

PROGRAM

WorldCEM'25

The 2025 World Conference on Economics and Management

Aveiro, Portugal

16th to 17th of October 2025

Time Zone: UTC/GMT+1:00, Lisbon

October 16

13:00 – 14:00

Reception / Check-In

14:00 – 15:30

S1- Session 1 - Opening and Keynote Session | Room: 10.13 (DEGEIT)

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, Honorary Chair, ISEG, University of Lisbon, Portugal.
Nuno Palma, Professor at University of Manchester, UK. Topic: *“Europe’s poison pill: the unintended consequences of European structural funds and why they must end”*
Maria José Sousa, Professor at ISCTE-IUL, Portugal. Topic: *“Business Research as a Catalyst for Transformation and Growth”*

15:30 – 17:00

S2 - Session 2 (In Person) | Room: 10.1.3 (DEGEIT)

Chair: Athanassios Stavrakoudis

104 - Strategic Ethics in an Age of Existential Technology: Post-Quantum Security, Geopolitics, and the Red Lines We Cannot Cross (Sónia M. A. Morgado)
112 - Edge Intelligence in Healthcare: A Systematic Literature Review (Joao Reis)
114 - Taxation and Size of Portuguese Listed Companies on Euronext Lisbon with Political Connections (P. Manuel Ferreira)
124 - A intervenção do BCE na recente crise inflacionista e consequências nas empresas (Diogo Simão)
131 - Connectedness along the US pork marketing chain (Athanassios Stavrakoudis)

17:00 – 17:30

Coffee-Break

17:30 – 19:30

S3 - Session 3 (In Person) | Room: 10.1.3 (DEGEIT)

Chair: Sebastian Bakalarczyk

105 - Big Data and Economic Science: Redefining Evidence, Models, and Policy Design (Sónia M. A. Morgado)
113 - Improving the entrepreneurial innovation capacity: A Theoretical Overview and Lessons from international experience (Thi Thanh Tu Tran)
127 - Application of Lean Six Sigma to the Educational System: The Case of School Education” Systematic Literature Review (Jalal Smaili, Jami Jihad, Adil Bentaleb)
128 - Green on paper, grey in practice? How business leaders perceive their environmental communication (Michal Kuděj)
172 - STARTUPS E INCLUSÃO SOCIAL EM CONTEXTOS PERIFÉRICOS: A EXPERIÊNCIA DA FACHUCA COM O IDEATHON 2025 (MARCELO MAIA REGO TOSCANO)

	S4 - Session 4 (online) Room: Sala 10.2.6 (DEGEIT) Link: https://shorturl.at/O7cpl Chair: Álvaro Rocha 169 - The Significance of Digitalization and Business Process Innovation as SME assets in the US pre-pandemic and post-pandemic Business Environment (Cyrus Ogunsola) 147 - Predictors of the purchase decision between country brand and foreign brand. Experience in Peru (Olger Gutierrez-Aguilar) 136 - Integration of Lean Healthcare and Kaizen Strategies in the Management of Hospital Operating Rooms: A Review and Case Analysis (João Vasco Silva) 137 - Planning and Strategy for a Commercial Plan to Recover and Expand a Brand (Nuno Boga) 145 - Clasificación de Perfiles de Adopción Digital en MIPYMES Ecuatorianas mediante Machine Learning no Supervisado e IA Explicable (Diana Veintimilla Veintimilla Almeida) 156 - Opportunity Cost: Strategic Decision Making and Corporate Financial Sustainability (Yesenia Elizabeth Alvarado Paucar) 157 - Marca empleadora, atracción y retención de talento docente: un estudio comparativo entre el DACG-PUCP y el CAD-UFSC (Marcos Baptista Lopez Dalmau)
20:00 – 22:00	Conference Dinner (Hotel Meliã)

October 17	
9:00 – 11:00	S5 - Session 5 (In Person) Room: 10.1.3 (DEGEIT) Chair: Cecília Sêco
	134 - Responsible supply chain practices and customer satisfaction in the Moroccan automotive industry (Salma Bakkali) 138 - The Influence of Motivation and Leadership on Organizational Performance (Cecília Sêco) 146 - Influencing factors in the hedonic motivation for the use of Airbnb services (Olger Gutierrez-Aguilar) 148 - Weak Signals, Wildcards, and U.S. Presidential Actions: A Large Language Model Approach (Jan Černý) 139 - Performance Evaluation: Influential Factors in the Organizational Environment (Vânia Silva)
	S6 - Session 6 (online) Room: Sala 10.2.6 (DEGEIT) Link: https://shorturl.at/O7cpl Chair: Smaili Jalal and Salma Bakali
	101 - Bound by Purpose or Policy? Unpacking the Role of Commitment and Motivation in Driving Workplace Sustainability (Maria de Lurdes Gomes Neves) 103 - A Systematic Literature Review On Literature Reviews Regarding Artificial Intelligence In Accounting And Auditing (Fábio Albuquerque) 108 - Decision tree as a credit score model and prediction of credit probability payment obligations, case: Ecuador 2024 (René Faruk Garzozzi-Pincay) 109 - Implementing Lean in Seasoning Production: A Microenterprise Case Study (Blanca Topón Visarrea) 119 - Assessment of Weaknesses in Public Sector IT Project Management in Portugal (Márcia Pinheiro) 120 - Rehumanizar la empresa: un enfoque ontológico para la construcción de organizaciones éticas y resilientes (Xavier Esteban Páez-Coello) 122 - Exploring How Internal Factors Interact with External Enablers to Drive Business Model Innovation in SMEs (Cristina Terezia Dresan Pop) 111 - Logistics Optimization in Automotive Workshops: An Applied Plant Layout Planning Study (Blanca Liliana Topon Visarrea) 173 - Scrum plus is an Agile Methodology for micro-enterprises? (Lizbeth Suarez-Morales)
11:00 – 11:30	Coffee-Break
11:30 – 13:00	S7 - Session 7 (In Person) Room: 10.1.3 (DEGEIT) Chair: Elisabeth T. Pereira
	152 - Understanding Pro-Circular Consumer Behaviors: Insights from a Systematic Review (Ana Gomes) 151 - Segmentation, Consumer Behavior and Management in Religious Destinations (Mauricio Carvache-Franco) 167 - Developing Competencies for Sustainable Logistics: Assessing Readiness and Effective Learning Approaches in the Era of Industry 4.0 (Elisabeth T. Pereira) 150 - Segmentation, Motivation and Management in Instagram users (Mauricio Carvache-Franco)

	S8 - Session 8 (In Person) Room: 10.1.6 (DEGEIT) Chair: Manuel Au-Yong-Oliveira 170 - Companionship – for better and for worse - and the notion of relationship innovation (Manuel Au-Yong-Oliveira) 106 - The ETS for maritime transport: doubts about IMO strategy implementation, and the unveiled holes of the EU monitoring report (Duarte Lynce de Faria) 125 - The economics of happiness and climate change: a quantitative approach (Marta Ferreira Dias) 168 - Diverse Trajectories of Globalization and Forecasting of Economic Phenomena in Subpopulations – A Model-Based and Simulation Approach (MONIKA HADAŚ-DYDUCH)
	S9 - Session 9 (online) Room: Sala 10.2.6 (DEGEIT) Link: https://shorturl.at/O7cpl Chair: Manuel Antonio Fernández-Villacañas Marín 118 - Predictors of endorser credibility mediated by attitude towards skincare brands on purchase intention (Olger Gutierrez-Aguilar) 159 - Collectivism and Negotiation Behavior: Experimental Evidence from Customer–Supplier Interactions in Costa Rica and France (Gustavo Cubillo-Salas) 130 - Technology Acceptance Model: Business Environments and Holographic Technology (Jessica Quispe) 164 - ECONOMETRIC ANALYSIS AND DSGE MODEL SIMULATION FOR THE ECUADORIAN ECONOMY: AN EMPIRICAL STUDY WITH MACROECONOMIC POLICY PROPOSALS (CESAR ARTURO DEL PINO ANCHUNDIA) 126 - Redefining urban logistics in the face of emerging threats and risks. Towards a sustainable, resilient, safe and secure model (Manuel Antonio Fernández-Villacañas Marín) 160 - Perception of Retail Loyalty Programmes: Impact of After-Sales Policies and Repurchase Intention (Olger Gutierrez-Aguilar) 176 - Financial innovation or purposeful finance? (Lizbeth Suarez) 158 - The Artificial Intelligence impact on Supply Chain Performance using SCOR (Ricardo Morgado)
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.