

PROGRAM

WorldCEM'26

The 2026 World Conference on Economics and Management

Aveiro, Portugal

29th to 31st of October 2026

Time Zone: UTC/GMT+1:00, 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 Aveiro, 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 - EffectuAltion: 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
225 - Dinâmicas da Economia Real na Província do Huambo: Impactos das Alterações nos Preços da Cesta Básica e Decisões Racionais das Famílias (Fevereiro a Abril de 2025), Anabela Gomes

16:00 – 16:30

Coffee-Break

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: 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: 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 - <i>Measuring sustainability from an environmental economics perspective</i>	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 Agrícola - 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.