

ICIEMC

International Conference on Innovation and Entrepreneurship in
Marketing and Consumer Behaviour
June 29 – June 30, 2023, Aveiro, Portugal

CONFERENCE PROGRAM

Day 1: June 29

14:30 – 14:35	<u>Opening Session Main Zoom Room</u> Practicalities: How to “get around” at the conference ICIEMC Chairs: Irina Saur-Amaral & Sandra Filipe
14:35 – 15:20	<u>Main Zoom Room</u> Luminary Session: Soraya Gadit – <i>Embracing Resilience: Open Innovation Concept in an Unstable Market</i> Moderators: Irina Amaral & Sandra Filipe <div><p><i>“The Best Way To Predict The Future Is To Create It”</i></p><p>Soraya has an MBA in Management and Finance from IESE Business School, has made a Pos-Graduated Finance Program at University of Michigan, Pos -Graduated Management Program at IIMA in India and has a Pharmacy Degree from Lisbon University.</p><p>She has over 15 years of professional experience in the Pharmaceutical Industry as a marketing and product manager, having held management in several companies, including Schering-Plough Pharma, Roche Pharmaceuticals and Sanofi Pasteur MSD with experience in launching innovative products in the field of Biotechnology, Oncology, autoimmune diseases, osteoporosis and Vaccines against malaria and cholera diseases.</p><p>Soraya is now the CEO & Founder of InoCrowd (www.inocrowd.com.pt), which aims to revolutionize the market of innovation by directly connecting businesses that want to innovate with researchers and scattered ordinary people for all the world with flair and knowledge to solve them, by a WEB 2.0 Platform, www.inocrowd.com. Since it was established in early 2011 already has more than 1.600.000 experts from all around registered on the platform, works with more than 70 national companies, has more than 250 business proposals and over 200 success cases of innovation.</p><p>Soraya was awarded several times with the best Business Idea: Movimento Milénio, CINC, Start-Up Chile, Tech Media, Eban Share Deals, Prémio Femina and recently she won the best Start-Up Global award from Hewlett Packard.</p></div>

ICIEMC

**International Conference on Innovation and Entrepreneurship in
Marketing and Consumer Behaviour
June 29 – June 30, 2023, Aveiro, Portugal**

Main Zoom Room

Luminary Session: Manuel Gouveia – *Sustainability & Internationalization in a vineyard: Case of Vale da Veiga*

Moderators: Irina Amaral & Sandra Filipe

15:20 – 16:00



Manuel has a PhD in Business Management (Marketing) from the Universidad Rey Juan Carlos in Madrid, has made a Post Graduate and a Master's Degree in Marketing Management from IPAM, and has a Bs in Business Management and Accounting from Coimbra Business School.

He has over 20 years of professional experience as a financial manager, brand manager, international marketing manager and general manager of several companies in different industries. He is the Course Leader of BA and MA Courses at the London School of Design and Marketing, UK, and a Professor at IPAM Porto, Portugal.

Manuel is now CEO & Founder of Vale da Veiga – Douro Wines, a company dedicated to the production of grapes for Port wine and the production of still wines, operating under Integrated Sustainable Production and Biologic Agriculture standards.

Vale da Veiga wines have won several prizes in the most important national and international competitions, and the company was awarded the TOP 5% Best SME in Portugal for Financial Sustainability and the Gold Seal for Excellence in Sustainability Management.

16:00 – 16:15

--- Short coffee break (with your own coffee) ---

ICIEMC

**International Conference on Innovation and Entrepreneurship in
Marketing and Consumer Behaviour
June 29 – June 30, 2023, Aveiro, Portugal**

16:15 – 18:00	Parallel Session 1: Customer Experience & Brands (PT) Moderator: Sandra Filipe <u>MOLICEIRO Virtual Room</u>	Parallel Session 2: Innovation, Internationalization & New Trends Moderator: Sara Santos <u>FAROL Virtual Room</u>	Parallel Session 3: Sustainability & Digital World Moderator: Manuel Au-Yong Oliveira <u>RIA Virtual Room</u>
	<p>Gustavo Pé D’Arca & Sandra Filipe <i>O comportamento do consumidor português na aquisição de bens de luxo de mobiliário e decoração</i></p> <p>Ana Isabel Inês <i>Valor percebido, brand equity, satisfação e intenções de lealdade dos consumidores de bebidas vegetais (Best Thesis Finalist)</i></p> <p>Mariana Cabral de Carvalho <i>A co-criação enquanto impulsionadora de experiências enogastronómicas (Best Thesis Finalist)</i></p> <p>Liana Chaves, Rafael Coutinho, & Yasmin Carvalho <i>Explorando a Ligação entre Experiência do Cliente e Lealdade à Marca: Uma Análise à marca McDonald’s</i></p> <p>Sirlainny Ribeiro & Sandra Filipe <i>O amor à marca Disney: Realidade ou Utopia?</i></p>	<p>Cicero Walter <i>Do Prémio Nobel às políticas públicas: Uma discussão holística sobre os impactos dos determinantes da inovação (Best Thesis Finalist)</i></p> <p>Luís Gouveia <i>O valor da informação para a inovação: Conceitos, contextos e tendências (Best Thesis Finalist)</i></p> <p>Bernardo Sousa <i>Internacionalização de empresa tecnológica de investigação e desenvolvimento na era pós-Covid-19: o caso da Ubiwhere (Best Thesis Finalist)</i></p> <p>Rui Carreira, José V. Ferreira & Ana L. Ramos <i>Investigating the Positioning of Portuguese SMEs towards the Implementation of the Circular Economy</i></p>	<p>Luzia Arantes <i>Digital marketing and sustainable tourism: a resiliency proposal</i></p> <p>Catherine McTeigue <i>Eco-efficient kids. An exploratory cross-cultural study of sustainable consumer habits (Best Thesis Finalist)</i></p> <p>Mafalda Moura & Liliana Ribeiro <i>Brands and Digital Influencers: Agencies managing influencer advertising campaigns</i></p> <p>Juliana Basulo Ribeiro <i>Contributions to accelerate digitalization in companies with Lean philosophy: methods and tools based on a practical case (Best Thesis Finalist)</i></p> <p>Fatma Demir, Irina Saur-Amaral & Daniel Ferreira Polónia <i>A study on the Integration of Sustainability in Design Thinking and Innovation for SMEs</i></p>
End of Day 1			

ICIEMC

**International Conference on Innovation and Entrepreneurship in
Marketing and Consumer Behaviour
June 29 – June 30, 2023, Aveiro, Portugal**

Day 2: June 30

<p>09:15 – 10:45</p>	<p>Parallel Session 4: Higher Education</p> <p>Moderator: Filipe Sardo <u>MOLICEIRO Virtual Room</u></p> <p>Irina Saur-Amaral, Teresa Aragonez & Sandra Filipe <i>Innovative Approaches to Teaching and Learning: Project Based Learning (PBL) Practices for Good</i></p> <p>Irina Saur-Amaral, António Andrade-Campos, Bárbara Gabriel, Cláudia Figueiredo, Robertt Valente & J.A. Dias-de-Oliveira <i>Immersive Training Weeks in Doctoral Education</i></p> <p>Liliana Vitorino, Raquel Antunes, Henrique Almeida, Alexey Nazarov, Andreia Jesus, Joel Reis, Natayia Chornopyska & Paulo Silva <i>Package Label Redesign: Spices Case-Study</i></p> <p>Irina Saur-Amaral, Teresa Aragonez, Luís Gomes Almeida, Raquel Correia & Ricardo Cachide <i>When the New Building Is Finally Ready: A Study of Students' Satisfaction</i></p>	<p>Parallel Session 5: Consumer Behaviour (PT)</p> <p>Moderator: Teresa Aragonez <u>FAROL Virtual Room</u></p> <p>Cláudio Valentim <i>Determinants of Consumer Behaviour Towards Luxury Goods: A Study Applied To Angola (Best Thesis Finalists)</i></p> <p>Isabel Guimarães <i>Brand Personality Communication of Higher Education Institutions: the case of the ECIU Universities (Best Thesis Finalists)</i></p> <p>Márcia Rebelo, Ana Pinto de Lima & Sandrina F. Teixeira <i>O impacto do Content Marketing na decisão de compra da Geração Z no setor da nutrição desportiva</i></p> <p>Ricardo Ermida & Irina Saur-Amaral <i>Factors influencing the usage of food delivery apps</i></p> <p>Catarina Parracho & Sara Santos <i>The role of influencer marketing: A case study in the Gas and Fuel Sector</i></p>	<p>Parallel Session 6: Industry & Services</p> <p>Moderator: Ana Estima <u>RIA Virtual Room</u></p> <p>Tiago Bastos <i>Human Capital in the Industry 4.0: Managing Skills and Careers to Endorse Engagement (Best Thesis Finalist)</i></p> <p>Manuel Au-Yong-Oliveira, Klaus Kuehnel, Evelina Coutinho <i>An exploratory discussion on motivation, innovation, and success in the new digital world</i></p> <p>Viktoriya Sharaburyak <i>Personalised Advertising and Data Privacy on Facebook: The case of Portugal (Best Thesis Finalist)</i></p> <p>Hugo Ribeiro <i>Customer Experience, Service Quality, Loyalty, And Churn: Studies In Telecoms Industry (Best Thesis Finalist)</i></p>
<p>10:45 – 11:00</p>	<p>--- Short coffee break (with your own coffee) ---</p>		

ICIEMC

**International Conference on Innovation and Entrepreneurship in
Marketing and Consumer Behaviour
June 29 – June 30, 2023, Aveiro, Portugal**

11:00 – 12:30	Parallel Session 7: Customers, Engagement & Events Moderator: Paula Pinheiro <u>MOLICEIRO Virtual Room</u>	Parallel Session 8: Business, Leadership & Culture (PT) Moderator: Liliana Ribeiro <u>FAROL Virtual Room</u>	Parallel Session 9: Theoretical Perspectives Moderator: Irina Saur-Amaral <u>RIA Virtual Room</u>
	Anabela Marcos & Tânia Rocha <i>The Role of Customer Engagement with E-Banking</i> Rita Faria <i>What are the determinants of engagement and loyalty with local newspapers on social media? (Best Thesis Finalist)</i> Paulo Teixeira Costa <i>Festival do Bacalhau: The Success of a Redevelopment Strategy Supported in Innovation</i> Fábio Shimabukuro Sandes <i>The Impact of Brand Presence on Consumer Perceptions of Controversial and Noncontroversial Topics</i>	Manuel Au-Yong-Oliveira <i>A liderança transformacional e as organizações positivas – Alimentando o debate com a autoetnografia</i> Jacinta Garcia <i>Liderança feminina em tempos de crise</i> Matilde Ribeiro Macedo <i>Liderança, cultura organizacional e satisfação nos estágios: um estudo de metodologia mista (Best Thesis Finalist)</i> Bruna Moço, Florbela Oliviera, Rafael Freitas, Susana Duarte & Manuel Au-Yong-Oliveira <i>Propostas para eliminar a pobreza em Portugal com a ajuda das empresas</i>	Lucio Marques Peçanha <i>Business Model Innovation in SMEs: a systematic literature review</i> Ramin Amiri, Irina Saur-Amaral & Margarida Coelho <i>Future Mobility Challenges for Established Car Manufacturers: A Systematic Literature Review</i> Pedro Almeida & Carlos Ferreira & Irina Saur-Amaral <i>Value Chain Models and Circular Economy: Exploratory Results of a Systematic Literature Review</i> Michael Hack, Irina Saur-Amaral, Manuel A. Coimbra & Klaus Sailer <i>Food and Beverage Collaboration Patterns: A Systematic Literature Review</i> Bettina Falckenthal, Manuel Au-Yong-Oliveira & Cláudia Figueiredo <i>They learned, they grew, they succeeded - So why retire? The gift of experience</i>
12:30– 12:45	<u>Main Zoom Room</u> Wrap-up Session & Awards Presentation of ICIEMC 2024		

End of ICIEMC 2023 – See you in 2024!