

# PROGRAM

## XI EDaSS INTERNATIONAL CONFERENCE

25 - 26 NOVEMBER 2022  
ISCAP – Politécnico do Porto  
Porto, Portugal

Time Zone: Lisbon, Portugal

DAY 1: FRIDAY 25 OF NOVEMBER - 14:00 TO 18:30	
14:00 - 14:15	Registration at ISCAP – Politécnico do Porto
14:15 - 14:30	Welcoming Remarks - (Face-to-face and Virtual Presentation)
<a href="#">Link Zoom</a> ZOOM pw: edass22  ISCAP Grande Auditório	<b>Manuel Moreira da Silva</b> , President of Porto Accounting and Business School. P.Porto (Portugal) <b>Adriana José de Oliveira</b> , Porto Accounting and Business School. P.Porto & XI EDASS General Chair (Portugal) <b>Jose Maria Picatoste Novo</b> , Universidade da Coruña & XI EDASS General Chair (Spain)
14:30 - 16:00	Keynote Speaker Presentations - (Face-to-face and Virtual Presentation) Chairs: Isabel Vieira & Paulino Silva
<a href="#">Link Zoom</a> ZOOM pw: edass22  ISCAP Grande Auditório	<b>Theme 1: Corporate Sustainability and Financial Performance: Aligned or Not?</b> <b>Francisco Vitorino Martins</b> , Professor at FEP (School of Economics and Management of University of Porto), Portugal  <b>Theme 2: A Digital Critique: the Ugly, the Beautiful and the Reality</b> <b>Luís Borges Gouveia</b> , Full Professor at the Fernando Pessoa University, Portugal
16:00 - 16:30	Break / Networking

<b>16:30 - 17:30</b>	<b>Session 1 - (Face-to-face and Virtual Presentation)</b> Chair: Maria Clara Ribeiro
<p><a href="#">Link Zoom</a></p> <p>ZOOM pw: edass22</p> <p><b>ISCAP</b> Room 01</p>	<p><b>019P</b> - Globalization and income inequality in Sub-Saharan Africa <i>Celsa Machado, Carolina Lopes, António Saraiva</i></p> <p><b>007</b> - A conceção de jogos DCC: os benefícios da sua integração no mercado de trabalho <i>Ana Vieira, Anabela Mesquita</i></p> <p><b>016P</b> - Economic Growth, Financial sector, Globalization and Sustainability - Friends or Foes? <i>Maria Clara Dias Pinto Ribeiro, Francisco Vitorino Silva Martins</i></p> <p><b>017P</b> - The Impact of Entrepreneurial Focus in the Internationalization of Portuguese SMEs – Exploratory Study <i>Daniel Pinto da Costa, Maria Clara Dias Pinto Ribeiro, Orlando Rua</i></p>
<b>16:30 - 17:30</b>	<b>Session 2 - (Face-to-face and Virtual Presentation)</b> Chair: Sara Pascoal
<p><a href="#">Link Zoom</a></p> <p>ZOOM pw: edass22</p> <p><b>ISCAP</b> Room 15</p>	<p><b>010</b> - Inclusive and Sustainable Growth: Exploring the role of the Latin America Indigenous ‘Buen Vivir’ philosophy within the framework of the Sustainable Development Goals (SDGs) <i>Sara Calvo, Andres Morales, Rui Alexandre Marçal</i></p> <p><b>004</b> - La perdida de empleo una constante en la ciudad de Ferrol <i>Noel López Fustes</i></p> <p><b>015</b> - Analysis of Portuguese Banking Efficiency Using the DEA Methodology <i>Joaquim Silva, Luís Pacheco, Carlos Miguel Oliveira, José Neto</i></p> <p><b>012</b> – Turismo literário, tecnologia e desenvolvimento sustentável: o projeto TheRoute <i>Sara Pascoal</i></p> <p><b>0210</b> - Ensino sustentável e as novas metodologias em Contexto de Aprendizagem Baseada em Projetos <i>Ana Pereira, Adriana Oliveira, Daniela Lopes, Gisela Teixeira, Sílvia Araújo, Patrícia Sampaio</i></p>

<b>17:30 - 18:30</b>	<b>Session 3 - (Virtual Presentation)</b> <b>Chair: Pedro Espírito Santo</b>
<p><a href="#">Link Zoom</a></p> <p>ZOOM pw: edass22</p> <p><b>ISCAP</b> Room 01</p>	<p><b>003</b> – Como incorporar social y laboramente a los jóvenes que no estudian ni trabajan <i>Asunción López Arranz, Raul Villa Caro</i></p> <p><b>0080</b> - The importance attributed by tourists to natural and cultural resources: an exploratory study <i>Adriana Oliveira, Pedro Espírito Santo, Luísa Augusto, Sara Santos</i></p> <p><b>0050</b> - A integração das mulheres migrantes de países terceiros no mercado de trabalho- A perspetiva dos stakeholders em Portugal <i>Ana Luísa Martinho, Susana Bernardino, Helena Salazar, Joana Querido, Joana Fernandes, Tiago Fernandes</i></p> <p><b>0060</b> - Healthy organizations and eating habits: present versus future <i>Adela Reig-Botella, M<sup>a</sup> Isabel Placer García</i></p>
<b>17:30 - 18:30</b>	<b>Session 4 - (Face-to-face Presentation)</b> <b>Chair: Cristina Torres</b>
<p><a href="#">Link Zoom</a></p> <p>ZOOM pw: edass22</p> <p><b>ISCAP</b> Room 15</p>	<p><b>028P</b> - Profesionalización de las plataformas de alquiler turístico: Caso aplicado a Madrid. <i>Edith Cecilia Macedo Ruiz, Agustin Alvarez-Herranz, Beatriz Sanchez-Reyes</i></p> <p><b>009P</b> - A possível integração do 5G no desporto <i>Cláudio Leal, Pedro Mendonça</i></p> <p><b>011P</b> - Presença das mulheres nas empresas de comunicação e comunicação digital em Portugal <i>Carla Sousa, Adriana Oliveira</i></p> <p><b>036</b> - Applying Business Intelligence to analyse world companies' sustainability ESG rating - a preliminary study <i>Inês Veiga Pereira, Célia Talma Gonçalves</i></p>

DAY 2: SATURDAY 26 OF NOVEMBER - 10:30 TO 13:15	
10:30 - 11:30	<b>Session 5 - (Face-to-face Presentation)</b> Chair: Sandrina Teixeira
<a href="#">Link Zoom</a> ZOOM pw: edass22  <b>ISCAP</b> Room 01	<p><b>002P</b> - The influence of infrastructures in regional growth <i>Mário Queirós, Ana Pinto Borges</i></p> <p><b>032P</b> - O contributo da Contabilidade de Gestão para a sustentabilidade de uma PME – um estudo de caso aplicado <i>Mariana Magalhães, Rui Bertuzi, Paulino Silva</i></p> <p><b>001P</b> - Are researchers mistaken about what they think they know? The challenge of publishing research <i>Anabela Mesquita</i></p> <p><b>022P</b> - A Sustentabilidade dos Sistemas de Gestão do Desempenho Organizacional <i>Vera Pereira, Paulino Silva</i></p>
10:30 - 11:30	<b>Session 6 - (Virtual Presentation)</b> Chair: Isabel Novo Corti
<a href="#">Link Zoom</a> ZOOM pw: edass22  <b>ISCAP</b> Room 03	<p><b>0270</b> - Lights and Shades of the “Kit Digital” Grant, a Possible Case of the “European Paradox” <i>Arnau Guix Santandreu</i></p> <p><b>0130</b> - Community engagement as the basis for an inclusive museum. Two case studies from Latin America <i>Laura Tallone</i></p> <p><b>0230</b> - Green and digital transition: Assessing regional patterns of European Union subsidies <i>Javier Barbero, Ernesto Rodríguez-Crespo, Anabela Santos</i></p> <p><b>024V</b> - Development challenges of agricultural insurance market in Albania <i>Grisejda Myslimi, Dori Risilia, Skender Uku</i></p> <p><b>102</b> - De los aspectos desafiantes de la guerra de Ucrania a una nueva transición en el comercio mundial, la inteligencia artificial y el mercado petrolero <i>Anis Benabed, Rudolf Gruenbichler, Andreea Cristina Boeru</i></p> <p><b>103</b> - A internacionalização de negócios e as novas tendências nos mercados externos <i>Anis Benabed, Rudolf Gruenbichler, Andreea Cristina Boeru</i></p>

11:30 - 11:45	<i>Break / Networking</i>
11:45 - 13:00	<b>Session 7 - (Face-to-face and Virtual Presentation)</b> <b>Chair: Lurdes Babo</b>
<p><a href="#">Link Zoom</a></p> <p>ZOOM pw: edass22</p> <p><b>ISCAP</b> Room 01</p>	<p><b>020P</b> - Agile education towards sustainable development <i>Lurdes Babo, Jorge Mendonça, Carla Pinto</i></p> <p><b>014P</b> - Sustainable development and Mathematics <i>Isabel Vieira, Cristina Torres, Lurdes Babo</i></p> <p><b>033</b> – The change of Germany’s image through country branding and landscape tourism strategies <i>Marco Furtado</i></p> <p><b>018</b> – Analysis of the correlation between suppliers and turnover at microeconomic level <i>Mihaela Loredana Ecobici</i></p> <p><b>025</b> - Sustainability integration on a Balanced Scorecard <i>Cristiano Amorim, Helena Costa Oliveira</i></p> <p><b>026O</b> - Is possible to restore the natural ecosystem in developing countries? The impact of demographic factors <i>Krisdela Kaçani, Luis Miguel López-Bonilla, Myriam Luis González Limón, Elena Kokthi</i></p>
11:45 - 13:00	<b>Session 8 - (Face-to-face and Virtual Presentation)</b> <b>Chair: María Cendan Castillo</b>
<p><a href="#">Link Zoom</a></p> <p>ZOOM pw: edass22</p> <p><b>ISCAP</b> Room 03</p>	<p><b>030</b> - Sustainable entrepreneurship: Exploring the role of values through an ordinal logistic regression. <i>Ina Keçi, Luis Miguel López-Bonilla, Jesús Manuel López-Bonilla</i></p> <p><b>034</b> - El Patrimonio Cultural y su contribución al Desarrollo Sostenible en el Entorno Rural <i>María Selene Simón Isidoro, Agustín Pablo Álvarez Herranz</i></p> <p><b>038</b> - El impacto de la educación universitaria en la racionalidad económica: Un proyecto de aprendizaje-servicio <i>María Cendan Castillo, Jose Maria Picatoste Novo, Isabel Novo Corti</i></p> <p><b>035</b> - Some important findings on eco-innovation in European firms, between 2008 and 2014 <i>Javier Lucena-Giraldo, Ernesto Rodriguez-Crespo, Juan Carlos Salazar-Elena</i></p> <p><b>031V</b> - Consumer behavior of agri-food products under the influence of the Covid-19 pandemic <i>Cezara-Georgiana Radu</i></p> <p><b>100</b> - Marca país y su contribución al desarrollo sostenibles de los emprendimientos con certificación B en Latinoamérica <i>Ángel Acevedo-Duque, Agustín Pablo Álvarez Herranz</i></p> <p><b>104</b> - Globalization of stock market and the impact of artificial intelligence on challenging businesses <i>Anis Benabed, Rudolf Gruenbichler, Andreea Cristina Boeru</i></p>