PROGRAM

WorldCEM'26

The 2026 World Conference on Economics and Management

Aveiro, Portugal

29th to 31st of October 2026

Time Zone: UTC/GMT+0:00, Lisbon

October 29 - Auditório José Grácio – Department of Mechanical Engineering Building 22	
13:00 – 14:00	**Reception / Check-In**
14:00 – 15:30	**S1- Session 1 - Opening and Keynotes Session** **Room:** Auditório José Grácio – Department of Mechanical Engineering, Building 22
	Ana Daniel, Head of DEGEIT, University of Aveiro, Portugal **Elisabeth T. Pereira**, General Chair, University of Aveiro, Portugal **Manuel Au-Yong Oliveira**, Scientific Committee Chair, University of Aveiro, Portugal **Álvaro Rocha**, Publishing Chair, Lusófona University, Portugal **Ákos Valentinyi,** Professor at University of Manchester, UK. Topic: "*The Power of Economic Growth: The EU is forging ahead or falling behind"* **David de la Croix**, Professor at Université Catholique de Louvain, Belgium. Topic: "*Seeds of knowledge: scholars, universities, and academies in premodern Europe"*
15:30 – 16:00	**S2 - Session 2 (In Person) – Conference Papers** **Room:** Auditório José Grácio – Department of Mechanical Engineering, Building 22 ***Chair***: Elisabeth T. Pereira, University of Aveior, Portugal
	209 - Corporate Governance and Sustainability as Determinants of Investment and Performance: Evidence from Iberian Firms, Beatriz Lopes Cancela **213** - A Multidimensional Criticality Index for Assessing Industrial Downtime Applied to a Real Manufacturing Context, Inês Rocha Melo **216** - EffectuAItion: A multiple case study on the adoption of Artificial Intelligence using effectuation principles, Elisa Lira **221** - A critical review of the benefits, challenges and ethical implications associated with the use of ChatGPT in accounting and auditing, Fabio Albuquerque **251** - Pollution, Sustainability and Financial Performance: Evidence of Asymmetric Effects on European Industrial Firms, José Costa **227** - Recovery and Resilience Program, Institutionalism, Dynamic Capabilities and Collaborative Innovation in the Public Sector, Anabela Gomes
16:00 – 16:30	**Coffee-Break**

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16h30 – 18:30	**S3 - Session 3 (In Person) – Conference Papers** **Room:** Auditório José Grácio – Department of Mechanical Engineering, Building 22 ***Chair*:** Manuel Au-Yong Oliveira, University of Aveiro, Portugal
	229 - A Comparative Study of Channel Strategies for Maintaining Customer Relationships Using the Analytic Hierarchy Process (AHP), Cheng Fang Hsu **238** - AI-Enabled Innovation in Non-Clinical Healthcare Operations: A Dynamic Capabilities Framework, Eduardo Xavier Ferreira Glaser Migon **244** - A review of technology acceptance and adoption models of Augmented Reality in Shopping Centres, Francisco Oliveira **247** - Fast Fashion Consumption Motivations at Zara During Sales, Eliana Gallardo-Echenique **250** - Pricing the Drought: Climate Shocks, Sovereign Risk, and the Valuation of Agribusiness and Banking Equities on African Capital Markets, Samia Abdelouafi **253** - A Conceptual Framework for Assessing the Impact of Digital Transformation on Municipal Decision Making Quality: Evidence from Portuguese Municipalities, Erika Cardoso **293** - Investigação sobre work-life balance: Uma caracterização sistemática das revisões publicadas, Pedro Lima
	S4 - Session 4 (online) – Conference papers **Room: 10.2.41** **Link**: https://shorturl.at/3UpFc ***Chair*:** Manuel Carlos Nogueira, University of Aveiro and Pedro Lima, University of Coimbra, Portugal
	208 - Digital transformation and internationalization of the Vinho Verde region: Sogrape as a driver of global competitiveness, Ana Cavarro **212** - A decade of influence: A bibliometric analysis of influencer marketing research, Inasse Nioua **218** - Energy Crisis in Ecuador: Vulnerability and Energy Backup in the Ecuadorian Power System (2022–2025): Evidence of Thermal Dependence and Imports under Hy-drological Stress Scenarios, Mikel Ugando-Peñate **220** - Cultural Legibility as Entrepreneurial Innovation: A Qualitative Study of Brand Identity Tensions in an Indigenous Agri-food Enterprise in Post-Conflict Colombia, Carlos Jimenez-Prado **223** - Energy Subsidy Reform and Agricultural Export Competitive-ness: Machine Learning Evidence from Ecuador's Banana and Ca-cao Sectors, Mikel Ugando-Peñate **224** - Tecnologías de comunicación y el Aprendizaje Organización: Un estudio Explicativo, Iris Paola Fiestas Dejo **230** - Mapping the Scientific Landscape of Financial Volatility, Spillovers, and Downside Risk Between Oil and Financial Markets: A Bibliometric Analysis of Emerging Research Trends (2019–2025), Mikel Ugando Peñate **233** - Do Macroeconomic and Environmental Factors Matter for Residential Property Prices? Evidence from Indonesia, Malaysia, and Singapore, Harizul Akbar Nazwar **241** - Profiling the Young Organic Food Consumer in an Emerging East European Market: An Exploratory Study of Generation Z and Millennials, Laura Cismaru **235** - Climate Change, Carbon Emissions and Sustainability in the Oil Sector: A Systematic and Bibliometric Review of Global Research Trends, Mikel Ugando-Peñate **304** - Territorial Effectuation Monitoring (TEM): a methodological framework for understanding entrepreneurial decision-making and innovation in vulnerable territories, Aline Brufato
19:30 – 21:30	**Conference Dinner** (Hotel Meliã)

October 30 - Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT, Building 10)	
9:00 – 11:00	**S5 - Session 5 (In Person) – Conference Papers** **Room:** 10.2.41 ***Chair*:** Sudipto Sarkar - McMaster University, Canadá
	194 - Artificial Intelligence, Coaching, and Emotional Intelligence in Strategic Leadership, Cecília Sêco **252** - From Digital Project Governance to the Organizational Foundations of Artificial Intelligence Readiness: Institutional Consolidation in Portuguese Public Administration, Márcia Pinheiro **268** - Welcome to the Wonderland of Indian Managers: A journey from internship to directorship, navigating German expectations within Indian realities, Jannis Stadtmann **289** - Beyond TAM: The Role of Gamification Effectiveness in Explaining Fitness App Continuance, Hector Jose Mendoza Cuellar **299** - Transformação Digital em APLs Tradicionais: Um Framework de Orquestração da Inovação, Max Farias **295** - Economic Growth and the Persistence of Informal Employment in Chile: A Structural Analysis Before and After the Pandemic (2017–2024), Sandra Fuentes **297** -Diagnosing Development Fit Gaps in the Indian Export Furniture Industry, Jannis Stadtmann **306** - Corporate vs. Sales Tax: Effect on Investment Trigger, Sudipto Sarkar
	S6 - Session 6 (In Person) – Conference Papers **Room: 10.2.6** ***Chair*:** Andrés Rey-Piedrahita, Universidad Central del Valle del Cauca (UCEVA), Colômbia
	210 - Accountability in the Portuguese Public Sector: The Court of Auditors as a Promoter of Good Governance, Sónia Morgado **254** - A System Archetype Framework for Enterprise Strategy in Quantum Computing Readiness and Adoption, Andrés Rey-Piedrahita **262** - Drivers of Financial Well-being: The Mediating Role of Financial Behaviour in a Model of Financial Literacy, Attitudes, Socialisation, Self-control, and Peer Influence, Olger Gutierrez-Aguilar **271** - MIADE: A Multidomain Enterprise Artificial Intelligence Implementation Model with Predictive Machine Learning and Generative Large Language Models, Jorge Duque **272** - Complementary Digital Capabilities and Artificial Intelligence Adoption: Evidence from European Sectors, Manuel Carlos Nogueira **278** - Framework for an AI-Supported Management Simulation Game to Develop Leadership and Decision-Making Competencies, Patrik Hrkut **236** - The Mind Under Shift: Impact of Fatigue on Duty Officers' Operational Decision-Making Quality in Public Safety, Mariana Menino **311** - Barriers and Benefits of Entrepreneurship Among Per-sons with Disabilities: A Systematic Literature Review, Ajtene Avdullahi
	S7 - Session 7 - BESIDE Project (In Person) – Conference papers **Room:** 10.1.6 ***Chair*:** Helena Vieira and Ana Lillebo, University of Aveiro
	BESIDE Symposium. Specific Program at the end of this document.
11:00 – 11:30	**Coffee-Break**

11:30 – 13:00	**S8 - Session 8 (In Person) – Keynote Speech and Conference Papers** **Room:** 10.1.6 ***Chair*:** Elisabeth T Pereira, University of Aveiro
	Keynote title: The Phygital Economy: Transforming How We Learn, Consume and Do Business **Speaker**: Professor Ana Brochado, Universidade Aberta **291** - A Aplicação da Inteligência Artificial nos Processos de Triagem de Currículos: a perspetiva dos profissionais de recursos humanos, Miguel Lira **292** - African SIDS in the New Global Order: A Multilevel Blue-Circular Framework for Maritime Cluster Development, Raquel Figueiredo and Elisabeth T.Pereira
	S9 - Session 9 (In Person) - BESIDE Project **Room:** 10.2.6 ***Chair*:** Helena Vieira and Ana Lillebo, University of Aveiro
	255 - The influence of Governance Quality on the Economic Performance of the European Aquaculture Sector, Helena Vieira **264** - Regenerative Farm Diversification in Mediterranean Eu-rope: A Portugal-Centred Comparative Analysis of CAP, Green Deal, Circular Economy and Bioeconomy Path-ways, Zeeshan Arshad **267** - Strategic Sustainability Governance and Blue Economy Development: The Mediating Role of Ecosystem Management and Biodiversity Conservation, Altaf Akbar **279** - A Social Cost-Benefit Analysis Framework for Deep-Sea Ecosystem Restoration: A Structured Protocol for Decision-Makers, Laura M. Trovão **283** - Digital Technologies in Green Economy Research: Evidence from an Exploratory Review, Sofia Corticeiro **286** - Evidence of the Digital Transition in the Blue Economy, Mariana Almeida **287** - PESTEL-Driven Sustainability Transitions in Leading Green Metric Universities Integrating Biosafety, Health Economics, and SDG 3 through Institutional Sustainability Reporting, Teklu Gebretsadik **288** - Circular Intelligence: A Conceptual Framework for Integrating Artificial Intelligence into Circular Supply Chains, Muhammad Noman Shafique

11:30 – 13:00	**S10 - Session 10 (online) – Conference Papers** **Room: 10.2.41** **Link**: https://shorturl.at/3UpFc ***Chair*:** Patrik Hrkút, University of Žilina, Eslováquia
	245 - Emotional Intelligence and Employee Outcomes: The Role of Self Efficacy, Organisational Commitment and Job Satisfaction, Ana Isabel Moniz **246** - How Leaders' Emotional Intelligence Shapes Turnover Intention: A Multi-Mediator Model of Burnout, Engagement, and Organisational Commitment, Osvaldo Dias Silva **285** - Why Consumers Hate AI Chatbots: Explaining Negative Word-of-Mouth through Information Overload, Hector Jose Mendoza Cuellar **249** - Gamers in Peru: Push, Pull, and Mooring Factors Explaining Switching Intention and Continued Use of Online Video Games, Manuel Lodeiros-Zubiria **258** - Rural Entrepreneurship in Alto Minho: Stakeholder Perspectives on Territorial Resources, Opportunities, and Competencies, Alexandra Borges **261** - The Evolution of Innovation Ecosystem Theory: From Business Ecosystems to Digital Ecosystem Sustainability, Ana Torres **273** - When a Brand Roars: The Emotional Strategy Behind "Layo, the Lion", a Peruvian Anthropomorphic Mascot, Eliana Gallardo-Echenique **275** - Does entrepreneurship drive economic growth? Evidence for Latin America (2003-2021), Tania Paola Torres Gutierrez **290** - O impacto económico da Covid-19 nas Microentidades da Região Autónoma da Madeira, Alison Silva **301** - Fashion or fear of missing out? The influence of FOMO on fast fashion consumer behavior, Sebastian Herrera
13:00 – 14:30	**Lunch** (Restaurante UA)
14:30 – 17:30	**Social Program** - Workshop on Ovos Moles of Aveiro and Moliceiro Boat Tour
	  Enjoy a boat ride through Aveiro's canals in a colorful and traditional Moliceiro boat. See unique views of the one of the most picturesque cities of Portugal. Discover the fascinating world of Ovos Moles de Aveiro, the city's typical delicacy. Ovo Mole de Aveiro is the city's typical conventual sweet, made from egg yolk and sugar.

WorldCEM'26 — 2nd World Conference on Economics and Management

University of Aveiro, Portugal · 29–31 October 2026

30th October morning SPECIAL SESSION (room 10.2.6)

Theme 9: Sustainability and Environmental Economics

Session title:

"Supporting and Governing the Sustainability Transition: Science, Policy and Markets in Dialogue"

1. Overview

This programme presents a Special Session for Track 9 — Sustainability and Environmental Economics — sponsored and co-organized with the ERA Chair BESIDE Project (Horizon 2020, Grant Agreement 951389), hosted at the University of Aveiro's. The session brings together **top level academic keynotes**, an EU-funded project (BESIDE ERA CHAIR) showcase, peer-reviewed **short communications**, and a **policy and financing-oriented round table**.

It is designed to cover all five sub-themes of Track 9:

- Green finance and sustainable investments
- Circular economy and resource efficiency
- Climate change and economic policies
- Corporate sustainability strategies
- Social impact measurements

2. Programme

Min. Slot time	Component	Speaker(s) / Format	Running Time
20 min	**Opening & Welcome**	Director GOVCOOP/UAveiro **Prof Mara Madaleno** and **Prof Elisabeth Pereira**, Scientific Committee WORLDCEM'26	*9:30 – 9:50*
40 min	**Keynote Address**	Keynote speaker **Stephen Hynes,** U. Galway, Ireland - ***Measuring sustainability from an environmental economics perspective***	*10:00 – 10:40*
20 min	**BESIDE Project Spotlight**	**Ana Lillebø** - Coordinator, ERA Chair BESIDE Project (University of Aveiro / CESAM). BESIDE project overview, key outputs and platform results.	*10:40 – 11:00*
20 min	**Coffee Break & Poster Session (if needed)**	Networking break	*11:30 – 11:50*
25 min	**Science Pitch Presentations**	8 Short pitches (3 min each) by authors of abstracts selected for the session.	*11:00 – 11:30*
55 min	**Round Table Discussion**	"Bridging Science, Policy and Finance for Sustainability" — moderated by Helena Vieira, BESIDE ERA Chair Holder, UAveiro/CESAM Panel: - Mohamed Azzim, Full Professor, ISCTE - Andreas Kraemer, Ecologic Institute & Fundação Oceano Azul - Juliana Isaza, World Bank - Filipa Saldanha, Crédito Agricola - Stephen Hynes, SEMRU, University of Galway - Zeeshan Arshad, Economist, presenting author and BEside team member, University of Aveiro	*11:50 – 12:45*
10 min	**Closing Remarks**	Former Vice Rector and BESIDE ERA CHAIR Coordinator	*12:50 – 13:00*

Note: there can be adjustments of 5–10 minutes increments depending on the final number of accepted abstracts and confirmed panelists.