

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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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