

**VII International Forum on Management,  
Universidade da Madeira - Reitoria  
Praça do Município, 9000-072 Funchal, Madeira  
23-24 January 2023**

**“RECOVERY, UNCERTAINTY AND DIGITAL TRANSFORMATION”**

**PROGRAM**

Monday, 23/01/2023			
08:30-09:00	Registration		
09:00-10:00	Session 1 - Anfiteatro	Session 2 – Pátio 1	Session 3 – Pátio 2
10:00-10:15	Opening Session - Anfiteatro		
10:15-11:00	Opening Conference by Professor Cesaltina Pires “Endogenous market coverage with quality dependent costs”		
11:00-11:15	Coffee break (Rector building)		
11:15-12:30	Session 4 - Anfiteatro	Session 5– Pátio 1	Session 6– Pátio 2
12:30-14:00	Lunch break - Hotel Castanheiro		
14:00-15:30	Session 7 - Anfiteatro	Session 8– Pátio 1	Session 9– Pátio 2
15:30-15:45	Coffee break (Rector building)		
15:45-17:00	Session 10 - Anfiteatro	Session 11– Pátio 1	Session 12– Pátio 2
20:00	Gala Dinner - Hotel Castanheiro		
Tuesday, 24/01/2023			
09:00-11:00	Session 13 - Anfiteatro	Session 14– Pátio 1	Session 15– Pátio 2
11:00-11:15	Coffee break (Rector buliding)		
11:15-12:00	Closing Conference – Anfiteatro Professor Colin Mason “Government support for entrepreneurial firms, failure and the seeding of an entrepreneurial ecosystem”		
12:00-13:00	Closing Ceremony		



## NOTES

- Participants should be present at beginning of the session;
- Each participant has **10 minutes** to make the presentation;
- The presentations order in each session may change;
- WiFi network: UMa\_Guest; Password: MT4H-2023
- **For in-Person Communications**
  - Please **bring your presentations in a PEN!** It will be placed in our PC to save time between presentations;
- **For Online Communications**
  - (Topic: IFM day 1 Time: Jan 23, 2023 08:45 AM London Join from PC, Mac, Linux, iOS or Android: :  
<https://videoconf-colibri.zoom.us/j/99313588847?pwd=KysvVUNGRE80bkhFdWE1eno3UDRVdz09>
    - Password: 363425
  - Topic: IFM day 2 Time: Jan 24, 2023 08:45 AM London Join from PC, Mac, Linux, iOS or Android:  
<https://videoconf-colibri.zoom.us/j/98677239277?pwd=SnZBTzJFWmEwMDcrS2lvZFBqa3ZUQT09>
    - Password: 373128



## Communications

<b>Session 1 (Monday 09:00-10:00) Anfiteatro (Online presentations)</b>
<b>ACCOUNTING, AUDITING, MANAGEMENT CONTROL AND ETHICS</b> Moderator: BRUNO FREITAS and RICARDO GOUVEIA
<i>A MENSURAÇÃO DOS HERITAGE ASSETS: ESTUDO DE CASO DOS MUNICÍPIOS PORTUGUESES DE GRANDE DIMENSÃO</i> 2115 - <u>SUSANA RUA</u>
<i>O PAPEL DA AUDITORIA NA APLICAÇÃO DE POLÍTICAS CONTABILÍSTICAS, ALTERAÇÕES NAS ESTIMATIVAS E ERROS EM GRANDES EMPRESAS PORTUGUESAS</i> 4091 - <u>LURDES SILVA</u> AND VERA LIMA
<i>TRANSPARENCY IN THE SPANISH COMPANY: FROM SELF-REGULATION TO THE PARADIGM SHIFT IN 2021-2022</i> 8434 - <u>MARCOS NÚÑEZ NAVARRO</u>
<i>A INVESTIGAÇÃO CIENTÍFICA NO CONGRESSO INTERNACIONAL DE CONTABILIDADE PÚBLICA DO ANO DE 2021: UM ESTUDO BIBLIOMÉTRICO</i> 5916 - <u>SUSANA RUA</u>
<i>A INTELIGÊNCIA ARTIFICIAL NA AUDITORIA</i> 148 - <u>LURDES SILVA</u> AND EVA BARBOSA
<b>Session 2 (Monday 09:00-10:00) Pátio 1</b>
<b>SOCIAL RESPONSABILITY AND ENVIRONMENT</b> Moderator: HÉLDER SPÍNOLA and CONCEIÇÃO MATOS
<i>IMPLEMENTAÇÃO DAS MEDIDAS DE RESPONSABILIDADE AMBIENTAL EM PME DO SETOR DA INDÚSTRIA AGROALIMENTAR DO ALGARVE</i> 6374 - <u>ANA ISABEL MARTINS</u> AND BEATRIZ PIRES
<i>THE DIMENSIONS OF PUBLIC POLICIES IN THE BRAZILIAN WIND ENERGY SECTOR</i> 1235 - <u>ROBERTA DUTRA DE ANDRADE</u>
<i>O EFEITO DA DIVERSIDADE DE GÉNERO E FORÇA DE TRABALHO NA DIVULGAÇÃO DAS RESPONSABILIDADES AMBIENTAIS DAS EMPRESAS</i> 2753 - <u>JOAO BORRALHO</u> , REGINA QUEIROZ AND ISABEL DUARTE
<i>SUSTAINABILITY, EDUCATION AND ENVIRONMENTAL MANAGEMENT: A CASE STUDY</i> 5656 - <u>HÉLDER SPÍNOLA</u>
<b>Session 3 (Monday 09:00-10:00) Pátio 2</b>
<b>ENTREPRENEURSHIP AND INNOVATION (I)</b> Moderator: MARIA DE LURDES CALISTO
<i>DOES ABSORPTIVE CAPACITY HAVE A MODERATION EFFECT IN THE RELATIONSHIP BETWEEN KNOWLEDGE TRANSFER AND COMPANIES INNOVATION?</i> 8275 - <u>NATÁLIA FIGUEIREDO</u> , CRISTINA FERNANDES AND JOSÉ LUÍS ABRANTES



<p><i>EXPLORING UNIVERSITY ENTREPRENEURIAL PERFORMANCE THROUGH HEINNOVATE DIMENSIONS</i>  3246 - <u>LURDES PATRÍCIO</u> AND JOÃO FERREIRA</p>
<p><i>INOVAÇÃO INCREMENTAL E ACRÉSCIMO DE VALOR NO SEGMENTO DOS CORTES ESPECIAIS DE CARNE</i>  4256 - <u>HELDER CARRASQUEIRA</u></p>
<p><i>O PERFIL DO MIGRANTE EMPREENDEDOR EM ESPAÇO RURAL NO ALGARVE: O CASO DO ALOJAMENTO LOCAL</i>  2783 - <u>SANDRA REBELO</u>, FILIPA PERDIGÃO, KATE TORKINGTON AND SUSANA CONCEIÇÃO</p>
<p><b>Session 4 (Monday 11:15-12:30) Anfiteatro (Online presentations)</b></p>
<p><b><i>BUSINESS, MANAGEMENT CONTROL AND SUSTAINABILITY</i></b>  MODERATOR: BRUNO FREITAS</p>
<p><i>BENEFÍCIOS E LIMITAÇÕES NA UTILIZAÇÃO DO CUSTEIO BASEADO EM ATIVIDADES: ESTUDO EMPÍRICO EM GRANDES EMPRESAS PORTUGUESAS</i>  4050 - <u>PATRICIA QUESADO</u> AND MARIANA ROLO</p>
<p><i>SUSTAINABLE BUSINESS VALUE MODEL IN ICT4D RESEARCH AGENDA</i>  2584 - <u>ANGÉLICA PIGOLA</u> AND PRISCILA REZENDE DA COSTA</p>
<p><i>TERCEIRO SETOR: UMA AVALIAÇÃO DE DESEMPENHO POR VIA DA APLICAÇÃO DO BALANCED SCORECARD</i>  1178 - <u>PATRICIA QUESADO</u> AND MARA SILVA</p>
<p><i>BUSINESS AND THE CREATION OF A SUSTAINABLE DEVELOPMENT</i>  2782 - <u>CARMINA NUNES</u></p>
<p><i>CHALLENGES, KEY ASPECTS AND SUSTAINABILITY OF THE CIRCULAR BUSINESS MODELS IN AGRIBUSINESS SECTOR</i>  8119 - <u>BARBARA LAMOLINARA</u></p>
<p><i>A VISÃO DE ESPECIALISTAS EM EMPRESAS EM CRISE: CAUSAS, SINTOMAS, SEVERIDADE DO DECLÍNIO EMPRESARIAL E FATORES CRÍTICOS, ESTRATÉGIAS E PROCESSOS DE TURNAROUND</i>  9695 - <u>ISMAEL SILVA DOS SANTOS</u>, ANGELO PEREIRA, RENATO LOPES DA COSTA AND RICARDO CORREIA</p>
<p><b>Session 5 (Monday 11:15-12:30) Pátio 1</b></p>
<p><b><i>ACCOUNTING AND MANAGEMENT CONTROL</i></b>  Moderator: CONCEIÇÃO MATOS</p>
<p><i>O GOODWILL NAS DEMONSTRAÇÕES FINANCEIRAS DE EMPRESAS COTADAS NO PSI</i>  7837 - <u>ANA ISABEL MARTINS</u> AND FRANCISCA CASIMIRO</p>
<p><i>DETERMINANTES DO USO DA CONTABILIDADE DE GESTÃO EM CABO VERDE</i>  6579 - <u>CARLOS MONTEIRO</u>, ANA FARIA AND MARIA LEONOR FERREIRA DA SILVA</p>
<p><i>DESEMPENHO EMPRESARIAL VS LEGIBILIDADE DO RELATO NÃO FINANCEIRO – O CASO PORTUGUÊS</i>  1906 - <u>CATARINA CARVALHO</u>, PEDRO PINHEIRO AND CÂNDIDO PERES</p>
<p><b>Session 6 (Monday 11:15-12:30) Pátio 2</b></p>



<b>TOURISM (I) (Finance and Tax)</b> Moderator: NUNO GUSTAVO
<i>THE FUTURE OF HOTEL REVENUE MANAGEMENT IN PORTUGAL</i> 6552 - FRANCISCO ALBUQUERQUE AND NUNO GUSTAVO
<i>EVOLUÇÃO DA IMPLEMENTAÇÃO DA TAXA TURÍSTICA MUNICIPAL E O SEU IMPACTO: O CASO PORTUGUÊS</i> 9990 - LURDES VARELA
<i>ANÁLISE COMPARADA DO DESEMPENHO ECONÓMICO E FINANCEIRO DE SETORES DO TURISMO FACE À PANDEMIA. O CASO DA HOTELARIA, RESTAURAÇÃO E ANIMAÇÃO TURÍSTICA</i> 7472 - VICTOR AFONSO
<i>STOCK MARKET REACTION TO THE MILITARY CONFLICT BETWEEN RUSSIA AND UKRAINE: AN EVENT STUDY FOR THE EUROPEAN TOURISM AND HOSPITALITY INDUSTRY</i> 4062 - PEDRO CORREIA, ANTÓNIO MARTINS AND SUSANA CRÓ
<b>Session 7 (Monday 14:00-15:30) Anfiteatro (Online presentations)</b>
<b>ENTREPRENEURSHIP AND INNOVATION, HUMAN RESOURCE MANAGEMENT AND TOURISM</b> MODERATOR: BRUNO FREITAS and CONCEIÇÃO MATOS
<i>DETERMINANTES DO EMPREENDEDORISMO SÉNIOR EM PORTUGAL</i> 4344 - ANDREA RODRIGUES
<i>CAN OPEN INNOVATION ECOSYSTEM'S ORCHESTRATION BOOST NEW CIRCULAR BUSINESS MODELS ON REGIONAL SCALE?</i> 723 - JUAN ANTONIO TORRECILLA-GARCÍA, GEORGETTE ANDRAZ, MARÍA TERESA CASTILLA-MESA AND AGNIESZKA GRAZYNA SKOTNICKA
<i>O DIREITO À DESCONEXÃO DOS TRABALHADORES</i> 200 - IVA FARIA
<i>THE COVID-19 PANDEMIC'S IMPACT ON TOURISTIC EVENTS - THE CASE OF JAPANESE POP CULTURE EVENTS</i> 3363 - FILIPE SEVERINO AND FRANCISCO SILVA
<i>A INFLUÊNCIA DA LIDERANÇA SOBRE O ABSENTEÍSMO: UM ESTUDO COM TRABALHADORES DE NÍVEL OPERACIONAL</i> 9406 - NIVALDO SALES GALVÃO JUNIOR, MAGNO DE OLIVEIRA MACAMBIRA AND JOÃO PINHEIRO DE BARROS NETO
<i>TRAINING IN DIGITAL SKILLS – THE PERSPECTIVE OF WORKERS IN PUBLIC SECTOR</i> 342 - ANA SOFIA LOPES AND JOANA FARTO
<i>CENTRALITY TO LIFESTYLE AND EXPERIENCE INVOLVEMENT AS DETERMINANTS OF TOURIST BEHAVIOURAL INTENTION. A COMPARATIVE ANALYSIS OF HOTEL AND HOSTEL</i> 1854 - MARGARIDA MAIA, RICARDO JORGE DE CASTRO CORREIA, ALVARO DIAS, RENATO COSTA AND LEANDO PEREIRA
<b>Session 8 (Monday 14:00-15:30) Pátio 1</b>
<b>TOURISM (II)</b> Moderator: GUALTER COUTO
<i>ASSESSING RURAL TOURISM EXPERIENCES IN THE AZORES REGION</i> 2946 - MARIA BATISTA, RUI CASTANHO, ÁUREA SOUSA, GUALTER COUTO AND PEDRO PIMENTEL



<i>UNDERSTANDING POSITIVE AND NEGATIVE PORTUGUESE LUXURY HOTELS ATTRIBUTES FROM JAPANESE AND CHINESE CUSTOMERS</i> 285 - <u>PAULA TAVARES DE CARVALHO</u> AND ELIZABETH REIS
<i>A GESTÃO DE EMOÇÕES POSITIVAS E NEGATIVAS EM DARK IMMERSIVE THEATRE EXPERIENCES</i> 4350 - <u>MIGUEL BELO</u> AND <u>NUNO GUSTAVO</u>
<i>THE PIVOTAL FACTORS FOR THE SUCCESS OF RURAL TOURISM ACTIVITIES IN ISLANDS</i> 9931 - <u>GUALTER COUTO</u> , RUI CASTANHO, PEDRO PIMENTEL, ÁUREA SOUSA AND MARIA DA GRAÇA BATISTA
<b>Session 9 (Monday 14:00-15:30) Pátio 2</b>
<b>ENTREPRENEURSHIP AND INNOVATION (II)</b> Moderator: CARMEN FREITAS
<i>BRAZILIANS TECHNOLOGY TRANSFER OFFICES: PROCESSES' PERFORMANCE AND EFFECTIVENESS</i> 409 - <u>ROBERTA DUTRA DE ANDRADE</u> , ELDA FONTINELE TAHIM AND YASMIN GEAQUINTO ROCHA
<i>POSITIVE RELATIONSHIP BETWEEN THE TEAM'S INTERCULTURAL CLIMATE AND ORGANIZATIONAL LEARNING AND INNOVATION BEHAVIORS</i> 5584 - <u>GABRIELA GONÇALVES</u> , CÁTIA SOUSA, NATACHA MIGUEL AND JOANA SANTOS
<i>ARTIFICIAL INTELLIGENCE (AI): HOW CAN AI INFLUENCE THE CULTURAL INNOVATION PROCESS THROUGH PRODUCTS?</i> 1796 - <u>MANUEL FERNANDES</u>
<i>THE ENTREPRENEURIAL PROCESS IN A REMOTE ISLAND CONTEXT</i> 2764 - <u>CARMEN FREITAS</u>
<b>Session 10 (Monday 15:45-17:00) Anfiteatro (Online presentations)</b>
<b>TECHNOLOGIES AND INFORMATION SYSTEMS</b> Moderator: BRUNO FREITAS and PEDRO CORREIA
<i>WATCHING ARMS VIDEOS: A MEASUREMENT SCALE DEVELOPMENT AND EXPLANATORY MODEL PROPOSITION</i> 6710 - <u>YASSINE EL BOUCHIKHI</u>
<i>O PAPEL DAS TIC NA TRANSFORMAÇÃO DIGITAL</i> 1385 - <u>CLARA SILVEIRA</u> AND LEONILDE REIS
<i>LA INTERACCIÓN Y EL ENGAGEMENT EN TWITTER DE LAS ONG CON LOS PÚBLICOS DE INTERÉS</i> 9437 - <u>MARÍA PALLARÉS-RENAU</u> , <u>SUSANA MIQUEL-SEGARRA</u> AND <u>LORENA LÓPEZ-FONT</u>
<i>PROCESO DE ACOGIDA DEL MODELO DE LA INDUSTRIA 4.0 EN LAS MICRO- Y LAS PEQUEÑAS Y MEDIANAS EMPRESAS DE INDUSTRIAS TRADICIONALES</i> 2823 - <u>JUAN ANTONIO TORRECILLA-GARCÍA</u> , GEORGETTE ANDRAZ, ANTONIO CORTÉS-RAMOS AND AGNIESZKA GRAZYNA SKOTNICKA
<i>DIGITAL TRANSFORMATION IN A PORTUGUESE STATE-OWNED COMPANY</i> 6158 - <u>JOÃO CATARINO</u>
<i>PROPOSTA DE MODELO DE GESTÃO DE IMPACTES SOCIAIS PARA EMPREENDIMENTOS HOTELEIROS. ESTUDO DE CASO MUNICÍPIO DE INHAMBANE, MOÇAMBIQUE</i> 9573 - <u>ORLANDO MIGUEL PESTANA ALCOBIA</u>



A INFLUÊNCIA DA INFORMAÇÃO CONTABILÍSTICA PARA A TOMADA DE DECISÕES NAS PME 4407 - <u>CLODOMIRO DE JESUS ANGARITA MARTINEZ</u> , <u>JOSÉ RODRIGO GUERREIRO</u> , <u>GEORGETTE DOS SANTOS ANDRAZ</u> , <u>JUAN ANTONIO TORRECILLA GARCÍA</u> AND <u>HERONDINA MARIA VITORINO BELCHIOR</u>
<b>Session 11 (Monday 15:45-17:00) Pátio 1</b>
<b>STRATEGIC MANAGEMENT, HUMAN RESOURCE MANAGEMENT, COMMUNICATION, MARKETING AND SUPPLY CHAIN</b> Moderator: IRENE GARCIA MEDINA
COMBATER AS FAKE NEWS NA COMUNICAÇÃO CORPORATIVA 5716 - <u>SÓNIA GONÇALVES</u>
SUPPLY CHAIN OPERATIONAL RISK: THE IMPORTANCE OF RISK MITIGATION DEFICIT 9116 - <u>CARMEN GONZÁLEZ-ZAPATERO</u> AND <u>JAVIER GONZÁLEZBENITO</u>
SER RESILIENTE, PERO HASTA UN LÍMITE, O EL EFECTO “THE TOO-MUCH-OF-AGOOD-THING” EN LA FELICIDAD EN EL TRABAJO 6670 - <u>MAGDALENA HOLGADO-HERRERO</u> , <u>DARA HERNÁNDEZ-ROQUE</u> AND <u>MARÍA JOSÉ FONCUBIERTA-RODRÍGUEZ</u>
THE ‘MISSING’ PERSPECTIVE IN STRATEGIC MANAGEMENT 4992 - <u>FILIPPE SOUSA</u>
TAIWANESE’ CONSUMER PERCEPTIONS AND INTENTIONS TOWARDS SUSTAINABLE FASHION 4115 - <u>IRENE GARCIA MEDINA</u> AND <u>PEDRO ALVARO PEREIRA CORREIA</u>
<b>Session 12 (Monday 15:45-17:00) Pátio 2</b>
<b>DIGITAL TRANSFORMATION AND PUBLIC SECTOR</b> Moderator: <u>LUÍSA CARVALHO</u> and <u>GEORGETTE DOS SANTOS ANDRAZ</u>
LOS EFECTOS DE LA TRANSFORMACIÓN DIGITAL EN LA PERFORMANCE OPERATIVA DE LAS EMPRESAS ESPAÑOLAS: UNA BREVE INTRODUCCIÓN 9699 - <u>FABRICIO SAAD</u> , <u>GUSTAVO LANNELONGUE</u> AND <u>JAVIER GONZÁLEZ-BENITO</u>
DIGITAL TRANSFORMATION: MAPPING SOURCES, LITERATURE EVOLUTION AND A RESEARCH AGENDA 6350 - <u>ALESSANDRA TUTIDA</u> , <u>CARLOS RICARDO ROSSETTO</u> , <u>LUISA CARVALHO</u> AND <u>GISELE MAZON</u>
HOW DO R&D&I ENTITIES HELP TERRITORIES COPING WITH EXTERNAL SHOCKS? AN APPLICATION TO PORTUGUESE MUNICIPALITIES UNDER COVID-19 CRISIS 6530 - <u>ANA SARGENTO</u> AND <u>ANA LOPES</u>
LA DEFINICIÓN Y LA MEDICIÓN DEL CONCEPTO DE MADUREZ DIGITAL A EXAMEN 4485 - <u>MARÍA-PILAR MARTÍN-ZAMORA</u> , <u>JOAO MIGUEL CAPELLA BORRALHO</u> , <u>REMEDIOS HERNÁNDEZ-LINARES</u> AND <u>ARTURO C. FERRERA-MARTÍNEZ</u>
DIVERSIDAD EN CONSEJO DE ADMINISTRACION E INTERNACIONALIZACIÓN: EL ROL DE LA PRESENCIA FEMENINA EN LAS COMPANÍAS COTIZADAS ESPAÑOLAS 9374 - <u>PALOMA NÚÑEZ-RODRÍGUEZ</u> , <u>MARÍA-PILAR MARTÍN-ZAMORA</u> AND <u>REMEDIOS HERNÁNDEZ-LINARES</u>
<b>Session 13 (Tuesday 09:00-11:00) Anfiteatro</b>



<b>FINANCE AND ACCOUNTING</b>
Moderator: ANTÓNIO MARTINS
<i>FINANZAS SOSTENIBLES E INVERSORES SOCIALMENTE RESPONSABLES</i> 2673 - <u>LÁZARO RODRÍGUEZ-ARIZA</u> , <u>MARIA VICTORIA LÓPEZ-PÉREZ</u> , LOURDES ARCO-CASTRO AND ALMUDENA MACÍAS-GUILLÉN
<i>PERFORMANCE OF THE LEGAL VS ACCOUNTING BASED BUSINESS BANKRUPTCY'S PREDICTION MODELS IN THE PORTUGUESE COMPANIES</i> 2172 - <u>CÂNDIDO PERES</u> , MÁRIO ANTÃO, CATARINA CARVALHO AND JOÃO GERALDES
<i>THE INFLUENCE OF REMUNERATION STRUCTURE ON EARNINGS MANAGEMENT</i> 3973 - <u>INNA CHOBAN DE SOUSA PAIVA</u> , LUÍSA CAGICA CARVALHO AND CATARINA FILIPA GONÇALVES DIAS
PORTUGUESE UNIVERSITY STUDENTS' PERCEPTION OF THE PATHWAY IN HOUSING TRANSITION: MAIN OBSTACLES AND GOVERNMENTAL POLICY SOLUTIONS 3648 - JOANA ORNELAS, CARMEN FREITAS AND ÁLVARO ROSA
<i>THE IMPACT OF MILITARY CONFLICT BETWEEN RUSSIA AND UKRAINE ON THE STOCK RETURNS OF THE WORLD'S LARGEST OIL AND GAS COMPANIES</i> 4297 - <u>ANTÓNIO MARTINS</u> , PEDRO CORREIA AND RICARDO GOUVEIA
<b>Session 14 (Tuesday 09:00-11:00) Pátio 1</b>
<b>TOURISM (III)</b>
Moderator: ANTÓNIO ALMEIDA
<i>DIFFERENCES IN THE IMPLEMENTATION OF CIRCULAR PRACTICES BETWEEN URBAN HOTEL SAND SUN AND BEACH HOTELS</i> 7968 - <u>MARTA JACOB</u> , CARMEN FLORIDO, ANA DOMÍNGUEZ-QUINTERO AND MARGARITA PAYERAS
<i>O IMPACTE DOS SOCIAL MEDIA MARKETING NO BRAND AWARENESS DAS UNIDADES HOTELEIRAS DE 4 E 5 ESTRELAS DA ÁREA METROPOLITANA DE LISBOA</i> 2641 - <u>CAROLINA FONSECA</u> AND NUNO GUSTAVO
<i>THE RELATIONSHIP BETWEEN GAMIFICATION AND VALUE CO-CREATION IN THE TOURIST SECTOR</i> 5970 - RUI VAZ, <u>MARA FRANÇO</u> AND RAQUEL MENESES
<i>IT'S UP TO YOU: INTRODUZINDO A EXPERIÊNCIA DE GAMIFICAÇÃO COM UMA APP PARA UNIDADES HOTELEIRAS MADEIRENSES</i> 3836 - <u>MARIA LEONOR ANDRADE CONDE DE ANTELO</u> , CAROLINA DE JESUS FREITAS E FREITAS, LILYANE SOUZA DE SOUSA, VITÓRIA MARIA FERRAZ GOMES AND BRUNO DUARTE ABREU FREITAS
<i>SAFETRAILS: PROMOVENDO A SEGURANÇA E EXPERIÊNCIAS INÉDITAS NAS LEVADAS</i> 9599 - <u>DIOGO MENDONÇA</u> , TOMÉ CASTRO, TIAGO MARQUES, NELITA ENCARNAÇÃO AND BRUNO DUARTE ABREU FREITAS
<i>CIRCULAR PRACTICES IMPLEMENTED BY THE HOTEL INDUSTRY IN TWO MATURE ISLAND DESTINATIONS. THE CASE OF GRAN CANARIA AND MADEIRA</i> 7004 - MARTA JACOB, <u>FLORIDO CARMEN</u> , <u>ANTÓNIO ALMEIDA</u> , LUIZ MACHADO AND CARLOS RODRIGUEZ
<b>Session 15 (Tuesday 09:00-11:00) Pátio 2</b>





<b>ENTREPRENEURSHIP AND INNOVATION AND FAMILY BUSINESS</b>
Moderator: REMEDIOS HERNÁNDEZ-LINARES and CONCEIÇÃO MATOS
<i>MARKET ORIENTATION &amp; FAMILY BUSINESS: A SYSTEMATIC LITERATURE REVIEW</i> 5880 - <u>REMEDIOS HERNÁNDEZ-LINARES</u> AND <u>MARÍA CONCEPCIÓN LÓPEZ-FERNÁNDEZ</u>
<i>DIGITAL-BASED START-UPS IN TOURISM AND TRAVEL: TRENDS IN THE EUROPEAN CONTEXT</i> 8218 - <u>MARIA DE LURDES CALISTO</u>
<i>ANALYSIS OF SMES IN DIFFERENT ACTIVITIES FROM THE POINT OF VIEW OF INNOVATION FACTORS</i> 5322 - <u>CRISOMAR LOBO DE SOUZA</u> , <u>LUISA CAGICA CARVALHO</u> AND <u>DUARTE XARA-BRASIL</u>
<i>EMPREENDEDORISMO SOCIAL NO SETOR AGRÍCOLA: UMA REVISÃO SISTEMÁTICA DA LITERATURA</i> 1887 - <u>CLAUDIA DIAS</u> , <u>ANABELA DINIS</u> AND <u>CÁTIA BERNARDINO</u>
<i>ENTREPRENEURIAL ECOSYSTEMS AS COMPLEX ADAPTIVE SYSTEMS – POLICY IMPLICATIONS AND SUGGESTIONS FOR FUTURE RESEARCH</i> 9325 - <u>JOÃO CARLOS CANDEIAS</u> AND <u>SOUMODIP SARKAR</u>
<i>ACTITUD EMPRENDEDORA Y CONFIANZA INTERPERSONAL COMO FACTORES DETERMINANTES PARA EL DESARROLLO EMPRESARIAL COLABORATIVO</i> 1680 - <u>ELBA LUCÍA FILGUEIRA MUÑOZ</u>

