

# IX Regional HELIX 25

Transforming regions through  
innovation, sustainability  
and collaboration

**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**

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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