

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

Doctoral Symposium Session | 09:45–12:30

Session held in Portuguese or English | 10' presentation + 6' discussion

Day 1 • 26 June
Thursday Morning

Location: Eng. Alcínio Miguel Auditorium | Escola Superior de Tecnologia e Gestão

Moderators: João Ferreira; Sónia Nogueira

#08: Competitiveness of the Tourism Sector in the Age of Industry 4.0 and the Regional Innovation Ecosystems

Carla Fontes, João Ferreira and Paula Odete Fernandes

#15: Cooperation Networks And Environmental Sustainability In The Automotive Industry: A Case Study In Bragança

César Ribeiro and Mário Franco

#35: Development Of Tourism Policies: A Documentary Analysis

Daniela Meneses and Fernanda A. Ferreira

#36: The University As An Ecosystem: Exploring Relationships With Environment And Stakeholders

Paula Marchant-Pérez, João Ferreira and David Urbano

#37: Relationship Between Population Health Status And Economic Growth: A Bibliometric Literature Review

Ana Luísa Santos and Priscila Vilhena

#38: Sustainable Growth In The Stone Sector: Innovation, Internationalization And The "Sustainable Stone By Portugal" Agenda

Rui Martins, Luís Farinha and João Ferreira

#43: Youth Entrepreneurship: A Bibliometric Analysis, Collaboration Networks And New Trends

Alberto Teixeira, Alex Rodrigues, Rui Silva and Anderson Rei Galvão

#49: Improving Tourism Demand Forecasting With Online Data: A Literature Review

Le Quyen Nguyen, João Paulo Teixeira, Carlos Costa and Paula Odete Fernandes

#53: Linkage Of Green Entrepreneurial Intentions On Social Change In University Students

Maria Patrocínia Correia, Carla Marques and Rui Silva

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Sustainability Parallel Session | 17:25–19:00

Sessions held in English | 10' presentation + 5' discussion

Day 1 • 26 June
Thursday Afternoon

Location: Emílio Martins Room (Eng. Alcínio Miguel Auditorium, ESTiG)

Moderator: Nuno Moutinho

#13: Skepticism In A University Context: Influences Of Gender, Religion And Political Spectrum

Ricardo Ramos, Maria José Rodrigues and Isilda Rodrigues

#14: Enhancing Renewable Energy Utilization Through Residential Peer-To-Peer Trading

Paulo Borges, Maria Varanda Pereira and Ângela Ferreira

#32: Organizational Paradigm Shift In Municipal Civil Protection Services: An Empirical Analysis In The Sub-Region Of Terras De Trás-os-Montes

Carlos Tavares and Sónia P. Nogueira

#33: Analysis Of SDG Compliance Level By OECD Countries And Private Companies

Alan Vitor Devens, Clara Bento Vaz and Ana Monte

#40: ESG And Business Competitiveness: A Strategic Path For Portuguese Companies

Nuno Militão, João Farinha, Maria Pina and Filomena Aranha

#42: The Effect Of ESG On The Performance Of Non-Financial S&P500 Firms And The Moderating Effect Of Women

Beatriz Nascimento, Nuno Moutinho and Rodrigo Alves

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Tourism Parallel Session | 17:25–19:00

Sessions held in English | 10' presentation + 5' discussion

Day 1 • 26 June
Thursday Afternoon

Location: Wisekey Room (Room 117, ESTiG)

Moderator: Roberto Vaz

#16: Within The Walls: An Augmented Reality And Serious Game To Engage Generation Z In Historical Sites Visits

Roberto Vaz, Márcia Vaz, Paula Odete Fernandes and Hélder Gonçalves

#20: Enhancing Cohesion And Long-Term Competitiveness With Circular Economy Strategies In The Hospitality Industry. The Case Of The Costa Del Sol Tourism Ecosystem

A.G. Skotnicka, Antonio Padilla-Meléndez, A.R. Del-Aguila-Obra and J.A. Torrecilla-García

#44: Earning Management And Companies Ranking: A Study For Companies In The Accommodation Industry

Jorge Alves, Clara Fonseca and Nuno Moutinho

#56: Growing Younger Through Travel: Senior Tourism Strategies For Well-Being In Ageing And Low-Density Territories

Jessica Ferreira, António B. Fernandes and Sofia Cardim

#57: The Role Of Marketing In The Financial Performance Of Tourism Companies: Evidence From Portuguese SMEs

Sofia Cardim, António B. Fernandes, Mariana Leite Cunha and Jessica Ferreira

#59: Trends and Thematic Insights into Educational Technologies: A Focus on Tourism and Hospitality Education

Mehmet Altug Sahin and Rui Augusto da Costa

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Management Parallel Session | 17:25–19:00

Sessions held in English | 10' presentation + 5' discussion

Day 1 • 26 June
Thursday Afternoon

Location: A&Z II Room (Room 115, ESTiG)

Moderator: Elaine Scalabrini

#01: Corporate Social Responsibility In Labor Relations: A Study In Sugar Energy Organizations In The State Of São Paulo Using Fuzzy Numbers

Teucle Mannarelli Filho, Renato D. Baptista, Luis Roberto A. Gabriel Filho and Frederico A. B. Donadon

#05: Institutional Work To Legitimize Digital Banks: Documentary Research Of XP Investimentos In Curitiba, Paraná, Brazil

Patrícia Zavorne Heyn Silva and Marcio Jacometti

#23: How Do Government Incentives Promote The Development Of Territories? A Systematic And Bibliometric Literature Review

José Rafael and Rui Silva

#28: Turnover: A Survey With Professionals From Software Companies Of A Technology-Based Incubator

Luciano Tadeu Esteves Pansanato

#34: The Interrelation Between Environmental, Social, And Governance (ESG) And Transparency: A Bibliometric Analysis

Celso Cardoso, Nuno Moutinho and Elaine Scalabrini

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Regional Economy Parallel Session | 09:30–11:00

Sessions held in English | 10' presentation + 5' discussion

Day 2 • 27 June
Friday Morning

Location: Emílio Martins Room (Eng. Alcínio Miguel Auditorium, ESTiG)

Moderator: Sofia Cardim

#02: How Do Motivations To Interact With Industry Relate To Academic Engagement?

Alexandre Dias, Camilly Ferreira and Flávia Vicentin

#18: Transcultural And Adaptive Entrepreneurship: Social Status Challenges And Fear Of Failure Among Brazilian Entrepreneurs In Portugal

Emili da Cunha Santos, Anderson R. Galvão and Carla S. Marques

#21: AI-Driven Sustainable Alliances For Regional Innovation: Strategic Governance And Digital Transition

Diederich Bakker and Daniela Naydenova

#50: Albania's Role And Western Balkans In Green Transition: Green Finance And EU Partnership

Rovena Vangjel

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Digital Transformation Parallel Session | 09:30–11:00

Sessions held in English | 10' presentation + 5' discussion

Day 2 • 27 June
Friday Morning

Location: A&Z II Room (Room 115, ESTiG)

Moderator: Joaquim Leite

#04: Adoption Of Wearables: A UTAUT2 Perspective

Isabel Maria Lopes and Pedro Oliveira

#06: Big Data Analysis In Cost Management: Opportunities And Challenges In A Regional SME

Joaquim Leite, Cecília Carmo and Virgínia Guedes

#12: Does Virtual Reality Tourism Have A Future? An Application Of The PPM Framework

Sonia San-Martín

#26: Qualytools: An Online Collection Of Tools For Quality Management And Control

Paulo G. Barreto and António J.S.T. Duarte

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Innovation Parallel Session | 11:30–13:00

Sessions held in English | 10' presentation + 5' discussion

Day 2 • 27 June
Friday Morning

Location: Emílio Martins Room (Eng. Alcínio Miguel Auditorium, ESTiG)

Moderator: Alba Ramallari

#29: New Residents And Emerging Dynamics: Social Innovation Processes In Rural Territories

Sara Simões, Joana Nogueira, Hermínia Gonçalves and Carla Marques

#30: Unveiling “O Máscara De Ousilhão”: Between Ritual And Artisan Artistic Expressions

Alex Rodrigues and Roberto Afonso

#41: Changing The Mindset For Circular Economy, Through Its Benefits

Alba Ramallari

#60: Mapping User Needs In The Competitive Trading Card Game Community

Bojan Puvača, João P. Almeida, António J.S.T. Duarte and Stjepan Šebek

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Innovation Parallel Session | 11:30–13:00

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Friday Morning

Location: Wisekey Room (Room 117, ESTiG)

Moderator: Jessica Ferreira

#11: Smart Specialisation Strategy And Its Effects On Regional Innovation: Insights From Northern Portugal

Horácio Ferreira, Carla Marques and Luis Farinha

#25: Public Policy Actions To Promote Eco-Innovation In Colombian Manufacturing Industries

David González-Cuenca and Patricia Rodríguez-Sánchez

#27: What'S Behind China'S Technological Paths? A Study On Green Patents In Nuclear Energy

Frederico Andreis Beneli Donadon, Geciane Silveira Porto and Alexandre Aparecido Dias

#31: Study Of The Determinants Of Innovation In Portuguese Companies: Application To The Engineering & Tooling Cluster

Liliana Ramos and Jacinta Moreira

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Collaboration Networks Parallel Session | 14:30–16:30

Sessions held in English | 10' presentation + 5' discussion

Day 2 • 27 June
Friday Afternoon

Location: Emílio Martins Room (Eng. Alcínio Miguel Auditorium, ESTiG)

Moderator: António Duarte

**#07: Comparative Analysis Of The Implementation Of Technology Parks In Paraná:
Subsidies For The UTFPR Technology Park In Cornélio Procopio**

Luiz Cesar De Oliveira

**#19: Open Innovation And Co-Creation In Home Care Services. A Case Study For Regional
Inclusive Innovation**

A.R. Del-Aguila-Obra, J.M. Ramírez-Navarro and Antonio Padilla-Meléndez

#22: Defining Industrial Tourism In The Cross-Border Region Of Portugal And Spain

Elaine Scalabrini, Francisco Alves, Reginaldo Neto, Felipe L. Teixeira, Joaquín Garcia,
Miguel Velasco, João Paulo Teixeira, Roberto Ivo Vaz and Paula Odete Fernandes

#24: Strategic Metrics For Industrial Symbiosis Implementation

Patricia Rodríguez-Sánchez, David González-Cuenca and Andrés Moreno Castro

**#46: The Reciprocal Dynamics Of Internationalization And Quality Of Life: An Institutional
And Resource-Based Perspective**

Telma Mendes, Carina Silva and Rita Brás

**#62: Empowering Entrepreneurship In Ibero-American HEIs: Training Needs Assessment
And Strategic Framework**

Ana Carolina Martinez, Eduardo Urzúa Fernández, Clara Silva, Constança Rigueiro, Llanos
Lopez-Muñoz, María Fernanda Andrés, Maria Saiz Santos, Renzo Reyes and Werner

Kristjanpoller

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Management Parallel Session | 14:30–16:30

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Day 2 • 27 June
Friday Afternoon

Location: A&Z II Room (Room 115, ESTiG)

Moderator: Carla Marques

#10: Balanced Scorecard And Efficiency In Water Resources Management: A Case Study In A Municipal Company

Joaquim Leite, Cecília Carmo and Gastão Correia

#17: Multicriteria Decision Support Methods In Sustainable Development And Environmental Licensing: A Bibliometric Review

Fernanda A. Ferreira, Yasmin Nunes Alves, Solange Fortuna Lucas, Carlos Simões Gomes,
Marcos Santos and Felipe Fortuna Lucas

#39: How May CrowdStrike It Outage Affect Tourism Firms And Destinations?

Susana Cro, António Martins and Nuno Moutinho

#45: The Impact Of Corporate Governance On The Debt: The Hospitality Industry

Barbara Pereira, Jorge Alves and Nuno Moutinho

#61: Entrepreneurial Ecosystems And Knowledge Management: Systematic Literature Review And Bibliometric Analysis

Marisa Leal, Carmen Leal and Rui Silva

#58: From Students To Entrepreneurs: The Forces That Shaped Entrepreneurial Intentions In Higher Education Institutions

Maria Patrocínia Correia, Carla Marques, Rui Silva and Anderson Galvão