

**International Conference on
Applied Management Advances in the 21st Century (AMA21)
2024**

CONFERENCE PROGRAM

IMPORTANT NOTICE: listed times are in GMT+0, you can check your timezone at <https://greenwichmeantime.com/time-zone/gmt-plus-0/> (you can use the provided URL to insert your location and see your time in relation to GMT+0).

Wednesday 11th December 2024

12:00-12:10 Session O – Opening Session

Prof. Pedro Isaias

12:10-13:10 Session 11.1

Strategic Marketing // Organizational Innovation

Chair: Pedro Isaias

MANAGING METAVERSE COMPLEXITIES IN TOURISM (R034)

Teresa Dieguez and Conceição Castro

PREPARING FOR INDUSTRY 4.0: STUDENT INSIGHTS ON DIGITAL SKILLS AND CHANGE (R039)

Teresa Dieguez and Conceição Castro

BRAND EQUITY AND CRISES: HOW BRAND COMMUNICATION BASED ON FUNCTIONAL AND EMOTIONAL RESONANCE AFFECTS CONSUMER ATTITUDE TOWARDS NEGATIVE NEWS (C059)

Guilherme Keity Nakagawa, Edson Crescitelli and Maria Carolina Cavalcante Dias

13:10-14:30 Break

14:30-15:30 Session KL1 – Keynote Presentation

EXPLORING CHATBOTS' USE ACROSS THE DIGITAL ECONOMY

By Prof. Pedro Isaias, Universidade Aberta, Portugal and The University of New South Wales, Australia

15:35-16:50 Session 11.2

Digital Economy // Entrepreneurship & Innovation

Chair: Philipp Herrmann

CRITICAL FACTORS FOR DATA MARKETPLACE COMMERCIALIZATION: A QUALITATIVE STUDY (R028)

Marija Radić and Philipp Herrmann

THE RELATIONSHIP BETWEEN DIGITAL TRANSFORMATION AND FRUGAL INNOVATION IN EMERGING MARKETS FROM THE PERSPECTIVE OF HEALTH TECHS (R030)

Cristine Hermann Nodari, Moema Pereira Nunes and Juliana Bondan

EVALUATE THE IMPACT OF SOCIAL VALUE CO-CREATION CAPABILITIES ON THE SCALABILITY OF SOCIAL BUSINESSES (R032)

Serje Schmidt, Paola Schmitt Figueiró and Cristine Hermann Nodari

Thursday 12th December 2024

12:00-13:10 Session 12.1

E-Marketing & Digital Communication

Chair: Gökhan Cenk

DIGITAL MARKETING INNOVATIONS: TRANSFORMING CUSTOMER ENGAGEMENT AND STRATEGY (R056)

Abdellatif Maniali and Mohamed Jallal EL Adnani

DIGITAL SUPPLY CHAIN TWIN (R036)

Gökhan Cenk, Jonas Andersson and Tobias Engel

EXPLORING THE IMPACT OF DIETARIAN IDENTITY ON CONSUMER ATTITUDE AND PURCHASE INTENTION (C053)

Ana Hungara and Helena Nobre

13:10-14:30 Break

14:30-15:20 Session 12.2

Teaching & Learning in Business

Chair: Ana Hungara

THE CHALLENGES OF DIGITAL INCLUSION IN DISTANCE EDUCATION: ADDRESSING INEQUALITIES IN ACCESS TO TECHNOLOGY (R055)

Yassine Hadj Sadek and Adil Boulahoual

EVALUATION OF DISTANCE EDUCATION: BIBLIOMETRIC ANALYSIS FROM 2019 TO 2024 (R054)

Michele Pignatari de Mello

15:25-16:15 Session 12.3

Virtual Economy // Entrepreneurship in SMEs

Chair: Maria Carolina Cavalcante Dias

A NEW PROPOSAL FOR CRYPTOCURRENCY TAXONOMY: DEFINING LAYERS AND DIMENSIONS THROUGH THEIR INTRINSIC VARIABLES (R024)

Jeferson de Carvalho Gomes and Paulo Vitor Jordão da Gama Silva

ENTREPRENEURSHIP IN SMES: DRIVING INNOVATION AND ECONOMIC GROWTH (R049)

Abdennacer Lacheguer and Mohcine Bakhat

16:20 Best Paper Awards Ceremony and Closing Session

Prof. Pedro Isaías