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PROCEEDINGS

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November, 25th -26th, 2022

Portugal

Editor: Isabel Novo-Corti
Assitant Editors: María Cendán Castillo & Xose Picatoste Novo

2022 International Conference on Economic Development and Social Sustainability (EDaSS)

EDaSS 2022

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INTRODUCTION

25-26 November, 2022

PORTUGAL

Hybrid (face-to-face and online)

WELCOME TO EDaSS 2022

EDASS is an international conference, launched in 2012 by the University of A Coruña (Spain), the University "Constantin Brâncuși" (Târgu-Jiu, Romania) and the Universidad Santo Tomás de Bogotá (Colombia), among others, as well as other NGOs and Iniciativa Integra, with the main objective of creating an academic forum for discussion of economic issues from a social and ethical perspective.

In 2022, due to the health situation created by the COVID-19 pandemic, the XIth edition was held at the Polytechnic of Porto – ISCAP (Portugal) in a hybrid style, face-to-face and with online participations. This format enabled the discussion of ideas and the offering of fresh perspectives.

Experts in various fields (economics, law, sociology, etc.) have been invited to participate in this great event, presenting their theoretical and practical researches.

In this publication, we present the abstracts of the papers selected by the Scientific Committee submitted for blind peer review.

The Organizing Committee appreciates the participation of all the authors and the collaborating institutions.

INTERNATIONAL CONFERENCE
ON ECONOMIC DEVELOPMENT
AND SOCIAL SUSTAINABILITY

25-26 November, 2022

Porto - PORTUGAL

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PROGRAM

25-26 November, 2022

Porto - Portugal

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14:00 - 14:15	*Registration at ISCAP – Politécnico do Porto*
14:15 - 14:30	**Welcoming Remarks - (Face-to-face and Virtual Presentation)**
Link Zoom **ZOOM pw: edass22** **ISCAP** Grande Auditório	**Manuel Moreira da Silva,** President of Porto Accounting and Business School. P.Porto (Portugal) **Adriana José de Oliveira**, Porto Accounting and Business School. P.Porto & XI EDASS General Chair (Portugal) **Jose Maria Picatoste Novo,** 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**
Link Zoom **ZOOM pw: edass22** **ISCAP** Grande Auditório	*Theme 1:* ***Corporate Sustainability and Financial Performance: Aligned or Not?*** **Francisco Vitorino Martins,** Professor at FEP (School of Economics and Management of University of Porto), Portugal *Theme 2:* ***A Digital Critique: the Ugly, the Beautiful and the Reality*** **Luís Borges Gouveia,** Full Professor at the Fernando Pessoa University, Portugal
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Link Zoom ZOOM pw: edass22 **ISCAP** Room 15	**028P** - Profesionalización de las plataformas de alquiler turístico: Caso aplicado a Madrid. *Edith Cecilia Macedo Ruiz, Agustin Alvarez-Herranz, Beatriz Sanchez-Reyes* **009P** - A possível integração do 5G no desporto *Cláudio Leal, Pedro Mendonça* **011P** - Presença das mulheres nas empresas de comunicação e comunicação digital em Portugal *Carla Sousa, Adriana Oliveira* **036** - Applying Business Intelligence to analyse world companies' sustainability ESG rating - a preliminary study *Inês Veiga Pereira, Célia Talma Gonçalves*

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A Digital Critique: The Ugly, the Beautiful and the Reality

Luís Borges Gouveia
Fernando Pessoa University, Portugal

Corporate Sustainability and Financial Performance: Aligned or Not?

Francisco Vitorino da Silva Martins
Porto University, Portugal

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Are researchers mistaken about what they think they know? The challenge of publishing research

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Introduction

One of the main objectives of any research is to disseminate the results and findings to different audiences. As a result, researchers prepare articles and communications and submit them to the comments and suggestions of reviewers; as a result, sometimes, they get published. Most of the time, this does not happen. And, most of the time, the way the documents are prepared does not meet the journal's or the conference's requirements. Even when researchers must prepare academic or technical reports, they struggle to find the correct layout and structure.

The topic of dissemination and publication is part of many books about research. However, most research teachers do not dwell much on it as they assume that this content is straightforward and, in most situations, the student already knows it. And this is a mistake. As such, this topic's discussion is marginal as teachers prefer to focus on other, more complex matters. Doubts and confusion remain in the heads of the students. It is curious to note that these doubts are not only present among students but also among teachers - they think they know the differences between types of reports, the structure of each one, and the way findings should be disseminated, just to mention a few situations. However, very often, this is not true.

In addition to the question of publishing and disseminating results, researchers struggle to manage their presence in academic social networks (ex: ResearchGate, Academia). And these are becoming increasingly important as the use of indexes is becoming more relevant to the evaluation of the performance of each researcher. Needless to say, for an essential group of academics, publishing is a vital question of survival.

Main objectives

The main objective of this paper is to draw the attention of academics to this question - how to publish and how to use academic social networks to improve the dissemination of project results and contribute to the researchers' career.

Method

This is a theoretical paper, with guidelines and recommendations at the end.

Results and discussion

In this communication, we will discuss the question of publishing and disseminating research, besides presenting some academic social networks with guidelines about how to use them.

Conclusions

"Publish or perish" is a motto that accompanies the majority of academics and researchers. In many universities, quantity is more important than quality. The performance of researchers is thus evaluated with the use of indexes that are created and provided by some companies. Behind the purpose of quality, there are other hidden agendas, connected with commercial purposes. There are no clear or correct answers for the situation or problem, but academics must be aware that part of their success is related to the correct presentation of results in an adequate journal, conference, social media, or other. As such, the relevance and importance of knowledge about the rules and guidelines, and even the solutions available, cannot be ignored. We are all part of the problem, but we are also part of the solution.

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The influence of infrastructures in regional growth

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Introduction

The infrastructure endowment of a country should contribute to its development and growth; however, the endogenous features of each region may provide a higher or lower sensitivity to the development of a particular infrastructure. For instance, the provision of road networks can further the development of activities that require these roadways to dispose of their products, on the other hand, the provision of infrastructure related to the well-being may attract population and thus contribute to the development of a region.

The pioneering work of Aschauer (1989) found evidence that public expenditure on infrastructure has a positive impact on productivity function. Since then, the study of the influence of infrastructures on gross domestic product (GDP) growth has been broadly analyzed, with a vast majority of studies concluding for a positive relation between the variables. However, analysis at a regional level with sectoral breakdowns is less abundant and do not show a relationship in the same direction (Paci and Pigliaru, 1997; Démurger, 2001; Crescenzi and Rodríguez-Pose, 2012; Elburz, Nijkamp and Pels, 2017; Shi, Guo and Sun, 2017). For Portugal, Pereira and Pereira (2015b) brokedown the analysis in sectors, with a database from 1980 to 2011; their study utilizes the currency (Euro) as the unit of measurement of all infrastructures, and VAR estimation technique. This study analyses the influence of infrastructures to regional growth in continental Portugal in the period 1981-2018 utilizing panel data estimation with cointegration techniques, such as fully modified ordinary least squares (FMOLS) and dynamic ordinary least squares (DOLS). First, we analyze the influence of infrastructures on the global GVA, then we breakdown this analysis into the five continental Portuguese regions, and then we breakdown by activity sectors, in a global and regional perspective. In addition to the database being more extensive in relation to Pereira and Pereira (2015b), we use physical measures for infrastructures (except with regard to investment in ports), and different estimation techniques. This allowed us to detect that some relations of regional and sectoral GVA with infrastructures, work in the opposite direction. Therefore, and because geographical spillovers effects are detected (see Bronzini and

Piselli, 2009), we can detect evidence that investment in infrastructures should be carried out in a balanced way throughout regions, or it may have adverse effects on regional growth.
The paper is organized as follows. Section 2 is dedicated to literature review; section 3 presents the data and descriptive statistics; the model with empirical results is presented in section 4; and the last section evidences some concluding remarks.

Main objectives

The objective of this research is to assess the influence of infrastructures on product growth, both at national and regional level. But in addition to the impact at the aggregate level, the impact at the sectoral gross value added (GVA) level is also analyzed. Our database refers to the period 1981-2018 in Portugal and we use panel data estimation with FMOLS and DOLS techniques. We conclude that, despite having a positive effect at the aggregate level, infrastructures have different impacts on regional growth. Surprisingly, some of them may negatively affect the behavior of regional GVA whether if we consider or not a breakdown by activity sectors. Another conclusion is that if investment in infrastructures is not carried out in a balanced way throughout all regions, it can have an adverse effect on regional GVA growth.

Method

Although all series are first order integrated, both Kao and Pedroni residual cointegration test point out to the existence of series' cointegration. That allows us to use cointegration techniques, such as Fully Modified or Dynamic Ordinary Least Squares (FMOLS and DOLS). FMOLS technique used constant trend specification, without additional trends in cointegration regression specification, and no lag in long-run covariance, estimated with Bartlett kernel, and Newey-West fixed bandwith equal to 4. DOLS technique also used constant trend specification, with fixed lag and lead equal to 1, long-run variance estimated with Bartlett kernel, and Newey-West fixed bandwith equal to 4.
The impact of infrastructures on regional growth will be assessed by the regional GVA per capita. Since this is a variable that has an exponential trend, it will be log transformed.
The independent variables to be used are:

- teachers of second and third cycles and high school per capita;
- drugstores per capita;
- doctors per capita;
- kilometers of roads per area;
- investment in ports, per capita (log transformed);
- GVA of the rest of Continental Portugal per capita (log transformed)

The variable "kilometers of road per area" is used to capture the influence of transport infrastructure. As the area of each region is constant, we use this variable in cross¬section estimates: this transformation is used to standardize the measurement of the

variable, making it easier to compare results between regions. Using the variable “doctors per capita”, we want to measure the allocation of infras¬tructure at health level. Therefore, we will discard other proxy variables, such as nurses or health beds. Including the number of “drugstores per capita” will help measure the nearness of medicines. Education infrastructures are measured by human capital, that is represented by the variables that measure the endowment of undergraduate level teachers. The variable “investment in ports” is included with the objective to capture the effects of the readiness of imports and exports on the economic growth of a region. The last variable, “GVA of the rest of Continental Portugal per capita” can be included as exogenous variable, in order to allow a pushing effect in one region caused by the rest of the country (see Prettner, 2009).
We used panel data (FMOLS and DOLS) to estimate the elasticities of continental GVA to infrastructures, as a whole and broken down by sectors. Lags of variables are chosen in order to maximize the value of t-student statistics: the maximum lag to use is three periods and we only accept lags that increase the value of t-student statistics of the corresponding variable and as long as the variable proves to be statistically relevant.

Results and discussion

Appendix 1 presents empirical results of FMOLS and DOLS estimation of long run elasticities for GVA per capita: Log(real GVApc) = f[teachers of 5th to 12th grade per capita, drug stores per capita, doctors per capita, road kilometers by area, log(real investment in ports per capita), log(real GVApc of the remaining regions)]. In brackets, we can see the p-value of null hypothesis of the corresponding coefficient being zero.
Either utilizing FMOLS or DOLS, all infrastructures, but roads, demonstrate to positively influence GVA growth of continental Portugal. Additionally, all variables, but roads, are significant, at least 5%. However, when we broke down this aggregate, we can see that some of the variables become statistically not significant, and some of them seem to negatively influence sectoral GVA growth. Our reflections about statistically significance, by default, are made in a p-value basis of 5%.
We can summarize the relations between continental GVA per capita and infrastructures in the following table.

Table 4. Sign of infrastructures’ influence broken down by sectors

Variable	Global	Sector I	Sector II less constr.	Construction	Tourism, c. repair, comm.	Finance	Other services	Public administration
Teachers	(+)	(+)	not signif.	(+)	(–)	(+)	(+)	(+)
Drugstores	(+)	(+)	(–)	(–)	not signif.	(+)	(+)	not signif.
Doctors	(+)	not signif.	not signif.	(–)	(+)	not signif.	(+)	(+)
Roads	not signif.	not signif.	(–)	(–)	(–)	(–)	(–)	(–)
Investment in ports	(+)	not signif.	(+)	(+)	(+)	(+)	ambiguous	(+)
GVA other regions	(+)	(–)	(+)	(+)	(+)	(+)	(+)	(+)

Legend: "not signif." = not significant

We can notice that the control variable, GVA of remaining regions, is always statistically significant, with a p-value of 0.000 (and 0.007 in just two cases). The positive coefficients of this variable vary between 0.397 and 1.967, so there seems to have enough evidence that the behavior of the GVA of one region is strongly influenced by the behavior of its neighborhood. However, we can also detect an exception: in what concerns to the primary sector, this influence is negative, what can be explained by the fact that, as we saw earlier, this sector having been losing weight in the total GVA. Therefore, we can assume that there is a spread of the effects of changes in infrastructure in one region in the GVA of the remaining regions.

When we focus on educational infrastructures, we manage to notice that its coefficients are positive for all sectors, except for Sector II less construction, and Tourism, car repair and commerce. As in this second case, they are statistically significant at least for one technique, the result may appear to be contrary to the expected.

In respect to drugstores, no significance is detected on its influence on Tourism, car repair and commerce, and Public administration. Additionally, we can see that it may positively influence Sector I, Finance, and Other services. In addition, it may negatively influence the whole secondary sector. The number of doctors is not found to be relevant to explain the behavior of Sector I, Sector II less construction and Finance. Nevertheless, it may negatively influence the Construction and positively Tourism, car repair and commerce, Other services, and Public administration. So, depending on the variable used to measure the infrastructure, we can see that it may positively influence Sector I, Tourism, car repair and commerce, Finance, Other services and Public administration; negatively influence Sector II.

Transport infrastructures measured by Roads and Investment in ports, seem not to be relevant to explain the behavior of Sector I's GVA. Additionally, when the coefficient of "roads" is statistically significant, it is negative to all other sectors; but the coefficient of "investment in ports" is always positive, except in the case of DOLS estimation of Other services. The apparent contradiction between the fact that investment in roads positively affects the growth of the national GVA and negatively the regional GVA, may indicate that these investments should be carried out in a balanced way throughout the territory, under the risk that the regions that get less investment will lose competitiveness relative to others.

After assessing the influences of infrastructures on continental GVA per capita, now we can break down our analysis by regions. We experimented two models, one with the

GVA of other regions and another without it. In 40 estimations, this variable proved to be always statistically significant, although it has an ambiguous influence in two cases. Therefore, we kept it in our model. Additionally, we estimate that this variable has a positive influence on 28 of the 35 sectoral cases and only a negative one in five of them. Therefore, we can say that in the vast majority of cases, the GVA of one region is positively influenced by the GVA of its neighbors. Three of the exceptions are recorded in the primary sector (Center, Lisbon and Alentejo), the one that has been losing weight in the total GVA, and the other two are registered in the secondary sector in Lisbon.
Considering the global GVA per capita of each region, we can observe that the influence of infrastructures is different from region to region: there is no single infrastructure that causes a response in the same direction (positive or negative) for all regions. Moreover, contrary to what was observed for the continent as a whole, the GVA of each region is not positively influenced by all infrastructures. Teachers have a positive influence on North and Lisbon, but a negative influence on Alentejo and Algarve, being ambiguous in the Center; Drugstores have a positive influence in Center, Lisbon and Alentejo, and a negative one in the rest of the regions; the sign of the influence of Doctors is always the opposite of Drugstores (considering the regional GVA as a whole); Roads seem to negatively influence the North and positively the other ones; Investment in ports, have a positive influence only in Lisbon and Algarve, and a negative influence in the rest of the regions.
When we focus on the influence of infrastructures in the sectoral GVA, we notice that there is no pattern that can be identified, as each infrastructure can positively or negatively influence a sector according to its region. But if in an aggregate level, we find evidence of a positive relation between infrastructures and GVA, we can conclude for the existence of spillover effects between regions and between sectors of activity. That leads to the question of carrying out a balanced investment in infrastructures at a regional level in order to avoid disparities in GVA growth.

Conclusions

This study adds some clarification on the bonds between regional growth and infrastructures endowment of Continental Portuguese regions. We can stress four main aspects on the contributions of this study. First, given the goodness of fit, we can assert that the regional infrastructure endowment influences the global and regional growth of GVA. As seen on earlier studies for other economies (Fan and Zhang, 2004; Majumder, 2005; Yılmaz and Çetin, 2017), also in Portugal the regions present different reactions against infrastructures changes, as concluded also by Pereira and Andraz (2006). Second, we can find evidence pointing to the fact that certain infrastructures influence differently the seven considered sectors within each region (also see Majumder, 2005 and Pereira and Andraz, 2006). Third, it is worth noting the positive influence that the physical infrastructures (proxied by transport infrastructures – road network and investment in ports) have on the growth of GVA per capita, as well as health and education services. Additionally, there is an important effect of the neighborhood GVA growth, as this variable always has a positive influence on the regional GVA growth in aggregate, and has few exceptions on the sectoral GVA growth when considered in a regional level.
Combining these aspects, we can still conclude that an investment in educational, health

and transport infrastructures has a positive effect on the regional GVA growth since it is carried out in a balanced way, otherwise, it could have an adverse effect on the growth of the GVA of some productive sectors and, thus, on the growth of the regional GVA. The exception is still for roads, as this variable has a positive effect on the GVA growth of every region, but on the North, and is not significant when we consider the whole territory.

When we consider the effects of infrastructures on the continental GVA, we can conclude that all of them have a positive influence in this late variable, with an exception for roads, which shows not to be significant. Although, not directly comparable due to different measurement units, these conclusions are in accordance with Pereira and Pereira (2015b), except in the case of roads.

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Cómo incorporar social y laboramente a los jóvenes que no estudian ni trabajan

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Introduction

Nos referiremos a aquellos jóvenes que se encuentran sin empleo y no forman parte del sistema educativo, y por tanto se encuentran sin capacitación. La Organización de Naciones Unidas define a este sector de la población como aquellas personas entre las edades de 15 a 24 años que ni estudian ni trabajan, utilizando esta forma de cuantificarlos con fines estadísticos. Del mismo modo la Organización del trabajo OIT define a estas personas como jóvenes que no trabajan, no se están en el sistema educativo ni en prácticas y se encuentran entre 15 y 24 años. No son un grupo heterogéneo sino todo lo contrario existe disparidad de características (Gómez y López, 2019). En este grupo se encuentran personas involucradas en actividades tan diversas como pueden ser: jóvenes en busca de obtener una educación adecuada y de su interés personas que no tienen capacitación acorde al mercado laboral, jóvenes que están viajando o viviendo un año sabático, personas que cuidan a familiares mayores, la maternidad y paternidad precoz, jóvenes relacionados con actividades deli o personas que presentan problemas físicos graves o problemas psicólogo (EdComs, 2009). A pesar de estas diferencias existen algunas características comunes entre estos jóvenes como o factores que explicarían estas situaciones como la no participación en la educación, empleo o formación una vez superados los 16 años, la mayoría de estos factores reflejan la creación de un fenómeno en desventaja, un fenómeno de exclusión social sobre el que concluyen factores personales como el sexo las niñas tienen mayor tendencia a permanecer en el sistema educativo, presentar discapacidad, problemas de salud mental, embarazo, responsabilidades familiares, estar sin hogar ser dependiente de medicamentos o sustancias como el alcohol. Factores educativos como las dificultades en el desarrollo escolar ya que existe una relación entre el bajo rendimiento académico y la probabilidad de que un joven se convierta en un NEET. Relaciones negativas con profesores y escuela, absentismo escolar. Factores estructurales elementos del sistema externos a los jóvenes y que están relacionados con los aspectos socioeconómicos, políticos o con las oportunidades, factores de mercado laboral, problemas financieros, relacionados con la pobreza y la calidad de la información, el asesoramiento y la orientación (Ruíz at.all 2019).

Main objectives

El objetivo estratégico es analizar como mejorar la empleabilidad y la facilitación al acceso al mercado laboral de los jóvenes en la estrategia emprendimiento y empleo joven 4 que hacen referencia a la educación y formación:
Educación destinada a orientar y preparar a los jóvenes en relación a su futuro profesional y reducir el fracaso escolar;
Formación orientada a mejorar la capacidad profesional de los jóvenes a través de las acciones formativas (aprendizaje. Cualificación. Recualificación o reciclaje y becas practicas) o laborales.
Educación y formación como medio de fomento del autoempleo

Method

Estudio cualitativo de las ciencias sociales a través de legislación y doctrina.

Results and discussion

El mercado de trabajo en muchas ocasiones ha actuado como un canto de sirenas y los jóvenes han sufrido un claro espejismo en España por ejemplo en el sector de la construcción que llevo a muchos de ellos abandonar las aulas precipitadamente y tras la crisis económica a encontrase en desempleo (Morales, 2014). Esto demostró la importancia de permanecer en el sistema educativo y obtener una cualificación que les permita estar dentro del mercado laboral. La cambiante situación de los mercados y la digitalización de los mismos han dejado a estos jóvenes fuera del mismo y con pocas posibilidades de reciclado. No existen por tanto suficientes oportunidades de empleo adecuadas para ofrecer a estos jóvenes, que han alcanzado los 16 años, inclusión de empleo.

Conclusions

El fenómeno NEET está formado por un sector de la población que no está desarrollando su potencial lo que se traduce en una gran pérdida de capital humano para la sociedad. Está formado por un conjunto heterogéneo de jóvenes entre 16 y 29 años.
En mercado de trabajo español se han establecido diversas fórmulas de contratación con bonificaciones a las que se han unido otras fórmulas para conseguir experiencia profesional atreves de becas prácticas en empresas curriculares y extracurriculares pero que están dando un resultado lento.
La existencia de este colectivo de jóvenes rompe con la idea de integridad social lo que genera un importante riesgo de exclusión social.
El colectivo NEET reclama una actuación preventiva y no paliativa su reconocimiento no es suficiente por lo que es necesario rediseñar nuevas herramientas personalizadas que los oriente y dirija desde la educación y formación hasta el mercado de trabajo.

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[ID: 104]

"LA PERDIDA DE EMPLEO UNA CONSTANTE EN LA CIUDAD DE FERROL"

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Introduction

El Planteamiento industrial de Ferrol a lo largo del siglo XX y XXI se proyecta sobre un determinado sector empresarial como es el naval que además tiene un carácter público, sobre el que se desarrolla y depende el resto de las empresas de carácter privado (DOMENECH, 2003). Desde que se produce la reconversión en el monosector, industrial en los años 80 la ciudad no ha sabido buscar nuevas formas de desarrollo económico, lo que la sumido en una importante crisis en todos los sectores (HERMIDA, 2000).

Main objectives

El objetivo perseguido con este trabajo es el análisis de la constante pérdida de empleo que en una ciudad eminentemente industrial como es Ferrol se ha venido produciendo en las últimas. El análisis se realiza en un contexto político y social que vive la ciudad con importantes bajas en la población a causa de la falta de empleo (ANCA , 2005).

Method

La metodología utilizada es tanto cualitativa como cuantitativa, con fuentes primarias y secundarias. Se ha procedido a realizar entrevistas a los trabajadores y empresarios afectados y analizar documentos relacionados con la reconversión, legislación, doctrina y jurisprudencia.

Results and discussion

Los intentos por llevar a cabo una revitalización de la ciudad, que siembre se ha visto en vuelta en gran conflictividad social, se llevó a cabo a través de diferentes planes de reindustrialización, que no alcanzaron los objetivos perseguidos de empleo en la comarca de Ferrolterra, ni diversificar la economía local (FERNÁNDEZ, 2003).

Conclusions

Primera. La situación del empleo en Ferrol se sitúa en una situación de monocultivo industrial público y en torno a los astilleros, sobre el que pivota el resto de la industria privada.
Segunda. La crisis sufridas por el sector naval han ocasionado un importante deterioro en las relaciones laborales en esta industria como desempleo y exteriorización de determinadas funciones que antes llevaban a cabo en los astilleros.
Tercera. Los diferentes planes de industrialización fueron un rotundos fracasos industrial en Ferrol.

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[ID: 105]

A integração das mulheres migrantes de países terceiros no mercado de trabalho- A perspetiva dos stakeholders em Portugal

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Introduction

O número de migrantes que partem do seu país de origem para um novo destino tem aumentado significativamente ao longo dos últimos anos, sendo também esse o padrão identificado em Portugal. A migração coloca desafios significativos, de entre os quais se destacam a procura de um novo emprego no país de acolhimento. As dificuldades de integração no mercado de trabalho trazem consigo outras vulnerabilidades em termos económicos e sociais, que poderão ser ainda mais intensas no caso das mulheres.

Main objectives

Com esta comunicação pretende-se compreender como a situação das mulheres migrantes de países terceiros no mercado de trabalho em Portugal e como pode ser melhorada a sua empregabilidade, tomando como referência as perceções dos stakeholders locais.

Method

A investigação usa uma metodologia exploratória, de natureza quantitativa, através de um inquérito por questionário a diferentes stakeholders relevantes para a temática das migrações e empregabilidade.

Results and discussion

A investigação realizada permite fazer um diagnóstico das principais dificuldades percebidas pelas organizações em Portugal para a integração das mulheres migrantes de países terceiros, de onde se destacam as dificuldades linguísticas e a falta de reconhecimento das competências desenvolvidas no país de origem, antes do fluxo migratório. O estudo realizado oferece ainda algumas pistas sobre a competências que as entidades locais consideram mais importantes para a promoção da sua empregabilidade. Por fim, o estudo realizado permite compreender a importância atribuída pelas entidades locais a diferentes ações para a promoção da integração socio-económica das mulheres migrantes em Portugal.

Conclusions

Com a investigação realizada observa-se que as entidades locais reconhecem que as mulheres migrantes de países terceiros em Portugal se deparam ainda com dificuldades em termos de integração no mercado de trabalho, que poderá ser atenuada através do desenvolvimento de estratégias integradas e de programas de formação adequadas ao perfil das mulheres migrantes em Portugal às características e necessidades do mercado de trabalho local.

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[ID: 106]

Healthy organizations and eating habits: present versus future

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Introduction

Las organizaciones modernas y con gran visión de futuro han dado un giro importante en el desarrollo de los Recursos Humanos (RRHH), pasando de considerar la salud de los empleados como un medio para alcanzar determinados fines empresariales, a ser un fin en sí mismo, es decir, considerar la salud de los empleados como un valor estratégico, este es uno de los requisitos indispensables para las organizaciones saludables (Salanova, 2009).

El concepto de salud a lo largo de la historia ha sido enfocado desde diferentes perspectivas, entre las más cercanas, el modelo biologista del siglo XIX consideraba que el estado de salud de los individuos dependía de un agente causal como pudiera ser un microorganismo que haría mermar la salud de la persona, más adelante en el primer tercio del siglo XX esta concepción fue evolucionando y la salud pasó a ser considerada como la oposición a la enfermedad (Garavaglia et al., 2018).

En el Preámbulo de la Constitución de la Organización Mundial de la Salud, que fue adoptada por la Conferencia Sanitaria Internacional, celebrada en Nueva York del 19 de junio al 22 de julio de 1946 y entró en vigor el 7 de abril de 1948, detalla que la salud es un estado de completo bienestar físico, mental y social, y no solamente la ausencia de afecciones o enfermedades (OMS, 1948), presentando un enfoque más positivista e integral, agregando el componente social, la capacidad funcional y el área mental, aunque no hace distinción de grados de salud y le da un perspectiva utópica o irreal al hecho de conseguir el estado completo de bienestar. Esta definición no ha sido modificada desde esa fecha.

Lalonde (1974, citado en Valenzuela, 2016) partía de la base de que la salud y/o la enfermedad no estaban relacionadas solamente con factores biológicos o agentes infecciosos, sino que tenían una base marcadamente socioeconómica, estos factores condicionaban o influían en la salud de los individuos o comunidad, denominando lo que se conoce como determinantes de la salud:

-Estilo de vida: Toma de decisiones individuales y hábitos de vida.

-Biología humana: Herencia, maduración y envejecimiento, sistemas internos

complejos.
-Medio ambiente: Físico, químico, biológico, psicosocial y cultural.
-Sistema de organización de atención sanitaria: Prevención, curación, restauración.
Terris (1980, citado en Valenzuela, 2016) enuncia el concepto de salud como un estado de bienestar físico, mental y social, con capacidad de funcionamiento y no únicamente la ausencia de afecciones o enfermedades considera dos variables: la variable objetiva, que es la capacidad de funcionar en diferentes grados y la variable subjetiva que es sentirse bien en diferentes grados.
La Constitución española de 1978, en su Título I Capítulo tercero, ubica los principios rectores de la política social y económica, concretamente en el artículo 43.1, reconoce el derecho a la protección de la salud y pese a que la Constitución no garantiza la salud, determina la obligación de los poderes públicos de organizar y tutelar la salud pública para que los ciudadanos puedan ejercer ese derecho y distribuye las competencias en materia sanitaria entre el Estado y las Comunidades Autónomas (Título VIII, art.148,149 y 150), integrando en la salud pública actividades no sólo como materia de prevención sino también en promoción de la salud (artículo 6, Ley 14/1986, de 25 de abril, General de Sanidad).
La Oficina Regional para Europa de la O.M.S. (1985) señala que la salud es la capacidad de realizar el propio potencial personal y responder positivamente a los retos del ambiente. Entiende la salud como un recurso para la vida, no de una manera estática sino como la mejor adaptación al entorno, ofrece la posibilidad de alcanzar mejor calidad de vida.
Realizar una aproximación a la definición de Calidad de Vida, presenta el inconveniente de una notoria carencia de precisión en su delimitación conceptual (Schalock y Verdugo, 2007), estos autores inciden en la multidimensionalidad del concepto de Calidad de Vida (CV) desde dos ópticas esenciales: una objetiva (referente a las condiciones externas) y otro subjetiva (percepción de la propia persona de estas condiciones externas). Actualmente, el concepto de Calidad de Vida, integra tres ramas de las ciencias: economía, medicina y ciencias sociales, cada una de ellas ha promovido el desarrollo desde un punto de vista diferente respecto a cómo debiera ser conceptualizada la CV (Cummins, 2004, citado en Urzúa y Caqueo-Urizar, 2012).
Un componente fundamental de la Calidad de Vda es el estilo de vida, es por eso por lo que cada vez existe mayor interés y preocupación social por los hábitos de alimentación saludables y esto se hace extensible al ámbito organizacional y empresarial, donde éstos van a contribuir en un mejor desempeño laboral y a su vez generar una influencia positiva en la salud del empleado y en su posterior etapa de jubilación.
En este mundo globalizado, tan complejo y cambiante en el que se mueven las organizaciones hoy en día, ya no existe vuelta atrás con respecto a la significación de los empleados saludables como creación de valor, no sólo para que las empresas mantengan su posición competitiva, sino también, para poder estar por encima de sus competidores.

Main objectives

- Exponer cómo las condiciones saludables de los trabajadores ayudan a prolongar la vida laboral y un envejecimiento activo.

- Promocionar hábitos de alimentación saludable desde las organizaciones influye positivamente en los indicadores de salud laboral y económicos de las organizaciones.
- Determinar qué supone para el trabajador la calidad de vida y bienestar en el trabajo.
- Examinar la responsabilidad que tienen las organizaciones para contribuir al desarrollo sostenible a través de la promoción de la salud de sus trabajadores.
- Identificar los hábitos alimenticios saludables como medida de prevención de algunas de las enfermedades no transmisibles o crónicas y sus factores de riesgo

Method

La metodología utilizada para la elaboración del presente trabajo ha sido mediante la búsqueda, selección, lectura y análisis de la documentación de fuentes secundarias, tales como, libros y revisión de estudios publicados en referencia al concepto de Calidad de Vida, Bienestar en el Trabajo, Calidad de Vida Laboral, Responsabilidad Social Empresarial, Promoción de la Salud en el Trabajo, Organizaciones Saludables, Empleadas/os saludables, Envejecimiento Activo, Nutrición, Alimentación saludable.

Results and discussion

El futuro de las empresas y las organizaciones pasa por darle a éstas una cualidad esencial a través de la salud de sus trabajadores, convertirlas en saludables, este adjetivo delimita o enmarca la acción de sus actuaciones, tanto para el cumplimiento del marco normativo en el que se desenvuelven como para el desarrollo y competencia de su actividad. La salud del trabajador ya forma parte de la estrategia empresarial. El horizonte de futuro que se divisa con el envejecimiento poblacional, tanto a nivel europeo como en España y las consecuencias de este, hacen necesario mantener y en muchos casos emprender determinadas actuaciones como:

 Que se favorezca la calidad de vida laboral del/de la trabajador/a para la mejora de su bienestar y satisfacción, ambiente laboral, desarrollo del trabajo e interacciones sociolaborales.

*Las prácticas saludables son un elemento muy importante como propone el modelo HERO, donde el trabajador saludable es el enlace principal entre las prácticas saludables y los resultados organizacionales.

*Compromiso por parte de las empresas para la contribución al desarrollo sostenible, con programas de promoción de la salud, para mejorar o potenciar la salud de sus empleados, su calidad de vida laboral y un envejecimiento activo.

*Mejora del entorno laboral para prolongar la vida activa como trabajador y alcanzar un envejecimiento saludable, es una imperiosa necesidad de cara a las estadísticas de población que se proyectan.

*Los programas de salud en las empresas para promocionar hábitos de vida saludable, concretamente a través de alimentación saludable, es y puede ser una herramienta muy útil, tanto a nivel individual, colectiva o del entorno social para alcanzar objetivos en salud como propone la OMS en la Agenda 2030 para el desarrollo sostenible.

Conclusions

Aunque se está en el buen camino todavía queda mucho por hacer en materia de legislación, educación y concienciación de hábitos saludables, el ambiente obesogénico (la industria alimentaria pone al alcance infinidad de productos altamente calóricos, con sodio, grasas saturadas y azúcares añadidos) lo impide. También se torna difícil hacer programas de salud en las Pymes debido a diversos factores (organizativos, económicos, etc), quizás sería interesante que se protocolizaran programas para PYMES.

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[ID: 107]

A conceção de jogos DCC: os benefícios da sua integração no mercado de trabalho

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Introduction

Uma boa compreensão e um bom uso da comunicação são fatores capazes de melhorar o desempenho operacional, promover mudanças significativas nas múltiplas relações entre os intervenientes do processo de comunicação e agregar valor à organização. Paralelamente, a dependência tecnológica, a facilidade de assimilação de diferentes informações e o uso de uma nova linguagem são algumas das características dos jovens que já estão inseridos no mercado de trabalho ou que muito em breve farão parte dele, trazendo desafios para as organizações. Concomitantemente, os jogos digitais estão a tornar-se cada vez mais populares entre os jovens. Assim sendo, a questão que se coloca é saber se é possível preparar jovens (Geração Z) para o mercado de trabalho em termos de competências de comunicação, para ir ao encontro das expectativas e necessidades dos empregadores, em particular, explorando a sua apetência pelo jogo. Para respondermos a esta questão, construímos alguns jogos para desenvolver competências de comunicação (DCC) e que foram testados com alunos do 1º ano do curso de licenciatura em Comunicação Empresarial do ISCAP /IPP (Instituto Superior de Contabilidade e Administração do Porto/Instituto Politécnico do Porto). Este artigo relata o trabalho que desenvolvemos, no qual seguimos o modelo quasi-experimental, em que desenhamos 3 aulas, com recurso à metodologia Flipped Class Room. Para podermos avaliar o sucesso da experiência (desenvolvimento de competências comunicacionais), esta investigação passou por três fases: primeiro, a aplicação de um pré-teste, para se poder avaliar as competências dos alunos; em segundo lugar, a apresentação e exposição dos conteúdos da aula através de powerpoints, videoaulas, jogos e exercícios de autoavaliação para revisão dos conteúdos; e, no final, a avaliação dos resultados dos alunos, das atividades, design da aula e desempenho do professor. Os resultados obtidos revelaram que a maioria dos alunos melhorou as suas competências comunicacionais com a utilização da gamificação e GBL.

Main objectives

Construção de jogos para desenvolver competências de comunicação (DCC)

Method

Modelo quasi-experimental e recurso à metodologia Flipped Class Room.

Results and discussion

Melhorar as competências comunicacionais com a utilização da gamificação e GBL.

Conclusions

Os resultados obtidos indicaram que através da gamificação e da aprendizagem baseada em jogos é possível desenvolver-se competências comunicacionais na geração Z, facilitando deste modo a sua integração no mercado de trabalho.

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[ID: 108]

The importance attributed by tourists to natural and cultural resources: an exploratory study

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Introduction

Tourism plays a key role in the development and competitiveness of many countries. Data suggest that tourism continues to grow rapidly, and that natural resources and cultural resources are recognized as key drivers of this growth.
Natural resources and cultural resources are the basis of tourism development and the competitive position of many tourist destinations. At the same time, the question of its use in the tourism development function is very complex and must be based on the idea of sustainability.
In this sense, the tourism industry needs to be transformed and updated to better achieve sustainable development.

Main objectives

In this context, the study developed aimed to analyze the importance attributed to local identity, natural resources and cultural resources by Portuguese tourists.

Method

Data collection was based on a self-administered questionnaire, which sought to assess the importance attributed to local identity, natural resources and cultural resources by different tourist audiences. This data collection obtained 366 valid responses.

Results and discussion

The analysis of the collected data focused on an exploratory descriptive analysis that identified that female tourists attach greater importance to the cultural and natural resources of the destination they visit. In the same sense, it is clear from this study that tourists with higher education qualifications are more concerned with natural resources and cultural resources. However, this study concluded that the fact that tourists have children does not influence the importance attributed by tourists to the resources of a region.

Conclusions

In summary, the accomplishment of this study allowed to identify the importance attributed by tourists to natural and cultural resources and, in this sense, tourism managers can use this study as a contribution to the design of more sustainable tourism programs and, at the same time, valued by the tourists.

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A possível integração do 5G no desporto

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Introduction

A tecnologia de Quinta Geração (5G) tem surgido na vida quotidiana dos utilizadores de tecnologia móvel e provavelmente o 5G dominará o mercado a médio prazo. Por exemplo, atualmente já existem estudos que abordam a inovação 5G na criação de soluções, para o desporto e saúde, baseadas na Internet of Things (IoT). De modo a fornecer uma variedade de serviços de suporte para uma combinação entre o desporto e a saúde, nomeadamente, sensores permitem ao pessoal médico observar a saúde do atleta em tempo real e depois fornecer o tratamento adequado (Zhan, 2021).
Na verdade, o desporto e o entretenimento estão atentos à evolução desta tecnologia 5G. De acordo com uma pesquisa da “PwC's 2021 Sports Outlook survey”, os players do setor de desporto começam a encarar a tecnologia 5G como uma das principais oportunidades do futuro para criar experiências únicas para os fãs. Graças às redes 5G, os estádios já começaram a explorar e a oferecer experiências (NOS, 2022).
Atualmente, assistir a um jogo de futebol, por exemplo, é mais do que um evento desportivo – é toda a experiência. Assim, tendo em conta a pertinência deste tema, e uma vez que a literatura é ainda escassa nesta matéria, este artigo via preencher essa lacuna. Portanto, o surgimento deste artigo tem como principal objetivo estudar a possibilidade de um aumento do engagement nos jogos de futebol aquando da introdução das tecnologias de Quinta Geração, após um estudo dos conceitos abordados e das possibilidades que estas tecnologias trazem de novo para a Sociedade. Deste modo, a presente pesquisa abordará uma breve descrição do conceito de 5G, em seguida, será realizada uma breve apresentação sobre o tópico Realidade Virtual e as vantagens que esta tecnologia traz. Por fim, o artigo aborda a problemática do futebol moderno em Portugal, os custos elevados e a falta de segurança muitas vezes verificada. O engagement está ligado á participação e á aceitação do público-alvo. Com esta experiencia procura-se medir o engagement que a introdução destas tecnologias terá no desporto. Desta forma prevê-se ter uma perceção da aceitação dos adeptos e utilizadores de recintos desportivos e quais as suas opiniões e abertura para esta nova tecnologia.

Main objectives

Descobrir a possibilidade da introdução da tecnologia de Quinta Geração no desporto
Avaliar o engagement dos utilizadores com esta nova tecnologia

Method

Revisão Integrativa de Literatura

Results and discussion

Os dados serão tratados com recurso a uma investigação integrativa de literatura. Como resultado deste trabalho espera-se que seja possível compreender qual será a resposta dos adeptos que frequentam eventos desportivos ao vivo aquando da introdução desta nova tecnologia, desenhando a partir daí as diretrizes para a introdução do 5G nos eventos desportivos.

Conclusions

As tecnologias de Quinta Geração começam a estar cada vez mais presentes no dia a dia da Sociedade, no entanto ainda não há um aproveitamento total das suas capacidades. A aliança entre as tecnologias de Quinta Geração e das tecnologias que possibilitam a criação de Realidade Virtual constituem um passo muito importante para o desenvolvimento das tecnologias de Quinta Geração.
Com a realização deste artigo foi possível compreender que a falta de exploração do uso das tecnologias 5G ao nível do desporto, concretamente no futebol, constitui uma oportunidade de exploração de um novo mercado. As utilizações destas tecnologias no futebol possibilitarão um maior engagement de um público que pretende ter uma experiência diferente no que diz respeito a assistir a jogos de futebol sem ter as preocupações que acarreta uma ida ao estádio.
Este novo mercado abrirá portas a um maior número de espetadores nos jogos de futebol o que visa um aumento de receita para os clubes e instituições que adotarem estas tecnologias.

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Inclusive and Sustainable Growth: Exploring the role of the Latin America Indigenous 'Buen Vivir' philosophy within the framework of the Sustainable Development Goals (SDGs)

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Introduction

This paper contributes to get a better understanding of the BV model for indigenous communities in Colombia, looking at five indigenous communities (Misak, Yanacona, Curripaco, Puinave and Wayuu) located in Cauca (the Andes), the Guainía (the Amazons) and the Guajira (the Caribbean).

Main objectives

There are limited studies that study the Latin American Buen Vivir philosophy and how the SDGs embed indigenous practices and values. Thus, this paper aims to study this phenomenon by focusing on the following research question: Is there a connection between the indigenous Latin America 'Buen Vivir' philosophy and the framework of the SDG?

Method

Using a multiple case study with Indigenous communities in Colombia, this research used participatory video research as the methodology to understand this phenomenon. This study looks at five different indigenous communities (Misak, Yanacona, Curripaco, Puinave and Wayuu) and three regions in the country (the Andes, the Caribbean, and the Amazon).

Results and discussion

By building upon the Colombian case, this paper contributes to gain a better understanding on whether what is naturally implemented in BV indigenous communities can inform the SDGs as a major contribution and how the SDG's might inform the BV indigenous people values and traditions, if there is a real inclusion of vulnerable communities within the framework of the Sustainable Development Goals.

Conclusions

The findings of this paper suggest that their interpretation of BV is moulded by contextual factors that include culture, cosmovision (beliefs, values and pillars), historical contexts and geographical location. Values and pillars were identified in the collected data and indicated similar insights with the BV model (e.g. the protection of nature and the importance of community wellbeing). Specifically, when indigenous groups are analysed through post-colonial lenses, they are considered a subaltern group (see Spivak 1999). That is to say that like other indigenous communities in the region, colonial consequences have left them in a disadvantageous position in the socio-economic hierarchy (see Gros, 1991for the Colombian context and Huanacuni 2010 for LA).

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Presença das mulheres nas empresas de comunicação e comunicação digital em Portugal

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Introduction

De acordo com a revisão de literatura, existe uma crescente procura para dar resposta à sub-representação do sexo feminino nas organizações, com os estereótipos estabelecidos na sociedade a terem um impacto acentuado na sub-representação feminina. Wojtowicz (2021), define estereótipos como generalizações fundamentalmente falsas designadas a um ou vários grupos de indivíduos aos quais são atribuídos um conjunto de características idênticas sem considerar as diferenças reais entre estes. Os atributos podem ser estabelecidos de acordo com características individuais ou sociais. As caraterísticas individuais estão de acordo com experiências pessoais e com características relacionadas com a perceção da realidade, enquanto as características sociais estão relacionadas com padrões e atitudes socialmente aceites numa determinada comunidade. Estereótipos geralmente são baseados no sexo, étnica, nacionalidade, religião e orientação sexual dos indivíduos. Os estereótipos mais frequentes são baseados no sexo, por este motivo o seu impacto na sociedade não deve ser subestimado. De acordo com Longarela (2016), segregação sexual vertical refere-se ao facto de a maior parte do poder económico e político estar sobre o controlo do sexo masculino. No trabalho "Explaining vertical gender segregation: a research agenda" (Longarela, 2016), o autor procurou uma explicação para a existência da segregação sexual vertical e aponta quatro possíveis hipóteses: a perpetuação dos papéis tradicionais de gênero, discriminação, falta de conexões ou a livre escolha da mulher.
A maioria das culturas associa o sexo masculino à força física, dominação, independência, autossuficiência, orientados para a ação, agressividade e egoísmo. Por outro lado, a imagem estereotipada da mulher descreve o sexo feminino como delicado, gentil, passiva, sensível, pouco resistente ao stress, empática e emocionalmente instável. Wojtowicz (2021), aponta, ainda, que os traços ideais dos indivíduos para ocupar cargos de liderança são diligencia, honestidade e ética, autodisciplina, boa comunicação, capacidade para tomar decisões de qualidade de forma rápida, motivar os colaboradores, autoconfiança, carisma, empatia, capacidade de construir relacionamentos livres de conflitos baseados em respeito e confiança, capacidade de

definir objetivos de curto e de longo prazo, capacidade de recompensar, atitude em relação ao desenvolvimento do funcionário e perceção de recursos, objetividade, capacidade de admitir erros, aceitar os erros dos outros, lançar desafios, ser justo e ser resistente ao stress. Por outro lado, traços que não são considerados ideais num líder inclui passividade, dificuldade em tomar decisões, emotividade excessiva e falta de assertividade, ou seja, traços associados ao género feminino. Com esta observação a autora Wojtowicz (2021) conclui que, a liderança eficaz e ideal encontra-se associada ao género masculino e, como consequência, as mulheres são consideradas incapazes de liderar e tomar posições de poder que possam influenciar o desempenho económico e político das organizações.

De acordo com a Comissão para a Cidadania e a Igualdade de Género (s.d) (CIG), a constituição portuguesa promove a igualdade de género, ou seja: aceitar e valorizar as diferenças entre os sexos e prezar os papeis que estes executam para na sociedade. A comunicação e a educação são as duas áreas que mais auxiliam na promoção e no reforço da igualdade de género, mas, também, são estas que tem mais poder para remodelar e questionar temáticas relacionadas com a igualdade dos sexos. A lei nº62/2017 que entrou em vigor no dia 1 de agosto de 2017 obriga a uma representação mínima do sexo feminino em cargos das empresas cotadas em bolsa, administrativos e de fiscalização das entidades do setor público empresarial (Diário da República Eletrónico, 2017). Asserções exemplificativas de que o governo português procura estabelecer um equilíbrio entre homens e mulheres.

Main objectives

Este contexto faz evidenciar a pertinência de estudar o papel das mulheres no contexto dos departamentos de Comunicação das organizações portuguesas, procurando descrever o seu perfil, caraterísticas da função que desempenham, descrição do percurso profissional, dificuldades, ações que desenvolvem, tendências das ações. Tema central da dissertação de mestrado que se pretende desenvolver para obter o grau de mestre em Assessoria em Comunicação Digital, no Instituto Superior de Contabilidade e Administração do Porto.

Method

Para concretizar o trabalho recorrer-se-á a uma metodologia quantitativa, com o inquérito por questionário a assumir-se como instrumento para a recolha dos dados. O questionário será construindo a partir da revisão da literatura.

Results and discussion

Os dados serão tratados com recurso ao SPSS e testes estatísticos (O trabalho ainda está em fase de elaboração). Como resultado deste trabalho, espera-se compreender o papel da presença feminina no mercado da comunicação e comunicação digital, apontando diretrizes para o futuro.

Conclusions

Posto isto, a revisão de literatura permite afirmar que a temática desenha-se como pertinente e pode auxiliar a compreender a tendências para as questões do género no contexto das organizações, designadamente no departamento de comunicação.

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Turismo literário, tecnologia e desenvolvimento sustentável: O projeto Theroute

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Introduction

O turismo literário é hoje reconhecidamente um dos principais fatores de atração turística, tendo-se transformado num dos recursos de maior potencial para o desenvolvimento local e nacional. A preocupação demonstrada pelas autarquias locais e pelas agências de turismo privadas no desenvolvimento de rotas turísticas e culturais prova a importância atual desta modalidade turística. Uma rota literária constitui, de facto, um tipo específico de viagem cultural que requer a definição de um itinerário, breve ou mais extenso, planificado em torno de um autor, da sua bio-bibliografia, de um grupo de autores, de uma corrente estético-literária, de várias obras de cariz literário que discorrem sobre um local geográfico, ou ainda de personagens literárias. Alguns lugares literários acabariam mesmo por plasmar-se em exemplos paradigmáticos desta modalidade turística, tais como Paris e Victor Hugo ou Marcel Proust, Londres e Charles Dickens, Dublin e James Joyce, para nomear apenas alguns.

Main objectives

O Centro de Estudos Interculturais do Politécnico do Porto (https://www.iscap.pt/cei/) é responsável pela pesquisa, recolha e criação de Rotas Literárias e Culturais, no âmbito do projeto "TheRoute – Tourism and Heritage Routes including Ambient Intelligence with Visitants' Profile Adaptation and Context Awareness", liderado pelo P.Porto em parceria com as suas oito escolas, o IPVC e a empresa Douro Azul. Esta comunicação pretende propor um modelo conceptual e uma metodologia para o desenvolvimento de rotas literárias aplicadas ao Norte de Portugal.
Para além das diversas Casas de Escritores – Eça no Douro vinhateiro, em Tormes, Teixeira de Pascoes em Amarante, Camilo Castelo Branco em Famalicão, Antero de Quental e José Régio em Vila do Conde, Almeida Garrett, Sophia de Mello Breyner e Guerra Junqueiro, no Porto e em Freixo de Espada à Cinta, Júlio Dinis em Ovar e Ferreira de Castro em Oliveira de Azeméis - que já constituem pontos de interesse turístico relevante, as rotas literárias propõem igualmente itinerários pela bio-bibliografia destes autores. Todos os Pontos de Interesse (POI) identificados e recompilados serão integrados numa aplicação móvel para os sistemas Android e iOS, que determina o perfil do turista e sugere rotas em função dos seus interesses, das suas características pessoais, do tempo disponível para a visita, das suas limitações de saúde, de transporte,

etc.
Partindo do pressuposto de que a cidade do Porto se tornou num polo turístico de grande interesse e tendo em conta as suas potencialidades patrimoniais, culturais e literárias, este projeto tenta sugerir não só a descoberta da cidade invicta, mas também de toda a região Norte, potenciando a extensão das atividades turísticas a outras cidades e vilas nortenhas e promovendo, desta forma, um desenvolvimento sustentável. Para tal tentaremos responder a algumas questões de pesquisa, nomeadamente (1) como pode um texto literário ou um autor tornar um lugar turístico mais atrativo? (2) como se pode usar a literatura e os escritores para acrescentar valor à experiência turística?; e (3) até que ponto o desenvolvimento de rotas e itinerários literários pode contribuir para o desenvolvimento económico sustentável?

Method

Como bem assinala Luís Mota Figueira a "ideia de criar uma Rota parece ser tão evidente e fácil que assistimos a uma infinidade de propostas que, ostentando aquela designação são, salvo exceções, enunciados que tardam em cumprir-se, ou, no limite, não passam do papel e das placas sinalizadoras" (Figueira, 2013:13). A criação de Rotas, nomeadamente literárias, exige uma estruturação cuidada, onde a utilização dos apoios tangíveis de que o turismo se apropria se deve articular com os aspetos intangíveis, isto é, os conteúdos culturais e patrimoniais e a forma como estes são comunicados. Para tal, não basta definir uma Rota, é necessário testá-la para verificar o seu interesse e eficácia.
Para definirmos rotas literárias no âmbito do projeto TheRoute, tivemos como ponto de partida a proposta metodológica de Ucella (2013: 87-102) que distingue as seguintes fases:
1) Conhecimento e observação do território: primeiros contactos com os lugares literários, do ponto de vista geográfico, para reconhecer o meio e identificar possíveis pontos de interesse;
2) Pesquisa bibliográfica e recolha de materiais necessários (textos literários, objetos, guias, obras musicais, textos audiovisuais, etc.) que possam ajudar na definição e estruturação da rota;
3) Contactos com autoridades (autoridades locais, gestores culturais, pessoal administrativo, etc.) ou até, se possível, familiares que conheçam bem os autores, o património literário e cultural;
4) Primeira leitura rápida de todos os textos e escolha dos critérios a serem aplicados no desenho do percurso literário, bem como definição da tipologia da rota (biográfica, paisagem literária ou genérica);
5) Segunda leitura mais aprofundada e escolha dos textos associados a cada ponto de interesse que constitui a rota. Os textos podem ser do próprio autor ou de outros, mas devem ser referentes ao autor ou à sua obra. Os textos podem descrever os lugares literários ou associar-se a personagens literárias ou à biografia do autor.
6) Preparação da cartografia da rota, que consiste em mapear os vários pontos de interesse que constituem a rota literária;
7) Criação de conectores textuais que constituem a narrativa que articula a rota; os conectores podem ser descritivos, biográficos, históricos, anedóticos, etc.;

8) Revisão e teste para verificar a validade da rota. Nesta fase, comprova-se a validade do itinerário proposto;
9) Redação final dos textos e documentos que formam a base para o roteiro literário.

Results and discussion

O Projeto TheRoute, "Tourism and Heritage Routes including Ambient Intelligence with Visitants' Profile Adaptation and Context Awareness", é um projeto FCT, liderado pelo Politécnico do Porto, onde colaboram as suas oito escolas, o Instituto Politécnico de Viana do Castelo e a empresa Douro Azul.

O propósito fundamental do projeto consiste em aplicar a chamada Smart Tech (Self-Monitoring, Analysis, and Reporting Technology) a uma modalidade de turismo que tem despertado o interesse de investigadores e de agentes turísticos: o Turismo Literário e Cultural. As Smart Technologies são apresentadas pelos especialistas como uma nova geração de dispositivos tecnológicos pensados especialmente para tornar o quotidiano mais cómodo e mais simples. A tecnologia Smart tornou-se num termo comum hoje em dia, mormente na área turística, em que a tecnologia parece não só imprescindível para a comunicação e o marketing turísticos, mas igualmente para os procedimentos de busca de destinos e de reservas. Além disso, graças à "internet of things" (IoT), é simples criar ambientes em que pessoas e dispositivos estejam conectados à internet e entre si, o que facilita a gestão das tarefas mais comuns. Os destinos turísticos têm também sido afetados por estas tendências, criando campanhas de marketing para smart cities, ligando a experiência turística não só às tecnologias mas igualmente a um desenvolvimento sustentável dos lugares turísticos, tornando-os mais atrativos e interativos.

Os desafios que este projeto tenta abordar passam pela investigação aplicada ao design de aplicações móveis para diferentes plataformas (desktop, notebook, tablet, smartphone…) vocacionadas para sugerir ao visitante rotas geradas automaticamente, relacionadas com Pontos de Interesse (POI) turísticos, de interesse patrimonial, literário, cultural, desportivo, musical, etc. Estes POI concentram-se na Região Norte de Portugal e pretendem cumprir uma das determinações do Turismo de Portugal, I.P. sobre a necessidade de criação de novas rotas de reforço qualitativo das rotas já existentes, com base nos princípios ordenadores do PENT – o Plano Estratégico Nacional de Turismo. A aplicação móvel identifica rapidamente o perfil do visitante, através de uma série de questões básicas que determinam os seus gostos, emoções, personalidade, etc. Com base nesse perfil, o sistema sugere um conjunto de POI (points of interest) que podem ser rotas fixas ou dinâmicas, isto é, as rotas sugeridas podem ser alteradas consoante o tempo da estada nos POI ou as condições climatéricas, de segurança, de acessibilidade, etc. A aplicação móvel tem em conta a mobilidade entre os Pontos de Interesse (sustentabilidade), condições inerentes (horários, acessibilidade) e questões relacionadas com a saúde e bem-estar. O uso de algoritmos de inteligência artificial e de sistemas de inteligência ambiente permitem, finalmente, aceder à experiência do visitante e à sua avaliação da Rota, possibilitando a melhoria e constante atualização do sistema.

Alguns dos escritores mais famosos de Portugal nasceram, viveram ou visitaram o Porto ou o norte do país, tais como Almeida Garrett, Camilo Castelo Branco, Arnaldo Gama, Júlio Diniz, António Nobre, Antero de Quental, Guilherme Braga, Sampaio Bruno, Soares

Dos Reis, Soares de Passos, Oliveira Martins, Ramalho Ortigão, Oliveira Martins, Eça de Queirós, Guerra Junqueiro, Raúl Brandão, Sophia de Mello Breyner ou Agustina Bessa-Luís, para citar apenas alguns. O Porto também possui uma das mais belas livrarias do mundo – a Lello & Irmão - frequentada por J.K. Rowling, autora da série Harry Potter, quando ensinou inglês no Porto e que confessou ter sido uma inspiração para a sua escrita.
Apesar deste património literário relevante, o Porto e os municípios locais do norte de Portugal, bem como o setor turístico privado, ainda precisam de investir num inventário de Rotas Literárias. O projeto "TheRoute – Tourism and Heritage Routes including Ambient Intelligence with Visitants' Profile Adaptation and Context Awareness" tenta responder a estas questões, propondo rotas literárias dos seguintes autores: Camilo Castelo Branco, Guerra Junqueiro, José Saramago, Eça de Queirós, Aquilino Ribeiro, Ferreira de Castro, Domingos Monteiro, José Régio, Luísa Dacosta, Miguel Torga, Sophia de Melo Breyner, Raúl Brandão, Agustina Bessa Luís, Mário Cláudio, Ramalho Ortigão, Trindade Coelho, Júlio Dinis, Teixeira de Pascoaes e Eugénio de Andrade. Outras rotas literárias temáticas já estão igualmente em preparação, como a Rota das Casas dos Escritores, a Rota dos Festivais Literários e a Rota dos Militares Ingleses no Porto do século XIX.
Estas rotas literárias serão incluídas numa aplicação móvel para IOS e Android desenvolvida pelo GECAD – Grupo de Investigação em Engenharia do Conhecimento e Apoio à Decisão, do ISEP - P.Porto. Para este efeito, foi criado um documento de Excel, que suporta uma base de dados. Para cada POI, são identificados dados básicos, tais como nome, descrição, endereço, latitude, longitude, altitude, número de telefone, contactos de e-mail, página do site, Facebook, Twitter, Instagram, horário de abertura e encerramento, visitas guiadas. A base de dados Excel também discrimina em percentagens a modalidade turística a que o POI corresponde (cultura, literatura, religião, história, entretenimento, negócios, comércio, natureza, fitness, desporto, tendências), os horários, os meios de transportes e as restrições de acessibilidade, como a idade, mobilidade, gravidez, doença cardiovascular, epilepsia, deficiência visual, limitações de altura / peso.
O objetivo desta app é sugerir rotas que se encaixam no perfil do visitante, determinado por um pequeno questionário que inclui aspetos como gostos pessoais, humor e personalidade. Sendo uma tecnologia inteligente, a aplicação móvel é context awareness, tendo em conta as condições climatéricas, as questões de segurança, a mobilidade entre POI e a extensão da rota, restrições inerentes (acessibilidade, horários) e questões relacionadas com a saúde e o bem-estar.

Conclusions

O turismo literário, um nicho de turismo cultural e patrimonial, vem-se rapidamente transformando numa nova tendência turística, apoiada por um novo perfil de turista que valoriza a experiências em detrimento do turismo globalizado e dos pacotes turísticos massificados.
Obviamente, nem todos os lugares literários têm potencial para se tornar comercializáveis e atrair turistas. Hoppen et al. corroboram Herbert (2001), argumentando que um lugar literário tem qualidades excecionais quando os turistas são atraídos para sítios relacionados com os escritores, a sua vida, a localização das suas

narrativas, etc., e também qualidades gerais que podem ser usadas para promover sua atratividade. Isso acontece quando os locais literários estão localizados em paisagens privilegiadas, oferecem uma ampla gama de equipamentos turísticos, se tornam pontos de paragem obrigatória ao longo de um itinerário turístico mais geral, ou perto de outros recursos culturais, como uma catedral, uma igreja, um palácio ou um jardim (Hoppen et al, 2014: 43).

A criação de rotas literárias pode tornar-se uma ferramenta poderosa para valorizar lugares e melhorar as qualidades dos lugares literários, oferecendo uma interpretação e uma narrativa de um lugar, ou, como afirmam Andersen & Robinson (2002: 22), criando um produto turístico mais poderoso, não apenas em termos promocionais, mas num sentido intelectual mais amplo. Além disso, o Turismo Literário também pode ser uma estratégia pedagógica interessante para incentivar a leitura e a promoção da literatura e de autores portugueses entre estudantes e turistas, locais e estrangeiros.

O projeto TheRoute, um sistema de comunicação multimodal baseado em Ambient Intelligence e Context Awareness, pretende propor uma grande variedade de Rotas, modelando Pontos de Interesse (POI) ao perfil do visitante. O sistema recolhe informações sobre os perfis dos turistas, permitindo a criação de tipos de perfis com interesses e características específicas, possibilitando a reutilização dessas características após o login de um novo usuário. O sistema também armazena a história associada a cada um dos turistas, o que leva à obtenção de conhecimento acumulado sobre cada perfil pessoal. Este conhecimento, conjuntamente com os estereótipos identificados, cria um mecanismo que determina os interesses genéricos e específicos do turista. Com base neste conhecimento e grupos de perfil, é possível personalizar as recomendações de rota e, no final da experiência turística, avaliar as rotas.

O turismo sustentável implica uma estratégia para promover e salvaguardar o património cultural e literário tangível e intangível. O projeto TheRoute representa simultaneamente uma oportunidade e um desafio. A oportunidade de desenvolver rotas culturais e literárias no Norte de Portugal, com benefícios socioeconómicos a nível regional, através da consciencialização para a existência de um património cultural comum e do envolvimento das comunidades locais na proteção deste património. Representa também o desafio de desenvolver um turismo sustentável, ajudando o emprego, o crescimento económico, a redução da pobreza, a proteção ambiental (Cardia, 2017) e a preservação da autenticidade cultural e patrimonial.

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Community engagement as the basis for an inclusive museum. Two case studies from Latin America

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Introduction

Usually expected to be tourist attractions and therefore have the potential to become drivers of local economic development, museums in the last few decades have also experienced a growing concern with issues related to sustainability and inclusion. These concerns have led to the development of strategies going beyond the collection and interpretation of material to initiatives more closely aligned with communities' cultural and vital needs.

Main objectives

This paper analyses some of those initiatives in two very different museums in Latin America.

Method

Drawing from Cultural and Heritage Studies and Museum Studies, two case studies are therefore examined and compared, in order to assess each museum's success, or failure, to develop local community engagement.

Results and discussion

The discussion revolves around the ways in which cultural heritage is presented to the visitor and narratives manipulated through curatorial discourse.

Conclusions

These two examples show that museums can become sustainable and inclusive spaces by presenting different, even conflicting, perspectives, and enabling different voices, as well as by improving their relationship with visitors and local communities through in-depth knowledge of local realities.

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Sustainable development and Mathematics

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Introduction

Humankind is living in a complex and globalised world. We are facing global challenges to ensure the future of life in our planet. Several initiatives have been proposed to address the most urgent issues.

In 2015, the United Nations approved the 2030 Agenda, indicating 17 Sustainable Development Goals (SDGs) to transform our world. Higher education institutions are crucial for training generations of leaders and informed citizens of the future. These generations play a key role in building a better and more sustainable world, in all areas: economic, social, human, and environmental.

Mathematics is recognised as essential and indispensable for addressing the major challenges arising in science, technology, and society. Sustainability can be addressed at all levels of the mathematics curriculum and in quantitative reasoning and statistics courses. Thus, there are many pathways to introduce sustainability themes into a wide range of topics. In this presentation we will discuss some strategies that can be integrated into education that embody the SDGs perspective.

Main objectives

The purpose of this presentation is to show how education, more specifically how Mathematics or Statistics courses, can contribute to attitude change towards the great challenges of the planet, approaching the problems from a perspective of sustainability.

Method

Illustrative method will be used to present some examples focused on the pillars of sustainability, namely social, human, economics, and environment, that can be implemented in the teaching plan of different levels of mathematics and statistics courses.

Results and discussion

By using this approach, we expect students to be more motivated to play a prominent role in society concerning the importance of sustainability, proving the importance of youth-led efforts to tackle today's problems. Furthermore, we hope that more researchers will be encouraged to discuss and to explore the integration of SDGs into education.

Conclusions

Human societies are continuously deciding their actions, and development will only happen if decision making is based on sustainable criteria. Young people are valuable contributors to world progress. They are agents of change, entrepreneurs, and innovators.
Some thoughts on sustainability in education were presented to open meaningful discussions and actions towards SDGs integration into curricula.

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Analysis of Portuguese Banking Efficiency Using the DEA Methodology

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Introduction

The study of banking efficiency and its determinants is a topic widely studied in the banking literature. In the present work, we seek to update the studies already carried out using a new methodology.

Main objectives

This research work aims to study the evolution and determinants of efficiency in the Portuguese banking sector in the period 2005-2019.

Method

To answer the research questions formulated, the algorithm 2 proposed by Simar & Wilson (2007) was used. This, in the first step, combines a classic DEA (Data Envelopment Analysis) model with the bootstrap procedure to estimate the efficiency scores and respective confidence intervals. In the second step, the relative efficiency scores are regressed against a set of explanatory variables, potentially determinants of a bank's efficiency, using a bootstrapped truncated regression.

Results and discussion

The results indicate that: (i) in the analyzed period, marked by the financial crisis and the intervention of the Troika, there was an increase in inefficiency in the Portuguese banking sector; (ii) the largest, most capitalized and most profitable banks are the most efficient; and (iii) The banks with greater credit risk and greater diversification of funding sources are less efficient

Conclusions

The study carried out led to the conclusion that the governments and the supervisory and regulatory bodies of Portugal and the EU should promote the creation of larger, well capitalized banking institutions with a low level of credit risk in order to increase their efficiency levels.

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Economic Growth, Financial sector, Globalization and Sustainability - Friends or Foes?

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Introduction

The evolution of the real economy and the size of the financial sector became particularly relevant after the financial crisis that started in 2008. For the European Union, the effects of this subprime crisis resulted in a deep recession after 2009, with particular relevance for the countries that came to receive intervention later on, in the context of the sovereign crises of 2011-2014. The whole dynamic of globalization, in its different economic, social and political aspects, of perceived corruption and the emerging issues of sustainability have become more acute in recent years.

Main objectives

One of the objectives of the study is to assess the relationship between economic growth and the size of the financial sector. Does the financial sector act as an enabler of growth in the real economy or does it limit this growth?
Technological development can play an important role in mitigating global climate change and pollution. With the consideration of patents and technological inventions associated with the environment, the paper intends to clarify the association between these variables and the real growth of the economy.
The possible effects of globalization on the growth of the real economy, both de facto and de jure, using a composite globalization index, is also the object of investigation in this study.
It is intended to clarify whether the levels of corruption that affected the actions of various financial institutions which operate or have operated in the study target countries have made the requirement of control of supervisory bodies more relevant or not. This study will assess whether the lower perceived corruption rates mitigate the possible negative effect of the oversizing of the financial sector on the growth of the real economy.

Method

This study uses panel data from European Union countries from 1995 to 2019. In the proposed econometric models, parameters are considered to capture the heterogeneity of countries as well as the chronological nature of the data.

Results and discussion

Private credit boosts economic growth in the European Union, but only up to a certain threshold – inverted U-curve (Cecchenetti & Kharroubi, 2019; Cecchenetti & Kharroubi, 2012; Zimková et al., 2021). The weight of financial gross value added in the gross value added, as well as the weight of Insurance and Financial Services in total Services Exports, boosts economic growth.

Both patents and innovation per capita on environmental technologies have a positive effect on economic growth (OECD, 2022; Teixeira et al., 2017).

Globalization (de facto and de jure dimensions) increases economic growth (Dreher, 2006; Dreher et al., 2008; Gygli at al., 2019; KOF Swiss Economic Institute, 2021). The de jure dimension is the most influential on economic growth.

The absence of corruption influences economic growth positively, lessening the possible negative effect of the overweight of the financial sector on the real economy's growth (Grundles & Potrafke, 2019).

Conclusions

The influence of private credit on growth is U-inverted.

The weight of the financial gross value, added on total gross value added, influences growth positively.

The existence of patents and innovation on environment technologies drives economic growth.

Globalization as measured by the KOF Index increases economic growth. The de jure dimension is the most influential on economic growth.

The absence of corruption influences growth positively.

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[ID: 117]

The Impact of Entrepreneurial Focus in the Internationalization of Portuguese SMEs – Exploratory Study

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Introduction

The dynamic changes that frame business activities, generating increasingly global and internationalized environments, drive the need for a permanent repositioning of companies' strategies. This need for adaptation and innovation is particularly critical when the universe addressed is that of micro, small and medium-sized companies (Hervé, Schmitt & Baldegger, 2020).
With the new conditions of uncertainty generated by the pandemic crisis, entrepreneurial focus (EF) rises to being one of the most important topics in the study of internationalization, with its fundamental dimensions (innovation, proactiveness and risk-taking) being identified as the main causes of the internationalization of companies (Wach, Glodowska & Maciejewski, 2018). However, it is necessary to deepen the study of EF in the field of internationalization in order to understand which and in what context are the dimensions of EF that lead to new entries in international markets (Wales, Gupta, Marino & Shirokova, 2019).

Main objectives

This study aims to understand the impacts that the entrepreneurial focus has on the forms of internationalization of small and medium-sized national companies that carry out their activity in traditional commerce. The ways in which the entrepreneurial focus has evolved over the period of activity of these companies are analyzed. It is also intended to gather information on which entrepreneurship and internationalization models best support and explain the strategies of these companies.

Method

Qualitative methodology was used in our research, since this methodology is suitable for case studies due to the need for flexibility in the interpretation of the data and the fact that qualitative interviews allow for the realization of the triangulation of the generated information, thus testing its validity (Natow, 2020). With this methodological approach, we intend to analyze and understand the actions of the companies according to the perspective of the interviewees, using their answers to provide a proper interpretation of the phenomena that occurred.

In order to collect primary information, we used qualitative techniques such as conducting semi-structured exploratory interviews with companies and analyzing the information generated. The sample consists of seven small and medium-sized Portuguese companies from different sectors and with international activity. Given the nature of the study, this research is essentially exploratory, with the objective of analyzing and describing which and in what way the dimensions of the EF contributed to the internationalization of companies, as well as the main changes observed in the EF over the course of their lifetime, describing the actions of the sample SMEs in the design of their strategy according to the most prominent models in the literature.

Results and discussion

Innovation and proactiveness are the dimensions of Entrepreneurial Focus with the greatest impact on the internationalization of the SMEs in the sample (Covin & Wales, 2012; Anderson & Miller, 2003; Mizumoto, et al, 2010).

The evolution of the Entrepreneurial Focus, compared to the beginning of the international activity and with the application of the EF measurement scale of Covin and Wales (2012) is, in the sample, moderate on average. The proactivity of the SMEs in the sample generally tends to increase since the beginning of their international activity, confirming the work of Rua, França and Ortiz (2017) and Lisboa, Skarmeas and Lages (2011). It is thus concluded that, as the age of the companies increases, the impact of EF on international activities is more relevant, leading to an increase in the values of the EF dimensions of the SMEs in the sample.

The models that best explain the internationalization of Portuguese SMEs refer to the theoretical framework of entrepreneurship, such as the opportunity-based theory, the RBV model and the theory of causality and effect. Subsidiarily, the Uppsala model, the eclectic paradigm, the network theory and the innovation-based model of Cavusgil (1980), cited by Yan et al (2018) are also theoretical frameworks for the internationalization strategies of the companies in the sample.

Conclusions

Innovation and proactivity are the dimensions of entrepreneurial focus with the greatest impact on the internationalization of the companies under study, in a context of demand for resources and customers.

The impact of entrepreneurial focus on internationalization activities assumes a growing preponderance over time.
As a theoretical informer of entrepreneurship, the theory based on opportunity, the model based on resources (RBV) and the theory of causality and affectation, are the explanatory bases of these companies' strategy. Additionally, the Uppsala model, the eclectic paradigm, the network theory and the innovation-based model of Cavusgil (1980) are the internationalization models that explain the actions of the SMEs in the sample.
Participation in international fairs appears to be a lever for internationalization for most of the companies in the sample.
Perceived corruption is an obstacle to internationalization.

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[ID: 118]

Analysis of the correlation between suppliers and turnover at microeconomic level

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Introduction

For the smooth running of the production activity, any company purchases goods, raw materials, materials, services, etc.. This involves two aspects: either a payment at the time of purchase, or a payment at a later time. Even if it seems like a relatively simple decision, it will seriously affect the financial aspects of the company. The issue of the relationship and implications of commercial policy on turnover is often debated in the specialized literature.

The share of suppliers in total assets gives a picture of the company's strategy to finance itself - a high share of trade credits implies a low cost of capital, but a high liquidity risk, if the use of these resources covers permanent assets or inventories with a high turnover period; a low share of suppliers in total assets implies a higher cost of capital but lower liquidity risk. (Dragotă V. et al., 2021)

By analyzing the supplier-turnover correlation, the article aims to highlight the impact that supplier financial management can have on turnover. Applying an effective strategy in this regard should consider at least the following analysis indicators: supplier/turnover ratio, supplier turnover duration and supplier turnover speed.

Main objectives

The main objectives of the work are:
-conceptualization and explanation of the notions of suppliers and turnover;
-identifying and explaining the correlation between suppliers and turnover;
-identification and explanation of the analysis indicators used in the analysis of the correlation between suppliers and turnover.

Method

The methodology applied in this article represents the product of the specialist theory regarding the strategy of correlating suppliers with the turnover and the empirical research imposed by this problem. The approach to the topic is based on the method of qualitative and quantitative analysis, based on which the results and conclusions regarding the correlation between suppliers and turnover are analyzed and outlined.

Results and discussion

Given that the Covid-19 pandemic has caused major negative effects on the food and tourism industry, this article will be based on a selection of restaurants and hotels. The results of this study will materialize in the optimization of the correlation of suppliers with turnover in order to improve the company's performance. Discussions on this article will be based on a review of the topic addressed, in order to analyze and explain in detail the objectives established.

Conclusions

In any company, regardless of its size, the field of activity or the sector in which it operates, the financial strategy is one of the most important aspects that the company's management must consider. From a functional point of view, the relationship with suppliers and customers must be on long term, and for the relationship with them to be profitable, financial management must effectively manage both operational and financial aspects.

In principle, an effective management of suppliers implies an increase in the share of suppliers in turnover, respectively an increase in the duration of rotation, respectively a decrease in the speed of rotation, which will be a signal of more delayed payments of the supplies related to these sales. (Dragotă V. et al., 2021)

An effective strategy between suppliers and turnover with positive effects on the company's financial performance must consider: long-term partnerships, supplier optimization, cost reduction and productivity growth, risk reduction, etc.

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[ID: 119]

Globalization and income inequality in Sub-Saharan Africa

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Introduction

A vast and growing literature has documented the growth of inequality and identified globalization, technological innovation and financial development as determining factors of income inequality (Baek & Shi, 2016; Gozgor & Ranjan, 2015; Gravina & Lanzafame, 2021).

According to the Stolper-Samuelson theorem of 1941, there are theoretical arguments to observe a different behavior of inequality with globalization, in developed and developing countries. Income inequality is expected to worsen with globalization, in developed countries, while it is expected to reduce, in least developed and developing countries. Posterior theoretical developments suggest that the deterioration of inequality with globalization also occurs in the latter countries. Recently, the literature has reconciled the possibility of globalization having positive or negative effects on inequality, presenting arguments for the existence of a non-linear relationship between these two phenomena (e.g., Gravina & Lanzafame, 2021).

The empirical literature that analyzes the relationship between globalization and income inequality is vast and illustrative of distinct evidences. A large number of empirical studies support the evidence that globalization generates greater inequality (e.g., Dreher & Gaston, 2008, Bergh & Nilsson, 2010, Gozgor & Ranjan, 2015 and Baek & Shi, 2016), others find evidence that globalization has an egalitarian effect (e.g., Villaverde & Maza, 2011), while others find it dependent on the specificity of the countries under analysis (e.g., Jaumotte et al., 2013, Balan et al., 2015, Sen et al., 2020 and Dorn et al., 2017). Finally, some also find evidence of a non-linear relationship between globalization and inequality (e.g., Gravina & Lanzafame, 2021).

The literature on the nature of this relationship in Sub-Saharan Africa, a region where less developed countries dominate and where inequality is high, is scarce and conflicting: while Odedokun and Round (2004) find no evidence that greater globalization deteriorates inequality; Kai and Hamori (2009) conclude for the existence of such evidence.

Main objectives

This paper intends to contribute to the clarification of the nature of the relationship between globalization and income inequality in Sub-Saharan Africa. Namely, it aims to determine whether the profile of this relationship is linear or non-linear. Moreover, as the literature emphasizes the importance of financial development as a key driver of income distribution dynamics, this paper also investigates the role played by the financial sector.

Method

Relying on a sample of 27 Sub-Saharan African countries, over the period 1971-2015, we estimate a static and a dynamic five-year panel data model, in which the variables representing globalization, financial development and economic development were incorporated in their linear and quadratic forms.

Results and discussion

Empirical results suggest that an increase of globalization aggravates inequality in Sub-Saharan African countries. These results, which contradict Stolper-Samuelson theorem's prediction, are in line with the results obtained by Dorn et al. (2017) and Lee et al. (2020) for developing countries and by Kai and Hamori (2010) for Sub-Saharan Africa. However, the findings do not confirm the non-linear relationship obtained by Gravina and Lanzafame (2021).

Additionally, the results suggest the existence of an inverted-U relationship between financial development and inequality, as in Gravina and Lanzafame (2021). Depending on the variable used to represent the financial system, more finance aggravates inequality, until threshold levels that oscillate between 8.2% and 19.5% while reduces inequality, for higher levels. These thresholds are lower than mean and median sample values, suggesting that the financial sector is, on average, contributing to attenuate inequality in Sub-Saharan African countries.

Conclusions

Our findings suggest that globalization is contributing to aggravate income inequality of Sub-Saharan African countries. Instead, despite the inverted-U shape finance-inequality relationship, the development of the financial system is contributing, on average, to reduce inequality. As for policy implications, rather than relying just on the markets, policies that improve income distribution and strengthen the financial system - such as those promoting the financial access for the poor - need to be undertaken.

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Agile education towards sustainable development

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Introduction

The 2030 Agenda for Sustainable Development of United Nations (UN), for 2030, constitute a courageous plan for peace and prosperity for all people and our planet, now and into the future. Its 17 sustainable development goals (SDGs) promote an active role, over the next fifteen years, in crucial areas for humanity and the planet.
In this paper, we focus on the SDG 4 - Sustainable Development Goal 4 (SDG 4), which is the education goal. It aims to "ensure inclusive and equitable quality education and promote lifelong learning opportunities for all" (UN). SDG 4 consists of 10 targets, and we direct our attention to target 4.7. It advocates that all education should be directed to the attainment of human rights, peace, and responsible citizenship, both locally and globally, gender equality, sustainable development, and health.

Main objectives

The main objective of this paper is to illustrate the contribution of agile education methodologies to the realization of the SDG4.

Method

Illustrative method will be used to present some examples of application of agile techniques in Math courses.

Results and discussion

As Higher Education teachers, we are applying an agile approach towards education, by promoting a student-centred framework, empowering, and engaging students in their own learning process. It is proven that this teaching style contributes to the development of essential skills (hard and soft skills), which will help to form productive citizens/professionals, who make informed decisions and want to have an active role locally and globally in the world.

Conclusions

World is facing huge challenges, from climate disturbances to new concerns about privacy and security of digital data, going through social instability, ethical risks, and poverty.

Education is the pillar to generate sustainable and responsible citizens, who need to be able to deal with these issues interacting in the construction of innovative solutions.

In this document, several topics related to agile and sustainable education were addressed that will contribute to the achievement of the Sustainable Development Goals.

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Ensino sustentável e as novas metodologias em Contexto de Aprendizagem Baseada em Projetos

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Introduction

Numa sociedade cada vez mais diversificada, exigente e em constante mutação, quer as organizações, quer as instituições dos diferentes ciclos de ensino necessitam atuar de forma ativa e cooperativa. Este cenário ganha amplitude quando associado a um dos grandes desafios que tem vindo a ganhar maior consciencialização, visibilidade: a sustentabilidade. E não sendo um conceito novo, a sustentabilidade auferia um renascer de interesse também com discurso proferido pela UNESCO ao apelar à discussão a pertinência da praxis da educação para o desenvolvimento sustentável (EDS), colocando igualmente a tónica no processo educativo, isto é: no ensino e na aprendizagem (UNESCO, s/d).
Este contexto apela a mudanças na produção de conhecimento, pede um processo de

ensino-aprendizagem baseado em diferentes modelos, designadamente através do envolvimento ativo dos estudantes no processo e até de atores externos às instituições de ensino (Guerriero, 2014; Lang et al., 2012). Assim, ações de intervenção do professor que visam um processo de aprendizagem de transferência de conhecimento dirigida a um fim específico devem ser minimizadas e maximizadas as que promovam um raciocínio crítico, autonomia de aprendizagem. Por outras palavras, o processo de aprendizagem deve ser capaz de despertar o interesse dos estudantes na busca do conhecimento, e o estudante deve assumir o papel principal e de liderança nesse processo (Freire, 2018). Este paradigma faz emergir metodologias pedagógicas diferenciadoras, capazes de promover o aluno, uma disciplina ativa na aprendizagem baseada em projetos, nomeadamente também através da articulação entre as instituições de ensino e as organizações e, em muitos momentos, acontecer fora da sala de aula. Nestes contextos, é possível uma aprendizagem através da aplicação empírica do conhecimento, através da Aprendizagem Baseada em Projetos (ABP) (Lang et al., 2012).

A aprendizagem empírica do conhecimento permite um melhor desenvolvimento das capacidades cognitivas, é até mais salutar (Dillon et al., 2006) e pode influenciar o próprio percurso de vida. Uma aprendizagem com a tónica na "prática" fora das premissas, ambiente natural tem evidenciado resultados positivos e quando realizada in loco contribui para aumentar a motivação (Battersby, 1999). Este tipo de experiência permite um envolvimento mais significativo dos estudantes na aprendizagem e um impacto positivo na sua atitude e comportamento subsequente (Ballantyne & Packer, 2009). Entende-se que neste contexto, a integração da sustentabilidade ganha maior âmbito de atuação.

Aprendizagem Baseada em Projetos coloca identicamente a centralidade no aluno, o professor surge como elemento de apoio, pelo que a implicação do estudante no processo de aprendizagem é mais envolvente. Esta tipologia de aprendizagem pressupõe aquisição de skills, cujo formato da aula convencional não consente; entre elas podem ser exemplo a capacidade de reflexão, a crítica, a cooperação, o trabalho em grupo ou a capacidade para resolver problemas (Ballantyne & Packer, 2009; Seidel, Aryeh, & Steinberg, 2002). Nesta conjuntura, o aluno consegue desenvolver competências e agregar a sustentabilidade através de projetos transdisciplinares onde se consideram todas as pessoas envolvidas nessa aprendizagem (Lang et al., 2012); ou seja: professores, alunos e stakeholders do projeto.

Main objectives

desenvolver caminhos de metodologia diferenciadoras. Neste contexto, este resumo tem como principal objetivo apresentar a metodologia a ser utilizada no Curso Profissional de Técnico de Turismo, no Externato Senhora do Carmo. O projeto tem como objetivo primordial disseminar o papel da Aprendizagem Baseada em Projetos enquanto modelo capaz de promover um ensino sustentável, designadamente através da criação de conhecimento e cooperação entre as instituições de ensino profissional e as organizações.

O projeto tem várias etapas e participam no projeto um total de 24 alunos do curso Profissional de Técnicos de Turismo e estão envolvidas as disciplinas de Operações Técnicas em Empresas Turísticas (OTET), Turismo - Informação e Animação Turística

(TIAT), Técnicas de Comunicação em Acolhimento Turístico (TCAT), História Geografia, Inglês e Português, tratando-se de um trabalho interdisciplinar. De referir que este projeto será elaborado parceria com a organização MAERA.
Neste artigo, o objetivo principal é apresentar a metodologia associada à primeira etapa do projeto intitulado + Turismo + Ensino Sustentável que está a ser realizado por alunos do Curso Profissional de Técnico de Turismo.

Method

A primeira etapa do projeto consiste na elaboração de um documento de apresentação e promoção do turismo sobre a cidade do Porto, a ser divulgado junto de uma equipa de investigadores a participarem numa mobilidade no âmbito do projeto MATE, com a MAERA a ser parceira portuguesa. Como objetivos específicos definiram-se os seguintes: 1) planificar, estruturar e executar um documento escrito sobre o Turismo e a cidade do Porto; 2) criação de um vídeo institucional.
Para cumprir com os objetivos definidos, os alunos utilizaram a metodologia qualitativa, com os dados a serem recolhidos através da pesquisa documental. O cumprimento dos objetivos etapas:
1) apresentação da metodologia a adotar e dos objetivos a alcançar;
2) criação de grupos de trabalho;
3) realização de uma pesquisa documental para identificação, levantamento e seleção das informações sobre o tema em estudo;
4) partilha e discussão da informação seleciona junto dos reptantes grupos de trabalho e professoras;
5) elaboração de um documento escrito sobre a temática em estudo;
6) elaboração do guião para vídeo institucional;
7) partilha e discussão do guião para vídeo institucional junto dos reptantes grupos de trabalho e professoras;
8) realização de um vídeo institucional;
9) apresentação do resultado final do documento e vídeo à turma e à organização.

Results and discussion

Espera-se que os estudantes avaliem positivamente a metodologia adotada e que esta tenha contribuído para aumentar a motivação da grande maioria dos participantes no que concerne à aprendizagem. Procura-se também recolher dados sobre a continuidade deste tipo de aprendizagem. Espera-se ainda recolher dados que mostram a perceção dos estudantes no que concerne à eficácia deste tipo de metodologia no que fiz respeito à inserção no mercado de trabalho

Conclusions

Aprendizagem Baseada em Projetos está ainda na primeira etapa, mas já se pode afirmar que tem tido uma forte adesão, quer por parte dos alunos, quer de todos os envolvidos. O Projeto intitula-se + Turismo + Ensino Sustentável e tem como objetivo primordial disseminar o papel da Aprendizagem Baseada em Projetos enquanto modelo capaz de promover um ensino sustentável, designadamente através da criação de conhecimento e cooperação entre as instituições de ensino profissional e as organizações. O projeto está a ser realizado por alunos do Custo Profissional de Técnico de Turismo, do Externato Senhora do Carmo, em colaboração com a MAERA.

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A Sustentabilidade dos Sistemas de Gestão do Desempenho Organizacional

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Introduction

A última metade do século XX foi um período marcado por vários avanços na história da humanidade. O advento da informática e, mais recentemente, a vinda da Internet permitiram mudar as organizações nos seus aspetos estruturais, funcionais, comportamentais e de desempenho (Beuren & Martins, 2001). No mundo atual, as empresas encontram-se em constante mudança e estão perante um mercado progressivamente mais exigente, sendo essencial que se tomem decisões da forma mais rápida possível (Rodrigues, Carmo, & Martins, 2013).

Os sistemas de informação utilizados pelas empresas no início dos anos 60, segundo (Pearlson & Saunders, 2009), eram apenas direcionados para o uso interno da empresa, pela necessidade de diminuir os custos da mesma e com o intuito dos gestores registarem e analisarem toda a informação da organização. Com o desenvolvimento dos mercados, os sistemas de informação foram-se fortalecendo, ganhando uma importância não exclusivamente na avaliação interna da empresa, mas também na avaliação do meio envolvente onde esta está inserida (Zott & Amit, 2010).

O fenómeno da globalização, a rápida evolução tecnológica, o aumento da competitividade e o clima de incerteza que predominam no mercado de trabalho têm obrigado as empresas a aprenderem e adaptarem-se às constantes mudanças (Koornhof, 2003). Este problema, designado pelo conceito de mundo VUCA (Volatitity, Uncertainty, Complexity, Ambiguiy), assume que o mundo é volátil, incerto, complexo e ambíguo, sendo utilizado o conceito para descrever o cenário de mudanças constantes que vivemos atualmente (Cameron & Quinn, 2005) (Silva, 2020).

Perante este paradigma, as empresas têm de colmatar a incerteza através do desenvolvimento de competências dentro da organização, promovendo uma aprendizagem contínua, garantindo uma melhor resposta às mudanças e implementando uma clara estratégia de adaptação (Camara, 2017). Nesse sentido, tem-se verificado um desenvolvimento desta área de estudo de forma a apoiar a gestão na realização do planeamento e acompanhamento constante da atividade desenvolvida para poder responder atempadamente aos desafios impostos pelo meio envolvente empresarial. Assim, as organizações devem estar capacitadas de sistemas de controlo de gestão estruturados de forma que possam promover o crescimento das mesmas, fornecendo informações adequadas aos gestores de topo para desenvolverem a sua atividade da mais forma eficiente possível, alcançando os resultados esperados (Ferreira et al., 2014) (Flamholtz & Randle, 2007).

Main objectives

Apresentar a evolução da contabilidade de gestão e dos sistemas de medição e gestão do desempenho organizacional desde os tempos da Revolução Industrial até aos dias de hoje, efetuando uma reflexão crítica sobre a mesma.

Method

Utilização de metodologias qualitativas, nomeadamente através de revisão da literatura.

Results and discussion

O fenómeno da globalização, a rápida evolução tecnológica, o aumento da competitividade e o clima de incerteza que predominam no mercado de trabalho têm obrigado as empresas a aprenderem e adaptarem-se às constantes mudanças. Perante este paradigma, as organizações devem estar capacitadas de sistemas de controlo de gestão estruturados de forma que possam promover o crescimento das mesmas, fornecendo informações adequadas aos gestores de topo para desenvolverem a sua atividade da mais forma eficiente possível, alcançando os resultados esperados. Assim, a mensuração de desempenho dos objetivos da organização surge como uma questão elementar na gestão das organizações uma vez que, sem estes sistemas de medição, as organizações dificilmente lidariam de forma eficiente e eficaz com a incerteza inerente ao ambiente. Os sistemas de controlo de gestão devem ser vistos como instrumentos que servem de apoio ao desenvolvimento das empresas, na medida em que afeta o comportamento dos gestores e consequentemente orienta-os na implementação de estratégias adequadas à realização dos objetivos a que esta se propõe.

Conclusions

São vários os modelos associados ao sistema de controlo de gestão no sentido de perfilar os objetivos dos colaboradores com os objetivos das organizações, sendo o modelo de Ferreira e Otley, 2009 destacado. O modelo PMS (performance management systems) desenvolvido por Ferreira e Otley tem como base a utilização do sistema de controlo de gestão de forma a avaliar o desempenho, proporcionando uma visão abrangente do negócio tendo em conta o contexto e a cultura. Este modelo de avaliação de desempenho permite analisar para um determinado período os planos estratégicos implementados e averiguar se os mesmos estão a ser corretamente aplicados ou se devem reavaliar as estratégias, analisando as causas e apontando para novas ações de forma a melhorar a sua eficiência, alinhando o comportamento dos indivíduos com os da organização. O desempenho depende de cada contexto específico, para tal é fundamental que os gestores clarifiquem quais os padrões de desempenho que os colaboradores devem atingir explicando o que pretendem deles, qual o seu papel na empresa, quais os comportamentos inaceitáveis e o que têm de fazer para atingir os padrões de desempenho esperados.

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Green and digital transition: Assessing regional patterns of European Union subsidies

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Introduction

Digital technologies have played a key role in supporting globalization (Baldwin and Forslid, 2020) and firms' productivity (Niebel, 2018). However, higher levels of competitiveness are often associated with environmentally unfriendly capital-intensive activities and investments. Consequently, firms are expected to face and manage a twin transition towards sustainability and digitalization, and this process deserves further attention (Markard et al., 2012), especially in a context where Europe aspires to become a climate neutral economy by 2050.

There is a vast academic literature on both sustainability (e.g., Ghisetti et al., 2015; Luederitz et al., 2017; Williams and Robinson, 2020) and digital transition (e.g., Parviainen, 2017; Zolas et al., 2021), but we find certain caveats that deserve further attention. First, both transitions have been studied as separate elements, neglecting their potential synergies. Although innovation has been alleged to contribute to sustainability (e.g., Evans et al., 2017; Fernández et al., 2018), it is required to incorporate emerging technologies derived from globalization into this debate. A recent strand of literature has begun to analyze how digitalization efforts are also helpful to cope with the transition to sustainability (e.g., Sarc et al., 2019; Vinuesa et al., 2020).

Second, most of the academic efforts have been conducted at the country level leaving aside the subnational level, where industry and most capital-intensive activities, together with digitalization, tend to concentrate on specific places and hence originate a sharp divide within countries. On the other hand, specific contributions have already emphasized addressing sustainability transition from a spatial perspective (Truffer and Coenen, 2012; Coenen et al., 2012; 2021) and the importance of digitalization arising from Industry 4.0 to address such transition at the subnational level (De Propris and Bailey, 2021). However, the lack of existing data on digital technologies adoption and sustainability-related indicators at the subnational level has motivated only conceptual analyses, and to the best of our knowledge, empirical evidence seems to be overlooked.

Main objectives

The present paper aims to contribute to the existing literature by understanding the geographical location and concentration patterns of ERDF (European Regional Development Fund) co-funding projects associated with green and digital investments. The analysis takes advantage of a novel and unique dataset (Bachtrögler et al., 2021), including around 600,000 observations on ERDF project beneficiaries during the 2014-2020 period and covering EU27, to identify regional green and digital financing patterns.

Method

The analysis combines several methodologies. First, text analysis techniques are used to identify green and digital investments projects by using strategic keywords. Then, we estimate a funding concentration indicator1 at the regional level (NUTS 2), which is used as a dependent variable in an econometric model to assess the determinants of the project's locations. As explanatory variables, we include CO2 emissions (from the JRC-EDGAR database) over Gross Value Added (GVA), GVA per capita, the share of GVA from manufacturing, R&D expenditures per capita, and share of micro-sized enterprises (from ESTAT, to control for the region development level, sectoral partners, the degree of region innovativeness and financing constraints, respectively). The funding concentration indicator refers to the total for 2014-2020 and the value for the explanatory variables to the year 2014.

Results and discussion

Preliminary results show that the location of green and digital projects displays different spatial patterns. Green investments projects are more concentrated in the most polluting regions, demonstrating their commitment to green transition. In contrast, digital projects are found in more developed regions. This fact aligns with previous findings, as there is a positive association between economic development and digitalization in European regions. Green-digital investment projects are concentrated in less polluted and more developed regions. Regions with a higher share of micro-sized enterprises have a lower concentration of green and digital projects, and this gap is even higher for green projects and green-digital projects.

Conclusions

These findings are particularly interesting to support more effective green policy actions in the European Union, since they suggest that regions more financially constrained also report a higher intensity of CO2 emissions and a lower concentration of ERDF green (digital) investment projects. This fact means that some of the existing policy measures may not be fully oriented towards supporting the priorities derived from green transformations in the most needed regions.

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[ID: 124]

Development challenges of agricultural insurance market in Albania

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Introduction

Online

Main objectives

1. To identify the factors that hinder the development of the agricultural insurance market in Albania.
2. To identify the factors that encourage farmers to enter the agricultural insurance market.
3. To analyze the role of the government in the development and promotion of agricultural insurance market.

Method

The methodology used to validate the hypothesis is the qualitative one. The research instrument is a questionnaire which is distributed to a certain group of farmers. The responses from the questionnaire are gathered, processed and analyzed to provide the results and to prove the hypothesis.

Results and discussion

The derived conclusion is that hindering factors to development of the agricultural insurance market are social, economic and legal factors. Among those factors are education, low farmers income, cost of insurance, lack of diversification of insurance products, etc.

Conclusions

Albanian's agricultural insurance is at a low level. State subsidizing for the insurance premium is the main factor that encourages farmers to apply for the insurance scheme. In order to support the development of agricultural insurance market, the Albanian government should increase its supportive actions such as adjusting legal and regulatory frameworks, increasing public information, advising farmers, organizing pilot experiments, creating supporting programs for extraordinary situations etc.

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Sustainability integration on a Balanced Scorecard

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Introdução

O paradigma atual faz surgir a necessidade de implementar e melhorar a consciencialização da sustentabilidade nos intervenientes da relação empresarial, bem como aplicar diversas formas de as mensurar e controlar. O Balanced Scorecard aparece como a ferramenta mais apropriada para atingir resultados sinergéticos em todas as fases, abrangendo quatro perspetivas tradicionais, às quais este caso prático adiciona uma quinta categoria relativa à sustentabilidade..

Objectivos

Este artigo tem como objetivo desenvolver uma proposta de implementação de um Sustainability Balanced Scorecard para uma empresa do setor da distribuição de Tecnologia e Serviços de Informação. O estudo consiste na elaboração de um mapa estratégico de acordo com a visão e missão da empresa e a identificação das relações de causa-efeito entre as perspetivas sustentáveis, operacionais e financeiras. Desta forma, serão conciliados os benefícios sinergéticos entre as perspetivas, aproximando a empresa de uma realidade mais sustentável.

Metodologia

No trabalho foram utilizados vários métodos de recolha de dados: questionário, entrevista, análise documental e observação direta. A participação direta no quotidiano da empresa durante cerca de 3 anos, possibilitou o envolvimento numa série de projetos, resolução dos problemas, envolvimento na visão, missão e estratégia da empresa, bem como da análise documental durante esse período de tempo. Foi disponibilizado um questionário, via correio eletrónico a cerca de 120 colaboradores. O questionário continha campos de resposta fechada e aberta, o qual estava dividido em 7 partes, onde se analisa o inquirido, através do sexo, idade, habilitações académicas e localização; o grau de familiaridade com o BSC; a opinião do sentimento geral em função

das perspetivas a analisar em relação à perspetiva de clientes, perspetiva de aprendizagem e crescimento, perspetiva de processos internos, perspetiva de sustentabilidade e perspetiva financeira. Através das perguntas abertas incentiva-se os colaboradores a sugerirem iniciativas, inserindo-os na problemática. A participação no questionário foi voluntária, individual e anónima e todas as respostas confidenciais. Os dados do questionário foram extraídos da plataforma utilizada para o efeito – Office Forms – e devido à baixa frequência de resposta, foram analisadas em Excel sem recorrer à análise estatística, assumindo assim esta pesquisa uma prevalência de resultados qualitativos.
Após o estudo de respostas foi elaborada e gravada, uma reunião com vista ao alinhamento das expectativas e os interesses dos intervenientes de acordo com a estratégia e visão da direção, foi também discutido o posicionamento da empresa em relação à sustentabilidade e responsabilidade social corporativa. Para o efeito, a reunião foi realizada através de métodos eletrónicos com o Diretor Geral e teve a duração de cerca de uma hora. A entrevista foi semiestruturada. A escolha do entrevistado deveu-se ao facto de ser o elemento que ocupa o cargo mais elevado na administração da empresa em Portugal. Neste sentido, é a pessoa mais conhecedora da visão e estratégia a operacionalizar.

Resultados

Através da observação direta, do envolvimento direto nas problemáticas normais do dia-a-dia da empresa, do convívio com os colegas, clientes e fornecedores, foi notada a falta de uma atitude mais sustentável, ainda que difícil de ser implementada diretamente no negócio e a falta de valorização pessoal e profissional, também devido ao período pandémico que ultrapassamos nestes últimos anos. Foram surgindo oportunidades de colocar em prática soluções que, apesar da normal resistência à mudança inicial, foram posteriormente bem aceites e implementadas, originando uma melhoria em termos de produtividade e de realização profissional, o que acabou por fortalecer este trabalho e a motivação para engrandecer a proposta de melhoria para a empresa.
Com as respostas obtidas no questionário e apesar de não serem relevantes para um estudo estatístico, os entrevistados apontam as medidas de melhoria à sua valorização pessoal e profissional, revelando desconhecimento acerca do Balanced Scorecard e da sua utilização, bem como apontando falhas no que concerne aos processos internos.
Através da entrevista, temos que estes são os pontos que a direção quer dar mais foco, em vista ao seu posicionamento enquanto empresa sustentável, melhorando também a responsabilidade social corporativa, bem como o bem-estar dos seus colaboradores. Em termos de negócio, o Diretor Geral apontou na entrevista algumas das falhas no seu portefólio de produtos e carteira de clientes, revelando ser importante o desenvolvimento da componente de economia circular (já existente, mas embrionária), alargando a empresa ao conceito one stop shop.
Após a investigação, recolha, discussão e análise de dados, foi elaborado um Sustainability Balanced Scorecard, apontando como a base da ferramenta a perspetiva Sustentabilidade, perspetiva Aprendizagem e Crescimento, perspetiva Processos Internos, perspetiva Clientes e perspetiva Financeira. Para tal, foram incluídos 9 objetivos de relação causa-efeito – Voluntariado, Economia Circular, Formação

Informática, Desenvolvimento Pessoal, Retenção de Talentos, Automatização de Processos, Customer Centric Service, Margem de Venda e Liderança de Mercado - interligados de maneira a obter sinergias de escala, culminando assim numa melhor entrega de valor ao cliente, maior sustentabilidade e conscientização ecológica e social e a melhoria da performance financeira. Dentro destes objetivos foram definidas iniciativas para os fazer cumprir, bem como medidas para os avaliar, tornando esta ferramenta num guia de medição de performance da estratégia.

Conclusões

O trabalho apresenta uma proposta de integração da sustentabilidade na gestão de uma empresa de tecnologias. A proposta contribui para um melhor entendimento sobre a visão e estratégia da empresa e na sua relação com os interesses dos colaboradores e restantes stakeholders, acentuando a presença sustentável, aliada aos objetivos de curto e longo prazo, mostrando ser vantajosa a implementação de uma ferramenta agregadora de valor sinérgico nas perspetivas operacionais, de sustentabilidade e financeira. O estudo terá ainda em consideração o desenvolvimento pessoal e profissional dos colaboradores e a sua relação com os clientes, bem como a melhoria da produtividade e a capacidade de colaboração.

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[ID: 126]

Is possible to restore the natural ecosystem in developing countries: an application of the contingent valuation method to Lura National Park in Albania

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Introduction

Despite the increased awareness about many environmental problems in Albania, degradation of the natural environment by human activity remain at a large scale. Some of the reasons that cause this degradation similarly as in other developing countries are the short-term oriented economic planning process of the natural environment that ignores the negative long-term effects of economic activities on the environment. Also the concentration of the pricing system mainly on man-made goods and services and the lack of markets and respective prices while considering most natural resources (de Groot et al., 2002). Consequently, traditionally the evaluation process of the natural resources use, is made through classical methods like cost-profit, where the actualized profits are compared with the costs. These costs relate generally to the activities of natural resources use (construction, workload, etc.) and not the opportunity cost of these resources and their indirect value. The main methodological problem on this regard is the lack of market prices for some services that ecosystem provides to the society (i.e. landscape, fresh water, water retention, etc.) which are vital for the area but not taken into consideration. Consequently, embracing the notion of sustainable development represent a difficult process, particularly in developing economies such as Albania also, developing countries have generally felt compelled to follow patterns of development determined by the developed world. Unfortunately, the relationship that exists between development issues and environmental protection is such that one tends to be achieved at the expense of the other and it is usually the environment that becomes the hapless victim (Persadie & Ramlogan, 2005). The degradation of natural ecosystem has many causes, including excessive demand for ecosystem services stemming from economic growth, demographic changes, and individual choices (Leemans & De Groot, 2003). This increasing demand for services deriving from ecosystems on one hand and for commodity products which production reduces the natural ecosystems, makes urgent the identification of ecosystems and their respective value.

There are multiple ways to value the ecosystems contribution, some of which are based on individual's perceptions of the benefits they derive (Costanza et al., 2014). Other authors have noted that the high diversity of measures used for each ES results in a lack of consistency and that many of these measures do not often succeed in quantifying the ES itself (Saarikoski et al., 2015). No matter the selected approach, the evaluation of ecosystems is not complete if the local stakeholders are not included, their perception and involvement remain crucial on real world policy application (Seppelt et al., 2011). The evaluation process requires to include methods to assess benefits to individuals that are not well perceived, benefits to whole communities, and benefits to sustainability (Costanza, 2000).

Following this insight is designed the research that aims to evaluate the economic value that Albanian citizens confer to the National Park of Lura. Lura National Park lies in the highlands of Lura and occupies an area of about 1300 ha. There is a total of 12 lakes in this area that are known throughout Albania as the Lura Lakes. Lura Park has rare natural values and wonderful views which offer very relaxing views, as there is diverse vegetation with colorful flowers surrounded by centuries-old coniferous trees. Lura National Park, which is famous for its deciduous and coniferous forest, has only its name left, as the current situation refers to a deserted and completely destroyed place. Lura has turned into a desert place from over-cutting of forests. This over-cutting of illegal and continuous forests has made the economic, tourist and environmental damage in this gem of Albania incalculable.

Natural resources economics comprises two groups of methodological approaches to come up with prices and or values for the economic evaluation of the ecosystem, even though there is a lack of market price. In the first group, are included pricing approaches that make use of 'real world' market-derived data to establish this monetary value. This is relatively easy for goods and services that are traded in commercial markets such as the supply of drinking water or fish but is more difficult for services that are not such as landscape quality and other recreation purposes (Acharya, 2000). In the second group is included the Total Economic Value (TEV) approach which uses a variety of techniques to assign a monetary value where one cannot easily be obtained from 'real world' markets. These techniques involve estimating public preferences for changes in ecosystem services.

Therefore, the economic evaluation of the Lura Park is an important step that will provide a clear and tangible evidence on the value that Albanian citizen confer to this ecosystem. Through the valuation evidences will be achieved also an overall goal i.e. in raising the public awareness on the value of this ecosystem and making possible its rehabilitation and conservation.

Main objectives

The objectives of this study are firstly, to identify the total economic value of Lura Park and secondly to analyze the effect of socio-economic factors through different willingness to pay scenarios.

Method

The methodology used in this paper is based on primary data and the research instrument used to conduct the study is the questionnaire, which is distributed physically and online. The method we will use to identified the willingness of residents to pay for the return of Lura Park to its previous state is the Contingent Valuation Method (CVM). There is no standard procedure for creating an observation with the CVM. However, for observation and analysis to be successful, it must rely on some well-defined elements. The observation must be based on a hypothetical or realistic scenario that could be a political instrument, a program on which the analysis will be based. In some cases, these scenarios are detailed about the effects that the policy or program will have. The scenario should then contain a clear mechanism for assessing the willingness to pay in the form of a question. The forms of questions that can be asked are open and closed. The closed-ended question suggests a price that the respondent may refuse or accept. Exactly in our case, this closed question with discreet selection of the type of referendum with yes or no was used in the first section. The wording of the CVM scenario is as it follows: Let suppose that you are required to pay a monthly family tax to provide the necessary budget that will be used to restore Lura Park as it was in the initial state, are you willing to pay an amount of 2000ALL? Yes, No.
Since the dependent variable WTP is binary, we can use the logit model:
$P(WTP=1) = e^{(\beta_0+\beta_1 \text{ gender}+\beta_2 \text{ education}+\beta_3 \text{ income}+\beta_4 \text{ age})}/(1+e^{(\beta_0+\beta_1 \text{ gender}+\beta_2 \text{ education}+\beta_3 \text{ income}+\beta_4 \text{ age})}) + \varepsilon_t$
Through the evaluated equation we will identify the probability of being willing to pay respondents with certain characteristics of age, education, gender and income. Different scenarios will be created to understand the impact that each factor has on the willingness to pay for Lura's return to the previous state.

Results and discussion

The destruction of well-known natural parks in Albania, confirms that often in developing countries, the acceleration of economic growth relies heavily on the destruction of renewable resources and degradation of the natural environment. In this context, it is pivotal for the decision-makers to understand the behavior of the citizen towards the restoration and protection of natural parks scenarios.

Conclusions

As a matter of conclusions, CVM is an interesting approach to understand the perceptions of citizens and their respective monetary contribution before drafting a certain policy. Through this study, we want to estimate the WTP of the citizens of Tirana to restore Lura National park to its previous state. In future studies, the focus will be to distribute this questionnaire to residents near the Lura Park area. About 71.3% of respondents are willing to pay the amount of 2000 ALL (17 Euro) per year for the rehabilitation of Lura Park. The main factors that make respondents willing to pay are: to contribute to a good cause and the desire to contribute to future generations. While the main reasons why respondents are not willing to pay are the lack of confidence that the money they will contribute will go to the rehabilitation of Lura park and lack of income. Income and education have a positive impact on willingness to pay while the age variable has a negative impact. Based on the estimated equation of the logit model we conclude that the respondent with the highest income level, youngest and more educated show a higher probability to pay for the rehabilitation of Lura Park.

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Lights and Shades of the "Kit Digital" Grant, a Possible Case of the "European Paradox"

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Introduction

The general recovery course of action followed by the European Union (EU), two years after the outburst of the SARS-CoV-2 pandemic, has been characterised by the abundant news about the "Next Generation" funds. In Spain, part of the accorded resources will be destined to the technological update of small and medium enterprises (SMEs) under the "Kit Digital" grant programme (2021-2023), which is managed by the Red.es public entity and with the intermediary action of the Ministry of Economic Affairs and Digital Transformation. The programme is also integrated in the framework of the Digital Agenda for 2025 in the country and the Plan for the digital transformation of SMEs in the period 2021-2025.

The main objectives are linked towards a medium-term horizon, struggling to increase the software processing capabilities of SMEs, the materialisation of productivity growth and competitiveness gains and the creation of quality labour posts. It is expected an investment of 3.067 million euros in "Digital Bonds" during the whole "Kit Digital" programme timespan, distributed across three broad sections: companies with 10 to less than 50 workers (Segment I, Resolution C005/22-SI), companies with 3 to less than 10 workers (Segment II, Resolution C015/22-SI) and companies with 0 to less than 3 workers (Segment III, Resolution C022/22-SI).

However, there are several limitations that must be addressed: first of all, the funds of the initiative cannot be destined to the acquisition of hardware elements, only "digital solutions", in other words, software (article 19, Order ETD/1498/2021, of 29th December). The EU does not have a solid industrial policy to produce semiconductors, integrated circuits and electronic devices and imports them from East Asia. In the beginning of the year this limitation has been translated into a shortage crisis (EUROPEAN COMMISSION, 2022a). Besides, China is the major supplier of critical raw materials, reaching 62% of the EU's supply (EUROPEAN POLITICAL STRATEGY CENTRE, 2019: 8). That is the reason why, in spite of the newest announcements of strategic endeavours like the "European Chips Act" (EUROPEAN COMMISSION, 2022b) and the foundation of a "Joint Undertaking" under "Horizon Europe" (EUROPEAN COMMISSION, 2022c), EU funds are derived in this case to buy non tangible assets.

At the end of the day, such well-intentioned resources could have more positive transatlantic implications rather than fostering the local economies in the move to the so-called 4th Industrial Revolution and the knowledge economy. It is extremely difficult to compete against the reasonable price-quality ratio supplied by Californian technological giants. Again, the "Kit Digital" could be an example of a multifaceted "European Paradox" (EUROPEAN COMMISSION, 1995: 5): a continent with worldwide recognised educational systems, talented citizens and remarkable investments that cannot reap the benefits that could be generated in such special circumstances (for example, increased wealth, better employment opportunities and drivers of innovation and competitive advantage).

Main objectives

The main objectives of the study are based on studying the relevant aspects of the "Kit Digital" grant, evaluating this technological encouragement policy by using a pragmatic approach and finally determining a possible connection of it towards the "European Paradox" of resources and capabilities in the Old continent.

Method

The methodology is based on a systematic review of the grant regulations and official publications issued during the last three years by Spanish and EU institutions. Moreover, the analysis is complemented by studying the price-quality relationship of telecommunications providers, which have been accredited as "Digital Agents" and provide to SMEs the software solutions financed by the grant. Qualitative content analysis and close reading allow identifying the relevant orientations and weaknesses of the current policies.

Results and discussion

The "Kit Digital" programme is destined to Spanish SMEs in order to buy software products and services, with higher financial support depending of the size of the company. Thus, maximum available funds range up to 12.000 euros for undertakings located in the Segment I, 6.000 euros in the second segment and 2.000 euros in the third segment (article 18, Order ETD/1498/2021, of 29th December).

This picture can generate a certain disorientation, as there are subcategories that limit the maximum resources of the "Digital Bonds" to lower amounts and the funds cannot be transferred among subcategories; for example, companies of the first segment can obtain "Business Intelligence and Analytics" solutions up to 4.000 euros, but cannot finance up to 6.000 euros in this matter by transferring funds from the utmost 2.000 euros in the "e commerce" subcategory. Besides, the Value Added Tax (VAT) is not included in the grant, meaning that SMEs must assume it and expect compensations in the next quarterly VAT form.

Smartly, large telecommunications providers of the country have been publicly accredited as "Digital Agents" and are offering "easy packs" to SMEs in order to become beneficiaries of the "Digital Bonds", including solutions that are representative of all subcategories. Consequently, grants are managed by subsidiaries of such telephone and Internet providers and funds are destined to the acquisition of non-tangible assets intermediated by them, which are mainly shaped in Silicon Valley. Such pieces of software allow greater compatibility among devices but in practice their costs are substantially much lower than the effective grant's value. As most of the digital solutions are only financed for an annual period, in the long run SMEs have the risk of becoming dependent on artificially expensive software, rather than obtaining improvements in their own efficiency levels.

Conclusions

The "Kit Digital" grant has a well-intentioned departing point and pretends to improve the productivity and competitiveness of Spanish SMEs in the framework of the EU's "Next Generation" funds and the post-Covid-19 recovery plan. However, it represents a possible candidate to illustrate the "European Paradox" in technological investments: most of the resources would have greater implications for Silicon Valley's giants instead of reinforcing the innovative tissue of the Old continent. Besides, as investments are destined only to software solutions, such non tangible nature may expose SMEs to the dangers of obsolescence and the lasting dependency on high priced telecommunications providers, eroding their financial sustainability and willingness to adopt new software in the long term.

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Profesionalización de las plataformas de alquiler turístico: Caso aplicado a Madrid.

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Introduction

Las investigaciones de sostenibilidad urbana han estudiado de forma asidua el impacto de la gentrificación en las ciudades provocado por plataformas de alquiler a corto plazo, como Airbnb, llegando incluso a bautizar a este proceso como Airbnbficación.
La plataforma Airbnb en sus comienzos se nutría de viviendas que ponían en alquiler a corto plazo personas comunes con el objetivo de obtener unos ingresos adicionales de sus propiedades. Con el tiempo dicha plataforma ha ido creciendo y se han ido incorporando empresas e inversores externos que han visto un nicho de mercado por explotar. Debido a esto, la actividad de Airbnb ha comenzado a percibirse como una actividad comercial profesional, que deja de lado su vínculo con la economía colaborativa de la que tanto presumía en sus inicios. Madrid, por ejemplo, al igual que otras en ciudades del mundo, la profesionalización de la oferta del alquiler turístico de plataforma es bastante alarmante.
El rápido crecimiento de Airbnb en los últimos años ha sido impulsado principalmente por anfitriones profesionales, que son aquellos que ofrecen muchas viviendas en la plataforma de forma continuada en el tiempo y a menudo dentro del mismo edificio o del área local. Estos anfitriones están contribuyendo a lo que se considera la profesionalización de Airbnb.
La transformación de viviendas residenciales en pisos turísticos, con el propósito de ganar más beneficios del mercado inmobiliario, es consecuencia de que Airbnb esté controlado por gestores profesionales del mercado del alquiler de la vivienda de corto plazo. Que Airbnb esté tomando los tintes de una actividad profesionalizada significa que los efectos positivos del modelo de economía colaborativa no se producen, por el contrario, se concentran en pocas manos y en poco territorio, debido a que la oferta de esta plataforma se localiza por regla general en mayor frecuencia cerca de los centros

urbanos y de las zonas turísticas de las ciudades.

Este fenómeno de conversión reduce la oferta de viviendas residenciales e incrementa la oferta de alojamiento para turistas en la ciudad, con efectos negativos como el aumento en el precio de la vivienda residencial de las zonas afectadas, la expulsión de la población residente y la transformación del comercio local en uno orientado a los visitantes, como las tiendas de franquicia y de suvenires, etc. De tal forma que los residentes ya no compiten solo entre sí por una vivienda o un espacio en el barrio, sino que compiten contra los turistas y los beneficios extra que generan las viviendas turísticas en la zona.

Pese a que los anfitriones profesionales son los que están cosechando los mayores beneficios del alojamiento compartido, su papel en el mercado no sido analizado en profundidad. Algunos estudios han encontrado que las propiedades de Airbnb administradas por anfitriones profesionales obtienen cerca de un 20% más de ingresos diarios y tienen tasas de ocupación más altas en comparación con las propiedades de anfitriones no profesionales.

Cuanto mayor es el grado de profesionalización de Airbnb en una ciudad, mayor es el peso del modelo comercial, y mayor su impacto en el proceso de transformación socioeconómica espacial del territorio urbano. Es así como el modelo de Airbnb en las ciudades adopta procesos de profesionalización parecidos a las formas tradicionales de alojamiento turístico, como son los hoteles y apartahoteles.

Esta situación hace necesario desentrañar el papel que juegan los anfitriones de las viviendas en las ciudades y su relación con la gentrificación impulsada por Airbnb. Lo anterior podría ayudar a encontrar respuestas a preguntas como: ¿Cómo son los anfitriones que controlan la oferta en Airbnb?; ¿Cuáles son las estrategias de alojamiento turístico que utilizan los anfitriones profesionalizados que provocan el desplazamiento de los residentes en favor de los turistas?

Como consecuencia de esta profesionalización del alojamiento colaborativo, muchas ciudades que han padecido y padecen los efectos negativos de Airbnb, han implementado regulaciones que pretenden controlar a la proliferación de este tipo de alojamiento controlado por anfitriones profesionales.

Madrid es la ciudad de España con mayor número de viviendas de Airbnb, que recientemente ha experimentado un proceso de Airbnbnificación impulsado por anfitriones profesionalizados, que han llevado a la concentración y monopolización de los alojamientos turísticos en la ciudad. A raíz del incremento desmesurado de la actividad profesionalizada de Airbnb, la ciudad puso en marcha un Plan Especial de Hospedaje Turístico (PEH) aprobado en marzo de 2019. El objetivo principal de este plan era lograr que la oferta de alojamiento turístico se distribuyera a lo largo de todo el territorio del municipio de Madrid, a través de la implantación de restricciones.

La normativa municipal determina que una vivienda que se alquile durante más de 90 días al año está realizando una actividad comercial; por consiguiente, no puede considerarse un inmueble de uso residencial, y debe solicitar una licencia de uso terciario para hospedaje. Es así que de acuerdo a la regulación del PEH, la ciudad de Madrid se reparte en tres anillos concéntricos, con diferentes niveles de saturación de alojamientos turísticos. El primer anillo, que abarca la zona 1, que coincide con los límites de los barrios de la zona Centro. El segundo anillo, que abarca la zona 2, comprende a los barrios del distrito Chamberí completo y parte de los distritos de Salamanca, Retiro, Arganzuela y Moncloa-Aravaca. El tercer anillo, que ocupa la zona 3, y se extiende a barrios de los anteriores distritos, y se le suman zonas de los distritos de Tetuán, Usera, Carabanchel y Latina. Los barrios restantes que se encuentran fuera del anillo 3, corresponden a la zona 4.

Las restricciones impuestas en los anillos 1 y 2, exigen que todas las licencias de hospedaje requieren la existencia de una entrada independiente a los alojamientos turísticos. De tal forma que no puedan utilizarse los accesos comunes al resto de viviendas. En el anillo 3, en edificios de uso exclusivamente residencial, también se exige una entrada independiente por lo que se debe de solicitar una licencia de hospedaje. Para la zona 4, los barrios no se verán afectados por la regulación del Ayuntamiento.

Main objectives

Es así que objetivo de esta investigación, es analizar la influencia que ejerce la profesionalización de Airbnb en Madrid a través de un índice que pretende medir la presión de la Airbinificación en la ciudad, y determinar si la implementación de un PEH es una alternativa adecuada de control a la profesionalización de la plataforma. El índice está construido por las viviendas de Airbnb que estén disponibles por lo menos 90 días al año en la plataforma (de acuerdo con la normativa del PEH) y estén etiquetadas como vivienda completa (numerador), y por el total de viviendas residenciales de cada barrio de la ciudad (denominador). Este índice tiene el propósito de medir la conversión de vivienda residencial a vivienda turista durante el periodo de 2015 a 2019 en los 128 barrios de la ciudad de Madrid.

Method

La metodología empleada en esta investigación son las Cadenas de Markov Espaciales, consistente en 6 pasos implementados a través del software R. El primero se basa en la representación de la distribución de la oferta de viviendas Airbnb a través de funciones de densidad para cada uno de los años del periodo y el análisis exploratorio espacial. En el segundo y tercer paso, el proceso de crecimiento de la oferta se modela a través de una cadena de Markov estacionaria de primer orden en donde se evalúan los efectos de autocorrelación espacial y global sobre las probabilidades de transición. Por último, en los pasos cuarto, quinto y sexto se realiza un análisis a profundidad para detectar la existencia e interacción de regímenes espaciales en la dirección de los movimientos y la clasificación en la movilidad de la distribución de la oferta de Airbnb.

Results and discussion

Los resultados obtenidos nos dan cuenta del poder turistificador de Airbnb en la ciudad y de la presión de la conversión residencial que existe en las zonas Airbnbnificadas de Madrid. Se comprueba cómo en las zonas de los barrios centrales la oferta de Airbnb está en manos de operadores profesionales que visualizan el mercado del alquiler de corto plazo como una oportunidad de inversión inmobiliaria, mientras que en las zonas que están alejadas de la zona céntrica de la ciudad, las viviendas son de anfitriones particulares, que vieron en el mercado del alquiler de corto plazo una manera de

rentabilizar sus propiedades.
Por último, la estimación de las matrices espaciales de Markov nos ha permitido concluir que la probabilidad de que la actividad profesionalizada de un barrio incremente o disminuya a largo plazo depende del grado de profesionalización de los barrios vecinos que le rodeen. Así, por ejemplo, los barrios con una alta profesionalización rodeados por barrios menos profesionalizados tenderán a largo plazo a desprofesionalizarse. Por el contrario, los barrios menos profesionalizados rodeados de barrios altamente profesionalizados tenderán a profesionalizarse en el largo plazo.

Conclusions

Dado lo anterior, podemos afirmar que un plan de control para los alquileres profesionalizados en la ciudad de Madrid es necesario para intentar distribuir la presencia de este tipo de alquileres por toda la ciudad y no se concentren únicamente en los barrios del centro de la ciudad, como es el objetivo principal del PEH.
Es así como en términos generales, podemos concluir que la actividad profesionalizada de Airbnb responde a un modelo turistificador en la zona central de la ciudad, lo que reafirma la teoría de que el modelo de Airbnb concentra los "beneficios" de la economía colaborativa en unas pocas zonas y en pocas manos, y no se reparten a lo largo de la ciudad, como supondría un modelo real de economía colaborativa. Lo anterior, podría estar relacionado con la posibilidad de especular con la vivienda en las zonas Airbnbnificadas, porque los propietarios ya no necesitan inquilinos residentes para obtener ingresos por el alquiler, a menos que estos acepten contratos de corto plazo.

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[ID: 129]

The impact of demographic factors on the willingness to pay for environmental protection. The case of Albania.

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Introduction

Despite the increased awareness about many environmental problems in Albania, degradation of the natural environment by human activity remain at a large scale. Some of the reasons that cause this degradation similarly as in other developing countries are the short-term oriented economic planning process of the natural environment that ignores the negative long-term effects of economic activities on the environment. Also the concentration of the pricing system mainly on man-made goods and services and the lack of markets and respective prices while considering most natural resources (de Groot et al., 2002). Consequently, traditionally the evaluation process of the natural resources use, is made through classical methods like cost-profit, where the actualized profits are compared with the costs. These costs relate generally to the activities of natural resources use (construction, workload, etc.) and not the opportunity cost of these resources and their indirect value. The main methodological problem on this regard is the lack of market prices for some services that ecosystem provides to the society (i.e. landscape, fresh water, water retention, etc.) which are vital for the area but not taken into consideration. Consequently, embracing the notion of sustainable development represent a difficult process, particularly in developing economies such as Albania also, developing countries have generally felt compelled to follow patterns of development determined by the developed world. Unfortunately, the relationship that exists between development issues and environmental protection is such that one tends to be achieved at the expense of the other and it is usually the environment that becomes the hapless victim (Persadie & Ramlogan, 2005). The degradation of natural ecosystem has many causes, including excessive demand for ecosystem services stemming from economic growth, demographic changes, and individual choices (Leemans & De Groot, 2003). This increasing demand for services deriving from ecosystems on one hand and for commodity products which production reduces the natural ecosystems, makes urgent the identification of ecosystems and their respective value.

There are multiple ways to value the ecosystems contribution, some of which are based on individual's perceptions of the benefits they derive (Costanza et al., 2014). Other authors have noted that the high diversity of measures used for each ES results in a lack of consistency and that many of these measures do not often succeed in quantifying the ES itself (Saarikoski et al., 2015). No matter the selected approach, the evaluation of ecosystems is not complete if the local stakeholders are not included, their perception and involvement remain crucial on real world policy application (Seppelt et al., 2011). The evaluation process requires to include methods to assess benefits to individuals that are not well perceived, benefits to whole communities, and benefits to sustainability (Costanza, 2000).

Following this insight is designed the research that aims to evaluate the economic value that Albanian citizens confer to the National Park of Lura. Lura National Park lies in the highlands of Lura and occupies an area of about 1300 ha. There is a total of 12 lakes in this area that are known throughout Albania as the Lura Lakes. Lura Park has rare natural values and wonderful views which offer very relaxing views, as there is diverse vegetation with colorful flowers surrounded by centuries-old coniferous trees. Lura National Park, which is famous for its deciduous and coniferous forest, has only its name left, as the current situation refers to a deserted and completely destroyed place. Lura has turned into a desert place from over-cutting of forests. This over-cutting of illegal and continuous forests has made the economic, tourist and environmental damage in this gem of Albania incalculable.

Natural resources economics comprises two groups of methodological approaches to come up with prices and or values for the economic evaluation of the ecosystem, even though there is a lack of market price. In the first group, are included pricing approaches that make use of 'real world' market-derived data to establish this monetary value. This is relatively easy for goods and services that are traded in commercial markets such as the supply of drinking water or fish but is more difficult for services that are not such as landscape quality and other recreation purposes (Acharya, 2000). In the second group is included the Total Economic Value (TEV) approach which uses a variety of techniques to assign a monetary value where one cannot easily be obtained from 'real world' markets. These techniques involve estimating public preferences for changes in ecosystem services.

Therefore, the economic evaluation of the Lura Park is an important step that will provide a clear and tangible evidence on the value that Albanian citizen confer to this ecosystem. Through the valuation evidences will be achieved also an overall goal i.e. in raising the public awareness on the value of this ecosystem and making possible its rehabilitation and conservation.

Main objectives

The objectives of this study are firstly, to identify the total economic value of Lura Park and secondly to analyze the effect of socio-economic factors through different willingness to pay scenarios.

Method

The methodology used in this paper is based on primary data and the research instrument used to conduct the study is the questionnaire, which is distributed physically and online. The method we will use to identified the willingness of residents to pay for the return of Lura Park to its previous state is the Contingent Valuation Method (CVM). There is no standard procedure for creating an observation with the CVM. However, for observation and analysis to be successful, it must rely on some well-defined elements. The observation must be based on a hypothetical or realistic scenario that could be a political instrument, a program on which the analysis will be based. In some cases, these scenarios are detailed about the effects that the policy or program will have. The scenario should then contain a clear mechanism for assessing the willingness to pay in the form of a question. The forms of questions that can be asked are open and closed. The closed-ended question suggests a price that the respondent may refuse or accept. Exactly in our case, this closed question with discreet selection of the type of referendum with yes or no was used in the first section.

The questionnaire is composed in three main sections, in the first section is presented the CVM scenario, with a payment option, a referendum. As previously explained, the CVM involves directly asking people, how much they would be willing to pay (WTP) for specific environmental services or for an ecosystem as a whole. The wording of the CVM scenario is as it follows: Let suppose that you are required to pay a monthly family tax to provide the necessary budget that will be used to restore Lura Park as it was in the initial state, are you willing to pay an amount of 2000ALL? Yes, No.

Prior to the study, two focus groups of 10 different individuals were conducted to identify the average willingness to pay for Lura rehabilitation. The average value of their willingness was approximately 2000 ALL (17 Euro). This is why the value of 2000 ALL per year was chosen to ask respondents about their willingness to pay for Lura rehabilitation.

The second section includes two closed-ended questions about the factors that make respondents willing or unwilling to pay for the rehabilitation of Lura Park. Several factors are listed and respondents have to choose why they are willing to pay or not willing to pay. In the third section are collected the demographics of the respondents such as: age, gender, education level, household income. The case selected for this questionnaire is Lura Park, age group (population) 18 - over 65 years old and a total of 220 questionnaires have been completed. The questionnaire was distributed to the residents of Tirana which is the capital of Albania and according to Instat (2020) in Tirana live 31.8% of the population. In Tirana there are people from all cities of Albania and it has the highest number of inhabitants, this was the reason why the questionnaire was distributed in this city. WTP (willingness to pay) is a dependent variable and we have coded it with 1 if the respondents are willing to pay and we have coded WTP with 0 if the respondents are not willing to pay. Independent variables are age, gender, education and income. We coded the respondents with high school education with 0, the respondents with university with 1, the female respondents with 1 and the male respondents with 0. As for the variable age and income, we have set the values that are derived from the answers of the respondents.

Since the dependent variable WTP is binary, we can use the logit model:

$$P(WTP=1) = \frac{e^{(\beta_0+\beta_1 gender+\beta_2 education+\beta_3 income+\beta_4 age)}}{1+e^{(\beta_0+\beta_1 gender+\beta_2 education+\beta_3 income+\beta_4 age)}} + \varepsilon_t$$

Through the evaluated equation we will identify the probability of being willing to pay respondents with certain characteristics of age, education, gender and income. Different scenarios will be created to understand the impact that each factor has on the willingness to pay for Lura's return to the previous state.

Results and discussion

The destruction of well-known natural parks in Albania, confirms that often in developing countries, the acceleration of economic growth relies heavily on the destruction of renewable resources and degradation of the natural environment. In this context, it is pivotal for the decision-makers to understand the behavior of the citizen towards the restoration and protection of natural parks scenarios. What is noticed is that when the respondent is with university, with higher income and at a young age the higher the probability of being willing to pay for the rehabilitation of Lura park.

Conclusions

As a matter of conclusions, CVM is an interesting approach to understand the perceptions of citizens and their respective monetary contribution before drafting a certain policy. Through this study, we want to estimate the WTP of the citizens of Tirana to restore Lura National park to its previous state. In future studies, the focus will be to distribute this questionnaire to residents near the Lura Park area. About 71.3% of respondents are willing to pay the amount of 2000 ALL (17 Euro) per year for the rehabilitation of Lura Park. The main factors that make respondents willing to pay are: to contribute to a good cause and the desire to contribute to future generations. While the main reasons why respondents are not willing to pay are the lack of confidence that the money they will contribute will go to the rehabilitation of Lura park and lack of income. Income and education have a positive impact on willingness to pay while the age variable has a negative impact. Based on the estimated equation of the logit model we conclude that the respondent with the highest income level, youngest and more educated show a higher probability to pay for the rehabilitation of Lura Park.

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[ID: 130]

Sustainable entrepreneurship: Exploring the role of values through an ordinal logistic regression.

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Introduction

Today, developing nations are also faced with the challenge of sustainability. It is no longer just a problem for industrialized nations. The research on entrepreneurial aspirations toward sustainable entrepreneurship in a developing country illustrates an appealing feature of learning how to increase people's propensity toward creating new sustainable entrepreneurial efforts in this context. Jaén and Lián (2015) emphasize that even in complex decision-making, when plans need to be made, values play a significant influence. They then explain that individuals are likelier to create action plans that can result in a particular behaviour that highlights the value they prioritize. To study the values that predict entrepreneurial career goals, researchers linked the values framework with the TPB (Gorgievski et al., 2018). The influence of social values and personal skill perceptions in framing the views of entrepreneurial goals was examined by Lián (2008). Furthermore, academics have used the TPB's history to examine university students' ambitions for sustainable entrepreneurship (Thelken & de Jong, 2020; Vuorio et al., 2018). The entrepreneurial intentions model, applied to 393 students from three distinct European countries, explained that attitudes toward sustainability and perceived entrepreneurial desirability motivated students toward sustainable entrepreneurial ambitions. The study also revealed that extrinsic rewards and altruism were independent drivers of attitudes.

Main objectives

According to Jaén and Lián (2015), values are crucial to the creation and operation of social institutions because they serve as the cornerstone of agreed norms that direct and explain how people should behave appropriately in particular societal contexts. This reasoning suggests that by using sustainability intents as predictors, we can investigate the potential link between values and sustainability. The purpose of this study is to understand better the connection between cultural values and the possibility of sustained business potential.

Method

One hundred seventy-four students from various public and private universities in Albania make up the study sample. The Likert scale was used to collect self-reporting data through an electronic survey supported by prior research. We employed the Proportional Odds (PO) ordinal regression model for the variables used in this investigation to identify behaviour patterns.

Results and discussion

Analysing according to the model of the regression the parameters for each one of the explanatory variables, we can conclude that: altruistic (philanthropic) and biospheric values are positive and significant predictors, meaning that students that embrace altruistic (philanthropic) and biospheric values are more probably to display strong intentions to be sustainable entrepreneurs. Meanwhile, egoistic and hedonic values are negative and significant predictors, meaning that students that embrace egoistic and hedonic values are less probably to display strong intentions to be sustainable entrepreneurs. Also, attitude is a positive and significant predictor, meaning, in this case, that students that demonstrate favourable attitudes toward sustainable entrepreneurship have strong intentions to be sustainable entrepreneurs. And lastly, the third explanatory variable- perceived behavioural control, is a positive and significant predictor, meaning that students that display robust perceived behavioural control to be sustainable entrepreneurs have intentions to be sustainable entrepreneurs.

Conclusions

This study augments the body of knowledge by guiding academics and policymakers in higher education and by highlighting the benefit of incorporating principles that foster sustainable entrepreneurship into curricula and systems. The higher education policymakers and academics are change agents for the new entrepreneurial mindset agenda; hence it is their responsibility to integrate and communicate values in the educational programs and systems. By supporting the formation of businesses that value the environment and take responsibility when tackling social issues, in addition to being successful, they must combine those principles that lead, inspire, and help students develop a new way of thinking about their future career direction.

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Consumer behavior of agri-food products under the influence of the Covid-19 pandemic

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Introduction

The Covid-19 pandemic, as well as its restrictions, has led to pressure on the agri-food industry. The availability, access, use and stability of agri-food products have been affected. Despite the fact that there were difficulties in the development and coordination of the numerous activities of the agri-food industry, consumers had to prepare and eat in most cases inside the house. The restrictions imposed by governments required a different approach to consumers in terms of food. People started to use supermarkets less and cook more at home. They also improved meal planning by improving grocery lists and paying extra attention to food stocks (Vargas-Lopez and others, 2020). The demand and supply of food products suggests a decrease in food stocks among supermarkets and, on the other hand, an increase in food prices (Workie and others, 2020).

Main objectives

The main objectives of this research are the identification and analysis of the factors that determined behavioral patterns during the Covid-19 pandemic. The behavior of consumers of agri-food products in the context of Covid-19 will also be analyzed. At the same time, solutions and recommendations will be formulated as a result of the research carried out.

Method

This research has the role of studying the behavior of consumers of agro-food products in crisis situations, using general research methods, such as observation, synthesis, comparison and analysis of scientific articles.

Results and discussion

A set of factors identified as essential in establishing behavioral patterns in the case of Covid-19.

Conclusions

Food systems are the relation between human and nature and are represented as complex socio-ecological systems. The impact that the Covid-19 pandemic had on all activities in the food industry had effects that created damage to the food supply system (Rivera-Ferre, 2021)

During the Covid-19 pandemic, panic buying and hoarding behaviors emerged, which made it difficult for many families to obtain the food they needed (Sgroi and others, 2022).

Therefore, the Covid-19 pandemic represents a real social, medical, financial, etc. challenge. for the whole world, affecting all economic sectors, such as the agri-food industry, but also its consumers (Amicarelli and others, 2022).

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[ID: 132]

O contributo da Contabilidade de Gestão para a sustentabilidade de um PME – um estudo de caso aplicado

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Introduction

O presente artigo apresenta o resultado de um estudo de caso aplicado a uma pequena e média empresa (PME), do ramo da construção civil, cujo apoio à gestão é realizado através da conjugação das informações retiradas da contabilidade financeira e da utilidade das ferramentas da contabilidade de gestão, cujo contributo é fundamental para a sustentabilidade empresarial.
A empresa alvo do estudo utiliza ferramentas e conceitos necessários para a gestão diária, no entanto após o levantamento dos dados iniciais no terreno foi possível que os mesmos estão feridos de algumas fragilidades, podendo contribuir negativamente para os resultados obtidos.
A principal fragilidade está ligada ao sistema de custeio existente na empresa, onde o julgamento profissional e a experência passada, são as linhas orientadoras na fixação de pressupostos para o apuramento dos custos.
No mundo atual a sustentabilidade é um premissa fundamental. Quando se fala em sustentabilidade podemos ligar o conceito a vários pilares. O pilar económico é um dos mais importantes, pois caso se fracasse neste particular os restantes pilares (social e ambiental) são afetados.

Main objectives

Os objetivos da investigação são o levantamento das principais áreas críticas do negócio, dos principais problemas da organização e do atual sistema de custeio adotado. Complementarmente pretende-se apresentar soluções para os problemas levantados, bem como a proposta de um novo sistema de custeio mais adaptado à entidade.

Method

A metodologia adotada foi a do estudo de caso através de um tipo de pesquisa desenvolvido por Kaplan (1998), que se designa por inovação, pesquisa e ação. Como caraterística principal deste tipo de investigação temos a necessidade de resolver a existência de uma limitação prática nas pesquisas contemporâneas, que surgiu após o levantamento de vária documentação. Assim, o investigador torna-se parte ativa no processo de pesquisa recolhendo evidências para a proposta de soluções para os problemas encontrados.

As várias ideias são posteriormente implementadas noutras organizações, proporcionando a recolha de informações que possibilitam comparações, tendo como ressalva que nem sempre as organizações são comparáveis entre si.

Results and discussion

Após a recolha dos dados ficou perceptível que a orçamentação é a área crítica do negócio e onde surgem as primeiras dúvidas sobre os pressupostos assumidos pela organização. As falhas detetadas prendem-se com a definição dos custos diretos, nomeadamente sobre o que deve ser tratado como custo direto, categorização dos custos por centros de responsabilidade. Já no que respeita aos custos indiretos, parte destes pode ser autonomizada, como por exemplo a mão de obra indireta referente aos custos de estrutura. Outra situação passível de alteração é uma mudança de paradigma na forma de utilizar a orçamentação, para que esta se torne uma verdadeira ferramenta de apoio à gestão com a existência de controlo e implementação de medidas corretivas. Outro resultado foi a definição das atividades mais relevantes por forma a se determinarem os drivers para utilização na orçamentação, variáveis fundamentais para o sucesso do modelo final proposto.

Em suma, as propostas de correção serem discutidas e aceites por parte da organização foi possível avançar para uma nova definição da margem do negócio.

Conclusions

A análise efetuada possibilitou concluir que o sistema usado inicialmente pela organização tinha falhas. Essas falhas foram eliminadas através das soluções apontadas o que possibilitou a evidência de diferenças em duas empreitadas que a empresa desenvolvia. Esta situação foi previsível uma vez que a falha era muito evidente.

Uma segunda conclusão prende-se com a orçamentação, sendo agora possível analisar o orçamento com mais dimensões, enriquecendo desse modo a utilidade desta ferramenta para a gestão.

Uma última conclusão, é relativa a redefinição das atividades, visto que além de algumas das iniciais estarem imprecisas foi ainda possível identificar novas atividades úteis à organização.

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[ID: 133]

The change of Germany's image through country branding and landscape tourism strategies

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Introduction

The latest political milestones in Germany have always been overdue responses to a terrible past. Various attempts by former (and current) renowned politicians in articulating Germany's historic responsibility for wars, fascism, the holocaust, etc., have led to gestures of humility towards the victims for Nazi crimes. Additionally, after almost four decades of shootings to death of fugitives at the former inner German border, the fall of the Berlin Wall and the reunification of the divided country seems to have been a correction of Germany's hideous history.
Despite these misfortunes, Germany has gained a prestigious status as a tourism destination where one can explore more than forty UNESCO World Heritage sites. Although it is not as much visited as other countries, it has the largest outbound tourist trade in the world and is among the top ten destinations – the eighth most visited country after France, Spain, the US, China, Italy, Turkey, and Mexico. According to the German Convention Bureau, culture and nature are two fundamental aspects of the 'Destination Germany Brand', offering a wide range of options for sustainable travel.

Main objectives

This paper/presentation aims, in the first place, to provide an overview of Germany's hideous historical past. Furthermore, some branding strategies proposed by the country will be presented, linked to a closer look to some cultural and simultaneously natural (also recently created) sites attractive for the practice of sustainable tourism in Germany.

Method

The research methodology is fundamentally based on literature review and the study of statistical data.

Results and discussion

Germany has indeed become an attractive tourist destination in the last decade, with overnight stays related to travel accommodation steadily rising. Its tourism industry sector and different niches have been recording growing levels as regards a significant positive contribution to the country's GDP.

Conclusions

Due to the fact that Germany is nowadays among the top ten tourist destinations in the world is related to its positive marketing and country branding strategies. These have unquestionably led to the change of its image that is on the path of erasing permanently the country's hideous historical past. In this context it is also worth mentioning that the recent creation of a green landscape belt where the death strip along the inner German border once used to be is an important contribution to these strategies as well.

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El Patrimonio Cultural y su contribución al Desarrollo Sostenible en el Entorno Rural

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Introduction

El patrimonio cultural puede convertirse, con su gestión como recurso turístico, en un motor de desarrollo social y económico, y el arqueológico en concreto combina además la parte educativa con la social-económica. Para poder constatarlo es necesario, en primer lugar, conocer la realidad de los yacimientos arqueológicos, pudiendo ligar su actividad al turismo rural de forma sostenible y participando de forma activa dentro del desarrollo rural del entorno. El modelo de turismo de sol y playa se ha complementado con otros mercados de carácter cultural y natural que buscan sensaciones en entornos únicos, diferenciadores, sobre todo tras la pandemia del covid-19. Asimismo, influye decisivamente en la afluencia de público y su captación a este tipo de enclaves, tales como el equipamiento, la presencia de exposiciones temporales, actividades que ayuden a dinamizar ese patrimonio cultural, tecnología capaz de enriquecer la experiencia, riqueza natural y la cercanía a otros productos turísticos. Siempre y cuando no se conviertan en enclaves que aglomere de forma descontrolada y masiva esa afluencia de público y afecte no solo a la experiencia del visitante sino a la sostenibilidad del entorno.

En este sentido para lograr un adecuado desarrollo sostenible en estos enclaves arqueológicos deben saber actualizarse y reformatearse para que sean competitivos incluso después del covid-19. Para ello, es necesario: mitigar el impacto socioeconómico de la crisis en el empleo rural en la pandemia; apoyar el desarrollo del agroturismo nacional y regional sostenible; diversificar el uso de tecnologías creativas para mejorar la competitividad y la eficiencia de sus recursos; fortalecer el desarrollo sostenible y la economía local; promover la preservación del empleo tanto de locales como de migración venida desde fuera que ayude a conservar una población estable; fomentar la confianza mediante la protección y la seguridad en todo tipo de actividades turísticas; e incluso, asegurar una accesibilidad inclusive para todo tipo de transportes. Por último, no podemos olvidarnos de un fenómeno de creciente importancia en el desarrollo rural y sostenible del entorno de estos recursos turísticos como es el de garantizar la colaboración social entre el estado, las empresas y la sociedad civil, principalmente a partir de la pandemia del covid-19.

Main objectives

Los objetivos que hemos contemplado en este estudio están apoyados por una serie de pilares fundamentales, que ordenan y comprenden el sentido de dicha investigación. Teniendo en cuenta el marco temporal en el que se plantea, como es la post-pandemia. A continuación, se detallan los principales objetivos del estudio:

- Constatar que tras la pandemia del covid-19 el turismo se ha reorientado de tal forma, que ha repercutido de forma natural sobre el turismo rural, y como consiguiente el patrimonio cultural ubicado en el entorno rural, y en concreto el arqueoturismo se ha convertido en una herramienta eficaz del desarrollo sostenible de estas áreas.
- Demostrar que las áreas escasamente pobladas no solamente cuentan con recursos turísticos vinculados a su entorno natural, sino que disponen de una riqueza patrimonial sinigual tanto histórica como artística. Y es la explotación de estos recursos patrimoniales, los que incentivan el turismo cultural.
- Revelar como el arqueoturismo ha servido para complementar al turismo cultural a partir de los datos obtenidos en diferentes yacimientos arqueológicos distribuidos por áreas rurales escasamente pobladas, ubicados a su vez en poblaciones que pertenecen al gran marco geográfico de la Serranía Celtibérica (llamada también la "Laponia Española"), y en concreto en la parte que acoge parte de la provincia de Cuenca.
- Vincular el desarrollo rural de un entorno escasamente poblado con el arqueoturismo, y verificar como su gestión como recurso turístico puede y debe realizarse de forma sostenible. Pues de esa forma, ayuda y participa enormemente a que ese desarrollo rural sea una realidad más latente.

Method

En primer lugar, el estudio analiza las condiciones socio-demográficas y económicas de los municipios conquenses (de Saelices, Valeria, Cañaveruelas, y Villar de Domingo García y los municipios colindantes en un radio de 20/40km.) en los que se localizan los parques y sitios arqueológicos ubicados en la provincia de Cuenca (municipios escasamente poblados que forman parte de la extensión perteneciente a la Serranía Celtibérica en España). Teniendo, para ello, en cuenta los datos recopilados desde 2007-2022, como: la evolución del padrón, la afiliación y la demanda de empleo, los parados, y los flujos migratorios. El análisis de estas cifras nos sirve, además, para reconocer una realidad patente como es la despoblación.

Una vez identificados los municipios y analizado el entorno en los que se localizan los parques y sitios arqueológicos, se han expedido a los propios parques y sitios arqueológicos sus datos cuantitativos en cuanto al número de visitantes desde 2019 hasta septiembre de 2022. Siendo dichos parques y sitios arqueológicos documentados en la provincia de Cuenca, los siguientes: Segóbriga, Valeria, Ercávica y Noheda. Los datos solicitados nos ayudan a visualizar la situación que vivía el arqueoturismo de forma previa a la pandemia, así como su situación post-pandémica.

Dichos datos que se han solicitado a los parques y sitios arqueológicos nombrados se han seleccionado siguiendo una serie de parámetros:

- Número de visitantes: teniendo en cuenta los diferentes segmentos de público.
- Tarifas: general, reducida y gratuita (cambian condiciones según el yacimiento arqueológico).
- Procedencias: no se registran datos cuantitativos solo subjetivos por parte de los trabajadores de los yacimientos.
- Servicio de visitas guiadas: se cuantifican las reservas de grupos.
- Horarios: cada yacimiento arqueológico cuenta con un horario específico.
- Localización: salvo Valeria, el resto de los yacimientos arqueológicos se ubican a varios kilómetros de distancia de su municipio (Segóbriga se encuentra a 4 km. de Saelices, Ercávica se encuentra a 5km. de Cañaveruelas, y Noheda se encuentra a 7km. de Villar de Domingo García).

Results and discussion

Tras analizar los datos expuestos en la metodología hemos observado una serie de indicadores de los cuales mencionaremos continuación:

- Los datos socio-demográficos nos han identificado una población en el que destacan principalmente los varones con respecto a las mujeres. Ambos sexos rondan entre los 15 y 64 años en su mayoría. Sin embargo, las cifras concernientes a los menos de 15 años son muy bajas, y las cifras de población mayor de 65, aunque en ocasiones se igual con el grupo de edad de 15 a 64 años, en la mayoría de las ocasiones suele ser un grupo de población que supone la mitad del grupo mayoritario de 15 a 64 años.
- Al contar aún con una población activa mayoritaria, en casi todas las poblaciones estudiadas. Pues se han examinado tanto los municipios a los que pertenecen los yacimientos arqueológicos, así como, los municipios colindantes. Podemos discernir que aún esas poblaciones cuentan con medios humanos para poder desarrollar su entorno rural, siendo el arqueoturismo una de las herramientas de las que poder valerse.
- Los servicios turísticos, que ya son una realidad dentro de dichos entornos, son la hostelería y los alojamientos. Hemos comprado que actualmente, el mapa de estos municipios se ha visto enriquecido con la apertura de restaurantes, bares y alojamientos rurales. Estos datos sobresalen tanto en municipios con menos de un centenar de habitantes, así como los que superan poco más del millar, en ambos casos cuentan ya con dichos servicios turísticos.
- En cuanto a los datos, concernientes al número total de visitantes que soportan desde 2019 hasta la actualidad los yacimientos arqueológicos de Segóbriga, Valeria, Ercávica y Noheda. Hemos revelado que la pandemia no ha destacado una caída significativa. Sino que, en muchos casos, los meses que han acontecido justo tras la pandemia ha superado las cifras ya dadas en 2019, e incluso se ha confirmado que tras la apertura de fronteras entre provincias el aumento fue realmente importante. Esto nos demuestra, que lo visitantes residenciales, de localidades o provincias limítrofes han sido los que han apostado por un turismo de proximidad y en concreto por el arqueoturismo.

En cuanto a la discusión se concentra en un punto fundamental, la despoblación. Los municipios que pertenecen a los yacimientos arqueológicos estudiados, así como, los municipios colindantes han demostrado aprovechar buenamente la oportunidad de abrir un negocio turístico ya sea un alojamiento u hostelero. Sin embargo, observando

el padrón desde la última década y media, vemos un descenso progresivo de la población. Esto condiciona, que la población de 0 a 14 años sea en muchos casos casi inexistente.
Las oportunidades de trabajo son escasas en estos territorios escasamente poblados. Si a eso le añadimos, la falta de una correcta conexión a internet, o contar con servicios esenciales como la sanidad y la educación en poblaciones de mayor tamaño y a una distancia reseñable. Condiciona y mucho que estas poblaciones encuentren ánimo para emprender negocios, en este caso vinculados al arqueoturismo.
El objeto de discusión sería: ¿Cómo evitar la progresiva despoblación? Las recientes políticas que se están llevando a cabo en este sentido deberían ayudar a abordar esta problemática de cara a incentivar el desarrollo rural de estas poblaciones escasamente pobladas. Por lo que la ayuda y guía por parte de la administración es fundamental, ya sea provincial, autonómica o central.

Conclusions

El arqueoturismo puede consolidarse como una de las herramientas que incentiven el desarrollo rural de un entorno escasamente poblado. Sin embargo, es necesario contar con el respaldo de las administraciones para que la despoblación no acabe de minar las escasas opciones de trabajo existentes. Desde este punto de vista, debemos tener en cuenta que todos los parques y sitios arqueológicos son gestionados por las mismas administraciones públicas que deben desarrollar sus políticas contra la despoblación.
A pesar de que el arqueoturismo se desenvuelve como un tipo de turismo "excursionista" en el que no se suele pernoctar, sino que se incluye dentro de un viaje o solo se visita en un viaje de ida y vuelta. Puede convertirse con una adecuada gestión en un motivo más para querer conocer su entorno natural y patrimonial circundante. Esto solo se puede lograr si se pone en valor el patrimonio que abunda en el área en el que se ubican todos y cada uno de los yacimientos arqueológicos.
En este sentido, al enumerar cada uno de los parques y sitios arqueológicos podremos comprender que su riqueza patrimonial circundante es riquísima. Segóbriga cuenta con el afamado Monasterio de Uclés a apenas trece kilómetros, junto con un paraje natural ubicada en El Hito a apenas unos quince kilómetros. Valeria se encuentra muy cerca de Valverde del Júcar, a solo unos quince kilómetros, junto al pantano de Alarcón cuyo paraje natural es impresionante. Ercávica, en la frontera con la provincia de Guadalajara, se encuentra muy cerca del Monasterio de Monsalud y linda con el Pantano de Buendía, que además cuenta con afamadas rutas en plena naturaleza. Sin olvidar la Villa Romana de Noheda, que se encuentra a escasos dieciocho kilómetros de la ciudad de Cuenca.
Todos los sitios y parques arqueológicos nombrados se localizan o pertenecen a municipios escasamente poblados, pero su particularidad no debe ser significado de ausencia de opciones turísticas, sino de falta de puesta en valor del patrimonio que posee en su entorno. Es por esta razón, que los datos nos revelan que el turista se interesa y acude a visitar estos enclaves arqueológicos. Pero se necesita incentivar y formar a la población existente para que esas visitas sean vistas como una oportunidad más de desarrollo sostenible y rural, contando con la ayuda primordial por parte de las administraciones públicas.

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Some important findings on eco-innovation in European firms, between 2008 and 2014.

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Introduction

In this study, we obtain new evidence for eco-innovating firms in the European Union. Using data from Community Innovation Survey for years 2008 and 2014 in eleven European countries, we obtain the following findings in relation to the propensity to eco-innovate: first, there seems to be changes over time, as the magnitude of propensity differs in 2014 compared to 2008. Second, propensity to eco-innovate concentrates in a few sectors of economic activity rather than being performed symmetrically by all sectors. Third, sectoral behaviour depends strongly on the classification of green sectors introduced by the European Union, where average propensity to innovate increases in the classification of carbon leakage compared to mitigation. These results demand an institutional curse of action to diffuse eco-innovation practices across all sectors, with special focus on those sectors that do not conduct innovation activities.

Main objectives

First, we document the impact of regulation by evaluating whether current performance of eco-innovators is resilient to changes in taxonomies of green sectors. Second, we test whether diffusion patterns may be changing over time. Third, we study the existence of differences between eco-innovators at sectoral level or compared to general innovators.

Method

We have implemented a probit regression disaggregated by sector for the years 2008 and 2014.

Results and discussion

First, we find sectoral differences in relation to the propensity to eco-innovate. Second, this sectoral pattern holds across sectors when classified following a specific taxonomy. Third, there seems to be changes over time in the propensity to eco-innovate.
These results contribute to shed light on patterns of eco-innovating firms: first, we find that the diffusion of eco-innovations is highly influenced by the business cycle. Second, propensity to eco-innovate is highly influenced by sector of economic activity but does not concentrate solely on a specific sector but on various ones from different fields of activity. Finally, in relation to previous studies, we put aside the existence of changes at the propensity to eco-innovate under different taxonomies: propensity to eco-innovate increases for firms classified under carbon leakage rather than for those at mitigation

Conclusions

First, eco-innovation activities depend strongly on the business cycle, as firms re-adapt their production processes to accommodate clean technologies.
Second, propensity to eco-innovate concentrates in a few number of sectors and, more importantly, firms from a specific sectors do not see their changes in the propensity to eco-innovate from increasing to decreasing and vice-versa.
Third, propensity to eco-innovate depends on the taxonomy of green sectors considered, where carbon leakage sectors show more prominent improvements compared to mitigation sectors.

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Applying Business Intelligence to analyse world companies' sustainability ESG rating - a preliminary study

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Introduction

The pressure for social and environmental practices for firms has increased in the past years. Despite that, it is difficult for investors to obtain reliable data about what is a more sustainable corporation. As for the majority of sustainable and responsible (SR) investors is it impossible to assess the sustainability of companies on their own, they rely heavily on the ESG scores provided by sustainability rating agencies which have been established within the market as intermediaries. Sustainability rating agencies collect information from the public as well as directly from companies to calculate ESG scores with thorough and sophisticated methods (Drempetic et al., 2020). The company does not request the rating and does not pay for the ESG rating. The ESG rating is charged to and paid by the investors (Kopp, 2016). The important difference and advantage of unsolicited ratings is the independency of the rating subject (rater) from the rating object (company) and the commitment to the client (investor) (Döpfner, 2016). However, the rating agency relies on ESG information from the rating object and other external sources.
Environmental, social, and governance (ESG) describes a cluster of non-financial factors of a company that lead to the development of a sustainable culture focusing on paying more attention to the environment preservation, economic development, and corporate social responsibility (Kotze et al., 2010; Melinda & Wardhani, 2020). Therefore, ESG have, not only, become an important aspect of companies' competitive strategy, but also, has been considered by different stakeholders as a risk management concern.
Previous studies have shown that ESG has a positive impact on financial performance, and it also protects companies against risks stemming from negative news. Despite this impact, the initial focus of ESG disclose for firms was not profit-oriented, in fact companies are looking for fulfilling the expectations of society regardless its profitability (Schaltegger & Hörisch, 2017). According to ESG, companies are rated in AAA, AA (leaders), A, BBB, BB (average) and B and CCC (laggards), meaning that leaders are

companies with best ESG ratings, so have strategies that focus on environmental, social and governance sustainability.

Empirical studies mostly cover companies from developed countries, and focus in the US (Giannarakis et al., 2014), Australia (Galbreath, 2013) , Germany (Mervelskemper & Streit, 2015), Finland (Ortas et al., 2015) and regions such as the European Union, or compare two countries (Tarmuji et al., 2016). Discussion about differences between developed and underdeveloped countries, and the differences of strategies. The introduction of this concept (ESG) puts the focus of development on other aspects, different that the financial ones, which is consistent with the growth of pressures from consumers and governments towards a more socially responsible behavior of organizations. Therefore, concerning the difference between countries all over the world, studies have focused in analyzing sustainable development indicators (Megyesiova & Lieskovska, 2018), and compare different countries, so the analysis of ESG and the comparison amongst companies from different geographies (different continents) and activity sectors, may give us some insights about ESG actions and the path countries must go towards its development.

Main objectives

The main objective of this paper is to analyse the differences between ESG rating across the different continents and different activity sectors. Additionally, some secondary objectives may be reached:

- Compare different continents according to companies ESG ratings;
- Compare Portuguese companies ESG ratings with European companies' ratings;
- Analyse environment, social and governance ratings and its difference between continents
- Identify the sectors with better and worst ESG ratings in Portugal;

Method

The present study focuses on applying a Business Intelligence approach to analyse world available data on companies' sustainability. This approach is based on the constructing of a Data Warehouse to allow analytical processing on the data. The fundamental ideia beyond a data warehouse is to consume the available data; build a model based on the Extract-Transform and Load process which transforms the data into high-quality data and then stores the data into the Data Warehouse. The next step is to explore these data through reports and visual analytical dashboards to get the proper insights of the aggregated data.

The proposed Data driven approach demonstrates how we can assess the sustainability of their investments and empower business with a holistic data-driven view of their environmental, social and corporate governance strategies.

The study has been based on a public dataset available at Kaggle that contains the ESG scores of 15 thousand companies around the world. The undertaken methodology allowed to build a multidimensional model through the construction of a data warehouse to extract insights that allow to compare across different continents and sectors the worlds companies ESG rates.

Results and discussion

The dataset analysed 15646 companies with ESG ratings from all over the world. 5720 (36,6%) from North America, 4979 (31,87%) from Asia, 3623 (23,2%) from Europe, 583 (3,73%) from south America, 543 (3,48%) from Oceania, 175 (1,12%) from Africa. This data set includes companies from different sectors, but there are differences amongst continents. North America shows more companies in Banks, Utilities, Real estate management & Services and software & services; Europe in Banks, Real estate management & Services, utilities, and software & services; while in Asia: Banks, Real Estate development, Utilities and Construction and engineering.

1. Overall ESG per continent

Analysing the overall ESG classification 38,1% Oceania's, 36,5% of Europe's, 31,4% Africa's, 18% of South America's, 15,5% of North America's and 10,5% of Asia's companies are leaders (classification AAA and AA). This result may be related with the amount of companies which have been classified, as we can see in continents such as Africa or Oceania there is a smaller amount of companies. Despite that, this classification shows us that North Europe and Asian countries, which are the origin of several global and very competitive companies concerning global awareness, still must improve their focus and investments on sustainability.

When % of laggards is considered data shows that the continent with the worst performance is Asia with 31,3% of companies with B and CCC classifications, followed by North America (14,7%), 12,5% African companies, 12,1% South America, 9,5% Europe and the continent with a lower percentage of companies with worst classifications is Oceania (5%). So, if we consider leaders and laggards it is clear that Oceania, followed by Europe, is the continent in which non-financial including environmental, social, and governance (ESG) correspond to an higher priority, so the sustainable culture is in higher stake.

If we compare Portugal's performance with Europe's overall ESG rating, 31% of companies show rating AAA and AA, and 10,34% B rating. Which shows that Portugal's indicators are quite like the ones in Europe, so the investment in sustainability is making Portuguese companies move towards the right direction.

To develop a deeper understanding of the ratings, each of elements of the ESG (economic, social, and governmental) were analysed separately.

2. Environment rating by continent

South America is the continent in which a larger percentage of companies' show Environment ratings AAA or AA (37,4%, followed by Europe (32%). Africa and Oceania have 26,3% and 25,6% (respectively) leaders when environment rating is concerned. North America (20,68%) and Asia (13,1%), the last one with e big difference, show that more investment in environmental responsibility is required. When laggards are considered, Asia keeps being the worst continent (18,6% of Asian companies have B or CCC rating). South America and Europe support the previous results with 8% and 9,6% each, followed by Oceania (17,5%), Africa (19,4%) and North America (17,9%). These results indicate that a lot of work need to be done when environment factors are considered in development. Economies like the American and Chinese one, considered very competitive, show bad performance when this aspect is considered.

3. Social rating by continent

Analysing the companies' performance on social rating, we can tell that, they performance much worst that the environmental one. Once again, south America companies perform better in this rating (11,7% are leaders), but 10,6% are laggards. In Europe 7,9% are leaders and 7,8% laggards; 6,5% and 10,3% in Oceania; 5,1% and 7,43% in Africa; 4,6% and 17,3% in Asia and 3,7% and 11,2% in north America. Even though every economy shows a big percentage of companies with B and CCC ratings, once again Asia and north America perform worst. This shows that social worries are not in the top list of competitiveness for many companies, all over the world. Pressures concerning environment have been higher than concerning social responsibility, and the lower awareness of these issues, may lead to this behavior.

4. Governance

The scenario changes completely when governance ratio is considered. This ration has a big impact on global ESG ratio results, as Oceania performance is much better than the other continents (33% of the companies show AAA and AA ratio). By a large difference we have 11,3% in Europe, 4% in Africa, 3,2% in North America, 1,4% in South America and 0,3% in Asia. Classified with B and CCC by continent, our analysis shows the worst performance in Asia (25,2%), North and south America 16,8%, 10,2% of African companies, 6,9% Europe and and only 1% of rated companies from Oceania.

5. Sectors

Analysing sectors all over the globe, the ones which have better ESG ratings are Banks, real estate management, utilities, software and services and diversified financials. Particularly in Europe: Banks, Utilities, Real Estate, Retail – consumer discretionary and Asset management are the sectors with higher ESG ratings. These results show some consistency amongst activity sectors, as services, in general, show better results when ESG rating is considered.

To further understand the importance given to ESG rating in different activity sectors, data was analysed and the companies that are leaders when Portugal is concerned are in Utilities and Integrated Oil and Gas (22,2% of leaders, both with AAA rating) and Banks, Telecommunication services, Air freight and logistics, industrial conglomerates, and some other utilities companies (correspond to 77,78% of AA overall ESG rating). On the other side of the rating, with B classification are paper and forest products and construction materials (there are no companies with CCC classification in Portugal).

Conclusions

Analysing companies' performance and competitiveness is complex and investors are considering non-financial factors to make decisions, so ESG rating has become as important indicator. The comparison between different areas of the globe ratings, may indicate the implementation of different strategies and give interesting information about risks for investors.

Our data showed that Oceania is the continent in which companies show higher ESG rating, mainly due to an excellent performance on governance. Asia and North America have the higher percentage of companies with worst ratings in most aspects of the rating, so show worst performance in ESG in general. These results support being part of developed countries is not, per se, an indicator of a good ESG strategy. Europe's results are one of the best, when all the three aspect and the general ESG rating is concerned, and it could be seen that Portugal's performance is consistent with Europe's ratings distribution.

Finally, data showed that services ten to show better ratings than industrial transformation area, and this doesn't change when the whole world, Europe or Portugal are considered.

Our research focused on describing and comparing ESG ratings from companies all over the world. This comparison was based on the percentage of companies with ESG ratings, so we aimed for a descriptive analysis, considering continents and activity sectors. In the future, this could be related to other variables, such as to financial indicators.

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El impacto de la educación universitaria en la racionalidad económica: Un proyecto de aprendizaje-servicio

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Introduction

La preocupación por la sostenibilidad, la irrupción de las nuevas tecnologías y un entorno cada vez más volátil e incierto, han provocado el cuestionamiento de un sistema económico centrado en una racionalidad económica que presenta a un individuo egoísta como su principal actor. Nuevas corrientes como la Economía circular, la Economía social y solidaria o la Economía civil se hacen presentes proponiéndose como opciones de cambio cada vez más sólidas. Todas ellas plantean un cambio de objetivo de la economía: del crecimiento económico a la cobertura de las necesidades del individuo necesarias para una vida digna. Para lograrlo es necesario un cambio de racionalidad hacia la reciprocidad.

Main objectives

Las universidades en concreto toman un papel principal en este cambio de paradigma. El objetivo del presente paper se centra en evaluar el impacto de la educación en el cambio de racionalidad del alumnado universitario a partir de la elaboración y ejecución de un proyecto de innovación docente bajo la metodología aprendizaje-servicio.

Method

El presente artículo presenta datos primarios que serán tratados a partir de un análisis estadístico descriptivos evaluando el impacto de un proyecto de aprendizaje-servicio. El proyecto ha sido ejecutado en la Universidad de A Coruña durante el curso 2020/2021 con la participación de 120 alumnos y alumnas. Para ello, durante su ejecución se ha procedido a la recogida de datos tanto cuantitativos como cualitativos, a través del uso de encuestas y dinámicas en el aula. Posteriormente se han recopilado y tratado para su correcta interpretación.

Results and discussion

Los resultados obtenidos muestran el cambio en la valoración del alumnado de los pilares que forman parte del nuevo paradigma: La cooperación frente a la competitividad, la empatía frente al egoísmo y el grupo frente al individuo

Conclusions

Se obtiene como conclusión el imprescindible papel de la comunidad educativa para facilitar el cambio hacia una economía que sitúe a la persona en el centro y a la sostenibilidad como meta.

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La globalización del mercado de valores y el impacto de la inteligencia artificial en los negocios desafiantes

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Introduction

Este estudio y articulo presentan una descripción general de las tendencias del mercado de valores influenciadas por la globalización. También examinamos las reformas que podrían realizarse en nuestro actual sistema de gobernanza económica global para que los beneficios de la inteligencia artificial puedan distribuirse de manera más equitativa entre las naciones más pobres.
La globalización introduce profundos cambios y desafíos en las condiciones de desarrollo. Este patrón se manifiesta claramente en el ámbito económico y empresarial. Efectivamente la Globalización dicta sus propias leyes, una de sus características fundamentales es la internacionalización de la producción, los mercados financieros y la libre circulación de capitales a través de las fronteras nacionales. El capital se convierte en una fuerza cosmopolita, que fluye de un país a otro de una región a otra y se acumula donde existen mejores condiciones comerciales, mayor productividad económica y oportunidades para obtener ganancias.
La regulación de los comerciantes e inversores globales presenta un desafío fundamental para la ley y los regímenes legales. La inversión extranjera, por su naturaleza, desafía e interroga las teorías del derecho de la "caja negra" que tratan a los estados-nación, los sistemas legales y los órdenes legales como sistemas cerrados (Twining et al, 2000).

Main objectives

Reconocer y cubrir la conexión entre la globalización y su influencia sobre los mercados bursátiles, ademas de esto, lograr a hacer una descripción general de las tendencias del mercado de valores influenciadas por la globalización.tambien examinar las reformas que podrían realizarse en nuestro actual sistema de gobernanza económica global para que los beneficios de la inteligencia artificial puedan distribuirse de manera más equitativa entre las naciones más pobres.

Method

La metodología utilizada en este estudio es el examen de la literatura existente, que fue el primer paso en nuestra investigación y análisis de datos.

Results and discussion

Los resultados muestran algunas publicaciones interesantes, pero encontramos que no fueron suficientes para cubrir la conexión entre la globalización y su influencia sobre los mercados bursátiles y la IA desde un punto de vista comercial. Además, el movimiento de precios en todos los mercados no siempre es tan predecible. Por lo tanto, la globalización parece haber tenido un gran impacto en los negocios desafiantes.

Conclusions

Las conclusiones muestran que en etapas de globalización, es más probable que el crecimiento de la inteligencia artificial y otras formas de tecnología automatizada revierta el progreso que los países pobres y los mercados emergentes han logrado al unirse a la economía global.

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A internacionalização de negócios e tendências desafiadoras do mercado externo

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Introduction

Este artigo e estudo analisam e descrevem a internacionalização de negócios e como ela é desafiadora para empresas e mercados estrangeiros. Basicamente, o processo de internacionalização empresarial passa por diversas etapas e cada uma delas está vinculada a métodos e estratégias específicas. A exportação é o método de saída mais simples e comum. Há exportação indireta e direta, assim como ativa e passiva. A exportação ocasional, ou exportação passiva, distingue-se pela frequência das transações, a empresa entra no mercado de tempos em tempos, de acordo com os objetivos da organização ou quando recebe um pedido de um cliente estrangeiro. Com a exportação ativa, a empresa amplia as vendas de seus produtos em um determinado mercado.Empresas empreendedoras de pequeno e médio porte desde ou em fase de fundação obtêm uma parcela substancial do faturamento total da venda de produtos em vários países (Knight & Cavusgil, 1996; Oviatt & McDougall, 1994). A partir desta perspectiva, a velocidade e o crescimento da internacionalização precoce são dois indicadores-chave da exploração de oportunidades born global (Autio, Sapienza, & Almeida, 2000; Oviatt & McDougall, 2005).
Com foco no fenômeno da internacionalização born-global, Knight e Cavusgil, 2004, Knight e Cavusgil, 2005 examinaram as capacidades empreendedoras que as empresas born-global alavancam para alcançar um desempenho superior em mercados internacionais. Eles encontraram evidências de que as orientações empreendedoras e de marketing geram capacidades organizacionais para o desenvolvimento de dimensões estratégicas-chave, consistindo em competência tecnológica, produtos inovadores e qualidade, que por sua vez levam a um melhor desempenho internacional.

Main objectives

Analisar e descrever o fenômeno dos negócios e o quão desafiador ele é para empresas e mercados externos

Method

A análise e estudo é baseado em uma revisão da literatura, coleta de dados, estatísticas e análise de dados

Results and discussion

Os resultados mostram que a empresa fabrica produtos no mercado interno, mas se adapta às necessidades do mercado externo. Tal estratégia envolve algumas mudanças na política, tarefas e estrutura da organização. Ao exportar produtos de forma independente, a empresa enfrenta custos e riscos adicionais, que podem ser compensados pela economia no pagamento de serviços intermediários, além disso, a possibilidade de controle dos produtos exportados pela empresa fabricante pode ser um diferencial vantajoso.

Conclusions

As conclusões mostram que a empresa pode comprar licenças estrangeiras. O licenciante fornece ao licenciado uma taxa para usar segredos comerciais, marcas registradas e patentes. Assim, o fabricante exportador ganha acesso ao mercado externo otimizando os riscos. No entanto, a fabricação onde a produção de mercadorias é confiada a uma empresa local. Por outro lado, a ligação entre a internacionalização empresarial e os mercados externos é muito importante.

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Consumer behavior of agri-food products under the influence of the Covid-19 pandemic

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Introduction

Since the first appearance of the Coronavirus in Wuhan, it has caused many losses and dramatic changes in the socio-economic field (Rowan and Galanakis, 2020). For developing countries, agriculture represents the most important source of income. In the case of these countries, the agricultural sector was already a weak point due to the shocks and stress to which it was subjected. For this reason, it was found that the agricultural sectors of developing countries were affected by the Covid-19 pandemic (Rathnayake and others, 2022).
The Covid-19 pandemic, as well as its restrictions, has led to pressure on the agri-food industry. The availability, access, use and stability of agri-food products have been affected. Despite the fact that there were difficulties in the development and coordination of the numerous activities of the agri-food industry, consumers had to prepare and eat in most cases inside the house. The restrictions imposed by governments required a different approach to consumers in terms of food. People started to use supermarkets less and cook more at home. They also improved meal planning by improving grocery lists and paying extra attention to food stocks (Vargas-Lopez and others, 2020). The demand and supply of food products suggests a decrease in food stocks among supermarkets and, on the other hand, an increase in food prices (Workie and others, 2020).
During certain crises and changes in food consumption, the risk of food waste will prevail, because the food system does not have the ability to adapt so quickly to changes. Regarding the Covid-19 pandemic, there is a possibility that it will no longer appear, but society may still face crisis situations that can affect the food system (Malefors and others, 2022).

Main objectives

The main objectives of this research are the identification and analysis of the factors that determined behavioral patterns during the Covid-19 pandemic. The behavior of consumers of agri-food products in the context of Covid-19 will also be analyzed. At the same time, solutions and recommendations will be formulated as a result of the research carried out.

Method

This research has the role of studying the behavior of consumers of agri-food products in crisis situations, using general research methods, such as observation, synthesis, comparison and analysis of scientific articles.

Results and discussion

A review of the specialized literature regarding the evolution of the field of behavioral economics from the perspective of identifying the main concepts and theories with which it operates.
Moreover, a set of factors identified as essential in establishing behavioral patterns in crisis situations will be presented.

Conclusions

Food systems are the relation between human and nature and are represented as complex socio-ecological systems. The impact that the Covid-19 pandemic had on all activities in the food industry had effects that created damage to the food supply system (Rivera-Ferre, 2021)
During the Covid-19 pandemic, panic buying and hoarding behaviors emerged, which made it difficult for many families to obtain the food they needed (Sgroi and others, 2022).
Therefore, the Covid-19 pandemic represents a real social, medical, financial, etc. challenge. for the whole world, affecting all economic sectors, such as the agri-food industry, but also its consumers (Amicarelli and others, 2022).

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