

# 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**

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

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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 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