



The European Academy of Management and Business Economics (AEDEM) would like to welcome you to the XXVIII **AEDEM International Conference** to be held in Tokyo on 3 and 4 September 2019, under the auspices of the Centre for Business Information Ethics (CBIE) of Meiji University. The Centre was established in April 2006 as a research centre for information ethics in business organisations and is the only research institute to study this subject in Japan.

Meiji University was founded in January 1881 as a site for learning and education. Continuing its growth, Meiji University has expanded as one of the prominent private universities of Japan, celebrating its 130th anniversary in 2011. With Rights, Liberty, Independence and Self-government as its guiding principles, Meiji University is committed to fostering students who satisfy the requirements of "austerity and sturdiness", "creation of new intellect" and "needs of the times". Having sent out more than 520,000 graduates into the world to date, it has contributed vastly to the progress of society. The achievements of the university's numerous alumni actively engaged in key roles in various walks of life are highly reputed.

Meiji University ranks solidly among the best universities in Japan, currently consisting of 10 schools: the School of Law, School of Commerce, School of Political Science and Economics, School of Business Administration, School of Arts and Letters, School of Information and Communication, School of Global Japanese Studies, School of Science and Technology, School of Agriculture, and the School of Interdisciplinary Mathematical Sciences. The Graduate School is made up of 16 Schools: the Graduate School of Law, Graduate School of Commerce, Graduate School of Political Science and Economics, Graduate School of Business Administration, Graduate School of Arts and Letters, Graduate School of Information and Communication, Graduate School of Science and Technology, Graduate School of Agriculture, Graduate School of Advanced mathematical Sciences, Graduate School of Humanities, Graduate School of Global Japanese Studies, and the Graduate School of Global Governance. There are independent schools in various disciplines, including the Law School, Graduate School of Governance Studies, Graduate School of Global Business, and the Graduate School of Professional Accountancy. The University also boasts the Meiji University Meiji High School and Meiji University Meiji Junior High School.

The European Academy of Management and Business Economics (AEDEM) is a forum for the broad exchange of research experience in managerial economics and business. The Academy currently has over 600 scholars from institutions and scientific societies across Latin America and Europe.

It should be stressed that this XXVIII International Conference of the Academy would not be possible without the dedication, the effort and the sacrifice of the lecturers of its Organising Committee, who, along with the Evaluating Committee of the research works, are the backbone of the event. This conference is supported by the Subsidy Program for International Conference/Symposium, coordinated by the Headquarters of International Collaboration, Meiji University.

We wish to thank the Academy's Scientific Council for their important work in order to ensure the precise scientific standards, as well as the collaborating institutions and firms which have committed themselves in the implementing of the Conference. Finally, we wish to thank each and every one of the academicians, lecturers and professionals who attend this international meeting and who will make this Conference a great success.

*Dra. Encarnación González Vázquez
AEDEM President*



Next international conference of AEDEM will be held in Meiji University, Tokyo (Japan), on 3rd and 4th of September 2019 with the title “Management in a Smart Society: business and technological challenges”.

Meiji University was founded in 1881, having 135 years of history. Nowadays it combines tradition and modernity, being the most demanded university by students among all 768 Japanese higher education institutions, and it counts on 15 World-Class research Centers.

The Centre for Business Information Ethics (CBIE) of Meiji University is our partner in organizing the conference. The CBIE is a world leading centre devoted to analyzing the digital transformation of business and society from an ethical and international point of view. Researchers from all over the world collaborate by searching business ethical solutions for a never-ending technological innovation.

The conference will be held in Tokyo, the biggest city of the world, with more than 38 million people in the metropolitan area. Tokyo is a very safe city, with an excellent public transport and uncountable places to visit, being possible to combine academic and cultural activities and enjoy this unique wonderful city.

As conference directors, do not have any doubt as to the fact that this is going to be another AEDEM leading international academic conference, where cross fertility between cultures is going to open up many opportunity windows for all AEDEM members.

The XXVIII AEDEM International Conference is supported by the Headquarters of International Collaboration, Meiji University.

We are ready to welcome you in Tokyo next September!

*Prof. Kiyoshi Murata. Meiji University. Japan
Dr. Mario Arias-Oliva. Universitat Rovira i Virgili. Spain
Conference Co-Chairs*

El próximo congreso internacional de AEDEM tendrá lugar en la Meiji University, Tokio, Japón durante los días 3 y 4 de septiembre de 2019 con el título “Dirigiendo en una Sociedad Inteligente: retos empresariales y tecnológicos”.

La Meiji University, fundada en 1881, tiene más de 135 años de historia. Actualmente combina tradición y modernidad, siendo una de las universidades más demandadas por los estudiantes entre los 768 centros de educación superior japoneses. Cuenta con 15 centros de investigación de excelencia internacional.

El Centre for Business Information Ethics (CBIE) of Meiji University será nuestra institución colaboradora para la organización del congreso. El CBIE es un centro que analiza la transformación digital de las empresas y de la sociedad desde una perspectiva ética e internacional. Investigadores de todo el mundo colaboran en la búsqueda de soluciones éticas para el mundo de los negocios en un entorno de interminable innovación tecnológica.

El congreso tendrá lugar en Tokio, la ciudad más grande del mundo con un área metropolitana que actualmente tiene más de 38 millones de habitantes. Tokio es una ciudad segura, con un excelente transporte público e innumerables lugares para visitar, siendo posible combinar las actividades académicas propias del congreso con las actividades culturales que la ciudad ofrece, pudiendo disfrutar de esta metrópoli única en el mundo.

Como co-presidentes del comité organizador estamos seguros que este congreso será otra exitosa conferencia internacional en la que la fertilidad cruzada entre nuestras culturas abrirá nuevas oportunidades para todos los miembros de AEDEM.

XXVIII Congreso Internacional de AEDEM está realizado con el apoyo del Headquarters of International Collaboration de la Meiji University

Estamos preparados para recibirles en Tokio el próximo septiembre

*Prof. Kiyoshi Murata. Meiji University. Japan
Dr. Mario Arias-Oliva. Universitat Rovira i Virgili. Spain
Conference Co-Chairs*

謹啓

皆様には時下ますますご清祥のこととお慶び申し上げます。

欧州経営経済アカデミー（AEDEM）の次回の国際会議は「スマート社会における経営管理 — 経営と技術における課題」を統一テーマとして2019年9月3日・4日に東京都千代田区に所在する明治大学駿河台キャンパスで開催されることとなりました。

明治大学は1881年に創立された130年以上の歴史を誇る私立大学であり、その伝統の上に常に革新を加え、現在では10学部12研究科ならびに4専門職大学院と、附属高等学校・中学校を擁し、日本の高等教育機関768校の中で最も人気のある、日本屈指の大学として、また世界的にも高度な研究・教育を行う大学として、その地位を確立しています。

本国際会議の開催にあたっては明治大学ビジネス情報倫理研究所（CBIE）が現地パートナーとして国際会議の組織・運営に携わります。CBIEは情報化に伴うビジネスと社会の変化を倫理的・国際的な視点から分析する情報倫理の世界的研究拠点であり、止まるところを知らない技術革新の中でビジネス倫理の確立を目指す世界中の研究者との共同研究を行っています。

本国際会議が開催される東京は3,800万人以上が暮らす大都市である一方で、安全な環境と公共交通機関が整備され、文化施設や観光名所もふんだんにあり、国際会議を開催するには世界でも最も適切な場所の一つです。

私どもは本国際会議の統括責任者として、欧州を主たる拠点とするAEDEM会員の皆様が今回の会議に参加されることで、異文化の中に身を置き、すばらしい体験をされることを確信しています。

第28回AEDEM国際会議は明治大学国際連携本部の後援を受けています。

来年9月に皆様に、東京でお目にかかれましてを楽しみにしております。

*Prof. Kiyoshi Murata. Meiji University. Japan
Dr. Mario Arias-Oliva. Universitat Rovira i Virgili. Spain
Conference Co-Chairs*

Meiji University-Surugadai Campus
1-1 Kanda-Surugadai, Chiyoda-ku,
1-2 Tokyo 101-8301



<http://www.meiji.ac.jp/cip/english/about/campus/surugadai.html>

WELCOME RECEPTION

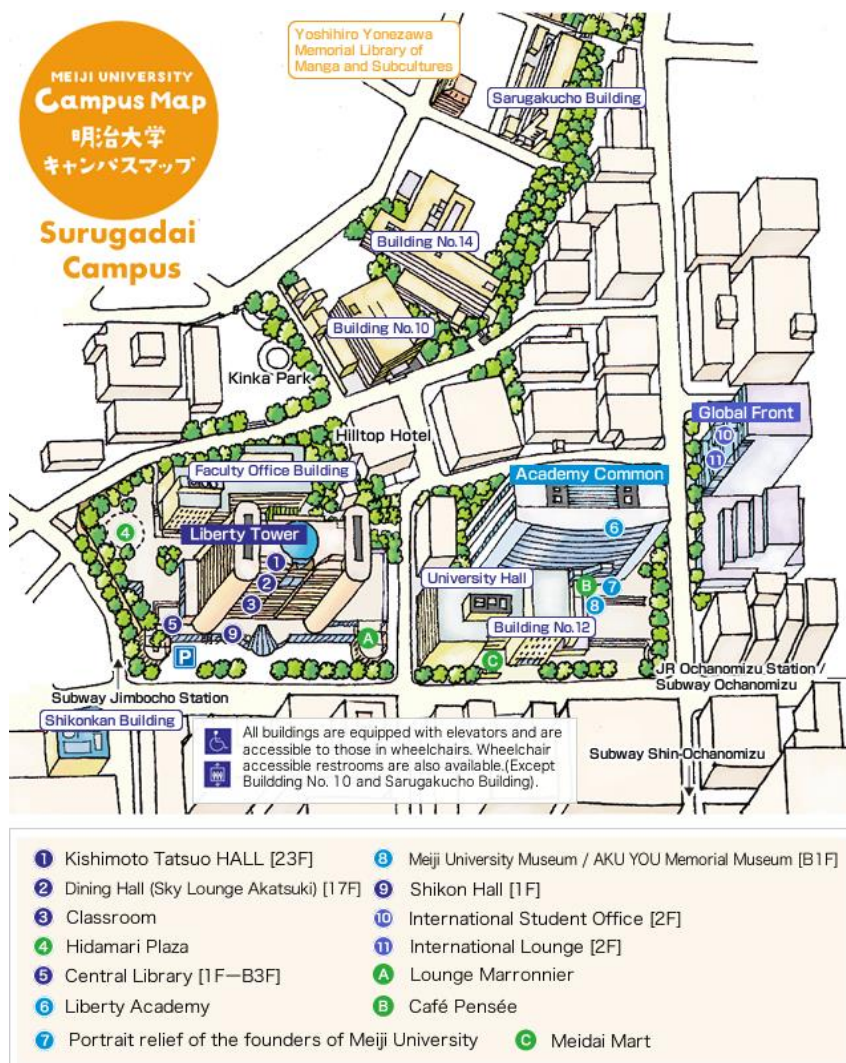
Room A1-A3 (second floor)
Academy Common Building

Mr. Kosaku Dairokuno

Vice President of Meiji University

Mr. Camilo Prado Román

European Academy of Management and Business Economics
(AEDEM)



Tuesday 3rd, September

09:30 – 10:00

CONFERENCE REGISTRATION

Global Hall (first (ground) floor)

Global Front Building

10:00 – 10:30

OPENING CEREMONY

Global Hall (first (ground) floor)

Global Front Building

Ms. Alicia Blanco González

Vice-president of the European Academy of Management
and Business Economics (AEDEM)

Mr. Kiyoshi Murata

International Conference Co-chairs
Meiji University (Japan)

Mr. Mario Arias Oliva

International Conference Co-chairs
Universitat Rovira i Virgili (Spain)

Tuesday 3rd, September

10:30 – 12:00

PLENARY SESSION

Global Hall (first (ground) floor)

Global Front Building

10:30 – 11:15

Creativity, Culture and Consumer Behavior in Japan: A Marketer's
Perspective

Prof. Makoto Mizuno

Meiji University, Japan

11:15 – 12:00

Responsible Research & Innovation: Educational Strategies in the
Recercaixa-Euritage Project

Dr. Mario Arias Oliva

Universitat Rovira i Virgili, Spain

12:30 – 14:00

Work Lunch

Room A1-A3 (second floor)

Academy Common Building

Tuesday 3rd, September

PARALLEL SESSION I

9th floor of the ***Academy Common Building***

14:00 – 15:45

MANAGEMENT I

Room 309-E

*Moderator: Emilio Díez de Castro, Ph.D.
Universidad de Sevilla, Spain*

*Moderator: Prof. Uchino
Meiji University, Japan*

ORGANIZING OF CORPORATE FRAUD: A CASE STUDY ON LOAN FRAUD IN JAPAN

Natsuko Fujikawa, Kobe University (Japan)

ARE THE MOST LEGITIMATED COMPANIES THAT DEVELOP EQUALITY POLICIES?

Alicia Blanco-González, Rey Juan Carlos University (Spain)
Giorgia Miotto, Ramon Llull University – Blanquerna (Spain)
Francisco Díez-Martín, Rey Juan Carlos University (Spain)

A PRELIMINARY ANALYSIS OF THE RELATIONSHIP BETWEEN PRODUCTIVITY AND HEALTH AND PRODUCTIVITY MANAGEMENT: USING A QUESTIONNAIRE SURVEY AND BRAIN MRI SCANS

Shin Murakami, FiNC Technologies Inc. (Japan)
Akiko Miyazaki, FiNC Technologies Inc. (Japan)
Xiaohe Tang, FiNC Technologies Inc. (Japan)
Takashi Iwamoto, Keio University (Japan)

HETEROGENEITY OF INSTITUTIONAL INVESTORS, LONGEVITY AND CORPORATE GOVERNANCE: THE CASE OF MERCK KGAA AND MERCK & CO

Kazuyuki Shimizu, Meiji University (Japan)

MORAL EVALUATION OVER AN EXTENDED MOTION OF AGENCY

Yuko Murakami, Rikkyo University (Japan)

INNOVATION IN SOCIAL ECONOMY COMPANIES. THE MEDIATING EFFECT OF LEGITIMACY FOR CUSTOMERS

Díez de Castro, Emilio, Universidad de Sevilla (Spain)

14:00 – 15:45

FINANCE & ACCOUNTING I

Room 309-F

*Moderator: Carmen Orden-Cruz, Ph.D.
Universidad Rey Juan Carlos, Spain*

SOLVENCY ANALYSIS BASED ON THE CASH FLOWS STATEMENT (EFE): THE CASE OF THE SPANISH ELECTRICITY SECTOR

Teresa Fernández Rodríguez, Universidade da Coruña (Spain)
Félix Puime Guillén, Universidade da Coruña (Spain)
Joaquín Enríquez Díaz, Universidade da Coruña (Spain)

ESTUDIO DE LA INDUSTRIA MUNDIAL DEL AUTOMÓVIL

Jorge Suárez Sánchez, Universidad de León (Spain)
Laura Valdunciel Bustos, Universidad de León (Spain)

IS THERE ANY PARALLELISM BETWEEN THE IMPROVEMENT IN THE SURVIVAL OF THE SPANISH AND JAPANESE POPULATION?

Amaia Jone Betzuen Álvarez, Universidad del País Vasco- Euskal Herriko Unibertsitatea (Spain)
Amancio Betzuen Zalbidegoitia, Universidad del País Vasco - Euskal Herriko Unibertsitatea (Spain)

WIKIPEDIA AS AN EXPLANATION AND PREDICTOR VARIABLE OF NASDAQ TRENDS

Raúl Gómez-Martínez, Universidad Rey Juan Carlos (Spain)
Carmen Orden-Cruz, Universidad Rey Juan Carlos (Spain)
Juan Gabriel Martínez-Navalón, Universidad Rey Juan Carlos (Spain)

FISCAL BENEFITS FOR THE RECRUITMENT OF ELDERLY ADULTS IN MEXICO

Flor Tavera, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)
Virginia Hernández Silva, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)

ESTILO DE LIDERAZGO DIRECTIVO E INDUSTRIA 4.0: UN ESTUDIO EXPLORATORIO DEL USO DEL BIG DATA ANALYTICS EN LA EMPRESA ESPAÑOLA

Luis Manuel Cerdá Suárez, Universidad Internacional de La Rioja (Spain)
María del Mar Souto Romero, Universidad Internacional de La Rioja (Spain)
Juan Montero Vilela, Universidad Internacional de La Rioja (Spain)

AN APPROACH TO INVESTOR PROTECTION ANALYSIS

Carmen Orden-Cruz, Rey Juan Carlos University (Spain)
Susana Díaz-Iglesias, Rey Juan Carlos University (Spain)

Tuesday 3rd, September

14:00 – 15:45

FAMILY BUSINESS AND ENTREPRENEURSHIP

Room 309-G

*Moderator: José María Gómez Gras, Ph.D.
Universidad Miguel Hernández de Elche, Spain*

¿INFLUYE LA GESTIÓN FAMILIAR EN LA EFICIENCIA EMPRESARIAL?: UN ANÁLISIS CON ENFOQUE DE METAFRONTERA

María Isabel Ortega Díaz, Universidad de Jaén (Spain)
Manuel Carlos Vallejo Martos, Universidad de Jaén (Spain)

EL PROCESO DE SUCESIÓN EN LAS EMPRESAS FAMILIARES. INCIDENCIA DE LAS CREENCIAS DEL GRUPO DOMINANTE

Juan Carlos Ayala, Universidad de La Rioja (Spain)
Guadalupe Manzano, Universidad de La Rioja (Spain)

ESPIRITUALIDAD, RIQUEZA SOCIOEMOCIONAL Y RESPONSABILIDAD SOCIAL CORPORATIVA EN LA EMPRESA FAMILIAR

Francisca Panadés Zamora, Universidad de Jaén (Spain)
Manuel Carlos Vallejo Martos, Universidad de Jaén (Spain)
José Miguel Antequera Solís, Universidad de Jaén (Spain)

EL EFECTO DE LA INTENSIDAD COMPETITIVA DEL ENTORNO EN LA RELACIÓN EMPRENDIMIENTO ESTRATÉGICO Y LOS RESULTADOS DE LA ORGANIZACIÓN

José María Gómez Gras, Universidad Miguel Hernández de Elche (Spain)
Marina Estrada de la Cruz, Universidad Miguel Hernández de Elche (Spain)
Antonio José Verdú Jover, Universidad Miguel Hernández de Elche (Spain)
Ignacio Mira Solves, Universidad Miguel Hernández de Elche (Spain)
Lirios Alós Simó, Universidad Miguel Hernández de Elche (Spain)

THE "SUBJECTIVE SUCCESS" OF THE ENTREPRENEUR: INFLUENTIAL FACTORS

Guadalupe Manzano García, Rioja University (Spain)
Juan Carlos Ayala Calvo, Rioja University (Spain)

INNOVATION-INTERNATIONALIZATION RELATIONSHIP ON FAMILY SMES: THE MODERATING ROLE OF FAMILY INVOLVEMENT

Mikel Alayo, Universidad del País Vasco- Euskal Herriko Unibertsitatea (Spain)
Amaia Maseda, Universidad del País Vasco- Euskal Herriko Unibertsitatea (Spain)

LA EDUCACIÓN DEL EMPRESARIO Y SU RELACIÓN EN LA COMPETITIVIDAD DE LAS EMPRESAS

Patricia Zavala Villagómez, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)
Dora Aguilasocho Montoya, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)
Evaristo Galeana Figueroa, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)

Tuesday 3rd, September

Tuesday 3rd, September

PARALLEL SESSION II

9th floor of the ***Academy Common Building***

15:45 – 17:30

MARKETING & TOURISM

Room 309-E

Moderator: Jaime Gil-Lafuente, Ph.D.

Universitat de Barcelona, Spain

UN TRATAMIENTO PRECISO DE LAS OPINIONES SOBRE RESTAURANTES EMITIDAS POR PLATAFORMAS DE USUARIOS GENERADORES DE CONTENIDOS

Jaime Gil-Lafuente, Universitat de Barcelona (Spain)

Andreia Muller, Universitat de Girona (Spain)

María Luisa Solé Moro, Universitat de Barcelona (Spain)

MOTIVACIÓN, SATISFACCIÓN Y PERFIL SOCIODEMOGRÁFICO DEL TURISTA QUE VISITA EL DESIERTO DE LA TATACOA

Elías Ramírez Plazas, University Surcolombiana (Colombia)

Sergio Ramírez Rodríguez, University Surcolombiana (Colombia)

Juan José Sánchez Liévano, University Surcolombiana (Colombia)

SMART TOURISM: EFFECTS ON BUSINESS COMPETITIVENESS

Estrella Díaz Sánchez, Universidad de Castilla-La Mancha (Spain)

Agueda Esteban Talaya, Universidad de Castilla-La Mancha (Spain)

Rocío Carranza Vallejo, Universidad de Castilla-La Mancha (Spain)

25 YEARS OF TOURISM FOREIGN DIRECT INVESTMENT IN SPAIN

Thorsten Wrage, Universidad de Las Palmas de Gran Canaria (Spain)

Rodrigo Naumchik, Universidad de Las Palmas de Gran Canaria (Spain)

Jesús Arteaga-Ortiz, Universidad de Las Palmas de Gran Canaria (Spain)

Tuesday 3rd, September

15:45 – 17:30

FINANCE & ACCOUNTING II

Room 309-F

Moderator: Luis Tomás Díez de Castro, Ph.D.

Camilo Prado Foundation, Spain

AN ALTERNATIVE TRADING STRATEGY BASED ON SPORTS SENTIMENT

Raúl Gómez Martínez, Universidad Rey Juan Carlos de Madrid (Spain)

Camila Marques Bogliani Universidad de Valencia (Spain)

Jessica Paule Vianez, Universidad Rey Juan Carlos de Madrid (Spain)

FINANCIAL INNOVATION FOR THE SUSTAINABILITY OF THE PUBLIC PENSION SYSTEM IN SPAIN

Amaia Jone Betzuen Álvarez, Universidad del País Vasco - Euskal Herriko Unibertsitatea (Spain)

Amancio Betzuen Zalbidegoitia, Universidad del País Vasco - Euskal Herriko Unibertsitatea (Spain)

EL EFECTO LUNAR CONSIGUE BATIR AL MERCADO THE LUNAR EFFECT IS ABLE TO BEAT THE MARKET

Beatriz García Costa, Universidad Rey Juan Carlos de Madrid (Spain)

Laura García Costa, Universidad Rey Juan Carlos de Madrid (Spain)

Raúl Gómez Martínez, Universidad Rey Juan Carlos de Madrid (Spain)

LA BANCA COMERCIAL COMO FACTOR DE DESARROLLO DE LA PYME EN MEXICO A TRAVÉS DEL FACTORAJE: UN ENFOQUE CUALITATIVO

Guillermo Pérez Elizundia, Universidad Nacional Autónoma de Mexico (Mexico)

José Alfredo Delgado Guzmán, Universidad Nacional Autónoma de Mexico (Mexico)

Jesús Fernando Lampón Caride, Universidad de Vigo (Spain)

THE RISK OF BITCOIN: A SEMI-NONPARAMETRIC APPROACH

Inés Jiménez, Universidad de Salamanca (Spain)

Andrés Mora-Valencia, Universidad de Los Andes (Peru)

Javier Perote, Universidad de Salamanca (Spain)

FEASIBILITY OF HYBRID OFFSHORE WIND AND WAVE TECHNOLOGY: THE CASE OF STUDY OF THE GALICIAN REGION (NORTH WEST OF SPAIN)

Felix Puime, Universidade de A Coruña (Spain)

Laura Castro Santos laura, Universidade de A Coruña (Spain)

Raisa Pérez Vas, Universidade de Vigo (Spain)

Almudena Filgueira Vizoso, Universidade de A Coruña (Spain)

Tuesday 3rd, September

15:45 – 17:30

INTELLECTUAL CAPITAL AND SUSTAINABILITY I

Room 309-G

Moderator: Jesús Arteaga-Ortiz, Ph.D.

Universidad de Las Palmas de Gran Canaria, Spain

VALUE CREATION IN PRIVATE EQUITY-BACKED FAMILY FIRMS WITHIN THE TECHNOLOGICAL SECTOR

Camilo Prado Román, Rey Juan Carlos University (Spain)

Antonio Fernández Portillo, University of Extremadura (Spain)

Laura Arteche Bueno, Rey Juan Carlos University (Spain)

THE STATE OF THE ART OF KNOWLEDGE ECONOMY RESEARCH FIELD: A PERFORMANCE ANALYSIS

Ana Vilma Rodriguez, University of the Basque Country (Spain)

Gloria Aparicio, University of the Basque Country (Spain)

Txomin Iturralde, University of the Basque Country (Spain)

INVOLVEMENT OF THE SHAREHOLDER IN CORPORATE SOCIAL RESPONSIBILITY

Sandra Escamilla-Solano, Rey Juan Carlos University (Spain)

Carmen Orden-Cruz, Rey Juan Carlos University (Spain)

Paola Plaza-Casado, Rey Juan Carlos University (Spain)

IS SUSTAINABLE ECONOMIC DEVELOPMENT POSSIBLE THANKS TO THE DEPLOYMENT OF ICT?

Antonio Fernández-Portillo, University of Extremadura (Spain)

José Luis Coca-Pérez, University of Extremadura (Spain)

Manuel Almodóvar-González, University of Extremadura (Spain)

Héctor Valentín Jiménez-Naranjo, University of Extremadura (Spain)

INTERNATIONAL BUSINESS UNDER THE PERSPECTIVE OF REVERSE LOGISTICS AND COMPETITIVENESS IN THE AUTOMOTIVE SECTOR

M. A. Valenzo-Jiménez, Universidad Michoacana De San Nicolás De Hidalgo (Mexico)

Jaime Apolinar Martínez-Arroyo, Universidad Michoacana De San Nicolás De Hidalgo (Mexico)

Bertha Molina-Quintana, Universidad Michoacana De San Nicolás De Hidalgo (Mexico)

Wednesday 4th, September

PARALLEL SESSION II

9th floor of the **Academy Common Building**

09:00 – 11:00

INNOVATION & MANAGEMENT IN HIGHER EDUCATION

Room 309-E

Moderator: Jorge Pelegrín-Borondo, Ph.D.

La Rioja University, Spain

ARTIFICIAL INTELLIGENCE MODELS TO PREDICT PROFESSIONAL PERFORMANCE BASED ON SKILLS, ABILITIES AND KNOWLEDGE

Raúl Gómez Martínez, Universidad Rey Juan Carlos de Madrid (Spain)

Ravi Purswani, CTO Overlap (Spain)

Miguel Prado Román, Universidad Rey Juan Carlos (Spain)

ROBOTS IN EDUCATION: USING A ROBOT AS AN ACADEMIC ADVISOR IN A JORDANIAN CASE UNIVERSITY

Ala Al-Mahameed, Rovira i Virgili University (Spain)

Dana AlShwayat, University of Petra (Jordan)

Mario Arias-Oliva, Rovira i Virgili University (Spain)

Jorge Pelegrín-Borondo, La Rioja University (Spain)

JUEGO DE TRONOS EN EL AULA. INFLUENCIA DE LA GAMIFICACIÓN EN LA AMOTIVACIÓN Y LA PERCEPCIÓN DE LA CALIDAD EN EL AULA

Jorge Pelegrín-Borondo, Universidad de La Rioja (Spain)

Yolanda Sierra-Murillo, Universidad de La Rioja (Spain)

Cristina Olarte-Pascual, Universidad de La Rioja (Spain)

Alba García-Milon, Universidad de La Rioja (Spain)

FACTORS THAT CONTRIBUTE TO BUSINESS MANAGEMENT AND ADMINISTRATION STUDENTS' ABSENTEEISM. RELATIONSHIP WITH ACADEMIC PERFORMANCE

Juan Carlos Ayala Calvo, Universidad de La Rioja (Spain)

Guadalupe Manzano García, Universidad de La Rioja (Spain)

Arkaitz Bañuelos Campo, Universidad de La Rioja (Spain)

Coloma Álvarez Santamaría, Universidad de La Rioja (Spain)

DETECTING EMOTIONS IN SOCIAL MEDIA. A TECHNOLOGICAL CHALLENGE TO ENHANCE YOUNGEST BEHAVIOR

Jan Strohschein, University of Applied Sciences Cologne (Germany)

Ana María Lara Palma, Universidad de Burgos (Spain)

Heide Faeskorn-Woyke, University of Applied Sciences Cologne (Germany)

LEGITIMIDAD Y EDUCACIÓN SUPERIOR

Ana Cruz Suárez, Rey Juan Carlos University (Spain)
Francisco Díez-Martín, Rey Juan Carlos University (Spain)

09:00 – 11:00

MARKETING II

Room 309-F

*Moderator: Francisco José Torres-Ruiz, Ph.D.
Universidad de Jaén, Spain*

RESOURCE ALLOCATION CONSIDERING ECONOMIC SYSTEM IN CHINA DEVELOPMENT OF DIGITAL CREATIVE INDUSTRY

Keisuke Fukui, Hitotsubashi University (Japan)

ANÁLISIS BIBLIOMÉTRICO SOBRE EL CAMPO DE LA DIGITALIZACIÓN DE LAS PYMES

Nuria Ramos Vecino, Universidad de Extremadura (Spain)
María Calzado Barbero, Universidad de Extremadura (Spain)
Antonio Fernández Portillo, Universidad de Extremadura (Spain)
Ricardo Hernández Mogollón, Universidad de Extremadura (Spain)

¿CUÁNTO SABEN LOS CHEFS ESPAÑOLES SOBRE ACEITES DE OLIVA? UN ESTUDIO EXPLORATORIO SEGÚN LA CALIDAD DEL RESTAURANTE

María Gutiérrez-Salcedo, Universidad de Jaén (Spain)
Manuela Vega-Zamora, Universidad de Jaén (Spain)
Francisco José Torres-Ruiz, Universidad de Jaén (Spain)
Manuel Parras-Rosa, Universidad de Jaén (Spain)
Eva María Murgado-Armenteros, Universidad de Jaén (Spain)

PROYECTO EN DESARROLLO: PROPUESTA PARA LA COMPETITIVIDAD DEL CACAO (THEOBROMA CACAO L.) DEL HUILA (COLOMBIA) A TRAVÉS DE UN MODELO DE SOSTENIBILIDAD ECONÓMICA

Alberto Ducuara Manrique, Universidad Surcolombiana (Colombia)

INDICIOS DE EFICACIA DE LA ESTRATEGIA MULTI-SELLO DE CALIDAD DIFERENCIADA EN PRODUCTOS AGROALIMENTARIOS

Eva María Murgado-Armenteros, Jaen University (Spain)
Francisco José Torres-Ruiz, Jaen University (Spain)
Manuela Vega-Zamora, Jaen University (Spain)
María Gutiérrez-Salcedo, Jaen University (Spain)
Manuel Parras-Rosa, Jaen University (Spain)

Wednesday 4th, September

A THEORETICAL REVIEW OF EXPORT OBSTACLES

Thorsten Wrage, Universidad de Las Palmas de Gran Canaria (Spain)
Rodrigo Naumchik, Universidad de Las Palmas de Gran Canaria (Spain)
Jesús Arteaga-Ortiz, Universidad de Las Palmas de Gran Canaria (Spain)

INFLUENCE OF PERSONALITY AND PERSONAL VALUES ON THE ATTITUDES AND CREDIBILITY OF PRINTED ADVERTISEMENTS

Enrique Bigné Alcañiz, Universidad de Valencia (Spain)
Patricio Maturana Bauer, Universidad Tecnológica Metropolitana de Santiago de Chile (Chile)

09:00 – 11:00

MANAGEMENT II

Room 309-G

Moderator: Arturo Rodríguez Castellanos, Ph.D.

Fundación Emilio Soldevilla para la Investigación y el Desarrollo en Economía de la Empresa, Spain

ESTADO DEL ARTE DEL CACAO (THEOBROMA CACAO L) EN EL DEPARTAMENTO DEL HUILA. APUNTES PARA LA REFLEXIÓN

Alfonso Manrique Medina, Universidad Surcolombiana (Colombia)

ESTRUCTURA ORGANIZACIONAL BASADA AL MODELO EUROPEO: EFQM. ANÁLISIS DEL GRUPO ORSAN

Ángel Cortez Hernández, Universidad Juárez Autónoma de Tabasco (Mexico)
Aída Dinorah García Álvarez, Universidad Juárez Autónoma de Tabasco (Mexico)
Salvador Neme Calacich, Universidad Juárez Autónoma de Tabasco (Mexico)

COMPLEJIDAD, PERSONAS Y ORGANIZACIÓN: ¿HACIA UN NUEVO HUMANISMO?

Arturo Rodríguez-Castellanos, Universidad del País Vasco, Universidad Rey Juan Carlos y Real Academia de Ciencias Económicas y Financieras (Spain)
José María de Goñi Oslé, Universidad del País Vasco UPV/EHU (Spain)
José Alfredo Delgado Guzmán, Universidad Nacional Autónoma de México (Mexico)

INTER-ORGANIZATIONAL RELATIONS IN THE TSUNAMI ASSUMPTION PRIOR TO THE FUKUSHIMA NUCLEAR ACCIDENT: FROM HUNTING FOR BAD APPLES TO A SYSTEMS APPROACH

Ryota Matsui, Tokyo Metropolitan University (Japan)

Wednesday 4th, September

ORGANIZATIONAL RESILIENCE, PATH BREAKING, PATH CREATION AND INTERNATIONALIZATION: THE CASE OF TWO BASQUE MULTINATIONALS

Jesús M. Valdaliso, University of the Basque Country (Spain)
Oskar Villarreal, University of the Basque Country (Spain)

LA COMPLEJIDAD DE LA MEDICIÓN DEL MOBBING

Margarita Feliz-Feliz, Universitat Rovira i Virgili (Spain)
Mario Arias-Oliva, Universitat Rovira i Virgili (Spain)
Rubén Fernández-Ortiz, Universidad de La Rioja (Spain)

THE RELATIONSHIP BETWEEN EXPORTING AND INNOVATION: A LITERATURE REVIEW

José Ángel Zúñiga-Vicente, Rey Juan Carlos University (Spain)

11:00 – 11:30

Coffee Break

The hallway on the 9th floor
Academy Common Building

PARALLEL SESSION II

9th floor of the **Academy Common Building**

11:30 – 13:00

INTELLECTUAL CAPITAL AND SUSTAINABILITY II

Room 309-E

Moderator: Jesús Arteaga-Ortiz, Ph.D.

Universidad de Las Palmas de Gran Canaria, Spain

ANALYSIS OF SUSTAINABLE DEVELOPMENT GOALS FOR BUSINESS SUCESS

Molina-Quintana, Bertha, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)
María Berta Quintana León, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)
Jaime Apolinar Martínez Arroyo, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)
Marco Alberto Valenzo Jiménez, Universidad Michoacana de San Nicolás de Hidalgo (Mexico)

QUALITY OF THE RELATIONSHIP AS PART OF AN ORGANIZATION'S INTELLECTUAL CAPITAL: THE EFFECT ON SUSTAINABILITY THROUGH LEGITIMACY MANAGEMENT

Cristina Del Castillo Feito, Rey Juan Carlos University (Spain)
Encarnación González Vázquez, Vigo University (Spain)
Alicia Blanco González, Rey Juan Carlos University (Spain)

Wednesday 4th, September

**COMPETENCY-BASED TEACHING AND ASSESSMENT MODEL IN ACCOUNTING'S SUBJECT:
IMPACT ON PERFORMANCE**

Adelaida Ciudad-Gómez, Universidad de Extremadura (Spain)
Jesús Valverde-Berrocoso, Universidad de Extremadura (Spain)

**SUSTAINABLE ENTREPRENEURSHIP IN INDIGENOUS COMMUNITIES: THE IMPACT OF TEQUIO
AS A FORM OF SOCIAL AND ECONOMIC ORGANIZATION**

Andrea Romero Hernández, Universidad Nacional Autónoma de Mexico (Mexico)

**INWARDS TOURISM AS A PRECURSOR OF BUSINESS INTERNATIONALIZATION. A STUDY OF
INGOING AND OUTGOING FOREIGN DIRECT INVESTMENT**

Rodrigo Naumchik, Universidad de Las Palmas de Gran Canaria (Spain)
Thorsten Wrage, Universidad de Las Palmas de Gran Canaria (Spain)
Jesús Arteaga-Ortiz, Universidad de Las Palmas de Gran Canaria (Spain)

11:30 – 13:00

MANAGEMENT III

Room 309-F

*Moderator: José Alfredo Delgado Guzmán, Ph.D.
Universidad Nacional Autónoma de México, México*

*Moderator: Kazuyuki Shimizu, Ph.D.
Meiji University, Japan*

**MANAGING EMOTIONS WITH TECHNOLOGIES: EFFECTIVENESS OF GAMIFICATION FOR
ENHANCING QUALITY OF LIFE AND LABOR PRODUCTIVITY**

Ana María Lara Palma, Universidad de Burgos (Spain)
Montserrat Santamaría Vázquez, Universidad de Burgos (Spain)

**EL PERFIL DE LAS ORGANIZACIONES EN TWITTER: DISTINCIÓN ENTRE OPERADORES DE
PRODUCTOS ECOLÓGICOS Y NO ECOLÓGICOS**

Enrique Bernal Jurado, Universidad de Jaén (Spain)
Domingo Fernández Uclés, Universidad de Jaén (Spain)
Adoración Mozas Moral, Universidad de Jaén (Spain)
Miguel Jesús Medina Viruel, Universidad de Jaén (Spain)
Luis Alfonso Pérez Martos, Universidad de Jaén (Spain)
Ángel Miguel García Vico, Universidad de Jaén (Spain)
Pedro González García, Universidad de Jaén (Spain)

**CERTIFIED REQUIREMENTS OF NUDGING BY AI ARTIFACTS: HYPERNUDGES DRIVEN BY AI/ML
ARTIFACTS WILL NOT BE RECOGNIZED AS NUDGES**

Yukari Yamazaki, Seikei University (Japan)

Wednesday 4th, September

INDUSTRY 4.0: ROBOTIZATION FROM A CORPORATE REPUTATION PERSPECTIVE

Juan Andrés Montero Vilela, Rovira i Virgili University (Spain)
Mario Arias-Oliva, Rovira i Virgili University (Spain)
Jorge Pelegrín-Borondo, La Rioja University (Spain)
Kiyoshi Murata, Meiji University (Japan)

ON THE PERFORMABILITY OF INFORMATION SYSTEM PRACTICE: FROM THE PERSPECTIVE OF THE MANGLE OF PRACTICE

Hiroshi Koga, Kansai University (Japan)

11:30 – 13:00

MANAGEMENT IV

Room 309-G

*Moderator: Juan Carlos Ayala, Ph.D.
Universidad de La Rioja, Spain*

EL ÉXITO DE LA EF ANTE LOS NUEVOS RETOS EMPRESARIALES

Elena Santos Martos, Universidad Internacional de la Rioja (Spain)
Juan Carlos Ayala Calvo, Universidad de La Rioja (Spain)

THE VIEW OF SME CONSTRUCTION COMPANIES' MANAGERS ON THE IMPACT OF ECONOMIC, ENVIRONMENTAL AND LEGAL POLICIES ON INVESTMENT PROCESS MANAGEMENT. CASE OF POLISH COMPANIES

Janusz Sobieraj, Warsaw University of Technology (Poland)
Dominik Metelski, Granada University (Spain)
Antonio Mihi Ramírez, Granada University (Spain)

LA TOMA DE DECISIONES EN LOS EQUIPOS DE TRABAJO

María de los Ángeles Ramírez Peña, Rey Juan Carlos University (Spain)

AN APPROACH TO OUTDOOR TRAINING AS MECHANISM OF IMPROVEMENT OF ATTITUDES

Carlos Ongallo, Universidad de Extremadura (Spain)

ANALYSIS OF THE ORGANIZATIONAL CLIMATE OF A HIGHER EDUCATION INSTITUTION IN MICHOACÁN, MEXICO

Jaime Apolinar Martínez-Arroyo, Universidad Michoacana San Nicolás de Hidalgo (Mexico)
Alberto Valenzo-Jiménez Marco, Universidad Michoacana San Nicolás de Hidalgo (Mexico)
Bertha Molina-Quintana, Universidad Michoacana San Nicolás de Hidalgo (Mexico)
Rubi Hernández-Castro, Universidad Michoacana San Nicolás de Hidalgo (Mexico)

Wednesday 4th, September

13:00 – 14:00

Work Lunch

Room A1-A3 (second floor)
Academy Common Building

14:15 – 16:00

CLOSING KEYNOTE

Global Hall (first (ground) floor)
Global Front Building

Management in a Smart Society: business and technological challenges

Dr. Kiyoshi Murata

Meiji University, Japan

Dr. Mario Arias

Rovira i Virgili University, Spain

Dr. Yohko Orito

Ehime University, Japan

Dr. Camilo Prado

Rey Juan Carlos University, Spain

Dr. Shalini Kesar

Southern Utah University, USA

CLOSING CEREMONY

Mr. Camilo Prado Román

General Secretary of the European Academy of
Management and Business Economics (AEDEM)

Mr. Kiyoshi Murata

International Conference Co-chairs
Meiji University (Japan)

Mr. Mario Arias Oliva

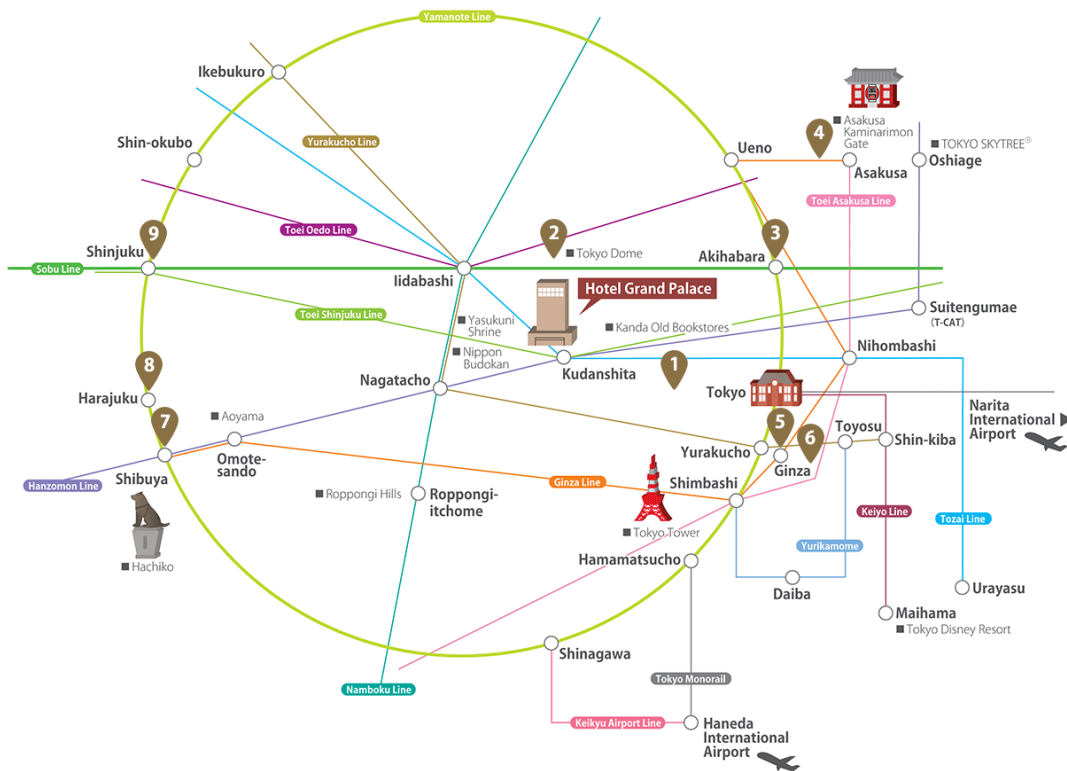
International Conference Co-chairs
Universitat Rovira i Virgili (Spain)

20:30

Official Dinner of the International Conference

Hotel Grand Palace, Tokyo.

1 Chome-1-1 Iidabashi, Chiyoda City, Tokyo 102-0072



<https://www.grandpalace.co.jp/english/location/>

AEDEM International Conference Brief Program

Monday, September 2nd

- The **Reception** will be held in Room A1-A3 on the second floor of the *Academy Common Building* from 18.30 to 20.00. The reception desk will be put in front of the room.

Tuesday, September 3rd

- The **Conference Registration** will be held in the Global Hall on the first (ground) floor of the *Global Front Building* from 9:30 to 10:00
- The **Opening Ceremony** will be held in the Global Hall on the first (ground) floor of the *Global Front Building* from 10:00 to 10:30
- The **Plenary Session** will be held in the Global Hall on the first (ground) floor of the *Global Front Building* from 10:30 to 12.00
- The **Work Lunch** will be held in Room A1-A3 on the second floor of the *Academy Common Building* from 12:30 to 14:00
- The **Parallel Sessions** will be held in Room 309E, F and G on the 9th floor of the *Academy Common Building* from 14:00 to 17:30 (14:00-15:45, 15:45-17:30)

Wednesday, September 4th

- The **Parallel Sessions** will be held in Room 309E, F and G on the 9th floor of the *Academy Common Building* from 9:00 to 11:00
- The **Coffee Break** will be held in the hallway on the 9th floor of the *Academy Common Building* from 11:00 to 11:30
- The **Parallel Sessions** will be held in Room 309E, F and G on the 9th floor of the *Academy Common Building* from 11:30 to 13:00
- The **Work Lunch** will be held in Room A1-A3 on the second floor of the *Academy Common Building* from 13:00 to 14:00
- The **Plenary Session** will be held in the Global Hall on the first (ground) floor of the *Global Front Building* from 14:15 to 15:30
- The **Closing Ceremony** will be held in the Global Hall on the first (ground) floor of the *Global Front Building* from 15:30 to 16:00
- The **Official Dinner** of the International Conference will be held in the Hotel Grand Palace at 20:30