University, Spain; King's College London; anaperezluno@gmail.com
RELATOR: Diana Benito-Osorio

THE PROPER MIX OF GROWTH-SEEKING STRATEGIES FOR SMEs DURING TIMES OF ECONOMIC STABILITY AND CRISIS
Diana Benito-Osorio, Alberto Colino, Luis Ángel Guerras-Martín, José Ángel Zúñiga-Vicente
Rey Juan Carlos University; Complutense University of Madrid; diana.benito@urjc.es
RELATOR: Remedios Hernandez-Linares

THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION IN DYNAMIC CAPABILITIES - PERFORMANCE RELATIONSHIP
Remedios Hernandez-Linares, Maria Concepcion Lopez Fernandez, Gema García-Piqueres, Miguel Pina e Cunha, Armènio Rego
University of Extremadura, Spain University of Cantabria, Spain; New University of Lisbon, Portugal Catholic University of Porto, Portugal lopezm@unican.es
RELATOR: Vlaisavljevic, Vesna

OPTING FOR THE LONG VIEW, RATHER THAN COUNTING ON ANCHOR TENANTS? A GLOBAL ASSESSMENT OF ENABLERS OF GROWTH IN BIOTECH REGIONS (1978 - 2015)
Vesna Vlaisavljevic, Marcelina Grabowska, Bart Van Looy
University of Barcelona, Spain; KU Leuven, Belgium; vesna.savic@ub.edu
RELATOR: Ana Pérez-Luño

COFIN1: Oral Communication Finance 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1009
President of the session: Ana Belén Alonso-Conde, University Rey Juan Carlos

REGULATORY CHANGES IN CORPORATE TAXATION AND THE COST OF EQUITY OF TRADED FIRMS
Javier Rojo Suárez, Ana Belén Alonso-Conde
Rey Juan Carlos University, Spain; ana.alonso@urjc.es
RELATOR: Marcos Santamaría

DEBT, EFFICIENCY AND PRIVATE FUNDING IN NONPROFIT ORGANIZATIONS
Teresa Elvira-Lorilla, Inigo Garcia-Rodriguez, M. Elena Romero-Merino
University of Burgos, Spain; teresaelviratel@gmail.com
RELATOR: Pedro Luis Vega Gutiérrez

CORPORATE DIVERSIFICATION AND CAPITAL STRUCTURE IN UNCERTAIN TIMES: A EUROPEAN ANALYSIS
Pedro Luis Vega Gutiérrez, Félix J. López Iturriaga, Juan Antonio Rodríguez Sanz
University of Valladolid (Spain); National Research University Higher School of Economics (Russia); zeltman100@hotmail.com
RELATOR: Victor M. González

HOW DOES CREDIT INFORMATION SHARING SHAPE BANK LOANS?
Víctor M. González Méndez, Celia Alvarez Botas
University of Oviedo, Spain; University of Oviedo, Spain; vmendez@uniovi.es
RELATOR: Ana Belén Alonso-Conde

COINN1: Oral Communication Innovation 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1019
President of the session: Carmen Cabello Medina, Pablo de Olavide University

WHY DOES OPEN INNOVATION VARY ACROSS COUNTRIES? A MULTILEVEL STUDY BASED ON TRANSACTION COSTS AND INSTITUTIONAL THEORY
Andrés Eduardo Rangel Jimenez, Cristina Villar Garcia, José Pla Barber
Autonomous University of Occidente, Colombia; University of Valencia; Cristina.Villar@uv.es
RELATOR: Isabel Diez

NEW PRODUCT DEVELOPMENT AND SUPPLIER INVOLVEMENT: THE ROLE OF R&D COLLABORATION WITH SUPPORTING INSTITUTIONS
Isabel Díez-Vial, Miriam Delgado Verde
Complutense University of Madrid, Spain; diezvial@ccee.ucm.es
RELATOR: Enrique Acebo

BRIDGING THE GAP BETWEEN INNOVATION ECOSYSTEMS AND INNOVATION SYSTEMS
Enrique Acebo, José-Ángel Miguel-Dávila
Department of Business Management, University of León, Spain; e.acebo@unileon.es
RELATOR: Javier Martínez Falcó

THE EFFECT OF GREEN INTELLECTUAL CAPITAL ON GREEN PERFORMANCE: THE MEDIATING ROLE OF GREEN INNOVATION
Bartolomé Marco Lajara, Patrocinio Zaragoza Sáez, Javier Martínez Falcó, Lorena Ruiz Fernández
University of Alicante, Spain; javier.falco@ua.es
RELATOR: Cristina Villar Garcia

COINT1: Oral Communication Internationalization 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1105
President of the session: Fariza Achcaoucaou, University of Barcelona

DUAL NETWORK EMBEDDEDNESS AND SUBSIDIARIES' R&D ROLE EVOLUTION: DECODING AN SPIRALLING RELATIONSHIP
Fariza Achcaoucaou, Paloma Miravitlles
University of Barcelona, Spain; farizaa@ub.edu
RELATOR: Telma Mendes

THE "BLACK BOX" BETWEEN POST-INTERNATIONALIZATION SPEED AND PERFORMANCE: AN EMPIRICAL ANALYSIS FROM EARLIER VERSUS LATER INTERNATIONALIZING FIRMS
Telma Mendes, Miguel González-Loureiro, Vítor Braga, Ana Borges
CIICESI, ESTG/ P. PORTO – Center for Research and Innovation in Business Sciences and Information Systems, School of Technology and Management (ESTG), Polytechnic Institute of Porto (P. PORTO), Porto, Portugal; University of Vigo, Vigo, Spain; tilm@estg.ipp.pt
RELATOR: María Teresa Bolívar Ramos

WHAT TRIGGERS INTERNATIONAL R&D OUTSOURCING? THE INFLUENCE OF FIRM MATURITY
Anna Izotova, Maria Teresa Bolivar Ramos
Autonomous University of Barcelona, Spain; mariateresa.bolivar@uab.cat
RELATOR: Paloma Miravitlles

ANALYSING THE IMPACT OF GEOGRAPHICAL SCOPE AND BUSINESS VS. NON-BUSINESS NETWORKS ON SMES' INNOVATION
Andrea Pallas Rocafull, Cristina Villar, José Pla Barber
University of Valencia; Cristina.Villar@uv.es
RELATOR: Fariza Achcaoucaou

COMKT1: Oral Communication Marketing 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1206
President of the session: Santiago Forgas Coll, University of Barcelona

THE RELATIONSHIP BETWEEN GAMEX, BRAND LOYALTY AND THE INTENTION TO USE: THE MEDIATING ROLE OF CUSTOMER BRAND ENGAGEMENT AND THE MODERATING ROLE OF SELF-IMAGE CONGRUITY
Salma Habachi, Ramon Palau, Jorge Matute
IQS School of Management - Ramon Llull University, Spain; salmahabachi@iqs.edu
RELATOR: Andreea Trifu

HEALTH APPS IN THE XXI CENTURY: HOW TO DEVELOP CUSTOMER LOYALTY
Arturo Molina Collado, Maria Leticia Santos Vijande, Mar Gómez Rico
Castilla La Mancha University, Spain; CUNEF UNIVERSITY, Spain; leticia.santos@cunef.edu
RELATOR: González-Mohíno Sánchez, Miguel

INFLUENCER-SPONSORED BUYING RECOMMENDATIONS: EFFECTS OF ENGAGEMENT, AUTHENTICITY AND RISK
Miguel González-Mohíno Sánchez, María del Carmen Cano Vicente, Javier Cabeza Ramírez
University of Cordoba, Spain; Miguel.Gsanchez@uclm.es
RELATOR: Habachi Room

MOMENTS OF TRUTH AND THEIR IMPACT ON PROFITABILITY AND BEHAVIORAL CUSTOMER OUTCOMES: A LONGITUDINAL STUDY IN A B2B SERVICES CONTEXT
Jesús Cambra Fierro, Lia Patrício, Yolanda Polo Redondo, Andreea Trifu
Pablo de Olavide University, Spain; University of Porto, Portugal; University of Zaragoza, Spain; atrifu@unizar.es
RELATOR: Santos Vijande, Maria Leticia

CORH1: Oral HR Communication and Organizational Design 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1107
President of the session: Sandra Miralles Armenteros, University Jaume I

SUPERVISOR GENDER AND SUBORDINATES' JOB SATISFACTION IN EUROPE
Antonia Mercedes García Cabrera, Sonia María Suárez Ortega, Francisco Javier Gutiérrez Pérez
University of Las Palmas de Gran Canaria, Spain; francisco.gutierrez@ulpgc.es
RELATOR: Rodríguez-Sánchez, Alma

COMPASSION COUNTS! THE ROLE OF DAILY PROSOCIAL BEHAVIOR TO IMPROVE JOB PERFORMANCE
Alma Rodríguez-Sánchez, Sandra Miralles Armenteros, Ricardo Chiva Gómez
University Jaume I, Spain; alma.rodriguez@uji.es
RELATOR: Miralles Armenteros, Sandra

THE HUMAN SIDE OF INNOVATION SUCCESS: THE POWER OF COMPASSION AT WORK
Sandra Miralles Armenteros, Emilio Domínguez Escrig, Fermín Mallén Broch
University Jaume I, Spain; smiralle@uji.es
RELATOR: Bojica, Ana

UNCOVERING THE ROLE OF DURATION, FORMALIZATION AND MOTIVATIONAL PRACTICES IN THE DESIGN OF INTERNSHIPS
Reem Karaja-Obeid, Pilar Jerez Gómez, Ana Bojica, Javier Martínez del Río
University of Almeria, Spain; University of Granada, Spain; mpjerez@ual.es
RELATOR: García Cabrera, Antonia Mercedes

COSOC1: Oral Communication Business and Society 1

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1208
President of the session: Danny Liliana Herrera, University of León

BEYOND NATIONAL INSTITUTIONS AND INDUSTRY SPECIFICITIES: HOW MUCH MANAGERIAL DISCRETION IS THERE IN CO2 ABATEMENT?
Lucas Lopez-Manuel, Joseph H. Vázquez
University of Vigo, Spain; lucas.lopez@uvigo.gal
RELATOR: Ana Patricia Fanjul Alemany

SCIENCE FOR GOOD. ESTIMATING THE CONTRIBUTION OF CORPORATE SCIENTISTS TO ENVIRONMENTAL R&D OBJECTIVES
Liliana Herrera, Ana Patricia Fanjul Alemany, María F. Muñoz-Doyague
University of León, Spain; afana@unileon.es
RELATOR: Paula Castro Castro

THE IMPACT OF ENVIRONMENTAL PERFORMANCE ON FIRM'S DEFAULT. THE MEDIATING ROLE OF STRANDED ASSETS AND INNOVATION
Cristina Gutiérrez López, Paula Castro Castro, María T. Tascón Fernández
University of León, Spain; paula.castro@unileon.es
RELATOR: Gozal Ahmadova

GOING DIGITAL: ANALYZING ITS RELATIONSHIP WITH ENVIRONMENTAL PERFORMANCE AND THE ROLE OF INSTITUTIONS.
Gozal Ahmadova, Blanca Delgado-Márquez, Luis Pedauga, Dante I. Leyva-de la Hiz
ESADE Business School (Spain); University of Granada (Spain); Joint Research Centre (European Commission); Montpellier Business School (France); d.leyva@montpellier-bs.com
RELATOR: Lucas López-Manuel

DOCSOC: Doctoral Workshop on Business and Society

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1508

President of the session: Job Rodrigo Alarcon, University of Castilla La Mancha

CAN THE CORPORATE DECISION TO EXTERNALLY ASSURE SUSTAINABILITY REPORTS BEAR STRATEGIC IMPORTANCE IN A POST-PANDEMIC WORLD– A MULTIFACETED APPROACH

Moses Pinto
University of León, Spain; mosesingoa@gmail.com

RISK MANAGEMENT IN SMALL AND MEDIUM-SIZED FAMILY FIRRMS

Gundula Glowka
Management Center Innsbruck, Austria; gundula.glowka@mci.edu

THE EFFECTS OF CORPORATE GREEN BOND ISSUANCE ON ENVIRONMENTAL PERFORMANCE: PROACTIVE AND ENVIRONMENTALLY REACTIVE COMPANIES

Rubén Ordóñez Borrallo, Natalia Ortiz Martínez de Mandojana, Javier Delgado Ceballos
University of Granada, Spain; rubenordonez@ugr.es

MIOPER: Discussion session Operations Management and Technology

Time: Monday, 20/06/2022: 8:30 - 10:00 · *Place:* Room 1312

President of the session: Juan A. Marin-Garcia, University Politecnica de Valencia

ENABLING DIGITAL TRANSFORMATION IN SMEs THROUGH ORGANIZATIONAL CAPABILITIES

José M. González-Varona, Natalia Martín-Cruz, Fernando Acebes Senovilla, Javier Pajares Gutiérrez
University of Valladolid, Spain; josemanuel.gonzalez.varona@uva.es

ANALYSIS OF CRITICAL SUCCESS FACTORS IN THE IMPLEMENTATION OF AN ERP: CASE STUDY

Sergio Ferrer, Rafael Lapiedra, Beatriz Forés
University Jaume I, Spain; sgilaber@uji.es

WATER INFRASTRUCTURE AND CLIMATE CHANGE. PROPOSAL FOR A QUANTITATIVE TOOL FOR FLOOD DAMAGE ESTIMATION

Estefanía Couñago Blanco, Fernando José León Mateos, Adela García-Pintos Escuder, Gloria Caballero Fernández
University of Vigo, Spain; e.blanco@uvigo.es

INNOVATION IN HEALTH SERVICES: A PEOPLE-CENTRED APPROACH

Rosa Milena Gomez Caballero, Clara Isabel Lopez Gualdron, Edna Rocio Bravo Ibarra
Industrial University of Santander, Colombia; di_milegomez@hotmail.com

DIGITAL TRANSFORMATION IN THE SUPPLY CHAIN: A LITERATURE REVIEW

Fabricio Saad Duarte, Gustavo Lannelongue, Javier González Benito
University of Salamanca, Spain; lannelongue@usal.es

Monday, June 20, 10:45-12:15

COEST2: Oral Communication Strategy 2

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room1207
President of the session: Nuria Calvo, University of A Coruña

EFFECTS OF PRODUCT AND PROCESS INNOVATION ON FIRM GROWTH: THE MODERATING ROLE OF ACTUAL AND PERCEIVED MARKET TURBULENCE IN YOUNG AND MATURE FIRMS
Alexandra Masó Llorente, Joan-Lluís Capelleras
Autonomous University of Barcelona, Spain; alexandra.maso@gmail.com
RELATOR: Nuria Calvo

STRATEGY OF DIGITALIZATION TO FACE DISRUPTION EMBEDDED IN REGIONAL INSTITUTIONS
Nuria Calvo, Thomas Schøtt, Ana Fernández Laviada, Mahsa Samsami, Esther Barros
University of A Coruña, Spain; University in Cairo, University of Southern Denmark; University of Cantabria; University of Santiago de Compostela, Spain nuria.calvob@udc.es
RELATOR: Job Rodrigo Alarcón

PIONEERING ORIENTATION AND FIRM PERFORMANCE IN TOURISM DESTINATIONS: THE MODERATING ROLE OF EXPLOITATION AND EXPLORATION
Ángela Martínez Pérez, Dioni Elche Hortelano, Job Rodrigo Alarcón
University of Castilla La Mancha, Spain; Job.Rodrigo@uclm.es
RELATOR: Johana Cristina Sierra

THE MODERATING EFFECT OF INTERLOCKED DIRECTORS ON R&D INVESTMENTS AND FIRM VALUE RELATIONSHIP
Johana Cristina Sierra Morán, Laura Cabeza-García, Nuria González-Álvarez
University of León; jsierm00@estudiantes.unileon.es
RELATOR: Alexandra Masó

COFAM1: Family Business Communication 1

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room1105
President of the session: Anna Arbussa Reixach, University de Girona

AN EVENTS-BASED ANALYSIS OF AMBIDEXTERITY IN FAMILY FIRMS
Pilar Marquès Gou, Anna Arbussà, Andrea Bikfalvi
University of Girona, Spain; andrea.bikfalvi@udg.edu
RELATOR: Anita Zehrer

DRIVERS AND BARRIERS TO SUSTAINABLE INNOVATION IN SMALL-SIZED FAMILY FIRMS
Gundula Glowka, Anita Zehrer
Management Center Innsbruck, Austria; gundula.glowka@mci.edu
RELATOR: Anna Arbussà

COGOB1: Oral Communication Corporate Governance & CSR 1

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room1009
President of the session: José Luis Sanchez Torelló, IQS School of Management - Ramon Llull University

EXPLORING SUSTAINABLE PRODUCT INNOVATION IN CHINESE SMES DURING COVID-19 CRISIS
Yilun Yang, Lucía Muñoz Pascual, Jesús Galende
University of Salamanca, Spain; luciamp@usal.es
RELATOR: Yanqiu Ren

FOUR DECADES OF SHAREHOLDER ACTIVISM: A BIBLIOMETRIC ANALYSIS
Dionysia Katelouzou, Yanqiu Ren, Martí Sagarra
King's College London, The Dickson Poon School of Law, UK; University of Barcelona, Spain; renyanqiu713@gmail.com
RELATOR: Eduardo González Fidalgo

EFFECTS OF GOOD LOCAL GOVERNANCE ON WELL-BEING?
Eduardo González Fidalgo, Rubén Arrondo García, Ana Cárcaba García
University of Oviedo, Spain; efidalgo@uniovi.es
RELATOR: Maria Ruiz Castillo

ENVIRONMENTAL INNOVATIONS AND BOARD INDEPENDENCE: THE MODERATING ROLE OF SHAREHOLDER ACTIVISM
Maria Ruiz Castillo, Juan Alberto Aragón Correa, Nuria Esther Hurtado Torres
University of Granada, Spain; mruizc@ugr.es
RELATOR: Lucía Muñoz Pascual

COINN2: Oral Communication Innovation 2

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room1019
President of the session: María Teresa Bolívar Ramos, Autonomous University of Barcelona

BLOCKCHAIN TECHNOLOGY IN THE TOURISM INDUSTRY: A LITERATURE REVIEW FOR A RESEARCH AGENDA
Soraya González-Mendes, Fernando E. García-Muiña, Sonia Medina-Salgado, Rocio González Sánchez
Rey Juan Carlos University, Spain; rocio.gonzalez@urjc.es
RELATOR: Teresa García-Marco

CAN WE LIMIT NOT INVENTED HERE SYNDROME: ROLE OF EXTERNAL SOCIAL CAPITAL AND INNOVATION CLIMATE
Muhammad Ismail, Alejandro Bello-Pintado, Teresa García-Marco, Valentina Lazzarotti
University Publica de Navarra, Spain; Carlo Cattaneo University - LIUC; ismael.muhammad@live.com
RELATOR: Marta Riquelme-Medina

PRODUCING BREAKTHROUGH INNOVATION IN BUSINESS ECOSYSTEMS: THE JOINT MODERATION OF ABSORPTIVE AND DESORPTIVE CAPACITY
Marta Riquelme-Medina, Marcel Bogers, Vanesa Barrales-Molina, Francisco Javier Llorens-Montes
University of Granada; Eindhoven University of Technology; University of Copenhagen; University of California, Berkeley; martariquelme@ugr.es
RELATOR: Bolívar Ramos, María Teresa

THE EFFECTS OF THE FUNCTIONAL AND GEOGRAPHICAL BREADTH OF COLLABORATIONS ON RADICAL INNOVATION PERFORMANCE: THE MODERATING ROLE OF FIRM SIZE
Anna Izotova, Maria Teresa Bolivar Ramos
Autonomous University of Barcelona, Spain; mariateresa.bolivar@uab.cat
RELATOR: Rocío González Sánchez

COKNOW1: Oral Communication Knowledge Management 1

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1106
President of the session: Lucio Fuentelsaz Lamata, University of Zaragoza

WHEN DOES THE ORGANIZATIONAL IDENTIFICATION MATTER FOR KNOWLEDGE SHARING: MODERATING ROLE OF PSYCHOLOGICAL SAFETY AND STRONG TIES
Aleksandra Rudawska
University of Szczecin, Poland; aleksandra.rudawska@usz.edu.pl
RELATOR: Jose Antonio Alfaro

INTERMEDIARIES OF INNOVATION: A CASE STUDY IN INTANGIBLES
José Antonio Alfaro Tanco, Mónica Recalde Viana
University of Navarra, Spain; jalfaro@unav.es
RELATOR: Marta Ferrer Serrano

KNOWLEDGE TRANSFER AND NETWORKS: A BIBLIOMETRIC APPROACH THROUGH PERFORMANCE ANALYSIS, SCIENCE MAPPING, AND DYNAMIC NETWORK ANALYSIS
Marta Ferrer Serrano, Lucio Fuentelsaz, Maria Pilar Latorre Martinez
University of Zaragoza, Spain; martafe@unizar.es
RELATOR:A: Aleksandra Rudawska

COOPER1: Oral Communication Operations and Technology Management 1

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1206
President of the session: Ana Castillo López, University of Granada

EXPLORING IT-ENABLED OPEN INNOVATION PERFORMANCE: A LARGE-SCALE EMPIRICAL INVESTIGATION ON THE SPANISH MARKET
Ana Castillo López, Jose Benitez, Laura Ruiz, Florian Schuberth, Rafael Reina
University of Granada, Spain; EDHEC Business School; University of Twente; University of Seville; anacastillo@ugr.es
RELATOR: Noelia Garcia-Buendia

INDUSTRY 4.0, AGILITY, AND FLEXIBILITY INTERRELATIONSHIPS IN SUPPLY CHAIN MANAGEMENT
Daniel Luiz de Mattos Nascimento, Noelia Garcia-Buendia, José Moyano-Fuentes, Juan Manuel Maqueira-Marín, Marta Cruz-Amate
University of Jaén, Spain; dmattos@ujaen.es
RELATOR: María Roldán Bravo

THE IMPACT OF SUPPLY CHAIN 4.0 AMBIDEXTERITY ON LEAN SUPPLY CHAIN MANAGEMENT: A RESOURCE ORCHESTRATION PERSPECTIVE
María Isabel Roldán Bravo, José Moyano Fuentes, Juan Manuel Maqueira Marín, Dainelis Cabeza Pullés
University of Jaén, Spain; University of Granada, Spain; mirbravo@ugr.es
RELATOR: F. Javier Ramírez

ENABLING RESOURCE ALLOCATION IN REVERSE SUPPLY CHAINS THROUGH IOT-BASED MULTI-AGENT SYSTEMS
Celia Garrido-Hidalgo, Teresa Olivares, F. Javier Ramírez
University of Castilla-La Mancha, Spain; celia.garrido@uclm.es
RELATOR: Ana Castillo López

CORH2: Oral HR Communication and Organizational Design 2

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1107
President of the session: Manuel Bueno García, University of Granada

THE DIFFERENTIAL INFLUENCE OF EMPLOYEES' COMPETITIVE ORIENTATION ON FIRM'S GENERATION OF SOCIAL WELFARE: A MICRO-FOUNDATIONS PERSPECTIVE
Manuel Bueno García, Blanca Delgado Marquez, Flore Bridoux, Alberto Aragon Correa
University de Granada, Spain; Rotterdam School of Management; manuelbueno@ugr.es
RELATOR: Thais González-Torres

INDUSTRY 4.0 AND TALENT COMPETENCY SKILLS
María-Carmen De-la-Calle-Durán, José-Luis Rodríguez-Sánchez, Thais González-Torres
Rey Juan Carlos University, Spain; thais.gonzalez@urjc.es
RELATOR: Joaquin Garcia

THE INFLUENCE OF THE ORGANISATION'S AFFECTIVE COMMITMENT IN THE OCB FROM A DOUBLE PERSPECTIVE: HR MANAGERS AND EMPLOYEES
Joaquín García Cruz, Ramón Valle Cabrera
Pablo de Olavide University, Spain; jgarcru@upo.es
RELATOR: Mª del Mar Bornay-Barrachina

INSTITUTIONAL PRESSURES FOR SUSTAINABILITY (IPS) AND EMPLOYEE RELATIONSHIPS (ER): THE MEDIATING ROLE OF LEEWAY OF HR MANAGERS TO SHAPE SUSTAINABILITY IN THE HRM SYSTEM
Mª del Mar Bornay-Barrachina, Jaime Guerrero-Villegas, Macarena Lopez-Fernandez, Margarita Ruiz-Rodriguez
University of Cadiz, Spain; macarena.lopez@uca.es
RELATOR: Manuel Bueno García

COSOC2: Oral Communication Business and Society 2

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1208
President of the session: Josep Llach Pages, University de Girona

QUALITY IN SECOND-HAND PRODUCT BUYING PLATFORMS: SCALE OF MEASUREMENT AND DETERMINANTS OF BUYER LOYALTY
Josep Llach Pages, Neus Vila Brunet
University of Girona, Spain; UPF Barcelona School of Management, Spain; International University of Catalonia, Spain; josep.llach@udg.edu
RELATOR: Cristina Lozano Gómez

BUSINESS MODELS FOR STRONG SUSTAINABLE CONSUMPTION IN THE FASHION INDUSTRY: AN ANALYSIS OF TWO CASES
Cristina Lozano Gomez
University Jaume I, Spain; al009012@uji.es
RELATOR: Fatima Vidal-Ayuso

CONSUMER PERSPECTIVE ON THE CIRCULAR ECONOMY: WHERE ARE WE AND WHERE ARE WE HEADED?
Fatima Vidal-Ayuso, Anna Akhmedova, Carmen Jaca
International University of Catalonia, Barcelona, Spain; UPF Barcelona School of Management, Barcelona, Spain; University of Navarra, TECNUN, San Sebastián, Spain; fatima.vidal@uic.es
RELATOR: Eva María Mora Valentín

FORMULATING A RESEARCH MAP FOR LUXURY TOURISM THROUGH SOCIAL MEDIA
Marta Ortiz-de-Urbina-Criado, Rocío González-Sánchez, Sonia Medina-Salgado, Eva-María Mora-Valentín
Rey Juan Carlos University; evamaria.mora@urjc.es
RELATOR: Josep Llach

DOCEMP1: Doctoral Workshop Entrepreneurship 1 ENG

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1508
President of the session: Dra. Guillermina Tormó, Universidad Politécnica de Valencia

DEVELOPMENT A TWO-WAY SATISFACTION MODEL
Alejandra Cueva, Anna Akhmedova, Frederic Marimon
International University of Catalonia, Spain; acuevareal@uic.es

CAN ENTREPRENEURSHIP BRING NEW LIFE TO RURAL AREAS? EVALUATING THE EUROPEAN COMMUNITY-LED LOCAL DEVELOPMENT APPROACH
Ana Patricia Fanjul Alemany, Liliana Herrera, María F. Muñoz-Doyague
University of León, Spain; afana@unileon.es

MIEMP: Discussion session Entrepreneurship

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1312
President of the session: Matilde Ruiz Arroyo, University of Granada

ON THE SHORTENING THE TIME-TO-MARKET OF NASCENT ENTREPRENEURS
José Luis González Pernía, Javier Montero Villacampa, Iñaki Peña Legazkue
University of Zaragoza, Spain; University of Deusto, Spain; montero@unizar.es

DIGITAL SOCIAL ENTREPRENEURSHIP: AN ANALYSIS OF THE BACKGROUND TO THE INTENTION.
Marina Estrada De La Cruz, Ignacio Mira Solves, Antonio Jose Verdu Jover, Jose Maria Gomez Gras, Beatriz Picazo Rodriguez, Lirios Alos Simo
Miguel Hernández University of Elche, Spain; mestrada@umh.es

A TERRITORIAL APPROACH TO CULTURAL ENTERPRISES. A LOOK FROM THE CUBAN CONTEXT
Janet Rojas Martínez, Jorge Alfredo Carballo Concepción, Teresa Martínez Fernández
University of Havana, Cuba; University Jaume I, Spain; tmartine@emp.uji.es

MISOC: Discussion session Business and Society

Time: Monday, 20/06/2022: 10:45 - 12:15 · *Place:* Room 1318
President of the session: Gregorio Martin de Castro, Complutense University of Madrid

THE ROLE OF INSTITUTIONS IN CURBING FOOD WASTE: A QUALITATIVE ANALYSIS
Elena Fraj Andrés, Carolina Herrando Soria, Laura Lucia Palacios, Raúl Pérez López
University of Zaragoza, Spain; efraj@unizar.es

REPORTING SUSTAINABLE DEVELOPMENT GOAL 12 IN THE FOOD RETAIL INDUSTRY. AN ANALYSIS BASED ON GLOBAL REPORTING INITIATIVE PERFORMANCE INDICATORS
Teresa Vallet-Bellmunt, Illuminated Forts-Forts, Maria Luisa Flor-Peris
Jaume University of Castellón, Spain; vallet@uji.es

TRUST IN THE STUDY OF E-GOVERNMENT: A BIBLIOMETRIC PERSPECTIVE
José Melchor Medina-Quintero, Marcela Diaz-Guzmán Verástegui, Francisco Isaí Morales Sáenz
Autonomous University of Tamaulipas (Mexico), Mexico; jmedinaq@uat.edu.mx

KNOWLEDGE, ATTITUDES AND BEHAVIOR OF UNIVERSITY STUDENTS TOWARDS SUSTAINABLE DEVELOPMENT. AN EXPLORATORY STUDY
Teresa Vallet-Bellmunt, Illuminated Forts-Forts, Maria Luisa Flor-Peris
University Jaume de Castelló, Spain; vallet@uji.es

Monday, June 20, 15:30-17:00

COEMP2: Oral Communication Entrepreneurship 2

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1106
President of the session: Iñaki Peña Legazkue, University of Deusto

FEMALE LEADERSHIP AND INNOVATION: THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS AND ENTREPRENEURIAL ORIENTATION
Jenny María Ruiz Jiménez, María del Mar Fuentes Fuentes, Javier Delgado Ceballos
University of Granada, Spain; jmruizj@ugr.es
RELATOR: Iñaki Peña Legazkue

THE GENDER GAP AND WOMEN´S ENTREPRENEURIAL INTENTION IN THE AFTERMATH OF GLOBAL CRISES
David Audretsch, Seham Ghalwash, Iñaki Peña Legazkue
University de Deusto, Spain; Indiana University, USA; Technical University of Denmark, Denmark; ipena@deusto.es
RELATOR: Carmen Virues Vega

ALL IN ALL, FEMALE AND MALE ENTREPRENEURS ARE NOT TOO DIFFERENT FOR INVESTORS!
María Vélez Elorza, José Manuel Sánchez Vázquez, Carmen Virues Vega
University of Cadiz, Spain; carmen.virues@uca.es
RELATOR: Virginia Hernández

ABANDONMENT OF ENTREPRENEURIAL ACTIVITY DURING THE COVID-19 PANDEMIC: A GENDER PERSPECTIVE
Belen Usero, Virginia Hernandez, Gianni Romani
Carlos III University, Spain; Catholic University of Chile; busero@emp.uc3m.es
RELATOR: Jenny María Ruiz Jiménez

COEST3: Oral Communication Strategy 3

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1207
President of the session: Francisco Puig Blanco, University of Valencia

DIGITAL DYNAMIC CAPABILITIES: ARE THEY DIGITAL, DYNAMIC, OR BOTH?
Tugce Nuray Saka
University of Barcelona, Spain; tugcesaka@gmail.com
RELATOR: Javier Amores Salvado

EXPLORING DISRUPTIVE ENVIRONMENTAL STRATEGIES FACING THE CLIMATE EMERGENCY
Gregorio Martin de Castro, Javier Amores Salvado
Complutense University of Madrid, Spain; gregorio.martin@ccee.ucm.es
RELATOR: Francisco Puig

HISTORY AND DELIMITATION OF THE TEXTILE AND APPAREL CLUSTERS IN ECUADOR
Nathaly Villavicencio, Francisco Puig
University of Valencia, Spain; francisco.puig@uv.es
RELATOR: Tugce Nuray Saka

COFIN2: Oral Communication Finance 2

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1009
President of the session: Gabriel de la Fuente Herrero, University of Valladolid

INDUSTRY BUBBLES AND UNEXPECTED CONSUMPTION SHOCKS: A CROSS-SECTIONAL EXPLANATION OF STOCK RETURNS UNDER RECURSIVE PREFERENCES
Javier Rojo-Suárez, Ana Belén Alonso-Conde, Rubén Lago-Balsalobre
Rey Juan Carlos University, Spain; ana.alonso@urjc.es
RELATOR:A: Aleksandra Rudawska

TALKING ABOUT A REVOLUTION – MANAGEMENT SHAKE-UPS IN BANKS
Dorota Skała, Aleksandra Rudawska, Katarzyna Kwiatkowska
Institute of Economics and Finance, University of Szczecin, Poland; [2]Institute of Management, University of Szczecin, Poland; aleksandra.rudawska@usz.edu.pl
RELATOR: Pablo de la Horra

MONETARY POLICY AND CORPORATE INVESTMENT IN THE AFTERMATH OF THE GREAT RECESSION: A PANEL VAR APPROACH
Luis Pablo de la Horra, Javier Perote, Gabriel de la Fuente
University of Valladolid, Spain; [2]University of Salamanca, Spain; luispablo.horra@uva.es
RELATOR: Ana Belén Alonso-Conde

COKNOW2: Oral Communication Knowledge Management 2

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1019
President of the session: Andrés Salas Vallina, University of Valencia

Unlocking knowledge transfer in public healthcare: the role of HRM, strategic leadership and resilience
Andrés Salas Vallina, Juani Swart, Yasin Rofcanin
University de Valencia, Spain; University of Bath; andres.salas@uv.es
RELATOR: Jesús de Frutos

INTERNATIONAL RESEARCH COLLABORATION AND RESEARCHER'S HUMAN CAPITAL PROFILES
Jesús de Frutos Belizón, Natalia García Carbonell, Marta Ruiz Martínez, Gonzalo Sanchez Gardey
University of Cadiz, Spain; jesus.defrutos@uca.es
RELATOR: Mercedes Segarra Cypress

EXTERNAL AND INTERNAL KNOWLEDGE DIVERSITY: THE MODERATING ROLE OF CREATIVITY ON RADICAL AND INCREMENTAL INNOVATION PERFORMANCE
Mercedes Segarra Cypress, Juan Carlos Bou Llusar
UNIVERSITY JAUME I, Spain; msegarra@emp.uji.es
RELATOR: Daniel Alonso Martínez

DOES BUSINESS ETHICS PROMOTE SOCIAL PROGRESS? THE ROLE OF INNOVATION
Daniel Alonso Martínez, Nuria González Álvarez
University of León, Spain; dalom@unileon.es
RELATOR: Andrés Salas Vallina

COMKT2: Oral Communication Marketing 2

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1206
President of the session: Laura Lucia, University of Zaragoza

VOICE ASSISTANTS IN DIFFERENT USAGE CONTEXTS: WHICH FACTORS MATTER IN SIMPLE AND COMPLEX APPLICATIONS?
John Vara Prasad Ravi, Ramon Palau Saumell, Jan Hinrich Meyer, Felix Friedreich Thomas
IQS School of Management - Ramon Llull University; johnravi@iqs.url.edu
RELATOR: Julio Navio-Marco

THE DIGITALIZATION OF THE BRICK-AND-MORTAR RETAIL: A LITERATURE REVIEW ON CUSTOMER FACING INSTORE TECHNOLOGIES (CFIST)
Javier Lorente-Martinez, Julio Navio-Marco, Beatriz Rodrigo-Moya
EAE Business School; UNED, Spain; jnavio@cee.uned.es
RELATOR: Santiago Forgas

TECHNOLOGICAL ACCEPTANCE OF SOCIAL ROBOTS WITH GENDER AND PERSONALITY ATTRIBUTES
Ruben Huertas-Garcia, Santiago Forgas-Coll, Antonio Andriella, Guillem Alenyà, Jordi Campo
University of Barcelona, Spain; Institute of Robotics and Industrial Informatics CSIC-UPC; rhuertas@ub.edu
RELATOR: Laura Lucia

INTERACTIVITY AND HUMANISATION AS DRIVERS OF VOICE COMMERCE
Laura Lucia Palacios, Raul Perez Lopez
University of Zaragoza, Spain; University of Zaragoza, Spain; raperez@unizar.es
RELATOR: John Ravi

CORH3: Oral HR Communication and Organic Organizational Design 3

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1107
President of the session: Inocencia Mª Martínez-León, UNIVERSITY POLITÉCNICA DE CARTAGENA

THE "WHERE" AND THE "WHO" OF HRM DECISIONS: DECENTRALIZATION AND DEVOLUTION
Nadima Hassan, Jordi Trullen, Mireia Valverde
Rovira i Virgili University, Spain; Ramon Llull University, ESADE; nadima.hassan@urv.cat
RELATOR: Eva María Mora Valentín

HOW HAS THE COVID-19 PANDEMIC AFFECTED RESEARCH ON HUMAN RESOURCE ANALYTICS?
Marta Ortiz-de-Urbina-Criado, Eva María Mora Valentín, Arturo Abellán-Sevilla
Rey Juan Carlos University; Atrium Group; evamaria.mora@urjc.es
RELATOR: Jiarui Yin

IS HR ANALYTICS LAGGING BEHIND? – A CALL FOR CROSS-FUNCTIONAL AND INTERDISCIPLINARY COLLABORATION IN DOMAIN-SPECIFIC ANALYTICS RESEARCH
Jiarui Yin, Vicenc Fernandez
TechTalent-Lab, Department of Management, Polytechnic University of Catalonia – Barcelona Tech, Spain; jiarui.yin@upc.edu
RELATOR: Isabel Olmedo-Cifuentes

DO I LEAVE THE BANK? PSYCHOLOGICAL CONTRACT AND INTENTION TO LEAVE EMPLOYEES IN ERE SITUATION
Isabel Olmedo-Cifuentes, Yolanda Reyes-Contreras, Innocence Mª Martínez-León
Polytechnic University of Cartagena, Spain; isabel.olmedo@upct.es
RELATOR: Nadima Hassan

COSOC3: Oral Communication Business and Society 3

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1208
President of the session: IRENE CAMPOS GARCÍA, UNIVERSITY REY JUAN CARLOS

HUMAN RESOURCES MANAGEMENT AND SUSTAINABILITY: A CRITICAL LITERATURE REVIEW OF PAST FINDINGS AND FUTURE CHALLENGES
Irene Campos-García, Sara Alonso-Muñoz, Rocío González-Sánchez, Fernado García-Muiña, María-Sonia Medina-Salgado
Rey Juan Carlos University, Spain; sara.alonso@urjc.es
RELATOR: Dante I. Leyva de la Hiz

ANALIZING RESILIENCE OF SMALL AND MEDIUM ENTERPRISES IN THE COVID-19: THE ROLE OF SOCIAL AND ENVIRONMENTAL PRACTICES
Vera Ferrón Vílchez, Dante Ignacio Leyva de la Hiz
University de Granada, Spain; Montpellier Business School; vferron@ugr.es
RELATOR: Francisco Rincón Roldán

INFLUENCE OF THE INTERNAL ORGANIZATIONAL ENVIRONMENT OF AN ENTREPRENEURIAL NATURE IN SUSTAINABILITY ACTIONS
Francisco Rincon-Roldan, Pedro Baena-Luna
Pablo de Olavide University, Spain; [2]University of Seville, Spain; fjrinrol@upo.es
RELATOR: Sara Alonso-Muñoz

MIGOB: Discussion session Corporate Government & CSR

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1312
President of the session: Inés Suárez-Perales, University of Zaragoza

THE MEDIATION ROLE OF PERCEIVED QUALITY AMONGST SUSTAINABLE DEVELOPMENT GOALS PRACTICES AND LOYALTY IN SHARING MOBILITY COMPANIES
Andrei Boar Boar, Ramon Bastida, Frederic Marimon
UPF Barcelona School of Management, Spain; International University of Catalonia; andrei.boar@bsm.upf.edu

FACTORS INFLUENCING ETHICAL SELLING ORIENTATION IN SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)
Alberto Gómez Martínez, Pedro Juan Martín Castejón
University of Murcia, Spain; alberto.gomez2@um.es

OPTIMIZING PRODUCTION OF FASHION GOODS AS MEANS TO A MORE SUSTAINABLE GARMENT INDUSTRY
Katharina A. Schuck, Jens K. Perret
IQS School of Management - Ramon Llull University, Spain; International School of Management, Germany; katharinaschuck@iqs.url.edu

INTERACTION OF RESOURCES AND ORGANIZATIONAL FACADES IN VOLUNTARY GREENHOUSE GAS REDUCTION COMMITMENTS
David Tobón Orozco, Joaquín Alegre, José Pla Barber
University of Antioch, Colombia; University of Valencia; david.tobon@udea.edu.co

MITEACH: Discussion session teaching innovation

Time: Monday, 20/06/2022: 15:30 - 17:00 · *Place:* Room 1318

President of the session: Daniela Freund, IQS School of Management - Ramon Llull University

DISCRIMINANT ANALYSIS OF THE ORGANIZATIONAL MODEL IN HIGHER EDUCATION: COMMUNICATION AS A DETERMINANT OF QUALITY

Cristina Checa Morales, Carmen De Pablos Heredero, Yenny Guiselli Torres, Antón García Martínez
Rey Juan Carlos University, Spain; University of Cordoba, Spain; State Technical University of Quevedo, Ecuador; c.checa.2019@alumnos.urjc.es

DOES EMOTIONAL INTELLIGENCE INFLUENCE ACADEMIC PERFORMANCE? THE ROLE OF COMPASSION AND ENGAGEMENT IN EDUCATION FOR SUSTAINABLE DEVELOPMENT

Marta Estrada Guillén, Diego Monferrer Tirado, Alma Rodríguez Sánchez, Miguel Ángel Moliner Tena
University Jaume I, Spain; estrada@emp.uji.es

SKILLS AND TALENT IN UNIVERSITY EDUCATION: THE PERSPECTIVE OF THE COMPANY

Mar Guitert, Mónica Martínez-Blasco, Judith Báguena, Jordi Cuadros
IQS School of Management - Ramon Llull University; mar.guitert@iqs.edu

Monday, June 20, 17:00-18:30

COFAM2: Family Firms Communication 2

Time: Lunes, 20/06/2022: 17:00 - 18:30 · Place*:* Room 1318
President of the sesión: Guillermina Tormo Carbó, POLYTECHNIC UNIVERSITY OF VALENCIA

RETRENCHMENT AND PERFORMANCE: THE MODERATING ROLE OF FAMILY INVOLVEMENT
Rafael Jorda Gomez, Alejandro Escribá Esteve, Vicente Safón Cano
University of Valencia, Spain; University San Francisco de Quito, Ecuador; rajorgo@gmail.com
RELATOR: Elies Seguí-Mas

DO FAMILY FIRMS SELF-EFFICACY AND COMMITMENT TO THE FAMILY FIRM ENHANCE SUCCESSION INTENTION? THE ROLE OF PARENTAL SUPPORT
Guillermina Tormo-Carbó, Irene Jiménez-Arribas, Elies Seguí-Mas
CEGEA. Polytechnic University of Valencia, Spain; eseguim@gmail.com
RELATOR: Iván Alfredo Salazar Morales

EFFICIENCY OF PUBLIC R&D GRANTS: THE ROLE OF OWNERSHIP AND SIZE
Iván Alfredo Salazar Morales, Lucia Garcés Galdeano, Martin Larraza Kintana
Public University of Navarra, Spain; ivan.salazar@pucp.pe
RELATOR: LILIES TO SIMO

THE INFLUENCE OF EVOLUTION OF THE ENVIRONMENT ON EXPORT IN FAMILY FIRMS
Lirios Alos-simo, Antonio J. Verdu-Jover, Jose M. Gomez-Gras, M. del Mar Fuentes-Fuentes, Marina Estrada de la Cruz
Miguel Hernandez University, Spain; University of Granada; liriosalos@umh.es
RELATOR: Jorda Gomez, Rafael

COEMP3: Oral Communication Entrepreneurship 3

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1106
President of the session: Tamara Rodríguez González, UNIVERSITY OF CÁDIZ

THE IMPACT OF THE PROFESSIONALIZATION, EXPERIENCE, RESOURCES AND AMBIDEXTROISM OF THE OTRI IN ACADEMIC ENTREPRENEURSHIP
Tamara Rodríguez González, Mariluz Fernández Alles, Mirta Díaz Fernández, Mercedes Villanueva Flores
University de Cádiz, Spain; Pablo de Olavide University, Spain; tamara.rodriguez@uca.es
RELATOR: Juan Pablo Diánez González

INTERNATIONALISATION PATTERNS OF SPANISH ACADEMIC SPIN-OFFS
Carmen Camelo Ordaz, Elena Sousa Ginel, Juan Pablo Diánez González, Noelia Franco Leal
University of Cadiz, Spain; Pablo de Olavide University, Spain; juanpablo.dianez@uca.es
RELATOR: Nina Magomedova

VENTURE CAPITAL LINKED TO THE UNIVERSITY: A COMPARATIVE STUDY
Núria Villaescusa, Alba Manresa, Nina Magomedova
International University of Catalonia, Spain; nvillaescusa@uic.es
RELATOR: Metin Onal Vural

ACADEMIC ENTREPRENEURSHIP AS A DISCOVERY PROCESS: EVALUATING AND EXPLOITING SCIENCE-BASED ENTREPRENEURIAL OPPORTUNITIES
Metin Onal Vural
CUNEF, Spain; metin.vural@cunef.edu
RELATOR: Mariluz Fernández

COGOB2: Oral Communication Corporate Governance & CSR 2

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1009
President of the session: Domingo Javier Santana Martín, University of Las Palmas de Gran Canaria

BOARD GENDER DIVERSITY AND ESG RISK DISCLOSURE
Lena Reyes Arteaga, Domingo Javier Santana Martín
University of Las Palmas de Gran Canaria, Spain; lena.reyes101@alu.ulpgc.es
RELATOR: David Cabreros

MEDIA COVERAGE AND DIVIDEND POLICY
Devours Peña Martel, Jerónimo Pérez Alemán, Domingo Javier Santana Martín
University of Las Palmas de Gran Canaria, Spain; devora.pena@ulpgc.es
RELATOR: Jaime Guerrero-Villegas

HOW MIGHT YOUR CEO'S CAREER HORIZON SHAPE YOUR FIRM'S ENGAGEMENT IN ESG? AN INSURANCE-BASED PERSPECTIVE
David Cabreros, Pilar Velasco, Gabriel de la Fuente
University of Valladolid, Spain; david.cabreros@alumnos.uva.es
RELATOR: Domingo Javier Santana Marín

UNDERSTANDING HOW DIRECTORS EMBRANCE FIRMS' ACQUISITIONS DECISIONS: THE VALUE OF POLITICIANS ON BOARD AND CORPORATE SOCIAL RESPONSIBILITY
Leticia Pérez-Calero, Gloria Cuevas-Rodriguez, Santiago Kopoboru, Jaime Guerrero-Villegas
Pablo de Olavide University, Spain; University of Cadiz, Spain; lcalero@upo.es
RELATOR: Domingo Javier Santana

COINN3: Oral Communication Innovation 3

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1019
President of the session: Isabel Díez-Vial, Complutense University of Madrid

INNOVATION PERFORMANCE AND GOVERNANCE MECHANISMS IN R&D NETWORKS
Cleidson Nogueira Dias, Marcelo Fernandes Pacheco Dias, Valmir Emil Hoffmann, Teresa Martínez Fernández, Douglas Wegner
University of Brasilia (UnB); Federal University of Pelotas (UFPel)-Brazil; University of Santa Catarina (UFSC)-Brazil; University Jaume I - Spain; Dom Cabral Foundation (FDC)-Brazil; tmartine@emp.uji.es
RELATOR: Isabel Díez-Vial

INTER-ORGANIZATIONAL RELATIONSHIPS GOVERNANCE AND INNOVATION UNDER DIFFERENT LOCAL INSTITUTIONAL CONTEXTS
Jose Antonio Belso Martínez, Isabel Díez-Vial
Miguel Hernández University of Elche; [2]Complutense University of Madrid, Spain; diezvial@ccee.ucm.es
RELATOR: Pablo Garrido

INNOVATION INVESTMENT AND PRODUCT INNOVATION PERFORMANCE DURING A PERIOD OF CRISIS FOR SMES
Pablo Garrido Prada, Desiderio Romero Jordán, María Jesús Delgado Rodríguez
University of Salamanca, Spain; Rey Juan Carlos University, Spain; pablo.garrido@usal.es
RELATOR: Aida del Cubo Molina

OPEN INNOVATION TO TACKLE COVID-19 IN SMEs IN MATURE INDUSTRIES: THE ROLE OF DIGITALIZACION
Aida del Cubo Molina, Ana Pérez-Luño, Carmen Cabello-Medina
Pablo de Olavide University, Spain; adelmol@alu.upo.es
RELATOR:A: Cleidson Nogueira Dias

COINT2: Oral Communication Internationalization 2

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1105
President of the session: Nuria Esther Hurtado Torres, University of Granada

ENVIRONMENTAL POLICIES AND INTERNATIONALIZATION: THE MODERATING ROLES OF NATIONAL AND FIRM INNOVATION CAPABILITIES IN ASIA-PACIFIC FIRMS
Gozal Ahmadova, Blanca Delgado Márquez, Javier Aguilera-Caracuel
ESADE Business School, Spain; University of Granada, Spain; gozal.ahmadova@esade.edu
RELATOR: Nuria Esther Hurtado

ENVIRONMENTAL LEGITIMATION IN AN INTERNATIONAL CONTEXT: HOW DO EMERGING MARKET MNES AND DEVELOPED MARKET MNES ATTAIN GLOBAL LEGITIMATION?
Nuria Esther Hurtado Torres, Eulogio Cordón Pozo, Efrén Gómez Bolaños, Pía Ellimaki
University of Granada, Spain; nhurtado@ugr.es
RELATOR: Germán Benito-Sarriá

BUSINESS MODELS AND INTERNATIONAL VALUE CHAINS: A JOINT APPROACH TO GLOBALIZE THE MANUFACTURING SME
Germán Benito-Sarriá, Cristina Villar, José Pla-Barber
ESCE International Business School, France; University of Valencia, Spain; gbenitosarria@esce.fr
RELATOR: María Sacristán-Navarro

WHICH INNOVATION ACTIVITIES CAN FOSTER INTERNATIONALISATION? A QUALITATIVE COMPARATIVE ANALYSIS IN SPANISH FAMILY AND NON-FAMILY FIRMS UNDER CHANGING ENVIRONMENTAL CONDITIONS*
Jose Francisco Tragant Espeche, María Sacristán-Navarro, Nuno Fernandes Crespo, José Angel Zuñiga Vicente
University Rey Juan Carlos, Spain; University of Lisbon, Portugal; josetragant@hotmail.com
RELATOR: Gozal Ahmadova

COOPER2: Oral Communication Operations Management and Organizational Technology 2

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1206
President of the session: FRANCISCO JAVIER LLORENS MONTES, UNIVERSITY OF GRANADA

INDUSTRY 4.0 AND SUPPLY CHAIN. AN APPROACH FROM SYSTEMATIC LITERATURE REVIEW AND TEXT MINING
Miguel Núñez Merino, Juan Manuel Maqueira Marín, José Moyano Fuentes, Carlos Alberto Castaño Moraga
University of Jaén, Spain; Fujitsu Technology Solutions, Spain; mnunez@ujaen.es
RELATOR: Andrea Patricia Iglesias-Pardo

THE IMPACT OF EMERGING INDUSTRY 4.0 TECHNOLOGIES ON SUPPLY CHAIN FLEXIBILITY AND AGILITY CAPABILITIES: A SYSTEMATIC REVIEW OF THE LITERATURE
Andrea Patricia Iglesias-Pardo, José Moyano-Fuentes, Juan Manuel Maqueira-Marín, Daniel Luiz de Mattos Nascimento
University of Jaén, Spain; dmattos@ujaen.es
RELATOR: José Matas-Casado

THE PERCEPTION OF THE PROVISIONING ENVIRONMENT AND THE RESPONSE TO DISRUPTIONS: AN EMOTIONAL PERSPECTIVE.
José Matas-Casado, Francisco Javier Llorens-Montes, María Nieves Pérez-Aróstegui
University of Granada, Spain; jmatas@ugr.es
RELATOR: Juan-Luis Torres-Rubira

SQAS ASSESSMENT: DOES IT CONTRIBUTE TO SUSTAINABILITY IN THE TRANSPORT OF DANGEROUS GOODS BY ROAD?
Juan-Luis Torres-Rubira, Ana-Belén Escrig-Tena, Miguel-Ángel López-Navarro
University Jaume I, Spain; jrubira@uji.es
RELATOR: Miguel Núñez Merino

CORH4: Oral HR Communication and Organizational Design 4

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1107
President of the session: Carmen González-Zapatero Redondo, University of Salamanca

FROM PROFESSIONALISM TO HYBRIDITY IN PUBLIC HEALTHCARE: JANUS-LIKE MIDDLE MANAGERS IDENTITY
Andrés Salas Vallina, Juani Swart, Yasin Rofcanin
University de Valencia, Spain; University of Bath, UK; andres.salas@uv.es
RELATOR: Carmen González-Zapatero Redondo

TELEWORKING STRESS RISKS: LESSONS FROM COVID-19
Carmen González-Zapatero Redondo, Mingjin Sun, Javier González-Benito
University of Salamanca, Spain; carmengz@usal.es
RELATOR: Juan Carlos Rivera Prieto

LINKING TURNAROUND STRATEGY AND HR STRATEGY IN COVID-19 TIMES
Juan Carlos Rivera Prieto, Mónica Santana Hernández, Álvaro López Cabrales
Pablo de Olavide University, Spain; jcrivpri@upo.es
RELATOR: Salvador Ugalde Martínez

TELEWORK: A SYSTEMATIC REVIEW TOWARDS AN IMPLEMENTATION MODEL
Salvador Ugalde Martínez, María F. Muñoz Doyague
University of León, Spain; sugalm00@estudiantes.unileon.es
RELATOR: Andrés Salas Vallina

COSOC4: Oral Communication Business and Society 4

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1208
President of the session: Marta Maria Vidal Suarez, University of Oviedo

BUSINESS CONTRIBUTION TO THE 2030 AGENDA: SELECTION AND PRIORITIZATION OF INDICATORS
Pilar L. González Torre, Eugenia Suárez Serrano
University of Oviedo, Spain; pilargt@uniovi.es
RELATOR: Marta M. Vidal-Suarez

SUSTAINABLE DEVELOPMENT GOALS AND BUSINESS STRATEGY: A REVIEW OF THE LITERATURE
Elias Domingo Posada, Pilar L. Gonzalez-Torre, Marta M. Vidal-Suarez
University of Oviedo, Spain; mmvidal@uniovi.es
RELATOR: Dante Leyva

WHY THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS) ARE NOT EQUALLY IMPORTANT ACROSS SUSTAINABLE MULTINATIONALS? EVIDENCE ON FIRM REPORTING.
Keith L. Whittingham, Alessia Argiolas, Dante I. Leyva de la Hiz, Andrew G. Earle
Crummer Graduate School of Business, Rollins College, Winter Park, Florida, USA.; Università Cattolica del Sacro Cuore, Milan, Italy.; Montpellier Business School, France; Peter T. Paul College of Business and Economics, University of New Hampshire, New Haven, USA.; d.leyva@montpellier-bs.com
RELATOR: Beatriz Jiménez

LOOKING AROUND OUTSIDE AND INSIDE TO UNDERSTAND CORPORATE ENVIRONMENTAL POLICY
Beatriz Jiménez Parra, Roberto Fernández Gago, José-Luis Godos-Díez, Laura Cabeza-García
University of León, Spain; bjimp@unileon.es
RELATOR: Eugenia Suárez

DOCEST: Doctoral Strategy Workshop

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1508
President of the session: Juan Pablo Maícas López, University of Zaragoza

THE COLLATERAL EFFECTS OF PUBLIC POLICIES TO ENCOURAGE ECOLOGICAL AGRIBUSINESS IN THE TERRITORY OF THE VALENCIAN COMMUNITY
Xavier Raso Dominguez
Jaume I University of Castellón, Spain; raso@uji.es

DOES CULTURE AND RELIGION MATTER ON FINANCIAL DECISIONS? THE CASE OF SMES CAPITAL STRUCUTRE
Markus Wienbreyer, Maria Iborra, Carola Spiecker-Lampe
University of Valencia, Spain; City University of Applied Sciences Bremen, Germany; markus_wienbreyer@gmx.de

MIKNOW: Discussion session Knowledge Management

Time: Monday, 20/06/2022: 17:00 - 18:30 · *Place:* Room 1312
President of the session: Daniel Alonso Martínez, University of León

THE U-SHAPED RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND HOTEL PERFORMANCE. THE MODERATING EFFECT OF MANAGERIAL GENDER
Lorena Ruiz-Fernández, Bartolomé Marco-Lajara, Pedro Seva-Larrosa, Javier Martínez-Falcó
University of Alicante, Spain; lorena.fernandez@ua.es

KNOWLEDGE-ORIENTED LEADERSHIP AND TRANSACTIVE MEMORY OF THE COMPANY FOR THE IMPROVEMENT OF INNOVATION CAPACITY: AN ANALYSIS IN THE SPANISH HOTEL SECTOR
Miguel González-Mohíno Sánchez, Mario Javier Donate Manzanares, Fatima Guadamillas Gómez
University of Castilla-La Mancha, Spain; Miguel.Gsanchez@uclm.es

KNOWLEDGE-ORIENTED LEADERSHIP AND LEARNING IN ACADEMIC RESEARCH TEAMS
Daniel Dorta Afonso, José Luis Ballesteros Rodríguez, Nieves L. Díaz Díaz, Petra de Saá Pérez
University of Las Palmas de Gran Canaria, Spain; daniel.dorta@ulpgc.es

WHY DON'T KNOWLEDGE-INTENSIVE ENTREPRENEURSHIP INCENTIVE POLICIES ALWAYS WORK? AN EXPLORATORY ANALYSIS TO ASSESS THE IMPORTANCE OF KNOWLEDGE TRANSFER
Carlos Rodríguez García, Fernando León Mateos, Lucas López Manuel, Antonio Sartal Rodríguez
University of Vigo, Spain; c.rodriguez@uvigo.es

Lunes 20 de junio, 08:30-10:00

COEMP1: Comunicación Oral Emprendimiento 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1106
Presidente/a de la sesión: David Urbano, Universitat Autònoma de Barcelona

MANAGEMENT PRACTICES IN THE ALLOCATION OF INNOVATIVE ENTREPRENEURSHIP AND INTRAPRENEURSHIP ACROSS COUNTRIES
Jairo Orozco, Coen Rigterig, Andreu Turro, David Urbano
Universitat Autònoma de Barcelona, Spain; Universidad EAN, Colombia; Utrecht University; andreu.turro@uab.cat;
RELATOR/A: Xosé H. Vázquez Vicente

EVALUANDO LAS DEBILIDADES DE LAS POLÍTICAS DE APOYO PARA LA CREACIÓN DE EMPRESAS EN LOS ECOSISTEMAS REGIONALES: EL CASO DE LA EURORREGIÓN GALICIA-NORTE DE PORTUGAL
Carlos Rodríguez García, Ana I. Martínez-Senra, María Quintás, Xosé H. Vázquez Vicente
Universidade de Vigo, Spain; c.rodriguez@uvigo.es
RELATOR/A: Sebastian Aparicio

INSTITUTIONS, DESTRUCTIVE ENTREPRENEURSHIP, AND REGIONAL ECONOMIC GROWTH
Sebastian Aparicio, Juan Carlos Muñoz-Mora, David Urbano, Diego Martinez-Moya
Universitat Autònoma de Barcelona, Spain; Universidad EAFIT, Colombia; Universitat Autònoma de Barcelona, Spain; Universidad EAFIT, Colombia; sebastian.aparicio@uab.cat
RELATOR/A: Turro, Andreu

COEST1: Comunicación Oral Estrategia 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1207
Presidente/a de la sesión: Diana Benito-Osorio, Universidad Rey Juan Carlos

ACT OR WAIT-AND-SEE? ADVERSITY, AGILITY AND ENTREPRENEUR WELLBEING ACROSS COUNTRIES DURING THE COVID-19 PANDEMIC
Ana Pérez-Luño, Ute Stephan, Przemyslaw Zbierowski
Universidad Pablo de Olavide, Spain; King's College Londres; anaperezluno@gmail.com
RELATOR/A: Diana Benito-Osorio

THE PROPER MIX OF GROWTH-SEEKING STRATEGIES FOR SMEs DURING TIMES OF ECONOMIC STABILITY AND CRISIS
Diana Benito-Osorio, Alberto Colino, Luis Ángel Guerras-Martín, José Ángel Zúñiga-Vicente
Universidad Rey Juan Carlos; Universidad Complutense de Madrid; diana.benito@urjc.es
RELATOR/A: Remedios Hernandez-Linares

THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION IN DYNAMIC CAPABILITIES - PERFORMANCE RELATIONSHIP
Remedios Hernandez-Linares, María Concepcion Lopez Fernandez, Gema García-Piqueres, Miguel Pina e Cunha, Armènio Rego
Universidad de Extremadura, Spain; Universidad de Cantabria, Spain; Universidade Nova de Lisboa, Portugal; Universidade Católica do Porto, Portugal; lopezm@unican.es
RELATOR/A: Vlaisavljevic, Vesna

OPTING FOR THE LONG VIEW, RATHER THAN COUNTING ON ANCHOR TENANTS? A GLOBAL ASSESSMENT OF ENABLERS OF GROWTH IN BIOTECH REGIONS (1978 - 2015)
Vesna Vlaisavljevic, Marcelina Grabowska, Bart Van Looy
Universidad de Barcelona, Spain; KU Leuven, Belgium; vesna.savic@ub.edu
RELATOR/A: Ana Pérez-Luño

COFIN1: Comunicación Oral Finanzas 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1009
Presidente/a de la sesión: Ana Belén Alonso-Conde, Universidad Rey Juan Carlos

REGULATORY CHANGES IN CORPORATE TAXATION AND THE COST OF EQUITY OF TRADED FIRMS
Javier Rojo Suárez, Ana Belén Alonso-Conde
Universidad Rey Juan Carlos, Spain; ana.alonso@urjc.es
RELATOR/A: Marcos Santamaría

DEBT, EFFICIENCY AND PRIVATE FUNDING IN NONPROFIT ORGANIZATIONS
Teresa Elvira-Lorilla, Inigo Garcia-Rodriguez, M. Elena Romero-Merino
Universidad de Burgos, Spain; teresaelviratel@gmail.com
RELATOR/A: Pedro Luis Vega Gutiérrez

CORPORATE DIVERSIFICATION AND CAPITAL STRUCTURE IN UNCERTAIN TIMES: A EUROPEAN ANALYSIS
Pedro Luis Vega Gutiérrez, Félix J. López Iturriaga, Juan Antonio Rodríguez Sanz
University of Valladolid (Spain); National Research University Higher School of Economics (Russia); zeltman100@hotmail.com
RELATOR/A: Victor M. González

HOW DOES CREDIT INFORMATION SHARING SHAPE BANK LOANS?
Víctor M. González Méndez, Celia Alvarez Botas
Universidad de Oviedo, Spain; Universidad de Oviedo, Spain; vmendez@uniovi.es
RELATOR/A: Ana Belén Alonso-Conde

COINN1: Comunicación Oral Innovación 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1019
Presidente/a de la sesión: Carmen Cabello Medina, Universidad Pablo de Olavide

WHY DOES OPEN INNOVATION VARY ACROSS COUNTRIES? A MULTILEVEL STUDY BASED ON TRANSACTION COSTS AND INSTITUTIONAL THEORY
Andrés Eduardo Rangel Jimenez, Cristina Villar Garcia, José Pla Barber
Universidad Autónoma de Occidente, Colombia; Universidad de Valencia; Cristina.Villar@uv.es
RELATOR/A: Isabel Diez

NEW PRODUCT DEVELOPMENT AND SUPPLIER INVOLVEMENT: THE ROLE OF R&D COLLABORATION WITH SUPPORTING INSTITUTIONS
Isabel Díez-Vial, Miriam Delgado Verde
Complutense University of Madrid, Spain; diezvial@ccee.ucm.es
RELATOR/A: Enrique Acebo

BRIDGING THE GAP BETWEEN INNOVATION ECOSYSTEMS AND INNOVATION SYSTEMS
Enrique Acebo, José-Ángel Miguel-Dávila
Departamento de Dirección de Empresas, Universidad de León, España; e.acebo@unileon.es
RELATOR/A: Javier Martínez Falcó

THE EFFECT OF GREEN INTELLECTUAL CAPITAL ON GREEN PERFORMANCE: THE MEDIATING ROLE OF GREEN INNOVATION
Bartolomé Marco Lajara, Patrocinio Zaragoza Sáez, Javier Martínez Falcó, Lorena Ruiz Fernández
University of Alicante, Spain; javier.falco@ua.es
RELATOR/A: Cristina Villar Garcia

COINT1: Comunicación Oral Internacionalización 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1105
Presidente/a de la sesión: Fariza Achcaoucaou, Universitat de Barcelona

DUAL NETWORK EMBEDDEDNESS AND SUBSIDIARIES' R&D ROLE EVOLUTION: DECODING AN SPIRALLING RELATIONSHIP
Fariza Achcaoucaou, Paloma Miravitlles
Universitat de Barcelona, Spain; farizaa@ub.edu
RELATOR/A: Telma Mendes

THE "BLACK BOX" BETWEEN POST-INTERNATIONALIZATION SPEED AND PERFORMANCE: AN EMPIRICAL ANALYSIS FROM EARLIER VERSUS LATER INTERNATIONALIZING FIRMS
Telma Mendes, Miguel González-Loureiro, Vítor Braga, Ana Borges
CIICESI, ESTG/ P. PORTO – Center for Research and Innovation in Business Sciences and Information Systems, School of Technology and Management (ESTG), Polytechnic Institute of Porto (P. PORTO), Porto, Portugal; University of Vigo, Vigo, Spain; tilm@estg.ipp.pt
RELATOR/A: María Teresa Bolívar Ramos

WHAT TRIGGERS INTERNATIONAL R&D OUTSOURCING? THE INFLUENCE OF FIRM MATURITY
Anna Izotova, María Teresa Bolívar Ramos
Universidad Autónoma de Barcelona, Spain; mariateresa.bolivar@uab.cat
RELATOR/A: Paloma Miravitlles

ANALYSING THE IMPACT OF GEOGRAPHICAL SCOPE AND BUSINESS VS. NON-BUSINESS NETWORKS ON SMES' INNOVATION
Andrea Pallas Rocafull, Cristina Villar, José Pla Barber
Universidad de Valencia; Cristina.Villar@uv.es
RELATOR/A: Fariza Achcaoucaou

COMKT1: Comunicación Oral Marketing 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1206
Presidente/a de la sesión: Santiago Forgas Coll, Universitat de Barcelona

THE RELATIONSHIP BETWEEN GAMEX, BRAND LOYALTY AND THE INTENTION TO USE: THE MEDIATING ROLE OF CUSTOMER BRAND ENGAGEMENT AND THE MODERATING ROLE OF SELF-IMAGE CONGRUITY
Salma Habachi, Ramon Palau, Jorge Matute
IQS School of Management - Universitat Ramon Llull, Spain; salmahabachi@iqs.edu
RELATOR/A: Trifu, Andreea

APPS DE SALUD EN EL SIGLO XXI: CÓMO DESARROLLAR LA FIDELIZACIÓN DEL CLIENTE
Arturo Molina Collado, María Leticia Santos Vijande, Mar Gómez Rico
Universidad Castilla La Mancha, Spain; CUNEF UNIVERSIDAD, Spain; leticia.santos@cunef.edu
RELATOR/A: González-Mohíno Sánchez, Miguel

RECOMENDACIONES DE COMPRA PATROCINADAS POR INFLUENCERS: EFECTOS DE LA IMPLICACIÓN, LA AUTENTICIDAD Y EL RIESGO
Miguel González-Mohíno Sánchez, María del Carmen Cano Vicente, Javier Cabeza Ramírez
Universidad de Córdoba, Spain; Miguel.Gsanchez@uclm.es
RELATOR/A: Sala Habachi

MOMENTS OF TRUTH AND THEIR IMPACT ON PROFITABILITY AND BEHAVIORAL CUSTOMER OUTCOMES: A LONGITUDINAL STUDY IN A B2B SERVICES CONTEXT
Jesús Cambra Fierro[1], Lia Patrício, Yolanda Polo Redondo, Andreea Trifu
Universidad Pablo de Olavide, Spain; University of Porto, Portugal; Universidad de Zaragoza, Spain; atrifu@unizar.es
RELATOR/A: Santos Vijande, María Leticia

CORH1: Comunicación Oral RRHH y Diseño Organizacional 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1107
Presidente/a de la sesión: Sandra Miralles Armenteros, Universitat Jaume I

SUPERVISOR GENDER AND SUBORDINATES' JOB SATISFACTION IN EUROPE
Antonia Mercedes García Cabrera, Sonia María Suárez Ortega, Francisco Javier Gutiérrez Pérez
Universidad de Las Palmas de Gran Canaria, Spain; francisco.gutierrez@ulpgc.es
RELATOR/A: Rodríguez-Sánchez, Alma

COMPASSION COUNTS! THE ROLE OF DAILY PROSOCIAL BEHAVIOR TO IMPROVE JOB PERFORMANCE
Alma Rodríguez-Sánchez, Sandra Miralles Armenteros, Ricardo Chiva Gómez
Universitat Jaume I, Spain; alma.rodriguez@uji.es
RELATOR/A: Miralles Armenteros, Sandra

THE HUMAN SIDE OF INNOVATION SUCCESS: THE POWER OF COMPASSION AT WORK
Sandra Miralles Armenteros, Emilio Domínguez Escrig, Fermín Mallén Broch
Universitat Jaume I, Spain; smiralle@uji.es
RELATOR/A: Bojica, Ana

UNCOVERING THE ROLE OF DURATION, FORMALIZATION AND MOTIVATIONAL PRACTICES IN THE DESIGN OF INTERNSHIPS
Reem Karaja-Obeid, Pilar Jerez Gómez, Ana Bojica, Javier Martínez del Río
Universidad de Almería, Spain; Universidad de Granada, Spain; mpjerez@ual.es
RELATOR/A: García Cabrera, Antonia Mercedes

COSOC1: Comunicación Oral Empresa y Sociedad 1

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1208
Presidente/a de la sesión: Danny Liliana Herrera, Universidad de León

BEYOND NATIONAL INSTITUTIONS AND INDUSTRY SPECIFICITIES: HOW MUCH MANAGERIAL DISCRETION IS THERE IN CO2 ABATEMENT?
Lucas López-Manuel, Xosé H. Vázquez
Universidad de Vigo, Spain; lucas.lopez@uvigo.gal
RELATOR/A: Ana Patricia Fanjul Alemany

SCIENCE FOR GOOD. ESTIMATING THE CONTRIBUTION OF CORPORATE SCIENTISTS TO ENVIRONMENTAL R&D OBJECTIVES
Liliana Herrera, Ana Patricia Fanjul Alemany, María F. Muñoz-Doyague
Universidad de León, Spain; afana@unileon.es
RELATOR/A: Paula Castro Castro

THE IMPACT OF ENVIRONMENTAL PERFORMANCE ON FIRM'S DEFAULT. THE MEDIATING ROLE OF STRANDED ASSETS AND INNOVATION
Cristina Gutiérrez López, Paula Castro Castro, María T. Tascón Fernández
Universidad de León, Spain; paula.castro@unileon.es
RELATOR/A: Gozal Ahmadova

GOING DIGITAL: ANALYZING ITS RELATIONSHIP WITH ENVIRONMENTAL PERFORMANCE AND THE ROLE OF INSTITUTIONS.
Gozal Ahmadova, Blanca Delgado-Márquez, Luis Pedauga, Dante I. Leyva-de la Hiz
ESADE Business School (Spain); University of Granada (Spain); Joint Research Centre (European Commission); Montpellier Business School (France); d.leyva@montpellier-bs.com
RELATOR/A: Lucas López-Manuel

DOCSOC: Taller Doctoral Empresa y Sociedad

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1508
Presidente/a de la sesión: Job Rodrigo Alarcon, Universidad de Castilla La Mancha

CAN THE CORPORATE DECISION TO EXTERNALLY ASSURE SUSTAINABILITY REPORTS BEAR STRATEGIC IMPORTANCE IN A POST-PANDEMIC WORLD– A MULTIFACETED APPROACH
Moses Pinto
Universidad de León, Spain; mosesingoa@gmail.com

RISK MANAGEMENT IN SMALL AND MEDIUM-SIZED FAMILY FIRRMS
Gundula Glowka
Management Center Innsbruck, Austria; gundula.glowka@mci.edu

LOS EFECTOS DE LA EMISIÓN DE BONOS VERDES CORPORATIVOS EN EL DESEMPEÑO MEDIOAMBIENTAL: EMPRESAS PROACTIVAS Y REACTIVAS MEDIOAMBIENTALMENTE
Rubén Ordóñez Borrallo, Natalia Ortiz Martínez de Mandojana, Javier Delgado Ceballos
Universidad de Granada, Spain; rubenordonez@ugr.es

MIOPER: Mesa Interactiva Gestión de Operaciones y Tecnología

Hora: Lunes, 20/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1312
Presidente/a de la sesión: Juan A. Marin-Garcia, Universitat Politecnica de Valencia

ENABLING DIGITAL TRANSFORMATION IN SMEs THROUGH ORGANIZATIONAL CAPABILITIES
José M. González-Varona, Natalia Martín-Cruz, Fernando Acebes Senovilla, Javier Pajares Gutiérrez
Universidad de Valladolid, Spain; josemanuel.gonzalez.varona@uva.es

ANÁLISIS DE LOS FACTORES CRÍTICOS DE ÉXITO EN LA IMPLEMENTACIÓN DE UN ERP: ESTUDIO DE UN CASO
Sergio Ferrer, Rafael Lapiedra, Beatriz Forés
Universitat Jaume I, Spain; sgilaber@uji.es

INFRAESTRUCTURAS HÍDRICAS Y CAMBIO CLIMÁTICO. PROPUESTA DE UNA HERRAMIENTA CUANTITATIVA PARA LA ESTIMACIÓN DE DAÑOS POR INUNDACIONES
Estefanía Couñago Blanco, Fernando José León Mateos, Adela García-Pintos Escuder, Gloria Caballero Fernández
Universidade de Vigo, Spain; e.blanco@uvigo.es

INNOVACIÓN EN LOS SERVICIOS DE SALUD: UN ENFOQUE CENTRADO EN LAS PERSONAS
Rosa Milena Gomez Caballero, Clara Isabel Lopez Gualdron, Edna Rocio Bravo Ibarra
Universidad Industrial de Santander, Colombia; di_milegomez@hotmail.com

LA TRANSFORMACIÓN DIGITAL EN LA CADENA DE SUMINISTRO: UNA REVISIÓN BIBLIOGRÁFICA
Fabricio Saad Duarte, Gustavo Lannelongue, Javier González Benito
Universidad de Salamanca, Spain; lannelongue@usal.es

Lunes, 20 de junio, 10:45-12:15

COEST2: Comunicación oral estrategia 2

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula1207
Presidente de la sesión: Nuria Calvo, University of A Coruña

EFFECTS OF PRODUCT AND PROCESS INNOVATION ON FIRM GROWTH: THE MODERATING ROLE OF ACTUAL AND PERCEIVED MARKET TURBULENCE IN YOUNG AND MATURE FIRMS
Alexandra Masó Llorente, Joan-Lluís Capelleras
Autonomous University of Barcelona, Spain; alexandra.maso@gmail.com
RELATOR: Nuria Calvo

STRATEGY OF DIGITALIZATION TO FACE DISRUPTION EMBEDDED IN REGIONAL INSTITUTIONS
Nuria Calvo, Thomas Schøtt, Ana Fernández Laviada, Mahsa Samsami, Esther Barros
University of A Coruña, Spain; University in Cairo, University of Southern Denmark; University of Cantabria; University of Santiago de Compostela, Spain nuria.calvob@udc.es
RELATOR: Job Rodrigo Alarcón

PIONEERING ORIENTATION AND FIRM PERFORMANCE IN TOURISM DESTINATIONS: THE MODERATING ROLE OF EXPLOITATION AND EXPLORATION
Ángela Martínez Pérez, Dioni Elche Hortelano, Job Rodrigo Alarcón
University of Castilla La Mancha, Spain; Job.Rodrigo@uclm.es
RELATOR: Johana Cristina Sierra

THE MODERATING EFFECT OF INTERLOCKED DIRECTORS ON R&D INVESTMENTS AND FIRM VALUE RELATIONSHIP
Johana Cristina Sierra Morán, Laura Cabeza-García, Nuria González-Álvarez
University of León; jsierm00@estudiantes.unileon.es
RELATOR: Alexandra Masó

COFAM1: Comunicación oral empresa familiar 1

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula1105
Presidente de la sesión: Anna Arbussa Reixach, University de Girona

AN EVENTS-BASED ANALYSIS OF AMBIDEXTERITY IN FAMILY FIRMS
Pilar Marquès Gou, Anna Arbussà, Andrea Bikfalvi
University of Girona, Spain; andrea.bikfalvi@udg.edu
RELATOR: Anita Zehrer

DRIVERS AND BARRIERS TO SUSTAINABLE INNOVATION IN SMALL-SIZED FAMILY FIRMS
Gundula Glowka, Anita Zehrer
Management Center Innsbruck, Austria; gundula.glowka@mci.edu
RELATOR: Anna Arbussà

COGOB1: Comunicación oral gobierno corporativo y RSC 1

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula1009
Presidente de la sesión: José Luis Sanchez Torelló, IQS School of Management - Ramon Llull University

EXPLORING SUSTAINABLE PRODUCT INNOVATION IN CHINESE SMES DURING COVID-19 CRISIS
Yilun Yang, Lucía Muñoz Pascual, Jesús Galende
University of Salamanca, Spain; luciamp@usal.es
RELATOR: Yanqiu Ren

FOUR DECADES OF SHAREHOLDER ACTIVISM: A BIBLIOMETRIC ANALYSIS
Dionysia Katelouzou, Yanqiu Ren, Martí Sagarra
King's College London, The Dickson Poon School of Law, UK; University of Barcelona, Spain; renyanqiu713@gmail.com
RELATOR: Eduardo González Fidalgo

EFFECTS OF GOOD LOCAL GOVERNANCE ON WELL-BEING?
Eduardo González Fidalgo, Rubén Arrondo García, Ana Cárcaba García
University of Oviedo, Spain; efidalgo@uniovi.es
RELATOR: Maria Ruiz Castillo

ENVIRONMENTAL INNOVATIONS AND BOARD INDEPENDENCE: THE MODERATING ROLE OF SHAREHOLDER ACTIVISM
Maria Ruiz Castillo, Juan Alberto Aragón Correa, Nuria Esther Hurtado Torres
University of Granada, Spain; mruizc@ugr.es
RELATOR: Lucía Muñoz Pascual

COINN2: Comunicación oral Innovación 2

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula1019
Presidente de la sesión: María Teresa Bolívar Ramos, Autonomous University of Barcelona

BLOCKCHAIN TECHNOLOGY IN THE TOURISM INDUSTRY: A LITERATURE REVIEW FOR A RESEARCH AGENDA
Soraya González-Mendes, Fernando E. García-Muiña, Sonia Medina-Salgado, Rocio González Sánchez
Rey Juan Carlos University, Spain; rocio.gonzalez@urjc.es
RELATOR: Teresa García-Marco

CAN WE LIMIT NOT INVENTED HERE SYNDROME: ROLE OF EXTERNAL SOCIAL CAPITAL AND INNOVATION CLIMATE
Muhammad Ismail, Alejandro Bello-Pintado, Teresa García-Marco, Valentina Lazzarotti
University Publica de Navarra, Spain; Carlo Cattaneo University - LIUC; ismael.muhammad@live.com
RELATOR: Marta Riquelme-Medina

PRODUCING BREAKTHROUGH INNOVATION IN BUSINESS ECOSYSTEMS: THE JOINT MODERATION OF ABSORPTIVE AND DESORPTIVE CAPACITY
Marta Riquelme-Medina, Marcel Bogers, Vanesa Barrales-Molina, Francisco Javier Llorens-Montes
University of Granada; Eindhoven University of Technology; University of Copenhagen; University of California, Berkeley; martariquelme@ugr.es
RELATOR: Bolívar Ramos, María Teresa

THE EFFECTS OF THE FUNCTIONAL AND GEOGRAPHICAL BREADTH OF COLLABORATIONS ON RADICAL INNOVATION PERFORMANCE: THE MODERATING ROLE OF FIRM SIZE
Anna Izotova, Maria Teresa Bolivar Ramos
Autonomous University of Barcelona, Spain; mariateresa.bolivar@uab.cat
RELATOR: Rocío González Sánchez

COKNOW1: Comunicación oral Gestión del Conocimiento 1

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1106
Presidente de la sesión: Lucio Fuentelsaz Lamata, University of Zaragoza

WHEN DOES THE ORGANIZATIONAL IDENTIFICATION MATTER FOR KNOWLEDGE SHARING: MODERATING ROLE OF PSYCHOLOGICAL SAFETY AND STRONG TIES
Aleksandra Rudawska
University of Szczecin, Poland; aleksandra.rudawska@usz.edu.pl
RELATOR: Jose Antonio Alfaro

INTERMEDIARIES OF INNOVATION: A CASE STUDY IN INTANGIBLES
José Antonio Alfaro Tanco, Mónica Recalde Viana
University of Navarra, Spain; jalfaro@unav.es
RELATOR: Marta Ferrer Serrano

KNOWLEDGE TRANSFER AND NETWORKS: A BIBLIOMETRIC APPROACH THROUGH PERFORMANCE ANALYSIS, SCIENCE MAPPING, AND DYNAMIC NETWORK ANALYSIS
Marta Ferrer Serrano, Lucio Fuentelsaz, Maria Pilar Latorre Martinez
University of Zaragoza, Spain; martafe@unizar.es
RELATOR:A: Aleksandra Rudawska

COOPER1: Comunicación oral Dirección de Operaciones y Tecnología 1

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1206
Presidente de la sesión: Ana Castillo López, University of Granada

EXPLORING IT-ENABLED OPEN INNOVATION PERFORMANCE: A LARGE-SCALE EMPIRICAL INVESTIGATION ON THE SPANISH MARKET
Ana Castillo López, Jose Benitez, Laura Ruiz, Florian Schuberth, Rafael Reina
University of Granada, Spain; EDHEC Business School; University of Twente; University of Seville; anacastillo@ugr.es
RELATOR: Noelia Garcia-Buendia

INDUSTRY 4.0, AGILITY, AND FLEXIBILITY INTERRELATIONSHIPS IN SUPPLY CHAIN MANAGEMENT
Daniel Luiz de Mattos Nascimento, Noelia Garcia-Buendia, José Moyano-Fuentes, Juan Manuel Maqueira-Marín, Marta Cruz-Amate
University of Jaén, Spain; dmattos@ujaen.es
RELATOR: María Roldán Bravo

THE IMPACT OF SUPPLY CHAIN 4.0 AMBIDEXTERITY ON LEAN SUPPLY CHAIN MANAGEMENT: A RESOURCE ORCHESTRATION PERSPECTIVE
María Isabel Roldán Bravo, José Moyano Fuentes, Juan Manuel Maqueira Marín, Dainelis Cabeza Pullés
University of Jaén, Spain; University of Granada, Spain; mirbravo@ugr.es
RELATOR: F. Javier Ramírez

ENABLING RESOURCE ALLOCATION IN REVERSE SUPPLY CHAINS THROUGH IOT-BASED MULTI-AGENT SYSTEMS
Celia Garrido-Hidalgo, Teresa Olivares, F. Javier Ramírez
University of Castilla-La Mancha, Spain; celia.garrido@uclm.es
RELATOR: Ana Castillo López

CORH2: Comunicacion oral RRHH y Diseño Organizacional 2

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1107
Presidente de la sesión: Manuel Bueno García, University of Granada

THE DIFFERENTIAL INFLUENCE OF EMPLOYEES' COMPETITIVE ORIENTATION ON FIRM'S GENERATION OF SOCIAL WELFARE: A MICRO-FOUNDATIONS PERSPECTIVE
Manuel Bueno García, Blanca Delgado Marquez, Flore Bridoux, Alberto Aragon Correa
University de Granada, Spain; Rotterdam School of Management; manuelbueno@ugr.es
RELATOR: Thais González-Torres

INDUSTRY 4.0 AND TALENT COMPETENCY SKILLS
María-Carmen De-la-Calle-Durán, José-Luis Rodríguez-Sánchez, Thais González-Torres
Rey Juan Carlos University, Spain; thais.gonzalez@urjc.es
RELATOR: Joaquin Garcia

THE INFLUENCE OF THE ORGANISATION'S AFFECTIVE COMMITMENT IN THE OCB FROM A DOUBLE PERSPECTIVE: HR MANAGERS AND EMPLOYEES
Joaquín García Cruz, Ramón Valle Cabrera
Pablo de Olavide University, Spain; jgarcru@upo.es
RELATOR: Mª del Mar Bornay-Barrachina

INSTITUTIONAL PRESSURES FOR SUSTAINABILITY (IPS) AND EMPLOYEE RELATIONSHIPS (ER): THE MEDIATING ROLE OF LEEWAY OF HR MANAGERS TO SHAPE SUSTAINABILITY IN THE HRM SYSTEM
Mª del Mar Bornay-Barrachina, Jaime Guerrero-Villegas, Macarena Lopez-Fernandez, Margarita Ruiz-Rodriguez
University of Cadiz, Spain; macarena.lopez@uca.es
RELATOR: Manuel Bueno García

COSOC2: Comunicación oral Empresa y Sociedad 2

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1208
Presidente de la sesión: Josep Llach Pages, University de Girona

QUALITY IN SECOND-HAND PRODUCT BUYING PLATFORMS: SCALE OF MEASUREMENT AND DETERMINANTS OF BUYER LOYALTY
Josep Llach Pages, Neus Vila Brunet
University of Girona, Spain; UPF Barcelona School of Management, Spain; International University of Catalonia, Spain; josep.llach@udg.edu
RELATOR: Cristina Lozano Gómez

BUSINESS MODELS FOR STRONG SUSTAINABLE CONSUMPTION IN THE FASHION INDUSTRY: AN ANALYSIS OF TWO CASES
Cristina Lozano Gomez
University Jaume I, Spain; al009012@uji.es
RELATOR: Fatima Vidal-Ayuso

CONSUMER PERSPECTIVE ON THE CIRCULAR ECONOMY: WHERE ARE WE AND WHERE ARE WE HEADED?
Fatima Vidal-Ayuso, Anna Akhmedova, Carmen Jaca
International University of Catalonia, Barcelona, Spain; UPF Barcelona School of Management, Barcelona, Spain; University of Navarra, TECNUN, San Sebastián, Spain; fatima.vidal@uic.es
RELATOR: Eva María Mora Valentín

FORMULATING A RESEARCH MAP FOR LUXURY TOURISM THROUGH SOCIAL MEDIA
Marta Ortiz-de-Urbina-Criado, Rocío González-Sánchez, Sonia Medina-Salgado, Eva-María Mora-Valentín
Rey Juan Carlos University; evamaria.mora@urjc.es
RELATOR: Josep Llach

DOCEMP1: Taller doctoral de Emprendeduría 1 ENG

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1508
Presidente de la sesión: Dra. Guillermina Tormó, Universidad Politécnica de Valencia

DEVELOPMENT A TWO-WAY SATISFACTION MODEL
Alejandra Cueva, Anna Akhmedova, Frederic Marimon
International University of Catalonia, Spain; acuevareal@uic.es

CAN ENTREPRENEURSHIP BRING NEW LIFE TO RURAL AREAS? EVALUATING THE EUROPEAN COMMUNITY-LED LOCAL DEVELOPMENT APPROACH
Ana Patricia Fanjul Alemany, Liliana Herrera, María F. Muñoz-Doyague
University of León, Spain; afana@unileon.es

MIEMP: Mesa Interactiva Emprendeduría

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1312
Presidente de la sesión: Matilde Ruiz Arroyo, University of Granada

ON THE SHORTENING THE TIME-TO-MARKET OF NASCENT ENTREPRENEURS
José Luis González Pernía, Javier Montero Villacampa, Iñaki Peña Legazkue
University of Zaragoza, Spain; University of Deusto, Spain; montero@unizar.es

DIGITAL SOCIAL ENTREPRENEURSHIP: AN ANALYSIS OF THE BACKGROUND TO THE INTENTION.
Marina Estrada De La Cruz, Ignacio Mira Solves, Antonio Jose Verdu Jover, Jose Maria Gomez Gras, Beatriz Picazo Rodriguez, Lirios Alos Simo
Miguel Hernández University of Elche, Spain; mestrada@umh.es

A TERRITORIAL APPROACH TO CULTURAL ENTERPRISES. A LOOK FROM THE CUBAN CONTEXT
Janet Rojas Martínez, Jorge Alfredo Carballo Concepción, Teresa Martínez Fernández
University of Havana, Cuba; University Jaume I, Spain; tmartine@emp.uji.es

MISOC: Mesa Interactiva Empresa y Sociedad

Hora: Lunes, 20/06/2022: 10:45 - 12:15 · *Lugar:* Aula 1318
Presidente de la sesión: Gregorio Martin de Castro, Complutense University of Madrid

THE ROLE OF INSTITUTIONS IN CURBING FOOD WASTE: A QUALITATIVE ANALYSIS
Elena Fraj Andrés, Carolina Herrando Soria, Laura Lucia Palacios, Raúl Pérez López
University of Zaragoza, Spain; efraj@unizar.es

REPORTING SUSTAINABLE DEVELOPMENT GOAL 12 IN THE FOOD RETAIL INDUSTRY. AN ANALYSIS BASED ON GLOBAL REPORTING INITIATIVE PERFORMANCE INDICATORS
Teresa Vallet-Bellmunt, Illuminated Forts-Forts, Maria Luisa Flor-Peris
Jaume University of Castellón, Spain; vallet@uji.es

TRUST IN THE STUDY OF E-GOVERNMENT: A BIBLIOMETRIC PERSPECTIVE
José Melchor Medina-Quintero, Marcela Diaz-Guzmán Verástegui, Francisco Isaí Morales Sáenz
Autonomous University of Tamaulipas (Mexico), Mexico; jmedinaq@uat.edu.mx

KNOWLEDGE, ATTITUDES AND BEHAVIOR OF UNIVERSITY STUDENTS TOWARDS SUSTAINABLE DEVELOPMENT. AN EXPLORATORY STUDY
Teresa Vallet-Bellmunt, Illuminated Forts-Forts, Maria Luisa Flor-Peris
University Jaume de Castelló, Spain; vallet@uji.es

Lunes 20 de junio, 15:30-17:00

COEMP2: Comunicación Oral Emprendimiento2

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1106
Presidente/a de la sesión: Iñaki Peña Legazkue, Universidad de Deusto

FEMALE LEADERSHIP AND INNOVATION: THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS AND ENTREPRENEURIAL ORIENTATION
Jenny María Ruiz Jiménez, María del Mar Fuentes Fuentes, Javier Delgado Ceballos
Universidad de Granada, Spain; jmruizj@ugr.es
RELATOR/A: Iñaki Peña Legazkue

THE GENDER GAP AND WOMEN´S ENTREPRENEURIAL INTENTION IN THE AFTERMATH OF GLOBAL CRISES
David Audretsch, Seham Ghalwash, Iñaki Peña Legazkue
Universidad de Deusto, Spain; [2]Indiana University, USA; Technical University of Denmark, Denmark; ipena@deusto.es
RELATOR/A: Carmen Virues Vega

ALL IN ALL, FEMALE AND MALE ENTREPRENEURS ARE NOT TOO DIFFERENT FOR INVESTORS!
María Vélez Elorza, José Manuel Sánchez Vázquez, Carmen Virues Vega
Universidad de Cádiz, Spain; carmen.virues@uca.es
RELATOR/A: Virginia Hernández

ABANDONO DE LA ACTIVIDAD EMPRENDEDORA DURANTE LA PANDEMIA COVID-19: UNA PERSPECTIVA DE GÉNERO
Belen Usero, Virginia Hernández, Gianni Romani
Universidad Carlos III, Spain; Universidad Católica de Chile; busero@emp.uc3m.es
RELATOR/A: Jenny María Ruiz Jiménez

COEST3: Comunicación Oral Estrategia 3

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1207
Presidente/a de la sesión: Francisco Puig Blanco, Universitat de Valencia

DIGITAL DYNAMIC CAPABILITIES: ARE THEY DIGITAL, DYNAMIC, OR BOTH?
Tugce Nuray Saka
Universidad de Barcelona, Spain; tugcesaka@gmail.com
RELATOR/A: Javier Amores Salvado

EXPLORING DISRUPTIVE ENVIRONMENTAL STRATEGIES FACING THE CLIMATE EMERGENCY
Gregorio Martin de Castro, Javier Amores Salvado
Universidad Complutense de Madrid, Spain; gregorio.martin@ccee.ucm.es
RELATOR/A: Francisco Puig

HISTORY AND DELIMITATION OF THE TEXTILE AND APPAREL CLUSTERS IN ECUADOR
Nathaly Villavicencio, Francisco Puig
Universitat de Valencia, Spain; francisco.puig@uv.es
RELATOR/A: Tugce Nuray Saka

COFIN2: Comunicación Oral Finanzas 2

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1009
Presidente/a de la sesión: Gabriel de la Fuente Herrero, Universidad de Valladolid

INDUSTRY BUBBLES AND UNEXPECTED CONSUMPTION SHOCKS: A CROSS-SECTIONAL EXPLANATION OF STOCK RETURNS UNDER RECURSIVE PREFERENCES
Javier Rojo-Suárez, Ana Belén Alonso-Conde, Rubén Lago-Balsalobre
Universidad Rey Juan Carlos, Spain; ana.alonso@urjc.es
RELATOR/A: Aleksandra Rudawska

TALKING ABOUT A REVOLUTION – MANAGEMENT SHAKE-UPS IN BANKS
Dorota Skała, Aleksandra Rudawska, Katarzyna Kwiatkowska
Institute of Economics and Finance, University of Szczecin, Poland; [2]Institute of Management, University of Szczecin, Poland; aleksandra.rudawska@usz.edu.pl
RELATOR/A: Pablo de la Horra

MONETARY POLICY AND CORPORATE INVESTMENT IN THE AFTERMATH OF THE GREAT RECESSION: A PANEL VAR APPROACH
Luis Pablo de la Horra, Javier Perote, Gabriel de la Fuente
Universidad de Valladolid, Spain; [2]Universidad de Salamanca, Spain; luispablo.horra@uva.es
RELATOR/A: Ana Belén Alonso-Conde

COKNOW2: Comunicación Oral Gestión del Conocimiento 2

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1019
Presidente/a de la sesión: Andrés Salas Vallina, Universidad de Valencia

Unlocking knowledge transfer in public healthcare: the role of HRM, strategic leadership and resilience
Andrés Salas Vallina, Juani Swart, Yasin Rofcanin
Universidad de Valencia, Spain; University of Bath; andres.salas@uv.es
RELATOR/A: Jesús de Frutos

INTERNATIONAL RESEARCH COLLABORATION AND RESEARCHER'S HUMAN CAPITAL PROFILES
Jesús de Frutos Belizón, Natalia García Carbonell, Marta Ruiz Martínez, Gonzalo Sanchez Gardey
Universidad de Cádiz, Spain; jesus.defrutos@uca.es
RELATOR/A: Mercedes Segarra Ciprés

EXTERNAL AND INTERNAL KNOWLEDGE DIVERSITY: THE MODERATING ROLE OF CREATIVITY ON RADICAL AND INCREMENTAL INNOVATION PERFORMANCE
Mercedes Segarra Ciprés, Juan Carlos Bou Llusar
UNIVERSITAT JAUME I, Spain; msegarra@emp.uji.es
RELATOR/A: Daniel Alonso Martínez

DOES BUSINESS ETHICS PROMOTE SOCIAL PROGRESS? THE ROLE OF INNOVATION
Daniel Alonso Martínez, Nuria González Álvarez
Universidad de León, Spain; dalom@unileon.es
RELATOR/A: Andrés Salas Vallina

COMKT2: Comunicación Oral Marketing 2

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1206
Presidente/a de la sesión: Laura LUCIA, UNIVERSIDAD DE ZARAGOZA

VOICE ASSISTANTS IN DIFFERENT USAGE CONTEXTS: WHICH FACTORS MATTER IN SIMPLE AND COMPLEX APPLICATIONS?
John Vara Prasad Ravi, Ramon Palau Saumell, Jan Hinrich Meyer, Felix Friedreich Thomas
IQS School of Management - Universitat Ramon Llull; johnravi@iqs.url.edu
RELATOR/A: Julio Navio-Marco

THE DIGITALIZATION OF THE BRICK-AND-MORTAR RETAIL: A LITERATURE REVIEW ON CUSTOMER FACING INSTORE TECHNOLOGIES (CFIST)
Javier Lorente-Martinez, Julio Navio-Marco, Beatriz Rodrigo-Moya
EAE Business School; UNED, Spain; jnavio@cee.uned.es
RELATOR/A: Santiago Forgas

ACEPTACIÓN TECNOLÓGICA DE ROBOTS SOCIALES CON ATRIBUTOS DE GÉNERO Y PERSONALIDAD
Ruben Huertas-Garcia, Santiago Forgas-Coll, Antonio Andriella, Guillem Alenyà, Jordi Campo
Universitat de Barcelona, Spain; Institut de Robòtica i Informàtica Industrial CSIC-UPC; rhuertas@ub.edu
RELATOR/A: Laura Lucia

INTERACTIVITY AND HUMANISATION AS DRIVERS OF VOICE COMMERCE
Laura Lucia Palacios, Raúl Pérez López
Universidad de Zaragoza, Spain; Universidad de Zaragoza, Spain; raperez@unizar.es
RELATOR/A: John Ravi

CORH3: Comunicación Oral RRHH y Diseño Organizacional 3

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1107
Presidente/a de la sesión: Inocencia Mª Martínez-León, UNIVERSIDAD POLITÉCNICA DE CARTAGENA

THE "WHERE" AND THE "WHO" OF HRM DECISIONS: DECENTRALIZATION AND DEVOLUTION
Nadima Hassan, Jordi Trullen, Mireia Valverde
Universitat Rovira i Virgili, Spain; Universitat Ramon Llull, ESADE; nadima.hassan@urv.cat
RELATOR/A: Eva María Mora Valentín

¿CÓMO HA AFECTADO LA PANDEMIA COVID-19 A LA INVESTIGACIÓN SOBRE HUMAN RESOURCE ANALYTICS?
Marta Ortiz-de-Urbina-Criado, Eva María Mora Valentín, Arturo Abellán-Sevilla
Universidad Rey Juan Carlos; Grupo Atrium; evamaria.mora@urjc.es
RELATOR/A: Jiarui Yin

IS HR ANALYTICS LAGGING BEHIND? – A CALL FOR CROSS-FUNCTIONAL AND INTERDISCIPLINARY COLLABORATION IN DOMAIN-SPECIFIC ANALYTICS RESEARCH
Jiarui Yin, Vicenc Fernandez
TechTalent-Lab, Department of Management, Universitat Politècnica de Catalunya – BarcelonaTech, Spain; jiarui.yin@upc.edu
RELATOR/A: Isabel Olmedo-Cifuentes

¿ME DEJO EL BANCO? CONTRATO PSICOLÓGICO E INTENCIÓN DE ABANDONO DE LOS EMPLEADOS EN SITUACIÓN DE ERE
Isabel Olmedo-Cifuentes, Yolanda Reyes-Contreras, Inocencia Mª Martínez-León
Universidad Politécnica de Cartagena, Spain; isabel.olmedo@upct.es
RELATOR/A: Nadima Hassan

COSOC3: Comunicación Oral Empresa y Sociedad 3

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1208
Presidente/a de la sesión: IRENE CAMPOS GARCÍA, UNIVERSIDAD REY JUAN CARLOS

HUMAN RESOURCES MANAGEMENT AND SUSTAINABILITY: A CRITICAL LITERATURE REVIEW OF PAST FINDINGS AND FUTURE CHALLENGES
Irene Campos-García, Sara Alonso-Muñoz, Rocío González-Sánchez, Fernando García-Muiña, María-Sonia Medina-Salgado
Universidad Rey Juan Carlos, Spain; sara.alonso@urjc.es
RELATOR/A: Dante I. Leyva de la Hiz

ANALIZING RESILIENCE OF SMALL AND MEDIUM ENTERPRISES IN THE COVID-19: THE ROLE OF SOCIAL AND ENVIRONMENTAL PRACTICES
Vera Ferrón Vílchez, Dante Ignacio Leyva de la Hiz
Universidad de Granada, Spain; Montpellier Business School; vferron@ugr.es
RELATOR/A: Francisco Rincón Roldán

INFLUENCIA DEL ENTORNO INTERNO ORGANIZATIVO DE CARÁCTER EMPRENDEDOR EN LAS ACCIONES DE SOSTENIBILIDAD
Francisco Rincon-Roldan, Pedro Baena-Luna
Universidad Pablo de Olavide, Spain; [2]Universidad de Sevilla, Spain; fjrinrol@upo.es
RELATOR/A: Sara Alonso-Muñoz

MIGOB: Mesa Interactiva Gobierno Corporativo & RSC

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1312
Presidente/a de la sesión: Inés Suárez-Perales, Universidad de Zaragoza

THE MEDIATION ROLE OF PERCEIVED QUALITY AMONGST SUSTAINABLE DEVELOPMENT GOALS PRACTICES AND LOYALTY IN SHARING MOBILITY COMPANIES
Andrei Boar Boar, Ramon Bastida, Frederic Marimon
UPF Barcelona School of Management, Spain; [2]Universitat Internacional de Catalunya; andrei.boar@bsm.upf.edu

FACTORES QUE INFLUYEN EN LA ORIENTACIÓN A LA VENTA ÉTICA EN LAS PEQUEÑAS Y MEDIANAS EMPRESAS (PYMES)
Alberto Gómez Martínez, Pedro Juan Martín Castejón
Universidad de Murcia, Spain; alberto.gomez2@um.es

OPTIMIZING PRODUCTION OF FASHION GOODS AS MEANS TO A MORE SUSTAINABLE GARMENT INDUSTRY
Katharina A. Schuck, Jens K. Perret
IQS School of Management - Universitat Ramon Llull, Spain; International School of Management, Germany; katharinaschuck@iqs.url.edu

INTERACCIÓN DE RECURSOS Y FACHADAS ORGANIZATIVAS EN LOS COMPROMISOS VOLUNTARIOS DE REDUCCIÓN DE GASES DE EFECTO INVERNADERO
David Tobón Orozco, Joaquín Alegre, José Pla Barber
Universidad de Antioquia, Colombia; Universitat de València; david.tobon@udea.edu.co

MITEACH: Mesa Interactiva Innovación Docente

Hora: Lunes, 20/06/2022: 15:30 - 17:00 · *Lugar:* Aula 1318
Presidente/a de la sesión: Daniela Freund, IQS School of Management - Universitat Ramon Llull

ANÁLISIS DISCRIMINANTE DEL MODELO DE ORGANIZACIÓN EN LA EDUCACIÓN SUPERIOR: LA COMUNICACIÓN COMO DETERMINANTE DE CALIDAD
Cristina Checa Morales, Carmen De Pablos Heredero, Yenny Guiselli Torres, Antón García Martínez
Universidad Rey Juan Carlos, Spain; Universidad de Córdoba, Spain; Universidad Técnica Estatal de Quevedo, Ecuador; c.checa.2019@alumnos.urjc.es

DOES EMOTIONAL INTELLIGENCE INFLUENCE ACADEMIC PERFORMANCE? THE ROLE OF COMPASSION AND ENGAGEMENT IN EDUCATION FOR SUSTAINABLE DEVELOPMENT
Marta Estrada Guillén, Diego Monferrer Tirado, Alma Rodríguez Sánchez, Miguel Ángel Moliner Tena
Universitat Jaume I, Spain; estrada@emp.uji.es

COMPETENCIAS Y TALENTO EN LA EDUCACIÓN UNIVERSITARÍA: LA PERSPECTIVA DE LA EMPRESA
Mar Guitert, Mónica Martínez-Blasco, Judith Báguena, Jordi Cuadros
IQS School of Management - Universitat Ramon Llull; mar.guitert@iqs.edu

Lunes 20 de junio, 17:00-18:30

COFAM2: Comunicación Empresa Familiar 2

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · Lugar*:* Aula 1318
Presidente/a de la sesión: Guillermina Tormo Carbó, UNIVERSITAT POLITÈCNICA DE VALÈNCIA

RETRENCHMENT AND PERFORMANCE: THE MODERATING ROLE OF FAMILY INVOLVEMENT
Rafael Jorda Gomez, Alejandro Escribá Esteve, Vicente Safón Cano
Universidad de Valencia, Spain; Universidad San Francisco de Quito, Ecuador; rajorgo@gmail.com
RELATOR/A: Elies Seguí-Mas

DO FAMILY BUSINESS SELF-EFFICACY AND COMMITMENT TO THE FAMILY FIRM ENHANCE SUCCESSION INTENTION? THE ROLE OF PARENTAL SUPPORT
Guillermina Tormo-Carbó, Irene Jiménez-Arribas, Elies Seguí-Mas
CEGEA. Universitat Politècnica de València, Spain; eseguim@gmail.com
RELATOR/A: Iván Alfredo Salazar Morales

EFFICIENCY OF PUBLIC R&D GRANTS: THE ROLE OF OWNERSHIP AND SIZE
Iván Alfredo Salazar Morales, Lucia Garcés Galdeano, Martin Larraza Kintana
Universidad Pública de Navarra, Spain; ivan.salazar@pucp.pe
RELATOR/A: LIRIOS ALOS SIMO

THE INFLUENCE OF EVOLUTION OF THE ENVIRONMENT ON EXPORT IN FAMILY FIRMS
Lirios Alos-simo, Antonio J. Verdu-Jover, Jose M. Gomez-Gras, M. del Mar Fuentes-Fuentes, Marina Estrada de la Cruz
Universidad Miguel Hernandez, Spain; [2]Universidad de Granada; liriosalos@umh.es
RELATOR/A: Jorda Gomez, Rafael

COEMP3: Comunicación Oral Emprendimiento3

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1106
Presidente/a de la sesión: Tamara Rodríguez González, UNIVERSIDAD DE CÁDIZ

EL IMPACTO DE LA PROFESIONALIZACIÓN, LA EXPERIENCIA, LOS RECURSOS Y EL AMBIDIESTRISMO DE LAS OTRI EN EL EMPRENDIMIENTO ACADÉMICO
Tamara Rodríguez González, Mariluz Fernández Alles, Mirta Díaz Fernández, Mercedes Villanueva Flores
Universidad de Cádiz, Spain; Universidad Pablo de Olavide, Spain; tamara.rodriguez@uca.es
RELATOR/A: Juan Pablo Diánez González

INTERNATIONALISATION PATTERNS OF SPANISH ACADEMIC SPIN-OFFS
Carmen Camelo Ordaz, Elena Sousa Ginel, Juan Pablo Diánez González, Noelia Franco Leal
Universidad de Cádiz, Spain; Universidad Pablo de Olavide, Spain; juanpablo.dianez@uca.es
RELATOR/A: Nina Magomedova

EL CAPITAL RIESGO VINCULADO A LA UNIVERSIDAD: UN ESTUDIO COMPARATIVO
Núria Villaescusa, Alba Manresa, Nina Magomedova
Universitat Internacional de Catalunya, Spain; nvillaescusa@uic.es
RELATOR/A: Metin Onal Vural

ACADEMIC ENTREPRENEURSHIP AS A DISCOVERY PROCESS: EVALUATING AND EXPLOITING SCIENCE-BASED ENTREPRENEURIAL OPPORTUNITIES
Metin Onal Vural
CUNEF, Spain; metin.vural@cunef.edu
RELATOR/A: Mariluz Fernández

COGOB2: Comunicación Oral Gobierno Corporativo & RSC 2

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1009
Presidente/a de la sesión: Domingo Javier Santana Martín, Universidad de Las Palmas de Gran Canaria

BOARD GENDER DIVERSITY AND ESG RISK DISCLOSURE
Lena Reyes Arteaga, Domingo Javier Santana Martín
Universidad de las Palmas de Gran Canaria, Spain; lena.reyes101@alu.ulpgc.es
RELATOR/A: David Cabreros

MEDIA COVERAGE AND DIVIDEND POLICY
Devora Peña Martel, Jerónimo Pérez Alemán, Domingo Javier Santana Martín
Universidad de Las Palmas de Gran Canaria, Spain; devora.pena@ulpgc.es
RELATOR/A: Jaime Guerrero-Villegas

HOW MIGHT YOUR CEO'S CAREER HORIZON SHAPE YOUR FIRM'S ENGAGEMENT IN ESG? AN INSURANCE-BASED PERSPECTIVE
David Cabreros, Pilar Velasco, Gabriel de la Fuente
Universidad de Valladolid, Spain; david.cabreros@alumnos.uva.es
RELATOR/A: Domingo Javier Santana

UNDERSTANDING HOW DIRECTORS EMBRANCE FIRMS' ACQUISITIONS DECISIONS: THE VALUE OF POLITICIANS ON BOARD AND CORPORATE SOCIAL RESPONSIBILITY
Leticia Pérez-Calero, Gloria Cuevas-Rodriguez, Santiago Kopoboru, Jaime Guerrero-Villegas
Universidad Pablo de Olavide, Spain; Universidad de Cadiz, Spain; lcalero@upo.es
RELATOR/A: Domingo Javier Santana

COINN3: Comunicación Oral Innovación 3

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1019
Presidente/a de la sesión: Isabel Díez-Vial, Complutense University of Madrid

INNOVATION PERFORMANCE AND GOVERNANCE MECHANISMS IN R&D NETWORKS
Cleidson Nogueira Dias, Marcelo Fernandes Pacheco Dias, Valmir Emil Hoffmann, Teresa Martínez Fernández, Douglas Wegner
University of Brasilia (UnB); Federal University of Pelotas (UFPel)-Brazil; University of Santa Catarina (UFSC)-Brazil; University Jaume I - Spain; Dom Cabral Foundation (FDC)-Brazil; tmartine@emp.uji.es
RELATOR/A: Isabel Díez-Vial

INTER-ORGANIZATIONAL RELATIONSHIPS GOVERNANCE AND INNOVATION UNDER DIFFERENT LOCAL INSTITUTIONAL CONTEXTS
Jose Antonio Belso Martínez, Isabel Díez-Vial
Universidad Miguel Hernández de Elche; [2]Complutense University of Madrid, Spain; diezvial@ccee.ucm.es
RELATOR/A: Pablo Garrido

INNOVATION INVESTMENT AND PRODUCT INNOVATION PERFORMANCE DURING A PERIOD OF CRISIS FOR SMES
Pablo Garrido Prada, Desiderio Romero Jordán, María Jesús Delgado Rodríguez
Universidad de Salamanca, Spain; Universidad Rey Juan Carlos, Spain; pablo.garrido@usal.es
RELATOR/A: Aída del Cubo Molina

OPEN INNOVATION TO TACKLE COVID-19 IN SMEs IN MATURE INDUSTRIES: THE ROLE OF DIGITALIZACION
Aída del Cubo Molina, Ana Pérez-Luño, Carmen Cabello-Medina
Universidad Pablo de Olavide, Spain; adelmol@alu.upo.es
RELATOR/A: Cleidson Nogueira Dias

COINT2: Comunicación Oral Internacionalización 2

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1105
Presidente/a de la sesión: Nuria Esther Hurtado Torres, Universidad de Granada

ENVIRONMENTAL POLICIES AND INTERNATIONALIZATION: THE MODERATING ROLES OF NATIONAL AND FIRM INNOVATION CAPABILITIES IN ASIA-PACIFIC FIRMS
Gozal Ahmadova, Blanca Delgado Márquez, Javier Aguilera-Caracuel
ESADE Business School, Spain; University of Granada, Spain; gozal.ahmadova@esade.edu
RELATOR/A: Nuria Esther Hurtado

ENVIRONMENTAL LEGITIMATION IN AN INTERNATIONAL CONTEXT: HOW DO EMERGING MARKET MNES AND DEVELOPED MARKET MNES ATTAIN GLOBAL LEGITIMATION?
Nuria Esther Hurtado Torres, Eulogio Cordón Pozo, Efrén Gómez Bolaños, Pía Ellimaki
Universidad de Granada, Spain; nhurtado@ugr.es
RELATOR/A: Germán Benito-Sarriá

BUSINESS MODELS AND INTERNATIONAL VALUE CHAINS: A JOINT APPROACH TO GLOBALIZE THE MANUFACTURING SME
Germán Benito-Sarriá, Cristina Villar, José Pla-Barber
ESCE International Business School, France; Universitat de València, Spain; gbenitosarria@esce.fr
RELATOR/A: María Sacristán-Navarro

WHICH INNOVATION ACTIVITIES CAN FOSTER INTERNATIONALISATION? A QUALITATIVE COMPARATIVE ANALYSIS IN SPANISH FAMILY AND NON-FAMILY FIRMS UNDER CHANGING ENVIRONMENTAL CONDITIONS*
Jose Francisco Tragant Espeche, María Sacristán-Navarro, Nuno Fernandes Crespo, José Angel Zuñiga Vicente
Universidad Rey Juan Carlos, Spain; Universidade de Lisboa, Portugal; josetragant@hotmail.com
RELATOR/A: Gozal Ahmadova

COOPER2: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 2

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1206
Presidente/a de la sesión: FRANCISCO JAVIER LLORENS MONTES, UNIVERSIDAD DE GRANADA

INDUSTRIA 4.0 Y CADENA DE SUMINSITRO. UN ENFOQUE DESDE LA REVISIÓN SISTEMÁTICA DE LA LITERATURA Y LA MINERÍA DE TEXTO
Miguel Núñez Merino, Juan Manuel Maqueira Marín, José Moyano Fuentes, Carlos Alberto Castaño Moraga
Universidad de Jaén, Spain; Fujitsu Technology Solutions, Spain; mnunez@ujaen.es
RELATOR/A: Andrea Patricia Iglesias-Pardo

EL IMPACTO DE LAS TECNOLOGÍAS EMERGENTES DE LA INDUSTRIA 4.0 EN LAS CAPACIDADES DE FLEXIBILIDAD Y AGILIDAD DE LA CADENA DE SUMINISTRO: UNA REVISIÓN SISTEMÁTICA DE LA LITERATURA
Andrea Patricia Iglesias-Pardo, José Moyano-Fuentes, Juan Manuel Maqueira-Marín, Daniel Luiz de Mattos Nascimento
Universidad de Jaén, Spain; dmattos@ujaen.es
RELATOR/A: José Matas-Casado

LA PERCEPCIÓN DEL ENTORNO DE APROVISIONAMIENTO Y LA RESPUESTA A LAS DISRUPCIONES: UNA PERSPECTIVA EMOCIONAL.
José Matas-Casado, Francisco Javier Llorens-Montes, María Nieves Pérez-Aróstegui
Universidad de Granada, Spain; jmatas@ugr.es
RELATOR/A: Juan-Luis Torres-Rubira

EVALUACIÓN SQAS: ¿CONTRIBUYE A LA SOSTENIBILIDAD EN EL TRANSPORTE DE MERCANCÍAS PELIGROSAS POR CARRETERA?
Juan-Luis Torres-Rubira, Ana-Belén Escrig-Tena, Miguel-Ángel López-Navarro
Universitat Jaume I, Spain; jrubira@uji.es
RELATOR/A: Miguel Núñez Merino

CORH4: Comunicación Oral RRHH y Diseño Organizacional 4

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1107
Presidente/a de la sesión: Carmen González-Zapatero Redondo, Universidad de Salamanca

FROM PROFESSIONALISM TO HYBRIDITY IN PUBLIC HEALTHCARE: JANUS-LIKE MIDDLE MANAGERS IDENTITY
Andrés Salas Vallina, Juani Swart, Yasin Rofcanin
Universidad de Valencia, Spain; University of Bath, UK; andres.salas@uv.es
RELATOR/A: Carmen González-Zapatero Redondo

TELEWORKING STRESS RISKS: LESSONS FROM COVID-19
Carmen González-Zapatero Redondo, Mingjin Sun, Javier González-Benito
Universidad de Salamanca, Spain; carmengz@usal.es
RELATOR/A: Juan Carlos Rivera Prieto

LINKING TURNAROUND STRATEGY AND HR STRATEGY IN COVID-19 TIMES
Juan Carlos Rivera Prieto, Mónica Santana Hernández, Álvaro López Cabrales
Universidad Pablo de Olavide, Spain; jcrivpri@upo.es
RELATOR/A: Salvador Ugalde Martínez

TELEWORK: A SYSTEMATIC REVIEW TOWARDS AN IMPLEMENTATION MODEL
Salvador Ugalde Martinez, María F. Muñoz Doyague
Universidad de León, Spain; sugalm00@estudiantes.unileon.es
RELATOR/A: Andrés Salas Vallina

COSOC4: Comunicación Oral Empresa y Sociedad 4

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1208
Presidente/a de la sesión: Marta María Vidal Suarez, Universidad de Oviedo

CONTRIBUCIÓN EMPRESARIAL A LA AGENDA 2030: SELECCIÓN Y PRIORIZACIÓN DE INDICADORES
Pilar L. González Torre, Eugenia Suárez Serrano
Universidad de Oviedo, Spain; pilargt@uniovi.es
RELATOR/A: Marta M. Vidal-Suarez

OBJETIVOS DE DESARROLLO SOSTENIBLE Y ESTRATEGIA EMPRESARIAL: UNA REVISIÓN DE LA LITERATURA
Elias Domingo Posada, Pilar L. Gonzalez-Torre, Marta M. Vidal-Suarez
Universidad de Oviedo, Spain; mmvidal@uniovi.es
RELATOR/A: Dante Leyva

WHY THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGS) ARE NOT EQUALLY IMPORTANT ACROSS SUSTAINABLE MULTINATIONALS? EVIDENCE ON FIRM REPORTING.
Keith L. Whittingham, Alessia Argiolas, Dante I. Leyva de la Hiz, Andrew G. Earle
Crummer Graduate School of Business, Rollins College, Winter Park, Florida, USA.; Università Cattolica del Sacro Cuore, Milan, Italy.; Montpellier Business School, France; Peter T. Paul College of Business and Economics, University of New Hampshire, New Haven, USA.; d.leyva@montpellier-bs.com
RELATOR/A: Beatriz Jiménez

LOOKING AROUND OUTSIDE AND INSIDE TO UNDERSTAND CORPORATE ENVIRONMENTAL POLICY
Beatriz Jiménez Parra, Roberto Fernández Gago, José-Luis Godos-Díez, Laura Cabeza-García
Universidad de León, Spain; bjimp@unileon.es
RELATOR/A: Eugenia Suárez

DOCEST: Taller Doctoral Estrategia

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1508
Presidente/a de la sesión: Juan Pablo Maícas López, Universidad de Zaragoza

LOS EFECTOS COLATERALES DE LAS POLÍTICAS PÚBLICAS DE INCENTIVO A LA AGROINDUSTRIA ECOLÓGICA EN EL TERRITORIO DE LA COMUNIDAD VALENCIANA
Xavier Raso Domínguez
Universitat Jaume I de Castelló, Spain; raso@uji.es

DOES CULTURE AND RELIGION MATTER ON FINANCIAL DECISIONS? THE CASE OF SMES CAPITAL STRUCUTRE
Markus Wienbreyer, María Iborra, Carola Spiecker-Lampe
University of Valencia, Spain; City University of Applied Sciences Bremen, Germany; markus_wienbreyer@gmx.de

MIKNOW: Mesa Interactiva Gestión del Conocimiento

Hora: Lunes, 20/06/2022: 17:00 - 18:30 · *Lugar:* Aula 1312

Presidente/a de la sesión: Daniel Alonso Martínez, Universidad de León

THE U-SHAPED RELATIONSHIP BETWEEN INTELLECTUAL CAPITAL AND HOTEL PERFORMANCE. THE MODERATING EFFECT OF MANAGERIAL GENDER

Lorena Ruiz-Fernández, Bartolomé Marco-Lajara, Pedro Seva-Larrosa, Javier Martínez-Falcó
Universidad de Alicante, Spain; lorena.fernandez@ua.es

LIDERAZGO ORIENTADO AL CONOCIMIENTO Y MEMORIA TRANSACTIVA DE LA EMPRESA PARA LA MEJORA DE LA CAPACIDAD DE INNOVACIÓN: UN ANÁLISIS EN EL SECTOR HOTELERO ESPAÑOL

Miguel González-Mohíno Sánchez, Mario Javier Donate Manzanares, Fatima Guadamillas Gómez
Universidad de Castilla-La Mancha, Spain; Miguel.Gsanchez@uclm.es

KNOWLEDGE-ORIENTED LEADERSHIP AND LEARNING IN ACADEMIC RESEARCH TEAMS

Daniel Dorta Afonso, José Luis Ballesteros Rodríguez, Nieves L. Díaz Díaz, Petra de Saá Pérez
Universidad de Las Palmas de Gran Canaria, Spain; daniel.dorta@ulpgc.es

¿POR QUÉ LAS POLÍTICAS DE INCENTIVO DEL EMPRENDIMIENTO INTENSIVO EN CONOCIMIENTO NO SIEMPRE FUNCIONAN? UN ANÁLISIS EXPLORATORIO PARA EVALUAR LA IMPORTANCIA DE LA TRANSFERENCIA DE CONOCIMIENTO

Carlos Rodríguez García, Fernando León Mateos, Lucas López Manuel, Antonio Sartal Rodríguez
Universidade de Vigo, Spain; c.rodriguez@uvigo.es

Tuesday, June 21, 08:30-10:00

COEMP4: Oral Communication Entrepreneurship 4

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1106
President of the session: Antonio Carmona Lavado, Pablo de Olavide University

THE ROLE OF ENTREPRENEURS' AFFECTIVE TRAITS IN THEIR OPPORTUNITY ASSESSMENT: ACCURACY OR OVERCONFIDENCE
Celia Díaz Portugal, Juan Bautista Delgado García, Virginia Blanco Mazagatos
University of Burgos, Spain; cdportugal@ubu.es
RELATOR: Américo Hurtado-Palomino

BACKGROUNDS OF PROACTIVENESS: A RELATIONAL APPROACH
Américo Hurtado-Palomino, Pedro Manuel García-Villaverde, María José Ruiz-Ortega, Bernardo Ramon Dante De La Gala-Velásquez
National University of San Agustín de Arequipa, Peru; University of Castilla-La Mancha; ahurtado@unsa.edu.pe
RELATOR: Antonio Carmona Lavado

THE EFECT OF ACCELERATOR' EXTERNAL SOCIAL CAPITAL ON START-UPS' RADICAL BUSINESS MODEL INNOVATION: THE MEDIATING ROLE OF CROSS-INDUSTRY INNOVATION
Antonio Carmona Lavado, Carmen Cabello Medina
Pablo de Olavide University (Seville); acarlav@upo.es
RELATOR: Sufia Mohand Amar

INTERNAL AND EXTERNAL FEASIBILITY AND NASCENT ENTREPRENEURIAL EFFORT: THE MEDIATING ROLE OF GOAL COMMITMENT
Sufia Mohand Amar, Matilde Ruiz Arroyo, María del Mar Fuentes Fuentes
University of Granada, Spain; smohand@ugr.es
RELATOR: Celia Díaz Portugal

COEST4: Oral Communication Strategy 4

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1207
President of the session: Jéssica Braojos Gómez, University of Granada

SLACK HUMAN RESOURCES, BUSINESS GROUPS, AND FIRM PERFORMANCE: EVIDENCE FROM PRIVATELY HELD EUROPEAN FIRMS
Pablo Doucet, Ignacio Requejo, Isabel Suárez-González
University of Salamanca; doucet@usal.es
RELATOR: Pauline Weritz

A STUDY ON HOW STRATEGIC CAPABILITIES ENHANCE DIGITAL TRANSFORMATION SUCCESS AND FIRM PERFORMANCE
Pauline Weritz, Jessica Braojos, Jorge Matute, Jose Benitez
IQS School of Management - Ramon Llull University; Boston College, USA; University of Granada, Spain; EDHEC Business School, France; pauline.weritz@iqs.url.edu
RELATOR: Rocio Aguilar Caro

DYNAMIC RESOURCE MANAGEMENT: AN APPLICATION TO SLACK RESOURCES
Maria Agustí Perez, Rocio Aguilar caro, Jose Luis Galan Gonzalez, Francisco José Acedo Gonzalez
Pablo de Olavide University, Spain; University of Seville; ragucar@upo.es
RELATOR: Juan Carlos Rivera Prieto

TO EACH THEIR OWN: SIGNALS ABOUT THE VALUE OF EMPLOYEES FOR NEWLY PUBLIC VENTURES AND THE ATTRACTION OF VARIOUS TYPES OF INVESTORS
Juan Carlos Rivera-Prieto, Bárbara Larrañeta, Rocío Aguilar Caro
Pablo de Olavide University, Spain; jcrivpri@upo.es
RELATOR: Doucet, Pablo

COFIN3: Oral Communication Finance 3

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1009
President of the session: Francesc Prior Sanz, IQS School of Management - Ramon Llull University

INVESTMENT CROWDFUNDING DOES NOT TRUST SUSTAINABILITY! AT LEAST SO FAR
Carmen Mendoza Resco, Isabel María Parra Oller, Nuria Suárez Suárez
Autonomous University of Madrid, Spain; isabel.parra@uam.es
RELATOR: Francisco Javier Forcadell Martinez

SUSTAINABLE BANKING: A SUITABLE INSTRUMENT IN GENERATING FINANCIAL INCLUSION?
Fernando Ubeda, Francisco Javier Forcadell Martínez, Álvaro Méndez
Autonomous University of Madrid; University Rey Juan Carlos; London School of Economics and Political Science; a.mendez@lse.ac.uk
RELATOR: Carlos Salvador Muñoz

DIGITAL DISRUPTORS AT THE GATE. DOES FINTECH LENDING AFFECT BANK MARKET POWER AND STABILITY?
Pedro Cuadros Solas, Elena Cubillas Martin, Carlos Salvador Muñoz, Nuria Suárez Suárez
Cunef University, Spain; University of Oviedo, Spain; University of Valencia, Spain; Autonomous University of Madrid, Spain; carlos.salvador@uv.es
RELATOR: María Jesús Castrillo Lara

THE EU TAXONOMY: THE PATH TO SUSTAINABLE FINANCE IN EUROPE
María Jesús Castrillo Lara, Sonia Marcos Naveira
University of Burgos, Spain; snaveira@ubu.es
RELATOR: Isabel María Parra Oller

COINN4: Oral Communication Innovation 4

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1019
President of the session: Paloma Miravitlles Matamoros, University of Barcelona

MULTIPLE MANAGEMENT SYSTEMS IMPLEMENTATION AS A DRIVER OF ECO-PRODUCT INNOVATION
Alfonso Hernandez-Vivanco, Merce Bernardo
University of Barcelona, Spain; merce.bernardo@ub.edu
RELATOR: Silvia Donis Martínez

BARRIERS TO ECO-INNOVATION: EMPIRICAL ANALYSIS OF EUROPEAN FIRMS
Silvia Donis Martínez, Jaime Gómez Villascuerna, Idana Salazar Terreros
University of La Rioja, Spain; silvia.donis@unirioja.es
RELATOR: Anna Roca Castello

FOREIGN SUBSIDIARIES KNOWLEDGE SOURCING: GREEN INNOVATION VERSUS CONVENTIONAL INNOVATION
Anna Roca Castello, Paloma Miravitlles Matamoros, Fariza Achcaoucaou Iallouchen
University of Barcelona, Spain; arocacastello@ub.edu
RELATOR: Sucet Jimena Martínez-Vergara

SPANISH INCUMBENTS TACKLING DISRUPTIVE INNOVATION DEVELOPMENT: A QUALITATIVE RESEARCH STUDY
Sucet Jimena Martínez-Vergara, Jaume Valls-Pasola
University of Barcelona, Spain; sucet_martinez@yahoo.es
RELATOR: Mercè Bernardo

COINT3: Oral Communication Internationalization 3

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1105
President of the session: Noelia Jiménez-Asenjo de Pedro, IQS, University Ramón Llull

WHAT DETERMINES THE BRAND-NAMING STRATEGY OF MNES? AN ANALYSIS IN THE GLOBAL MOBILE TELECOMMUNICATIONS INDUSTRY
Beatriz Domínguez, Elisabet Garrido, Minerva González, Juan P. Maícas
University of Zaragoza, Spain; minervag@unizar.es
RELATOR: Noelia Jiménez-Asenjo de Pedro

SCRUTINISING SPANISH WINE FIRMS: AN INTEGRATED VIEW OF THEIR INTERNATIONALISATION PROCESS
Noelia Jiménez-Asenjo de Pedro, Diana A. Filipescu
IQS School of Management - Ramon Llull University, Spain; TBS Business School; noelia.jimenez@iqs.url.edu
RELATOR: Izaias Martins

INTERNATIONAL PERFORMANCE OF LATIN AMERICAN COMPANIES: INSTITUTIONAL AND REPUTATIONAL PERSPECTIVESINTERNATIONAL PERFORMANCE OF LATIN AMERICAN COMPANIES: INSTITUTIONAL AND REPUTATIONAL PERSPECTIVES
LAURA ISABEL ROJAS DE FRANCISCO, ANA MARIA PARENTE LAVERDE, IZAIAS MARTINS
EAFIT University, Colombia; lrojas3@eafit.edu.co
RELATOR: Metin Onal

LEARNING FROM INTERNATIONAL JOINT PRODUCT DEVELOPMENT WORK: THE ROLE OF RESOURCES
Metin Onal Vural
CUNEF, Spain; metin.vural@cunef.edu
RELATOR: Minerva González

COOPER3: Oral Communication Operations and Technology Management 3

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1206
President of the session: Jose Moyano Fuentes, University of Jaen

LOOKING FOR A PERISHABLES REDISTRIBUTION CENTER IN EUROPE
Juan Carlos Pérez Mesa, María del Carmen García Barranco, Mª Mar Serrano Arcos
University of Almeria, Spain; maricarmengarcia@ual.es
RELATOR: Juan Manuel Maqueira Marín

DEVELOPING LEAN AND AGILE SUPPLY CHAIN CAPABILITIES: EXPLORING THE EFFECTS OF MATURE AND LATEST TECHNOLOGIES
Diéssica de Oliveira Dias, Juan Manuel Maqueira Marín, José Moyano Fuentes
University of Jaén, Spain; oliveira@ujaen.es
RELATOR: Zara Ahmada

SUSTAINABILITY ISOMORPHISM IN BUYER-SUPPLIER RELATIONSHIPS: THE IMPACT OF SUPPLY CHAIN LEADERSHIP
ZAHRA AHMADI GHOBADBEZANI, ALEJANDRO BELLO PINTADO
Public University of Navarra; Public University of Navarra; zahra.ahmadi@unavarra.es
RELATOR: Natalia Amat-Lefort

EXPLORING AIRBNB SERVICE QUALITY ATTRIBUTES AND THEIR RELATION TO USER SENTIMENT THROUGH TEXT MINING ANALYTICS
Natalia Amat-Lefort, Federico Barravecchia, Luca Mastrogiacomo
International University of Catalonia, Spain; Politecnico di Torino, Italy; namat@uic.es
RELATOR: María del Carmen García Barranco

CORH5: Oral HR Communication and Organic Organizational Design 5

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1107
President of the session: Frederic Marimon, International University of Catalonia

NEW CHALLENGES FOR THE COMPANY: HELPING PEOPLE FIND MEANING AND CALLING IN THEIR WORK
Maria Dolores Arderiu Gandía, Dolors Gil-Doménech, Frederic Marimon
University of Barcelona; International University of Catalonia, Spain; fmarimon@uic.es
RELATOR: Alejandro Salvador Gómez

LABOR INVOLVEMENT AND COLLECTIVE EMPLOYEE ENGAGEMENT: THE ROLE OF CONSENSUS DURING HRM IMPLEMENTATION
Alejandro Salvador Gómez, Juan Carlos Bou Llusar, Inmaculada Beltrán Martín
University Jaume I, Spain; alsalvad@uji.es
RELATOR: Daniel Dorta Afonso

HIGH-PERFORMANCE WORK SYSTEMS AND EMPLOYEE ABANDONMENT INTENTION DURING COVID-19: THE MEDIATING EFFECT OF STRESS AND JOB SATISFACTION
Claudia Benítez Núñez, Daniel Dorta Afonso, Petra de Saá Pérez
University of Las Palmas de Gran Canaria, Spain; claudia.benitez@ulpgc.es
RELATOR: BEATRIZ PICAZO RODRIGUEZ

THE INFLUENCE OF GENDER PERCEPTION ON DIGITAL TRANSFORMATION AND ITS RELATIONSHIP WITH TECHNOSTRESS AND PRODUCTIVITY: PRIVATE SECTOR AND PUBLIC SECTOR
Beatriz Picazo Rodríguez, Marina Estrada De La Cruz, Juana María Aznar Márquez, Antonio José Verdú Jover, José María Gómez Gras
Miguel Hernández University, Spain; bpicazo@umh.es
RELATOR: Frederic Marimon

COSOC5: Oral Communication and Society 5

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1208
President of the session: Miguel Ángel López-Navarro, University Jaume I

LEGITIMACY OF GRASSROOTS ENVIRONMENTAL ORGANISATIONS: THE CASE OF A PETROCHEMICAL AREA
Miguel Ángel López-Navarro, Vicent Tortosa Edo
University Jaume I, Spain; mlopez@uji.es
RELATOR: José Luis Sánchez

HOW TO ENHANCE CITIZENS' WELL-BEING? AN EXAMINATION OF THE INTERACTION BETWEEN URBAN SUSTAINABILITY AND INSTITUTIONS OVER TIME
Raquel Antolín, Javier Martínez del Río, María del Mar Martínez Bravo
University of Almeria, Spain; raquel.antolin@ual.es
RELATOR: *Inés Suárez Perales*

THE INFLUENCE ON TAX COMPLIANCE OF TRANSPARENCY, JUSTICE AND SERVICE ORIENTATION OF THE TAX ADMINISTRATION.
José Luis Sanchez-Torelló, Jorge Matute, Felix Friederich, Ramon Palau-Saumell
IQS School of Management - Ramon Llull University, Spain; jose.sanchez@iqs.url.edu
RELATOR: Raquel López

ANALIZING MANAGERS' MISTRUST OF GREENWASHERS THROUGH THE MANAGERIAL TRUST UNIVERSE
Jesús Valero Gil, Inés Suárez Perales, Vera Ferrón Vílchez
University of Zaragoza; University of Granada; vferron@ugr.es
RELATOR: Miguel Ángel López-Navarro

DOCMKT: Doctoral Workshop Marketing and Internationalization

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1508
President of the session : Jan Meyer, IQS School of Management - Ramon Llull University

MOTIVATIONS FOR THE PURCHASE OF COUNTERFEIT PRODUCTS: A PROPOSAL FOR INTERCULTURAL ANALYSIS
Sara Pahlevan
University of Barcelona, Spain; s_pahlevan@yahoo.com

THE EFFECT OF FIRM CUSTOMER EXPERIENCE INITIATIVE ON FIRM VALUE: THE CONTEXT MODERATION ROLE
Elias Felix Huerta Camones, Walter Martin Palomino-Tamayo, Juan Segundo Timana De La Flor
DECIR University, Peru.; eliashuerta21@gmail.com

SMES SUSTAINABLE UPGRADING IN GLOBAL VALUE CHAINS: AN INSTITUTIONAL AND NETWORK APPROACH.
Andrea Pallás Rocafull
University of Valencia, Spain; andrea.pallas@uv.es

MIFAM: Family Firms Discussion session

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1318
President of the session: Manuel González-Díaz, University of Oviedo

NON-LINEAR EFFECT OF FAMILY PARTICIPATION ON THE DYNAMIC CAPACITIES OF SPANISH HOTEL CHAINS
Lorena Ruiz-Fernández, Laura Rienda, Rosario Andreu
University of Alicante, Spain; lorena.fernandez@ua.es

ENTREPRENEURIAL MOTIVES AND INNOVATION FOR THE FIRM: DIFFERENCES BETWEEN FAMILY AND NON-FAMILY FIRMSES
Mahsa Samsami, Maria Isabel Neira Gomez, Nuria Calvo, Thomas Schøtt
University of Santiago de Compostela; University of A Coruña; University of Agder; American University in Cairo; University of Southern Denmark; samsami.mahsa@rai.usc.es

DISENTANGLING SUSTAINABILITY IN FAMILY SME
Inés Herrero, Rocio Ruiz Benitez, Cristina López
Pablo de Olavide University, Spain; rruiben@upo.es

MIRH1: Discussion session Human Resources and Organizational Behavior 1

Time: Tuesday, 21/06/2022: 8:30 - 10:00 · *Place:* Room 1312
President of the session: MARIA MUÑOZ-DOYAGUE, UNIVERSITY OF LEÓN

LINKING LEADER ACCOUNTABILITY TO INNOVATION AND PERFORMANCE: A RELATIONSHIP-BASED APPROACH
Emilio Domínguez Escrig, Francisco Fermín Mallén Broch, Rafael Lapiedra Alcamí
University Jaume I, Spain; edomingu@uji.es

EXPLANATION OF EMPLOYEE JOB SATISFACTION THROUGH THE USE OF BENEFITS AND WORK-LIFE POLICIES AND THE TABAJO – FAMILY INTERFACE
Liliana María Gutiérrez Vargas, Joaquín Alegre Vidal, Susana Pasamar Reyes
University of Antioquia, Colombia; University of Valencia, Spain; Pablo de Olavide University, Spain; lmaria.gutierrez@udea.edu.co

GREEN HUMAN RESOURCE MANAGEMENT: A SYSTEMATIC REVIEW AND FUTURE OUTLOOK
Ana Labella-Fernández, Belén Payán-Sánchez, M. Mar Serrano-Arcos
University of Almeria, Spain; belenpayan@ual.es

Tuesday, June 21, 11:00-12:30

COEMP5: Oral Communication Entrepreneurship 5

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1106
President of the session: Esther Hormiga, University of Barcelona

PARENTS' INTENTION TO SUPPORT CHILDREN'S ENTREPRENEURIAL BEHAVIOR: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOUR
Francisco J. García-Rodríguez, Desiderio Gutiérrez-Taño, Inés Ruiz-Rosa
University of La Laguna, Spain; fgarciar@ull.es
RELATOR: DARA HERNANDEZ

EXPLORING THE MEDIATION ROLE OF PERCEIVED BEHAVIOURAL CONTROL AND SUBJECTIVE NORMS IN THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND ENTREPRENEURIAL INTENTION
Mercedes Villanueva-Flores, Dara Hernández Roque, Mirta Díaz-Fernández, Mar Bornay-Barrachina
University of Cadiz, Spain; Pablo de Olavide University, Spain; dara.hernandez@uca.es
RELATOR: Karla Paola Hernández Del Valle

IS YOUR BUSINESS A REFLECTION OF YOUR BELIEFS? ENTREPRENEUR'S PERSONAL VALUES INFLUENCE ON THEIR ORGANIZATION'S CLIMATE ORIENTATION AND BUSINESS SUCCESS.
Karla Paola Hernández Del Valle, Esther Hormiga Pérez
University of Barcelona, Spain; University of Barcelona, Spain; karla.hernandez@ub.edu
RELATOR: Mar Bornay Barrachina

SERIOUS GAMES IN ENTREPRENEURSHIP EDUCATION: A LEARNER SATISFACTION AND INDIVIDUAL ENTREPRENEURIAL ORIENTATION APPROACHES
Izaias Martins, Juan P. Perez
EAFIT University, Colombia; imartins@eafit.edu.co
RELATOR: Francisco J. García-Rodríguez

COEST5: Oral Communication Strategy 5

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1207
President of the session: Ana Botella Andreu, University of Valencia

ORGANIZATIONAL RESILIENCE AND BUSINESS GROUP: BENEFITS OF CLOSING AFFILIATES IN THE GLOBAL AUTOMOTIVE INDUSTRY
Daniel Raya Quero, Natalia Ortiz de Mandojana
University of Granada, Spain; nortiz@ugr.es
RELATOR: Ana Botella Andreu

SOLVING AGENCY ISSUES THROUGH THE PARENTING ADVANTAGE IN MNC
Ana Botella Andreu, Jose Pla Barber, Cristina Villar García
University of Valencia, Spain; Ana.botella@uv.es
RELATOR: Antonio Sartal

HAPPY EVER AFTER? ON THE IMPORTANCE OF COMPETITIVE STRATEGIES FOR SUCCESSFUL ACQUISITIONS
Lucas López-Manuel, Antonio Sartal, Xosé H. Vázquez
University of Vigo, Spain; antoniosartal@uvigo.es
RELATOR: Elena Mellado García

THE IMPACT OF A FIRM'S INVESTORS ON ORGANIZATIONAL RESILIENCE. A RESOURCE DEPENDENCE VIEW OF AVOIDING RELAPSES INTO CRISES.
Elena Mellado García, Natalia Ortiz Martínez de Mandojana, Juan Alberto Aragón Correa
University of Granada, Spain; emellado@ugr.es
RELATOR: Xosé H. Vázquez

COFAM3: Family Firms Communication 3

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1105
President of the session: Gabriel Lozano Reina, University of Murcia

TOWARDS MORE ALIGNED EXECUTIVE PAY DESIGNS IN LISTED FAMILY FIRMS: DOES SAY-ON-PAY MATTER?
J. Samuel Baixauli-Soler, Gabriel Lozano-Reina, Gregorio Sánchez-Marín
University of Murcia, Spain; University of Alcalá, Spain; gabriel.lozano@um.es
RELATOR/ A: Ana Lucia Caicedo Leiton

COLLECTIVE PSYCHOLOGICAL OWNERSHIP FROM THE HETEROGENEITY OF THE FAMILY FIRMS
Ana Lucía Caicedo Leitón, Lucía Garcés Galdeano, Martín Larraza Kintana
Public University ofNavarra, Spain; analucia.caicedo@unavarra.es
RELATOR: Pablo Rodríguez García

A BIBLIOMETRIC ANALYSIS OF THE CASE STUDY IN FAMILY FIRMS
Pablo Rodriguez Garcia
University of Oviedo, Spain; uo91948@uniovi.es
RELATOR: Gabriel Lozano-Reina

COKNOW3: Oral Communication Knowledge Management 3

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1019
President of the session: Diego Corrales Garay, University Rey Juan Carlos

OPEN DATA BUSINESS MODELS: PROCESS MODEL AND EMERGING THEMES
Diego Corrales-Garay, Marta Ortiz-de-Urbina-Criado, Eva-María Mora-Valentín
Rey Juan Carlos University, Spain; diego.corrales@urjc.es
RELATOR: Patricia Pilar Zirena Bejarano

THE MEDIATING EFFECT OF ABSORPTIVE CAPACITY ON THE RELATIONSHIP: STRUCTURAL SOCIAL CAPITAL AND RESULTS OF NEW PRODUCTS IN TOURISM COMPANIES REGION AREQUIPA-PERU
Gloria Parra Requena, Patricia Pilar Zirena Bejarano, Abelardo Quispe Ambrocio, Willam Merma Valverde
Castilla La Mancha University; National University of San Agustín de Arequipa, Peru; pzirena@unsa.edu.pe
RELATOR: M. Teresa Ortega Egea

BUILDING BRIDGES WITH INTERNAL CAPABILITIES FROM THE RESOURCE OF CUSTOMER KNOWLEDGE IN SERVICE COMPANIES
M. Teresa Ortega Egea, M. Carmen Haro Domínguez, Paola S. Arce López, Luis M. Molina Fernández, Ester López Cárdenas
University of Granada, Spain; tortega@ugr.es
RELATOR: Nieves Lidia Díaz Díaz

MODEL FOR THE MANAGEMENT OF SCIENTIFIC KNOWLEDGE IN COOPETICIÓN ENVIRONMENTS
Claudia Benítez Núñez, Daniel Dorta Afonso, José Luis Ballesteros Rodríguez, Nieves Lidia Díaz Díaz, Petra De Saá Pérez
University of Las Palmas de Gran Canaria, Spain; claudia.benitez@ulpgc.es
RELATOR: Diego Corrales-Garay

COOPER4: Oral Communication Operations Management and Organizational Technology 4

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1206
President of the session: Juan Jose Tari Guillo, University of Alicante

COMPETITIVE INTELLIGENCE IN TOURIST DESTINATIONS: A RESEARCH CASE FOR ACTION ON THE COSTA BLANCA
Jorge Pereira-Moliner, Mario Villar-García, José Francisco Molina-Azorín, Juan José Tarí-Guilló, María Dolores López-Gamero, Eva María Pertusa-Ortega
University of Alicante, Spain; Tourism valencian community (INVAT· TUR); jorge.pereira@ua.es
RELATOR: Rojo Gallego-Burín, Araceli

RELATIONSHIPS BETWEEN QUALITY MANAGEMENT, AGILITY, AMBIDEXTERITY AND RESULTS IN HOTELS
Juan José Tarí, Eva María Pertusa-Ortega, José Francisco Molina-Azorín, Jorge Pereira-Moliner, María Dolores López-Gamero
University of Alicante, Spain jj.tari@ua.es
RELATOR: Javier Gonzalez Benito

THE REASONS THAT LEAD FIRMS TO EMBED DIGITALLY ITS SUPPLY CHAINS
Beatriz López Morales, Leopoldo Gutiérrez Gutiérrez, Javier Llorens Montes, Araceli Rojo Gallego-Burín
University of Granada, Spain; gallegoburin@ugr.es
RELATOR: Jorge Pereira-Moliner

RISK MANAGEMENT AND SUPPLY CHAIN OPERATIONAL PERFORMANCE: THE IMPORTANCE OF THE RISK MITIGATION DEFICIT.
Carmen González-Zapatero Redondo, Javier González-Benito
University of Salamanca, Spain; carmengz@usal.es
RELATOR: Juan José Tarí-Guilló

CORH6: Oral HR Communication and Organizational Design 6

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1107
President of the session: M. Dolores De La Rosa Navarro, Pablo De Olavide University

UNDERSTANDING LEADERSHIP STYLES IN THE HOTEL INDUSTRY: A BIBLIOMETRIC APPROACH
Irene Huertas-Valvidia, Thais González-Torres, Juan-José Nájera-Sánchez
Rey Juan Carlos University, Spain; thais.gonzalez@urjc.es
RELATOR: Angela Martínez

SERVANT LEADERSHIP AND TEAM CREATIVITY IN THE HOSPITALITY INDUSTRY: THE MEDIATING ROLE OF EMPOWERMENT CLIMATE AND TEAM CITIZENSHIP BEHAVIOR
Dioni Elche, Pablo Ruiz Palomino, Ángela Martínez Pérez, Jorge Linuesa Langreo
University of Castilla-La Mancha; jorge.linuesa@uclm.es
RELATOR: Juan-José Nájera-Sánchez

FAMILY FIRMS, AUTHENTIC LEADERSHIP AND AFFECTIVE COMMITMENT
INES HERRERO CHACON, M. DOLORES DE LA ROSA NAVARRO
Pablo de Olavide University, Spain; mdrosnav@upo.es
RELATOR: Emilio Domínguez Escrig

LEADERS' AUTHENTICITY AND FIRM INNOVATIVENES: AN EMPIRICAL RESEARCH
Francisco Fermín Mallén Broch, Emilio Domínguez Escrig, Rafael Lapiedra Alcamí
University Jaume I, Spain; edomingu@uji.es
RELATOR: M. Dolores De La Rosa Navarro

COSOC6: Oral Communication Business and Society 6

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1208
President of the session: Marcos Santamaria Mariscal, University of Burgos

FRAMING CONFLICTING DEMANDS AND STRATEGIES FOR SUSTAINABILITY IN SOCIAL ENTERPRISES
Ana Maria Bojica Bojica, Javier Martínez del Río
University of Granada, Spain; University of Almeria; abojica@ugr.es
RELATOR: Teresa Elvira

THE ROLE OF SOCIAL MEDIA IN NONPROFIT ORGANIZATIONS' FUNDRAISING
Teresa Elvira-Lorilla, Inigo Garcia Rodriguez, M. Elena Romero-Merino, Marcos Santamaria-Mariscal
University of Burgos, Spain; inigogr@ubu.es
RELATOR: Laura Calzada-Infante

ANALYSIS OF THE EFFICIENCY OF SPANISH FOOD BANKS
Laura Calzada-Infante, Jorge Coque, Pilar L. González Torre
University of Oviedo, Spain; pilargt@uniovi.es
RELATOR: Eduardo Sánchez García

REGIONAL SPECIALIZATION AS A DRIVING FORCE FOR SOCIAL CAPITAL, COOPERATION AND INNOVATION
Bartolomé Marco Lajara, Eduardo Sánchez García, Lorena Ruiz Fernández, Esther Poveda Pareja
University de Alicante, Spain; eduardo.sanchez@ua.es
RELATOR: Ana Maria Bojica Bojica

DOCRH: Doctoral HR Workshop Organizational Behavior and Organizational Design

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1508
President of the session: Jéssica Braojos Gómez, University of Granada

HOW DO SPANISH TECHNOLOGY COMPANIES IMPLEMENT HR ANALYTICS SUCCESSFULLY?
Jose Barrajón Rastrollo, Vicenc Fernandez
Polytechnic University of Catalonia - UPC, Spain; joseluisbarrajon@gmail.com

LITERATURE REVIEW ON PERFORMANCE OF AGRI-FOOD COOPERATIVES: NEW TRENDS
Irene Martínez López, Marta Fernández Barcala, Manuel González Díaz
University of Oviedo, Spain; martinezlirene@uniovi.es

TALENT MANAGEMENT IN SPANISH IT INDUSTRY
Josep Lluís Torres Soto, Vicenc Fernández Alarcón, Eva Gallardo Gallardo
TechTalent-Lab, Department of Management, Polytechnic University of Catalonia – Barcelona Tech, Spain; jose.luis.torres@upc.edu

MIINT: Internationalization Discussion Session

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1318
President of the session: Antonia Mercedes Garcia Cabrera, University of Las Palmas de Gran Canaria

SUSTAINABILITY AND DIGITALIZATION AS INFLUENCING FACTORS IN THE INTERNATIONALIZATION OF INDUSTRIAL SMES
Alejandro Mollá, Mitxel Cotarelo, Haydeé Calderón, Teresa Fayos, Belén Derqui
University of Valencia, Spain; IQS School of Management - Ramon Llull University, Spain; teresa.fayos@uv.es

THE EFFECT OF FEAR OF FAILURE ON ENTREPRENEURIAL ACTIVITY: AN EMPIRICAL STUDY IN THE SAUDI CONTEXT
Turki Alfahaid, Tatiana Lopez, David Urbano
King Abdulaziz University; Autonomous University of Barcelona; tatiana.lopez@uab.cat

IMPACT OF ADVANCED SERVITIZED PRODUCTS ON THE LONGITUDINAL PERFORMANCE OF SALES IN INTERNATIONAL MARKETS: THE MODERATING ROLE OF DISTRIBUTION CHANNELS
Waleed Shleha, Yancy Vaillant, Jonathan Calleja-Blanco
Toulouse Business School, Spain; University of Barcelona, Spain; jcallejablanco@ub.edu

MIMKT: Marketing Discussion session

Time: Tuesday, 21/06/2022: 11:00 - 12:30 · *Place:* Room 1312
President of the session: Jorge Matute Vallejo, IQS School of Management - Ramon Llull University

EXPLORING RESEARCH TRENDS OF SOCIAL COMMERCE: A BIBLIOMETRIC ANALYSIS FROM 2008-2021
Doaa A M Herzallah, Francisco J. Liébana Cabanillas
University of Granada, Spain; doaa.herzallah@hotmail.com

TRANSFER OF KNOWLEDGE AND TECHNOLOGY BETWEEN THE UNIVERSITY AND THE COMPANY: A SYSTEMATIC REVIEW FROM MARKETING
Rosa Vidal Tusal, Ercilia García Álvarez, José Simó Guzmán
Polytechnic University of Catalonia, Spain; Rovira i Virgili University; rosa.vidal@upc.edu

LEAN SIX SIGMA AND ERP IN DROPSHIPPING CONTEXTS: AN ACTION INVESTIGATION
Antonio José Biedma Fuentes, Jose Moyano Fuentes, Juan Manuel Maqueira Marín
University of Jaén, Spain; antojobifu@gmail.com

GENERATION Z CONSUMPTION PATTERNS IN THE TOURISM SECTOR: A SYSTEMATIC LITERATURE REVIEW
María Torrejón-Ramos, Rocío González-Sánchez, Sara Alonso-Muñoz, María-Sonia Medina-Salgado
Rey Juan Carlos University, Spain; maria.torrejon@urjc.es

Tuesday, June 21, 14:45-16:15

COEMP6: Oral Communication Entrepreneurship 6

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1106
President of the session: Naiara Fernández Bravo, Complutense University Of Madrid

THE ROLE OF ENTREPRENEURIAL ORIENTATION AND THE DYNAMISM OF THE ENVIRONMENT IN INTERNATIONAL ENTREPRENEURSHIP
Naiara Fernández Bravo, Ana María Romero Mártinez
Complutense University of Madrid, Spain; naiarafernandezbravo@gmail.com
RELATOR: Francisco García Relates

THE IMPACT OF ENTREPRENEURIAL ALERTNESS AND ORGANIZATIONAL CREATIVITY ON CORPORATE ENTREPRENEURSHIP
Naiara Fernández Bravo, Ana María Romero Martínez
Complutense University of Madrid, Spain; naiarafernandezbravo@gmail.com
RELATOR: Ruiz-Rosa, Inés

IDENTIFICATION AND ANALYSIS OF THE BELIEFS THAT SHAPE THE BACKGROUND OF THE INTENTION TO UNDERTAKE
Inés Ruiz-Rosa, Desiderio Gutiérrez-Taño, Francisco J. García-Rodríguez, Esperanza Gil Soto.
University of La Laguna, Spain; ciruiz@ull.edu.es
RELATOR: Naiara Fernández

COEST6: Oral Communication Strategy 6

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1207
President of the session: Bartolomé Marco Lajara, University of Alicante

FROM ORGANIZATIONAL FLEXIBILITY TO PIONEERING GUIDANCE: THE ROLE OF MANAGEMENT SUPPORT
Bernardo De la Gala Velásquez, Americo Hurtado Palomino
National University of San Agustín de Arequipa, Peru; bdelagala@unsa.edu.pe
RELATOR: Alejandra Cueva

DEVELOPMENT A TWO-WAY SATISFACTION MODEL
Alejandra Cueva, Anna Akhmedova, Frederic Marimon
International University of Catalonia, Spain; acuevareal@uic.es
RELATOR: Bernardo de la Gala

BUSINESS LOCATION AS A SOURCE OF INNOVATION: AN ANALYSIS OF THE ENERGY SECTOR IN SPAIN
Bartolomé Marco Lajara, Eduardo Sánchez García, Francisco García Lillo, Pedro Seva Larrosa, Javier Martínez Falcó
University of Alicante, Spain; eduardo.sanchez@ua.es
RELATOR: Javier Martín Falcó

SERVITIZATION AND INDUSTRY 4.0 AND ITS EFFECTS ON COMPETITIVENESS: CASE STUDIES OF SPANISH MANUFACTURING COMPANIES
PEDRO ENRIQUE MINAYA BARRERA, LUCIA AVELLA CAMARERO, JUAN ANTONIO TRESPALACIOS GUTIERREZ
University of Oviedo, Spain; minayapedro@uniovi.es

COINN5: Oral Communication Innovation 5

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1019
President of the session: Merce Bernardo Vilamitjana, University of Barcelona

WHICH PROVIDES BETTER RESULTS: CIVILIAN OR MILITARY R&D?
Francisco Callado-Muñoz, Marta Fernández-Olmos, Marisa Ramirez Aleson, Natalia Utrero-González
University of Murcia; University of Zaragoza, Spain; University Center of Defense. University of Zaragoza; mramirez@unizar.es
RELATOR: Cristina Carrillo Pulido

THE INFLUENCE OF INSTITUTIONS ON INNOVATION POLICIES: A LITERATURE AND BIBLIOMETRIC REVIEW
Cristina Carrillo Pulido, Juan Carlos Rodríguez Cohard, Welcome Ortega Aguaza
University of Jaén, Spain; University of Malaga, Spain; ccpulido@ujaen.es
RELATOR: José Luis Hervás-Oliver

SME OPEN INNOVATION THROUGH A CONFIGURATIONAL ANALYSIS: UNDERSTANDING TYPES AND LIMITS OF OPEN INNOVATION
José Luis Hervás-Oliver, Francisca Sempere-Ripoll
Polytechnic University of Valencia, Spain; jose.hervas@omp.upv.es
RELATOR: Marisa Ramírez Alesón

COMKT3: Oral Communication Marketing 3

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1206
President of the session: Ruben Huertas Garcia, University of Barcelona

SHOPPING ON SOCIAL NETWORKS? ANALYSIS OF IMPULSIVITY IN THE ACCEPTANCE OF INSTAGRAM COMMERCE AND THE MODERATING EFFECT OF COVID-19
Doaa Herzallah, Francisco J. Liébana Cabanillas
University of Granada, Spain; doaa.herzallah@hotmail.com
RELATOR: Laura Saez

DETECTION OF USER PROFILES THAT FALSIFY THEIR DATA WHEN THEY PARTICIPATE IN SWEEPSTAKES AND ONLINE TESTS
Laura Sáez Ortuño, Santiago Forgas Coll, Rubén Huertas García, Javier Sánchez García
University of Barcelona, Spain; University Jaume I; laurasaez@ub.edu
RELATOR: Lidia Vidal Meliá

SUSTAINABILITY AND LOCAL FOOD OF A TOURIST DESTINATION IN THE COVID-19 CONTEXT
Marta Estrada, Miguel Angel Moliner, Diego Monferrer, Lidia Vidal Meliá
University Jaume I, Spain; lvidal@uji.es
RELATOR: Walter Palomino-Tamayo

EXPLORING FIRMS BRAND ORIENTATION OF PROMINENT BRANDS: A FRAMEWORK FROM A PRACTITIONER PERSPECTIVE
Walter Palomino-Tamayo, Julio Cerviño Fernandez
ESAN University, Peru; University Carlos III of Madrid, Spain; 1509331@esan.edu.pe
RELATOR: Doaa Herzallah

CORH7: Oral HR Communication and Organizational Design 7

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1107
President of the session: MARIA MUÑOZ-DOYAGUE, UNIVERSITY OF LEÓN

WILLING TO BE MORE CREATIVE? DON´T WORRY, AND BE HAPPY.
Ana Perez-Luñoz, Roció Aguilar, Maria F. Muñoz-Doyague
University Pablo De Olavide, Spain; University De León, Spain; s.munoz@unileon.es
RELATOR: Zina Barghouti Abrini

CREATING MORE INNOVATIVE COMPANIES: COMPASSION AND TRUST AS TOOLS TO INNOVATE
Zina Barghouti Abrini, Jacob Guinot Reinders, Ricardo Chiva Gomez
University Jaume I, Spain; barghout@uji.es
RELATOR: Rocío Aguilar

COSOC7: Oral Communication Business and Society 7

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1208
President of the session: Maria Jose Ruiz Ortega, University de Castilla La Mancha

INFLUENCE OF AGILITY AND INNOVATION ON ENVIRONMENTAL MANAGEMENT AND ITS IMPACT ON COMPETITIVE ADVANTAGES: AN ANALYSIS OF THE HOTEL SECTOR
María Dolores López-Gamero, José Francisco Molina-Azorín, Juan José Tarí, Jorge Pereira-Moliner, Eva María Pertusa-Ortega
University of Alicante, Spain; md.lopez@ua.es
RELATOR: Job Rodrigo Alarcon

MARKET DYNAMISM AND SUSTAINABILITY IN HERITAGE TOURISM DESTINATIONS: THE ENHANCING ROLE OF BRIDGING CAPITAL
Gloria Parra Requena, María José Ruiz Ortega, Job Rodrigo Alarcon, Pedro Manuel García Villaverde
University of Castilla La Mancha, Spain; Job.Rodrigo@uclm.es
RELATOR: Daniela Freund

SHINING A LIGHT ON GENDER-EQUALITY. EDUCATIONAL INNOVATION IN TOURISM AND HOSPITALITY STUDIES
Daniela Freund
IQS School of Management - Ramon Llull University; daniela.freund@iqs.url.edu
RELATOR: Pedro Manuel García

SUSTAINABILITY ORIENTATION AND SUSTINABILITY PERFORMANCE IN RESPONSE TO HOSTILE ENVIRONMENTS IN CULTURAL TOURISM DESTINATIONS
María José Ruiz Ortega, Mateo Manuel Córcoles Muñoz, Gloria Parra Requena, Pedro Manuel García Villaverde
University of Castilla-La Mancha, Spain; mateom.corcoles@uclm.es
RELATOR: Jorge Pereira-Moliner

COTEA: Oral Communication Teaching Innovation

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1009
President of the session : Mónica Martínez Blasco, IQS School of Management

INTERNATIONAL STUDENT MOBILITY IN HIGHER EDUCATION: STUDENTS' ATTITUDE TO VIRTUAL MOBILITY
Cristina López-Duarte, Jane Maley, Marta M. Vidal-Suarez
University of Oviedo, Spain; Sabanci University; mmvidal@uniovi.es
RELATOR: Francesc Prior

THE QUESTIONS-ANSWERS DIALECTIC IN ACCOUNTING TEACHING: A CASE STUDY
Mónica Martínez Blasco, Kristina Markulin, Francesc Prior Sanz, Marianna Bosch Casabó
IQS School of Management - Ramon Llull University; University of Barcelona, Spain; monica.martinez@iqs.url.edu
RELATOR: Victor Oltra

BOOSTING MANAGEMENT STUDENTS' ACADEMIC PERFORMANCE: THE ROLE OF ABSORPTIVE CAPACITY, LEARNING METHODOLOGIES, AND COOPERATIVE CLIMATE
Anabel Fernández-Mesa, Julia Olmos-Peñuela, Ana García-Granero, Victor Oltra
University of Valencia, Spain; victor.oltra@uv.es
RELATOR: Marta M. Vidal-Suarez

DOCEMP2: Doctoral Workshop Entrepreneurship 2 CAST

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1508
President of the session: Sebastián Aparicio, Autonomous University de Barcelona

FEMALE ENTREPRENEURSHIP: TOWARDS AN ETHICS IN INTELLIGENT ALGORITHMS
Maria Saiz Santos, Zaira Vicente Adame
University of the Basque Country. UPV/EHU.; 2BZMK CREATIVE CONTENTS, Spain; zairavicente@gmail.com

HUMAN CAPITAL AND SOCIAL CAPITAL - STRATEGIES FOR THE PROMOTION OF ACADEMIC ENTREPRENEURSHIP
Sofia Louise Martinez Martinez, Rafael Ventura Fernandez
University of Malaga, Spain; sofia.martinez@uma.es

WELL-BEING AND PSYCHOSOCIAL DETERMINANTS IN THE ENTREPRENEURIAL PROCESS WITH A GENDER PERSPECTIVE
Sara Enrique Belda
University of Valencia, Spain; sara.enrique@uv

MIEST: Discussion session Strategy

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1318
President of the session: Elisabet Garrido Martínez, University of Zaragoza

ORGANIC AGRIFOOD INDUSTRY IN THE COMUNITAT VALENCIANA. POLICIES AND ACTIONS IN THE SECTOR
Xavier Raso Domínguez, Luís Martínez Chafer, Francesc Xavier Molina Morales
Jaume I University of Castellón, Spain; raso@uji.es

PARTNER DIVERSITY AN BUSINESS INNOVATIONS: THE ROLE OF TECHNICAL AND CREATIVE CAPABILITIES IN THE HOSPITALITY INDUSTRY
Thais González-Torres, Eva Pelechano-Barahona, Fernando-Enrique García-Muiña
Rey Juan Carlos University, Spain; thais.gonzalez@urjc.es

FIRM RESILIENCE IN THE FACE OF A PANDEMIC: ACCESS TO RESOURCES, INNOVATIVE ORGANIZATIONAL RESPONSES AND FIRM PERFORMANCE
Jaime Gómez Villascuerna, Beatriz Pérez-Aradros Muro, Idana Salazar Terreros
University of La Rioja, Spain; beatriz.perez-aradros@unirioja.es

CONCEALMENT OF ORGANIZATIONAL KNOWLEDGE IN THE DIGITAL AGE: WHAT IS THE ROLE OF THE TECHNOLOGICAL TURBULENCE GENERATED BY ARTIFICIAL INTELLIGENCE?
Jose Arias-Perez, Juan Velez-Jaramillo
University of Antioquia, Colombia; jenrique.arias@udea.edu.co

MIRH2: Discussion session Human Resources and Organizational Behavior 2

Time: Tuesday, 21/06/2022: 14:45 - 16:15 · *Place:* Room 1312

President of the session: Pilar Jerez Gómez, University of Almería

RECOMMENDATIONS FOR THE REPORT OF CASE STUDIES OR ACTION RESEARCH IN THE AREA OF BUSINESS MANAGEMENT

Juan A. Marin-Garcia, Jose P. Garcia-Sabater, Julien Maheut

ROGLE. University Politecnica de Valencia, Spain; jamarin@omp.upv.es

HOW CAN HR MANAGEMENT IMPROVE THE SUSTAINABILITY OF COMPANIES?: THE MEDIATING ROLE OF EMPLOYEE FLEXIBILITY

Francisco Rincón Roldán, Álvaro López Cabrales

Pablo de Olavide University, Spain; fjrinrol@upo.es

OCCUPATIONAL HEALTH AND WELL-BEING IN PEOPLE MANAGEMENT: A COMPREHENSIVE APPROACH

Miguel Ángel Gimeno Navarro, Antonio Grandío Botella

University Jaume I, Spain; ngimeno@uji.es

THE IMPACT OF TMS AS A MEDIATION LINK BETWEEN COGNITIVELY DIVERSE EMPLOYEES AND THE VIABILITY OF THE JOB.

Paola Steffany Arce Lopez, Antonia Ruiz Moreno, Dainelis Cabeza Pulles, Javier Llorens Montes, María Roldán Bravo

University of Granada, Spain; University of Jaen, Spain; steffanyarce@correo.ugr.es

CHALLENGES IN THE TRAINING OF THE WORKFORCE OF THE TOURISM SECTOR IN THE POST-COVID ERA

Jordi Ficapal Mestres, Albert Fornells Herrera

IQS School of Management - University Ramon Llull, Spain; albert.fornells@iqs.url.edu

Martes 21 de junio, 08:30-10:00

COEMP4: Comunicación Oral Emprendimiento4

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1106
Presidente/a de la sesión: Antonio Carmona Lavado, Universidad Pablo de Olavide

THE ROLE OF ENTREPRENEURS' AFFECTIVE TRAITS IN THEIR OPPORTUNITY ASSESSMENT: ACCURACY OR OVERCONFIDENCE
Celia Díaz Portugal, Juan Bautista Delgado García, Virginia Blanco Mazagatos
Universidad de Burgos, Spain; cdportugal@ubu.es
RELATOR/A: Américo Hurtado-Palomino

BACKGROUNDS OF PROACTIVENESS: A RELATIONAL APPROACH
Américo Hurtado-Palomino, Pedro Manuel García-Villaverde, María José Ruiz-Ortega, Bernardo Ramon Dante De La Gala-Velásquez
Universidad Nacional de San Agustín de Arequipa, Peru; Universidad de Castilla-La Mancha; ahurtado@unsa.edu.pe
RELATOR/A: Antonio Carmona Lavado

THE EFECT OF ACCELERATOR' EXTERNAL SOCIAL CAPITAL ON START-UPS' RADICAL BUSINESS MODEL INNOVATION: THE MEDIATING ROLE OF CROSS-INDUSTRY INNOVATION
Antonio Carmona Lavado, Carmen Cabello Medina
Universidad Pablo de Olavide (Sevilla); acarlav@upo.es
RELATOR/A: Sufia Mohand Amar

INTERNAL AND EXTERNAL FEASIBILITY AND NASCENT ENTREPRENEURIAL EFFORT: THE MEDIATING ROLE OF GOAL COMMITMENT
Sufia Mohand Amar, Matilde Ruiz Arroyo, María del Mar Fuentes Fuentes
Universidad de Granada, Spain; smohand@ugr.es
RELATOR/A: Celia Díaz Portugal

COEST4: Comunicación Oral Estrategia 4

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1207
Presidente/a de la sesión: Jéssica Braojos Gómez, Universidad de Granada

SLACK HUMAN RESOURCES, BUSINESS GROUPS, AND FIRM PERFORMANCE: EVIDENCE FROM PRIVATELY HELD EUROPEAN FIRMS
Pablo Doucet, Ignacio Requejo, Isabel Suárez-González
Universidad de Salamanca; doucet@usal.es
RELATOR/A: Pauline Weritz

A STUDY ON HOW STRATEGIC CAPABILITIES ENHANCE DIGITAL TRANSFORMATION SUCCESS AND FIRM PERFORMANCE
Pauline Weritz, Jessica Braojos, Jorge Matute, Jose Benitez
IQS School of Management - Universitat Ramon Llull; Boston College, USA; University of Granada, Spain; EDHEC Business School, France; pauline.weritz@iqs.url.edu
RELATOR/A: Rocio Aguilar Caro

DYNAMIC RESOURCE MANAGEMENT: AN APPLICATION TO SLACK RESOURCES
María Agustí Perez, Rocio Aguilar caro, Jose Luis Galan Gonzalez, Francisco José Acedo Gonzalez
Universidad Pablo de Olavide, Spain; Universidad de Sevilla; ragucar@upo.es
RELATOR/A: Juan Carlos Rivera Prieto

TO EACH THEIR OWN: SIGNALS ABOUT THE VALUE OF EMPLOYEES FOR NEWLY PUBLIC VENTURES AND THE ATTRACTION OF VARIOUS TYPES OF INVESTORS
Juan Carlos Rivera-Prieto, Bárbara Larrañeta, Rocío Aguilar Caro
Universidad Pablo de Olavide, Spain; jcrivpri@upo.es
RELATOR/A: Doucet, Pablo

COFIN3: Comunicación Oral Finanzas 3

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1009
Presidente/a de la sesión: Francesc Prior Sanz, IQS School of Management - Universitat Ramon Llull

INVESTMENT CROWDFUNDING DOES NOT TRUST SUSTAINABILITY! AT LEAST SO FAR
Carmen Mendoza Resco, Isabel María Parra Oller, Nuria Suárez Suárez
Universidad Autónoma de Madrid, Spain; isabel.parra@uam.es
RELATOR/A: Francisco Javier Forcadell Martinez

SUSTAINABLE BANKING: A SUITABLE INSTRUMENT IN GENERATING FINANCIAL INCLUSION?
Fernando Ubeda, Francisco Javier Forcadell Martinez, Alvaro Mendez
Universidad Autonoma de Madrid; Universidad Rey Juan Carlos; London School of Economics and Political Science; a.mendez@lse.ac.uk
RELATOR/A: Carlos Salvador Muñoz

DIGITAL DISRUPTORS AT THE GATE. DOES FINTECH LENDING AFFECT BANK MARKET POWER AND STABILITY?
Pedro Cuadros Solas, Elena Cubillas Martin, Carlos Salvador Muñoz, Nuria Suárez Suárez
Cunef Universidad, Spain; Universidad de Oviedo, Spain; Universitat de València, Spain; Universidad Autónoma de Madrid, Spain; carlos.salvador@uv.es
RELATOR/A: María Jesús Castrillo Lara

THE EU TAXONOMY: THE PATH TO SUSTAINABLE FINANCE IN EUROPE
María Jesús Castrillo Lara, Sonia Marcos Naveira
Universidad de Burgos, Spain; snaveira@ubu.es
RELATOR/A: Isabel María Parra Oller

COINN4: Comunicación Oral Innovación 4

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1019
Presidente/a de la sesión: Paloma Miravitlles Matamoros, Universitat de Barcelona

MULTIPLE MANAGEMENT SYSTEMS IMPLEMENTATION AS A DRIVER OF ECO-PRODUCT INNOVATION
Alfonso Hernandez-Vivanco, Merce Bernardo
Universitat de Barcelona, Spain; merce.bernardo@ub.edu
RELATOR/A: Silvia Donis Martínez

BARRIERS TO ECO-INNOVATION: EMPIRICAL ANALYSIS OF EUROPEAN FIRMS
Silvia Donis Martínez, Jaime Gómez Villascuerna, Idana Salazar Terreros
Universidad de La Rioja, Spain; silvia.donis@unirioja.es
RELATOR/A: Anna Roca Castello

FOREIGN SUBSIDIARIES KNOWLEDGE SOURCING: GREEN INNOVATION VERSUS CONVENTIONAL INNOVATION
Anna Roca Castello, Paloma Miravitlles Matamoros, Fariza Achcaoucaou Iallouchen
Universitat de Barcelona, Spain; arocacastello@ub.edu
RELATOR/A: Sucet Jimena Martínez-Vergara

SPANISH INCUMBENTS TACKLING DISRUPTIVE INNOVATION DEVELOPMENT: A QUALITATIVE RESEARCH STUDY
Sucet Jimena Martínez-Vergara, Jaume Valls-Pasola
Universitat de Barcelona, Spain; sucet_martinez@yahoo.es
RELATOR/A: Mercè Bernardo

COINT3: Comunicación Oral Internacionalización 3

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1105
Presidente/a de la sesión: Noelia Jiménez-Asenjo de Pedro, IQS, Universitat Ramón Llull

WHAT DETERMINES THE BRAND-NAMING STRATEGY OF MNES? AN ANALYSIS IN THE GLOBAL MOBILE TELECOMMUNICATIONS INDUSTRY
Beatriz Domínguez, Elisabet Garrido, Minerva González, Juan P. Maícas
Universidad de Zaragoza, Spain; minervag@unizar.es
RELATOR/A: Noelia Jiménez-Asenjo de Pedro

SCRUTINISING SPANISH WINE FIRMS: AN INTEGRATED VIEW OF THEIR INTERNATIONALISATION PROCESS
Noelia Jiménez-Asenjo de Pedro, Diana A. Filipescu
IQS School of Management - Universitat Ramon Llull, Spain; TBS Business School; noelia.jimenez@iqs.url.edu
RELATOR/A: Izaias Martins

INTERNATIONAL PERFORMANCE OF LATIN AMERICAN COMPANIES: INSTITUTIONAL AND REPUTATIONAL PERSPECTIVESINTERNATIONAL PERFORMANCE OF LATIN AMERICAN COMPANIES: INSTITUTIONAL AND REPUTATIONAL PERSPECTIVES
LAURA ISABEL ROJAS DE FRANCISCO, ANA MARÍA PARENTE LAVERDE, IZAIAS MARTINS
Universidad EAFIT, Colombia; lrojas3@eafit.edu.co
RELATOR/A: Metin Onal

LEARNING FROM INTERNATIONAL JOINT PRODUCT DEVELOPMENT WORK: THE ROLE OF RESOURCES
Metin Onal Vural
CUNEF, Spain; metin.vural@cunef.edu
RELATOR/A: Minerva González

COOPER3: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 3

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1206
Presidente/a de la sesión: Jose Moyano Fuentes, Universidad de Jaen

LOOKING FOR A PERISHABLES REDISTRIBUTION CENTER IN EUROPE
Juan Carlos Pérez Mesa, María del Carmen García Barranco, Mª Mar Serrano Arcos
Universidad de Almeria, Spain; maricarmengarcia@ual.es
RELATOR/A: Juan Manuel Maqueira Marín

DEVELOPING LEAN AND AGILE SUPPLY CHAIN CAPABILITIES: EXPLORING THE EFFECTS OF MATURE AND LATEST TECHNOLOGIES
Diéssica de Oliveira Dias, Juan Manuel Maqueira Marín, José Moyano Fuentes
Universidad de Jaén, Spain; oliveira@ujaen.es
RELATOR/A: Zara Ahmada

SUSTAINABILITY ISOMORPHISM IN BUYER-SUPPLIER RELATIONSHIPS: THE IMPACT OF SUPPLY CHAIN LEADERSHIP
ZAHRA AHMADI GHOBADBEZANI, ALEJANDRO BELLO PINTADO
Public University of Navarra; Public University of Navarra; zahra.ahmadi@unavarra.es
RELATOR/A: Natalia Amat-Lefort

EXPLORING AIRBNB SERVICE QUALITY ATTRIBUTES AND THEIR RELATION TO USER SENTIMENT THROUGH TEXT MINING ANALYTICS
Natalia Amat-Lefort, Federico Barravecchia, Luca Mastrogiacomo
Universitat Internacional de Catalunya, Spain; Politecnico di Torino, Italy; namat@uic.es
RELATOR/A: María del Carmen García Barranco

CORH5: Comunicación Oral RRHH y Diseño Organizacional 5

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1107
Presidente/a de la sesión: Frederic Marimon, Universitat Internacional de Catalunya

NUEVOS RETOS PARA LA EMPRESA: AYUDAR A LAS PERSONAS A ENCONTRAR SIGNIFICADO Y CALLING EN SU TRABAJO
María Dolores Arderiu Gandía, Dolors Gil-Doménech, Frederic Marimon
Universitat de Barcelona; Universitat Internacional de Catalunya, Spain; fmarimon@uic.es
RELATOR/A: Alejandro Salvador Gómez

IMPLICACIÓN LABORAL Y COMPROMISO COLECTIVO DE LOS EMPLEADOS: EL PAPEL DEL CONSENSO DURANTE LA IMPLEMENTACIÓN DE LA GRH
Alejandro Salvador Gómez, Juan Carlos Bou Llusar, Inmaculada Beltrán Martín
Universitat Jaume I, Spain; alsalvad@uji.es
RELATOR/A: Daniel Dorta Afonso

LOS SISTEMAS DE TRABAJO DE ALTO RENDIMIENTO Y LA INTENCIÓN DE ABANDONO DE LOS EMPLEADOS DURANTE LA COVID-19: EL EFECTO MEDIADOR DEL ESTRÉS Y DE LA SATISFACCIÓN LABORAL
Claudia Benítez Núñez, Daniel Dorta Afonso, Petra de Saá Pérez
Universidad de las Palmas de Gran Canaria, Spain; claudia.benitez@ulpgc.es
RELATOR/A: BEATRIZ PICAZO RODRIGUEZ

LA INFLUENCIA DE LA PERCEPCIÓN DE GÉNERO EN LA TRANSFORMACIÓN DIGITAL Y SU RELACIÓN CON EL TECNOESTRÉS Y LA PRODUCTIVIDAD: SECTOR PRIVADO Y SECTOR PÚBLICO
Beatriz Picazo Rodríguez, Marina Estrada De La Cruz, Juana María Aznar Márquez, Antonio José Verdú Jover, José María Gómez Gras
Universidad Miguel Hernández, Spain; bpicazo@umh.es
RELATOR/A: Frederic Marimon

COSOC5: Comunicación Oral Empresa y Sociedad 5

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1208
Presidente/a de la sesión: Miguel Ángel López-Navarro, Universitat Jaume I

LEGITIMACY OF GRASSROOTS ENVIRONMENTAL ORGANISATIONS: THE CASE OF A PETROCHEMICAL AREA
Miguel Ángel López-Navarro, Vicent Tortosa Edo
Universitat Jaume I, Spain; mlopez@uji.es
RELATOR/A: José Luis Sánchez

HOW TO ENHANCE CITIZENS' WELL-BEING? AN EXAMINATION OF THE INTERACTION BETWEEN URBAN SUSTAINABILITY AND INSTITUTIONS OVER TIME
Raquel Antolín, Javier Martínez del Río, María del Mar Martínez Bravo
Universidad de Almería, Spain; raquel.antolin@ual.es
RELATOR/A: *Inés Suárez Perales*

LA INFLUENCIA EN EL CUMPLIMIENTO TRIBUTARIO DE LA TRANSPARENCIA, LA JUSTICIA Y LA ORIENTACIÓN DE SERVICIO DE LA ADMINISTRACIÓN TRIBUTARIA.
José Luis Sanchez-Torelló, Jorge Matute, Felix Friederich, Ramon Palau-Saumell
IQS School of Management - Universitat Ramon Llull, Spain; jose.sanchez@iqs.url.edu
RELATOR/A: Raquel López

ANALIZING MANAGERS' MISTRUST OF GREENWASHERS THROUGH THE MANAGERIAL TRUST UNIVERSE
Jesús Valero Gil, Inés Suárez Perales, Vera Ferrón Vílchez
Universidad de Zaragoza; Universidad de Granada; vferron@ugr.es
RELATOR/A: Miguel Ángel López-Navarro

DOCMKT: Taller Doctoral Marketing e Internacionalización

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1508
Presidente/a de la sesión: Jan Meyer, IQS School of Management - Universitat Ramon Llull

MOTIVACIONES DE COMPRA DE PRODUCTOS FALSIFICADOS: UNA PROPUESTA DE ANALISIS INTERCULTURAL
Sara Pahlevan
Universidad de Barcelona, Spain; s_pahlevan@yahoo.com

THE EFFECT OF FIRM CUSTOMER EXPERIENCE INITIATIVE ON FIRM VALUE: THE CONTEXT MODERATION ROLE
Elias Felix Huerta Camones, Walter Martin Palomino-Tamayo, Juan Segundo Timana De La Flor
Universidad ESAN, Peru.; eliashuerta21@gmail.com

SMES SUSTAINABLE UPGRADING IN GLOBAL VALUE CHAINS: AN INSTITUTIONAL AND NETWORK APPROACH.
Andrea Pallás Rocafull
Universidad de Valencia, Spain; andrea.pallas@uv.es

MIFAM: Mesa Interactiva Empresa Familiar

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1318
Presidente/a de la sesión: Manuel González-Díaz, Universidad de Oviedo

EFECTO NO LINEAR DE LA PARTICIPACIÓN FAMILIAR EN LAS CAPACIDADES DINÁMICAS DE LAS CADENAS HOTELERAS ESPAÑOLAS
Lorena Ruiz-Fernández, Laura Rienda, Rosario Andreu
Universidad de Alicante, Spain; lorena.fernandez@ua.es

ENTREPRENEURIAL MOTIVES AND INNOVATION FOR THE FIRM: DIFFERENCES BETWEEN FAMILY AND NON-FAMILY BUSINESSES
Mahsa Samsami, María Isabel Neira Gomez, Nuria Calvo, Thomas Schøtt
University of Santiago de Compostela; University of A Coruña; University of Agder; American University in Cairo; University of Southern Denmark; samsami.mahsa@rai.usc.es

DISENTANGLING SUSTAINABILITY IN FAMILY SME
Inés Herrero, Rocio Ruiz Benitez, Cristina López
Universidad Pablo de Olavide, Spain; rruiben@upo.es

MIRH1: Mesa Interactiva Recursos Humanos y Comportamiento Organizacional 1

Hora: Martes, 21/06/2022: 8:30 - 10:00 · *Lugar:* Aula 1312
Presidente/a de la sesión: MARÍA MUÑOZ-DOYAGUE, UNIVERSIDAD DE LEÓN

LINKING LEADER ACCOUNTABILITY TO INNOVATION AND PERFORMANCE: A RELATIONSHIP-BASED APPROACH
Emilio Domínguez Escrig, Francisco Fermín Mallén Broch, Rafael Lapiedra Alcamí
Universitat Jaume I, Spain; edomingu@uji.es

EXPLICACIÓN DE LA SATISFACCION LABORAL DEL EMPLEADO A TRAVÉS DEL USO DE BENEFICIOS Y POLÍTICAS TRABAJO-VIDA Y LA INTERFAZ TABAJO – FAMILIA
Liliana María Gutiérrez Vargas, Joaquín Alegre Vidal, Susana Pasamar Reyes
Universidad de Antioquia, Colombia; Universidad de Valencia, España; Universidad Pablo de Olavide, España; lmaria.gutierrez@udea.edu.co

GREEN HUMAN RESOURCE MANAGEMENT: A SYSTEMATIC REVIEW AND FUTURE OUTLOOK
Ana Labella-Fernández, Belén Payán-Sánchez, M. Mar Serrano-Arcos
Universidad de Almería, Spain; belenpayan@ual.es

Martes 21 de junio, 11:00-12:30

COEMP5: Comunicación Oral Emprendimiento 5

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1106
Presidente/a de la sesión: Esther Hormiga, Universitat de Barcelona

PARENTS' INTENTION TO SUPPORT CHILDREN'S ENTREPRENEURIAL BEHAVIOR: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOUR
Francisco J. García-Rodríguez, Desiderio Gutiérrez-Taño, Inés Ruiz-Rosa
Universidad de La Laguna, Spain; fgarciar@ull.es
RELATOR/A: DARA HERNANDEZ

EXPLORING THE MEDIATION ROLE OF PERCEIVED BEHAVIOURAL CONTROL AND SUBJECTIVE NORMS IN THE RELATIONSHIP BETWEEN PSYCHOLOGICAL CAPITAL AND ENTREPRENEURIAL INTENTION
Mercedes Villanueva-Flores, Dara Hernández Roque, Mirta Díaz-Fernández, Mar Bornay-Barrachina
Universidad de Cádiz, Spain; Universidad Pablo de Olavide, Spain; dara.hernandez@uca.es
RELATOR/A: Karla Paola Hernández Del Valle

IS YOUR BUSINESS A REFLECTION OF YOUR BELIEFS? ENTREPRENEUR'S PERSONAL VALUES INFLUENCE ON THEIR ORGANIZATION'S CLIMATE ORIENTATION AND BUSINESS SUCCESS.
Karla Paola Hernández Del Valle, Esther Hormiga Pérez
Universidad de Barcelona, Spain; Universidad de Barcelona, Spain; karla.hernandez@ub.edu
RELATOR/A: Mar Bornay Barrachina

SERIOUS GAMES IN ENTREPRENEURSHIP EDUCATION: A LEARNER SATISFACTION AND INDIVIDUAL ENTREPRENEURIAL ORIENTATION APPROACHES
Izaias Martins, Juan P. Perez
Universidad EAFIT, Colombia; imartins@eafit.edu.co
RELATOR/A: Francisco J. García-Rodríguez

COEST5: Comunicación Oral Estrategia 5

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1207
Presidente/a de la sesión: Ana Botella Andreu, Universitat de Valencia

ORGANIZATIONAL RESILIENCE AND BUSINESS GROUP: BENEFITS OF CLOSING AFFILIATES IN THE GLOBAL AUTOMOTIVE INDUSTRY
Daniel Raya Quero, Natalia Ortiz de Mandojana
Universidad de Granada, Spain; nortiz@ugr.es
RELATOR/A: Ana Botella Andreu

SOLVING AGENCY ISSUES THROUGH THE PARENTING ADVANTAGE IN MNC
Ana Botella Andreu, Jose Pla Barber, Cristina Villar García
Universitat de Valencia, Spain; Ana.botella@uv.es
RELATOR/A: Antonio Sartal

HAPPY EVER AFTER? ON THE IMPORTANCE OF COMPETITIVE STRATEGIES FOR SUCCESSFUL ACQUISITIONS
Lucas López-Manuel, Antonio Sartal, Xosé H. Vázquez
Universidad de Vigo, Spain; antoniosartal@uvigo.es
RELATOR/A: Elena Mellado García

THE IMPACT OF A FIRM'S INVESTORS ON ORGANIZATIONAL RESILIENCE. A RESOURCE DEPENDENCE VIEW OF AVOIDING RELAPSES INTO CRISES.
Elena Mellado García, Natalia Ortiz Martínez de Mandojana, Juan Alberto Aragón Correa
Universidad de Granada, Spain; emellado@ugr.es
RELATOR: Xosé H. Vázquez

COFAM3: Comunicación Empresa Familiar 3

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1105
Presidente/a de la sesión: Gabriel Lozano Reina, Universidad de Murcia

TOWARDS MORE ALIGNED EXECUTIVE PAY DESIGNS IN LISTED FAMILY FIRMS: DOES SAY-ON-PAY MATTER?
J. Samuel Baixauli-Soler, Gabriel Lozano-Reina, Gregorio Sánchez-Marín
Universidad de Murcia, Spain; Universidad de Alcalá, Spain; gabriel.lozano@um.es
RELATOR/A: Ana Lucia Caicedo Leiton

LA PROPIEDAD PSICOLOGICA COLECTIVA DESDE LA HETEROGENEIDAD DE LA EMPRESA FAMILIAR
Ana Lucia Caicedo Leiton, Lucia Garces Galdeano, Martin Larraza Kintana
Universidad pública de Navarra, Spain; analucia.caicedo@unavarra.es
RELATOR/A: Pablo Rodríguez García

UN ANÁLISIS BIBLIOMÉTRICO DEL ESTUDIO DE CASOS EN EMPRESA FAMILIAR
Pablo Rodríguez García
Universidad de Oviedo, Spain; uo91948@uniovi.es
RELATOR/A: Gabriel Lozano-Reina

COKNOW3: Comunicación Oral Gestión del Conocimiento 3

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1019
Presidente/a de la sesión: Diego Corrales Garay, Universidad Rey Juan Carlos

OPEN DATA BUSINESS MODELS: PROCESS MODEL AND EMERGING THEMES
Diego Corrales-Garay, Marta Ortiz-de-Urbina-Criado, Eva-María Mora-Valentín
Universidad Rey Juan Carlos, Spain; diego.corrales@urjc.es
RELATOR/A: PATRICIA PILAR ZIRENA BEJARANO

EL EFECTO MEDIADOR DE LA CAPACIDAD DE ABSORCIÓN EN LA RELACIÓN: CAPITAL SOCIAL ESTRUCTURAL Y RESULTADOS DE NUEVOS PRODUCTOS EN LAS EMPRESAS DE TURISMO REGION AREQUIPA-PERU
Gloria Parra Requena, Patricia Pilar Zirena Bejarano, Abelardo Quispe Ambrocio, Willam Merma Valverde
Universidad Castilla La Mancha; Universidad Nacional de San Agustín de Arequipa, Perú; pzirena@unsa.edu.pe
RELATOR/A: M. Teresa Ortega Egea

CONSTRUYENDO PUENTES CON CAPACIDADES INTERNAS DESDE EL RECURSO DEL CONOCIMIENTO DE LOS CLIENTES EN EMPRESAS DE SERVICIOS
M. Teresa Ortega Egea, M. Carmen Haro Domínguez, Paola S. Arce López, Luis M. Molina Fernández, Ester López Cárdenas
Universidad de Granada, Spain; tortega@ugr.es
RELATOR/A: Nieves Lidia Díaz Díaz

MODELO PARA LA GESTIÓN DEL CONOCIMIENTO CIENTÍFICO EN ENTORNOS DE COOPETICIÓN
Claudia Benítez Núñez, Daniel Dorta Afonso, José Luis Ballesteros Rodríguez, Nieves Lidia Díaz Díaz, Petra De Saá Pérez
Universidad de las Palmas de Gran Canaria, Spain; claudia.benitez@ulpgc.es
RELATOR/A: Diego Corrales-Garay

COOPER4: Comunicación Oral Gestión de Operaciones y Tecnología Organizacional 4

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1206
Presidente/a de la sesión: Juan Jose Tari Guillo, Universidad de Alicante

INTELIGENCIA COMPETITIVA EN DESTINOS TURÍSTICOS: UN CASO DE INVESTIGACIÓN PARA LA ACCIÓN EN LA COSTA BLANCA
Jorge Pereira-Moliner, Mario Villar-García, José Francisco Molina-Azorín, Juan José Tarí-Guilló, María Dolores López-Gamero, Eva María Pertusa-Ortega
Universidad de Alicante, Spain; Turisme Comunitat Valenciana (INVAT·TUR); jorge.pereira@ua.es
RELATOR/A: Rojo Gallego-Burín, Araceli

RELACIONES ENTRE GESTIÓN DE LA CALIDAD, AGILIDAD, AMBIDESTREZA Y RESULTADOS EN HOTELES
Juan José Tarí, Eva María Pertusa-Ortega, José Francisco Molina-Azorín, Jorge Pereira-Moliner, María Dolores López-Gamero
Universidad de Alicante, Spain jj.tari@ua.es
RELATOR/A: Javier Gonzalez Benito

THE REASONS THAT LEAD FIRMS TO EMBED DIGITALLY ITS SUPPLY CHAINS
Beatriz López Morales, Leopoldo Gutiérrez Gutiérrez, Javier Llorens Montes, Araceli Rojo Gallego-Burín
Universidad de Granada, Spain; gallegoburin@ugr.es
RELATOR/A: Jorge Pereira-Moliner

GESTIÓN DEL RIESGO Y DESEMPEÑO OPERATIVO DE LA CADENA DE SUMINISTRO: LA IMPORTANCIA DEL DÉFICIT DE MITIGACIÓN DEL RIESGO.
Carmen González-Zapatero Redondo, Javier González-Benito
Universidad de Salamanca, Spain; carmengz@usal.es
RELATOR/A: Juan José Tarí-Guilló

CORH6: Comunicación Oral RRHH y Diseño Organizacional 6

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1107
Presidente/a de la sesión: M. Dolores De La Rosa Navarro, Universidad Pablo De Olavide

UNDERSTANDING LEADERSHIP STYLES IN THE HOTEL INDUSTRY: A BIBLIOMETRIC APPROACH
Irene Huertas-Valvidia, Thais González-Torres, Juan-José Nájera-Sánchez
Universidad Rey Juan Carlos, Spain; thais.gonzalez@urjc.es
RELATOR/A: Angela Martínez

SERVANT LEADERSHIP AND TEAM CREATIVITY IN THE HOSPITALITY INDUSTRY: THE MEDIATING ROLE OF EMPOWERMENT CLIMATE AND TEAM CITIZENSHIP BEHAVIOR
Dioni Elche, Pablo Ruiz Palomino, Ángela Martínez Pérez, Jorge Linuesa Langreo
Universidad de Castilla-La Mancha; jorge.linuesa@uclm.es
RELATOR/A: Juan-José Nájera-Sánchez

FAMILY FIRMS, AUTHENTIC LEADERSHIP AND AFFECTIVE COMMITMENT
INES HERRERO CHACON, M. DOLORES DE LA ROSA NAVARRO
Universidad Pablo de Olavide, Spain; mdrosnav@upo.es
RELATOR/A: Emilio Domínguez Escrig

LEADERS' AUTHENTICITY AND FIRM INNOVATIVENES: AN EMPIRICAL RESEARCH
Francisco Fermín Mallén Broch, Emilio Domínguez Escrig, Rafael Lapiedra Alcamí
Universitat Jaume I, Spain; edomingu@uji.es
RELATOR/A: M. Dolores De La Rosa Navarro

COSOC6: Comunicación Oral Empresa y Sociedad 6

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1208
Presidente/a de la sesión: Marcos Santamaria Mariscal, Universidad de Burgos

FRAMING CONFLICTING DEMANDS AND STRATEGIES FOR SUSTAINABILITY IN SOCIAL ENTERPRISES
Ana Maria Bojica Bojica, Javier Martínez del Río
Universidad de Granada, Spain; Universidad de Almería; abojica@ugr.es
RELATOR/A: Teresa Elvira

THE ROLE OF SOCIAL MEDIA IN NONPROFIT ORGANIZATIONS' FUNDRAISING
Teresa Elvira-Lorilla, Inigo García Rodriguez, M. Elena Romero-Merino, Marcos Santamaria-Mariscal
Universidad de Burgos, Spain; inigogr@ubu.es
RELATOR/A: Laura Calzada-Infante

ANÁLISIS DE LA EFICIENCIA DE LOS BANCOS DE ALIMENTOS ESPAÑOLES
Laura Calzada-Infante, Jorge Coque, Pilar L. González Torre
Universidad de Oviedo, Spain; pilargt@uniovi.es
RELATOR/A: Eduardo Sánchez García

ESPECIALIZACIÓN REGIONAL COMO FACTOR IMPULSOR DEL CAPITAL SOCIAL, LA COOPERACIÓN Y LA INNOVACIÓN
Bartolomé Marco Lajara, Eduardo Sánchez García, Lorena Ruiz Fernández, Esther Poveda Pareja
Universidad de Alicante, Spain; eduardo.sanchez@ua.es
RELATOR/A: Ana Maria Bojica Bojica

DOCRH: Taller Doctoral RRHH y Comportamiento Organizacional

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1508
Presidente/a de la sesión: Jéssica Braojos Gómez, Universidad de Granada

¿CÓMO LAS EMPRESAS TECNOLÓGICAS ESPAÑOLAS IMPLEMENTAN HR ANALYTICS DE MANERA EXITOSA?
Jose Barrajón Rastrollo, Vicenc Fernandez
Universitat Politècnica de Catalunya - UPC, Spain; joseluisbarrajon@gmail.com

LITERATURE REVIEW ON PERFORMANCE OF AGRI-FOOD COOPERATIVES: NEW TRENDS
Irene Martínez López, Marta Fernández Barcala, Manuel González Díaz
Universidad de Oviedo, Spain; martinezlirene@uniovi.es

TALENT MANAGEMENT IN SPANISH IT INDUSTRY
Josep Lluís Torres Soto, Vicenc Fernández Alarcón, Eva Gallardo Gallardo
TechTalent-Lab, Department of Management, Universitat Politècnica de Catalunya – BarcelonaTech, Spain; jose.luis.torres@upc.edu

MIINT: Mesa Interactiva Internacionalización

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1318
Presidente/a de la sesión: Antonia Mercedes García Cabrera, Universidad de Las Palmas de Gran Canaria

SOSTENIBILIDAD Y DIGITALIZACIÓN COMO FACTORES DE INFLUENCIA EN LA INTERNACIONALIZACIÓN DE LA PYME INDUSTRIAL
Alejandro Mollá, Mitxel Cotarelo, Haydeé Calderón, Teresa Fayos, Belén Derqui
[1]Universitat de València, Spain; IQS School of Management - Universitat Ramon Llull, Spain; teresa.fayos@uv.es

THE EFFECT OF FEAR OF FAILURE ON ENTREPRENEURIAL ACTIVITY: AN EMPIRICAL STUDY IN THE SAUDI CONTEXT
Turki Alfahaid, Tatiana López, David Urbano
King Abdulaziz University; Universitat Autònoma de Barcelona; tatiana.lopez@uab.cat

IMPACT OF ADVANCED SERVITIZED PRODUCTS ON THE LONGITUDINAL PERFORMANCE OF SALES IN INTERNATIONAL MARKETS: THE MODERATING ROLE OF DISTRIBUTION CHANNELS
Waleed Shleha, Yancy Vaillant, Jonathan Calleja-Blanco
Toulouse Business School, Spain; Universitat de Barcelona, Spain; jcallejablanco@ub.edu

MIMKT: Mesa Interactiva Marketing

Hora: Martes, 21/06/2022: 11:00 - 12:30 · *Lugar:* Aula 1312
Presidente/a de la sesión: Jorge Matute Vallejo, IQS School of Management - Universitat Ramon Llull

EXPLORING RESEARCH TRENDS OF SOCIAL COMMERCE: A BIBLIOMETRIC ANALYSIS FROM 2008-2021
Doaa A M Herzallah, Francisco J. Liébana Cabanillas
Universidad de Granada, Spain; doaa.herzallah@hotmail.com

TRANSFERENCIA DE CONOCIMIENTO Y TECNOLOGÍA ENTRE LA UNIVERSIDAD Y LA EMPRESA: UNA REVISIÓN SISTEMÁTICA DESDE EL MARKETING
Rosa Vidal Tusal, Ercilia García Álvarez, José Simó Guzmán
Universitat Politècnica de Catalunya, Spain; Universitat Rovira i Virgili; rosa.vidal@upc.edu

LEAN SIX SIGMA Y ERP EN CONTEXTOS DROPSHIPPING: UNA INVESTIGACIÓN EN ACCIÓN
Antonio José Biedma Fuentes, Jose Moyano Fuentes, Juan Manuel Maqueira Marín
Universidad de Jaén, Spain; antojobifu@gmail.com

GENERATION Z CONSUMPTION PATTERNS IN THE TOURISM SECTOR: A SYSTEMATIC LITERATURE REVIEW
María Torrejón-Ramos, Rocío González-Sánchez, Sara Alonso-Muñoz, María-Sonia Medina-Salgado
Universidad Rey Juan Carlos, Spain; maria.torrejon@urjc.es

Martes 21 de junio, 14:45-16:15

COEMP6: Comunicación Oral Emprendimiento 6

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1106
Presidente/a de la sesión: NAIARA FERNÁNDEZ BRAVO, UNIVERSIDAD COMPLUTENSE DE MADRID

EL PAPEL DE LA ORIENTACIÓN EMPRENDEDORA Y EL DINAMISMO DEL ENTORNO EN EL EMPRENDIMIENTO INTERNACIONAL
Naiara Fernández Bravo, Ana María Romero Martínez
Universidad Complutense De Madrid, Spain; naiarafernandezbravo@gmail.com
RELATOR/A: Francisco García relata

EL IMPACTO DE LA ALERTA EMPRENDEDORA Y LA CREATIVIDAD ORGANIZATIVA EN EL EMPRENDIMIENTO CORPORATIVO
Naiara Fernández Bravo, Ana María Romero Martínez
Universidad Complutense De Madrid, Spain; naiarafernandezbravo@gmail.com
RELATOR/A: Ruiz-Rosa, Inés

IDENTIFICACIÓN Y ANÁLISIS DE LAS CREENCIAS QUE CONFIGURAN LOS ANTECEDENTES DE LA INTENCIÓN DE EMPRENDER
Inés Ruiz-Rosa, Desiderio Gutiérrez-Taño, Francisco J. García-Rodríguez; Esperanza Gil Soto.
Universidad de La Laguna, Spain; ciruiz@ull.edu.es
RELATOR/A: Naiara Fernández

COEST6: Comunicación Oral Estrategia 6

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1207
Presidente/a de la sesión: Bartolomé Marco Lajara, Universitat d'Alacant / Universidad de Alicante

DESDE LA FLEXIBILIDAD ORGANIZACIONAL HASTA LA ORIENTACIÓN PIONERA: EL ROL DEL SOPORTE GERENCIAL
Bernardo De la Gala Velásquez, Americo Hurtado Palomino
Universidad Nacional de San Agustín de Arequipa, Peru; bdelagala@unsa.edu.pe
RELATOR/A: Alejandra Cueva

DEVELOPMENT A TWO-WAY SATISFACTION MODEL
Alejandra Cueva, Anna Akhmedova, Frederic Marimon
Universitat Internacional de Catalunya, Spain; acuevareal@uic.es
RELATOR/A: Bernardo de la Gala

LOCALIZACIÓN EMPRESARIAL COMO FUENTE DE INNOVACIÓN: UN ANÁLISIS DEL SECTOR ENERGÉTICO EN ESPAÑA
Bartolomé Marco Lajara, Eduardo Sánchez García, Francisco García Lillo, Pedro Seva Larrosa, Javier Martínez Falcó
Universidad de Alicante, Spain; eduardo.sanchez@ua.es
RELATOR/A: Javier Martín Falcó

SERVITIZATION AND INDUSTRY 4.0 AND ITS EFFECTS ON COMPETITIVENESS: CASE STUDIES OF SPANISH MANUFACTURING COMPANIES
PEDRO ENRIQUE MINAYA BARRERA, LUCIA AVELLA CAMARERO, JUAN ANTONIO TRESPALACIOS GUTIERREZ
University of Oviedo, Spain; minayapedro@uniovi.es

COINN5: Comunicación Oral Innovación 5

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1019
Presidente/a de la sesión: Merce Bernardo Vilamitjana, Universitat de Barcelona

WHICH PROVIDES BETTER RESULTS: CIVILIAN OR MILITARY R&D?
Francisco Callado-Muñoz, Marta Fernández-Olmos, Marisa Ramírez Aleson, Natalia Utrero-González
Universidad de Murcia; Universidad de Zaragoza, Spain; Centro Universitario de la Defensa. Universidad de Zaragoza; mramirez@unizar.es
RELATOR/A: Cristina Carrillo Pulido

THE INFLUENCE OF INSTITUTIONS ON INNOVATION POLICIES: A LITERATURE AND BIBLIOMETRIC REVIEW
Cristina Carrillo Pulido, Juan Carlos Rodríguez Cohard, Bienvenido Ortega Aguaza
Universidad de Jaén, Spain; Universidad de Málaga, Spain; ccpulido@ujaen.es
RELATOR/A: José Luis Hervás-Oliver

SME OPEN INNOVATION THROUGH A CONFIGURATIONAL ANALYSIS: UNDERSTANDING TYPES AND LIMITS OF OPEN INNOVATION
José Luis Hervás-Oliver, Francisca Sempere-Ripoll
Universitat Politècnica de València, Spain; jose.hervas@omp.upv.es
RELATOR/A: Marisa Ramírez Alesón

COMKT3: Comunicación Oral Marketing 3

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1206
Presidente/a de la sesión: Ruben Huertas Garcia, Universitat de Barcelona

¿COMPRAS EN REDES SOCIALES? ANALISIS DE LA IMPULSIVIDAD EN LA ACEPTACION DE INSTAGRAM COMMERCE Y DEL EFECTO MODERADOR DE LA COVID-19
Doaa Herzallah, Francisco J. Liébana Cabanillas
Universidad de Granada, Spain; doaa.herzallah@hotmail.com
RELATOR/A: Laura Saez

DETECCIÓN DE PERFILES DE USUARIOS QUE FALSIFICAN SUS DATOS CUANDO PARTICIPAN EN SORTEOS Y TEST ONLINE
Laura Sáez Ortuño, Santiago Forgas Coll, Rubén Huertas García, Javier Sánchez García
Universitat de Barcelona, Spain; Universitat Jaume I; laurasaez@ub.edu
RELATOR/A: Lidia Vidal Meliá

SUSTAINABILITY AND LOCAL FOOD OF A TOURIST DESTINATION IN THE COVID-19 CONTEXT
Marta Estrada, Miguel Angel Moliner, Diego Monferrer, Lidia Vidal Meliá
Universitat Jaume I, Spain; lvidal@uji.es
RELATOR/A: Walter Palomino-Tamayo

EXPLORING FIRMS BRAND ORIENTATION OF PROMINENT BRANDS: A FRAMEWORK FROM A PRACTITIONER PERSPECTIVE
Walter Palomino-Tamayo, Julio Cerviño Fernández
ESAN University, Peru; University Carlos III of Madrid, Spain; 1509331@esan.edu.pe
RELATOR/A: Doaa Herzallah

CORH7: Comunicación Oral RRHH y Diseño Organizacional 7

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1107
Presidente/a de la sesión: MARIA MUÑOZ-DOYAGUE, UNIVERSIDAD DE LEÓN

WILLING TO BE MORE CREATIVE? DON´T WORRY, AND BE HAPPY.
Ana Perez-Luñoz, Roció Aguilar, María F. Muñoz-Doyague
Universidad Pablo De Olavide, Spain; Universidad De León, Spain; s.munoz@unileon.es
RELATOR/A: Zina Barghouti Abrini

CREATING MORE INNOVATIVE COMPANIES: COMPASSION AND TRUST AS TOOLS TO INNOVATE
Zina Barghouti Abrini, Jacob Guinot Reinders, Ricardo Chiva Gómez
Universitat Jaume I, Spain; barghout@uji.es
RELATOR/A: Rocío Aguilar

COSOC7: Comunicación Oral Empresa y Sociedad 7

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1208
Presidente/a de la sesión: María Jose Ruiz Ortega, Universidad de Castilla La Mancha

INFLUENCIA DE LA AGILIDAD Y LA INNOVACIÓN EN LA GESTIÓN MEDIOAMBIENTAL Y SU IMPACTO EN LAS VENTAJAS COMPETITIVAS: UN ANÁLISIS DEL SECTOR HOTELERO
María Dolores López-Gamero, José Francisco Molina-Azorín, Juan José Tarí, Jorge Pereira-Moliner, Eva María Pertusa-Ortega
Universidad de Alicante, Spain; md.lopez@ua.es
RELATOR/A: Job Rodrigo Alarcon

MARKET DYNAMISM AND SUSTAINABILITY IN HERITAGE TOURISM DESTINATIONS: THE ENHANCING ROLE OF BRIDGING CAPITAL
Gloria Parra Requena, María José Ruiz Ortega, Job Rodrigo Alarcon, Pedro Manuel García Villaverde
Universidad de Castilla La Mancha, Spain; Job.Rodrigo@uclm.es
RELATOR/A: Daniela Freund

SHINING A LIGHT ON GENDER-EQUALITY. EDUCATIONAL INNOVATION IN TOURISM AND HOSPITALITY STUDIES
Daniela Freund
IQS School of Management - Universitat Ramon Llull; daniela.freund@iqs.url.edu
RELATOR/A: Pedro Manuel García

SUSTAINABILITY ORIENTATION AND SUSTINABILITY PERFORMANCE IN RESPONSE TO HOSTILE ENVIRONMENTS IN CULTURAL TOURISM DESTINATIONS
María José Ruiz Ortega, Mateo Manuel Córcoles Muñoz, Gloria Parra Requena, Pedro Manuel García Villaverde
Universidad de Castilla-La Mancha, Spain; mateom.corcoles@uclm.es
RELATOR/A: Jorge Pereira-Moliner

COTEA: Comunicación Oral Innovación Docente

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1009
Presidente/a de la sesión: Mónica Martínez Blasco, IQS School of Management

INTERNATIONAL STUDENT MOBILITY IN HIGHER EDUCATION: STUDENTS' ATTITUDE TO VIRTUAL MOBILITY
Cristina López-Duarte, Jane Maley, Marta M. Vidal-Suarez
Universidad de Oviedo, Spain; Sabanci University; mmvidal@uniovi.es
RELATOR/A: Francesc Prior

THE QUESTIONS-ANSWERS DIALECTIC IN ACCOUNTING TEACHING: A CASE STUDY
Mónica Martínez Blasco, Kristina Markulin, Francesc Prior Sanz, Marianna Bosch Casabó
IQS School of Management - Universitat Ramon Llull; Universitat de Barcelona, Spain; monica.martinez@iqs.url.edu
RELATOR/A: Victor Oltra

BOOSTING MANAGEMENT STUDENTS' ACADEMIC PERFORMANCE: THE ROLE OF ABSORPTIVE CAPACITY, LEARNING METHODOLOGIES, AND COOPERATIVE CLIMATE
Anabel Fernández-Mesa, Julia Olmos-Peñuela, Ana García-Granero, Victor Oltra
Universitat de Valencia, Spain; victor.oltra@uv.es
RELATOR/A: Marta M. Vidal-Suarez

DOCEMP2: Taller Doctoral Emprendimiento 2 CAST

Hora: Martes, 21/06/2022: 14:45 - 16:15 · *Lugar:* Aula 1508
Presidente/a de la sesión: Sebastián Aparicio, Universitat Autònoma de Barcelona

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Universidad País Vasco. UPV/EHU.; 2BZMK CREATIVE CONTENTS, Spain; zairavicente@gmail.com

CAPITAL HUMANO Y CAPITAL SOCIAL - ESTRATEGIAS PARA EL FOMENTO DEL EMPRENDIMIENTO ACADÉMICO
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Universidad de Málaga, Spain; sofia.martinez@uma.es

BIENESTAR Y FACTORES PSICOSOCIALES DETERMINANTES EN EL PROCESO EMPRENDEDOR CON PERSPECTIVA DE GÉNERO
Sara Enrique Belda
Universitat de València, Spain; sara.enrique@uv.es

MIEST: Mesa Interactiva Estrategia

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Universitat Jaume I de Castelló, Spain; raso@uji.es

PARTNER DIVERSITY AN BUSINESS INNOVATIONS: THE ROLE OF TECHNICAL AND CREATIVE CAPABILITIES IN THE HOSPITALITY INDUSTRY
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Universidad Rey Juan Carlos, Spain; thais.gonzalez@urjc.es

FIRM RESILIENCE IN THE FACE OF A PANDEMIC: ACCESS TO RESOURCES, INNOVATIVE ORGANIZATIONAL RESPONSES AND FIRM PERFORMANCE
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Universidad de La Rioja, Spain; beatriz.perez-aradros@unirioja.es

OCULTAMIENTO DE CONOCIMIENTO ORGANIZACIONAL EN LA ERA DIGITAL: ¿CUÁL ES EL PAPEL DE LA TURBULENCIA TECNOLÓGICA GENERADA POR LA INTELIGENCIA ARTIFICIAL?
Jose Arias-Pérez, Juan Vélez-Jaramillo
Universidad de Antioquia, Colombia; jenrique.arias@udea.edu.co

MIRH2: Mesa Interactiva Recursos Humanos y Comportamiento Organizacional 2

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ROGLE.Universitat Politecnica de Valencia, Spain; jamarin@omp.upv.es

¿CÓMO PUEDE LA GESTIÓN DE RRHH MEJORAR LA SOSTENIBILIDAD DE LAS EMPRESAS?: EL PAPEL MEDIADOR DE LA FLEXIBILIDAD DE LOS EMPLEADOS

Francisco Rincón Roldán, Álvaro López Cabrales
Universidad Pablo de Olavide, Spain; fjrinrol@upo.es

LA SALUD Y EL BIENESTAR LABORAL EN LA GESTIÓN DE LAS PERSONAS: UNA APROXIMACIÓN INTEGRAL

Miguel Ángel Gimeno Navarro, Antonio Grandío Botella
Universitat Jaume I, Spain; ngimeno@uji.es

EL IMPACTO DE TMS COMO VÍNCULO DE MEDIACIÓN ENTRE EMPLEADOS COGNITIVAMENTE DIVERSOS Y LA VIABILIDAD DEL TRABAJO.

Paola Steffany Arce Lopez, Antonia Ruiz Moreno, Dainelis Cabeza Pulles, Javier Llorens Montes, María Roldán Bravo
Universidad de Granada, Spain; Universidad de Jaen, Spain; steffanyarce@correo.ugr.es

RETOS EN LA CAPACITACIÓN DE LA FUERZA DE TRABAJO DEL SECTOR TURÍSTICO EN LA EPOCA POST-COVID

Jordi Ficapal Mestres, Albert Fornells Herrera
IQS School of Management - Universidad Ramon Llull, Spain; albert.fornells@iqs.url.edu

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