

XIII Congreso Internacional de la
Iberoamerican Academy of Management

Universidad CEU San Pablo
Facultad de CC. Económicas y Empresariales
Madrid (España)

22, 23 y 24 mayo de 2025 - Madrid, España

Programa provisional

Thursday, 22 May / Jueves, 22 de mayo

- 8:30-12:30 Registration / Registro
- 9:00-9:45 Doctoral Consortium Inauguration by Gary Latham (Secretary of State Professor of Organizational Behaviour, University of Toronto)
- 9:45-11:15 Parallel Doctoral Consortium: Sessions 1, 2, 3
- 11:15-11:45 Coffee break / Pausa Café
- 11:45-13:15 Parallel Doctoral Consortium: Sessions 1, 2, 3
- 13:15-14:00 Doctoral Consortium Closing Remarks by Craig L. Pierce (Brova Family Professor of Leadership and HR, Penn State University)
- 14:00-15:00 Lunch / Comida
- 15:00-15:45 Round Table by Igor Filatotchev (Professor of Corporate Governance and Strategy, King's College London), Julio de Castro (Professor of entrepreneurship at IE Univeristy), and Dante Leyva (Associate Professor of Management, CUNEF).
- 15:45-16:45 Paper Development Workshops 1 and 2
- 15:45-16:45 Keynote by Nathalie Clavijo (Professor in Management Control, Accounting and Auditing, TBS Education)
- 16:45-17:15 Coffee Break / Pausa Café
- 18:15-19:00 Academic Placement Hub
- 19:00-20:00 Meet and Greet at Marmalé (C/Julián Romea, 5, 28003 Madrid)

Friday, 23 May / Viernes, 23 de mayo

8:30-12:30	Registration / Registro
8:45-9:00	Inauguration: Rosa Visiedo Claverol (Rectora de la Universidad CEU San Pablo)
9:00-10:30	Parallel Session 1
10:30-11:15	Keynote Speech by J. Alberto Aragón-Correa (Professor of Management, Universidad de Granada)
11:15-11:30	Coffee Break/Pausa Café
11:30-13:00	Parallel Session 2
13:00-14:30	Parallel Session 3
13:30-16:30	Registration
14:30-15:30	Lunch / Comida
15:30-16:30	Meet the Editors I
16:30-16:45	Coffee Break / Pausa Café
16:45-18:15	Parallel Session 4
18:15-19:00	Academic Placement Hub / Plataforma de Desarrollo Académico
19:30-21:00	Escape Room across Madrid

Saturday, 24 May / Sábado, 24 de mayo

8:30-12:30	Registration / Registro
9:00-10:30	Parallel Session 5
10:30-11:15	Keynote Speech by África Ariño (Professor of Strategic Management, IESE Business School)
11:15-11:30	Coffee Break / Pausa Café
11:30-13:30	Parallel Session 6
13:30-14:30	Meet the Editors II
14:30-15:30	Lunch / Comida
15:30-16:30	Keynote Speech by Ángel Cabrera (President of Georgia Institute of Technology)
16:30-16:45	Coffee Break / Pausa Café
16:45-18:15	Parallel Session 7
20:00- open	Gala Dinner and Best Paper Award Ceremony at El Gran Barril de Castellana (C/ del Poeta Joan Maragall, 23)

Parallel Session 1

Parallel Session 1A

Room: TBA

Chair: TBA

Title: *Entrepreneurial Orientation and Networks / Orientación Emprendedora y Redes de Apoyo*

Paper 11: Are ambitious entrepreneurs more oriented toward sustainability? The moderating role of the regulatory context

Authors: Joan-Lluís Capelleras (Universitat Autònoma de Barcelona), Ignacio Contín-Pilart (Universidad Pública de Navarra), Martin Larraza-Kintana (Universidad Pública de Navarra), Victor Martin-Sanchez (University of Southern Denmark)

Paper 184: How does entrepreneurial orientation influence firm performance? A moderated mediation model of tacit knowledge and green innovation

Authors: Ana Labella-Fernández (University of Almería), Carlos Martínez-Egea (University of Almería), Belén Payán-Sánchez (University of Almería)

Paper 147: Entrepreneurial orientation and SMEs' performance: the role of business networks

Authors: Bruno Thomé Perugini Fernandes Penna (Pontificia Universidade Católica Rio de Janeiro), Renata Brito (Pontificia Universidade Católica Rio de Janeiro)

Parallel Session 1B

Room: TBA

Chair: TBA

Title: *Stakeholders, Institutions and CSR Impact / Stakeholders, Instituciones y el Impacto de la RSC*

Paper 52: Democracy and corporate social responsibility: the impact of formal and informal political institutions

Authors: Celia Díaz-Portugal (Universidad de Burgos), Minerva González (Universidad de Zaragoza), Clara Pérez-Cornejo (Universidad de Burgos)

Paper 70: A regional analysis of the impact of environmental practices

Authors: Jonathan Calleja-Blanco (Universitat de Barcelona), Irma Martínez-García (Universidad de Oviedo), Alfonso Hernández-Vivanco (Universitat Ramon Llull), Mercè Bernardo (Universitat de Barcelona)

Paper 97: Valorando la Forma más Efectiva de Implicar a los Stakeholders en la Estrategia Medioambiental de la Empresa

Authors: Ignacio Abardía-Tosat (University of Zaragoza), Concepción Garcés-Ayerbe

(University of Zaragoza), Pilar Rivera-Torres (University of Zaragoza), Inés Suárez-Perales (University of Zaragoza)

Parallel Session 1C

Room: TBA

Chair: TBA

Title: *Sustainable Business Models and Innovation / Modelos de Negocio Sostenible e Innovación*

Paper 12: Innovating Sustainable Business Models: Balancing Tensions and Governance Across Diverse Stakeholders. An Ecosystem Approach

Authors: Charlotte Chappert, Anne-Sophie Fernandez, Dante I. Leyva-De La Hiz

Paper 164: Green Innovation and Circular Economy Business Models for SMEs

Authors: Fabio Moscoso Duran, Oscar Montes Pineda, Ruben Garrido Yserte

Paper 206: How corporate structures move from theater to impactful actions: the case of corporate venturing initiatives.

Authors: Cristian Granados, Yarid Ayala

Parallel Session 1D

Room: TBA

Chair: TBA

Title: *Organizational Ethics and Moral Behaviour / Comportamiento Moral y Gobierno Corporativo*

Paper 42: From Fleeting Reactions To Sticky Social Evaluations: Negative Moral Emotions And Transgression Trajectories

Authors: Carmen Valor (Universidad Pontificia Comillas), Paolo Antonetti (EDHEC)

Paper 139: Unpacking Ethical Leadership: How Moral Identity and Attentiveness Shape Leaders' Self-Perception Across Hierarchies

Authors: María Pilar Gamarra (Cunef University), Michele Girotto (Universitat de Barcelona)

Paper 138: Grifols-Gotham City Research. A Case Study

Authors: María Sacristán Navarro (Universidad Rey Juan Carlos de Madrid), Ignacio Tascón Amo (University of Oviedo), Silvia Gómez Ansón (University of Oviedo)

Parallel Session 1E

Room: TBA

Chair: TBA

Title: *Innovation in Higher Education / Innovación en la Educación Superior*

Paper 66: Mejora de la docencia en asignaturas de gestión de la calidad

Authors: Eva M. Pertusa-Ortega (University of Alicante), Juan José Tarí (University of Alicante), Jorge Pereira-Moliner (University of Alicante), María Dolores López-Gamero (University of Alicante), José F. Molina-Azorín (University of Alicante)

Paper 27: AI in Higher Education: Integration of AI Tools for Enhanced Learning and Teaching

Authors: Eduardo Carlos Dittmar (Rey Juan Carlos), Martin Sposato (Zayed University)

Paper 199: Aplicación de inteligencia artificial en la educación en los negocios: una mirada académica

Authors: Belmarys Rodriguez-Polanco (Pontificia Universidad Católica Madre y Maestra), Julissa Pichardo-Rosa (Pontificia Universidad Católica Madre y Maestra), Diana Frias-Rodriguez (Pontificia Universidad Católica Madre y Maestra)

Parallel Session 1F

Room: TBA

Chair: TBA

Title: *Gender and Governance / Género y Gobernanza*

Paper 189: Investor Activism, Female Leaders and Firm Ownership

Authors: Anabel Mendoza López (Universidad Carlos III de Madrid), María José Sánchez Bueno (Universidad Carlos III de Madrid), Cristina Cruz (IE Business School), Luis Rafael Gomez Mejia (University of Arizona)

Paper 71: The Role of Females in CSR and Corporate Reputation: Are a Matter of Context?

Authors: Clara Pérez-Cornejo (Universidad de Burgos), Pablo Rodríguez-Gutiérrez (Universidad de Córdoba), Esther de Quevedo Puente (Universidad de Burgos), Marta González Álvarez (Universidad de Burgos)

Paper 39: Diversidad de Género en la Alta Dirección. Análisis de su Impacto en la Volatilidad de las Compañías Aseguradoras

Authors: Ricardo Palomo-Zurdo (Universidad CEU San Pablo), María-Carmen García-Centeno (Universidad CEU San Pablo), Encina Morales-De Vega (Universidad CEU San Pablo)

Parallel Session 1G

Room: TBA

Chair: TBA

Title: *Strategy, Capabilities and Sustainability / Estrategia, Capacidades y Sostenibilidad*

Paper 74: Factores internos que impulsan la resiliencia organizacional en el pequeño comercio minorista independiente

Authors: Iluminada Vallet-Bellmunt (Universitat Jaume I), Maria Luisa Flor Peris (Universitat Jaume I), Víctor del Corte Lora (Universitat Jaume I), Teresa Vallet-Bellmunt (Universitat Jaume I)

Paper 117: Sostenibilidad y digitalización en la estrategia de negocio desde las capacidades y el desempeño: Una revisión de literatura

Authors: Andrea Méndez (Universidad Popular del Cesar), Nelson Lozada (Universidad de Antioquia), Selena León (Universidad Popular del Cesar)

Paper 118: Las palabras de hacer el bien: stakeholders y el tono altruista organizacional

Authors: Abiola Jeldes-Delgado (Universidad de Valparaíso), Patricio Duran (University of Richmond)

Parallel Session 2

Parallel Session 2A

Room: TBA

Chair: TBA

Title: *Social and Sustainable Entrepreneurship / Emprendimiento Social y Sostenible*

Paper 57: Determinants of social entrepreneurship: A systematic literature review

Authors: José Oscar Sarmiento (Universidad de León), Daniel Alonso Martínez (Universidad de León), Laura Cabeza García (Universidad de León)

Paper 101: Breaking Borders with Bots: Harnessing Generative AI for Sustainable Entrepreneurship

Authors: Vaibhav Chaudhary (University of Campinas), Cristiano Morini (University of Campinas), Thomas Long (EDHEC), Subramanian Iyer (University of Arizona)

Paper 62: El poder de las redes en el impulso del espíritu emprendedor social

Authors: Nuria Viejo-Fernández (Universidad de Oviedo), Abril Ayala-Hernández (Universidad Autónoma de Tamaulipas), José Ignacio Azuela-Flores (Universidad Autónoma de Tamaulipas)

Parallel Session 2B

Room: TBA

Chair: TBA

Title: *Governance, Business Models and Environmental Innovation / Gobernanza, Modelos de Negocio e Innovación Medioambiental*

Paper 48: ESG Strategies as Catalysts for Exploratory Innovation: A Firm-Level Perspective

Authors: Goretti Cabaleiro (Universidad de Navarra), Pedro Mendi (Universidad de Navarra)

Paper 55: Tensions Between Entrepreneurial Orientation, the Adoption of Proactive Social Strategies, and Triple-Impact Business Models: The Case of B Corp

Authors: Gonzalo Martín Rocañín (Universidad Complutense de Madrid), Miriam Delgado Verde (Universidad Complutense de Madrid), Isabel Díez Vial (Universidad Complutense de Madrid), UNIR Universidad Internacional de la Rioja)

Paper 131: Multi-level governance mechanisms of green supply chain management fostering a firm's environmental innovation

Authors: Gregorio Martín-de Castro (Universidad Complutense de Madrid), Isabel Díez-Vial (UNIR), José Antonio Belso-Martínez (Universidad Miguel Hernández)

Parallel Session 2C

Room: TBA

Chair: TBA

Title: *Gender Gaps / Brechas de Género*

Paper 126: Brecha salarial de género y puestos de dirección: el impacto de la actividad exportadora en España

Authors: Lidia de Castro Romero (Universidad Rey Juan Carlos), Rosa Santero Sánchez (Universidad Rey Juan Carlos), Víctor Martín Barroso (Universidad Rey Juan Carlos)

Paper 148: The Networking Ladder: Bridging Gender Gaps in Professional Advancement

Authors: Ruth Mateos de Cabo (Universidad CEU San Pablo), Miryam Martínez-Martínez (Universidad CEU San Pablo), Gabriela Contreras (Radboud University), Ricardo Gimeno (Banco de España)

Paper 25: Breaking the Pay Level Barrier: Gender Pay Disparities and Their Effect on Pay Level Satisfaction in Spain's Industries

Authors: Sandra Montalvo-Arroyo (Universidad de Granada), María Dolores Vidal-Salazar (Universidad de Granada), Eulogio Cordón-Pozo (Universidad de Granada), José Manuel De la Torre-Ruiz (Universidad de Granada)

Parallel Session 2D

Room: TBA

Chair: TBA

Title: *Institutions, Grants, and Country Risk / Instituciones, Subvenciones y Riesgo País*

Paper 69: Formal institutions quality and corporate risk-taking: new evidence from Latin America

Authors: Edmundo Lizarzaburu Bolaños (ESAN University), Conrado Diego García-Gómez (University of Valladolid), Felix Lopez Iturriaga (Universidad de Valladolid), José María Díez-Esteban (University of Burgos)

Paper 212: Insight into the trade finance gap: why credit risk mitigants are not applied

Authors: Elvira Bobillo-Carballo (Universidad Pontificia de Comillas), Alfredo Arahuetes García (Universidad Alfonso X el Sabio)

Paper 209: La eficiencia y productividad en empresas grandes beneficiarias de subvenciones. Modelos DEA como complemento del análisis empresarial

Authors: Luis Martínez Laguna (Universidad CEU San Pablo)

Parallel Session 2E

Room: TBA

Chair: TBA

Title: *Education and Economic Development / Educación y Desarrollo Económico*

Paper 191: Family Firms create more jobs: Evidence from Latin America

Authors: Pedro Vázquez (Universidad Austral), Unai Arzubiaga (Universidad del País Vasco), Luis Gómez Mejía (Arizona State University), Magdalena Cornejo (Universidad Torcuato Di Tella), Sara Urizar (IE University)

Paper 29: Scientific Maturity and Economic Relevance of Neuromarketing: A Bibliometric and Cointegration Analysis

Authors: Coral Cenizo (Universidad San Pablo CEU), María Carmen García Centeno (Universidad San Pablo CEU)

Paper 60: Does social media presence improve business performance? An empirical study of the agri-food sector

Authors: Javier Jorge-Vázquez (Catholic University of Ávila), M^a Peana Chivite-Cebolla (Catholic University of Ávila), Sergio Luis Nández Alonso (Catholic University of Ávila), Pablo Arroyo-Rodríguez (Catholic University of Ávila)

Parallel Session 2F

Room: TBA

Chair: TBA

Title: *Responsible Consumption and Alternative Retail Models / Consumo Responsable y Modelos Alternativos*

Paper 121: Retailing a través de sociedades cooperativas: proyección, dimensionamiento y percepción del consumidor

Authors: Vicente Rodríguez Rodríguez (Universidad CEU San Pablo), Juan Carlos García Villalobos (Universidad CEU San Pablo), Sofía Tirado Sarti (Universidad Cardenal Cisneros)

Paper 76: A New Research Agenda to Study Luxury Industry Contribution to Sustainable Development Goals

Authors: Alicia Parro-Ruiz (Rey Juan Carlos University), María Torrejón-Ramos (Rey Juan Carlos University), María-Sonia Medina-Salgado (Rey Juan Carlos University), Marta Ortiz-de-Urbina-Criado (Rey Juan Carlos University)

Paper 34: The HoReCa Sector as a Catalyst for Sustainable Development: Exploring the Pathways to Advance the 2030 Agenda Goals

Authors: María Torrejón-Ramos (Universidad Rey Juan Carlos), Alicia Parro-Ruiz (Universidad Rey Juan Carlos), María-Sonia Medina-Salgado (Universidad Rey Juan Carlos), Marta Ortiz-de-Urbina-Criado (Universidad Rey Juan Carlos)

Parallel Session 3

Parallel Session 3A

Room: TBA

Chair: TBA

Title: *Family Firms / Empresa Familiar*

Paper 169: El papel del poder en la familia empresaria

Authors: Pedro Vázquez (IAE Business School), Salvatore Tomaselli (University of Palermo)

Paper 197: Empresas familiares: sucesión, desempeño y capacidad gerencial

Authors: Valeria Venegas Campos (Universidad del Bío-Bío), Felipe Fredes Avendaño (Universidad del Bío-Bío), Luis Améstica Rivas (Universidad del Bío-Bío)

Paper 179: Imprinted Socioemotional Wealth and Community Commitment Conformity

Authors: Joaquin Cestino Castilla (JIBS), Luis Gomez Mejia (Arizona State University), Rachel Matthews (Coventry University)

Parallel Session 3B

Room: TBA

Chair: TBA

Title: *Circular Economy, Innovation and Corporate Purpose / Economía Circular, Innovación y Propósito Organizacional*

Paper 210: Las PYMES europeas; una visión de la economía circular

Authors: M^a Teresa Pastor Gosálbez (UCH CEU), Ana Isabel Mateos Ansotegui (UCH CEU), Maria Pilar García Alcober (UCH CEU)

Paper 156: Developing a Scale for Measuring the Implementation of Corporate Purpose at the Organizational Level

Authors: María Paula Florez-Jimenez (Universidad de Navarra), Álvaro Lleo (Universidad de Navarra), Giovanni Hernández (Universidad de La Sabana), Alejandro Fontana (Universidad de Piura)

Paper 204: Innovación tecnológica en el rescate de alimentos: Estudio de caso de Goodmeal y sus usuarios

Authors: Nataly Andrea Guiñez Cabrera (Universidad del Bío-Bío), Laura Michelle Del Valle Durán (Universidad del Bío-Bío), Valeria Ignacia Venegas Campos (Universidad del Bío-Bío), Tamara Plaza (Universidad Finis Terrae), Hugo Alexis Toledo Cárdenas (Universidad del Bío-Bío)

Parallel Session 3C

Room: TBA

Chair: TBA

Title: *Technological Innovation and Human Capital / Innovación Tecnológica y Capital Humano*

Paper 105: Transformation, Resilience, and Human Capital Development Through Technological Innovation

Authors: Silvia Maria Gonzalez Fernandez, Ramón Rubio, Jose Manuel Corrales

Paper 140: La IA en HRM: Análisis bibliométrico y estudio empírico de competencias clave para el liderazgo

Authors: Carlos González Reyes, Pilar Ficapal-Cusí, Joan Torrent-Sellens

Paper 72: Innovación Tecnológica y Productividad Laboral en Latinoamérica: El Rol Moderador de la Corrupción y la Desigualdad de Ingresos

Authors: Paul Vintimilla-Carrasco

Parallel Session 3D

Room: TBA

Chair: TBA

Title: *New Perspectives on Digital Consumer Behavior / Nuevas Perspectivas del Consumidor Digital*

Paper 47: Loyalty in Social Networks: Attitude and Intention Differences between Generations X and Y (Millennials)

Authors: Nelida Davila (Universidad Europea de Madrid), María Dolores Reina (Universidad Nacional de Educación a Distancia), Amaya Erro (Universidad Pública de Navarra)

Paper 190: Consuming for the Good Life: An Affects Perspective

Authors: Pilar Rojas-Gabiria (University of Birmingham), Angela Cruz (Monash University), Flavia Cardoso (Universidad del Desarrollo)

Paper 203: Viudos de Cornershop: Co-creación y Co-destrucción de Valor en la Transición a Uber

Authors: Laura Michelle Del Valle Durán (Universidad del Bío-Bío), Valeria Ignacia Venegas Campos (Universidad del Bío-Bío), Nataly Andrea Guíñez Cabrera (Universidad del Bío-Bío), Alicia Jeannette Seguel Novoa (Universidad Finis Terrae)

Parallel Session 3E

Room: TBA

Chair: TBA

Title: *Human Resources in Organizations / Recursos Humanos en las Organizaciones*

Paper 23: Asking Open-Ended Questions Increases Personal Gains in Negotiations

Authors: Matteo Di Stasi (CUNEF Universidad), Alison Wood Brooks (Harvard University), Jordi Quoidbach (ESADE)

Paper 45: Management practices and innovation activities

Authors: Sandra Idrovo (Universidad de La Sabana), Pedro Mendi (Universidad de Navarra), Alfredo Rodríguez (Universidad de La Sabana)

Paper 88: An integrative exploration of the nature of cyberloafing from online and offline perspectives

Authors: Pablo Zoghbi Manrique-de Lara (University of Las Palmas de Gran Canaria), Ricardo Martínez-Cañas (University of Castilla-La Mancha), Jorge Linuesa-Langreo (University of Castilla-La Mancha), Pablo Ruiz-Palomino (University of Castilla-La Mancha)

Parallel Session 3F

Room: TBA

Chair: TBA

Title: *Strategic Search and Decision-Making / Búsqueda Estratégica y Toma de Decisiones*

Paper 102: Microfoundations of Digital Transformation: A neuropsychological and managerial perspective

Authors: Octavio Martínez (INCAE), Gabriel Rodríguez (TIRR Memorial Hermann Hospital)

Paper 155: BATNA as a Double-Edged Sword: The Hidden Cost of a Good Alternative

Authors: Lina María Gélvez Álvarez (Technical University of Munich), Stefanie Jung (Technical University of Munich)

Paper 38: Why do they search there (and we don't)? Exploring the antecedents of firms' external search strategy

Authors: Jorge Cruz-González (Universidad Complutense de Madrid), Pedro López-Sáez (Universidad Complutense de Madrid), Miriam Delgado-Verde (Universidad Complutense de Madrid), José Emilio Navas-López (Universidad Complutense de Madrid)

Parallel Session 4

Parallel Session 4A

Room: TBA

Chair: TBA

Title: *Global Entrepreneurship and Institutional Contexts / Emprendimiento Global e Instituciones*

Paper 26: Government Support for Start-Ups: Finding the Right Basket for the Eggs

Authors: Enrique Acebo (Universidad de León), José-Ángel Miguel-Dávila (Universidad de León), Luis Baratas-González (Universidad Complutense de Madrid), Lizbeth Estefanía Gutiérrez-Rodríguez (Universidad de Salamanca)

Paper 24: Market size dynamics: institutional influences on international entrepreneurship strategies

Authors: Adrián Rodríguez Buenrostro (Tecnológico de Monterrey), José Ernesto Amorós (Tecnológico de Monterrey)

Paper 98: Management practices and the allocation of individuals over entrepreneurship and intrapreneurship across countries

Authors: Jairo Orozco (Tecnológico de Monterrey), Coen Rigtering (Utrecht University), Andreu Turro (Barcelona), David Urbano (Barcelona)

Parallel Session 4B

Room: TBA

Chair: TBA

Title: *CSR, Performance and Stakeholder Perspectives / Responsabilidad Social, Desempeño y Valor para Stakeholders*

Paper 28: The Financial Value of Environmental Disclosure in Large Firms

Authors: Inés Suárez-Perales (University of Zaragoza), Pilar Rivera-Torres (University of Zaragoza), Conchita Garcés-Ayerbe (University of Zaragoza), Rafael Beortegui-Díaz (University of Zaragoza)

Paper 134: CEO Debt-Based Compensation and Stakeholder Incentive Alignment: The Relationships between CEO Inside Debt, CSR, and Firm Performance

Authors: Luis Gomez-Mejia (Arizona State University), Encarna Guillamon-Saorin (University Carlos III de Madrid), Andres Guiral (Yonsei University), Geoff Martin (Melbourne Business School), Doocheol Moon (Yonsei University), Josep A. Tribo (Stevens Institute of Technology School of Business), Belen Blanco (University of Adelaide)

Paper 150: Are Environmental, Social, and Governance Practices Key Factors in Boosting Firms' Sales? An Analysis from the Customer's View

Authors: Javier Perote (Universidad de Salamanca), José David Vicente-Lorente (Universidad de Salamanca), José Ángel Zúñiga-Vicente (Universidad Rey Juan Carlos)

Parallel Session 4C

Room: TBA

Chair: TBA

Title: *Adoption and Coordination in Innovation / Adopción y Coordinación en la Innovación*

Paper 79: Is Eco-Innovation an Antecedent of Open Innovation? An Empirical Analysis of Spanish Firms

Authors: Silvia Donis (Universidad de La Rioja), Jaime Gómez (Universidad de La Rioja), Idana Salazar (Universidad de La Rioja)

Paper 41: Monotonic Dynamic Coordination Game: Experimental Evidence

Authors: Alejandro Caparrós (University of Durham), Raúl López-Castro (Universidad San Pablo CEU)

Paper 56: Nuevos Modelos de Negocio en la Cadena de Suministro de los Pequeños Agricultores

Authors: José Manuel García Gallego (Universidad de Extremadura), Antonio Chamorro Mera (Universidad de Extremadura), Sergio Rubio Lacoba (Universidad de Extremadura), Marta Martínez Jiménez (Universidad de Extremadura), Pilar Romero Muñoz (Universidad de Extremadura), Víctor Valero Amaro (Universidad de Extremadura), Francisco Javier Miranda González (Universidad de Extremadura), María Teresa Miranda García-Cuevas (Universidad de Extremadura)

Parallel Session 4D

Room: TBA

Chair: TBA

Title: *AI & Knowledge Disruption / IA y Disrupción del Conocimiento*

Paper 32: Strategic Horizons: How AI is (or isn't) Transforming the Landscape of Leading Journals

Authors: Veljko Uskokovic (University of Belgrade), Vesna Damjanovic (University of Belgrade), Veljko Jeremic (University of Belgrade)

Paper 18: Artificial Intelligence and Machine Learning on Mergers and Acquisitions: A Bibliometric Analysis and Future Research Avenues

Authors: Salomon Paucar (Universidad Complutense de Madrid)

Paper 211: A Python-Based Set of Tools for Disruption Analysis: Citation Network Formation Tool (CNFT) and the Asymmetric Bow-Tie Model (ABTM) Case Application: AI

Disruption in the Marketing Area

Authors: César Moreno Pascual (Universidad CEU San Pablo)

Parallel Session 4E

Room: TBA

Chair: TBA

Title: Cryptocurrencies / Criptomonedas

Paper 16: Cryptomarket Investor Protection Institutions in the Andorran Digital Ecosystem

Authors: Carles Ruiz i Gil (Universitat Abat Oliba CEU)

Paper 75: Modelos Resilientes para la Predicción de Volatilidad en Criptomonedas:

Eliminando la Distorsión de Redes Sociales Manipuladas por Bots e Inteligencia Artificial

Authors: Roberto Atanes (Universidad CEU San Pablo), M^a Carmen García (Universidad CEU San Pablo)

Paper 146: Análisis On-Chain en Criptomonedas: Abordando Desafíos de Seguridad con Enfoques Innovadores

Authors: Carme Amenós Martínez (CEU Escuela Internacional de Doctorado (CEINDO), Universitat Abat Oliba CEU)

Parallel Session 4F

Room: TBA

Chair: TBA

Title: *Responsible Organizations / Organizaciones Responsables*

Paper 44: Action Research about Purpose Implementation: The Purpose Strength Project

Authors: Álvaro Lleó (University of Navarra), Nuria Chinchilla (University of Navarra), Felipe Rivera (University of Navarra), María Paula Florez-Jimenez (University of Navarra)

Paper 100: Literature Review of Good Social Responsibility Practices in Relevant International Companies

Authors: Diana Cabra (Escuela Colombiana de Ingeniería Julio Garavito), Adriana Zambrano (Escuela Colombiana de Ingeniería Julio Garavito), Juan Montalvo (Universidad Antonio Nariño), Santiago Gualteros (Universidad Antonio Nariño)

Paper 178: Green Human Resource Management and Green Innovation: The Role of the Knowledge Creation Process

Authors: Ana Labella-Fernández (University of Almería), Carlos Martínez-Egea (University of Almería), María del Mar Martínez-Bravo (University of Almería)

Parallel Session 5

Parallel Session 5A

Room: TBA

Chair: TBA

Title: *ESG Metrics, Financial Performance, and Investor Behavior / Indicadores ESG, Rentabilidad y Comportamiento Inversor*

Paper 195: ESG Controversies: Dynamics and Performance

Authors: Carlos Estévez-Mendoza (Universidad Complutense de Madrid - Cunef Universidad), Ángeles Montoro-Sánchez (Universidad Complutense de Madrid), Juan Infante-Infante (Universidad Villanueva)

Paper 176: Individual Investors' Preferences for Corporate Social Responsibility: Evidence from a Trading Experiment

Authors: Adrian Zicari (ESSEC), François Longin (ESSEC)

Paper 128: ¿Influyen las emisiones de CO2 y el ESG Score en rentabilidad empresarial? Un análisis empírico del sector financiero en Europa

Authors: Isabel Sánchez Sánchez (Universidad Complutense), Jaime Eduardo Souto Pérez (Universidad Complutense)

Parallel Session 5B

Room: TBA

Chair: TBA

Title: *Environmental Innovation and Global Scope / Innovación Ambiental y Alcance Global*

Paper 49: How Big Data Use Influences Eco-Innovation in Tourism SMEs

Authors: Lirios Alos-Simo (Universidad Miguel Hernández), Paula Serna-Serna (Universidad Miguel Hernández), Antonio J. Verdu-Jover (Universidad Miguel Hernández), José M. Gómez-Gras (Universidad Miguel Hernández)

Paper 207: Políticas Medioambientales y el Proceso de Ecoinnovación

Authors: Katherine Mansilla (Universidad Finis Terrae), Claudio Bravo (Universidad Adolfo Ibáñez), Pablo Egaña (Universidad Adolfo Ibáñez)

Paper 152: Environmental Innovations and Foreign R&D Funding: The Moderating Role of a Firm's Geographic Market Scope

Authors: Kremena Slavova (CUNEF Universidad), Alicia Rodríguez (Universidad Carlos III de Madrid), Antonio Revilla (Universidad Carlos III de Madrid)

Parallel Session 5C

Room: TBA

Chair: TBA

Title: *Diversity in Organizations / Diversidad en las Organizaciones*

Paper 35: Gender Inbound Talent: gender factors explaining employee engagement

Authors: Lorenzo Escot (Universidad Complutense de Madrid), Maite Palomo-Vadillo (ESIC University), José Andrés Fernández Cornejo (Universidad Complutense de Madrid)

Paper 81: Job, anxiety, and age: an empirical analysis in the European context

Authors: Eva Pelechano Barahona (Universidad Rey Juan Carlos), María Carmen De la Calle Durán (Universidad Rey Juan Carlos), Irene Campos García (Universidad Rey Juan Carlos)

Paper 94: El TDAH en el contexto empresarial: Un análisis de sus implicaciones como patología empresarial

Authors: Carlos Merino Moreno (Universidad Autónoma de Madrid), Marta Torres-Polo (Universidad Autónoma de Madrid), Lorena Martínez González (Universidad Autónoma de Madrid)

Parallel Session 5D

Room: TBA

Chair: TBA

Title: *Investment and Financial Inclusion / Inclusión Financiera e Inversión*

Paper 144: Institutions and Financial Literacy Policies: Lessons from OECD Countries

Authors: Silvia Gomez Ansón (Universidad de Oviedo), Irma Martinez Garcia (Universidad de Oviedo)

Paper 13: A Sequential Approach to Understand Financial Well-Being

Authors: Alberto Méndez-Morales (Tecnológico de Monterrey), Miguel Angel Perez-Urbe (Tecnológico de Monterrey), Juan Carlos Bustamante (Tecnológico de Monterrey)

Paper 119: An Empirical Analysis of the Propensity to Invest in Companies in Mexico

Authors: Luis Rodríguez-Reyes (Tecnologico de Monterrey)

Parallel Session 5E

Room: TBA

Chair: TBA

Title: *Inclusive Driven Education / Educación para la Inclusión*

Paper 15: Higher Education Quality as a Driver of Entrepreneurship

Authors: Susana González-Pérez (Universidad CEU San Pablo), Arancha Mielgo Álvarez (Universidad CEU San Pablo), Manuel M. Molina-López (Universidad CEU San Pablo)

Paper 63: Promoting Sustainability and Inclusivity Through ERASMUS+ Blended Intensive Programmes and Exploring Strategies for Global Implementation

Authors: Elizabeth Frank (Universidad San Pablo-CEU, CEU Universities), Petra Hogendoorn-Schweighofer (Inholland University of Applied Sciences)

Paper 192: Digital Horizons: Transforming Higher Education through the Metaverse

Authors: Gloria Aznar (CEU San Pablo), Ricardo Palomo (CEU San Pablo), Sara Lorenzo (CEU San Pablo), Anna Boechat (Universidad Europea)

Parallel Session 5F

Room: TBA

Chair: TBA

Title: *Tourism, Quality and Sustainability / Turismo, Calidad y Sostenibilidad*

Paper 51: Efectos de la Gestión de la Calidad en la Economía Circular

Authors: Juan José Tarí (Universidad de Alicante), Eva M. Pertusa Ortega (Universidad de Alicante), José F. Molina Azorín (Universidad de Alicante), María D. López Gamero (Universidad de Alicante), Jorge Pereira Moliner (Universidad de Alicante)

Paper 95: Towards a More Holistic Approach to University Rankings: A Case Study for Hospitality and Tourism Management Subject

Authors: Ivan Pilcevic (University of Belgrade), Veljko Uskokovic (University of Belgrade), Vesna Damjanovic (University of Belgrade), Veljko Jeremic (University of Belgrade)

Paper 202: Turismo y Sostenibilidad: Una Mirada desde los Influencers de Turismo Iberoamericanos

Authors: Nataly Andrea Guiñez Cabrera (Universidad del Bío-Bío), Laura Michelle Del Valle Durán (Universidad del Bío-Bío), Alicia Jeannette Seguel Novoa (Universidad del Bío-Bío)

Parallel Session 5G

Room: TBA

Chair: TBA

Title: *Organizational Identity and Institutional Strategy / Identidad Organizacional y Estrategia Institucional*

Paper 175: La Responsabilidad Social Empresarial como Elemento de Construcción de la Identidad Organizacional de los Individuos a partir de la Antropología y las Relaciones con la Trascendencia

Authors: Oscar Humberto García Vargas (Universidad del Magdalena)

Paper 22: Análisis de la Desigualdad Territorial en España: Un Estudio sobre el Impacto de Variables Socioeconómicas en el Índice AROPE

Authors: Tomas Curto (Universidad CEU San Pablo), Juan Antonio Curto Sierra (Actuario)

Paper 120: Resonance Trajectories of Frames among Organizations: The Catalan Independent Movement

Authors: Carmen Valor (Universidad Pontificia Comillas), Elisa Aracil (Universidad Pontificia Comillas), Laura Fernández (Universidad Pontificia Comillas), Carlos Bellón (Universidad Pontificia Comillas)

Parallel Session 6

Parallel Session 6A

Room: TBA

Chair: TBA

Title: *Quality and Ethics in Education / Calidad y Ética en la Educación*

Paper 154: Driving Success in Management Education: The Impact of Active Learning Strategies

Authors: Maria J. Alonso-Nuez (Universidad de Zaragoza), Ana I. Gil-Lacruz (Universidad de Zaragoza), Jorge Rosell (Universidad de Zaragoza)

Paper 137: Percepciones sobre la Ética Estudiantil en Modalidad Virtual: El Caso de la Carrera de Contador Público y Auditor en una Universidad Estatal Chilena durante la Pandemia

Authors: Verónica del Carmen Peña Acuña (Universidad del Bío Bío)

Paper 17: La autoestima como motor de la satisfacción laboral en el ámbito académico

Authors: Fabiola Gómez-Jorge (Universidad Rey Juan Carlos), Eloísa Díaz-Garrido (Universidad Rey Juan Carlos)

Paper 183: El papel de la internacionalización del profesorado en la gestión de riesgos en universidades. Una aproximación institucionalista al caso Latinoamericano

Authors: Washington Guevara (Universidad de Milagro), Carmen González-Zapatero (Universidad de Salamanca), Javier González-Benito (Universidad de Salamanca)

Parallel Session 6B

Room: TBA

Chair: TBA

Title: *Sustainability and Organizational Contexts / Sostenibilidad y Estructuras Organizativas*

Paper 89: Balancing Family Ownership and Family Control Strategies and Sustainability Practices

Authors: Ignacio Tascón Amo (University of Oviedo), María Sacristán Navarro (Rey Juan Carlos University), Silvia Gómez Ansón (University of Oviedo)

Paper 99: Geography of Firm-Level Circularity

Authors: Sophia Dadak (Universidad de Zaragoza), Jesus Valero-Gil (Universidad de Zaragoza), Inés Suárez-Perales (Universidad de Zaragoza)

Paper 167: Building Social Resilience in War Environments: The Case of Ukraine

Authors: Francisco Javier Forcadell (Rey Juan Carlos University), Kateryna Horiachko (CIS University), Álvaro Méndez (London School of Economics)

Paper 40: Análisis de Informes Corporativos: Explorando la Sostenibilidad Corporativa en el Sector Turístico Español desde la Ciencia de Datos

Authors: Maria Fernanda Bernal Salazar (University of Cantabria), Elisa Baraibar-Diez (University of Cantabria), Jesús Collado Agudo (University of Cantabria)

Parallel Session 6C

Room: TBA

Chair: TBA

Title: *Systemic Risk and Financial Valuation / Riesgo Sistémico y Valoración Financiera*

Paper 168: On the Relevance of the Accounting-Based Fundamental Factor in Asset Pricing

Authors: Olga Fullana (Universidad de Valencia), Mariano González-Sánchez (UNED), Javier Ruiz-Rincón (Universidad Castilla - La Mancha)

Paper 170: Systematic Asset Risk and Capital Structure

Authors: Javier Martinez (University Of Castilla-la Mancha), Juan M. Nave (University Of Castilla-la Mancha), Gonzalo Rubio (CEU Cardenal Herrera University)

Paper 65: Do Analyst Forecasts Improve Implied Equity Duration?

Authors: Olga Fullana (Universitat de València), Juan Nave (Universidad de Castilla - La Mancha), David Toscano (Universidad de Huelva)

Paper 171: Dynamics of Systematic Risk Factors in the European Tourism and Leisure Industry

Authors: Javier Martinez (University Of Castilla-la Mancha), Juan M. Nave (University Of Castilla-la Mancha), Javier Ruiz (University Of Castilla-la Mancha)

Parallel Session 6D

Room: TBA

Chair: TBA

Title: *AI Across Sectors / IA y Análisis Sectorial*

Paper 163: Digital Transformation of Cross-Border Trade in the #1 Commercial Port in the US: How Logistechs Can Revolutionize Transportation and Related Industries in "Los Dos Laredos" and Beyond

Authors: Daniel Covarrubias (Texas A&M International University), Luis Perez-Batres (Texas A&M International University)

Paper 145: ¿Ayudará o Perjudicará la Inteligencia Artificial (IA) en la Empleabilidad? Análisis Científico y Social

Authors: Sonia Martin Gómez (Universidad CEU San Pablo), Ángel Bartolomé Muñoz de Luna (Universidad CEU San Pablo), Roberto Atanes Torres (Universidad CEU San Pablo), Maria Cortejoso Lino (Universidad CEU San Pablo)

Paper 173: Digital Transformation of the Retail Sector: Implications of the Customer Experience in the Value Generation

Authors: José-Benigno Fernández López (Universidad CEU San Pablo), Ricardo J. Palomo Zurdo (Universidad CEU San Pablo), Manuel M. Molina-López (Universidad CEU San Pablo)

Paper 193: Evolución de la Inteligencia Artificial en la Banca: Su Impacto en la Eficiencia Operativa y los Modelos de Negocios

Authors: Cándida Muñoz (PUCMM), Rosa Ruiz (PUCMM)

Parallel Session 6E

Room: TBA

Chair: TBA

Title: *Corporate Governance and Strategic Outcomes / Gobierno Corporativo y Resultados Estratégicos*

Paper 90: Firm Ownership and Innovation Investments: The Effect of Concentration, Gender and Legal Form

Authors: Jaime Gómez (Universidad de La Rioja), Sorin Krammer (Surrey Business School), Beatriz Pérez-Arados (Universidad de La Rioja), Idana Salazar (Universidad de La Rioja)

Paper 106: The Hedge Fund Activism, Environmental Investment, CEO Duality and Independent Directors

Authors: Cristián González Zubieta (Universidad CEU San Pablo), María Ruiz-Castillo Ruiz-Castillo (University of Granada), Javier Amores-Salvadó (Complutense University of Madrid)

Paper 205: Gobierno Corporativo y Apetito de Riesgo. Un Análisis Sobre el Resultado Empresarial

Authors: Ángeles Montoro-Sánchez (Universidad Complutense de Madrid), Alejandro Elizondo-Castillo (Universidad de Costa Rica), Carlos Estévez-Mendoza (Universidad Complutense de Madrid - Cunef Universidad)

Paper 83: Analysis of the Relationship Between Financial Performance Measures and Corporate Governance in Chinese Listed Companies

Authors: Jiafeng Xiao (Complutense University of Madrid), Maria Del Mar Ramos Gonzalez (Complutense University of Madrid), Mercedes Rubio Andrés (Complutense University of Madrid), Antonio Rodríguez Duarte (Complutense University of Madrid)

Parallel Session 6F

Room: TBA

Chair: TBA

Title: *Exploring Organizational Dynamics / Explorando Dinámicas Organizacionales*

Paper 85: A Cultura de Humildade Organizacional é Mensurável?

Authors: Renato Cuenca (Pontifícia Universidade Católica do Rio de Janeiro), Patricia Amelia Tomei (Pontifícia Universidade Católica do Rio de Janeiro)

Paper 161: Representações Memorialísticas, Organizações e Questões de Gênero: A História Oficial do Futebol Feminino no Museu do Futebol Brasileiro

Authors: Alessandra Costa (Pontifícia Universidade Católica do Rio de Janeiro), Paula Hartmann de Queiroz Monteiro (Pontifícia Universidade Católica do Rio de Janeiro), Ana Paula Medeiros Bauer (Universidade Federal Fluminense), Denise Franca Barros (Universidade Federal Fluminense)

Paper 133: Stakeholder Engagement Through the Lens of Justification: Tools for Exploring Organizational Misconduct

Authors: Ronaldo Santos Jhunior (Universidade de São Paulo), Helna Góes (Universidade de São Paulo)

Paper 7: The Importance of the Break-Even Point for the Scaling Up Process of Brazilian Agtechs: The Difference Between the Economic-Financial View and the Practical View

Authors: Carla Gabriella Cirino da Silva (Federal University of São Carlos), Paulo Henrique Bertucci Ramos (Federal University of São Carlos)

Parallel Session 7

Parallel Session 7A

Room: TBA

Chair: TBA

Title: *Navigating Business Challenges / Navegando Desafíos Empresariales*

Paper 186: From Crisis to Sunspots: How Family Firms Use Sensegiving to Navigate Adversity

Authors: Sebastien Fosse (Clermont), Carl Kock (IE), Luis Gomez-Mejia (Arizona State University), Marianna Makri (University of Miami)

Paper 123: Internationalization of Pharmaceutical Firms: Overcoming Foreignness and Emerging Market Challenges

Authors: Sebastián Moreno Soto (Universidad de Antioquia), Sergio de Jesús Suárez García (Universidad de Antioquia), Juan Velez-Ocampo (Universidad de Antioquia)

Paper 160: Understanding Startup Failure: A Multifaceted and Dynamic Approach

Authors: Felipe González (Pontificia Universidad Católica de Chile), Gonzalo Valdés (Pontificia Universidad Católica de Chile)

Parallel Session 7B

Room: TBA

Chair: TBA

Title: *Innovation Management and Excellence / Gestión de la Innovación y Excelencia*

Paper 67: Action Research as an Innovative Pathway to Develop Master's Thesis

Authors: Andrés Mejía-Villa (Universidad de la Sabana), Luz Elba Torres-Guevara (Universidad de la Sabana), Jose A. Alfaro-Tanco (Universidad de Navarra), Jason Roncancio-Marín (Erasmus University of Rotterdam)

Paper 96: Framing Implementation Quality of Business Excellence Initiatives: A Systematic Literature Review

Authors: Valentina Kasatkina (Universitat Jaume I), Ana Belén Escrig Tena (Universitat Jaume I), Juan Carlos Bou Llusar (Universitat Jaume I)

Paper 31: Technology Agreements in a Dynamic Framework

Authors: Alejandro Caparrós (University of Durham), Raúl López-Castro (Universidad San Pablo CEU)

Parallel Session 7C

Room: TBA

Chair: TBA

Title: *Supply Chain / Cadena de Suministro*

Paper 43: La Gestión de la Cadena de Suministro en el Sector Hotelero: Prácticas y Resultados Empresariales

Authors: Alba Rosa Araujo Abreu (Universidad Rey Juan Carlos), Luis Eugenio Carretero Díaz (Universidad Rey Juan Carlos - Universidad San Pablo CEU)

Paper 107: Presente y Futuro en la Gestión de las Operaciones de Recogida y Tratamiento de Residuos. Un Estudio desde la Perspectiva de los Sistemas Colectivos de Responsabilidad Ampliada del Productor (SCRAP) que Operan en España

Authors: Maria Concepción Rodríguez-Benavides (Universidad Rey Juan Carlos), Adriana del Pilar Rivera-Heredia (Universidad Rey Juan Carlos), Eloísa Díaz-Garrido (Universidad Rey Juan Carlos)

Paper 109: Unlocking the Dynamics of Supply Chain Complexity

Authors: María J. Montes-Sancho (Carlos III University of Madrid), M. Cristina De Stefano (University Complutense of Madrid), Zhaohui Wu (Oregon State University)

Parallel Session 7D

Room: TBA

Chair: TBA

Title: *Rethinking Organizations in the Age of AI / Repensando las Organizaciones en la Era de la IA*

Paper 9: The Age of Discontinuity Revisited: Guidelines for the Emerging Neo-Knowledge Work Society

Authors: Craig Pearce (Penn State University), Natalia Lorinkova (Penn State University), Tom C. Hogan (Penn State University), Christina L. Wassenaar (University of South Alabama)

Paper 30: Bridging the Productivity Gap: How Artificial Intelligence is Transforming Latin American Companies' Global Competitiveness

Authors: Eduardo Carlos Dittmar (Universidad Rey Juan Carlos), Cristina Gallego Gómez (Universidad Rey Juan Carlos)

Paper 111: Transforming Growth Pathways: AI as a Strategic Tool for Cognitive and Organizational Development

Authors: Reza Gheshmi (Universidad CEU San Pablo)

Parallel Session 7E

Room: TBA

Chair: TBA

Title: *Education and Employability / Educación y Empleabilidad*

Paper 172: Efectos del Género en las Competencias Blandas para la Empleabilidad

Authors: Sonia Martin Gómez (Universidad CEU San Pablo), Ángel Bartolomé Muñoz de Luna (Universidad CEU San Pablo), Cristina Masa Lorenzo (Universidad CEU San Pablo), Paloma Saá Teja (Universidad CEU San Pablo)

Paper 61: Women Who Inspire Positive Attitudes Towards Scientific Roles and Tasks Among High School Students

Authors: Milagros Sainz (Universitat Oberta de Catalunya), Maria José Romano (Universitat Oberta de Catalunya), Beatriz Lopez (Universitat Oberta de Catalunya)

Paper 1: Gender Diversity and Employment Security: Explaining the Role of Family Involvement

Authors: Jessenia Davila (IESE Business School), Luis Gomez-Mejia (Arizona State University), Fernando Muñoz-Bullon (Universidad Carlos III de Madrid), Maria J. Sanchez-Bueno (Universidad Carlos III de Madrid)

Parallel Session 7F

Room: TBA

Chair: TBA

Title: *Top Management and Strategic Behavior / Alta Dirección y Comportamiento Estratégico*

Paper 2: Strategic Agility in MNEs: Navigating the Environmental Turbulence Caused by New Competitors, Innovations, and Regulations

Authors: Enrique de Diego (Universidad Complutense de Madrid), Paloma Almodovar (Universidad Complutense de Madrid)

Paper 36: Navigating Diversification: The CEO's Human Capital Influence on Firm Strategy and Performance

Authors: Melis Yucel (Universidad Rey Juan Carlos)

Paper 3: Why and When Executives Delay and Avoid Departure Despite Poor Firm Financial Performance

Authors: Fernando Muñoz-Bullon (Universidad Carlos III de Madrid), Maria J. Sanchez-Bueno (Universidad Carlos III de Madrid), Mathew Hughes (University of Leicester), Herman Aguinis (The George Washington University)
