

PROGRAM

The 2023 International Conference on Marketing and Technologies (ICMarkTech'23)

Faculty of Economics and Management (FEM), Czech University of Life Sciences Prague (CZU)
Kamýcká 129, 165 00 Prague - Suchbát
Czech Republic

30 November, 1 and 2 of December 2023

Time Zone: (GMT + 1:00) Czech Republic

Nov 30 Thursday	
10:30 - 11:30	Reception - Aula Auditorium
11:30 - 12:30	Czech Cuisine, Beer & Wine Tasting
12:30 - 13:30	Lunch
13:30 - 13:45	Common Photo
14:00 - 15:30	Session 1 Open and Keynote – Aula Auditorium - Room 1: https://events.zoom.us/j/ArbtMOSghGz-xHMxPFIePZZa-V5etP91_uTEvghh3uUNZWVwbtLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-l_Pf4dk4b2Yyv7ib-t8FEPseAaA Chair: Jiří Zelený - University College Prague (UCP) Michal Lošťák, 1st Vice-Rector for International Relations, Czech University of Life Sciences Prague (CZU) Beáta Gavurová, Technical University in Košice, (TUKE), Slovakia José Luis Reis, Steering Committee, University of Maia - UMAIA Enrique Bigne, Keynote Speaker, Universidad de Valencia, Spain, “Implicit measures in Xtended realities” Yogesh Dwivedi, Keynote Speaker, Swansea University, Wales, “Generative Artificial Intelligence in Marketing: Applications, Opportunities, Challenges, and Research Agenda”
15:30 - 16:00	Coffee Break

16:00 – 17:30	Session 2 Aula Auditorium - Room 1: https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWWbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-I_Pf4dk4b2Yyv7Ib-tBFEPseAaA Chair: José Paulo Santos
	148 - Wine Consumers' Attitudes Toward AI-generated Images of Wine Regions: Exploring Relationship between Preferences and Imaginative Conceptions (Dávid Melas, Jana Kalabisová, Anna Kubátová, Beáta Gavurová, Jiří Zelený) 156 - How can businesses, low-tech businesses in particular, benefit from the Metaverse? A Delphi perspective from academics (Teresa Sofia Amorim Lopes, Rui Carreira, Vera Silva Carlos, Rui Humberto Pereira, Carlos Alves, Joaquim Monteiro Pratas, José Paulo Marques dos Santos) 135 - “Ready for your insurance quote?” The impact of chatbot empathy on emotions and user experience (Massilva Dekkal, Sandrine Prom Tep, Manon ArcandLova Rajaobelina, Line Ricard) 37 - E-Commerce Automation: A Mixed-Method Investigation and Workshop Canvas for E-Commerce Roadmap Development (Marc K Peter, Reto Baumgartner, Danilo Siscaro, Alain Neher)
	Session 3 Virtual Room 2: https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWWbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-I_Pf4dk4b2Yyv7Ib-tBFEPseAaA Chair: Karolina Macháčková
	46 - Analyzing the Framework Conditions for Digital Entrepreneurship. An Empirical Evaluation of Country Performance (Anca Elena Lungu, Lidia Alexa, Silvia Avasilcăi) 95 - Profiling online and physical supermarket customers using Factor and Clustering Methods (Eleftheria Matta, George Stalidis) 104 - Data-Driven Insights: Analyzing Variables in Black Soldier Fly Larvae's Transformation of Organic Waste (Carlos Montenegro-Marin, Felipe Correa-Mahecha, Jose A. M. Victor) 146 - Big Data in journalism in Ecuador (Katty Paucar, Ignacio Aguaded, Abel Suing) 23 - Performance Benchmarking of Hyperledger Fabric Networks: Insights for Scalability and Optimization (Jose Silva Paulo Vaz, Adelino Soares, Pedro Martins)
	Session 4 Virtual Room 3: https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWWbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-I_Pf4dk4b2Yyv7Ib-tBFEPseAaA Chair: Jorge Pacheco
	39 - Digitalization of Project Management – a bibliometric analysis (Zornitsa Yordanova) 9 - Electric Vehicle Motors or Gasoline Engines? Attractiveness Created by Driving Soundg (Takumi Kato) 140- Modular prototype of artificial vision for the detection of fatigue and anti-drowsiness in drivers of land vehicles (Laura Guerra, Dulce Rivero, Santiago Quishpe, José Luis Ibarra, Edwin Cacuango) 66 - Ranking Luxury Hotels in Lisbon Using the 2T-AEC-TOPSIS Model (Ziwei Shu, Ramón Alberto Carrasco) 122 - eWOM of Spain's tourism destination in the rural context from a sustainable and technological perspective (Maria Fernanda Bernal Salazar, Elisa Baraibar-Diez, Jesús Collado Agudo) 54 - Sensory Marketing: A 40-Year Bibliometric Analysis (Inês Antunes, José Veríssimo)

Session 5 | Virtual Room 4:

https://events.zoom.us/j/ArbtMQSghGz-xHMxPfiEpZza-V5etP91_uTEvghh3uUNZWwbtLh~AxN2Otgahg3Q4BuA-wsfEW7js2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBfEPseAaA

Chair: Anna Kubátová

137 - Uses and Gratifications of Consuming 'Yo soy Betty, la fea' from a Female Perspective (Ornella Calle-Urbina, Victor Omar Vite-León, Christiana Poggi-Parodi)

78 - Cultural Trends and Destination Brands: Semiotic and Coolhunting Protocols for the Analysis of Advertisements (Nelson Pinheiro Gomes, Manuel Pinto Grunfeld)

38 - Educating for legacy: History on vinho verde's brands websites as marketing destination image? (Gonçalo Marques)

97 - Technologies Applied to Tourism Marketing: A 10 Years Systematic Literature Review (Catarina Simões, Daniela Vilão, Lara Mendes Bacalhau, Vasco Santos, João Tomaz Simões, Bruno Barbosa Sousa)

115 - Digital Marketing as a Tool to Promote Rural Tourism Ventures: The Case of Casa da Lagoa (Mafalda Ribeiro, Elsa Esteves, Elisabete Paulo Morais)

17:30 – 17:45

Break

17:45 – 18:30

Session 6 | Aula Auditorium, Mix online-presential - Room 1:

https://events.zoom.us/j/ArbtMQSghGz-xHMxPfiEpZza-V5etP91_uTEvghh3uUNZWwbtLh~AxN2Otgahg3Q4BuA-wsfEW7js2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBfEPseAaA

Meet the Editors

Chair: Jiří Zelený

Yogesh Dwivedi, Editor-in-Chief, International Journal of Information Management

Enrique Bigne, Editor, European Journal of Management & Business Economics

Beáta Gavurová, Editor-in-Chief, International Journal of Entrepreneurial Knowledge, Executive Director Journal of Competitiveness

Peter Zajác, Editor-in-Chief, Validimír Vietoris, Editor, Potravinarstvo Slovak Journal of Food Sciences

19:45

Prague Historical Center Guided Tour. Meeting point: National Museum Prague - Národní Muzeum (under the equestrian statue)

Dec 1 Friday

9:00 – 11:00

Session 7 | Aula Auditorium - Room 1:

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWwbiTlh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBFEPseAaA

Chair: Mariia Rizun

105 - Discrepancies between Michelin Guide Awards and Google Restaurant Reviews: A Case Study of the Capital City of Prague (Jiří Zelený, Dávid Melas, Karolina Macháčková, Beáta Gavurová, Anna Kubátová)

145 - e-Tourist in a Historical City (Bianca Tescasiu, Alina-Ioana Szasz)

110 - Which are the factors that limit the tourism experience in Portuguese thermal hotels? An exploration using UGC (Ana María Campón-Cerro, Helena Alves, Cristina Estevão, Elena Sánchez-Vargas)

141 - Hospitality Marketing Strategies in Urban Events (Dália Liberato, Elga Costa, Isabel Barradas, Pedro Liberato, Joaquim Ribeiro)

142 - Comparison of SMART tourism models of selected European city destinations (Monika Ploch Palatková, Jindřich Ploch)

36 - Investigating the Factors Driving Consumers' Intention to Use Mobile Banking Applications: An Integrated Acceptance Model (Karolina Olma, Paulina Rutecka, Artur Strzelecki)

130 - Building a smart system of pilgrimage tourism through a mobile application for Mary's Way in Slovakia (Blandina Sramova, Tatiana Deptova)

Session 8 | Rectorat Auditorium - Room 2:

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWwbiTlh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBFEPseAaA

Chair: Karina Cicha

55 - The Authenticity of ChatGPT's Responses in the Tourism and Hospitality Sector: An Explorative Study on Human Perception of Artificial Intelligence (Jiří Zelený, Darina Svobodová, Zbyněk Vinš, Michal Lošťák, Anna Ulrichová)

121 - Negative Impacts of Human-AI Interaction in Brands: a Data Mining Exploratory Approach (Ricardo Santos, Amélia Brandão, Bruno Veloso, José Vasconcelos)

86 - Brand management and metaverse: A data mining exploratory approach (Rui Pedro Ferreira, Amélia Brandão, Bruno Veloso)

108 - Exploring Virtual Reality in Omnichannel Marketing: A Systematic Review (Rogério Silva, Ivo Pereira, Susana Nicola, Ana Madureira)

49 - Projecting cognitive, affective and sensory image of a tourist destination in social media posts: influence on the online sales of tourism services (Blanca Hernández-Ortega, Angel Herrero-Crespo, Héctor San Martín-Gutiérrez)

72 - Too Good To Go: acceptance factors of an application to combat food waste (Liliana Sousa, Bráulio Alturas)

125 - Leveraging the role of associative business structures in the digital age: A theoretical approach on how SMEs can take advantage of relationship systems for market (Amalia Georgescu, Silvia Avasilcăi)

Session 9 | Virtual Room 3:

https://events.zoom.us/j/ArbtMQSghGz-xHMxPFIepZza-V5etP91_uTEvghh3uUNZWWbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBfEPseAaA

Chair: Jana Kalabisová

- 128** - What Factors Determine the Consumer Acceptance of AI-based Services? The case of Lithuanian Consumers (Jurate Banyte, Jolita Lindziuviene, Greta Dargyte)
- 11** - Social Media Presence Impacts AI Influencer's Endorsement: An Empirical Evidence (Sharon Xiao Wang, Jin Xue, Matthew Tingchi Liu, Hoi Ngan Loi)
- 91** - Usage of Artificial Intelligence for Advertising Creation for Social Media Marketing: ChatGPT combined with Pictory and DALL-E (Betul Rumeysa Yesilbel, Victor Santos, Lara Mendes Bacalhau)
- 40** - Artificial Intelligence in the development of eco-innovations (Zornitsa Yordanova)
- 64** - Navigating the Portuguese Digital Landscape: Martech systems' adoption, Digital Intensity, Transition and Transformation. Balancing Traditional and Innovative Marketing (Caterina Foá, Nuno Geadá)
- 24** - Hyper-Personalisation in Wine Industry - A Scoping Review (João Félix, João M. S. Carvalho, Sílvia Faria)

Session 10 | Virtual Room 4:

https://events.zoom.us/j/ArbtMQSghGz-xHMxPFIepZza-V5etP91_uTEvghh3uUNZWWbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBfEPseAaA

Chair: Darina Svobodová

- 151** - The sustainability component of the brand and the purchase intention of Gen Z: state of the art (Evelina Maria Oliveira Coutinho, Manuel Au-Yong-Oliveira)
- 126** - Metaverse for Sustainable Marketing toward Circular Economy (Linh Truong, Dinh Chien Truong)
- 81** - Prevention and road safety campaigns through emotion in Portugal: a comprehensive empirical analysis (Sónia Morgado, Cristiana Xavier, Pedro Pereira)
- 57** - Social Media and Digital Influencers: The Role of Perceived Influence, Trustworthiness and Information Quality on Purchase Intention of Local Fashion Brand (Fransiskus Ryan, Yeshika Alversia, Arviansyah Arviansyah)
- 26** - Effective Indices for Market Share Estimation in Concept Testing (Takumi Kato, Yu Zhu, Yosuke Ichiki, Rina Takizawa, Takumi Ohno, Takahiko Umeyama, Susumu Kamei)
- 13** - Understanding Live Streaming Commerce Eco-system Development in China (Ming Gao, Matthew Tingchi Liu1, Hoi Ngan Loi)

11:00 – 11:30

Coffee Break

11:30 – 13:00

Session 11 | Aula Auditorium - Room 1

https://events.zoom.us/j/ArbtMQSghGz-xHMxPFIepZza-V5etP91_uTEvghh3uUNZWWbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-I_Pf4dk4b2Yyv7lb-tBfEPseAaA

Chair: Inês Veiga Pereira

- 60** - A Phygital Brand Experience: merging physical and digital formats to enhance customer engagement (Aleksandra Krtolica-Lukic, Marcos Polo López, Alba Ramírez Pagès)
- 35** - Optimizing Collaboration: A Team-Based Approach to Use Marketing Technology Effectively in SMEs (Marcel Huettermann, Reto Heierli, Michael Klaas)
- 89** - Spatial Computing and Augmented Reality - Challenges in E-Commerce (Carlos Alves, José Machado, José Luís Reis)

- 149** - Tweeting for Votes: Leveraging Twitter as a Tool for Political Marketing (Richard Novak, Antonin Pavlicek, Jiří Korčák, Tomas Sigmund)
- 29** - Is real-time marketing still the right tool? – analysis of Polish delivery company's social media (Karina Cicha, Magdalena Pastor)
- 103** - Unlocking the Untapped Potential of Digital Tools for Promoting Low-Density Territories: A Case Study of Mirandela (Manuela Cunha, Ricardo Correia, Aida Carvalho, Carlos Cunha, Ruta Fontes)

Session 12 | Rectorat Auditorium, Mix online-presential - Room 2:

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWwbiTLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-l_Pf4dk4b2Yyv7lb-tBFEpseAaA

Chair: Amalia Georgescu

- 32** - Exploring Factors Driving Satisfaction from Recommendation Algorithm on Netflix (Karolina Olma, Mariia Rizun, Artur Strzelecki)
- 147** - Effect of time in hotel quest decision-making: the case of price demand elasticity for different lengths of stay and booking horizons (Stepan Chalupa, Martin Petricek, Jiřina Jenčková)
- 87** - Artificial Neural Networks and Discrete Choice Models: Comparing and Contrasting (Paulo Pires, José Duarte Santos)
- 67** - The Modern Call Center: The Relationship between Service Quality Metrics and Employee's Performance. Amplifon Case Study (Filipa Oom do Vale, Amélia Brandão, Jorge Remondes)
- 88** - Integration of online communication channels and online consumer behavior (Paulo Botelho Pires, José Duarte Santos, Pedro Quelhas de Brito)
- 133** - Qualitative Research for a Marketing Plan: The case study of Polytechnic Institute of Viana do Castelo (Catarina Fernandes, Manuel José Serra Fonseca, Jorge Esparteiro Garcia)
- 83** - Social media and tourist destinations' image in a crisis context: An analysis of Portugal's image projection during the Covid-19 (Cynthia Corrêa, Helena Alves, Cristina Estevão)

Session 13 | Virtual Room 3:

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWwbiTLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-l_Pf4dk4b2Yyv7lb-tBFEpseAaA

Chair: Margarita Yelisseyeve

- 58** - Omni-Channel and Marketing Communication in Second-Hand Luxury Trade Business: Examples from Two Leading Companies in the US and China (Kathryn Bei Deng, Matthew Tingchi Liu, Sharon Xiao Wang, Hoi Ngan Loi)
- 100** - Retail chatbots main topics and research over time: A bibliometric and content analysis (Joaquim Pratas, Carla Amorim, Zaila Oliveira, Vera Carlos, José Reis)
- 34** - Experiencing a city through Instagram: What do tourists engage with? (Rúben Pinhal, Ana Estima, Paulo Duarte)
- 79** - Which Factors Influence Word-of-Mouth for Tourism Video Ads? (Luísa Augusto, Sara Santos, Sónia Ferreira, Pedro Espírito Santo, Maria Vasconcelos)
- 139** - YouTube and Language Teaching: A Theoretical and Practical Perspective (Natalia Shumeiko, Mária Spišiaková)
- 3** - What Large Companies Disclosure on their Websites about Inclusivity and Sustainability? (João Carvalho)
- 138** - Modern Navigation: Transforming Traditional Signage with Mobile Apps and QR Codes (Carlos Borja-Galeas, Hugo Arias)

Session 14 | Virtual Room 4:

https://events.zoom.us/j/ArbtMQSghGz-xHMxPfiEpZa-V5etP91_uTEvghh3uUNZWwbiTLh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-I_Pf4dk4b2Yyv7Ib-t8FEPseAaA

Chair: Sunčica Vuković

- 127** - The Impact of Technology on Marketing: Exploring the Evolutionary Paradigm of Marketing 5.0 (Diogo Ramos, Firmino Silva)
- 99** - Corporate reputation through the eyes of social responsibility in the fashion industry (Rob Loke)
- 84** - A Thorough Study of European Union's Online Media Platforms: What is EU's State of Things? (Cláudio Matos, Vera Silva Carlos, Joaquim Pratas)
- 28** - Elaboration of a conceptual map of E-WOM through co-word analysis (Ramón Carrasco, Itzcóatl Bueno, Manuel Cobo, Gricela Andrade)
- 70** - The consumer experience in omnichannel: a systematic literature review (Inês Estêvão, Joana Marçalo, Lara Mendes Bacalhau, Alexandra Leandro)
- 75** - Design of a Web Landing Page Targeted to Elderly Users: The Ecuadorian Case Adults (Tania Calle-Jimenez, Hugo Arias-Flores, Carlos Yunga-Sanchez, Sandra Sanchez-Gordon)
- 52** - Resilience and Transformation: Examining Marketing Strategies and Consumer Behavior in a Covid-19 World Connected by Social Media (Cristina Cardoso, Jorge Pacheco)

13:15 – 14:30

Lunch

14:30 – 15:00

Poster session | Hall of Aula Auditorium – Presential

Chair: Anna Ulrichová

- 157** - Application of wavelet-neural network to analyze globalization processes (Monika Dyduch)
- 65** - Consumer Preference for AI versus Human Referees in Professional Sports (Kevin Guo, Travis Tae Oh)
- 48** - Wine and Beer in Slovakia: Overlapping Marketing with Social and Cultural Aspects (Samuel Bartoš, Jiří Zelený)
- 157** - Optimizing Football Coaching Through Data-Driven Insights: A Power BI Dashboard Approach (Andreas Schneeweiss, Vitor Duarte dos Santos)
- 124** - Stream Smarter, Not Harder - A Data-Driven Solution based on Recommendation Systems for Streaming Platforms through Power BI (Adriana Gamboa, Vítor Duarte dos Santos)
- 158** - A study on the impact of Artificial Intelligence in the role of the accountant (Catarina Teixeira | Vitor Santos)

15:00 – 16:30

Session 15 | Aula Auditorium - Room 1

https://events.zoom.us/j/ArbtMQSghGz-xHMxPfiEpZa-V5etP91_uTEvghh3uUNZWwbiTLh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-I_Pf4dk4b2Yyv7Ib-t8FEPseAaA

Chair: Hüttermann Marcel

- 51** - The three perspectives on congruence and how they influence consumer behavior in the social media influencers' world of fashion: A cross-country comparison between Belgium and Croatia (Alma Opić, Irena Pandža Bajs)
- 94** - Visual and textual elements of board game packaging, what do children prefer? - An eye-tracking study (João Pereira, Ricardo Gouveia Rodrigues, Ana Gouveia, Leonor Sousa)
- 56** - Impact of the Introduction of Digital Technology in Convenience Stores: A Case Study of Taiwan FamilyMart Before and After COVID-19 (Sulin CHUNG)

- 50** - Next Level MarTech – A process of implementing marketing technologies in companies (Marcel Huettermann, Michael Klaas)
- 44** - Intention to Use Web Applications: The UTAUT-2 Model and the Contribution of Perceived Value (Pedro Manuel do Espírito Santo, Patricia Milene Azinheira Cardoso)
- 120** - Digital Marketing and Sustainable Development Goals (SDG): A bibliometric analysis on Web of Science database (Joana Araújo, Inês Veiga Pereira)
- 134** - Digital Innovation in Healthcare: Addressing Medication Non-Adherence (Laxmi Bhandari, Manuel Jose Serra Fonseca, António Fernandes, Jorge Esparteiro Garcia)

Session 16 | Rectorat Auditorium, Mix online-presential - Room 2:

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZa-V5etP91_uTEvghh3uUNZWVbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-I_Pf4dk4b2Yyv7Ib-tBFEPseAaA

4th Special session on Innovative Business Models and Applications for Smart Cities.

Chair: Zorica Bogdanović

- 114** - What is the Role of GIS in Shaping Marketing Approaches? A Systematic Review (Jacinto Estima, Ana Estima)
- 63** - Exploring the Factors Driving Smart Home Adoption: An Extension of the Unified Theory of Acceptance and Use of Technology (Artur Strzelecki, Beata Kolny, Michał Kucia)
- 131** - digital twin city congestion management model as part smart mobility in GCC countries (Miloš Durković, Demir Hadžić, Dušan Barać, Marijana Despotović-Zrakić, Zorica Bogdanović, Božidar Radenković)
- 93** - Who does the data belong to: Challenges of Implementing an Open Data Policy on a Metropolitan City in Brazil (Eurico Vasconcelos, Mauricio Bezerra, Luiz Saboia)
- 118** - A system for game-based smart tourism (Luka Petrović, Kristina Baščarević, Aleksa Miletić, Danijela Stojanović, Zorica Bogdanovic)
- 123** - Blockchain-based C2C business models in a smart city (Petar Lukovac, Milica Simić, Marija Duranović, Miloš Radenković, Aleksandra Labus)
- 155** - An e-business model for the fashion industry based on blockchain technologies and NFTs (Milica Simić, Vukašin Despotović, Marko Suvajdžić, Tamara Naumović, Zorica Bogdanović)

Session 17 | Virtual - Room 3

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZa-V5etP91_uTEvghh3uUNZWVbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-I_Pf4dk4b2Yyv7Ib-tBFEPseAaA

Chair: Jan Hán

- 82** - Card Games for enhancing memory skills of senior citizens (Marcos Chacón-Castro, Jenny Rengifo-Martínez, Hugo Arias-Flores, Janio Jadán-Guerrero)
- 5** - Technological innovations applied to neuromarketing: systematic review (Carlos Ramos-Galarza, Patricia García, Jorge Cruz-Cárdenas)
- 92** - Tourism Marketing in Portugal: Boosting Success Through Geomarketing, IoT and Innovation (Pedro Cardoso Rodrigues, Lara Mendes Bacalhau, Vasco Santos Bruno Barbosa Sousa, João Tomaz Simões)
- 6** - Psychological factors that influence decision making at the time of purchase (Carlos Ramos-Galarza, Micaela Silva-Barragán, Jorge Cruz-Cárdenas, Mónica Bolaños-Pasquel)
- 74** – The impact of advertising on self-medication: considerations for project management and leadership in the health and wellness industry (Luis Steven Cuyan Paiz, Edsson Jonathan Garcia Canizales, Janio Jadán-Guerrero)

- 43** - What Makes Consumers Loyal in E-Commerce? A Comparison between Shopee and Tokopedia (Anisa Larasati, Leo Andri Yulius Caesar, Martinus Martinus, Christofer Allen Hadiputera, Nerryus Aditya)
- 10** - Eye-Tracking and Pictograms: Improving Communication and Accessibility for Senior Adults (Hugo Arias-Flores, Kevin Valencia-Aragón, Sandra Sanchez-Gordon)

Session 18 | Virtual Room 4:

https://events.zoom.us/j/ArbtMO5ghGz-xHMxPfiEpZza-V5etP91_uTEvghh3uUNZWVbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jis2PnQ5IS-l_Pf4dk4b2Yyv7lb-tBFEpseAaA

Chair: Lara Mendes Bacalhau

- 62** - Customer Relationship Management: The case of Ecuadorian companies (Diana Morales-Urrutia)
- 30** - Features of enterprises's marketing carrying out their activities in the international market (Célio Gonçalo Marques, Ekaterina A. Minenko)
- 101** - Model for enriching social media hashtags using AI for institutional image management: case of the Municipality of Ecuador (Andres Alvarado, Alexandra González-Eras)
- 106** - Social Media and Sustainable Consumption: Setting Research Agenda (Neha Purushottam, Walter Matli)
- 20** - Brazilians' Acceptance of Multi-Attribute Reverse Auction Model for B2C E-commerce (Sílvia Faria, João Carvalho, Manuel Sousa Pereira, Ruan Porto Marques)
- 53** - E-commerce in the collection of value added tax in Ecuador (Paulina Quinaluisa, Andrés Ramos, Alvarez Odette Pantoja Díaz)
- 80** - Augmented Reality in Omnichannel Marketing: A Systematic Review in the Retail Sector (Fábio Gomes, Ivo Pereira, Susana Nicola, Rogério Silva, Alberto Pereira, Ana Madureira)

16:30 – 17:00

Coffee Break

17:00 – 18:30

Session 19 | Aula Auditorium, Mix online-presential - Room 1:

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4rd Special session on Digital Marketing and Branding

Chair: Paulo Pires

- 111** - Key Pillars in Storytelling to Generate Emotional Branding (Adriana Mera-Reategui, Eliana Gallardo-Echenique)
- 129** - Athletes' Personal Branding & Brand Image: a bibliometric analysis (Mariana Batista, Inês Veiga Pereira, José Duarte Santos)
- 144** - The influence of Social Media Marketing Activity on Purchase Intention in the Beer Sector: Case of SuperBock's Instagram (Marco Cruz, Ana Lima, Sandrina Teixeira)
- 45** - Destination Brands Experienced Through Digital Platforms: A Semiotic Approach for the Interpretation of a Case Study (Manuel Pinto Grunfeld)
- 73** - Augmented Reality and Brand Perception: A Review of Strategies and Impact on Consumer Behavior (Inês Beatriz Fernandes, Lara Mendes Bacalhau, Bruno Morgado Ferreira)
- 132** - Sustainability Communication of Fashion Brands on Social Media: Language Abstraction and Digital Customer Engagement (İrem Aksoy, Tugba Tugrul)

Session 20 | Rectorat Auditorium, Mix online-presential - Room 2

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWVbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-l_Pf4dk4b2Yyv7lb-tBfEPseAaA

1st Special session on Machine Learning applied to Marketing

Chair: Pedro Malta

- 47** - Automated consulting services – Perspectives of customers, consultants and companies (Nadine Stahl, Marcel Huettermann, Valerio Stallone, Michael Klaas)
- 136** -Using Extended Reality and Machine Learning in Digital Marketing Focusing Tourism (Carlos R. Cunha, João Pedro Gomes, Vítor Mendonça)
- 98** – Using Linguistic Features to Predict Social Media Engagement: Proposing an Approach Based on Machine Learning and Natural Language Processing (Seyed Habib Hosseini Saravani, Harold Boeck, Benoit Bourguignon)
- 152** - The impact of digital transformation on innovation in European companies (Vitor Santos, Pedro Malta)
- 12** - Innovation lessons from CEF projects' management (Rui Carreira, Margarida Campolargo, Olaf-Gerd Gemein, Michael Mulquin)
- 116** – Gastronomic Consumers' Attitudes Toward AI-generated Food Images: Exploring Different Perceptions Based on Generational Segmentation (Jiří Zelený, Anna Ulrichová, Václav Fišer, Jakub Husák, Darina Svobodová)
- 85** - Undergraduate candidate experience and engagement: insights from a case using CRISP-DM and Machine Learning (Vitor Monteiro Pinto, Fernando Paulo Belfo, Isabel Pedrosa, Lorenzo Valgimigli)

Session 21 | Virtual - Room 3

https://events.zoom.us/j/ArbtMOSghGz-xHMxPfiEpZZa-V5etP91_uTEvghh3uUNZWVbITLh~AxN2Otgahg3Q4BuA-wsfEW7Jjs2PnQ5IS-l_Pf4dk4b2Yyv7lb-tBfEPseAaA

Chair: Martin Kocourek

- 96** - Enhancing Sentiment Analysis: Tackling Class Imbalance in Hotel Reviews (Anes Murić, Ljiljana Kaščelan, Sunčica Vuković)
- 150** - Elaborating visual firm-generated content to enhance the customer journey (Sara Lapresta-Romero, Blanca Hernández-Ortega)
- 112** - Emotions in Advertising and their Connection to Consumers (Liliana Rocha-Vilca, Miguel Sánchez-Flores, Eliana Gallardo-Echenique)
- 90** - Mobile marketing determinants in consumers' purchase intention (Sara Teixeira, Zaila Oliveira)
- 107** - Fostering Sustainable Innovation: Integrating Project and Innovation Management (Zornitsa Yordanova)
- 18** - GSP Internet Users Based on Their Navigation Preferences: Second Round-law sentences (Susana A Arias T, Judith Maldonado, Jorge Benitez Hurado, Lenin Patricio Valdivieso Salinas)
- 25** - Measuring Leadership through CELID-S: A contemporary perspective (Carla Fernandez, Marcelo Leon, Jorge Alvarez, Ricardo Arevalo, Mario Fernandez-Solis, Mario Fernandez-Ronquillo)

20:00 – 22:00

Conference Dinner: Grand Hotel International Prague - Koulova 15, Prague

Dec 2

Saturday

8:45 – 13:00

Conference Touristic Tour: Prague Castle Tour (lunch include)

Meeting point: U Prašného mostu 51/6, Prague (Pražský hrad tram stop), in front of the Restaurant Lví dvůr