

## **THURSDAY 11 SEPTEMBER 2025**

**08:00 – 10:45 REGISTRATION (Room: PLAYA DEL POSTIGUET)**

**09:00 – 09:30 WELCOME SESSION (Room: CALA GRANADELLA)**

Dr. JUAN LLOPIS TAVERNER (*Vice-Chancellor of the University of Alicante*)

ANTONIO PERAL VILLAR (*Councillor for the Presidency of Alicante City Council*)

Dr. BARTOLOMÉ MARCO LAJARA (*Chairman of the organising committee*)

Dr. ESTHER POVEDA PAREJA (*Vice-Chair of the organising committee*)

Dr. GEORGIANA GRIGORE (*ICSR Chair, University of Leicester*)

Prof. ALIN STANCU (*ICSR Chair, Bucharest University of Economic Studies*)

**09:30 – 10:15 KEYNOTE SPEAKER:** Dr. ÁNGEL PEIRÓ SIGNES (Professor at Universitat Politècnica de València) (**Room: CALA GRANADELLA**)

**10:15 – 10:30 COFFEE BREAK (Room: Main venue hall)**

**10:30 – 11:15 KEYNOTE SPEAKER:** Dr. MIKE MOLESWORTH (Associate Professor at the University of Birmingham) (**Room: CALA GRANADELLA**)

**11:15 – 12:45 PARALELL SESSIONS 1**

**13:00 – 14:30 LUNCH MELIÁ HOTEL**

*Address: Meliá Alicante, P.º Puerto, 3, 03001 Alicante*

**14:45 – 16:15 PARALLEL SESSIONS 2**

**16:15 – 16:45 COFFEE BREAK (Room: Main venue hall)**

**16:45 – 18:00 WORKSHOP: INTERNATIONAL GRANT COLLABORATIONS (Room: Playa del Postiguat)**

Dr. GEORGIANA GRIGORE (University of Leicester)

Dr. MIKE MOLESWORTH (University of Birmingham)

Prof. ALIN STANCU (Bucharest University of Economic Studies)

Dr. ANNA SORENSSON (Mid-Sweden University)

**18:00-19:00 ROUND TABLE 1: IN SEARCH OF SUSTAINABLE SOLUTIONS: START-UPS AT THE UNIVERSITY OF ALICANTE SCIENCE PARK (Room: CALA GRANADELLA)**

CALPECH (Yuriy Budyk)

MEDITERRANEAN ALGAE (Yago Sierras)

SOLUBLION (Daniel Domene)

FYCH TECHNOLOGIES (Dr. Oksana Horodytska)

**20:30 GALA DINNER- TORRE DE REJAS**

*Address: Cmo. de Benimagrell, 47, 03559 Alicante*

*Bus service: 20:00 at the conference venue*

## **FRIDAY 12 SEPTEMBER 2025**

**08:00 – 10:45 REGISTRATION (Room: PLAYA DEL POSTIGUET)**

**09:30 – 11:00 PARALLEL SESSIONS 3**

**11:00 – 11:15 COFFEE BREAK**

**11:15 – 12:00 KEYNOTE SPEAKER:** CARMEN BERBEGAL (Director of Corporate Responsibility at Actiu) **(Room: CALA GRANADELLA)**

**12:00 – 12:45 ROUND TABLE 2:** AGGLOMERATION ENVIRONMENTS AS CATALYSTS FOR SUSTAINABLE APPROACHES: CLUSTER AGENTS IN THE PROVINCE OF ALICANTE **(Room: CALA GRANADELLA)**

HOSBEC (Mayte García Córcoles)

INESCOP (Dr. Francisca Aran)

CEIV - CLUSTER DE EMPRESAS DEL VALLE DEL JUGUETE (Alvaro Carbonell Espi)

**13:15 – 15:00 LUNCH - MELIÁ HOTEL**

*Address: Meliá Alicante, P.º Puerto, 3, 03001 Alicante*

**15:30 – 17:30 PARALLEL SESSIONS 4**

**18:00 PUBLICATION OPPORTUNITIES AND CLOSING SESSION (Room: CALA GRANADELLA)**

Dr. BARTOLOMÉ MARCO LAJARA (*Chairman of the organising committee*)

Dr. ESTHER POVEDA PAREJA (*Vice-Chair of the organising committee*)

Dr. GEORGIANA GRIGORE (*ICSR Chair, University of Leicester*)

Prof. ALIN STANCU (*ICSR Chair, Bucharest University of Economic Studies*)

**19:00 CLOSING COCKTAIL DINNER**

*Address: TESELAS - Restaurante, Barra & Eventos, Passeig Esplanada d'Espanya, 16, 03001 Alicante*

## **PARALLELL SESSION 1**

### **Session 1.1 – Human resources and employee engagement in sustainability**

**Chairs: Christa Thomsen and Ida Hestberg**

**Room: PLAYA DE LEVANTE**

1. **Kamila Ludwikowska and Anna Koszela** – Virtual expatriation as a catalyst for organizational sustainability: the role of human resource management practices
2. **Amira Ben Massaoud** – The focus on employees' position and Human Resources role in Corporate Social Responsibility literature: a PRISMA systematic literature review
3. **Chaymae Abbana Bennani, Jean Cadieux Rémi Labelle-Deraspe and Amina Bennanouna** – Perception and participation in CSR and employees' turnover intention: the mediating role of psychological capital
4. **Oana Mogos, Alin Stancu, Umit Alniacik, Alina Filip and Adina Ionescu** – CSR, employer branding and retention: an integrated perspective

### **Session 1.2 – Digital transformation and AI for sustainability**

**Chairs: Samira Zamani and Kamala Vainy Pillai**

**Room: CALA AMBOLO**

1. **Ouiam Kaddouri** – Wired for sustainability: how AI drives CSR implementation in the climate crisis era
2. **Alina-Andrea Miron, Alin Stancu and Silviu Ojog** – CSR in the context of digital transformation
3. **Maria Hamcerencu and Luminita Nicolescu** – Sustainable personalization in international tourism: a systematic review on the economic and localisation impact of AI in smart destinations
4. **Munirah Morad, Nor Balkish Zakaria, Kazi Musa and Hainnuraqma Abdul Rahim** – Adoption determinants of E-Zakat platforms: an empirical analysis of Malaysian users' technological acceptance

### **Session 1.3 – Financial sustainability and risk management**

**Chairs: Babak Sarabi and Ana Isabel Lopes**

**Room: CALA FINESTRAT**

1. **Maria-Teresa Bosch-Badia, Joan Montllor-Serrats and Maria-Antonia Tarrazon-Rodon** – Reputational risk as the risk of risks: a clusters' analysis
2. **Fabio Pizzutilo** – Does social capital reduce idiosyncratic volatility? Evidence from the EU financial industry
3. **Bogdan-Ionut Anghel** – Incorporating transition risk into European equity forecasts: a CatBoost approach

## **PARALLELL SESSION 2**

### **Session 2.1 – CSR communication strategies**

**Chairs: Fabio Pizzutilo and Maria-Teresa Bosch-Badia**

**Room: PLAYA DE CARABASSÍ**

1. **Ana Isabel Lopes, Giulia Ranzini and Guido van Koningsbruggen** – Public communication of corporate-NGO partnerships: inter-organizational agreements, procedures and outcome assessments
2. **Babak Sarabi and Samira Zamani** – Extending CSR through brand activism: a consumer-centered systematic literature review
3. **Omary Swallehe** – Sustainability and tourism development in Tanzania: perspectives of small and medium-sized tour operators

### **Session 2.2 – Stakeholder dynamics and systemic transitions**

**Chairs: Maria Sherrington and Oana Mogos**

**Room: PLAYA DE ALBIR**

1. **Christa Thomsen, Ida Hestberg, Birte Asmuß and Anne-Christine Rosfeldt Lorentzen** – Managing tensions in social partnerships for digital health: a paradox perspective on stakeholder engagement
2. **Thomas Trier Hansen, Joachim Delventhal and Tereza Kramlová** – The risk of doing nothing – the case of transportation and infrastructure sector and beyond
3. **Kamala Vainy Pillai** – When elephants dance – the green shift and its ripple effects: critical mineral dependencies and stakeholder dynamics between EU and emerging regions
4. **Richard Shambare, Zikhona Dlabatshana, Palesa Makhetha-Kosi and Chido Michelle Shambare** – A systematic micro-entrepreneurship sustainability model: a conceptual framework

### **Session 2.3 ONLINE SESSION**

**Chairs: Georgiana Grigore**

**ONLINE (Room: CALA EL PORTET)**

1. **Eva Owusu Ansah** – Local food systems as catalysts for sustainable development in emerging economies: a Ghanaian perspective
2. **Blanuta Bianca** – Political shifts: an economic domino leading to professional reconversion and business reorientation
3. **Eva Owusu Ansah** – Social enterprises and the sustainability imperative: lessons from the Ghanaian hospitality sector
4. **Dolores Gallardo-Vázquez, Cristina Nuevo-Gallardo and José Alberto Becerra-Mejías** – The 2030 agenda and the transformation of urban spaces
5. **Dolores Gallardo-Vázquez, Cristina Nuevo-Gallardo and José Alberto Becerra-Mejías** – Competence training for social and sustainable transformation in higher education

### **PARALLELL SESSION 3**

#### **Session 3.1 – Education and urban transformation for sustainability**

**Chairs: Sijin He and Alejandro Pacheco Gurruchaga**

**Room: CALA DE MORAIG**

1. **Anna Sörensson, Anne Britt Svensrud, Daniela Lundesgaard and Charlotta Faith-Ell** – Transitions that matter: how moving from vocational to university education supports sustainable development in Sweden and Norway
2. **Álvaro de Juanes Rodríguez, Jose Miguel Giner Pérez and María Jesús Santa María Beneyto** – Urban complexity and resilience: functional diversity and proximity as key factors for sustainable mediterranean cities
3. **Maria Sherrington** – Manningtree – a tiny town addressing global sustainability through local action
4. **Kazi Musa-** Role of Economic Volatility, Unemployment, Control of Corruption and Freedom of Expression on Country-level Happiness: A Worldwide Panel Analysis

#### **Session 3.2 – Consumer behavior and sustainable innovation**

**Chairs: Richard Shambare and Margaret Dowuona-Hammond**

**Room: PLAYA DE TABARCA**

1. **Denise Baden and Stephanie Hodgson** – Promoting sustainable practice by advising clients: a case study
2. **Denise Baden** – ‘Planet placement’. How stories influence consumer behaviour
3. **Alexandra Filipová** – Optimization of customer services through personalization and sustainable technologies in retail
4. **Catalina-Mihaela Lupu and Gabriela Dragan** – Rethinking prosperity: the role of circular economy in enhancing national happiness

## **PARALLELL SESSION 4**

### **Session 4.1 – Sustainable finance and adoption**

**Chairs: Alexandra Filipová and Álvaro de Juanes Rodríguez**

**Room: PLAYA DE LA FOSSA**

1. **Isabelle Chang Tan and Benjing Dong** – Impact investment as a driver of sustainable innovation: bridging profit and purpose
2. **Sijin He** – **Evaluating the quality of SDG implementation based on CSR**
3. **Nor Balkish Zakaria, Nurhidayah Yahya, Kazi Musa, Abu Amar Bustomi, Abdillah Ubaidi and Vince Ratnawati** – Awareness and adoption of Islamic banking facilities among Indonesian youth through the lens of Theory of Planned Behavior
4. **Alexandra Barbu and Luminita Nicolescu** - The Role of Mega-Events in Shaping Country Image: A Systematic Literature Review

### **Session 4.2 – Sustainable business models and innovation**

**Chairs: Anna Sörensson**

**Room: PLAYA LA CALETA**

1. **Dorthe Eide and Samira Zamani** – Regenerative business models: how can strategies of cross-sector integration contribute to revitalization and resilience?
2. **Anca Ioana Blaga (Martin), Alin Stancu, Gabriela Iuliana Munteanu and Alina Andrea Miron** – Ethical communication in organizational crisis: the role of CSR in managing public perception
3. **Dániel Imre Nagy and Tibor Princz-Jakovics** – Application of the Business Canvas Modell for the biomethane industry
4. **Alejandro Pacheco Gurruchaga** – Rethinking value creation: understanding archetypes of hybridization

### **Session 4.3 – Social innovation and organizational capabilities**

**Chairs: Kazi Musa and Ouïam Kaddouri**

**Room: PLAYA PARAÍSO**

1. **Radhika Ralhan** – Transforming future of sustainability: role of new age innovations & businesses in accelerating SDGs
2. **Margaret Dowuona-Hammond and Estrella Barrio Fraile** – Corporate social responsibility communication in global business: a cross-cultural analysis of multinational corporations' CSR strategies on Instagram
3. **Dumitru Goldbach, Violeta Radulescu, Iulian Udroi, Catalin Nechifor and Aurelia Aurora Diaconeasa** – Gheorghe Hagi Football Academy – a sustainable model in sports marketing
4. **Sanja Broz Tominac** – Sustainability meets accounting: the dual implementation of ESG and IFRS 17 in Croatian insurers