

Lisbon, Portugal, 22-23 November, 2024

Venue:

University of Lusofona - Campo Grande 376, 1749-024 Lisboa

Main Host/Organizer:

Universidade Lusófona - Centro Universitário de Lisboa,



UNIVERSIDADE  
LUSÓFONA



**First day, November 22<sup>nd</sup> 2024**

**Individual arrival of delegates**

**09:00 – 09:30**

**Registration & Welcome Drink**

**09:30 – 11:30**

**Opening Ceremony & Plenary Session One  
Auditério José Araújo**

**WELCOME ADDRESS**

**Ana Lorga da Silva**, University of Lusofona / esd Scientific Committee President

1. DIGITAL TRANSFORMATION OF ENTERPRISES IN EUROPEAN UNION COUNTRIES – CURRENT STATE AND FORECAST UNTIL 2030

**Anna Skorska**

2. ASEAN CENTRALITY IN THE ERA OF GREAT POWER COMPETITION

**William J. Jones**

3. COMMUNICATION ASPECTS OF ESG REPORTING

**Ana Globocnik Zunac**

4. CRYPTOCURRENCIES AS A SAFE HAVEN FOR EQUITY MARKETS: WHAT LIES BEHIND IT?

**Krzysztof Echaust, Małgorzata Just**

5. TOURISM AND AIRLINES ACTIVITIES IN THE SOCIOECONOMIC DEVELOPMENT STRATEGIES OF CAPE VERDE ISLANDS: AN EMPIRICAL STUDY USING PLS-R

**Jose Manuel Vicente**

6. SERVING THE UNDERSERVED: PROMOTING SERVICES IN RURAL AREAS

**Maria Felisa Munoz Doyague, Ana Patricia Fanjul Alemany**

7. HANDLING WITH PLANNED MISSING DATA IN LONGITUDINAL ANALYSIS

**Paula C. R. Vicente**

8. FACTORS BEHAVIORAL ANALYSIS RELATED TO THE MANAGEMENT OF TOTAL REVENUE MANAGEMENT IN A LEGACY AIRLINE USING PLS-R

**Jose Manuel Vicente**

**11:30 – 12:00**

**Coffee Break**

12:00 – 14:00

*Plenary Session Two*

9. ANALYZING THE IMPACT OF QUERY COMPLEXITY AND INDEXING ON SQL PERFORMANCE: A METHODOLOGICAL AND RESOURCE UTILIZATION STUDY

**Doris Zugec, Alen Simec**

10. THE RIGHT TO THE CITY AS HUMAN RIGHT IN THE DIGITAL ERA

**Maria do Rosário Anjos**

11. SUSTAINABLE AVIATION FUELS: A PATHWAY TO DECARBONIZATION IN AVIATION – THE CASE STUDY OF SWISS INTERNATIONAL AIRLINES

**Sergio Bastinho, Isabel Soares de Moura**

12. TOP MANAGEMENT AND INTRAPRENEURIAL DYNAMIC: A MULTI-SECTOR ANALYSIS

**Fahd Slamti, Adraa Ismaili, Meryem El Alaoui Amine**

13. ORGANIZATIONAL INNOVATION AND THE ROLE OF MANAGERS WITHIN PORTUGUESE COMPANIES

**Felipa Lopes dos Reis, Adriana Bragança, Ana Martins, Carolina Franco, Kailani Souza**

14. GREEN SELF-EMPLOYMENT - ROLE AND IMPORTANCE IN THE ACTIVATION PROCESS OF THE UNEMPLOYED AND ECONOMICALLY INACTIVE - A PERSPECTIVE FROM RESEARCH IN POLAND

**Lukasz Kozar**

15. BUSINESS COMMUNICATION BARRIERS GENERATION Y'S PERSPECTIVE

**Felipa Lopes dos Reis, Helena Pimentel, Tomas Soutelinho**

16. DECODING INFORMATION TRANSFER: HOW BANKRUPTCY NEWS AFFECTS COMPETITORS' STOCK RETURNS

**Olga Krzeczewska**

14:00 – 15:00

**LUNCH**

15:00 – 16:00

*Plenary Session Three*

17. THE IMPACT OF OWNERSHIP AUTHORITY ON CASH CONVERSION CYCLE IN HOSPITAL SECTOR

**Bartlomiej Krzeczewski**

18. GOVERNANCE AND PERFORMANCE IN MISERICORDIAS

**Augusto Simoes, Humberto Nuno Rito Ribeiro**

19. AN ANALYSIS OF THE CONCEPT OF SUSTAINABLE HOSPITALITY: THE INFLUENCE OF ENVIRONMENTAL PRACTICES ON CONSUMER VISITING INTENTIONS

**Ana Cristina Ascensao, Jessica Tatiana Camacho, Sergio Bruno Gomes, Tania Rodrigues, Eduardo Manuel de Almeida Leite, Humberto Nuno Rito Ribeiro, Sandra Raquel Pinto Alves, Elvio Camacho**

20. THE ROLE OF A CULTURE OF TRUST IN RESPONSE TO THE CHALLENGES OF THE CURRENT TECHNOLOGICAL INNOVATIONS

**Artur Parreira, Ana Lorga da Silva, Rui Duarte Moura**

**CLOSING REMARKS**



**Second day, November 23<sup>rd</sup> 2024**

**Free Time for Delegates**