

# XXXI CONGRESO INTERNACIONAL EBEN

## PROGRAMA

Lunes, 3 de junio						
08:00-08:30	Acreditaciones y bienvenida					
08:30-09:00	Inauguración académica EBEN 2024					
09:00-10:00	Conferencia apertura- Sala Malinche-: "Retos éticos y regulatorios de la Inteligencia Artificial"					
Salas paralelas	Sala García Matos	Sala Malinche	Sala Europa	Sala Miguel Hernández	Sala de Lectura	
10:00-11:00	Auditoria y Reporting	Estrategia Empresarial	CSR, Información y toma de decisiones en la economía social	Empresa Familiar	Mesa Redonda 5: IA y servicios avanzados de Digitalización para empresas	
11:00-11:30	Pausa café (Claustro García Matos)					
11:30-12:30	IA y Futuro del Trabajo	Reputación Corporativa	Marketing	Mesa Redonda 6: IA y Ética en la Gestión de Entidades sin Ánimo de Lucro	Emprendimiento y Nuevas Economías	
12:30-13:30		Sostenibilidad y Criterios ESG	Gestión de Recursos Humanos	Finanzas Sostenibles		
13:30-14:30	Mesa Redonda 1: IA y Educación					
14:30-15:45	Almuerzo (Claustro García Matos) – Meeting point (Digital Innovation Hub de Extremadura- Fundecyt) (Claustro Malinche)					
15:45-17:15	Digitalización y Riesgos Emergentes	Turismo y Empresas Turísticas	Relaciones Públicas y Comunicación	Fundamentos de Ética Empresarial	 <p>XXXI CONGRESO INTERNACIONAL EUROPEAN BUSINESS ETHICS NETWORK                      EL MANEJO EMPRESARIAL EN LA ERA DIGITAL: UNA VISIÓN ÉTICA DE LA INTELIGENCIA ARTIFICIAL                      Cáceres, 3-4 junio                      Complejo Cultural San Francisco</p>	
17:15-18:00		Ética en Contabilidad y Finanzas	IA e Inclusión Socio-Laboral			
18:00-18:30	Pausa café (Claustro García Matos)					
18:30-19:45	Mesa Redonda 2: IA y Futuro del Trabajo	Gobierno Corporativo/ Liderazgo y Gestión empresarial	Bienestar y Felicidad	Multidisciplinar 1		
19:45-20:45	Asamblea EBEN (Sala Malinche)					
21:30-23:30	Cena de gala- Jardín de Los Golfines					

<b>Martes, 4 de junio</b>					
<b>08:30-09:00</b>	<b>Acreditaciones y bienvenida</b>				
<b>09:00-10:00</b>	<b>Segunda Conferencia - Sala Malinche-: "El Rostro Ético de la Inteligencia Artificial: Nuevos Paradigmas en la Toma de Decisiones Tecnológicas"</b>				
<b>Horario</b>	<b>Sala García Matos</b>	<b>Sala Malinche</b>	<b>Sala Europa</b>	<b>Sala Miguel Hernández</b>	<b>Sala de Lectura</b>
<b>10:00-11:30</b>	<b>Liderazgo y Gestión Empresarial</b>	<b>Educación</b>	<b>IA y Discapacidad</b>	<b>Economía Rural y Agraria</b>	<b>Virtudes y Competencias Morales</b>
<b>11:30-12:00</b>	<b>Pausa café (Claustro García Matos)</b>				
<b>12:00-13:00</b>	<b>Mesa Redonda 3: IA y gestión de empresas</b>	<b>Mesa Redonda 4: IA y Ética</b>	<b>Mesa Redonda 7: IA y Discapacidad</b>	<b>Mesa Redonda 8: Humanización en la Empresa y Clima Organizacional</b>	<b>Economía de la Innovación</b>
<b>13:00-13:45</b>	<b>Transición Digital y Eco-Innovación</b>	<b>Presentación del Observatorio</b>	<b>Multidisciplinar 2</b>	<b>Humanización en la Empresa y Clima Organizacional</b>	
<b>13:45-14:30</b>	<b>Entrega de premios (Sala García Matos)</b>				
<b>14:30-16:00</b>	<b>Almuerzo (Claustro García Matos) – Meeting point (Digital Innovation Hub de Extremadura- Fundecyt) (Claustro Malinche)</b>				
<b>16:00-16:30</b>	<b>Acto de cierre</b>				

## Domingo, 2 de junio

13:00-14:30 Visita al Museo Helga de Alvear

Helga de Alvear, asistencia previa inscripción

19:00-20:30 Visita guiada a Cáceres, Patrimonio de la Humanidad

Ayuntamiento de Cáceres, asistencia previa inscripción

20:30-23:00 Degustación de Tapas por la parte antigua de Cáceres

Plaza de San Jorge, asistencia previa inscripción

## Lunes, 3 de junio

Complejo Cultural San Francisco

08:00-08:30 Acreditaciones y bienvenida

08:30-09:00 Inauguración académica EBEN 2024

Sala García Matos

09:00-10:00 Conferencia apertura: Retos éticos y regulatorios de la Inteligencia Artificial- **Idoia Salazar**

Sala Malinche

10:00-11:00 Salas paralelas I

**Auditoría y Reporting**

10:00-11:00 Sala García Matos

- EVOLUTION IN THE STUDY OF WORKING CAPITAL, SCIENTIFIC MAPPING. **Ángel Sabino Mirón-Sanguino, Eva Crespo-Cebada, Carlos Díaz-Caro, Samuel Calderón Ortiz**
- COST STRUCTURE IN AGRICULTURAL ENTERPRISES. AN UPDATED VIEW OF THE CONCEPT. **Ángel Sabino Mirón-Sanguino, Eva Crespo-Cebada, Carlos Díaz-Caro, Elena Muñoz Muñoz**
- SHAPING THE FUTURE OF AI GOVERNANCE: CHALLENGES, DRIVERS, AND RECOMMENDATIONS FOR ETHICAL AUDITING PRACTICES. **Javier Camacho Ibáñez, Daniel Schiff, Indira Patil, Stephanie Kelley**
- RISK MANAGEMENT STRATEGIES FOR SECURE BLOCKCHAIN ADOPTION. **Juan Francisco Prados Castillo, Juan Antonio Torrecilla García**

## **Estrategia Empresarial**

10:00-11:00 Sala Malinche

- ANALIZING AND EVALUATING BUSINESS PROJECTS WITH A TOOL FOR DESIGNING SUSTAINABLE BUSINESS MODELS. **Evaristo Colomina Climent, Leonardo Yáñez Muñoz, Erik Muñoz Maribona**
- STAKEHOLDER ACCOUNTING: AN UNEXPECTED FINANCIAL BACKDOOR TO ADVANCE A NORMATIVE THEORY OF THE FIRM. **José Luis Retolaza Ávalos, Ricardo Aguado Muñoz**
- BEYOND PROFIT IN FAMILY BUSINESS: ESG-DRIVEN BUSINESS MODEL INNOVATION AND THE CRITICAL ROLE OF DIGITAL CAPABILITIES. **Sandra Marnoto, Carla Oliveira Silva, Pedro Mota Veiga**
- ETHICAL FRONTIERS IN CHATGPT: UNVEILING THE IMPACT ON SOCIETY AND USER INTERACTION. **José Luis Galdón Salvador, Juan José Lull Noguera, Roberto Cervelló-Royo**

## **CSR, Información y toma de decisiones en la economía social**

10:00-11:00 Sala Europa

- ARTIFICIAL INTELLIGENCE PREDICTOR OF CIRCULAR ECONOMY ACTIONS IN A CORPORATE SOCIAL RESPONSIBILITY FRAMEWORK. **Dolores Gallardo-Vázquez, Cristina Nuevo-Gallardo**
- TEACHING SOCIAL RESPONSIBILITY IN UNIVERSITIES: A SYSTEMATIC LITERATURE REVIEW. **Rosa Maria Correia Nunes**
- RESEARCH, SPECIAL EMPLOYMENT CENTRES AND SOCIAL RESPONSIBILITY. **Teresa C. Herrador-Alcaide, Dolores Gallardo-Vázquez**

## **Empresa Familiar**

10:00-11:00 Sala Miguel Hernández

- COMPLIANCE AND SUSTAINABILITY IN FAMILY BUSINESSES: A THEORETICAL APPROACH. **Ana Filipa Marques Roque**
- THE ROLE OF AGENCY COSTS AND SHAREHOLDER PROTECTION ON FAMILY FIRMS' CASH HOLDING DECISION-MAKING. **M. Belén Lozano García**
- THE ROLE OF HUMAN RESOURCES AND CORPORATE SOCIAL RESPONSIBILITY IN THE SMALL AND MEDIUM-SIZED BUSINESS: MODERATING INFLUENCE OF THE FAMILY STRUCTURE. **Marta Campos Valenzuela**

## **Mesa Redonda 5**

10:00-11:00 Sala de lectura

- INTELIGENCIA ARTIFICIAL Y SERVICIOS AVANZADOS DE DIGITALIZACIÓN PARA EMPRESAS DESDE LOS DIGITAL INNOVACIÓN HUBS. **Antonio Recio, Juan Antonio Rico, José Manuel García Alonso**

11:00-11:30 Pausa café

Claustro García Matos

11:30 Salas paralelas II

**IA y Futuro del Trabajo**

11:30-13:30 Sala García Matos

- ARTIFICIAL INTELLIGENCE IN ACCOUNTING: A THEORETICAL REVIEW. **Guilherme Freire Pires Ramos, Ana Filipa Marques Roque, María do Céu Ferreira Gaspar Alves**
- CONTRIBUTIONS OF COMPUTATIONAL INTELLIGENCE TO ENHANCING ETHICS IN AI APPLICATIONS. **Carlos Cotelo Oñate, Victoria López**
- HOW ARTIFICIAL INTELLIGENCE CAN BE HELPFUL TO STOP THE BRAIN DRAIN IN IRAQ IN ONLY ON PARAGRAPH? **Sarmad Muwafaq Thamer Al-Jaberi**
- ETHICS IN ARTIFICIAL INTELLIGENCE RESEARCH IN HUMAN RESOURCES: A SYSTEMATIC REVIEW OF THE LITERATURE AND AN AGENDA OF FUTURE LINES OF RESEARCH? **Antonia Ruiz-Moreno, Dainelis Cabeza-Pulles, Paola S. Arce-López, Teresa Ortega-Egea**
- ARTIFICIAL INTELLIGENCE (AI) IN THE HIRING PROCESS WITHIN HUMAN RESOURCES (HR). **José Luís Reis, Susana Alves Pereira**
- DIGITAL GAPS FROM ARTIFICIAL INTELLIGENCE IN UNIVERSITY TEACHERS - THE CASE OF COLOMBIA. **Sandra Milena Malavera Pineda, Laura Elena Zapata Jiménez, Juan Santiago Calle Piedrahita**
- GENERATIVE IA IN THE BUSINESS AND ECONOMICS CLASSROOM: METHODOLOGIES, DIGITAL COMPETENCIES AND STUDENT PERCEPTIONS. **José Ortega Mohedano, Lucía Muñoz Pascual, Álvaro Garrido Morgado**
- HOW TO TAKE ADVANTAGE OF IA FOR IN-COMPANY TEACHING. **Álvaro Garrido Morgado, José Ortega Mohedano, Lucía Muñoz Pascual**

**Reputación Corporativa**

11:30-12:30 Sala Malinche

- REPUTATION, RESPONSIBLE RESEARCH, AND INNOVATION IN SPANISH AGRIFOOD COOPERATIVES: AN EMPIRICAL STUDY FOCUSED ON TECHNOLOGY USAGE. **M. Isabel Sánchez-Hernández, Francisca Castilla-Polo**
- ENHANCING THE REPUTATION OF HIGHER EDUCATION INSTITUTIONS (HEIS): EDUCATION-JOB MISMATCH BY USING ARTIFICIAL INTELLIGENCE ALGORITHMS. **Ascensión Barroso-Martínez, M. Isabel Sánchez-Hernández, Ramón Sanguino-Galván**
- DIGITAL TRANSFORMATION AND HAPPINESS AT WORK IN THE FRAMEWORK OF THE 2030 AGENDA: A MULTI-CASE APPROACH IN THE ALENTEJO. **Maria Luísa Silva**

## Marketing

11:30-12:30 Sala Europa

- CAN ARTIFICIAL INTELLIGENCE HELP TO IMPROVE THE PRODUCTION AND SALE OF ORGANIC PRODUCTS, AS WELL AS TO BETTER DEFINE CUSTOMERS? **Rocío Blanco Gregory**
- PERCEIVED BRAND POSITIONING: A PROPOSED FRAMEWORK FOR THE INSURANCE SECTOR. **Rodrigo Costa Gomes, Marta Silvério**
- THE INTENDED BRAND POSITIONING: AN EXPLORATORY APPROACH IN THE INSURANCE COMPANIES. **Rodrigo Costa Gomes, Marta Silvério**
- SOCIAL MARKETING: AN ADAPTATIVE MIND MAP BASED ON A COMPREHENSIVE LITERATURE REVIEW. **Ana Sofia Coelho**

## Mesa Redonda 6

11:30-12:30 Sala Miguel Hernández

- IA Y ÉTICA EN LA GESTIÓN DE ENTIDADES SIN ÁNIMO DE LUCRO. **Antonio Luis Moreno Albarracín, Ana Licerán Gutiérrez, Cristina Ortega Rodríguez, Ana Ribera Pérez, Luis Martínez López, Rosa María Rodríguez Domínguez, Álvaro Labella Romero, Lucía Martín Montes, Luis Ureña García**

## Emprendimiento y Nuevas Economías

11:30-13:00 Sala de lectura

- DIGITAL ENTREPRENEURSHIP ON TOURISM COMPANIES IN LA RAYA. **Adelaida Ramos Mariño, Antonio Fernández Portillo, Mari Cruz Sánchez Escobedo**
- TOWARDS SUSTAINABLE ENTREPRENEURSHIP: INSIGHTS FROM CO-CREATION IN LIVING LABS. **Moisés Rubén Zamora Ramos, Norma Arely Zúñiga Espinosa, Ruth Josefina Alcántara Hernández, Juan Gabriel Figueroa Velazquez**
- WHAT ROLE DO EMOTIONS PLAY IN HUMANISTIC AND INCLUSIVE TOURISM? **Libertad Moreno Luna**
- THE ANALYSIS OF THE IMPACT OF COVID-19 ON THE ENTREPRENEURIAL EDUCATION RECEIVED BY UNIVERSITY STUDENTS AND THEIR ENTREPRENEURSHIP INTENTIONS. **María Calzado Barbero, Antonio Fernández Portillo, Nuria Ramos Vecino, Adelaida Ramos Mariño**
- ECOSYSTEM ENTREPRENEURSHIP MODEL. APPLICATION TO THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE IN THE SPORTS SECTOR. **Miguel Rodal Martínez**
- UN CASO DE APLICACIÓN PRÁCTICA DE LA TEORÍA EFECTUAL: ESCUELA DE MICRONEGOCIOS. **Alejandro R. Hernández Renner, María Calzado Barbero, María de la Cruz Sánchez Escobedo, Antonio Fernández Portillo**

## 12:30 Salas paralelas III

### Sostenibilidad y criterios ESG

12:30-14:30 Sala Malinche

- ENERGY TRANSITION DISCLOSURES AND FEMALE DIRECTORS: DO GENDER EGALITARIAN SOCIETIES MATTER? **Isabel-María García-Sánchez, Saudi-Yulieth Enciso-Alfaro**
- CAN COMPANIES' CONTRIBUTION TO THE SDGS BE CERTIFIED? **Silvia Ayuso Siart**

- ELABORATION OF A METHODOLOGICAL PROPOSAL FOR THE EVALUATION OF SUSTAINABLE DEVELOPMENT GOALS, COMPLIANCE IN THE PLANNING AND PROMOTION OF TOURISM DESTINATIONS. **Majdoline Bougar, Gema Ramírez-Guerrero**
- THE REASON FOR EXTREMADURA'S REGULATION OF AI: DECREE-LAW 2/2023 OF MARCH 8, ON URGENT MEASURES TO PROMOTE ARTIFICIAL INTELLIGENCE IN EXTREMADURA. **M. Teresa Cabezas Hernández**
- THE INFLUENCE OF GENDER ON CORPORATE GOVERNANCE: DEVELOPMENTS IN PSI COMPANIES OVER THE LAST DECADE IN PORTUGAL. **Fátima Conde, Adriana Silva**
- SUSTAINABILITY AND ENVIRONMENTAL, SOCIAL, AND GOVERNANCE IN TOURISM: IMPLEMENTATION OF SUSTAINABLE PRACTICES IN RURAL TOURISM ENTERPRISES IN ALENTEJO (PORTUGAL). **Luís Calado, Paula Reis**
- SUSTAINABILITY REPORTING: A SPECIAL SENSITIVITY IN THE FIELD OF NOTPROFIT ORGANIZATIONS. A SYSTEMATIC LITERATURE REVIEW. **Ana María Ribera-Pérez, Antonio Luis Moreno-Albarracín, Ana Licerán-Gutiérrez**
- AN EXAMPLE OF INTELLECTUAL SYMBIOSIS: INTERDISCIPLINARY DIALOGUE BETWEEN POPE FRANCISCO'S ENVIRONMENTAL TEACHINGS AND ORGANISATIONAL BIOMIMETICS. **Edita Olaizola**

## **Gestión de Recursos Humanos**

12:30-14:30 Sala Europa

- HIGH-PERFORMANCE WORK SYSTEMS: A SYSTEMATIC REVIEW. **Javier Montañés Sánchez, María Dolores Sánchez Fernández, Jakson Renner Rodrigues Soares, José Ramón Cardona**
- CARE ETHICS AND ARTIFICIAL INTELLIGENCE FOR RESPONSIBLE PEOPLE MANAGEMENT IN BUSINESS. **Maite Castrillejo Sancho, Marta González Álvarez, José Luis Fernández Fernández**
- PERFORMANCE AND INNOVATIVE LEADERSHIP: OVERCOMING ALIENATION THROUGH ORGANISATIONAL LEARNING. **Marta Félix, Sara Nunes**
- TECHNOLOGY IN HR: THE ROLE OF INTERNAL MARKETING FOR INCLUSION AND DIVERSITY IN HEIS. **Marta Félix, Sara Brito Filipe, Ana Raquel Ribeiro**
- FROM RESPONSIBLE MANAGEMENT TO SUSTAINABLE HUMAN RESOURCES MANAGEMENT: CONCEPT EVOLUTION AND SCIENTIFIC MAPPING. **Camilo Giraldo Giraldo, Mercedes Rubio-Andrés, Elkin Darío Ravé-Gómez, Santiago Gutiérrez-Broncano**
- INCLUSIVE ARTIFICIAL INTELLIGENCE AS PART OF THE ROLE OF OCCUPATIONAL THERAPISTS IN THE EDUCATION OF CHILDREN WITH ASD. **Teresa Rubio Cabezas**

## **Finanzas Sostenibles**

12:30-14:30 Sala Miguel Hernández

- THE CONTRIBUTION OF THE FINTECH INDUSTRY TO THE ACHIEVEMENT OF THE SUSTAINABLE DEVELOPMENT GOALS AND ITS INFLUENCE ON STOCK PRICES. **María del Mar Miralles Quirós, José Luis Miralles Quirós, Azahara Gil Corbacho**

- THE IMPACT OF SUSTAINABILITY ON INVESTMENT DECISIONS: A GENDER ANALYSIS IN THE SPANISH FINANCIAL MARKET. **Elena Muñoz Muñoz, Eva Crespo Cebada, Ángel Sabino Mirón Sanguino, Carlos Díaz Caro**
- THE ROLE OF PERSONALITY TRAITS IN THE PREFERENCES FOR SUSTAINABLE INVESTMENTS: AN ANALYSIS IN THE SPANISH FINANCIAL CONTEXT. **Elena Muñoz Muñoz, Ángel Sabino Mirón Sanguino, Carlos Díaz Caro, Eva Crespo Cebada**
- IS THE ESG SCORE PART OF THE SET OF INFORMATION AVAILABLE TO INVESTORS? A CONDITIONAL VERSION OF THE GREEN CAPM. **Lucía Galicia Sanguino, Rubén Lago Balsalobre**
- INTEGRATION OF MACROECONOMIC VOLATILITY AND ESG NEWS ON CONSUMPTION BASED ASSET PRICING MODELS. **Rubén Lago Balsalobre, Lucía Galicia Sanguino**
- AN ANALYSIS OF BITCOIN SPECULATION ON THE U.S. DOLLAR AND ITS SOCIAL IMPACT. **David Alaminos Aguilera, María Belén Salas Compás, Ángela María Callejón Gil**
- AGENDA 2030: PROPOSED MEASUREMENT INDICATORS FOR RESPONSIBLE REPORTING IN THE HOTEL SECTOR. **María Pache Durán, Luis Barbero Moyano, Triana Arias Abelaira, Roberta Troisi**
- PROPOSAL FOR AN ESG COMPLIANCE INDEX. **Carolina Reyes Bastidas, Guadalupe del Carmen Briano Turrent, Lazaro Rodriguez Ariza, Triana Arias Abelaira**

## 13:30-14:30 Mesa Redonda 1: IA y Educación

Sala García Matos

- **Babel, Factor Humano Formación, Metrikamedia, Viewnext**

## 13:00-14:30 Presentaciones de libros

Sala de Lectura

## 14:30-15:45 Almuerzo

Claustro García Matos

## 15:45 Salas paralelas IV

### **Digitalización y Riesgos Emergentes**

15:45-18:00 Sala García Matos

- DO THE MOST TRADED COMPANIES IN SPAIN DISCLOSE INFORMATION ON DIGITALIZATION? **Triana Arias Abelaira, María Pache Durán, Lázaro Rodríguez Ariza**
- SOCIAL PERCEPTION OF THE DEHUMANISATION CAUSED BY ICT. **Marcelo Sánchez-Oro Sánchez, Yolanda García García, Margarita Calleja Aldana**
- BEAUTY IS ON THE INSIDE: THE MEDIATING ROLE OF ANTHROPOMORFISM IN SERVICE ROBOTS. **María Ángeles García-Haro, María Pilar Martínez-Ruiz, Ricardo Martínez-Cañas, Jorge Linuesa-Langreo**
- PERCEIVED RISK: INFLUENCE ON ATTITUDE AND INTENTION TO USE SR. **María Ángeles García-Haro, María Pilar Martínez-Ruiz**
- ARTIFICIAL INTELLIGENCE APPLIED TO CUSTOMER LOYALTY AND



RESTAURANT BRAND REPUTATION. **Jorge Alberto Mariño Romero, José Antonio Folgado Fernández**

- INTEGRAL HUMANISM AND DIGITAL HUMANISM. MARITAIN'S KEYS TO ETHICALLY FACE ARTIFICIAL INTELLIGENCE. **Agustín Domingo Moratalla, Juan Bautista Peris Roig**
- THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON ADVERTISING AND ITS IMPACT ON ADVERTISING ILLUSTRATION: THE CASE OF RUBÉN LUCAS GARCÍA. **Swen Seebach, Juan Francisco Jiménez Jacinto, Sara Martínez-Valverde**
- AI, DIGITALIZATION AND NEW LEGAL-ECONOMIC OPERATORS. **Belén Trigo García**

## **Turismo y Empresas Turísticas**

15:45-17:15 Sala Malinche

- GENERATIONAL ANALYSIS OF THE TOURIST PERCEPTION OF LOCAL GASTRONOMY IN THE RESTAURANTS OF EXTREMADURA. **Beatriz Torres Casado**
- THE EFFECT OF SATISFACTION, TECHNOLOGY AND MORAL NORMS ON THE SMART TOURISM EXPERIENCE IN A SMART TOURISM DESTINATION. **Manuel Jesús Sánchez-González**
- THE EFFECTS OF TECHNOLOGICAL RISKS IN A SMART TOURISM DESTINATION. **Sergio Nieves-Pavón**
- IS IT POSSIBLE TO TRANSITION FROM LESS TO MORE HUMANIZED TOURISM? A LITERATURE ANALYSIS. **Libertad Moreno Luna**
- ASSESSMENT OF ACCESSIBILITY IN THE SPANISH TOURISM SECTOR: BIBLIOGRAPHIC REVIEW USING THE VOSVIEWER AND SCIMAT TOOLS. **José Luis Sánchez Franco, Ángel Sabino Mirón Sanguino, Eva Crespo Cebada, Carlos Díaz Caro**
- ACCESSIBILITY ASSESSMENT SURVEY IN SPANISH HOTEL ESTABLISHMENTS. AN ASSESSMENT OF TOURISTS. **José Luis Sánchez Franco, Ángel Sabino Mirón Sanguino, Eva Crespo Cebada, Carlos Díaz Caro**

## **Relaciones Públicas y Comunicación**

15:45-17:15 Sala Europa

- ARTIFICIAL INTELLIGENCE IN THE BUSINESS DECISION-MAKING PROCESS AND CORPORATE GOVERNANCE. **Marcial Herrero Jiménez**
- ARTIFICIAL INTELLIGENCE USES IN ADVERTISING MANAGEMENT. AN EXPLORATION TO THE FINE ARTS FIELD. **María Belén Prados-Peña, Esmeralda Crespo-Almendros, Ana García López, Valentín Molina Moreno**
- REGIONAL REGULATIONS ON ARTIFICIAL INTELLIGENCE: DECREE-LAW 2/2023, OF MARCH 8, ON URGENT MEASURES TO PROMOTE ARTIFICIAL INTELLIGENCE IN EXTREMADURA AS A PRECURSOR REGULATION. **Juan Antonio Pavón Pérez, José Manuel Rodríguez Muñoz**
- ORGANIZATIONAL COMMUNICATION: TRENDS AND USES OF DIGITAL TOOLS. **André Quiroga Sandi**
- ARTIFICIAL INTELLIGENCE AT THE SERVICE OF THE PUBLIC ADMINISTRATION IN ITS RELATIONS WITH COMPANIES. APPLICATION TO THE IMPLEMENTATION OF NEXT GENERATION EU FUNDS, A MECHANISM FOR RECOVERY AND RESILIENCE. **Patricia Miguel Toril**

## Fundamentos de Ética Empresarial

15:45-18:00 Sala Miguel Hernández

- "DIGNITY, DIVERSITY AND COMMUNITY" (DDC) AS AN ALTERNATIVE TO "DIVERSITY, EQUITY AND INCLUSION" (DEI). **Domènec Melé**
- ACTIONS TO PREVENT AND MITIGATE HARASSMENT IN BRAZILIAN FEDERAL UNIVERSITIES AND INSTITUTES IN THE LIGHT OF THE THREE-DIMENSIONAL THEORY. **Marcelle Colares Oliveira, Fernanda Beatryz Rolim Tavares, Ariane Firmeza Mota Nascimento, María Belén Lozano García**
- PROFESSIONAL ETHICS AND TOOLS TO PROMOTE AI ETHICS IN BUSINESS. **Agustín Domingo Moratalla, Juan Pablo Peñarrubia Carrión**
- INTELLIGENCE WITHOUT CONSCIENCE? ETHICAL KEYS TO APPLY THE EUROPEAN AI REGULATION. **Agustín Domingo Moratalla**
- PRACTICAL RATIONALITY IN ALASDAIR MACINTYRE'S MORAL PHILOSOPHY: ITS SCOPE AND ITS LIMITS IN DECISION-MAKING PROCESSES. **Ginés Santiago Marco Perles**
- TITLE AXIOLOGY AS MORAL PHILOSOPHY FOR A SUSTAINABLE BUSINESS STRATEGY. **José Luis Fernández, Marta González Álvarez, María Teresa Castrillejo Sancho**
- CORRUPTION IN THE COMPANY, GOOD CORPORATE GOVERNANCE AND ACCOUNTABILITY. DETERMINANTS OF DISCLOSURE ON CORRUPTION: EVIDENCE FROM SPAIN. **Orencio Vázquez Oteo, Marta de la Cuesta González**

17:15 Salas paralelas V

## Ética en Contabilidad y Finanzas

17:15-18:00 Sala Malinche

- EVIDENCE THE SOCIAL CONTRIBUTION OF THE UNIVERSITY THROUGH SOCIAL ACCOUNTING: AN ETHICAL APPROACH BASED ON ISOMORPHISM. **José Luis Retolaza Avalos, Leire San José**
- THE IMPACT OF THE SUBPRIME CRISIS ON BANK CAPITAL STRUCTURES IN THE SO-CALLED PIGS COUNTRIES. **Cristina María Pereira Pedro**

## IA e Inclusión Socio-Laboral

17:15-18:00 Sala Europa

- IA+EQUAL. HOW TO AVOID THE IMPACT OF BIASES IN AI APPLIED TO HR TO ENSURE SOCIAL AND LABOUR INCLUSION. **María Luisa Cruzado Collado**
- ETHICAL CHALLENGES USING TECHNOLOGY IN SPORT COMPETITIONS. **Ana Sofia Coelho**
- INCLUSIVE TRANSFORMATION: THE ROLE OF ARTIFICIAL INTELLIGENCE IN SOCIO-LABOR INCLUSION. **Sandra Milena Malavera Pineda, Juan Santiago Calle Piedrahita, Laura Elena Zapata Jiménez**

18:00-18:30 Pausa café

Claustro García Matos

## 18:30-19:45 Mesa Redonda 2: IA y Futuro del trabajo

Sala García Matos

- **AEXTIC, Computaex, Metaphase 07, Silice, Sngular**

## 18:30-19:45 Salas paralelas VI

### Gobierno Corporativo/ Liderazgo y Gestión Empresarial

18:30-19:45 Sala Malinche

- CORPORATE GOVERNANCE IN EMERGING MARKETS: THE CASE OF ECUADORIAN COMPANIES. **Herenia Gutiérrez-Ponce**
- GAP AND COGNITIVE DISSONANCE BETWEEN CHRISTIAN ETHICS AND THE STANDARD ECONOMIC MODEL. **Jose Luis Retolaza, Leire San-Jose**
- LEADERSHIP AND INNOVATION: A CASE ANALYSIS FOR INDUSTRIAL COMPANIES IN CASTILLA Y LEÓN. **Jesús Ángel Zarzuela Mateos**
- E-LEADERSHIP IN THE AGE OF TELEWORK AND ARTIFICIAL INTELLIGENCE: PATTERNS OF CONTINUITY AND CHANGE. **Margarita Calleja Aldana, Marcelo Sánchez-Oro Sánchez**

### Bienestar y Felicidad

18:30-19:45 Sala Europa

- TECHNOLOGY TRAINING AS AN IMPROVEMENT OF THE EMOTIONAL WELL-BEING OF TOURISM EMPLOYEES. **María Martín Lucas**
- EXPLORING THE IMPACT OF ENTREPRENEURSHIP ON JOB SATISFACTION FOR INDIVIDUALS WITH INTELLECTUAL DISABILITIES: THE SIGNIFICANCE OF PERSONALITY-JOB FIT. **Pablo Ruiz Palomino, María Yolanda Salinero Martín, Virginia Barba Sánchez, Pedro Jiménez Estévez**
- WHAT ROLE DOES TRANSCENDENT HAPPINESS PLAY IN THE EMPLOYEES OF HISTORIC HOTELS? **Sofía Blanco-Moreno, Rafael Ravina Ripoll**
- EXAMINING THE EMERGING RISKS OF DIGITALISATION AND ARTIFICIAL INTELLIGENCE AT WORK: NEW APPROACHES TO LEADERSHIP IN THE PURSUIT OF HAPPINESS AND WELL-BEING. **Jesús Barrena-Martínez, María José Foncubierta Rodríguez**
- EMOTIONAL HEALTH INDICATORS IN WORKING ADULTS: THE ROLE OF BEING A VICTIM OF DISCRIMINATION IN ADOLESCENCE. **Jorge-Manuel Dueñas, Víctor Marín Carrasco, Fàbia Morales Vives, Sergi Martín Arbós, Gisela Ferré Rey**

### Multidisciplinar I

18:30-19:45 Sala Miguel Hernández

- AN ESSENTIAL FACTOR IN NGO MANAGEMENT: REPUTATION. A SYSTEMATIC LITERATURE REVIEW. **Lucía Martín-Montes, Ana Licerán-Gutiérrez, Antonio Luis Moreno-Albarracín, Cristina Ortega-Rodríguez**
- THE IMPORTANCE OF SOCIAL IMPACT IN THE MANAGEMENT OF NON-PROFIT ORGANIZATIONS. A SYSTEMATIC LITERATURE REVIEW. **Lucía Martín-Montes, Antonio Luis Moreno-Albarracín, Ana Licerán-Gutiérrez, Cristina Ortega-Rodríguez**
- CAN AN ETHICAL APPROACH BY IRAQI COMPANIES SOLVE THE PROBLEM

OF "BRAIN DRAIN" IN IRAQ? **Sarmad Muwafaq Thamer Al-Jaberi**

- INTELLECTUAL PROPERTY CHALLENGES IN THE 21ST CENTURY. A STUDY OF DIGITAL PIRACY IN THE EUROPEAN UNION. **Blanca M<sup>a</sup> Rubio Alfageme**
- TOWARDS AN ETHICS IN INTELLIGENT ALGORITHMS: BRINGING FEMALE ENTREPRENEURSHIP TO LIGHT. **Zaira Vicente Adame, María Saiz Santos, Marisol Esteban Galarza**

19:45-20:45 Asamblea EBEN

Sala Malinche

21:30 Cena de Gala

Restaurante Jardín de los Golfines

**Martes, 4 de junio**

Complejo Cultural San Francisco

08:30-09:00 Acreditaciones y bienvenida

09:00-10:00 Segunda conferencia: El Rostro Ético de la Inteligencia Artificial: Nuevos Paradigmas en la Toma de Decisiones Tecnológicas-  
**Toni De La Prieta Antoli**

Sala Malinche

10:00-11:30 Salas paralelas VII

**Liderazgo y Gestión Empresarial**

10:00-11:30 Sala García Matos

- THE RELATIONSHIP BETWEEN SUPERVISOR HUMOR AND EMPLOYEE ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A JUSTICE PERSPECTIVE? **Pablo Ruiz-Palomino, Jorge Linuesa-Langreo, Ricardo Martínez-Cañas**
- DISCOVERING FEMALE HUMAN CAPITAL IN THE TOURISM SECTOR: A BIBLIOMETRIC ANALYSIS OF THE LITERATURE. **Raquel Santiago Romo, María Dolores Sánchez Fernández, Jakson Renner Rodrigues Soares, José Ramón Cardona**
- IEEO - INTEGRAL HUMANISTIC LEADERSHIP MODEL. **Manuel Guillén Parra, Alejandro A. Cañadas, Rita Jácome, Luis Pérez Granero**
- SUSTAINABILITY IN SMES: THE ROLE OF FEMALE LEADERSHIP, ORGANIZATIONAL AMBIDEXTERITY, AND WORKING CONDITIONS. **Pedro Mota Veiga, Susana Alves Pereira, Rui Azevedo**
- PUBLIC RELATIONS IN THE DIGITAL ECOSYSTEM: THE IA REVOLUTION. **Manuel Lázaro Pulido, Alonso Ramón Día**

## Educación

10:00-11:30 Sala Malinche

- IS IT POSSIBLE TO INCORPORATE DUAL TRAINING AT THE UNIVERSITY FROM A SUSTAINABILITY PERSPECTIVE? **Aloysius OSB Roets, Susana Quirós-Alpera, Rafael Robina-Ramírez**
- IS IT POSSIBLE TO TEACH SUSTAINABILITY TO UNIVERSITY STUDENTS THROUGH VIDEO GAMES? **Susana Quirós-Alpera, Aloysius OSB Roets, Rafael Robina-Ramírez**
- EMOTIONAL EDUCATION IN THE UNIVERSITY OF THE FUTURE. **Ana Leal Solís**
- EDUCATIONAL EXPERIENCE, UNIVERSITY SATISFACTION AND INSTITUTIONAL REPUTATION: IMPLICATIONS FOR STUDENT EMPLOYABILITY AND UNIVERSITY SUSTAINABILITY. **Javier Mendoza-Villafaina**

## IA y Discapacidad

10:00-11:30 Sala Europa

- THE ROLE OF AI IN ENHANCING THE INCLUSION OF PEOPLE WITH DISABILITIES IN SPORTS. **Manuel Jesús Sánchez González**
- WHAT ROLE DO PEOPLE WITH DISABILITIES PLAY IN EMPLOYMENT IN TOURIST DESTINATIONS? **Rocío Blanco Gregory**
- WHAT ROLE DOES INCLUSION PLAY IN HOTEL MANAGEMENT AND CUSTOMER SERVICE QUALITY? **Valentín Molina-Moreno, Andrés Martínez Medina, Rafael Robina Ramírez**
- CERMI: AI ETHICS ANALYSIS GUIDE. **Javier Camacho Ibáñez, Mónica Villas Olmedo, Pilar Villarino, Virginia Carcedo Yllera**
- BIOMETRIC AUTHENTICATION AS A BOOST OF CX. **Rosa García Pérez**

## Economía Rural y Agraria

09:30-11:30 Sala Miguel Hernández

- BORDER COOPERATION AND LAND-USE PLANNING: A COMPARISON STUDY OF EUROPEAN CITIES IN THE PERIOD 2000-2018. **Rui Alexandre Castanho, Luís Loures, José Manuel Naranjo Gómez**
- EXAMINING PIVOTAL DEVELOPMENT FACTORS IN EUROPEAN FRONTIER REGIONS. **Rui Alexandre Castanho, Paulo Ferreira, Luís Loures, José Manuel Naranjo Gómez**
- PARTICIPATORY DESIGN AS A METHODOLOGICAL APPROACH FOR THE DEVELOPMENT OF LOW-DENSITY TERRITORIES. **Ana Loures, José Silveira Dias, Vera Barradas, Victoria Carrillo**
- THE IMPORTANCE OF HIGHER EDUCATION INSTITUTIONS IN DEVELOPMENT IN LOW-DENSITY TERRITORIES. **Sabina Valente, Fernando Rebola, Pedro Amaro, Luísa Carvalho, Amélia Marchão**
- IMPACT OF EDUCATION ON SUSTAINABLE DEVELOPMENT: A TERRITORIAL ANALYSIS BASED ON THE SDGS. **Ana Loures, Luísa Carvalho, Dora Almeida, Fernando Rebola, Paulo Ferreira**
- CO-CREATION AND TRANSDISCIPLINARITY: A RESPONSE TO THE DEVELOPMENT OF LOW-DENSITY TERRITORIES. **Ana María Marques Balão, Tatiane Lúcia Valduga**

- MEASURING SUSTAINABILITY IN TOURIST DESTINATIONS IN EXTREMADURA: AN APPROACH THROUGH THE USE OF IRT MODELS. **Juan Carlos Díez Apolo**
- TRENDS AND OPPORTUNITIES IN TOURISM EDUCATION: THE NATURAL PARK OF CORNALVO TO PROMOTE SUSTAINABLE EXPERIENCES. **Rebeca Guillén Peñafiel**
- BUSINESS STRATEGIES OF RURAL ACCOMMODATIONS IN TIMES OF CHANGE: DIGITISATION AND DIGITAL INTELLIGENCE. **Francisco Javier Castellano Álvarez, Vanesa Ortega Trancón**

## **Virtudes y Competencias Morales**

10:00-11:30 Sala de lectura

- THE DEVELOPMENT OF MORAL COMPETENCIES THROUGH HUMANIZING TOURISM. **María Martín Lucas**
- WHAT MORAL COMPETENCES DO EMPLOYEES AND MANAGERS IN HOTELS NEED TO DEVELOP TO MAKE THE HOTEL MORE INCLUSIVE? **Francisco Jesús Gálvez-Sánchez, Andrés Martínez Medina, Rafael Robina Ramírez**
- PRACTICAL WISDOM AND THE RELEVANCE OF MORAL COMPETENCIES TO MANAGEMENT. **Rafael Morales Sánchez, Joan Fontrodona**
- THE TEACHER AS A VALUE-GENERATING AGENT. **María Ángeles Ramón-Jerónimo, Rafael Morales Sánchez, Susana Pasamar-Reyes**

## **11:30-12:00 Pausa café**

Claustro García Matos

## **12:00-13:00 Mesa Redonda 3: IA y gestión de empresas**

Sala García Matos

- **Ergofito, Cristian Lay Grupo Industrial, Instituto San Telmo, United ITS**

## **12:00-13:00 Mesa Redonda 4: IA y discapacidad**

Sala Malinche

- **Accenture, Mobbeel, Wenea, Worldline**

## **12:00-13:00 Salas paralelas VIII**

### **Mesa Redonda 7**

12:00-13:00 Sala Europa

- IA Y DISCAPACIDAD. **Valentín Molina Moreno, Juan Pedro de Ruz Ortega, Luis Puertas, Andrés Martínez Medina, Alejandro Zornoza Martínez.**

### **Mesa Redonda 8**

12:00-13:00 Sala Miguel Hernández

- HUMANIZACIÓN EN LA EMPRESA Y CLIMA ORGANIZACIONAL. **Fernando Lallana Moreno, Cristina Elices Navarro, Victor M. Garcia Fachal y Bruna Silva Santos.**

## Economía de la Innovación

12:00- 13:45 Sala de lectura

- TRANSITIONING TO AN OPEN ECO-INNOVATION PARADIGM: THE CATALYTIC FUNCTION OF INTELLECTUAL CAPITAL. **Jesus Barrena Martínez, Esther Ferrándiz León**
- TOWARDS IMPROVED HERITAGE DOCUMENTATION: NERF IMPLEMENTATION IN ARCHITECTURAL RESTORATION. **Pablo Alejandro Cruz Franco, Elena Gómez Bernal, María Pérez Sendín**
- SAFETY IN STRUCTURAL ENGINEERING. ETHICAL ASPECTS OF THE APPLICATION OF IA IN THE DESIGN PROCESS. **Jesús Ángel Torrecilla Pinero, José María Ceballos Martínez**
- DIGITALIZATION AND ARTIFICIAL INTELLIGENCE IN THE MANAGEMENT OF RECYCLED AGGREGATES. APPLICATION TO THE CASE OF EXTREMADURA. **Antonio Cruces López, Jesús Ángel Torrecilla Pinero, José María Ceballos Martínez, Aurora Cuartero Sáez**
- OPTIMIZATION OF ENERGY MANAGEMENT IN A COMMUNITY. APPLICATION OF ARTIFICIAL INTELLIGENCE. THE SMARTPOLITECH CASE. **Alberto Quesada Pablos, Jesús Ángel Torrecilla Pinero, José María Ceballos Martínez**
- INNOVATION, AI AND CYBERSECURITY IN MONITORING WATER QUALITY IN RESERVOIRS. **Aurora Cuartero Sáez, Jesús Ángel Torrecilla Pinero, Andrés Caro Lindo, Pablo García Rodríguez**
- APPLICABILITY OF HIGH-PERFORMANCE COMPUTING AND ARTIFICIAL INTELLIGENCE TO THE DIGITAL TRANSFORMATION OF MICRO, SMALL AND MEDIUM-SIZED ENTERPRISES IN EXTREMADURA. **Javier Corral García, Juan Antonio Rico Gallego, Pablo García Rodríguez**

13:00-13:45 Presentación del Observatorio

Sala Malinche

13:00-13:45 Salas paralelas IX

**Transición Digital y Eco-Innovación**

13:00-13:45 Sala García Matos

- LINKING COLLABORATION TO THE DIFFUSION SPEED OF ECOTECHNOLOGIES. AN EXPLORATION WITH PATENT DATA. **Daniel Coronado Guerrero, Esther Ferrándiz León, Esther Flores Varo, M<sup>a</sup> Ángeles Martínez Navarro**
- EXAMINING THE IMPACT OF COLLABORATION BETWEEN ORGANIZATIONS ON PATENT QUALITY IN ECO-TECHNOLOGIES. **María Dolores León Rodríguez**
- THE EFFECT OF GEOGRAPHIC AND GENDER DIVERSITY WITHIN INVENTOR TEAMS ON THE RADICALITY OF DIGITAL ECO-TECHNOLOGIES PATENTS. **Daniel Coronado Guerrero, Esther Ferrándiz León, M<sup>a</sup> del Rosario Marín Muñoz, M<sup>a</sup> del Carmen Puentes Graña**

**Multidisciplinar 2**

13:00-13:45 Sala Europa

- DO AI SYSTEMS CONSTITUTE A THREAT TO PATIENT AUTONOMY? SCOPE AND LIMITS OF INFORMED CONSENT IN HEALTH DATA. **Ana Fayos Fernández**
- DEVELOPING BUSINESS RESPONSES TO VULNERABILITY SCENARIOS IN COASTAL TOURISM AREAS: SUSTAINABILITY, HERITAGE, AND WELL-BEING. **Gema Ramírez Guerrero, Sergio Pérez Ruiz, M<sup>a</sup> Teresa Fernández Alles**
- APPLICATION OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCES MANAGEMENT AND ETHICAL CONSIDERATION. A LITERATURE REVIEW. **Antonia García Parejo, Rafael Baena González, Diego Berraquero Rodríguez**

### **Humanización en la Empresa y Clima Organizacional**

13:00-13:45 Sala Miguel Hernández

- EMOTIONAL INTELLIGENCE IN HOTEL MANAGEMENT: IMPACT ON WELL-BEING IN THE WORKPLACE. **Ana Leal Solís**
- THE CRAFT SECTOR AS A GENERATOR OF OPPORTUNITIES TO PROMOTE THE LABOR INCLUSION OF PEOPLE WITH DISABILITIES: STUDY OF GOOD PRACTICES. **Francisco Jesús Gálvez-Sánchez, Valentín Molina-Moreno, Ana García-López**
- ARTIFICIAL INTELLIGENCE ORIENTED TOWARDS THE INCLUSION OF PEOPLE WITH DISABILITIES IN THE TOURISM SECTOR: APPLICATIONS FOR ECONOMIC AND SOCIAL DEVELOPMENT. **José Antonio Folgado Fernández, Jorge Alberto Mariño Romero**

**13:45-14:30 Entrega de premios**

Sala García Matos

**14:30-16:00 Almuerzo**

Claustro García Matos

**16:00-16:30 Acto de cierre**