





Thursday, April 18, 2024

 9:00-09:15	WELCOME AND CONFERENCE OPENING Eduardo Terán-Yépez, Conference Chair Cristina Segovia-López, Conference Co-Chair	 ONLINE ROOM LINK
9:15-10:30	Chair: Eduardo Terán-Yépez	Online Room
Session: Methodologies in Marketing/ Consuming Technologies/Health Marketing	<p>Analyzing the relationship between healthcare quality and patient satisfaction in the case of Spain. Some panel data evidence <i>Paula Ortega-Perals, Salvador Cruz-Rambaud, Javier Sánchez-García</i></p> <p>Beyond the Post: A SLR of business AI in social media <i>Juan Pedro Cabrera-Sánchez, Luis Alfonso Maldonado-Canca, Ana María Casado-Molina</i></p> <p>AI-Based scenario analysis framework and validation using a Delphi approach <i>Gabriela Bessa, Belém Barbosa</i></p> <p>Telehealth perspectives in the digital space: An examination of public opinion on Twitter <i>Mario Sierra-Martín, Pilar Alarcón-Urbistondo, Fang-Wi Chen, Álvaro Díaz-Casquero</i></p> <p>A critical analysis of bibliometric analysis use in marketing studies <i>Eduardo Terán-Yépez, Manuel Sánchez-Pérez, Cristina Segovia-López, María Belén Marín-Carrillo</i></p>	LINK
10:30-11:30	Chair: Cristina Segovia-López	Online Room
Session: Regulatory and Public Policy Issues/Sector-based Marketing	<p>The European Digital Services Act Package: A preliminary assessment of the effects of public policy on consumer protection <i>Adriana Mutu</i></p> <p>Analysis of public policies. Their impact on the music industry and consumer purchasing behavior <i>Blanca Isabel Llamas Félix, Anais Stephanía García López, Cesar Octavio De La Torre Llamas</i></p> <p>Analysis why do we play golf? An exploratory research <i>María del Mar Martín-García, José Luis Ruiz-Real, Juan Carlos Gázquez-Abad, Juan Uribe-Toril</i></p>	LINK

11:30-11:45	BREAK	
11:45-13:00	Chair: Manuel Sánchez-Pérez Value-centric approaches to SMEs’ internationalization through the metaverse <i>Rafaela Martins, Belém Barbosa</i> Blending the portraits approach with Artificial Intelligence: A novel methodology for crafting strategic positioning <i>Mohammed Hakimi</i> Geographic Information Systems in hospitality: Spatial clustering of hotels based on marketing variables <i>María B. Marín-Carrillo, María Illescas-Manzano, Manuel Sánchez-Pérez, Sergio Martínez-Puertas</i>	Online Room LINK
13:00-14:30	KEYNOTE SPEAKER “Google and marketing research: Tools and projects” Pablo Pérez, Senior Marketing Research & Insights Manager at Google.	Online Room LINK

Session: Digital
Technologies on
Marketing
Management

Friday, April 19, 2024

 8:45-10:00	Chair: Cristina Segovia-López Understanding online food purchase decisions: Insights text-mining user reviews <i>Adrián No-Pérez, Fernando Losada</i> The use of smart technologies in tourism destinations and their consequences <i>Bunyod Matyusupov, Belén Bande, Sandra Castro-González</i> Harmony in diversity: unravelling the global impact of K-Pop through social media and fandom dynamics <i>Irene Gómez Cámara, Maria Elena Aramendia-Muneta, Alaitz Gutierrez-Jauregi</i> In Love with our home robots: We bought or made their clothes <i>Bình Nghiê-m-Phú</i>	 ONLINE ROOM LINK
Session: Methodologies in Marketing/ Consuming Technocultures		
10:00-11:00	Chair: Cristina Segovia-López Sustainability teaching in Marketing: An Importance Performance Analysis in Higher Education Institutions <i>María del Mar Martínez-Bravo, María de las Mercedes Capobianco-Uriarte, Eduardo Terán-Yépez, Eugenia Maria Gonçalves-Matos Pedro, Carla Alexandra Barbosa-Pereira</i> Game-Based Learning through the use of artwork images: Influence on the perception of a product <i>Alejandro Galindo-Durán, Juan Uribe-Toril, José Luis Ruiz-Real</i> Sustainability in Marketing education. Students attitudes at Iberian Universities <i>Eduardo Terán-Yépez, Carla Alexandra Barbosa-Pereira, Eugenia Maria Gonçalves Matos-Pedro, Maria de las Mercedes Capobianco-Uriarte, María del Mar Martínez-Bravo</i>	Online Room LINK
Session: Marketing Education		
11:00-11:45		Online Room

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Session: Marketing Oriented to ODS</p>	<p>Chair: Eduardo Terán-Yépez</p> <p>Unveiling the collaborative dynamics of clusters in en-hancing cooperation for green Marketing initiatives: A conceptual model <i>Mohammad Reza Mazandarani, Marcelo Royo-Vela</i></p> <p>Creating Shared Value: Conceptualization, scale development and measurement <i>Jonathan Cuevas Lizama, Marcelo Royo-Vela</i></p> <p>Environmental and social sustainability in fashion industry: A proposal of assessment <i>Lorena Martínez-González, Mariola Palazón, María Sicilia</i></p>	<p>LINK</p>
<p>11:45-12:00</p>	<p>BREAK</p>	
<p>12:00-13:00</p>	<p>Chair: Manuel Sánchez-Pérez</p>	<p>Online Room</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Session: New Patterns of Living & Working/Non-profit Marketing and Ethics</p>	<p>Proposal for a secondhand clothing buying behaviour model <i>Katherine Pinto</i></p> <p>Mapping the Landscape of Sustainable Private Label Marketing: Insights, Trends, and Future Directions <i>Eduardo Terán-Yépez, María de las Mercedes Capobianco-Uriarte, María del Mar Martínez-Bravo, Irene Gea-Labela</i></p> <p>Nurturing Sustainability in Agricultural Firms: The Role of Relational Marketing with Stakeholders and the Moderating Influence of Firm´s Attitudes Towards Sustainability <i>Ana Isabel García-Agüero, Eduardo Terán-Yépez, Luis J. Belmonte-Ureña, Francisco Camacho-Ferre</i></p>	<p>LINK</p>
<p>13:00-14:00</p>	<p>Chair: Paulo Cardoso</p>	<p>Online Room</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Session: Social Media and Digital Marketing</p>	<p>Tweeting Green: Analyzing Social Media Conversations for Sustainability Insights <i>Sergio Valdelomar-Muñoz, Eva María Murgado-Armenteros, María Gutiérrez-Salcedo y Manuel Jesús Cobo-Martín</i></p> <p>Firm generated content in ephemeral content: the influence of experiential messages and warm colors in recommendations <i>Sara Lapresta-Romero, Blanca Hernández-Ortega, José L. Franco</i></p> <p>Use of online shop chatbots: How trust in seller moderates brand preference and purchase intention <i>María Illescas, Sergio Martínez-Puertas, Paulo Cardoso, Cristina Segovia-López</i></p>	<p>LINK</p>
	<p>AWARDS ANNOUNCEMENT</p>	<p>Online Room</p>

14:00-14:30	CONFERENCE CLOSING Eduardo Terán-Yépez, Conference Chair Cristina Segovia-López, Conference Co-Chair	LINK
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