**THUSRDAY 11 SEPTEMBER 2025**

**08:00 – 10:30 REGISTRATION**

**09:00 – 09:30 WELCOME SESSION**

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

Dr. MARI CARMEN TOLOSA BAILEN (*Dean of the Faculty of Economics and Business Sciences at 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)

**10:15 – 10:30 COFFEE BREAK**

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

**11:15 – 12:45 PARALELL SESSIONS**

**13:00 – 14:30 LUNCH MELIÁ HOTEL**

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

**14:45 – 16:15 PARALLEL SESSIONS**

**16:15 – 16:45 COFFEE BREAK**

**16:45 – 18:00 WORKSHOP: INTERNATIONAL GRANT COLLABORATIONS**

Dr. GEORGIANA GRIGORE (University of Leicester)

Dr. MIKE MOLESWORTH (University of Birmingham)

Dr. ESTHER POVEDA PAREJA (University of Alicante)

Prof. ALIN STANCU (Bucharest University of Economic Studies)

Dr. ANNA SORENSSON (Mid-Sweden University)

Dr. BARTOLOMÉ MARCO LAJARA (University of Alicante)

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

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

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

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

**FRIDAY 12SEPTEMBER 2025**

**08:00 – 10:30 REGISTRATION**

**09:30 – 11:00 PARALLEL SESSIONS**

**11:00 – 11:15 COFFEE BREAK**

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

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

**13:15 – 15:00 LUNCH** - MELIÁ HOTEL

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

**15:30 – 17:30 PARALLEL SESSIONS**

**18:00 PUBLICATION OPPORTUNITIES AND CLOSING SESSION**

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)*

**PARALLELL SESSION 1**

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

**Chairs: Christa Thomsen and Ida Hestberg**

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**

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 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**

1. **Maria-Teresa Bosch-Badia, Joan Montllor-Serrats and Maria-Antonia Tarrazon-Rodon** – Reputational risk as the risk of risks: a clusters’ analysis
2. **Sanja Broz Tominac** – Sustainability meets accounting: the dual implementation of ESG and IFRS 17 in Croatian insurers
3. **Fabio Pizzutilo** – Does social capital reduce idiosyncratic volatility? Evidence from the EU financial industry
4. **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**

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. **Iwona Łapuńka and Dominika Jagoda-Sobalak** – Investigating the dynamic capabilities of project-based organizations in creating shared value
4. **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: Sanja Broz Tominac and Oana Mogos**

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

**Session 2.3 ONLINE SESSION**

**Chairs: Georgiana Grigore**

**ONLINE**

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**

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

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

**Chairs: Nor Balkish Zakaria and Margaret Dowuona-Hammond**

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**

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, 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: Maria Sherrington**

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: Anna Sörensson and Ouiam Kaddouri**

1. **Dominika Jagoda-Sobalak and Iwona Łapuńka** – Implementing user-driven innovation as a key to advancing social innovation
2. **Radhika Ralhan** – Transforming future of sustainability: role of new age innovations & businesses in accelerating SDGs
3. **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
4. **Dumitru Goldbach, Violeta Radulescu, Iulian Udroiu, Catalin Nechifor and Aurelia Aurora Diaconeasa** – Gheorghe Hagi Football Academy – a sustainable model in sports marketing