

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

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

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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