

PROGRAM

The 2022 International Conference on Marketing and Technologies (ICMarkTech'22)

Faculty of Economics and Business Administration of the University of Santiago de Compostela
Avda. do Burgo, s/n 15782
Santiago de Compostela – Spain

1, 2 and 3 of December 2022

Time Zone: (GMT + 1:00) Spain

Dec 1 Thursday	
9:00 – 10:00	Reception
10:00 – 11:30	<p>Session 1 - Open and Keynote - Sala 1 - Room 1:</p> <p>Chair: Marisa del Rio - University of Santiago de Compostela</p> <p>..., University of Santiago de Compostela, Municipality representative José Luis Reis, Coordinating Committee, University of Maia - ISMAI, Portugal Carlos Flavián, Keynote Speaker, University of Zaragoza, Spain, “Beyond digital marketing through service automation” Hilke Plassmann, Keynote Speaker, Associate Professor INSEAD, France, “The new science of Neuroforecasting”</p>
11:30 – 12:00	Coffee Break
12:00 – 13:30	<p>Session 2 - Sala 1 - Room 1:</p> <p>Chair: José Paulo Santos</p> <p>79 - Social media followers: the role of value congruence and the social media manager (Concepción Varela-Neira, Zaira Camoiras-Rodriguez, Teresa García Garazo) 98 - Creating a Well-Being Index for a Company Using Customer Sentiment Analysis (Orlando Belo, Ricardo Milhazes) 121 - Alexa, give me a hand... On GenZ' smart speaker acceptance in a retail environment (Anne Schmitz, Myriam Quiñones García, Ana M. Díaz-Martín) 33 - Computer Generated Imagery Influencer Marketing – Which ends of the continuum will prevail? Humans or Avatars? (Sara El-Deeb)</p>

Session 3 | Virtual Room 2:

Chair: Emilio Ruza

- 59** - Strategic Cultural Management and Trend Studies: a contribution for articulations in branding and strategic communication (Nelson Pinheiro Gomes, William Afonso Cantú)
- 35** - Two-Sides of a Pale Colour: Difference in Attractiveness of a Colour for Consumers and Product Design Colour (Takumi Kato)
- 127** - The impact of surprise elements on customer satisfaction (Márcia Martins, Mafalda Teles Roxo, Pedro Quelhas Brito)
- 68** - Dominant communication strategies and digital platforms for Personal Brand Management in the "post-pandemic" job market (Evelin Machado, Sandra Miranda, Vania Baldi)

Session 4 | Virtual Room 3:

Chair: María Carreira

- 122** - Study of the online fashion consumer shopping journey and the effects of digital communication media: case study MO Online (Isabel Valente, Mafalda Nogueira)
- 114** - A Systematic Approach to Segmentation Analysis Using Machine Learning for Donation-Based Crowdfunding (Caroline Lim, Zhiguo Wang)
- 66** - Hotel Customer Segmentation Using the Integrated Entropy-CRITIC Method and the 2T-RFMB Model Ziwei Shu, Ramón Alberto Carrasco González, Javier Portela García-Miguel, Manuel Sánchez-Montañés)
- 85** - Systematic Literature Review - Factors of Loyalty and Acceptance in Voice Commerce (Matilde Vieira, Victor Santos, Lara Bacalhau)
- 81** - Online behavior of Portuguese consumers of garment and beauty products during the COVID-19 pandemic (José Avelino Moreira Victor, Maria I. B. Ribeiro, Isabel Lopes, António J. G. Fernandes)

13:30 – 15:00

Lunch

15:00 – 17:00

Session 5 | Sala 1 - Room 1:

Chair: Artur Strzelecki

- 73** - The Antecedents of Pro-environmental Behavior in Hotel Industry Employees: The Case of Ecuador (Nailya Saifulina, Adolfo Carballo-Penela, Emilio Ruza-Sanmartín, Giovanni Herrera-Enríquez)
- 83** - Is there a market for digital travel? (Ingvar Tjostheim, John A. Waterworth)
- 24** - Electronic word-of-mouth and tourist satisfaction in rural tourism in schist villages (Marta Santos, Paulo Rita, Sérgio Moro, Bráulio Alturas)
- 54** - Web Marketing Trends - the Study case of Trigénus (Madalena Abreu)
- 69** - Technology watch applied to tourism marketing, commercialization and sales (Marcia Ivonne Lara Silva, María Carolina Farfán Ramírez, Luisa María Acosta Acosta Peláez, Luz Andrea Rodríguez Rojas)
- 102** - Exploratory analysis of financial literacy and digital financial literacy: Portuguese case (Ana Paula Quelhas, Isabel Clímaco, Manuela Larguinho)

84 - CRM and Smart Technologies in the Hospitality (Rashed Isam Ashqar, Célia Ramos, Carlos Sousa, Nelson Matos)

Session 6 | Virtual Room 2:

Chair: María Bastida

75 - Impact of SARS-COV2 on university students. A socio-economic resilience and emotional intelligence approach (Gustavo Hermosa, Giovanni Herrera)

124 - Optimizing Marketing Through Web Scraping (Diego Albuja, Laura Guerra, Dulce Rivero, Santiago Quishpe)

100 - Production, exhibition and promotion of the peruvian web series: Miitiin, Brigada de Monstruos y Leo en el Espacio (Veruschka J. Espinoza Zevallos, Yasmín M. Sayàn Casquino)

145 - Exploring the Impact of Aesthetics and Demographic Variables in Digital Marketing Campaigns (Erika Yang)

80 - The transformation of the Ecuadorian private television RTU: marketing strategies and COVID19 (Ana Cecilia Vaca-Tapia, Verónica Crespo-Pereira, Manuel Escourido-Calvo, Roberto Xavier Manciatí-Alarcón)

47 - The Bibliometric Commingling of Metaverse and Non-Fungible Token in Marketing (Sunday Adewale Olaleye, Deborah Kwafo, Abolaji Jamiu Atobatele, Olusegun Peter Olaoye)

34 - Impact of E-Commerce on Corporate Sustainability - Case Study (Agostinho Sousa Pinto, Marta Mota, Inês Dias)

Session 7 | Virtual Room 3:

Chair: Vitor Santos

77 - Relationship Marketing on Higher Education Institutions (HEI) in times of pandemic (Covid19) (María Paula Espinosa-Vélez, Mayra Ortega, Daysi Garcia)

86 - A Systematic Review on the customer journey between two worlds: Reality and Immersive world (Joana Neves, Lara Bacalhau, Victor Santos)

58 - Coolhunting Canvas: a pedagogical toolkit to support trendspotting and sociocultural innovation in marketing (William Afonso Cantú, Nelson Pinheiro Gomes)

125 - Netflix: comparison of the impact of Social Media Content on Social Media Engagement Behaviour between followers of the series and the platform (Camila Rumaldo-Calderón, Yerko Tupayachi-Torres, Manuel Luis Lodeiros-Zubiria)

82 - Hybrid Entrepreneurship: A systematic Review (José Avelino Moreira Victor, Maria I. B. Ribeiro, Isabel Lopes, António J. G. Ribeiro)

90 - Gender bias in chatbots programming (Janio Jadán-Guerrero, Carolina Illescas, Tatiana Ortega)

91 - Mobile educational resources in the teaching-learning process of inorganic chemistry nomenclature (Janio Jadán-Guerrero, Pamela Novillo-León, Carlos Ramos-Galarz)

87 - Virtual Reality in E-Commerce: A Review of the Current State (Renato Mauricio Toasa Guachi)

Session 8 | Virtual Room 4:

Chair: Leandro Benito

- 93** - Development of a model for the construction of corporate manuals with QR codes (Carlos Borja-Galeas, Hugo Arias-Flores, Mario Piedra)
- 26** - Comparison of image processing and classification methods for a better diet decision making (Maryam Abbasi, Cristina Wanzeller, Filipe Cardoso, Filipe Sá, Pedro Martins)
- 25** - Human talent management to increase productivity: Case Study EQUATOROSES EQR (Marcelo V Garcia)
- 95** - Intellectual Capital versus Competitive Advantages: Together which underlines some relevant literature? (Oscar Ramada)
- 38** - How Brand Marketing Communications Affect Brand Authenticity for Fast-Moving Consumer Goods (Novalia Mediarki, Yeshika Alversia)
- 36** – Strawberry Fragaria Cultivation in the Municipality of Sibaté, Cundimarca. Characterization of the Production and Marketing System to Incorporate (Valery Tatiana González Castro, Erica Fausiya Lancheros Rubiano, Diana Karina López Carreño, Franklin Guillermo Montenegro Marín, Javier Enrique Santana Lozano, Carlos Enrique Montenegro-Marin, Paulo Alonso Gaona Garcia, José Avelino Moreira Victor)
- 78** - Analysis of #YoDecidoCuando (I Decide When) Campaign on TikTok, as educational communication for teenage pregnancy prevention (Kimberlie Fernández Tomanguillo, Melina Mezarina Castilla, Eduardo Yalán Dongo)

19:00

Guided Tour Santiago de Compostela. Meeting point:

Dec 2

Friday

9:00 – 11:00

Session 9 – Sala 1 - Room 1:

Chair: Adolfo Carballo

- 143** - Impact of personal and contextual factors on Food Decision Making (Azucena Calderón Rangel, Luis Novo Moreira, Eduardo Sánchez Vila)
- 43** - Virtual Reality as a learning mechanism (Carlos Ramos-Galarza, Mónica Bolaños, Jorge Cruz-Cárdenas)
- 94** - Relationship Marketing, the way to customer satisfaction and loyalty (Adriano Costa, Joaquim Antunes)
- 126** - Sustainable tourism e-communication impact on tourism behavior (Catarina Machado de Azevedo, Mafalda Teles Roxo, Amélia Brandão)
- 109** - Information Visualization (InfoVis) in the decision process (António Brandão)
- 153** - The power of a multisensory experience - an outlook on consumer satisfaction and loyalty (Pedro Rodrigues, Elizabeth Real de Oliveira, Isabel Barbosa)
- 120** - Models of destination loyalty at heritage sites: Are we there yet? (Simona Mălăescu, Diana Foris, Tiberiu Foris)

Session 10 | Sala 2 - Room 2:

Chair: Zaira Camoiras

- 42** - Digital Nomads: Who they are and what they want from the destinations? (Ana Garcez, Ricardo Correia, Aida Carvalho)
- 45** - Develop a Virtual Learning Environment (EVA) to train agents in Security and Private Surveillance (Nelson Salgado, Graciela Trujillo)
- 88** - Impact of Mobile Apps on Building Customer Relationships and Financial Support for the Football Club: Findings from Ruch Chorzów (Michał Szołtysik, Artur Strzelecki)
- 99** - Subscription Retailing research evolution analysis using bibliometric indicators and content analysis (Joaquim Pratas, Carla Amorim, José Reis)
- 71** - Consumer Privacy Perceptions – Do you trust your Smart Phone (mCommerce) more than your Laptop (eCommerce)? (Christopher Keesal)
- 76** - Expert Systems for Marketing Decision Support – the case of the Portuguese Mountain Olive Oil (Teresa Paiva, Teresa Felgueira, Catarina Alves)
- 101** - Analyzing Driving Factors of User-generated Content on YouTube and its Influence on Consumers Perceived Value (Ana Torres, Pedro Pilar, José Duarte Santos, Inês Veiga Pereira, Paulo Botelho Pires)

Session 11 | Virtual Room 3:

Chair: Jiří Zelený

- 74** - Development of a Conceptual Framework for Hybrid Car Adoption in Bangladesh (Md. Aslam Uddin, Mohammad Zahedul Alam, Dr. Md. Nokir Uddin)
- 112** - The Influence of Instagram on consumer behavior and purchase of home décor items in Brazil (Manuel Sousa Pereira, Silvia Faria, António Cardoso, Eulália Sabino, Jéssica Fonseca, Renan Soler)
- 30** - Data anonymization: techniques and models (Stéphane Monteiro, Diogo Oliveira, João António, Filipe Sá, Cristina Wanzeller, Pedro Martins, Maryam Abbasi)
- 139** - Operationalizing Business Intelligence for Local Level Tourism Destination Performance (Andris Klepers, Ilgvars Ābols)
- 61** - The AI evolution in Marketing and Sales: How Social Design Thinking techniques can boost long-term AI strategies in companies and regions (Margarethe Überwimmer, Elisabeth Frankus, Laura Casati, Shauna Stack, Tomas Kincl, Lucie Sara Zwavodna)
- 138** - A systematic literature review on accessible tourism and marketing strategies: where do we stand (João Tiago Lourenço, Raquel Soares)
- 41** - Social Commerce - when Social Media meets E-Commerce: A Swiss Consumer Study (Marc K Peter, Alain Neher, Cécile Zachlod)

11:00 – 11:30

Coffee Break

<p>11:30 – 12:15</p>	<p>Session 12, Sala 1 Mix online-presential - Room 1:</p> <p>Workshop VR+AR Chair: Carlos Flavián</p>
	<p>From the real world to the virtual world: what differentiates augmented reality, pure mixed reality and augmented virtuality</p>
<p>12:30 – 13:15</p>	<p>Session 13, Sala 1 Mix online-presential - Room 1:</p> <p>Meet the editors Chair: Marisa del Rio and José Paulo Santos</p>
	<p>Carlos Flavián, Editor-in-Chief <u>Spanish Journal of Marketing - ESIC</u> Len Tiu Wright, Editor-in-Chief <u>Cogent Business and Management</u> Mercedes Medina Laverón, Section Editor <u>Innovative Marketing</u> Adolfo Carballo Penela, Editor-in-Chief <u>Revista Galega de Economía</u></p>
<p>11:30 – 13:15</p>	<p>Session 14 - Virtual Room 2:</p> <p>Chair: José Ramón Porto Pedrido</p>
	<p>48 - The importance of Technology and Digital Media to Promote Tourism Destinations: A Conceptual Review (Sónia Nogueira, Joana Carvalho)</p> <p>37 - Comparison of semi-structured data on MSSQL and Postgresql (Leandro Alves, Pedro Oliveira, Julio Rocha, Cristina Wanzeller, Filipe Cardoso, Pedro Martins, Maryam Abbasi)</p> <p>134 - Determinants of online purchase intention of fashion products (Anabela Maria Bello de Figueiredo Marcos, Cristina Raquel Aires Montenegro)</p> <p>29 - The Impact of YouTube and TikTok Influencers in the Customer Journey: An Empirical Comparative Study Among Generation Z Users (Paulo Duarte Silveira, Fábio Sandes, Duarte Xara-Brasil)</p> <p>57 - Augmented reality: Research agenda for studying the impact of its presence dimensions on consumer behavior: An abstract (Virginie Lavoye)</p> <p>119 - How Endorser Promotes Emotional Responses in Video Ads (Luía Augusto, Sara Santos, Pedro Espírito Santo)</p>
<p>13:00 – 15:00</p>	<p>Lunch</p>

15:00 – 17:00

Session 15 | Sala 1 - Room 1

Chair: Conchi Varela

- 72** - Review for Augmented Reality Shopping Application for Mobile Systems (Carlos Alves, José Machado, José Luís Reis)
- 56** - Digital Innovation Hubs: SMEs' Facilitators for Digital Innovation Projects, Marketing Communication Strategies and Business Internationalization (Amalia Georgescu, Mihaela Brîndușa Tudose, Silvia Avasilcăi)
- 103** - Changing Purchase Intentions towards Bread and Pastry Products as an Example of Ephemeral Aroma-Marketing (Jiří Zelený, Lada Petránková, Anna Kubátová, Jan Barták, Lenka Turnerová)
- 65** - Blockchain use possibilities: A systematic literature review (Paulina Rutecka, Eduardo Parra-López)
- 133** - Does your business TikTok? Genuineness, proximity to customers and international expansion with short video marketing (Eliza Jennings, Fernando Pinto Santos, Paula Marques)
- 46** - Quality factors for agri-touristic websites - comparative study of measurement methods (Karina Cicha, Paulina Rutecka)
- 39** - Why do we buy things that we don't need: reflections from Neuropsychology (Carlos Ramos-Galarza, Mónica Bolaños Pasque)
- 137** - The Impact of Food Delivery Applications on the Restaurant Industry: The Perception of Restaurants Managers in the Metropolitan Area of Porto (Sandra Marnoto, Jorge Boabaid)

Session 16 | Sala 2 - Room 2

Chair: Amalia Georgescu

- 105** - QR codes research in marketing: A bibliometric and content analysis (Joaquim Pratas, Zaïla Oliveira)
- 27** - Technology Acceptance: Does the users accept the change of operating system of their smartphone? (Ana Beatriz Palma, Bráulio Alturas)
- 154** - Has it ever been the fashion blog's dusk? A Thematic Analysis-based research on the anguishes in the post-transition from text blog writers to the ready-made scroll, scroll, scroll Instagram images (Maria Inês Pimenta, José Paulo Marques dos Santos)
- 31** - Database performance on Android devices, a comparative analysis (Carolina Ferreira, Manuel Lopes, Luciano Correia, Cristina Wanzeller, Filipe Sá, Pedro Martins, Maryam Abbasi)
- 110** - Management model and capture of benefits integrated into the practice of project management (André Almeida, Pedro Malta, Carolina Santos, Henrique Mamede, Vitor Santos)
- 49** – Museums' virtual tours to promote tourism (Omar Cándor-Herrera, Carlos Ramos-Galarza, Mónica Bolaños-Pasquel)
- 116** - The influence of social media on voters' decision-making process in Portugal: a case study (Jorge Esparteiro Garcia, Eduardo González Vega, Patrícia Purificação, Manuel José Fonseca Serra)

Session 17 | Virtual Room 3:

Chair: Nailya Saifulina

- 44** - How much are our customers worth? Investigating the ease of use and usefulness of data competition for SME (Tania Kaya, Valerio Stallone)
- 89** - Understanding bullying and cyberbullying through video clips on social media platforms (Janio Jadán-Guerrero, Hugo Arias-Flores, Patricia Acosta-Vargas)
- 62** - Inclusive advertising Analyzing commercial spots out of advertising campaigns from Mexico, Argentina, and Ecuador (Eddy Antonio Castillo Montesdeoca, Giovanni Patricio Herrera Enriquez, Danny Ivan Zambrano Vera, Marco Antonio Soasti Vega)
- 96** - Press consumption in Chile during COVID19: marketing variables at analysis (Verónica Crespo-Pereira, Ana Cecilia Vaca -Tapia, Roberto Xavier Manciatí-Alarcón)
- 107** - Kappa matching groups to remove subjectivity from experimental observations (Hector Fernando Gomez Alvarado, Bolivar Villalta, Olivia Altamirano, Alex Criollo)
- 108** - Families of ROC curves are applied to the methods of comparison of emotional analysis results (Hector Fernando Gomez Alvarado, Mario Checa, Rita Diaz, Diego Palma)
- 32** - Performance Evaluation between HarperDB, Mongo DB and PostgreSQL (Diana Figueiredo, Gonçalo Saraiva, João Rebelo, Ricardo Rodrigues, Cristina Wanzeller, Filipe Cardoso, Pedro Martins, Maryam Abbasi)

Session 18 | Virtual Room 4:

Chair: Eduardo Sánchez Vila

- 92** - Augmented Reality Application for the Clothing Consumer in an Emergency Context (Sandra Solís-Sánchez, Aylene Medina-Robalino, Nancy López-Barrionuevo, David Moscoso-Jurado)
- 111** - Marketing Strategies and Sales: key factors for positioning and growth in the market (Emanuel Bohorquez, Maritza Pérez, Roxana Alvarez, Sabina Villón)
- 67** - Perspective of Conscious Tourism from the point of view of domestic tourism in the city of Quito Ecuador (Eddy Antonio Castillo Montesdeoca, Giovanni Patricio Herrera Enríquez, Danny Ivan Zanbrano)
- 63** - Understand fashion consumer profile sustainable textile in Portugal - sustainable makers marketplace case study (Ricardo Mena, Ana Rita Silva, Francisco Coelho)
- 60** - Omnichannel Marketing in Ambato's SMEs (Juan Carlos Suárez)
- 22** - Behaviour of the adolescents and their parents in relation to the Micro-Influencers in Instagram (Diana Soares, José Luís Reis)
- 51** - The use of cryptocurrencies as a tool for the development of marketing in tourism (Lidia Minchenkova, Aleksandra Minchenkova, Vera Vodyanova, Olga Minchenkova)

17:00 – 17:30

Coffee Break

17:30 – 19:30	Session 19 Sala 1 - Room 1: III WDMB 2022 – 3rd Workshop Digital Marketing and Branding Chair: Sandrina Teixeira
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- 135** - Impacts of the Shopping Experience on Luxury Brand Websites (Ricardo Oliveira, Inês Veiga Pereira, José Duarte Santos, Ana Torres, Paulo Botelho Pires)
- 142** - The Importance of Marketing in Environmental Sustainability: The Sport Management Case (Ricardo Cayolla, Marco Escadas)
- 130** - Organizational Communication: How to Engage Internal Communication in a B2B Case Study (Helena Madeira, Amélia Brandão, Jorge Remondes)
- 144** - The social and financial impact of influencers on brands and consumers (Inês Melo, José Luís Reis)
- 23** - Consumer profile and behavior in specific marketing contexts: a study on luxury brands (Rosa Cristina Barbosa, Bruno Barbosa Sousa, Maria Alexandra Malheiro)
- 55** - The role of online and offline consumer experience on WOM, satisfaction and brand love (Fernanda Olivas, Flavia Avellaneda, Martín Mauricio)
- 155** - Green Perceived Value in the brand-consumer relationship: an empirical study of its determinants in managing global brands (Catarina Ferreira de Faria, José Manuel Carvalho Vieira)
- 140** - Digital Storytelling Impact on Consumer Engagement (Joana Lima, Sandrina Teixeira, José Moreira)

Session 20 Sala 2 - Room 2: II BMASmartC 2021 – 2nd Workshop on Innovative Business Models and Applications for Smart Cities Chair: Zorica Bogdanović	
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- 152** - Rethinking smart mobility: A systematic literature review of its effects on sustainability (Pedro Rodrigues, Elizabeth Real de Oliveira, Isabel Barbosa, Luís Durães)
- 131** - Internal Stakeholders' Readiness for Developing Smart Railway Services through Crowd-based Open Innovations (Nenad Stanisavljević, Danijela Stojanović, Aleksa Miletić, Petar Lukovac, Zorica Bogdanović)
- 132** - A Model for Municipality Buildings Renting Auction on Algorand blockchain (Miodrag Šljukić, Aleksandra Labus, Marijana Despotović-Zrakić, Tamara Naumović, Zorica Bogdanović)
- 50** - The (wasted) potential of digital tools in the promotion of low-density territories: The case of Mirandela (Manuela Cunha, Ricardo Correia, Aida Carvalho, Carlos Cunha)

20:45 – 22:45	Conference Dinner: Hotel Monumento San Francisco - Campillo de, Costa de San Francisco, 3, 15705
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Dec 3	Saturday
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11:30 – 15:00	Conference Touristic Tour: Catedral and Plaza de Abastos (lunch include) Meeting point: -----
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