

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 + 5' 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 Sustainability: 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

#59: Trends And Thematic Insights Into Educational Technologies: A Focus On Tourism And Hospitality Education

Mehmet Altug Sahin and Rui Augusto da Costa

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

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

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

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

Barbara Pereira, Jorge Alves and Nuno Moutinho

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

Jessica Ferreira, António Fernandes and Sofia Cardim

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

Sofia Cardim, António Fernandes, Maria Leite Cunha and Jessica Ferreira

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

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 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: Case Study Of XP Investimentos In Curitiba, Paraná, Brazil

Paulo Borges, Maria Varanda Pereira and Ângela Ferreira

#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

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

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

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 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

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

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: "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

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

Innovation Parallel Session | 11:30–13:00

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

Day 2 • 27 June
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

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

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 García,
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

IX Regional HELIX 25

Transforming regions through
innovation, sustainability
and collaboration

Management Parallel Session | 14:30–16:30

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

Day 2 • 27 June
Friday Afternoon

Location: A&Z II (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

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

Jorge Alves, Clara Fonseca 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 and Rui Silva