

ICIEMC

International Conference on Innovation and Entrepreneurship in Marketing and Consumer Behaviour
9th edition: Business Development & Growth: Thinking Outside the Box
July 10 – July 11, 2026, Aveiro, Portugal

CONFERENCE PROGRAM

Day 1: July 10

10:45 – 11:00	<u>Opening Session Main Zoom Room</u> Practicalities: How to “get around” at the conference ICIEMC Chairs: Irina Saur-Amaral, Sandra Filipe & Teresa Aragonez		
11:00 – 12:00	<u>Virtual Room MOLICEIRO (Portuguese)</u> Parallel Session 1: Marketing, Advertising & Authenticity Moderator: Paulo Costa	<u>Virtual Room FAROL (English)</u> Parallel Session 2: Companies & Third Sector Institutions Moderator: Paula Pinheiro	<u>Virtual Room RIA (Portuguese)</u> Parallel Session 3: Trust, Ethics and Digital Marketing Moderator: João Miguel Lopes
	Sónia Patrícia de Sousa e Silva <i>Authenticity in LGBTQ-friendliness: A Multidimensional Organizational Framework for Tourism Businesses</i> Liana Chaves de Andrade <i>Marketing Infantil: O Comportamento do Consumidor Infantil nos Dispositivos Móveis e a Influência Midiática no Contexto Digital</i> Hadassa Guimarães Oliveira <i>Beleza feminina, representatividade e a quarta onda feminista: Uma análise comparativa entre campanhas publicitárias brasileiras e portuguesas de marcas modistas e produtos/serviços cosméticos</i>	Manuel Au-Yong-Oliveira & José Magano <i>Are We Really Ready? The Investment Barrier Paradox in Portuguese Tourism SMEs</i> Ana Chipelo & Luzia Arantes <i>Heard or Just Informed? Internal communication and organisational climate in third-sector institutions</i> Bruna Guilherme & Liliana Ribeiro <i>An Authentic Communication Approach to the Digital Transformation of Small Jewelry Businesses</i>	Filipa Costa, Miguel Cachulo Pereira & João Miguel Lopes <i>Digital Marketing Planning Using the RACE Model in a Volunteer-Run Cultural Event</i> Gisllene Cruz, Sara Guedes, Vitor Muniz & Sandra Filipe <i>Greenwashing in the Fashion Industry: Effects on Consumer Trust and Behaviour</i> Ana Rita Lemos, Gisela Felizardo, Marisa Rodrigues, Solange Marques, Conceição Cunha & Manuel Au-Yong-Oliveira <i>Inteligência Artificial Generativa: a Influência nos Valores Éticos e Sociais das Organizações</i>

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	<u>Luminary Session Main Zoom Room</u> Luminary Session: Jorge Cunha – <i>IDIRA®.Chat: Your marketing analyst on demand, human plus AI</i> Moderators: Irina Amaral, João Miguel Lopes, Sandra Filipe & Teresa Aragonez
12:00 – 12:45	 <i>Jorge Cunha is Founder and Senior Partner at IT Tech BuZ since 2012, a consultancy specialising in projects and service provision in Corporate Analytics & Metrics related to the digital industry. He has extensive experience in training, consultancy, and the implementation of projects focused on analysis and measurement within Digital Marketing, particularly in data-driven marketing initiatives.</i> <i>Graduated from the University of British Columbia with the diploma “Achieving Award of Web Analytics”, he has also been certified by the Google Analytics Academy as an “Analytics Individual Certified” professional since 2010. He has been a guest speaker at various seminars, conferences, and workshops, focusing on the specific topic of Digital Marketing measurement and best practices for analysis and monitoring.</i> <i>He is co-author of the chapter on Web Analytics (Google Analytics and YouTube Analytics) in the book Marketing Digital & E-Commerce #3, 2020. In his most recent projects in this field, he has been leading and sharing expertise with several companies, brands, and organisations, including: ANACOM, Groupm, Via Verde, Media Capital Digital (digital branch of TVI Channel ex: TVIPLAYER Web & App), BMW, Montepio Crédito, Hyundai, Prosegur, among others.</i>
12:45 – 14:15	--- Lunch time (on your own, or with family, colleagues or friends) ---

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Luminary Session | Main Zoom Room

Luminary Session: Michael Dirnböck – *Foundational capabilities: Enabling companies for the new digital era*

Moderators: Irina Amaral, Sandra Filipe & Teresa Aragonez

14:15 – 15:00



Michael Dirnböck is an interdisciplinary expert with a strong IT background, renowned for his managerial expertise in the international automotive and retail industries, where he has led multi-million-dollar change initiatives. Specializing in turnaround management, he has successfully realigned projects and established highly efficient organizational structures. Committed to sustainably enhancing change management practices, he pursues a holistic approach aimed at creating a robust foundation for transformative change initiatives.

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Luminary Sessions | Main Zoom Room

Moderators: Irina Saur-Amaral, Sandra Filipe & Teresa Aragonez

Patty Clark & Neil G. Jacobson – *Who Speaks for the Passenger? Digital Twins, Misaligned Incentives, and the Coordination of Disruption*

**15:00
–
15:45**



Patty Clark is CEO of Project Gestalt. Patty has spent more than 30 years in aviation, including 25 years in senior leadership at the Port Authority of New York and New Jersey, where she became the agency's first Chief Aviation Strategy Officer and shaped long-term strategy for one of the busiest airport systems in the world, including the multi-billion-dollar redevelopment of JFK and LaGuardia.

She now leads the Stakeholder Perspective Analysis workstream on the NASA-funded Center for Air Transportation Resilience (CATRes) at UC Berkeley, where her team has interviewed airports, airlines, and FAA controllers to understand how the system prepares for, responds to, and recovers from disruption. In 2022 she received the Francis X. McKelvey Award from the Transportation Research Board for lifetime impact on the aviation industry.



Neil G. Jacobson works at the intersection of innovation practice and research. He is a doctoral candidate at the University of Aveiro, where his research develops digital twins that enable business innovation across organizational boundaries, and he holds a Postgraduate Diploma in Strategy and Innovation from the University of Oxford's Saïd Business School, and an MBA from the University of Montana. He is a Co-Investigator on the NASA-funded Center for Air Transportation Resilience (CATRes) at UC Berkeley, where he leads socio-technical modeling of how airports, airlines, and the FAA coordinate during disruption, and where he designed the SSS-VUCA method now used in that work.

He is the Founder and Principal Consultant of Project Gestalt, a technology company that commercializes infrastructure software, which gives him a practitioner's view of how new tools move from idea to adoption. He brings that combination of enterprise and scholarship to aviation's hardest coordination problems.

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

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16:00 – 17:15	<u>Virtual Room FAROL (English)</u> Parallel Session 4: Digital Transformation & Well-Being Moderator: Irina Saur-Amaral	<u>Virtual Room RIA (Portuguese)</u> Parallel Session 5: Clients, Tools & Technology Moderator: Sandra Filipe
	Leticia Caroline Almeida Moura <i>Inovações em saúde preventiva: O papel da tecnologia e do marketing na promoção da saúde</i> (Portuguese presentation) Teresa Dieguez & Fernanda Nunes <i>Beyond Digital Transformation: The K-pop Industry as a Prototype of Algorithmic and Human Co-Evolution</i> Maria João Couto Monteiro <i>Digital twins: should I stay or should I go?</i> Manuel Au-Yong-Oliveira <i>The “Positive Classroom” - Innovating in Education and in the Age of AI</i>	Dania Andrade, António Sacavém, Conceição Cunha & Manuel Au-Yong-Oliveira <i>Geração Z: Aspirações, competências e perspetivas</i> Sandra Filipe, Vitor Muniz, Cláudia Ribau & Carolina Videira <i>A SWOT Ativa como instrumento de formulação estratégica: evidência a partir da Agenda NEXUS</i> Pedro Sousa & Cláudia Ribau <i>Da Proposta de Valor à Confiança: O que os Compradores Valorizam em Mercados Tecnológicos B2B</i> António Deus <i>Plano estratégico de Comunicação dos sTIC</i>
End of Day 1		

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Day 2: July 11

09:30 – 10:30	<u>Virtual Room MOLICEIRO (English)</u> Parallel Session 6: Marketing & Culture Moderator: Miguel Pereira Rafael Coutinho <i>Achieving Success through Design Thinking: A Study of Marketing Strategies and their Implementation at Altice Labs</i> Marina Costa Joice Chalupa <i>The Impact of Relationship Marketing on Online Consumer Loyalty: The Case of Booking.com</i> Rafael Figueiredo Grilo <i>Masstige in times of change: Hofstede's cultural view on watch purchase intention</i>	<u>Virtual Room RIA (Portuguese)</u> Parallel Session 7: Books, Tourism & Citizenship Moderator: Teresa Aragonez Adriana Dias dos Santos Cardoso <i>O Efeito do eWOM: Como as Opiniões Online Moldam a Intenção de Compra de Livros em Portugal</i> Carina Mendes Pereira <i>Rota literária baseada na obra de Mário Cláudio no Norte de Portugal</i> Graça Carvalho <i>Strategic Planning for the Division of Sport, Youth and Citizenship – Municipality of Guimarães</i>
10:30 – 10:45	--- Short coffee break (with your own coffee) ---	

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10:45 – 11:45	<u>Virtual Room MOLICEIRO (English)</u> Parallel Session 8: Emotions, People and AI Moderator: Irina Saur-Amaral	<u>Virtual Room RIA (English / Portuguese)</u> Parallel Session 9: Innovation in Teaching & Learning & Well-being Moderator: Teresa Aragonez
	Aleksandra Kurowska <i>Emotional Responses to Empowering Femvertising Across Genders</i> Andreia Ribeiro, Luzia Arantes & Bruno Sousa <i>Technology is not enough: trust, value and relational orientation as conditions for AI-driven personalization in the hospitality industry</i> Juliana Pereira Salvadorinho <i>Human Factor in the Fourth Industrial Revolution: A framework to foster Operator 4.0 working engagement</i>	Manuel Au-Yong-Oliveira, Ana Palma-Moreira, António Sacavém <i>A Discussion on the Altruistic Lecturer in the Era of Artificial Intelligence</i> Raquel Antunes & Liliana Vitorino <i>Understanding Sustainability Perceptions Among Marketing Students: Evidence from a Portuguese Higher Education Institution</i> Carolina Videira, António Sacavém & Manuel Au-Yong-Oliveira <i>Organisational well-being: a study of negative and positive organisations in Portugal</i>
11:45– 12:00	<u>Main Zoom Room</u> Wrap-up Session & Awards Presentation of ICIEMC 2027	

End of ICIEMC 2026 – See you in 2027!