



25-27 JUNIO

XXXII CONGRESO INTERNACIONAL

ACEDE 2023

XXXII INTERNATIONAL CONFERENCE

JUNE 25th-27th

Empresa, Estrategia y Sostenibilidad en un Mundo Global

Business, Strategy and Sustainability in a Global World

LIBRO DE RESÚMENES/ABSTRACTS





EMPRESA, ESTRATEGIA Y SOSTENIBILIDAD EN UN MUNDO GLOBAL

BUSINESS, STRATEGY AND SUSTAINABILITY IN A GLOBAL WORLD

XXXII CONGRESO INTERNACIONAL ACEDE
XXXII ACEDE INTERNATIONAL CONFERENCE

Alicante, 25-27 de Junio de 2023

Alicante, June 25th-27th 2023



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2023 ALICANTE

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ACEDE 2023

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CONFERENCE 2023



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CONFERENCE 2023



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PROGRAMA CIENTÍFICO DEL XXXII CONGRESO INTERNACIONAL

ACEDE 2023

SCIENTIFIC PROGRAM OF THE XXXII ACEDE INTERNATIONAL

CONFERENCE 2023



PROGRAMA SINTÉTICO/ SYNTHETIC PROGRAM



PROGRAMA SINTÉTICO CONGRESO INTERNACIONAL DE ACEDE 2023 ALICANTE

Domingo 25 de junio/Sunday 25th June						
15:30-19:30	Registro y recogida de documentación.	Sede Universitaria Ciudad de Alicante. Edificio Canalejas. Sala el Comptat				
		Sede Universitaria Ciudad de Alicante, Edificio Canalejas				
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Sala 4. L'Alcoià	Sala 5. Vega Baixa
16:30-18:00	Reuniones Secciones (Divisions Meetings)	Estrategia empresarial	Empresa Familiar	Marketing	Economía Financiera	Empresa y sociedad
18:00-19:30	Reuniones Secciones (Divisions Meetings)	Recursos humanos	Dirección internacional	Emprendimiento	Dirección de operaciones y tecnología	
18:00-19:30	Reunión Junta Directiva	Sala de Juntas 1. Sede Universitaria Ciudad de Alicante				
21:00-23:00	Cocktail recepción	Jardines del Museo Arqueológico Provincial (MARQ).				
23:00	Autobuses de vuelta al centro de Alicante					

Lunes 26 de junio/ Monday 26th June																
8:00-14:30	Registro y recogida de documentación	Sede Universitaria Ciudad de Alicante. Edificio Canalejas. Sala el Comptat														
8:30-10:00	Sesiones Paralelas (I)	Sede Universitaria Ciudad de Alicante. Edificio Canalejas								Sede universitaria Alicante. Edificio San Fernando						
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Marina	Sala 4. L'Alcoià	Sala 5. Vega Baixa	Sala 6. Alt Vinalopó	Sala 7. Vinalopó Mitjà	Sala 8. Baix Vinalopó	Sala 9. Ifach	Sala 10. Mariola	Sala 11. Aitana	Sala 12. Moreig	Sala 13. Tabarca	Sala 14. Algar
		CO ESS1	CO RH1	CO OPE1		CO EMP1	CO EST1	CO EST2	CO EFAM1	CO INNOV1	CO KNOW1	CO EMP2		MI1 ESS	MI2 INN1	
10:00-11:00	PLENARIA: ponente/speaker invitado	Auditorio de la Fundación Mediterráneo Alicante														
11:00-11:30	Pausa Café/Coffee Break															
11:30-12:00	Apertura del congreso															
12:00-12:45	PLENARIA: La evaluación de la calidad de la investigación en management en España															
12:45-14:15	Sesiones Paralelas (II)	Sede Universitaria Ciudad de Alicante. Edificio Canalejas								Sede universitaria Alicante. Edificio San Fernando						
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Marina	Sala 4. L'Alcoià	Sala 5. Vega Baixa	Sala 6. Alt Vinalopó	Sala 7. Vinalopó Mitjà	Sala 8. Baix Vinalopó	Sala 9. Ifach	Sala 10. Mariola	Sala 11. Aitana	Sala 12. Moreig	Sala 13. Tabarca	Sala 14. Algar
		CO ESS2	CO RH2	CO OPE2		CO EMP3	CO EST3	CO EST4	CO FIN1	CO INT1	CO MKT1	CO TEACH	DOC 1	MI3 EMP	MI4 EFAM	MI5 RH1
13:00-13:15	Presentación Red de Jóvenes Investigadores															
14:15-16:15	Almuerzo/Lunch	Real Club de Regatas de Alicante														
16:30-17:30	SEMIPLENARIAS	Sede universitaria Alicante. Edificio San Fernando								Salón Levante						
		Salón Poniente								Mesa Redonda: Sostenibilidad						
		Mesa redonda: Empresas familiares centenarias														
17:30-19:00	Sesiones Paralelas (III)	Sede Universitaria Ciudad de Alicante. Edificio Canalejas								Sede universitaria Alicante. Edificio San Fernando						
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Marina	Sala 4. L'Alcoià	Sala 5. Vega Baixa	Sala 6. Alt Vinalopó	Sala 7. Vinalopó Mitjà	Sala 8. Baix Vinalopó	Sala 9. Ifach	Sala 10. Mariola	Sala 11. Aitana	Sala 12. Moreig	Sala 13. Tabarca	Sala 14. Algar
		CO ESS3	CO RH3	CO OPE3		CO EMP4	CO EST5	CO INT2	CO FIN2	CO INNOV2	CO KNOW2	CO EMP5	DOC 2	MI6 EST1	MI7 FIN	MI8 OPE
17:30-19:00	Comité de honor									Sala patrimonial						
19:30-21:00	Actividad Social	Walking Tour Alicante														
21:30-24:00	Cena	Salones Hotel Meliá Alicante														

Martes 27 de Junio /Tuesday 27th June															
8:00 -14:00	Registro y recogida de documentación	Sede Universitaria Ciudad de Alicante. Edificio Canalejas. Sala el Comptat													
8:30-10:00	Sesiones Paralelas (IV)	Sede Universitaria Ciudad de Alicante. Edificio Canalejas								Sede universitaria Alicante. Edificio San Fernando					
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Marina	Sala 4. L'Alcoià	Sala5. Vega Baixa	Sala 6. Alt Vinalopó	Sala 7. Vinalopó Mitjà	Sala 8. Baix Vinalopó	Sala 9. Ifach	Sala 10. Mariola	Sala 11. Aitana	Sala 12. Moreig	Sala 13. Tabarca
		CO ESS4	CO RH4	CO OPE4	CO EMP6	CO EST6	CO EST7	CO EFAM2	CO INT3	CO MARK2			MI9 EST2	MI10 KNOW	
10:00-11:00	PLENARIA: ponente/speaker invitado	Auditorio de la Fundación Mediterráneo Alicante													
11:00-11:30	Pausa Café/Coffee Break														
11:30- 12:30	PLENARIA: ponente/speaker invitado														
12:30-14:00	Sesiones Paralelas (V)	Sede Universitaria Ciudad de Alicante. Edificio Canalejas								Sede universitaria Alicante. Edificio San Fernando					
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Marina	Sala 4. L'Alcoià	Sala5. Vega Baixa	Sala 6. Alt Vinalopó	Sala 7. Vinalopó Mitjà	Sala 8. Baix Vinalopó	Sala 9. Ifach	Sala 10. Mariola	Sala 11. Aitana	Sala 12. Moreig	Sala 13. Tabarca
		CO ESS5	CO RH5	CO OPE5	CO EMP7	CO EST8	CO EST9	CO FIN3	CO INNOV3	CO KNOW3		DOC 3	MI11 TEACH	MI12 EMP2	
14:00-16:00	Almuerzo/Lunch	Real Club de Regatas de Alicante													
16:00-17:30	Sesiones Paralelas (VI)	Sede Universitaria Ciudad de Alicante. Edificio Canalejas								Sede universitaria Alicante. Edificio San Fernando					
		Sala 1. L'Alacantí	Sala 2. Marina Baixa	Sala 3. Alta	Marina	Sala 4. L'Alcoià	Sala5. Vega Baixa	Sala 6. Alt Vinalopó	Sala 7. Vinalopó Mitjà	Sala 8. Baix Vinalopó	Sala 9. Ifach	Sala 10. Mariola	Sala 11. Aitana	Sala 12. Moreig	Sala 13. Tabarca
		CO ESS6	CO RH6	CO OPE6	CO EMP8	CO EST10		CO FIN4	CO INT4	CO MARK3		DOC 4	MI13 STR3	MI14 HR2	
17:30-18:00	Pausa Café/Coffee Break	Auditorio de la Fundación Mediterráneo Alicante													
18:00-19:00	Clausura del congreso y entrega de premios														
19:00-19:30	Asamblea General														
20:30	Salida de autobuses														
21:00-00:00	Cena de Gala	Torre de Reixes (San Juan de Alicante)													
00:00 y 02:00	Autobuses de vuelta al centro de Alicante														





RESUMEN DE LOS TRABAJOS PRESENTADOS EN EL XXXII
CONGRESO INTERNACIONAL ACEDE 2023

*ABSTRACTS OF THE PAPERS PRESENTED AT THE XXXII ACEDE
INTERNATIONAL CONFERENCE 2023*

Comunicaciones Orales, Mesas Interactivas y Talleres Doctorales *Oral Papers, Discussion Papers and Doctoral Workshops*

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES EMPRESA FAMILIAR 1

Sala 7. Vinalopó Mitjà. Edificio Ramón y Cajal

Presidente de la sesión: **J. Samuel Baixauli Soler**, Universidad de Murcia

GETTING EMOTIONS BACK IN THE GAME: THE IMPACT OF FAMILY CEO POSITIVE EMOTIONS ON THE IMPORTANCE OF SOCIOEMOTIONAL WEALTH IN FAMILY FIRMS

Virginia Blanco Mazagatos¹, Juan Bautista Delgado García¹, Alfredo de Massis², Josip Kotlar³, Celia Díaz Portugal¹

¹Universidad de Burgos, España; ²Free University of Bolzano; ³Politecnico di Milano; vblanco@ubu.es
Relatora: **M. Dolores de la Rosa Navarro** (Universidad Pablo de Olavide)

SEW is an inherently emotional construct. However, the question of how emotions influence the importance that family firms place on SEW has been overlooked. Introducing insights from intergroup emotions and social identity theories, we propose that SEW importance increases when family CEOs experience positive emotions toward the family group, and decreases when they experience positive emotions toward the TMT. Moreover, we theorize that these effects are mediated by identification with each group. Results on a sample of 137 Spanish family firms suggest that emotion-based theories provide a powerful supplement to existing accounts of family firm heterogeneity in goals and behaviors.

INTERNAL FACILITATORS OF SUCCESSION SUCCESSFUL IN FAMILY FIRMS

Ana Lucia Caicedo Leiton¹, Lucia Garces Galdeano², Martin Larraza Kintana³, Daniel Pittino⁴

¹Universidad Publica de Navarra, España; ²Universidad Publica de Navarra, España; ³Universidad Publica de Navarra, España; ⁴Jönköping University, Suecia; analucia.caicedo@unavarra.es
Relator: **Josep Llach Pages** (Universitat de Girona)

This study aims to understand the influence of collective psychological ownership on the intergenerational succession process. This study is under qualitative multiple-case research and thematic analysis to achieve this objective. The sample was purposive on the basis that at least one of the successors formally worked in the company or was part of one of the management or control bodies and that the predecessors had a clear intention to leave the business in the hands of the successors. We interviewed two family members in each case. Subsequently, we interviewed five succession experts to cross-check and validate the results obtained in the cases. The results show that the prior experience of the successor and predecessors is critical to the succession process. We found that succession planning was better in cases where the CPO was present and successors were more committed to the company. We contribute to the understanding of succession in the family business by focusing on succession as a collective and affective process and that the CPO is a facilitator and reinforcer of organisational commitment and succession planning.

THE ROLE OF AUTHENTIC LEADERSHIP IN THE SUSTAINABILITY OF FAMILY FIRMS

Inés Herrero Chacón, M. Dolores De la Rosa Navarro

Universidad Pablo de Olavide, mdrosnav@upo.es

Relator: **J. Samuel Baixauli Soler** (Universidad de Murcia)

Objetivos: This study empirically analyzes the influence of authentic leadership on the sustainability, and the moderated effect of social-emotional wealth in that relationship.

Marco teórico: Firm sustainability represents a key objective worldwide and managers are key to drive firms towards this objective. We analyze a type of leadership that has received an increasing attention over the last decade: authentic leadership. This type of leadership allows a positive environment that favours innovation, commitment and resilience. In our work, we provide arguments and empirical evidence to support that authentic leadership favor the firm sustainability in all its three dimensions: economic, environmental and social. In addition, we analyse the moderating role that socio-emotional wealth has in the relationship between authentic leadership and the three dimensions of firm sustainability.

Metodología: We did so in a set of firms in the food manufacturing industry in Spain. We then run several Structural Equation Models (SEM) to test for our hypotheses.

Resultados/implicaciones: Our empirical analysis shows conclusive results that support that AL favors the three dimensions of firm sustainability in the long term. We also warn family managers to promote SEW if they want to extract all the potential benefits of an authentic leadership.

¿COMO AFECTA EL COMPROMISO DE LOS EMPLEADOS NO FAMILIARES EN EL RENDIMIENTO DE LAS EMPRESAS FAMILIARES?: EVIDENCIA EMPÍRICA MEDIANTE ANÁLISIS PLS-SEM Y QCA

Josep Llach^{1,2}, Valeriano Sanchez-Famoso³

¹Universitat de Girona; ²UPF Barcelona School of Management, Universitat Pompeu Fabra; ³Universidad del País Vasco; josep.llach@udg.edu

Relatora: **Virginia Blanco Mazagatos** (Universidad de Burgos)

Las empresas familiares destacan, entre otras cosas, por la generación de empleo, sin embargo, se ha prestado poca atención al estudio de cómo el compromiso de los empleados no familiares afecta al rendimiento de las empresas familiares. Hay pocas evidencias empíricas de cómo la identificación, la participación y la lealtad de los empleados no familiares influye en los resultados de la innovación y los resultados financieros de la empresa familiar. Este estudio, utiliza dos métodos de análisis complementarios para cubrir estas lagunas. En primer lugar, se utiliza un modelo de ecuaciones estructurales para analizar la relación entre estos tres antecedentes y el rendimiento de la empresa; en segundo lugar, se utiliza un análisis comparativo cualitativo para buscar las combinaciones de estos antecedentes que mejor expliquen los resultados de la empresa. Los resultados muestran que cuando los empleados no familiares sienten que forman parte de la empresa y se les tiene en cuenta a la hora de tomar decisiones, el rendimiento de la empresa familiar mejora.

Influence of Say-on-Pay on CEO monitoring versus entrenchment effects in listed family firms

J. Samuel Baixauli-Soler¹, Gabriel Lozano-Reina¹, Gregorio Sánchez-Marín²

¹Universidad de Murcia, España; ²Universidad de Alcalá, España, gabriel.lozano@um.es

Relatora: **Ana Lucia Caicedo Leiton** (Universidad Pública de Navarra)

After the implementation of Say-on-Pay (SOP), the effectiveness of this voting within family businesses depends on whether this mechanism is useful for increasing CEO pay monitoring –aligning executive behaviors with firm interests– or, conversely, fails to solve the problems derived from CEO pay entrenchment –leading to high levels of compensation disconnected from firm performance–. Considering this, the aim of this article is twofold: on the one hand, to analyze how family ownership impact on SOP effectiveness, examining to what extent the monitoring or the entrenchment effect prevails; and, on the other hand, to examine the moderating role played by family heterogeneity –through the family involvement in management, governance, and generation–. Using a sample of UK listed family businesses in the period 2011-2018, this paper seeks to contribute with new knowledge on SOP effectiveness in the family business context considering the potential trade-off between monitoring and entrenchment effects to various family firm governance patterns.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES

EMPRENDIMIENTO 1

Sala 4. L'Alcoià. Edificio Ramón y Caja

Presidente de la sesión: **Izaias Martins**, Universidad EAFIT

AN INSTITUTIONAL ANALYSIS OF DIGITAL ENTREPRENEURS: THE CASE OF YOUTUBERS

Sebastian Aparicio¹, Maria Noguera¹, Stephanie Scott², Juan Carlos Muñoz-Mora³, David Urbano¹

¹Universitat Autònoma de Barcelona, España; ²Durham University, UK; ³Universidad EAFIT, Colombia; sebastian.aparicio@uab.cat

Relator: **Juan Pablo Perez Monsalve** (Universidad EAFIT)

Digital platforms have brought opportunities for individuals to undertake different initiatives and become entrepreneurs. For example, we observe YouTubers as digital entrepreneurs capable of creating content while making money. Their activity is inherent to creativity and digital skills. Yet, little is known about YouTubers' response to the external environment, hence, we analyze the effect of both the entrepreneurial and pro-market contexts on this type of entrepreneurship. To this end, we use information from three different sources: statistics from the Social Blade and Heritage Foundation websites, as well as the world development indicators (WDI) from The World Bank. We estimated nested models through OLS to observe that the entrepreneurial environment is positively associated with YouTubers' activity, whereas the pro-market environment negatively affects the number of YouTubers' views and subscribers. Our findings advance knowledge about the role of institutions in a different form of entrepreneurial activity and the potential substitution between traditional entrepreneurship and digital entrepreneurship. Thus, theoretical and policy implications are discussed.

Speed of pro-market reforms and entrepreneurial innovation

Lucio Fuentelsaz, Consuelo González, Minerva González

Universidad de Zaragoza, España; minervag@unizar.es

Relator: **Izaias Martins** (Universidad EAFIT)

This paper integrates the dynamic institution-based view of the firm in the analysis of entrepreneurial innovation. Given that pro-market reforms are important to understand entrepreneurial decisions and their subsequent effect on firm performance, we focus on the role that the speed at which the changes take place has on entrepreneurial innovation to fully understand the phenomenon. We also postulate that this relationship is contingent on entrepreneurial self-efficacy and on being a new entrepreneur. We use individual GEM data about the innovative behavior of entrepreneurs for the period 2009-2018 and our results mostly confirm our hypotheses: a high speed of pro-market reforms positively influences entrepreneurial innovation and this relationship is (partially) strengthened by entrepreneurial self-efficacy and is also stronger in the case of new (compared to established) entrepreneurs.

Revisión sistemática de la literatura sobre orientación emprendedora individual: citación, análisis temáticos y agenda de investigación futura

Izaias Martins, Juan Pablo Perez Monsalve

Universidad EAFIT, Colombia; imartins@eafit.edu.co

Relator: **David Urbano** (Universitat Autònoma de Barcelona)

La orientación emprendedora individual (OEI) es un área de investigación en rápida evolución. Un número creciente de estudios utilizan la OEI como constructo en el campo del emprendimiento. Sin embargo, una parte sustancial de esta investigación carece de sistematización y categorización, y parece haber una tendencia a comenzar de nuevo con cada estudio. Por lo tanto, es necesario hacer un balance de los conocimientos actuales que describa cómo los investigadores miden este constructo y su aplicabilidad en las diferentes líneas de interés en el campo del emprendimiento. Son revisados un total de 156 artículos publicados hasta octubre de 2022. El propósito y la contribución de este artículo es ofrecer una imagen más clara de los subcampos en la investigación de la OEI. Para ello, se realiza un análisis de citación para categorizar las principales áreas y luego, se lleva a cabo un análisis temático para identificar los temas específicos dentro de cada categoría. Finalmente, a partir de seis categorías identificadas se plantean brechas y futuras vías de investigación utilizando este fructífero constructo en el campo del emprendimiento.

Individual entrepreneurial orientation from an economic lens: The U-shaped relationship with economic development

Juan Pablo Perez Monsalve, Izaías Martins

Universidad EAFIT, Colombia; perezjm9@eafit.edu.co

Relatora: **Minerva González Velasco** (Universidad de Zaragoza)

In an effort to understand the exogenous determinants of the psychological motivational antecedents associated with the entrepreneurial process, this research examines the relationship between economic development and individual entrepreneurial orientation (IEO) dimensions. Specifically, we hypothesize that the relationship between the level of economic development and innovativeness, proactiveness and risk-taking is U-shaped. For this, we perform robust regression analysis on a sample composed of 30292 nascent entrepreneurs in 29 economies around the world and sourced from the Global University Entrepreneurship Spirit Student's Survey (GUESSS) project in 2020. The results reveal a quadratic polynomial dependence between two of IEO's dimensions, namely innovativeness and risk-taking, and the level of economic development measured by gross domestic product per capita (GDPPC). This study constitutes a first attempt to analyze the IEO construct from a macroeconomic perspective, and the findings extend the knowledge about the economic environment factors that condition the entrepreneurial personality of individuals. Such findings provide an important input for policy makers pursuing favorable economic growth rates supported by entrepreneurial activity and guide them in the type of characteristics to foster in accordance with the stage of economic development.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES

EMPREDIMIENTO 2

Sala 10. Mariola. Edificio San Fernando

Presidenta de la sesión: **Ana Maria Bojica Bojica**, Universidad de Granada

DIGITALIZACIÓN EN TIEMPOS DE COVID

Miguel Angoitia Grijalba, Yolanda Bueno Hernández, Rubén Mora Ruano, Adriana Pérez-Encinas, Begoña Santos Urda

Universidad Autónoma de Madrid, España; yolanda.bueno@uam.es

Relatora: **Karla Paola Hernández Del Valle** (Universidad de Barcelona)

La pandemia de COVID-19 ha tenido un impacto económico relevante. Los distintos agentes económicos se han visto abocados a introducir modificaciones, temporales o permanentes, en sus patrones de actividad económica habituales.

En algunos sectores empresariales, el confinamiento supuso una parálisis en la actividad; en otros, en cambio, el confinamiento propició la generalización del teletrabajo y, de forma paralela, evidenció, entre otros aspectos, la importancia de los canales de venta digitales. En este contexto, la digitalización se puede percibir como una oportunidad (incluso necesidad), para mantener el nivel de la actividad empresarial y para desarrollar nuevas iniciativas empresariales. Cabe pensar que las empresas que utilizaban herramientas digitales en sus procesos pre-pandemia se encontraban mejor preparadas para afrontar las crisis sanitaria y económica, y que saldrían de ella antes que aquellas empresas menos digitalizadas.

A partir de los datos de The Future of Business Survey, este trabajo analiza la adopción de herramientas digitales a raíz de la pandemia y estudia la relación entre indicadores de digitalización empresarial pre y post-pandemia y el performance empresarial, medidos a través de las ventas y empleados. Además, se considera la diversidad de plataformas digitales existente y los posibles usos que se pueden dar a dichas herramientas.

GENDER DIFFERENCES IN THE USE OF SOCIAL CAPITAL FOR ENTREPRENEURIAL ACTIVITY WITHIN CONTEXTS OF POVERTY

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Relator: **Rubén Mora Ruano** (Universidad Autónoma de Madrid)

Previous research has indicated differences between male and female entrepreneurs in their use of social capital, which

might partly account for corresponding divergences in the business results obtained. In this paper, we adopt a gender perspective on the role of context to examine whether these gender differences arise from variations in the contextual configurations in which the businesses operate, specifically the degree of hostility encountered in terms of access to resources and of prevailing family structures. To achieve this purpose, a qualitative comparative analysis was made of fuzzy sets of 30 cases featuring entrepreneurs who created their businesses in poor neighbourhoods of the city of Guayaquil, in Ecuador. This analysis showed that men and women make use of social capital in different ways to achieve a favourable business performance. Surprisingly, women tend to use both bridging and bonding social capital, while men rely mainly on bonding. These findings differ from those previously reported, and suggest that gender differences in the social capital employed are explicable, at least in part, by the particular contextual configurations in each case, but especially by individuals' needs and space for agency, rather than by the faithful reproduction of gender roles and traditional patterns of behaviour.

Personal values in entrepreneurship research: A systematic review of the literature and research agenda

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Relatora: **Ana María Bojica Bojica** (Universidad de Granada)

This systematic literature review (SLR) analyses the existing contributions studying individual's personal values (PVs) approach in the entrepreneurship literature. Despite the growing joint interest in personal values and entrepreneurial behavior, it still appears to be fragmented, as scholars have studied different components of values, related to different entrepreneurial concepts and contexts. This SLR was conducted searching in Web of Science and Scopus. From 268 initial hits, a list of 72 journal articles, according to our inclusion criteria, were analyzed. Even it has been around 30 years that the first publication was made, it is in the last decade that research of PVs in entrepreneurship has gained importance. Two main approaches were identified. The first one, focused on identifying those values that entrepreneurs possess and make them different from others. Work values, ethic values and social/environmental values are the more prevalent. The second one, focused on the role of PVs as antecedents of entrepreneurial behavior. PVs and opportunity assessment, entry decision and strategic decisions are the main frameworks explored in this approach. This SRL not only provides a comprehensive mapping of the contributions to date, but also identifies research opportunities to uncover about the role of PVs in the entrepreneurship process.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES (INGLÉS)

EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 1

Sala 1. L'Alacantí. Edificio Ramón y Caja

Presidente de la sesión: **Angel Morán-Muñoz**, Universidad de León

SOCIAL SHAREHOLDER ACTIVISM AS A THREAT: IMPLICATIONS ON CORPORATE SOCIAL PERFORMANCE

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Relator: **Angel Morán-Muñoz** (Universidad de León)

OBJECTIVE. Socially-oriented shareholder activism (SOSA) has gained attention due to increasing concerns about the negative impacts of firms on society and their corporate implications. This study aims to understand the effectiveness of SOSA by analyzing whether the corporate social performance (CSP) of firms targeted by SOSA differs from that of nontargeted firms and how interactions between activist shareholders and executives after the receipt of a shareholder proposal affect proposal effectiveness.

THEORETICAL FRAMEWORK. The study draws on the Awareness-Motivation-Capability (AMC) framework, which suggests that executives in targeted organizations perceive more threat from SOSA proposals and, as a result, their firms make extra progress on SOSA issues.

METHODOLOGY. Using a sample of 14,717 firm-year observations of 1,048 S&P 1500 firms from 2006 to 2020, with a difference-in-differences analysis and panel data regression analyses.

RESULTS. The study found that targeted firms' awareness of the SOSA threat significantly increases their subsequent

CSP. In addition, the number of withdrawn shareholder proposals resulting from negotiations with executives had a positive impact on CSP. This study contributes to the understanding of the potential for activism to be a successful source of socioenvironmental progress in firms and helps to bridge the gap between AMC literature and socioenvironmental research.

Luxury Brands: Environmental concerns and moral reasoning

Symela Charalampidou¹, Lindsey Drylie Carey¹, Esteban Galan Cubillo², Irene Garcia Medina¹
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Relatora: **María Ruiz Castillo** (Universidad de Granada)

The role of CEOs' morality has been a recognised research interest, based on the importance of their associated position in the decision-making process and their public visibility. This study examines the moral reasoning and ethical behaviour behind CEOs' letters in luxury brands.

Adapting the methodology initially introduced by Kohlberg. (1984), the study incorporates a qualitative content analysis approach and examines CEOs' letters using a data sample of the first 10 luxury brand companies' publicly available annual reports on sustainability or corporate social responsibility based on Delloite's ranking.

The findings suggest firstly that luxury brands operate within a consensus environment that includes mutually agreed expectations and obligations. Secondly, the eruption of the Covid-19 health crisis significantly changed the reporting priorities of luxury brands, placing social and environmental concerns higher up in the agenda.

Future research can include an expanded research time frame, to identify if the positive tendencies in CEOs letters and CSR have sustained or even improved in post Covid-19 era. Additionally, a future research could examine CEOs moral reasoning and the bidirectional impact towards the company and employees, and organisational practices in the luxury brands industry.

The impact of board gender diversity on Corporate Human Rights Performance in different institutional contexts

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Relator: **Miguel Pérez Valls** (Universidad de Almería)

The duty of businesses to observe and promote Human Rights (HR) has been a matter of widespread discussion at the political, corporate and academic levels over recent decades. However, little is known yet about the organizational drivers that make firms pursue higher levels of Corporate Human Rights Performance (CHRP). In an attempt to fill this gap, we present the first global study on the influence that one element of board diversity, gender, has on CHRP and the key interactive role that institutional pressures play in this relationship. We evaluate a panel data of 570 companies worldwide from 2012 to 2021 by using the two-step System Generalized Method of Moments (GMM) together with a subgroup analysis. Our results show that board gender diversity has a positive effect on CHRP and that this impact is greater in firms from developed economies and smaller in those headquartered in developing countries. These findings call for future CHRP analyses to acknowledge institutional contingencies and show that board gender equality may be key for safeguarding HR internationally.

STAKEHOLDER INTEGRATION AND ORGANISATIONAL INNOVATION IN SMES: THE MEDIATING EFFECT ON PERFORMANCE

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Relatora: **Symela Charalampidou** (Glasgow Caledonian University)

The impact of non-technological innovation on the business performance of small and medium-sized enterprises (SMEs) is an understudied issue in the management literature, especially in the field of resource-constrained environments, where the study of this relationship is presented in the literature as an option and challenge to be addressed. Using the concept of stakeholder integration, from the perspective of dynamic capabilities, this paper reinforces the relationship between organisational innovation and organisational performance and presents relevant arguments that explain the relationship. Furthermore, the empirical analysis, carried out on a sample of 199 hotel SMEs in Ecuador, shows the mediating effect of stakeholder integration capability on the relationship between organisational innovation and organisational performance, both with the managerial perception of performance and with the external assessment of this performance (measured by customers). Thus, the work is a starting point for the development of future research to strengthen both the explanatory potential of integration as a dynamic capability and the knowledge of the organisational implications of non-technological innovation in a resource-constrained environment, which is very common in SMEs.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES

ESTRATEGIA 1

Sala 5. Vega Baixa. Edificio Ramón y Cajal

Presidente de la sesión: **Joaquín Alegre Vidal**, Joaquín Alegre Vidal

DIGITAL TRANSFORMATION AND FIRM PERFORMANCE IN SMEs: THE MEDIATING ROLE OF BUSINESS MODEL INNOVATION

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Relator: **David Tobón Orozco** (Universidad de Antioquia)

In the current business context, digital transformation has been highlighted as crucial to improving firm performance. However, despite the extensive attention to this phenomenon, theoretical and empirical research on the association between digital transformation and firm performance in the context of SMEs is rather scant. The present paper analyses such connection and establishes business model innovation as the mediating mechanism. A sample of 435 Spanish innovative SMEs is used to test the research model through Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that digital transformation is associated positively to business model innovation and firm performance, respectively. In addition, business model innovation is found to be related positively with firm performance and to have a full mediating role in the relationship between digital transformation and firm performance. These findings confirm the validity of the model proposed and add several valuable contributions to the digital transformation and business model innovation literatures. Finally, some managerial implications and future avenues of research are proposed.

Business groups' internal labour markets and SME labour productivity

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Relator: **Joaquín Alegre Vidal** (Universitat de València)

Objectives: This article explores differences in SME labour productivity attributed to internal labour market access, that is, the flexibility to reallocate unproductive labour to other sister companies in the group network. We also analyse if any potential productivity premium associated with internal labour market access depends on the bargaining power of labour.

Theoretical Framework: Transaction Costs Economic framework, organizational markets.

Method: Our sample consists of a panel of 119,801 European SMEs during 2011-2019 (639,675 firm-year observations). The hypotheses are tested by using generalized least squares (GLS) random effects models.

Results/Implications: We find that SMEs with ILM access show relatively higher labour productivity, especially in contexts associated with low employee bargaining power. For instance, when collective bargaining coverage is low (very low) we predict a labour productivity premium of 3.3% (4.5%) for all SMEs embedded in a network of 10 companies in the same region-industry. These findings are consistent with the prediction that inter-firm reallocations are more feasible and valuable in contexts associated with low employee bargaining power. Therefore, managers in business groups should consider bargaining power when committing resources to develop formal policies that support/foster employee intragroup redeployment.

COLABORACIÓN DE LOS STAKEHOLDERS Y LA ACCIÓN CLIMÁTICA DE LAS EMPRESAS

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Relator: **Ignacio Requejo** (Universidad de Salamanca)

Enfrentar el cambio climático es un reto enorme, lo cual tiene relación con la ampliación de los límites de la empresa, desde una perspectiva de internalizar nuevos procesos y productos con menor huella de carbono (Insourcing de la descontaminación — ID —) o de externalizarlos pagando compensaciones a las actividades de mitigación por parte de

terceros (Outsourcing de la descontaminación — OD —). El enfoque de recursos y capacidades es sustancial para entender la decisión de reducir los Gases de efecto invernadero (GEI), el cual plantea que los retos de gobernanza de estas nuevas actividades se pueden solventar ampliando las capacidades organizativas. Mientras la literatura se ha concentrado en explorar las distintas capacidades que facilitan las actividades de descontaminación, este artículo explora los efectos de permitir la colaboración de los stakeholders y su relación con ID y OD. Se encuentra que la colaboración de los stakeholders tiene efectos positivos en las acciones contra el cambio climático, y que el ID tienen efectos de interacción positivos con esta colaboración, al contrario del OD. Los resultados se presentan en el contexto de las compañías de una economía emergente que registran sus compromisos en GRI.

The impact of asset partitioning on the use of downsizing as a reactive strategy

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Relatora: **Beatriz Domínguez** (Universidad de Zaragoza)

- Objectives: This paper investigates how the division of an economic organization into multiple legally independent entities—namely, asset partitioning—affects its propensity to downsize in response to negative demand shocks.
- Theoretical Framework: Behavioural theory of the firm.
- Method: Our sample consists of a panel of 62,624 European organizations at the country-industry level between 2012 and 2019 (321,094 organization-year observations). We estimate a series of fixed-effects models.
- Results/Implications: We find support for our baseline hypothesis that revenue decline is an important predictor of employee downsizing—i.e., that downsizing is mainly used as a 'reactive' strategy. Further, our results show that asset partitioning affects downsizing behaviour. When the average partitioned organization faces a moderate (high) negative revenue shock, it downsizes its workforce by about 5.9 (9.2) percentage points. In contrast, its single-entity counterpart downsizes its workforce by about 3.4 (4.9) percentage points when facing equivalent adverse demand shocks. These findings offer new insights on why some companies use downsizing as a reactive strategy while others do not and highlight the importance of the legal dimension of the organization for understanding divestiture decisions.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES

ESTRATEGIA 2

Sala 6. Alt Vinalopó. Edificio Ramón y Cajal

Presidente de la sesión: **Francisco Puig Blanco**, Universitat de València

VALUE CREATION AND DESTRUCTION THROUGH STAKEHOLDER ENGAGEMENT: HOW INDIVIDUAL STAKEHOLDER INTERESTS IMPACT FIRM PERFORMANCE AND WHY IT IS SUBJECT TO EXTERNAL CHANGES

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Relatora: **Patricia Zirena Bejarano** (Universidad Nacional de San Agustín de Arequipa)

When a consumer interacts with a gamified branded application, this creates an emotional experience that the consumer undergoes, leading to different behavioral outcomes. Therefore, the purpose of this study is to investigate the effect of the gameful experience (Gamex) on brand loyalty and the intention of using the gamified branded application in the future, in a sports context. This research also probes the mediating role of customer brand engagement (CBE) in between the We address how different stakeholder interests affect financial performance and use decarbonization efforts in a context of climate awareness to theorize on how external shocks moderate the alignment of interests in stakeholder engagement. Building on a wide dataset of 5.800 listed multinationals with an observation period from 2005 until 2020, we verify that diverse and often incoherent interests can steer stakeholder engagement towards a tailored strategy using arm's length or integrated approaches simultaneously depending on the stakeholder at stake. Furthermore, our results also contribute to a better understanding of interest alignment in consideration of external changes, in this case climate change. Finally, as a by-product of our work, we also speak to the business decarbonization literature by making potential obstacles visible.

ECO-CERTIFICACIONES Y EFICIENCIA DE LA INDUSTRIA HOTELERA EN CANARIAS

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Relatora: **Lena Bischoff** (Universidad de Vigo)

La literatura sugiere que los consumidores expresan su disposición a pagar una prima por los bienes y servicios de empresas respetuosas con el medioambiente. Sin embargo, en la práctica, que los consumidores paguen una prima en el precio por demandar productos eco-certificados es una cuestión empírica. Esta investigación analiza si las eco-certificaciones permiten a la empresa hotelera fijar un sobreprecio que compense los mayores costes que supone las eco-certificaciones. Para este fin, se estima la eficiencia de costes y la eficiencia de beneficios en una muestra de 295 hoteles de las Islas Canarias en el periodo 2010-2021, usando un modelo de frontera estocástico con coeficientes aleatorios. Los resultados revelan que, si bien las eco-certificaciones no mejoran la eficiencia de costes de los hoteles, si les permite mejorar su eficiencia de ingresos al atraer más reservas y fijar una prima en el precio de sus servicios. Estos mayores ingresos compensan con creces los mayores costes de la adopción de tecnologías respetuosas con el medioambiente. Como consecuencia, los resultados sugieren que las eco-certificaciones tienen un impacto positivo sobre la eficiencia global de la empresa hotelera.

Success and failure in business turnaround. Critical factors and learnings for small firms in crisis

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Relatora: **Violeta De Vera Martín** (Universidad de La Laguna)

Small businesses are especially vulnerable to economic turmoils due to inherent risk factors that limit the room for maneuvering and the odds of overcoming the crisis.

While the literature on the recovery of companies in crisis has mainly focused on studying successful cases based on large firms, it has ignored the analysis of failures in smaller firms. This paradox has high costs because it neglects the lessons of how these risk factors were overcome and buries the vicarious learning that derives from the failure in the refloating processes.

This paper analyzes the crisis management and turnaround attempt made by four small Spanish firms (two successfully refloated and two liquidated) during the financial crisis of 2008-2016 and the lessons learned by their entrepreneurs.

The analysis results show a lack of consciousness of the risk of a crisis occurring and challenge conventional wisdom on the cognitive framework of the process and the effectiveness of retrenchment and recovery.

Our contribution is in the form of two types of valuable knowledge for entrepreneurs embarking on entrepreneurial ventures, one to face future crises successfully and another about what should not be done in daily management.

DETERMINANTES DE LOS RESULTADOS EMPRESARIALES: EFECTOS DIVERGENTES DEL CAPITAL SOCIAL COGNITIVO Y ESTRUCTURAL

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Relator: **Francisco Puig Blanco** (Universitat de València)

Este artículo profundiza en los antecedentes de los resultados empresariales, planteando como objetivo analizar como el capital social cognitivo y estructural producen efectos moderadores heterogéneos sobre la forma en que la transformación del conocimiento influye en los resultados empresariales en empresas del sector turismo. El estudio empírico se realiza sobre una muestra de 300 empresas relacionadas a la actividad turística de Arequipa-Perú, utilizando ecuaciones estructurales mediante mínimos cuadrados parciales con Smart PLS. Los resultados del artículo demuestran que la transformación de conocimiento influye positivamente en los resultados empresariales, además que el capital social cognitivo y estructural moderan de forma divergente, el capital social cognitivo mejora la relación de la transformación de conocimiento y el desempeño empresarial, mientras que el capital social estructural la dificulta. A partir del presente trabajo se derivan diversas implicaciones en el desarrollo teórico relacionadas con una mejor comprensión de la transformación de conocimiento como determinante y el capital social cognitivo y estructural como moderadores de la relación directa.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES

DIRECCIÓN DE LA INNOVACIÓN 1

Sala 8. Baix Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: **María Jesús Nieto Sánchez**, Universidad Carlos III de Madrid

Searching for open innovation in SMEs: a configurational thinking

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Relator: **José Piñera Salmerón** (Universidad de Murcia)

Researching on SME open innovation, using a capability-based of the firm framework and applying configurational thinking, we theorize that concurrent combinations of external sources are moderated by firms' internal capabilities, seeking integration and complementarity for those combinations of collaborations. We posit that external sources are not all necessary for a given outcome, and that a firm cannot access all of them. In other words, all collaborations do not bring higher innovation outcomes, and not all different actors can be integrated for improving innovation performance. Applying fs/QCA method in 6,315 SMEs, findings show 12 different combinations, mostly unobservable from traditional regression-based methods. Results show groups of firms and their concurrent internal and external combinations directly, rather than just effects of variables on performance from OLS. Findings suggest that SMEs develop open innovation for specific outcomes through their ability to integrate and orchestrate specific joint combinations of external sources that mutually reinforce each other and also align with internal sources of knowledge. Implications for scholars, managers and policymakers are discussed.

Análisis de la relación entre ecoinnovación, resultado medioambiental y resultado exportador

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Relator: **José Luis Hervás-Oliver** (Universitat Politècnica de València)

Objetivos: Analizar la relación entre ecoinnovación y el resultado exportador de la empresa y si el resultado medioambiental media esa relación.

Marco teórico: Como respuesta a las presiones para que la actividad empresarial sea más sostenible, cada vez más empresas apuestan por la ecoinnovación. La literatura defiende que esta tiene efectos positivos no solo en el medioambiente, sino también en los resultados de la empresa. Algunos estudios demuestran este efecto en el ámbito doméstico, pero muy pocos analizan cómo inciden en el mercado exterior, en particular en el resultado exportador. Este trabajo lo hace, distinguiendo entre tipos de ecoinnovación. Además, contrasta la denominada hipótesis de Porter, que sugiere que el resultado medioambiental media la relación entre la ecoinnovación y el resultado empresarial.

Metodología: Tras una revisión de la literatura sobre las relaciones entre ecoinnovación, resultado medioambiental y resultado exportador, se plantea un modelo de investigación que se contrasta sobre una muestra compuesta por 115 empresas industriales españolas exportadoras, empleando PLS.

Resultados/implicaciones: Los resultados obtenidos muestran que tanto la ecoinnovación en producto como en procesos del negocio están positivamente relacionados con el resultado medioambiental. Sin embargo, no se encuentra relación entre ecoinnovación y resultado exportador ni apoyo al efecto mediador planteado.

DIGITALIZATION AND TECHNOLOGICAL COLLABORATION: DOES FAMILY INFLUENCE MATTER?

María Jesús Nieto Sánchez¹, Luís Santamaría Sánchez¹, Yannick Bammens²

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Relatora: **Lorena Ruiz-Fernández** (Universidad de Alicante)

This study analyses the effect that a firm's level of digitalization has on its open innovation activities. Specifically, we argue that digitalization facilitates collaboration with a wider set of technology partners in the innovation process, but that socioemotional factors undermine this facilitating role in family firms. We test our ideas using panel data from a representative sample of Spanish manufacturing companies over the period 2007-2017. We find support for the positive

association hypothesized between digitalization and the breadth of technological collaboration. Contrary to our expectations, however, the positive effect of digitalization is more pronounced among family firms. We discuss the implications for the open innovation and family business literatures.

INFLUENCIA DESIGUAL DE LA FAMILIA EN LAS INNOVACIONES EMPRESARIALES: UN ANÁLISIS EN PROFUNDIDAD DE LAS INNOVACIONES TÉCNICAS Y NO TÉCNICAS

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Relatora: **María Jesús Nieto Sánchez** (Universidad Carlos III de Madrid)

La literatura sobre innovación en empresas familiares resulta un tópico de investigación central en el área de gestión empresarial. A pesar del importante crecimiento y variedad de investigadores preocupados por este tema, aún no existe un consenso claro sobre el papel de la familia en las innovaciones empresariales. Este trabajo pretende arrojar luz sobre la relación entre influencia familiar e innovaciones, distinguiendo entre innovaciones técnicas y no técnicas. En primer lugar, contrastamos empíricamente la existencia de una relación no lineal entre la propiedad familiar y los dos tipos de innovaciones. En segundo lugar, nuestros resultados muestran que el CEO familiar modera de forma negativa la relación entre propiedad e innovación, lo cual implica que el CEO familiar supone una barrera a la innovación en las empresas familiares. Nuestro estudio empírico se ha basado en una muestra de 106 cadenas hoteleras, tanto familiares como no familiares, ubicadas en España

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES (INGLÉS)

DIRECCIÓN DEL CONOCIMIENTO 1

Sala 9. Ifach. Edificio San Fernando

Presidenta de la sesión: **Kremena Slavova**, CUNEF Universidad

THE EFFECT OF KNOWLEDGE MANAGEMENT ON SUSTAINABLE PERFORMANCE: EVIDENCE FROM THE SPANISH WINE INDUSTRY

Javier Martínez Falcó, Bartolomé Marco-Lajara, Patrocinio Zaragoza-Sáez, Eduardo Sánchez-García, Luis A. Millán-Tudela

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Relatora: **Kremena Slavova** (CUNEF Universidad)

The research focuses on analyzing how the acquisition, transfer and application of knowledge, i.e. Knowledge Management (KM), affects the achievement of Sustainable Performance (SP). In particular, the study investigates how SP is influenced by KM through the mediating role of Green Innovation (GI), as well as the moderating role of Collaborative Culture (CC). The research proposes a conceptual model, based on previous studies, which is tested through structural equations (PLS-SEM) with data collected from 202 Spanish wineries. The results of the research indicate that there is a positive relationship between KM and SP, with GI mediating and CC moderating this link. The originality of the research is due to the fact that, firstly, there are no previous studies that have addressed the KM-SP relationship in the wine context and, secondly, there is no previous academic literature that has used the CC variable to moderate the main relationship analyzed.

THE EFFECT OF ORGANIZATIONAL AMBIDEXTERITY ON SUSTAINABLE PERFORMANCE: A STRUCTURAL EQUATION ANALYSIS APPLIED TO THE SPANISH WINE INDUSTRY

Javier Martínez Falcó, Bartolomé Marco-Lajara, Eduardo Sánchez-García, Luis A. Millán-Tudela

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Relatora: **Kremena Slavova** (CUNEF Universidad)

This research analyzes how Organizational Ambidexterity (OA) affects Sustainable Performance (SP) in the Spanish wine industry, as well as the catalytic role of Corporate Social Responsibility (CSR) practices and Knowledge Management Infrastructure (KMI) on these variables. For this purpose, a theoretical model is elaborated based on the

literature review carried out, which is contrasted following a quantitative approach by means of structural equation modeling (PLS-SEM) with primary data collected from 202 Spanish wineries between September 2021 and January 2022. The research results show that there is a positive and significant relationship between OA and SP. Likewise, OA partially mediates the CSR-SP and KMI-SP relationship. Thus, the present research contributes to the literature in several ways. First, to the best of our knowledge, there are no previous studies that have analyzed the effect of OA on SP in the wine context, which represents an opportunity to advance scientific knowledge. Second, to our knowledge, there is no previous scientific production that has analyzed what may be the catalysts of OA. Third, the proposed theoretical model has not been addressed previously, so that, through the research, a new way of understanding the improvement in the economic, social and environmental performance of wineries is formulated.

UNIVERSITY LICENSING AND FIRM INNOVATION

Kremena Slavova

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Relator: **Javier Martínez Falcó** (Universidad de Alicante)

This study elucidates how and under which conditions in-licensing upstream technology from universities likely boosts firms' follow-on inventions in the context of human therapeutics biotechnology industry. Our theoretical model bridges two research streams in the organizational learning literature—learning-by-licensing and learning-by-failure—to better understand when firms can capture greater innovation-related benefits from university in-licensing. Specifically, it asserts that the knowledge and experience gained from failed early-stage drug development projects help firms re-direct their R&D efforts and make better use of the licensed-in university technology in the process of innovation. The empirics are based on a panel dataset analysis of a sample of US therapeutic biotechnology firms. Consistent with our predictions, our findings further point to potential complementarities between the mechanisms of learning-by-failure and learning-by-licensing.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES

DIRECCIÓN DE LAS OPERACIONES Y TECNOLOGÍA 1

Sala 3. Marina Alta. Edificio Ramón y Cajal

Presidente de la sesión: **Juan José Tarí Guilló**, Universidad de Alicante

LA RELACIÓN ENTRE LA GESTIÓN DE LA CALIDAD Y LAS PRÁCTICAS SOCIALES EN HOTELES

Juan José Tarí Guilló, Eva M. Pertusa Ortega, María Dolores López Gamero, Jorge Pereira Moliner, José Francisco Molina Azorín

Universidad de Alicante, Spain; eva.pertusa@ua.es

Relatora: **Ana Belén Escrig Tena** (Universitat Jaume I)

Objetivos: el propósito de este trabajo es examinar la relación de la gestión de la calidad, el capital humano y la innovación (tanto incremental como radical) con las prácticas sociales desarrolladas por los hoteles.

Marco teórico: aunque estudios previos analizan los efectos de la gestión de la calidad, del capital humano o de la innovación sobre la sostenibilidad, su influencia conjunta sobre las prácticas sociales ha sido analizada en menor medida. Además, el efecto mediador del capital humano y la innovación en la relación entre la gestión de la calidad y las prácticas sociales, hasta ahora muestra resultados dispares.

Metodología: el estudio se ha realizado sobre 365 hoteles localizados en España, mediante un modelo de ecuaciones estructurales basadas en análisis PLS usando el software SmartPLS 3.

Resultados/implicaciones: las prácticas de calidad, el capital humano y la innovación incremental producen efectos directos en el desarrollo de las prácticas sociales de los hoteles. Además, se observa una relación de mediación parcial por parte del capital humano y la innovación incremental en la relación entre la gestión de la calidad y las prácticas sociales.

DESTINOS TURÍSTICOS INTELIGENTES, GOBERNANZA Y GESTIÓN DE LA CALIDAD

Eva M. Pertusa Ortega, Juan José Tarí Guilló, José Francisco Molina Azorín, Jorge Pereira Moliner, María Dolores López Gamero

Universidad de Alicante, Spain; eva.pertusa@ua.es

Relator: **Jonathan Calleja Blanco** (Universitat de Barcelona)

Objetivos: Considerando las dimensiones del modelo de Destinos turísticos inteligentes (DTI) (gobernanza, innovación, tecnología, accesibilidad y sostenibilidad), y su posible aplicación interna al sector hotelero, este trabajo tiene como objetivo profundizar en la dimensión de gobernanza, analizar sus similitudes y diferencias con las prácticas de gestión de la calidad y examinar su relevancia e influencias con las otras cuatro dimensiones.

Marco teórico: En los últimos años se han desarrollado diferentes modelos para convertir un destino turístico en DTI. Sin embargo, existe poca información a la hora de trasladar este modelo al ámbito interno de la gestión de hoteles.

Metodología: Se ha realizado un estudio cualitativo basado en entrevistas en profundidad con directivos hoteleros y con profesionales de instituciones turísticas, enfatizando la importancia de la colaboración entre el sector privado y las administraciones públicas.

Resultados/implicaciones: Los resultados muestran semejanzas entre la dimensión de gobernanza aplicada en el sector hotelero y las prácticas de gestión de la calidad, siendo la gobernanza la principal dimensión que impulsa el desarrollo de las otras cuatro dimensiones cuando se trasladan al ámbito interno de los hoteles.

MANAGEMENT SYSTEMS INTERNALIZATION AS A DRIVER FOR ECO-PRODUCT INNOVATION

Jonathan Calleja-Blanco, Alfonso Hernández-Vivanco, Mercè Bernardo Vilamitjana

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Relator: **Juan José Tarí Guilló** (Universidad de Alicante)

The main objective of this paper is to analyze the impact of Management Systems (MSs) internalization on the Eco-Product Innovation (EPI).

The implementation of MSs can lead to EPI, mainly in those combinations of MSs with ISO 14001. In addition, the internalization of MSs has been analyzed mainly for quality MSs identifying that the internal factors are key to foster this process and impact on performance.

A logit approach is applied to an unbalanced panel dataset that entails 22,884 observations, belonging to 2,909 different firms for the period 2006-2019. These companies belong to 11 different sectors, both in Asia and Europe.

The findings show that the ISO 14001 is the main driver for EPI together with ISO 9001. OHSAS 18001 is found nonsignificant. The experience in managing these MSs is important but limited, because after a certain period of time of the implementation, the benefits of relationship achieve a saturation point. This is the main contribution as the impact of the internalization of these MSs on EPI has an expiration date. Also, this is the first study, to the best of the authors' knowledge, to analyze three MSs in a longitudinal, cross-country and cross-industry sample.

DOES QUALITY MANAGEMENT LEAD TO EMPLOYEES' PERCEPTIONS OF WORKLOAD AND EXHAUSTION? A MODERATED MEDIATION ANALYSIS

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Relatora: **Mercè Bernardo Vilamitjana** (Universitat de Barcelona)

Purpose: This study develops a model that examines the mediator role of employees' perceptions of work overload in the relationship between TQM (hard and soft TQM) and employees' level of exhaustion. In addition, the model introduces the role of perceptions of managerial support as a potential moderator condition.

Theoretical framework: Different lines of arguments can be observed in the literature regarding the repercussion of TQM on employees. This paper adopts an exploitation perspective, which sees the organisation benefiting from TQM at the expense of greater stress at work resulting from increased job responsibilities and workload. It also draws on the Job Demands and Resources framework to analyse this exploitation perspective and the moderating role of managerial support.

Methodology: The proposed model of relationships is analysed using matched employee-organisation survey data from two high technology manufacturing and service sectors in Spain. Structural equation models are used to test the hypothesised associations.

Results/implications: Findings show that only the perceptions of hard TQM trigger a health-impairment process which increases work overload and exhaustion, whereas soft TQM does not have negative consequences for employee well-being. We also find that managerial support can moderate the effect of hard and soft TQM in exhaustion through workload.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

COMUNICACIONES ORALES (INGLÉS)

RECURSOS HUMANOS 1

Sala 2. Marina Baja. Edificio Ramón y Caja

Presidente de la sesión: **Daniel Dorta Afonso**, Universidad de Las Palmas de Gran Canaria

COMPETENCES FOR LEADERSHIP AND THE FUTURE OF WORK

Monica Santana¹, Mar Bornay-Barrachina²

¹Universidad de Pablo de Olavide; ²Universidad de Cádiz; mariadelmar.bornay@uca.es

Relator: **Daniel Dorta Afonso** (Universidad de Las Palmas de Gran Canaria)

Objectives: This work examines the role and competencies of strategic leadership in organizations grappling with the changing practices and expectations of the workforce in response to the technologies brought by the 4th Industrial Revolution and rapidly implemented during the COVID-19 crisis.

Theoretical Background and methodology: It describes the extent to which the future of work directly influences the tasks of strategic leaders (e.g., new job demands or changed allocation of responsibility). Grounded on a science mapping analysis, the main themes covering the intersection between the frameworks of strategic leadership and the future of work are highlighted.

Results: In this sense, this study presents the implications for leaders, from a human resource management perspective, of relevant future of work's themes such as virtual teams, digital transformation, teleworking, big data and job demands. This analysis detected that the leadership competencies and communication are relevant underlying future research lines to be developed in the intersection between the future of work and the field of strategic leadership.

**LA INFLUENCIA DEL LIDERAZGO DE SERVICIO Y LOS HPWS EN LA SATISFACCIÓN LABORAL:
EL EFECTO MEDIADOR DEL EQUILIBRIO TRABAJO-VIDA**

Daniel Dorta-Afonso, Deybbi Cuéllar-Molina, Carlos Rodríguez-Robaina, Petra de Saa-Pérez

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Relatora: **María Isabel Labrado Antolín** (Universidad Complutense de Madrid)

El objetivo de este estudio fue analizar la influencia del liderazgo de servicio y los sistemas de trabajo de alto rendimiento en las percepciones de los empleados sobre su equilibrio entre el trabajo-vida y su satisfacción laboral. Para ello se encuestó a una muestra de 253 trabajadores de hotel de Gran Canaria. Aplicando análisis de ecuaciones estructurales (PLS-SEM) se encontró que tanto el liderazgo de servicio como los sistemas de trabajo de alto rendimiento ejercen un efecto directo positivo sobre el equilibrio trabajo-vida y la satisfacción laboral. Además, con este estudio se ha demostrado que el equilibrio trabajo-vida tiene un importante papel mediador a la hora de explicar cómo el liderazgo de servicio y los sistemas de trabajo de alto rendimiento pueden aumentar la satisfacción laboral de los empleados.

**“VIRTUAL CONNECTION, MENTAL AFFECTION: A PERCEIVED PROXIMITY APPROACH TO
TELEWORKERS' WELLBEING”**

María Isabel Labrado Antolín, Jose Fernandez Mendez, Oscar Rodríguez Ruiz

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Relatora: **Monica Santana** (Universidad Pablo de Olavide)

This paper studies the influential role that perceived proximity and employee voice have in the affective wellbeing of employees working from home (WFH). Structural Equation Modelling (SEM) is used to explore the influence of the above-mentioned constructs in the affective wellbeing of 542 professionals with telework experience. Three main antecedents of perceived proximity are assessed: (1) the use of Enterprise Social Networks (ESNs), (2) workmate communication and (3) shared identification with coworkers. Results show a positive and significant relationship between perceived proximity and affective wellbeing. Conversely, our findings do not support the idea that mechanisms of direct and indirect voice influence positively teleworkers' wellbeing.

Telework is depicted today as a source of competitive advantage (Aguinis and Burgi-Tian, 2021; Neirotti et al., 2017). In this vein, this research answers calls to examine the role of social connectedness in developing positive WFH experiences (Blahopoulou et al., 2022; Bloom et al., 2013; Golden et al., 2008).

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

MESA INTERACTIVA 2
DIRECCIÓN DE LA INNOVACIÓN

Sala 13. Tabarca. Edificio San Fernando

Presidenta de la sesión: **Teresa Martínez Fernández**, Universitat Jaume I

INNOVATION IN CULTURAL AND CREATIVE INDUSTRIES: A BIBLIOMETRIC REVIEW

Hedyeh Khan Babakhani, María Luisa Flor, Teresa Vallet Bellmunt

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Relator: **Ramiro Bonaque** (Universitat Jaume I)

Objectives: This study focuses on how research has examined innovation in the cultural and creative industries. The main objective of this research is: to analyze the thematic perspective and leading research stream in the current level of extant research and find research trends in Innovation in the Cultural and Creative industries.

Method: A systematic literature review with a quantitative approach was used in this paper. The bibliometric methodology was applied in both performance analysis and science mapping sides, the visualization and management tools of Vosviewer are used.

Results/Implications: The results show research in this area has grown substantially. In response to the description of innovation studies in the cultural and creative industries, the most influential authors, journals and papers are identified. In response to the existing lines of research, four different lines are identified and three blocks of trends are proposed.

Fomentando la co-creación en la gestión de la innovación a través del design thinking: un estudio con la metodología action research

Ramiro Bonaque^{1,2}, María Luisa Flor¹

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Relatora: **Teresa M. Vallet Bellmunt** (Universitat Jaume I)

El objetivo de este trabajo es proponer y evaluar una metodología de innovación basada en design thinking (DT) que mejore los resultados de desarrollo de producto a través de la incorporación de clientes en un proceso de co-creación. Analizamos un marco teórico de referencia en el ámbito de la metodología de innovación DT y los procesos de co-creación con clientes, ambos enfocados a la gestión de la innovación en la empresa. Debido a la implicación directa de trabajo del investigador con la empresa objeto de estudio, se emplea la metodología action research, o investigación acción, en la que se resuelve un problema de la empresa proponiendo cambio, a la vez que se obtiene conocimiento científico. Durante el proyecto se trata de analizar puntos de encuentro entre DT y co-creación, para iniciar el estudio y elaborar una primera propuesta de cambio en la empresa. Como resultados principales se identifican los factores del cambio que más impactan en la empresa, se determina la mejora obtenida en cuanto a resultados de innovación, y se describen las fortalezas y debilidades encontradas por parte de los profesionales y expertos en la materia.

SUSTAINABLE DEVELOPMENT GOAL 9 AND INNOVATION: A BIBLIOMETRIC ANALYSIS

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Relatora: **María Luísa Flor Peris** (Universitat Jaume I)

Objectives: The present research aims to analyze the relationships between the concepts of Sustainable Development Goal 9 and Innovation in order to understand the advances of current scientific production and future lines of research.

Theoretical framework: A research topic is advanced when previous studies are logically synthesized based on the findings of previous studies. Literature reviews, as a research methodology, contribute significantly to the conceptual, methodological and thematic development of different domains. Thus, review articles provide readers with research, help identify gaps in research, and point to future avenues of research.

Methodology: Using bibliometric techniques, we evaluate the contribution of current academic research to the advancement of Sustainable Development Goal 9 and Innovation.

Results/implications: After an initial quantification of the most influential articles and journals using performance analysis, we have identified, by means of mapping analysis, the trends in content, the most influential organizations and countries

at present and the seminal authors, the most productive ones and their collaboration networks. All this presents us with a roadmap for research in innovation and SDG9.

Lunes, 26/06/2023: 8:30 – 10:00 SESIONES PARALELAS (I)

MESA INTERACTIVA 1

EMPRESA SOCIEDAD Y SOSTENIBILIDAD

Sala 12. Moreig. Edificio San Fernando

Presidente de la sesión: **Javier Carrillo-Hermosilla**, Universidad de Alcalá de Henares

HOW OPEN INNOVATION AFFECTS THE RADICALNESS OF ECO-INNOVATION

Valery Chistov¹, Javier Carrillo-Hermosilla², Nekane Aramburu¹

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Relator: **Jaime J. González Masip** (Universidad Politécnica de Madrid)

The most pressing environmental issues of our society require radical solutions as well as the redesign of the ways we produce, deliver, and consume goods and services. Recent empirical studies suggest that Open Eco-innovation (OEI), an innovation model that leverages external knowledge, resources, and partnerships to enhance internal eco-innovation, might be one of the crucial elements of the sustainability transition of our society. Based on the sample of 2 934 Spanish firms from a mixed variety of industries, we demonstrate that an open innovation approach is crucial when firms pursue eco-innovations, particularly when aiming for more radical solutions. But the importance of this open approach varies depending on the forms of opening (cooperation vs. sourcing external knowledge), the choice of knowledge partners, and the intended level of eco-innovation radicalness. Our results also point to a potential mismatch between the importance of open innovation to develop impactful and innovative environmental solutions and a small percentage of organizations adopting this innovation approach.

SUSTAINABILITY, CORPORATE SOCIAL RESPONSIBILITY AND STAKEHOLDER HAPPINESS: A BIBLIOMETRIC ANALYSIS

Jaime J. González Masip¹, Sonia Marcos², Sarah Cooper³

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Relatora: **Valery Chistov** (Deusto Business School)

PURPOSE

The paper aims to map, within the academic literature of the Social Sciences, the thematic areas in which sustainability or corporate social responsibility are connected with happiness or equivalent concepts. Those thematic areas can be considered as existing or potential lines of research.

THEORETICAL FRAMEWORK

Happiness is a subjective assessment made by individuals about their well-being. Happiness is perceived by stakeholders as an added value, which can be provided by organizations. In certain contexts, sustainability practices are linked to different levels of happiness.

METHODOLOGY

The study consists of a bibliometric mapping analysis performed on documents obtained from the Web of Science (WoS) - Social Science Citation Index (SSCI). The SciMAT software was used to automatize part of the process and create graphic visualizations of the results.

FINDINGS/IMPLICATIONS

Some bibliometric measures of publication performance have been obtained, ordered by year, country of origin of the authors' institutions and areas of knowledge. We have also obtained strategic maps in two periods with conceptual themes, cluster performance tables, and also a map of the evolution of the thematic areas. In general, the results, and especially the thematic areas, allow us to suggest and design future research on the subject.



INTERNAL CSR ACTIVITY ORIENTED TO WORKPLACE SAFETY MANAGEMENT PRACTICES AND OCB: THE EFFECT OF PERCEIVED RISK ASSOCIATED WITH COVID-19

María Nieves Fernández López

Universidad Complutense de Madrid, España; mnmadr@hotmail.com

Relatora: **Claudia de los Angeles Díaz Leyva** (Universidad de Rovira i Virgili)

This paper aims to investigate the influence of internal social responsibility activity oriented to workplace safety management practices (SRWSPs) on organizational citizenship behaviour (OCB) in the context of global crisis, health business disruption, and economic hardship. It is essential that companies define strategies that allow them to adapt to changing realities and that provide them with sustainable differentiation from other competitors. OCB has been linked to overall organizational effectiveness. At this time of COVID-19, employees' OCB is critical to the survival of many organizations. Hence, top management must conduct its affairs fairly with employees with employees' health protection activities to achieve sustainable development. However, a more comprehensive understanding of SRWSPs affects employee organizational citizenship behavior is still lacking. It responds to the research call to examine the influence of CSR on employee behaviour during major crises. Furthermore, it is analyzed if perceived risk associated with COVID-19 positively mediates the effects of internal CSR activity oriented to workplace safety management practices on OCB.

DIVERSITY MANAGEMENT FOR ACHIEVING SOCIAL SUSTAINABILITY

Claudia Díaz Leyva¹, Rosalía Cascón Pereira²

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Relatora: **María Nieves Fernández López** (Universidad Complutense de Madrid)

Purpose: Current diversity management approaches have demonstrated their benefits in terms of economic and organizational performance, but little has been done on a socially sustainable orientation to diversity management. This paper aims to provide a conceptual framework to develop a socially sustainable approach to diversity management as a means to achieve socially sustainable organizations.

Theoretical framework: Following this, we analyze what social sustainability framework and its pronouncement on diversity. We also explore the integration of DM with knowledge areas such as CSR and sustainable HRM, which represent a before and after in organizational outcomes and constitute a competitive advantage in terms of sustainability.

Methodology: For this purpose, we conducted a systematic and integrative literature review of 112 papers.

Findings/implications: The contributions of this paper are twofold: first, to integrate the extant knowledge from adjacent fields such as social sustainability, CSR, and sustainable HRM in relation to diversity management; second, to provide a conceptual framework to achieve social sustainability through diversity management with an internal focus on employees rather on the external organizational image. This approach is characterized by understanding employees' needs, designing diversity programs accordingly, and measuring their impact with social indicators.



Lunes, 26/06/2023: 10:00 – 11:00 SESIÓN PLENARIA 1

Auditorio de la Fundación Mediterráneo Alicante

"THE CHANGING WORLD OF WORK: FUTURE AVENUES FOR BUSINESS & MANAGEMENT RESEARCH AND PRACTICE"

Dra. Emma Parry

Cranfield School of Management, Cranfield University (UK).

Lunes, 26/06/2023: 12:00 – 12:45 SESIÓN PLENARIA 2

MESA REDONDA

Auditorio de la Fundación Mediterráneo Alicante

"LA EVALUACIÓN DE LA CALIDAD DE LA INVESTIGACIÓN EN MANAGEMENT EN ESPAÑA"

Javier Oliver Villarroya (AVAP)

Carmen Camelo (ANECA)

Jaume Valls Pasola (AQU Catalunya)

Juan Pablo Maicas (editor BRQ)

Moderador: Juan José Nájera Sánchez (Universidad Rey Juan Carlos)

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 2

Sala 1. L'Alacantí. Edificio Ramón y Cajal

Presidenta de la sesión: **Sari Mansour**, TÉLUQ University

EMPLOYEES' PERCEPTIONS MICRO CSR LEVEL IN CRISIS TIME AND EMPLOYEE JOB ENGAGEMENT: THE MEDIATING ROLE OF ORGANIZATIONAL ENGAGEMENT

María Nieves Fernández López

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Relator: **Jacob Guinot Reinders** (Universitat Jaume I)

The micro-level research investigating employees' attitudinal, behavioral and psychological reactions to corporate social responsibility (CSR) has recently been expanded within CSR literature. Based on three theories, such as the theory of stakeholder, social exchange theory and engagement theory, this study examines whether micro-level CSR employee perception practice activity would produce a more engaged workforce in times of crisis. Specifically, we examine how were related to employee job engagement and we analyze organizational engagement as a mediator in the relationship between micro-level CSR employee perception practice activity and job engagement. A theoretical model is derived with some propositions.

POTENTIAL OPPORTUNITIES FOR HRM TO SUSTAINABLE ORGANIZATIONS AFTER COVIT PANDEMIC TIME

María Nieves Fernández López

Universidad Complutense de Madrid, Spain; mnmadr@hotmail.com

Relator: **Sari Mansour** (TÉLUQ University)

Today, firms are becoming increasingly aware of the importance of social, ethical, and ecological objectives after Covid pandemic time. One of the disciplines that are promoting "sustainable organizations" is Sustainable Human Resource Management (SHRM) to the sustainability-driven change after covid-19 time on. By sustainability-driven change, we mean the transformation of firms into an active agent of broad sustainable development. The objective is exploring the sustainable human resource management practices of firm's framework and reflections about it with a theoretical proposition. If a human resource management practice has power to produce economic, social and environmental performance simultaneously that is HRM practice can be recognized as a sustainable HRM practice by sustainability-driven change for sustainable organizations. Based on this unique criterion by using archival and reflections methods, this review has identified sustainable HRM practices for sustainable organizations, which have power to produce economic, social and environmental performance concurrently by sustainability-driven change.

CORPORATE SOCIAL RESPONSIBILITY TOWARD EMPLOYEES AND GREEN INNOVATION: EXPLORING THE LINK IN THE TOURISM SECTOR

Jacob Guinot Reinders, Ricardo Chiva Gómez, Zina Barghouti Abrini, Inmaculada Beltrán Martín

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Relatora: **María Nieves Fernández López** (Universidad Complutense de Madrid)

Objective: In this paper we focus on analyzing who corporate social responsibility toward employees has a positive impact on certain individual characteristics related to well-being. Also, we aim to demonstrate the important links between CSR toward employees, organizational commitment, and organizational learning capability, which explain the relationship between them and green innovation.

Theoretical framework: CSR toward employees consists of respecting human and labor rights through different investment projects to improve employees' quality of life or well-being. Thus, the term CSRE has been used to refer to HR practices that contribute positively to social or human outcomes. These human outcomes include community and family well-being or employee health levels.

Methodology: structural equations are applied with the EQS programme on a sample of 300 Valencian companies in the tourism sector.

Results/Implications: the results show that firms with CSR initiatives for their employees increase their organizational learning capability through a particular individual attitude: organizational commitment. Moreover, organizational learning capability fosters green innovation. Finally, we discuss the contribution, implications and limitations of this research.

PROMOTION THE SOCIAL DIMENSION OF SUSTAINABILITY THROUGH WELLBEING ORIENTED HUMAN RESOURCE MANAGEMENT PRACTICES

Sari Mansour

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Relatora: **María Nieves Fernández López** (Universidad Complutense de Madrid)

Access to external information is crucial for firms seeking to innovate and improve their performance. Thus, information exchange may be fostered, for example, through the links of directors who also serve as directors in other firms (interlocked directors). Using a sample of 106 Spanish listed companies in the period 2008-2019, we analyse the moderation role of interlocked directors in the relationship between R&D investments and firm value. GMM analyses suggest that R&D investments have a positive effect on firm value, but in presence of high percent of interlocked directors, this positive effect may be dismissed.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES (INGLÉS)

EMPRENDIMIENTO 3

Sala 4. L'Alcoià. Edificio Ramón y Cajal

Presidente de la sesión: **José Luís Ferreras Méndez**, Universitat de València

EFFECTS OF CONTEXT AND CHARACTERISTICS OF THE FEMALE CEOs ON INNOVATIVE PERFORMANCE

María Eulalia Chávez Rivera¹, Jenny María Ruíz Jiménez², María del Mar Fuentes Fuentes³

¹Universidad de Monterrey, México; ²Universidad de Granada; ³Universidad de Granada; mariaeulalia.chavez@udem.edu

Relator: **Eduardo Sánchez-García** (Universidad de Alicante)

Women entrepreneurs have become key players for economic growth, the creation of well-being and the generation of employment; For this reason, they cannot stop being immersed in innovation processes. However, within the academic literature there is a research gap that studies women as a source of innovation. We conducted a comparative qualitative analysis to determine how the institutional context, social, networking, and demographic characteristics of female CEOs relate to enhancing startup innovation. Using a sample of 45 women entrepreneurs, we obtained six solutions, demonstrating that both the social context, the institutional context and the contact networks are configured to lead to better innovative performance, and that the age of the CEO has a significant influence. The findings also contribute to the establishment of public and private policies that promote favorable environments for women CEOs to achieve more disruptive levels of innovation in their companies.

THE PARADOX OF OPENNESS BEYOND APPROPRIABILITY: AN ANALYSIS OF THE MODERATING ROLE OF ORGANIZATIONAL INNOVATION

Jose Luis Ferreras Méndez¹, Pek-Hooi Soh²

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Relator: **Eduardo Sánchez-García** (Universidad de Alicante)

In open innovation, firms benefit from collaborating with diverse actors and are simultaneously exposed to misappropriation risks. Laursen and Salter (2014) address this paradox of openness and identify a concave relationship between appropriability strategy and firm openness in the UK manufacturing sector. The relationship is stronger for the breadth of formal collaboration than for external search and is weaker when firms exclude their competitors. We replicate and extend their cross-sectional analysis using a panel dataset of Spanish manufacturing firms and find the concave relationship consistent for both formal collaboration and external search. Moreover, firms can benefit from collaborating

with their competitors by introducing organizational innovation that is designed to improve internal processes and dedicate managerial attention to firm openness.

In troubled times entrepreneurial and cooperative mindset: why business location counts?

Eduardo Sánchez-García, Javier Martínez-Falcó, Bartolomé Marco-Lajara, Luis Antonio Millán-Tudela, Antonio Alcón-Vila

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The main aim of this work is to empirically examine the impact of regional agglomeration on the innovative performance of businesses, as well as the mediating effect of entrepreneurial orientation and the degree of collaboration between enterprises and surrounding agents. Using PLS-SEM, the energy supply industry in Spain is examined. The findings give empirical evidence of the positive and statistically significant influence of regional agglomeration on the innovative performance of companies, as well as the mediating effect of firms' entrepreneurial orientation and their degree of interaction with external entities. It is concluded that the degree of specialization of regions can affect the innovation performance of firms both directly and indirectly. In this vein, entrepreneurial orientation is a management mindset favored by the location of the firm and, in turn, necessary to leverage the advantages existing in specialized environments. Furthermore, the exploitation of these benefits can be enhanced through the establishment of effective cooperative arrangements to pool complementary resources and capabilities to achieve shared objectives.

Leading actors in recent entrepreneurship research. A bibliometric and social network analysis

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Relator: **Jose Luis Ferreras Méndez** (Universitat de València)

The main objective of this research is unveiling the existence of active research “fronts” in the field of entrepreneurship, through an analysis of recent literature using bibliometric coupling and social network analysis. Clarivate Analytics' Web of Science™ and, in particular Social Sciences Citation Index, was the database used to carry out this re-search. As a result, a total of 5,393 “peer-reviewed journal articles” published between 2017 and November 29, 2021, were retrieved. With regards to the methodology, bibliometric methods were utilized, as well as social network analysis. In particular, the analytical techniques employed –adopting a “quantitative” method of a deductive character– allowed us the identification of some of the most active research “fronts” in the scientific literature related to the topic under analysis. We believe that this study is of value for novel researchers before doing research since it allows the identification of the active research “fronts,” which shape the vanguard of knowledge and reveal current trends and future directions in the field.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 7

Sala 5. Vega Baixa. Edificio Ramón y Cajal

Presidente de la sesión: **J. Alberto Aragón Correa**, Universidad de Granada

THE ROLE OF CORPORATE GREEN BONDS IN DRIVING ENVIRONMENTAL ATTENTION AND PERFORMANCE: AN EMPIRICAL STUDY

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Relator: **Juan Valbuena Hernández** (Universidad de Granada)

Based on the Attention-based view, we argue that the issuance of corporate green bonds is useful for driving attention to environmental issues for all members of an organization to achieve a comprehensive view of the environmental strategy improving performance. We also argue that the relative size of the green bond may affect the ability to shift attention to environmental issues, as this signifies the intensity of senior management's attention to environmental issues. Likewise, we propose that certain internal conditions of companies affect how this attention can translate into actions implying an

improvement in environmental performance. Specifically, we propose that the growth scenario favors the effective use of attention, especially when extra resources support the environmental strategy. We used a matched sample including 160 companies (80 that issue green bonds and 80 that do not) from 23 countries and 9 different sectors, considering corporate green bond issuances during 2013-2017.

LA OMNICANALIDAD Y EL FUNCIONAMIENTO INTERNO DE LA EMPRESA EN UN MUNDO DIGITALIZADO: UNA REVISIÓN SISTEMÁTICA DE LA LITERATURA Y AGENDA DE INVESTIGACIÓN

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Relatora: **Natalia Ortiz de Mandojana** (Universidad de Granada)

En este trabajo se pretende analizar cuál es el estado actual de la investigación académica enfocada en la estrategia omnicanal u Omni-Channel Retailing (OCR) y la transformación digital en el sector detallista. Para alcanzar este objetivo se realiza una revisión sistemática de la literatura, utilizando la base de datos Web of Science Core Collection. Se explicarán y justificarán las palabras clave que forman parte de la ecuación de búsqueda utilizada, así como los criterios de selección y patrones que permiten elegir los artículos usados en esta revisión de la literatura. De este análisis, se determinan las líneas de investigación existentes hasta el momento y se proponen posibles líneas de investigación futuras para seguir avanzando en esta área. En particular, se refleja de forma clara, la necesidad de profundizar en el análisis de la OCR y la transformación digital desde la perspectiva de la propia empresa (por ejemplo, estrategia, gestión y organización).

Does reinforcing sustainability performance help in times of corporate financial crisis?: The mediating effect of investors' commitment

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Relatora: **Nuria Viejo Fernández** (Universidad de Oviedo)

Reinforcing sustainability performance during a corporate financial crisis is challenging as it requires resources that may be scarce during a time of financial struggle. This paper explores the relationship between reinforcing environmental, social, and governance (ESG) initiatives during a corporate crisis and the commitment of main investors, as well as the impact on the recovery period after a corporate financial crisis. Using data from 2015 to 2021 and from 190 crisis-stricken firms, the study finds that main investors' commitment mediates the relationship between ESG-performing firms and recovery period. Furthermore, the analysis demonstrates that a munificent external economic context strengthens the positive relationship between investors' commitment and a shortened recovery period, while a hostile external economic context strengthens the relationship between sustainability performance and investors' commitment. This study contributes to the literature by bridging the gap between legitimacy theories and emerging resiliency perspectives, highlighting the importance of in-crisis initiatives in maintaining investors' commitment and the moderating role of external conditions. The findings suggest that maintaining legitimacy during times of corporate financial difficulty is effective in retaining investors' commitment, and these committed investors are more willing to contribute to the organizational resilience of the firm.

SIGNALING ENVIRONMENTAL PERFORMANCE AND RISK. IS HYPOCRISY A THREAT FOR THE FIRM?

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Relator: **Rubén Ordóñez Borrallo** (Universidad de Granada)

The information asymmetry between firms and stakeholders regarding firms' environmental performance is strong. Firms may use environmental disclosure to send signals to stakeholders to reduce these asymmetries and obtain corporate benefits. However, even if a firm discloses more than its peers, and thus send signals constantly, does not necessarily reduce information asymmetry. Firms can be perceived as hypocrisy when there is an inconsistency between the signals sent and what is realized. This could potentially unlock a greater divergence of opinion about their legitimacy, which will lead to greater risk, representing a potential threat for the firm. Based on signaling theory, the aim of this paper is to analyze if hypocrisy is a risky strategy as it causes stakeholders negative reactions such as an increase of the debt cost and overall increase of bankruptcy risk. Using a longitudinal study of 795 firms during 2016 and 2019, we find that while a credible signal of environmental performance reduces debt cost and bankruptcy risk; hypocrisy behavior is a risky strategy, as hypocritical firms increase their cost of debt and bankruptcy risk. These findings expected to be practical for managers to enhance environmental performance and to obtain greater a transparent and meaningful corporate disclosure.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

ESTRATEGIA 4

Sala 6. Alt Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: **Lucía Avella Camarero**, Universidad de Oviedo

ESG AND CORPORATE DIVERSIFICATION: FOES OR FRIENDS?

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Relatora: **Lucía Avella Camarero** (Universidad de Oviedo)

Business diversification and ESG are two key strategies for corporate risk management. Our study looks at the overlap between them, and we theorize about the direct effect of their interplay on a firm's value. We contend that each of these strategies has different insurance properties which make them complementary in reducing a firm's total risk. Moreover, we propose that a firm's risk mediates part of the positive effect of the interplay between diversification and ESG engagement on a firm's value. We test our hypotheses on a sample of U.S. listed firms from 2009 to 2019. We find that ESG engagement reduces the value discount from business diversification. Our evidence also suggests that ESG engagement decreases systematic risk, whereas business diversification reduces idiosyncratic risk. However, we find no support for the mediating role of total risk in the relationship between the interplay of these strategies and a firm's value. This leaves room for seeking alternative channels –other than firm risk– which might produce synergies and complementarities between these strategies. In particular, we show that ESG enhances the value of business diversification to a greater extent in firms that have stronger external monitoring and lower related diversification.

Executive Turnover and Family Involvement: The Role of Organizational and Environmental Factors

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Relator: **Lucas López** (Universidad de Vigo)

Purpose. To explore the determinants for executive turnover under poor performance conditions in the specific family business setting. In particular, we investigate whether organizational factors (board of directors' independence) and environmental factors (industry competition) affect executive turnover differently in family firms versus non-family firms under performance decline.

Theory. We draw on the behavioral agency model (BAM).

Methods. We test our hypotheses on a sample of 3,128 executives in publicly-traded family and non-family US firms from 2007 through 2017 (we combine NRG Metrics with Audit Analytics Director and Officer Changes database and COMPUSTAT datasets).

Results/Implications. Our results show that family involvement has a negative impact on executive turnover when the firm is performing badly. However, greater board independence and industry competition mitigate the reluctance of family firms (with poor performance) to carry out executive turnover. These results offer important implications for theory and practice.

Estrategia de servitización: guía de análisis y propuesta de un modelo conceptual a partir de la revisión sistemática de la literatura

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Relator: **Gabriel de la Fuente Herrero** (Universidad de Valladolid)

El concepto de servitización ha ido evolucionando desde su primera definición; sin embargo, dicha evolución se ha visto potenciada en las últimas dos décadas debido a la creciente implementación de la Industria 4.0 en las empresas. El objetivo principal de esta investigación es revisar la evolución de la servitización desde sus inicios, junto con las nuevas

tipologías que van apareciendo impulsados por los procesos de digitalización. Para ello, se ha realizado una revisión sistemática de la literatura. Los resultados obtenidos permiten identificar temas ya desarrollados, en desarrollo y aún por desarrollar, con el objetivo de proporcionar una agenda para investigaciones futuras. Así, se han identificado, entre otros factores, los beneficios que otorga la servitización, las capacidades y/o conocimientos necesarios para la transición (de producir bienes a producir bienes con servicios) y las dificultades que podrían presentarse durante dicha transición. Asimismo, se propone un modelo conceptual acerca de las relaciones entre servitización y los resultados empresariales —incluyendo los factores del entorno que propician el cambio, los principales actores, el desarrollo de conocimientos y capacidades, el uso de herramientas habilitadoras de la Industria 4.0, los cambios en la estructura organizativa y los principales beneficios y las dificultades que se pueden encontrar—.

ON THE PARADOX OF GREEN REGULATION: DOES IT REALLY NURTURE GREEN FIRST-MOVER ADVANTAGES?

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Objetivos. This paper assesses the existence of green first mover advantages (GFMA) while exploring how different aspects of environmental regulation (market, non-market, influenced or not by dominant firms) act as boundary conditions.

Marco teórico. Drawing on technology management and innovation literatures, we argue that pioneers will obtain GFMA as long as their technological leadership prevails. Furthermore, by elaborating on the incentives provided by both types of instruments, we predict that market-based environmental regulation is beneficial for GFMA, while command-and-control is detrimental. Finally, and diverging from the usual assumption that regulatory neutrality is embedded in regulatory bodies, we theorize how the effect of both instruments on GFMA changes when dominant firms have enough influence to sway policy-making.

Metodología. Panel data analysis on a wide dataset of 30,393 observations (5,223 firms with headquarters across 65 countries) over the period 2006-2021.

Resultados/implicaciones. From a theoretical point of view, not only do we introduce a novel and insightful concept, GFMA, that expands our understanding of first-mover advantages, but also complement existing FMA contingencies focused on micro (i.e., resources and capabilities) and macro aspects (i.e., industry dynamics). Policy implications are also derived, highlighting the effects of regulation on value creation.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

FINANZAS 1

Sala 7. Vinalopó Mitjà. Edificio Ramón y Cajal

Presidenta de la sesión: **Pilar Giraldez-Puig**, Universidad Pablo de Olavide

TRADE CREDIT IN THE TIME OF COVID-19: COMPLEMENTS OR SUBSTITUTES BANK CREDIT IN EUROPEAN MSMEs?

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Relator: **Jorge Tarifa Fernández** (Universidad de Almería)

Trade credit is one key external resource to facilitate access to financing for small businesses, even more in times of crisis. The aim of this article is to explore the role of trade credit taking into account COVID-19 crisis, focussing the attention on the relationship between trade credit and bank credit in micro-, and small and medium-sized enterprises (MSMEs). The COVID-19 crisis provides researchers a unique opportunity to study the pattern of MSME financing in a period of strong economic activity drop which had have a high impact in small businesses. For the empirical analysis, we use a firm-level survey data from April 2019 to March 2021 for a large sample of European MSMEs and apply a probit model for panel data. Our results suggest a complementary relation between trade credit and bank credit in COVID-19 period for MSMEs.



CORPORATE AND FINANCIAL STABILITY IN THE NON-LIFE INSURANCE INDUSTRY

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Relatora: **María Ángeles Cebrián Hernández** (Universidad de Sevilla)

Objectives: This paper examines the sole effect of environmental, social and governance (ESG) controversies on the financial stability of non-life insurers. It also explores the moderating effect of ESG practices under the premise that they can alleviate the negative effect of controversies. To the best of our knowledge, this is the first time this problem has been addressed in the insurance financial.

Theoretical background: We rely on the stakeholder theory that support a view in favor of the existence of a negative relationship between ESG concerns and financial risk. In addition, companies may use ESG practices to enhance their reputation and offset the negative consequences of bad behaviour.

Methodology: This study uses a dataset of 56 firms from 23 countries divided in three regions, EEUU, Europe and Americas over the period from 2011 to 2018. We start running simple OLS regressions and then use System-GMM estimations to control for potential endogeneity.

Results/Implications: Our results confirm that ESG concerns negatively affect insurers' financial stability. The moderating effect of ESG practices, however, is not significant. Therefore, these results may have important managerial implications in terms of incorporating (CSI) controls into their firm's culture as they develop their strategies.

THE VALUE OF DEFERRING ON INVESTMENTS IN CLOUD ERP

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Relator: **Francisco Javier Cantó Cuevas** (Universidad de Sevilla)

Objective: The purpose of this research is to explore and advance the knowledge of digital transformation. To do it, this paper focuses on the valuation of the assessment methodologies of Cloud ERP projects.

Theoretical approach: the investment in digitalization systems entails high levels of uncertainty, a fact that makes these investment projects with high strategic value. The importance of the emergent digitalization in the ERP systems has made necessary the use of assessment tools that consider strategic information besides financial one.

Methodology: the real options methodology, specifically the option to defer, is proposed to take into account the strategic value of the investment projects in digitalization. In this sense, an empirical study is made by applying the binomial option pricing model to real data of the costs and revenue of investing in Cloud ERP to study its viability.

Results: the results show that using the net present value tool, the investments in ERP would be economically viable. However, considering the possibility of deferring the investment, the project would increase by 7.72 times. Even though the implementation of the project is justified at the present time, it is preferable to follow the strategy of deferring the investment for three years.

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COMUNICACIONES ORALES

INTERNACIONALIZACIÓN 1

Sala 8. Baix Vinalopó. Edificio Ramón y Cajal

Presidente de la sesión: **José Pla-Barber**, Universidad de Valencia

Network-based Subsidiary Autonomy: An Integrative Review and Research Agenda

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The concept of autonomy is of critical importance in the study of subsidiary management. Despite the fact that most previous studies have focused on the interaction between dual network embeddedness and subsidiary autonomy on performance, it remains unclear how these two constructs are related and how they affect performance. To better explain its mechanism, we develop a novel integrative framework that clarifies high-quality international journal publications over

the last 30 years. According to our framework, the bargaining process between subsidiary autonomy and HQ coordination mechanisms mediates the relationship between network embeddedness and performance outcomes. By taking advantage of subsidiary autonomy, our integrative review explains how, why, and when network embeddedness affects performance outcomes. Furthermore, we list specific moderators involved in the process. This facilitates the exchange of ideas among scholars from different fields and therefore contributes to the development of further theories.

Emerging multinationals escaping from pro-market reversals

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We analyze how pro-market reversals in emerging home markets affect firms' outward foreign direct investment (OFDI). By integrating the new institutional economics and the springboard perspectives, we propose three main arguments. First, pro-market reversals in the home country increase the incentives of emerging firms to escape through OFDI. Second, to accelerate the escape from pro-market reversals, we propose that emerging multinationals prefer acquisitions to greenfields. Finally, as emerging multinationals seek strategic assets to catch up with firms from advanced markets, there is even a higher pressure to escape through acquisitions when perform OFDI in advanced economies. We test our arguments on a sample of 22,546 OFDI operations referred to 9,579 emerging firms from 104 emerging markets from 2003 to 2016.

FDI Spillovers on Multilatinas: Upgrading capabilities through indirect ties

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Relatora: **Alba Manresa** (Universitat Internacional de Catalunya)

This paper aims to examine managers' perceptions of the effects of foreign MNCs on their companies and the channels through which such effects occur. Drawing from the interorganizational learning perspective and using a qualitative approach based on an explorative multiple-case study in the context of Colombian Multilatinas, our findings suggest that indirect ties mainly drive learning opportunities in this context through vicarious learning based on observation and emulation. This learning allows these firms to upgrade their technological capabilities and organizational processes at home, providing them with better perspectives when they face internationalization. We also propose that exposure to certain liabilities of the home country context imprint a partnering model of internationalization based on humbleness and cooperative relationships that helps these companies better adapt to foreign markets. Finally, our results could serve as the basis for recommendations for managers of other emerging-market companies that are considering upgrading their capabilities by acquiring new knowledge from multinationals.

GLOBALIZACIÓN, MULTICULTURALIDAD Y LOGÍSTICA

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Relator: **José Pla-Barber** (University of Valencia)

Propósito – El propósito de la presente disertación es compartir el diseño y planificación de una experiencia COIL que se va a llevar a cabo el presente curso académico 2022-23. Dicha actividad pretende ofrecer a estudiantes de diferentes culturas y entornos sociales la oportunidad de trabajar de forma virtual con otros alumnos de diferentes entornos para promover no solo el intercambio educativo sino también el crecimiento social.

Objetivos – Implementar una actividad para fomentar el aprendizaje y la motivación del alumnado. Que dicha actividad desarrolle competencias necesarias para el futuro laboral de los alumnos y que sea una vivencia que enriquezca a los estudiantes por su factor internacional, global y multicultural.

Metodología – La innovación docente que el presente artículo describe es de carácter cualitativo dado que describe el proceso de diseño, preparación y planificación de la actividad COIL.

Resultados/implicaciones - La versión actual del presente estudio ofrece una reflexión sobre las condiciones necesarias para que se implemente la actividad COIL, así como los pasos previos a seguir para poder llevarla a cabo. Al ser una experiencia docente que sigue en activo los resultados que se aportan en el presente documento son los resultados esperados una vez termine la actividad.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

MARKETING 1

Sala 9. Ifach. Edificio San Fernando

Presidente de la sesión: **Ramón Palau Saumell**, Universitat Ramon Llull

Influencia de la saciedad en las tasas de abandono de los servicios por suscripción

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Relator: **Santiago Forgas Coll** (Universitat de Barcelona)

La presente comunicación estudia la influencia de la satisfacción con la plataforma y la saciedad con el contenido sobre el valor percibido, considerando este como un indicador adelantado de la intención de abandonar la suscripción a servicios de video en streaming (Netflix, Apple TV+, HBO max...). Los resultados del estudio, generalizables a diferentes servicios de venta por suscripción y testados con una muestra de 465 encuestados, muestran como la saciedad con el contenido disminuye el efecto positivo del valor percibido sobre abandono. Por otro lado, se demuestra que la satisfacción no actúa como un antecedente clave de la intención de abandono, en favor de variables relacionadas con el efecto de la competencia. La influencia de estas variables sobre la decisión de abandono se compara considerando esta decisión tanto a inmediato (1 mes), como aplazado (3 meses), encontrando diferencias significativas según el contexto temporal.

Reinventando la relación consumo-felicidad: la empresa social como aliada del consumidor para un comportamiento prosocial

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Relator: **Luis J. Callarisa Fiol** (Universitat Jaume I)

El consumo ético, en ocasiones, puede verse limitado por la disyuntiva que puede sentir un individuo entre satisfacer sus propias necesidades o contribuir al bienestar social. En este sentido, las Empresas Sociales (ES) pueden ayudar a resolver esta encrucijada permitiendo a sus clientes la realización de compras responsables satisfactorias para sí mismos, como individuos, y para la sociedad en general. El presente trabajo propone un modelo de relaciones causales en el que la felicidad que los clientes de ES experimentan tras su compra hace que valoren la misma de forma satisfactoria, lo que contribuye a incrementar su lealtad hacia las mismas. El estudio se realizó a través de un cuestionario estructurado que permitió recoger datos de 380 compradores de ES. Los resultados muestran cómo los consumidores responsables experimentan un mayor bienestar al sumar al placer de la necesidad cubierta (hedónico) el disfrute de la contribución a su desarrollo personal vital (eudemónico). La felicidad obtenida actúa de impulsor (a través de la satisfacción experimentada) de diferentes fuentes de lealtad (intención de recompra, intención de realizar WOM y predisposición a pagar más).

La influencia del antropomorfismo en la generación de experiencias en Hospitality. Un estudio empírico

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Relatora: **Nuria García Rodríguez** (Universidad de Oviedo)

Objetivos: estudiar la influencia que ejercen las características funcionales y el antropomorfismo de un robot social en la experiencia de un cliente en Hospitality.

Marco teórico: se revisa la literatura sobre robots sociales y human-robot interaction (HRI). Se recurre al modelo TAM para identificar los elementos clave en la aceptación de una tecnología nueva. Se ha incluido el antropomorfismo por ser un aspecto relevante en los robots sociales. Se plantean cinco hipótesis que relacionan los antecedentes con satisfacción HRI y con experiencia memorable con el hotel.

Metodología: Diseño de un experimento con dos robots sociales en dos hoteles distintos. Ambos robots sociales han

sido alquilados a una empresa especializada: Tokio (con apariencia robótica y con funcionalidades de información, y con un juego) y Nairobi (con apariencia humanoide y capacidad de expresar emociones en la cara). Se han cumplimentado 415 encuestas válidas.

Resultados/implicaciones: La facilidad de uso y la utilidad del robot social son los principales antecedentes de la satisfacción HRI. El antropomorfismo del robot social también ejerce una influencia significativa sobre satisfacción HRI. Sin embargo, el principal antecedente de experiencia memorable con el hotel es el antropomorfismo del robot social, si bien la satisfacción HRI también tiene una influencia significativa.

¿CÓMO SE VALORA LA EXPERIENCIA DE SER ATENDIDO POR UN ROBOT SOCIAL?

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Relator: Pablo Antonio Muñoz Gallego (Universidad de Salamanca)

Objetivos. La capacidad de preprogramar a los robots sociales con protocolos de comunicación los convierte en agentes capaces de prestar servicios de corta duración con alta carga cognitiva y baja carga emocional. Sin embargo, poco se sabe cómo esta capacidad influye en la valoración de la experiencia y en la intención de seguir recibiendo estos servicios.

Marco teórico. Basado en la definición de experiencia, se propone un modelo parsimonioso formado por dos precedentes indirectos (calidad pragmática y hedónica), mediados por la actitud, y un precedente directo (influencia social) para explicar la intención de ser atendido por un robot. Además, se ha explorado si la alfabetización puede ejercer un rol moderador.

Metodología. Se ha diseñado un prototipo de servicio prestado por un robot, y se ha testado usando el modelo parsimonioso con una muestra de 272 usuarios. El modelo se ha ajustado mediante SEM y se ha estimado la alfabetización tecnológica mediante el Technological Readiness Index (TRI).

Resultados/implicaciones. Los resultados sugieren que los factores hedónicos y sociales son relevantes para explicar la experiencia. Además, del análisis del TRI, se deduce que el grado de optimismo e innovación tecnológica de los usuarios son las características más probables para actuar como moderadoras.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

DIRECCIÓN DE LAS OPERACIONES Y TECNOLOGÍA 2

Sala 3. Marina Alta. Edificio Ramón y Cajal

Presidente de la sesión: José Moyano Fuentes, Universidad de Jaén

HOW DO SUPPLY CHAINS RESPOND TO TECHNOLOGY UNCERTAINTY? THE ROLE OF INDUSTRY 4.0 TECHNOLOGIES

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Relatora: Carmen González-Zapatero Redondo (Universidad de Salamanca)

Objectives: This work aims to understand the role played by technological uncertainty in the use of I4.0 technologies, as well as the integration of these technologies with lean and agile supply chain strategies. At the same time, this paper also investigates the consequences for focal firm operational performance.

Theoretical framework: The present study builds on the Resource Orchestration Theory to propose and empirically test six hypotheses.

Method: A survey-based research through a questionnaire was used to collect data from Spanish manufacturing firms. The theoretical model was tested using structural equation modeling.

Results/implications: Findings indicate that under technological uncertainty firms are more inclined to use Industry 4.0 technologies. Furthermore, the use of I4.0 technologies has a direct and positive impact on the LSC implementation, but not on the ASC implementation. Although, the results indicate that an LSC enabled by I4.0 technologies have a positive impact on the ASC strategy. The results also support that the focal firm operational performance can be enhanced directly through the ASC strategy and indirectly through the LSC strategy.

Circular Supply Chain Management: An in-depth systematic exploration of key themes and trends

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Relator: **Javier Gonzalez Benito** (Universidad de Salamanca)

Purpose. The aim of this study is to present a thorough examination of the literature on Circular Supply Chain Management (CSCM) by highlighting key research themes and trends.

Theoretical background. CSCM represents a revolutionary integration of circular principles into the management of the supply chain and its environment with the goal of realizing zero waste. It offers a more promising avenue for advancing supply chain circularity than traditional models of supply chain sustainability, such as closed-loop, green, and sustainable supply chain management.

Design/methodology/approach. The authors employed a Systematic Science Mapping analysis, which seamlessly combines the initial stages of a Systematic Literature Review with the utilization of Artificial Intelligence and Natural Language Processing techniques.

Findings/implications. The study reveals diverse thematic clusters pertaining to CSCM, including, but not limited to, the capabilities necessary for CSCM, circular business models, peculiarities in the agri-food supply chain, the sustainable supplier selection process, the circular supply chain in the textile and fashion industry, the role of blockchain technology in CSCM, and reverse logistics concerns.

SUPPLY CHAIN RISK MITIGATION AND ORGANIC ORGANIZATIONS

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Relator: **José Moyano Fuentes** (Universidad de Jaén)

Objectives: Supply chain risk management (SCRM) research has grown exponentially in recent decades. However, empirical studies that explain the effect of organizational design decisions on SCRM have been lacking. Organizational design can facilitate internal integration through different practices; internal integration has been identified by scholars as an important antecedent of risk mitigation. This paper aims to identify which organizational design decisions better promote supply chain risk mitigation.

Theoretical Framework: The current article adopts a contingency theory perspective, according to which organizations can be classified, depending on their organizational design decisions, as organic or mechanistic. Organic organizations tend to respond better to changing, challenging contexts, which inherently feature greater risk. In the conceptual model proposed herein, organizations with more organic structures and more organic cultures are more proactive in mitigating supply chain risks; the positive effect of an organic structure on risk mitigation is moderated positively by an organic culture.

Methodology: The model is tested among a sample of 213 Spanish companies.

Results/Implications: The results confirm the postulated effects. Our findings identify an important research path in SCRM; and provides professionals with a new tool to handle SCRM.

Firm's Knowledge Transfer Capabilities: A Systematic Literature Review

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Relator: **Ignacio Sánchez Gatell** (Universidad de Oviedo)

Objectives: To present the current state of research on the firm's knowledge transfer capabilities by providing a classification of novel literature that will facilitate the work of new studies that want to start in this field or those familiar with these capabilities to identify lines of future research that could be developed.

Methodology: The methodology used was the Systematic Literature Review, which identified and analyzed 58 articles on the subject.

Findings/Implications: The literature has been grouped into three main lines of research: 1) Results from desorptive and disseminative capabilities; 2) drivers and barriers to develop desorptive and disseminative capabilities and 3) the influence of knowledge receiver absorptive capacity and knowledge sender disseminative or desorptive capacity. To facilitate the understanding of the current state of research, the breakdown of each of the strands is provided according to the type of capacity and into research sub-strands that bring together articles addressing the same research topic. The work identifies gaps and lines of future research that need to be developed in order to advance in this field.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

COMUNICACIONES ORALES

RECURSOS HUMANOS 2

Sala 2. Marina Baixa. Edificio Ramón y Cajal

Presidenta de la sesión: **Lucía Muñoz Pascual**, IME/Universidad de Salamanca

THE ROLE OF HIGH-PERFORMANCE WORK SYSTEMS ON EMPLOYEES' BURNOUT AND QUALITY OF LIFE UNDER THE LENS OF JOB DEMANDS-RESOURCES THEORY

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Relatora: **Lucía Muñoz Pascual** (IME/Universidad de Salamanca)

Objectives: this research investigates the effects of high-performance work systems (HPWS) on hospitality and tourism employees' burnout and quality of life (QoL) through the reduction of their job demands.

Theoretical Framework: concretely, this article builds on recent developments on the JD-R theory, to investigate the exerted effect of HPWS on the motivational and health impairment processes.

Method: To do so, a sample of 417 employees working in hospitality and tourism companies (i.e. hotels, restaurants, and car rental offices) were surveyed. Hypotheses were tested through partial least square structural equation modeling.

Results and implications: it was found that HPWS reduce employee burnout, both directly and indirectly, through the reduction of challenge and hindrance job demands. In addition, it was found that HPWS are conducive to higher levels of employee QoL. The effect of burnout on QoL was verified, but the expected effects of challenge job demand on QoL were not empirically confirmed. These findings provide several theoretical contributions and managerial recommendations for practitioners.

Human Resource Management and Financial Problems in the Workplace: A Systematic and Conceptual Review

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Relatora: **María F. Muñoz-Doyague** (Universidad de León)

Objectives: This review summarizes the findings over the last two decades of research on the workplace outcomes of salaried workers' financial problems and identifies the main constructs and scales. **Theoretical background:** Personal financial problems are a growing concern for individuals and organizations. While article publications have grown exponentially, neither a clear picture of how they affect job performance nor a consensus on key constructs and scales has emerged. To our knowledge, no published reviews systematically assess a set of constructs on financial problems and summarize their contributions to HRM practice. **Methodology:** We performed a bibliometric review that included 135 full-text articles published since 2002 that used 16 selected constructs to assess salaried workers' financial problems. **Main findings:** The results show that financial problems negatively affect both personal issues, such as health and family relationships, and workplace behaviors, such as motivation and commitment, which impact job performance. The academic research focuses primarily on a few constructs, with misalignments between definitions and measurements. This review concludes that salaried workers' financial problems are a potential source of underperformance that should be addressed through human resource management policies.

EMPLOYEES' PAY ATTRIBUTIONS AND THEIR EFFECTS ON EMPLOYEES' PERCEPTIONS OF ORGANIZATIONAL SUPPORT

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Relator: **Daniel Dorta Afonso** (Universidad de Las Palmas de Gran Canaria)

Objective: This study adds to the increasing literature on employees' human resource (HR) attributions by specifically focusing on employees' pay attributions.

Theoretical framework: Drawing from attribution theory, we analyze the effect of four internal pay attributions on

employees' perception of organizational support. Further, we propose that the path through which these four pay attributions influence POS can be different, and we analyze the mediating effect of pay level satisfaction. Methods: Our final sample was composed of 695 employees of firms operating in Spain. We tested our hypotheses empirically, by path analysis. The model was estimated using the maximum likelihood method (MLM). Results: Employee well-being and quality HR strategy pay attributions have a direct and positive influence on POS, and that the exploiting employees pay attribution has a direct and negative influence on such perception. Additionally, the cost reduction HR strategy and employees' well-being pay attributions have an indirect influence on POS through pay level satisfaction, which were negative and positive, respectively. This study contributes to HR attribution literature by showing the importance of understanding the different ways in which these pay attributions can influence employees' attitudes and perceptions.

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COMUNICACIONES ORALES

INNOVACIÓN DOCENTE

Sala 10. Mariola. Edificio San Fernando

Presidente de la sesión: **Joaquín Alegre Vidal**, Universitat de València

FASHION MANAGER: UN JUEGO DE MESA PARA APRENDER DIRECCIÓN DE OPERACIONES

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Relatora: **Rosa Santero Sánchez** (Universidad Rey Juan Carlos)

Fashion Manager es un juego de mesa concebido como una herramienta de gamificación para los cursos de dirección de operaciones, gestión de la producción, estrategia y con contenidos afines. Este juego de estrategia empresarial permitirá a los estudiantes aprender una gran variedad de contenidos (selección de proveedores, procesos de fabricación, gestión de inventarios, análisis de capacidad, etc.) organizados alrededor de un proceso directivo que cubre la totalidad de la cadena de valor y que es afectado por factores externos pertenecientes al entorno específico y al entorno general. Como resultados esperados, consideramos que Fashion Manager facilitará el proceso de enseñanza-aprendizaje, así como incrementará los niveles de motivación, participación e interacción entre los estudiantes.

La gamificación como herramienta motivadora en la formación universitaria

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Relatora: **Ana Castillo López** (Universidad de Granada)

Los elevados índices de fracaso y abandono universitario, publicados recientemente por informes nacionales e internacionales, ponen de manifiesto la importancia de mejorar los procesos de enseñanza-aprendizaje tradicionales. En este contexto, la gamificación se presenta como una herramienta de innovación docente capaz de incrementar la satisfacción del alumnado y dar respuesta a la situación actual de desmotivación. Para ello, este trabajo se centra en detallar cómo gamificar una asignatura, a la vez que se proporciona un enfoque interdisciplinar. El estudio resalta la importancia de la gamificación, detalla los elementos esenciales que debe considerarse para la puesta en marcha y, finalmente, ejemplifica el paso de un modelo de aprendizaje tradicional, en la asignatura de diseño organizativo, a una completa gamificación. Este estudio arroja luz acerca de los elementos claves que debe considerar un docente a la hora de gamificar una o varias asignaturas. Finalmente, se menciona la implicación de este tipo de trabajos, ya que contribuyen favorablemente al compromiso del alumnado, el rendimiento académico y el aprendizaje eficaz y eficiente.

ESCAPE ROOM EDUCATIVO EN LA ENSEÑANZA UNIVERSITARIA: RASGOS DE PERSONALIDAD Y CLIMA COOPERATIVO EN EL AULA

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Relatora: **Ana Batlles de la Fuente** (Universidad de Almería)

La integración de metodologías activas y estrategias innovadoras de gamificación, como el escape room educativo, en el proceso de enseñanza y aprendizaje, contribuye a la adquisición de competencias clave incluyendo trabajo en equipo, pensamiento crítico y resolución de conflictos, entre otras. El objetivo de este estudio es presentar la planificación de un escape room educativo en estudios universitarios y profundizar en el entendimiento de cómo este tipo de actividades se perciben por parte del estudiante dependiendo de su carácter y el clima del aula. Tras el análisis de los informes del alumnado y cuestionarios y entrevistas en profundidad, se concluye que mientras el clima cooperativo contribuye a que se disfrute de la experiencia de un escape room educativo; los rasgos de personalidad la modifican.

INVESTIGACIÓN CUASI-EXPERIMENTAL SOBRE METODOLOGÍAS ACTIVAS EN EL ÁMBITO DE LAS FINANZAS GENERALES Y LAS FINANZAS SOSTENIBLES

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Relatora: **Ana Isabel Fernández Mesa** (Universitat de València)

El objetivo de este trabajo es analizar los resultados de dos proyectos de innovación educativa cuyo objetivo ha sido la elaboración, por parte de estudiantes de distintos niveles del sistema educativo, de diccionarios audiovisuales que versan sobre términos financieros: el primero, sobre Finanzas Generales, y el segundo sobre Finanzas Sostenibles. Los proyectos se han desarrollado a lo largo de 4 cursos académicos no consecutivos con estudiantes de Máster y Grado de diversas universidades (UCM y URJC) e institutos de enseñanza secundaria y bachillerato (IES Antares e IES Gerardo Diego). La metodología para evaluar el impacto sobre el aprendizaje de los estudiantes se ha basado en la investigación cuasi-experimental con grupos de tratamiento y control, que se ha ido revisando a lo largo de los proyectos tratando de corregir los errores observados en el proceso de recogida de datos e intentando mejorar los controles introducidos para el contraste de los resultados. En este trabajo presentamos los resultados de ambos proyectos, incidiendo especialmente en el segundo (Finanzas Sostenibles) que está aún en vigor. Los estudiantes de ambos proyectos se muestran muy satisfechos con la experiencia y declaran verse más motivados por esta forma de aprender los diversos conceptos financieros.

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TALLER DOCTORAL 1

Sala 11. Aitana. Edificio San Fernando

El Equilibrio Trabajo-Vida de los Empleados con Trastornos Mentales: el rol de las Demandas y Recursos Laborales y de la Discapacidad Percibida

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Cada vez más trabajadores en todo el mundo están sufriendo síntomas propios de los trastornos mentales y experimentando discapacidades en distintos ámbitos como consecuencia de esto. Tal contexto supone un problema para el bienestar actual y futuro de la fuerza de trabajo de las empresas y organizaciones. En este sentido, la conciliación laboral constituye un factor crucial para facilitar la gestión de estas condiciones de salud, tanto dentro como fuera del trabajo, especialmente para las personas con trastornos mentales o que experimentan discapacidades. Sin embargo, las organizaciones tienen un escaso conocimiento sobre cómo mejorar la conciliación laboral de los empleados con trastornos dada la notable ausencia de evidencia empírica al respecto. Por ello, partiendo de la literatura previa y con el fin de aplicarla a esta población, esta tesis pretende analizar cómo se relacionan las demandas y recursos laborales y la discapacidad percibida con el equilibrio trabajo-vida de los empleados con y sin trastornos mentales. Este es el primer estudio de este tipo en la literatura, el cual pretende suponer un punto de partida para el planteamiento de una agenda de investigación futura sobre la conciliación de estos empleados y el desarrollo de prácticas y políticas dirigidas a tal fin.



Turismo queer, una visión inclusiva y diversa

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La motivación de la presente investigación es estudiar la desigualdad y discriminación dentro del turismo queer, su causa y sus tipos, enfocando el punto de mira en las motivaciones y necesidades de todo el colectivo LGTB. Este trabajo permitirá mostrar el potencial del turismo LGTB, y profundizar analizando las plataformas turísticas y destinos queer. Consideramos que el análisis detallado de todos los miembros del colectivo en el turismo queer debe ser estudiado, así como la indagación acerca del modo de exclusión dentro del ámbito turístico, permitiendo aclarar la raíz de la discriminación y buscando conseguir la igualdad de todos los miembros. De este modo, esta investigación contribuirá a la mejora de políticas regulatorias que favorezcan la inclusión dentro del entorno queer del sector turístico local e internacional. Esta propuesta aborda el turismo desde un enfoque de diversidad dentro del colectivo LGTB, con el fin de desarrollar un turismo igualitario.

How to build from excess? organizational slack as a strategic resource against climate change

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This thesis project aims to understand the role of organizational slack on corporate strategy, specifically, in the fight against climate change, which is an increasing challenge for managers and policymakers. To do so, I examine how slack resources can facilitate the balance of green and productivity goals, in diverse organizational and environmental scenarios. First, I will pursue an integrative review of the literature about organizational slack (1983-2022). This is of special value because literature on slack exhibits tremendous lack of consistency in findings, regarding the effect of slack resources on the fight against climate change. Then, I will carry out two empirical studies using quantitative methods to explore some of the knowledge gaps derived from the previous reviewing process. This is particularly compelling as climate change is a growing concern for both the public and private sectors, and firms are forced to respond to diverse stakeholders that ask for financial and environmental (e.g., shareholders, community and government) results. A scenario where organizational slack management is essential due to its role as an enabler of long-term goals.

Innovación en los servicios del sector salud

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La presente tesis doctoral está enfocada en realizar una investigación aplicada cuyo principal objetivo es el desarrollo de una investigación de tipo exploratoria de un área del conocimiento poco conocida con lo cual se pretende descubrir cuales son las prácticas y competencias que se requieren en cada una de las etapas del proceso de innovación, a través del análisis a profundidad de los actores pertenecientes al sistema de salud en España, así como también de sus relacionamientos. Para lograr este objetivo, se utilizarán estrategias de investigación mixta que permitan tener una comprensión amplia del contexto de innovación en las organizaciones que prestan servicios del sector salud para contrastar, mediante técnicas de investigación cualitativas y cuantitativas, los hallazgos encontrados en la literatura con la realidad de las organizaciones de cara a los retos de innovación a los que se enfrentan en la actualidad. Por lo tanto, los resultados de investigación pretenden ser aplicables a nivel de personas y equipos para contribuir al conocimiento de los procesos que se llevan a cabo en el ecosistema de innovación para el desarrollo de los servicios del sector salud.

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MESA INTERACTIVA 3

EMPRENDIMIENTO 1

Sala 12. Moreig. Edificio San Fernando

Presidenta de la sesión: **Tatiana Lopez**, Universitat Autònoma de Barcelona

HOW GIVING WOMEN THE RIGHT TO DRIVE CAN IMPACT ENTREPRENEURIAL ACTIVITY: A STUDY IN THE SAUDI CONTEXT

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Relator: **Daniel Siles** (Mondragon Unibertsitatea)

The primary aim of this paper is to study how the new women-related laws and regulations affect female entrepreneurial activity in Saudi Arabia. The paper will also look at the moderating effect of culture on the relationship between the new law and entrepreneurial activity, focusing on Saudi Arabia as a developing country. We use institutional economics theory, specifically formal and informal institutions, to analyze entrepreneurship in Saudi Arabia. The new driving law is a proxy of the formal institution, and the culture is considered an informal institution. The paper uses a logit regression to analyze primary data, which was collected through a survey that was conducted in 2019. The results show that allowing women to drive positively impacts females' entrepreneurial activities. Moreover, only the performance-based culture has a positive impact on the probability of Saudi females getting involved in entrepreneurial activities. The study allows a better understanding of the relationship between formal and informal institutions regarding entrepreneurial activity in an emerging economy.

MUJERES MICROEMPRESARIAS INFORMALES POR RAZONES DE EXCLUSIÓN Y VOLUNTARIO

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Relatora: **Naiara Fernández Bravo** (Universidad Complutense de Madrid)

El objetivo de la presente investigación es establecer las características que tienen los negocios liderados por mujeres que permanecen en la informalidad. Se analiza las razones de permanecer en la informalidad bajo la teoría estructuralista (motivos de exclusión) y la teoría neoliberal (motivos voluntarios). Se toma como fuente de información la Encuesta Nacional de Hogares del año 2014-2018 con una muestra de 37 778 micro y pequeñas empresas informales. Los resultados obtenidos muestran que las micro y pequeñas empresas lideradas por mujeres aumentan la probabilidad de ser informal por motivo de exclusión, especialmente en aquellos negocios del sector servicios y que no disponen de un local fijo para operar. Sin embargo, en los negocios donde la mujer tiene más edad, mayor nivel de educación y pertenece al sector comercio aumenta la probabilidad de ser informal por motivo voluntario. Esta investigación contribuye en plantear recomendaciones de política en países en desarrollo.

LA CREATIVIDAD ORGANIZATIVA EN EL RECONOCIMIENTO, EN LA EVALUACIÓN Y EN LA EXPLOTACIÓN DE OPORTUNIDADES EMPRENDEDORAS INTERNACIONALES

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Relatora: **Brenda Liz Silupú Garcés** (Universidad de Piura)

En esta investigación examinamos el impacto positivo de la creatividad organizativa en las tres etapas del emprendimiento internacional: el reconocimiento, la evaluación y la explotación de las oportunidades emprendedoras internacionales. Este trabajo se basa en la teoría de los recursos y las capacidades de la empresa y en la teoría de los esquemas. Los resultados de este estudio demuestran la importancia de la creatividad organizativa al confirmar su impacto positivo en el reconocimiento, en la evaluación y en la explotación de las oportunidades emprendedoras internacionales. La principal contribución de esta investigación al campo del emprendimiento internacional y de los negocios internacionales es el análisis empírico de la creatividad organizativa en todas las fases del emprendimiento internacional. Esto constituye un avance importante, especialmente si tenemos en cuenta que en la literatura previa apenas existe evidencia empírica que compruebe el efecto de la creatividad organizativa en las oportunidades emprendedoras internacionales. Esta escasez es más acentuada en las etapas de evaluación y explotación de oportunidades internacionales. Además, en este trabajo contribuimos considerando la creatividad de forma colectiva. Los procesos cognitivos compartidos permiten a las empresas ser más creativas y beneficiarse de esta creatividad para entrar o expandirse en mercados extranjeros.

MEJORES PRÁCTICAS DE AUTOGESTIÓN ORGANIZATIVA EN ESPAÑA: EL CASO FDSA

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Relator: **David Urbano** (Universitat Autònoma de Barcelona)

Los objetivos de este proyecto de artículo científico son, por una parte, el de estudiar el proceso de implantación y

transición hacia la Autogestión Organizativa de la empresa FDSA, y por otra el de identificar las mejores prácticas que dicha empresa pone en marcha con el fin de implantar con éxito este innovador modelo organizativo. De dicho estudio, cuyo marco teórico es el correspondiente a la Democracia Organizativa, la Participación Empresarial y los Modelos Organizativos de Alto Rendimiento (en especial la literatura de casos de empresas autogestionadas existentes y consolidadas), pretendemos llegar a proponer postulados teóricos sobre la Autogestión Organizativa verificables en un proceso de Investigación-Acción Participativa (IAP), metodología de elección para la tesis doctoral en la que se enmarca este trabajo. Los resultados de esta investigación, comprendiendo tanto la identificación de mejores prácticas como los postulados teóricos, deberían facilitar la transición y puesta en marcha de la Autogestión Organizativa en empresas interesadas en la eficiencia y en la creación de ventajas competitivas, en este caso de carácter organizativo, así como contribuir a la construcción de un acervo práctico y teórico sobre la Autogestión Organizativa, todavía relativamente escaso en la Ciencia Empresarial.

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MESA INTERACTIVA 4

EMPRESA FAMILIAR

Sala 13. Tabarca. Edificio San Fernando

Presidente de la sesión: **Gregorio Sánchez Marín**, Universidad de Alcalá

MARKET ORIENTATION AND THE FAMILY BUSINESS: CHARTING THE FIELD IN SEARCH OF FUTURE CHALLENGES

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Relator: **Jorge Villagrasa Guarch** (EDEM Business School)

Objectives: To identify, select and critically examine the research about market orientation and the family business

Methods: We conduct a systematic literature review of 38 selected papers published 2007 and 2023.

Results/implications: This study presents a framework that categorizes the identified literature and outlines specific antecedents and consequences of market orientation in the family firms, as well as moderator elements of such relationships. Moreover, main research gaps are identified and fruitful avenues for future research are discussed.

FAMILY FIRMS, FINANCIAL STRENGTH AND CRISIS PERIODS: LESSONS FROM THE PAST, WISDOM FOR THE FUTURE

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Relator: **Luis Arturo Torres Tovar** (Universidad del Valle)

Why do some organizations obtain good results during crisis periods whilst others hold difficulties or fail? Does family-ownership affect this situation? Should we therefore reward this “good behavior” with better (and more accurate) financial support or conditions? Along the literature, several studies have appraised the differences between family and non-family-businesses. Related research has argued that these differences will ultimately revert in distinct levels of performance, financing, and investment. Based on these findings, in this study we aim to disentangle whether family-ownership affected the financial strength obtained by organizations during the prior crisis period of 2008-2009 in order to make potential conjectures over the present Covid-19 crisis and the financing policy carried out by European institutions.

Using a sample of 137-Spanish SMEs, we find that family-firms do get greater levels of financial strength during non-munificent periods due to its inherent particularities and embedded socioemotional wealth which will weight (way) more than any other characteristic or circumstance within these firms, either related with the organization’s scope or its key-role players. In this way, we (try to) isolate the different factors responsible for the most beneficial financial situation of these firms, capturing the drivers for its preservation and examining the differences among them.

Presiones institucionales, riqueza socioemocional y acciones de construcción de paz en empresas familiares: un análisis empírico en Colombia

Luis Arturo Torres-Tovar^{1,2}, Juan David Peláez-León², Gregorio Sánchez-Marín³

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Relatora: Remedios Hernández-Linares (Universidad de Extremadura)

El presente trabajo plantea como objetivo explicar el efecto de las presiones institucionales y la importancia de la riqueza socioemocional en la decisión de implementar acciones de construcción de paz en las empresas familiares. Para llevar a cabo este estudio, se realiza un análisis de regresión jerárquica en 421 empresas familiares del departamento del Caquetá, Colombia. El documento presenta las hipótesis fundamentadas en la teoría institucional y la riqueza socioemocional. Los resultados preliminares del estudio son presentados.

Lunes, 26/06/2023: 12:45 – 14:15 SESIONES PARALELAS (II)

MESA INTERACTIVA 5

RECURSOS HUMANOS 1

Sala 14. Algar. Edificio San Fernando

Presidenta de la sesión: **María Teresa Canet Giner**, Universitat de València

GESTIÓN DE LA IMAGEN PROFESIONAL DE LOS TRABAJADORES CON DISCAPACIDAD FÍSICA

Pilar Jerez Gómez¹, Javier Martínez del Río¹, Natalia Vecilla Ulloa²

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Relatora: **María Teresa Canet Giner** (Universitat de València)

Este estudio identifica y describe las estrategias de gestión de la imagen profesional a las cuales recurren los trabajadores con discapacidad física para minimizar las discrepancias entre la imagen profesional deseada y la imagen percibida por los demás y, de esta forma, mejorar su integración laboral. Mediante un análisis cualitativo inductivo basado en entrevistas en profundidad a trabajadores con discapacidad y enmarcado en el enfoque teórico de la gestión de la impresión se identifican diez estrategias a través de las cuales los trabajadores intentan construir una imagen profesional positiva. Asimismo, nuestro análisis confirma la existencia de una identidad profesional devaluada dentro de este colectivo e identifica factores contextuales que dificultan su inserción e integración laboral. Nuestro estudio pone de manifiesto la necesidad de desarrollar acciones coordinadas entre los distintos actores involucrados en la mejora de la empleabilidad de los trabajadores con discapacidad: sociedad, empresas, instituciones que promueven la integración de este colectivo y Estado.

GENDER DIFFERENCES IN THE EFFECT OF SERVANT LEADERSHIP ON CUSTOMER SERVICE: A MULTI-SOURCE INVESTIGATION

Silvia Martelo-Landroguez, Gabriel Cepeda-Carrión, Caren Goldberg

Universidad de Sevilla, España; smartelo@us.es

Relatora: **Pilar Jerez Gómez** (Universidad de Almería)

Objectives: Focusing on servant leadership, we examine how managers' leadership affects their customer service outcomes, and whether the effect of servant leadership varies depending on the manager's gender.

Theoretical background: Based on an analysis of extant literature about leadership, human resources management, and gender, we discuss how these topics can affect water down (i.e., clients), specially on customer service.

Methodology: We propose a component's model using a multi-level analysis in a mainly people-centered context such as fitness centers. We used measures from two different levels to support our hypotheses (i.e., center's managers and center's customers).

Results/implications: While women in leadership roles are likely to be penalized due to being perceived as violating gender role prescriptions (Eagly and Karau, 2002), servant leadership's communal emphasis is in line with stereotypically feminine characteristics. We therefore hypothesize that – in contrast to most other types of leadership – gender stereotypes benefit female managers engaging in servant leadership.



RECURSOS HUMANOS, DIGITALIZACIÓN Y BIENESTAR: UNA APROXIMACIÓN TEÓRICA Y CUALITATIVA

Naiara Escribá Carda, M^a Ángeles Escribá Moreno, Ana Redondo Cano, M^a Teresa Canet

Giner

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Relatora: **Silvia Martelo Landroquez** (Universidad de Sevilla)

Objetivos: El objetivo de este trabajo es realizar una aproximación teórica y cualitativa para identificar cómo influye la digitalización del entorno laboral y de las prácticas de RRHH sobre el bienestar del empleado y la conciliación.

Marco teórico: Los procesos de digitalización están afectando a los entornos laborales, tanto respecto a la aplicación de las nuevas tecnologías al trabajo, como a las nuevas formas de trabajo en remoto. Esto influye en el modo de aplicar las políticas de recursos humanos, y en sus efectos sobre los empleados. Las nuevas formas de organización del trabajo, como el teletrabajo, han implicado cambios en la forma de gestión de las personas en la empresa, ya que la virtualidad genera diferentes efectos positivos y negativos en las relaciones laborales.

Metodología: Para conseguir los objetivos se ha llevado a cabo una revisión sistemática de la literatura y un análisis cualitativo entrevistando a tres profesionales del sector de empresas proveedoras de servicios tecnológicos.

Resultados/implicaciones: Los resultados muestran la existencia de una brecha digital entre Pymes y grandes empresas. También se muestran los beneficios de la digitalización (flexibilidad, conciliación, reducción de costes), y las amenazas como la despersonalización y el aislamiento que dificultan la retención del talento.



Lunes, 26/06/2023: 16:30 – 17:30 MESA DE DEBATE

Sala Poniente

"LONGEVIDAD DE LA EMPRESA FAMILIAR"

José Juan Pons, Point España

Joaquín José Sempere Vicente, Almazara El Tendre

Juan Pablo García Rico, Obleas Quintin

Moderadora: **Maite Antón Puentes**, Presidenta de AEFA y Grupo Antón Comunicación

Lunes, 26/06/2023: 16:30 – 17:30 MESA DE DEBATE

Sala Levante

"SOSTENIBILIDAD Y ECONOMÍA CIRCULAR EN SECTORES TRADICIONALES"

José Pla Barber, Caixa Ontinyent

Mayte García, HOSBEC

Luis Horcajuelo Larrarte, Mármol de Alicante

Susana Arias, Bodega Casa Sicilia

Moderadora: **María de Miguel Molina**, Universidad Politécnica de Valencia

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

COMUNICACIONES ORALES

EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 3

Sala 1. L'Alacantí. Edificio Ramón y Cajal

Presidenta de la sesión: **Cristina Iturrioz**, Universidad de Deusto

UNA RADIOGRAFÍA DE LA DEFINICIÓN, MEDICIÓN Y REPORTING DE LOS ODS EN EL SECTOR DE LA MOVILIDAD COMPARTIDA

Andrei Boar Boar^{1,2}, Ramon Bastida Vialcanet¹, Frederic Marimon²

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Relatora: **María del Pilar Rivera Franco** (Universidad de Salamanca)

Es ampliamente comentado por la literatura que la definición, medición y reporting de los Objetivos de Desarrollo Sostenible (ODS) es deficiente por parte de las empresas. En este marco se quiere analizar si un sector enfocado claramente hacia la sostenibilidad, como el de movilidad compartida, mejora las debilidades encontradas. Para la investigación, se ha utilizado un análisis del contenido de los informes de sostenibilidad de las principales empresas, así como entrevistas semiestructuradas con cargos directivos responsables de sostenibilidad de distintos ámbitos del sector. Los resultados indican que no hay una mejora en este sector en relación con los problemas generales del ámbito empresarial. La creación de las estrategias se realiza con un análisis interno y externo de las necesidades de la empresa a través de matrices de materialidad y siguiendo los pasos de SDG Compass, cuando el tamaño de la empresa lo permite. Los indicadores son propios y difícilmente comparables entre las propias empresas del mismo sector. Por último, en relación con la comunicación de los ODS, ha incrementado de forma sustancial en los últimos dos años. Aún así, queda mucho trabajo de homogeneización.

Challenges in Cross-Sectoral Social Partnership when dealing with hybridity

Lorea Narvaiza, Cristina Aragón, Cristina Iturrioz

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Relator: **Julián Ignacio Urriza** (Universidad de Granada)

This study contributes to the growing interest in how multi-organizational cross-sectoral social partnerships (CSSPs) balance their hybridity and prevent mission drift over time. Therefore, this study addresses the call for more research on logic conciliation, multilateral collaboration dynamics and the mechanisms that help prevent mission drift in CSSPs. We conduct a qualitative in-depth longitudinal single-case study on a multi-organizational long-lasting CSSP that address society's complex social and environmental problems. The paper contributes to the empirical understanding of how an CSSP that follows a "partnership logic" approach avoids mission drift, deepening in the strategies adopted by these social enterprises and multi-organizational CSSPs to prevent it in the long run. Additionally, a set of specific hybrid organizational mechanisms and the need for mission legitimacy (internally and externally) are identified as key strategies to prevent mission drift. And, finally, the interplay between structure and action emerges as a must in CSSPs, so the social, economic and environmental missions are balanced over time. The originality of this study lies in its contribution to the limited knowledge of how multi-organizational CSSPs and its stakeholders develop the conditions that lead to a lasting CSSP that maintains its mission and creates value to society over the years.

DOES CSR FACILITATE ACCESS TO TRADE CREDIT? THE ROLE OF FAMILY OWNERSHIP

María del Pilar Rivera Franco, Ignacio Requejo, Isabel Suárez González

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Relator: **Andrei Boar Boar** (UPF Barcelona School of Management)

This study examines the relationship between corporate social responsibility (CSR) and trade credit analysing a sample of European listed firms from 2008 to 2020. While arguing that socially responsible firms use trade credit more, the study describes the ways in which CSR practices determine the use of this type of short-term financing and how family ownership shapes the CSR-trade credit relationship. Our findings show that the type of CSR influences the availability of a higher or lower amount of trade credit. A policy oriented towards external stakeholders is linked to greater access to trade credit. In contrast, an internal orientation of sustainable practices is negatively related to the use of financing from the supplier. The findings also highlight notable variations in the intensity of the relationship between CSR and trade

credit when accounting for the type of ownership. The positive effect of CSR on trade credit is amplified in the case of family firms.

USE OF MULTIPLE DATA AND THE TRAVEL COST METHOD FOR ENVIRONMENTAL VALUATION OF NATURAL PARKS

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Relatora: **Cristina Iturrioz** (Universidad de Deusto)

This study proposes a new evaluation of the economic value of natural parks that combines several sources of information. The methodology, which is based on the travel cost method, is widely used in the evaluation of these areas, but has so far been limited by the scarcity of data. In this study, this methodology was applied in the Sierra Nevada National Park (Spain) through its zonal variant to estimate consumer surplus. This approach increases the accuracy of the assessment by including information from various sources and employing an advanced analysis technique. The result is a more accurate measure of the economic value of natural parks that provides valuable information for decision-making in the management and conservation of these areas, as well as in the field of environmental economics.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

COMUNICACIONES ORALES

EMPRENDIMIENTO 4

Sala 4. L'Alcoià. Edificio Ramón y Cajal

Presidenta de la sesión: **Gloria Parra Requena**, Universidad de Castilla La Mancha

FOSTERING RURAL ENTREPRENEURSHIP: AN EX-POST ANALYSIS

Ana Patricia Fanjul Alemany, Liliana Herrera, María F. Muñoz-Doyague

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Relatora: **Sara Bermejo Olivás** (Universidad Rey Juan Carlos)

Objetives: The objectives of the present work are threefold: First, to contribute to the analysis of entrepreneurship in “left behind areas” examining a novel European policy set to foster entrepreneurship and entrepreneurial ecosystems in rural areas. Second, to present a novel dataset that has been created to that effect, incorporating over 12.6 million beneficiary projects across six years. Finally, to provide a set of policy implications that can be used to improve future policies for rural entrepreneurs.

Theoretical Framework: Entrepreneurship is one of the key activities that has the potential to contribute to rural development. Nevertheless, most of the studies on how to foster entrepreneurship and entrepreneurial ecosystems are restricted to very concrete urban contexts. We draw on the literature on rural entrepreneurial ecosystems to analyze the effect of a novel European policy, based on the principle of subsidiarity.

Methodology: We employ the Difference-in-Difference estimator developed by Callaway and Sant’Anna (2021) to accommodate multiple time periods and a key covariate: belonging to a rural area.

Results/implications: The policy is effective, but less for women workers than for their male counterparts. This should be taken into account to avoid an unintended increase in inequality.

RELATIONSHIPS AND INTERRELATIONSHIPS OF THE ENTREPRENEURIAL STRATEGY’S ELEMENTS AND THE INFLUENCE ON THE SUSTAINABILITY PERFORMANCE OF COMPANIES

Pedro Baena Luna¹, Francisco Rincón Roldán², Antonio Manuel Magalhaes Teixeira¹

¹Universidad de Sevilla; ²Universidad Pablo de Olavide, España; fjinrol@upo.es

Relatora: **Ana Patricia Fanjul Alemany** (Universidad de León)

Purpose: The objective of this work is to propose and contrast a model that analyzes the effect of the strategic elements of an entrepreneurial nature on the organizational results of its sustainability actions.

Design/methodology/approach: The proposed mediation model has been tested through the multivariate method of

structural equations Partial Least Squares (PLS-SEM) on a sample of 132 cooperative companies. We used a questionnaire with questions from previously validated measurement scales for information collection.

Findings: This work demonstrates the influence exerted by the elements of a company's entrepreneurial strategy on the results of its sustainability actions, opening up promising lines of related research. These results will enable the main actors and agents to design more sustainable organizations by formulating entrepreneurial strategies.

Originality: Although there is literature that addresses the study of entrepreneurship and sustainability, there needs to be more literature that addresses the influence exerted by the elements of a company's strategic vision of an entrepreneurial nature on the results of sustainability actions.

EMPRENDIENDO ESTRATÉGICAMENTE HACIA EL ÉXITO A TRAVÉS DE LA SOSTENIBILIDAD Y LAS RELACIONES

Gloria Parra Requena, María José Ruiz Ortega, Pedro Manuel García Villaverde, Job Rodrigo Alarcon

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Relator: **Pedro Baena Luna** (Universidad de Sevilla)

La literatura de emprendimiento estratégico y sostenibilidad coinciden en la demanda de nuevos trabajos que aborden los efectos de la orientación emprendedora (OE) sobre nuevas medidas de éxito vinculadas con la sostenibilidad, y de nuevos modelos de mediación moderada para comprender mejor esa relación. El objetivo del trabajo es analizar el papel mediador de la orientación a la sostenibilidad (OS) en la relación entre la OE y el resultado, desde el enfoque del triple bottom line (TBL), y el papel moderador de dos factores relacionales clave, como son el capital social y la capacidad de absorción (CA). El estudio empírico se realiza sobre una muestra de empresas turísticas de Perú, mediante ecuaciones estructurales PLS-SEM. Los resultados muestran un efecto mediador total de la OS en la relación entre la OE y los resultados económicos, sociales y medioambientales. Además, se detecta un efecto moderador divergente del bonding capital y el bridging capital en la relación entre la OE y la OS, así como un efecto potenciador de la CA en la relación de la OS y los resultados económicos y medioambientales. El trabajo refuerza el papel conjunto de la OS y los factores relacionales en el contexto del emprendimiento estratégico.

CORPORATE ENTREPRENEURSHIP Y ECONOMÍA CIRCULAR: MAPA TEMÁTICO A TRAVÉS DEL ANÁLISIS DE CO-WORD

Isabel Soriano-Pinar, Eloísa Díaz-Garrido, Sara Bermejo-Olivas

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Relatora: **Gloria Parra Requena** (Universidad de Castilla La Mancha)

El análisis de las tendencias actuales de investigación permite tener un punto de partida para las investigaciones futuras. Así, el objetivo de este trabajo es analizar cómo en la literatura especializada se ha estudiado la relación entre los tópicos de investigación "Corporate Entrepreneurship" (CE) y "Economía Circular" (EC) con el fin de representar la estructura conceptual de este campo de estudio. La metodología utilizada la técnica bibliométrica de co-words (o concurrencia de palabras). En concreto se analizan un total de 155 documentos obtenidos de la base de datos WOS y publicados entre 2003 y 2022 utilizando el software Biblishiny. Los resultados indican cuáles los autores, artículos y revistas más influyentes sobre el tema. Mediante el análisis de co-palabras se ha podido realizar un mapeo de los temas más relevantes identificado cuatro grandes constructos - corporate entrepreneurship, entrepreneurship, bioeconomía y economía circular- sobre los que se fundamenta la investigación. A través del mapa estratégico se propone la existencia de diferentes enfoques temáticos tales como el aprendizaje organizativo, el modelo de negocios, el corporate entrepreneurship, los directivos y la economía circular.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

COMUNICACIONES ORALES

EMPRENDIMIENTO 5

Sala 10. Mariola. Edificio San Fernando

Presidenta de la sesión: **Ana Pérez-Luño**, Universidad Pablo de Olavide

ENTREPRENEURIAL GROWTH ASPIRATIONS IN SMES. DO FAMILIES BOOST OR LIMIT THEM?

Lucía Garcés-Galdeano, Ignacio Contín-Pilart, Martín Larraza-Kintana

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Relatora: **Ana Pérez-Luño** (Universidad Pablo de Olavide)

Firm's growth, especially in its early years, is very important to achieve the firm's long-term survival pursued by family firm owners. In spite of this relevance, little is known about the impact of the family on family firm's growth, particularly in the first stage of its life cycle. In this paper, we examine whether family businesses have higher entrepreneurial growth aspirations than non-family businesses. Consistent with the transgenerational view of family firms, we find that young, less than 42 months old, family-controlled companies have higher growth aspirations. This positive effect increases significantly when the number of family members in the household is greater than two members and the income of the family unit exceeds the 20.000-30.00 euros range. This evidence remarks the influence of the family as a very important determinant of firm's growth aspirations.

FROM MANAGER EDUCATION TO INFORMAL FIRMS' PRODUCTIVITY

Dawit Z. Assefa¹, Ching T. Liao², Bisrat A. Misganaw¹

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Relatora: **Lucía Garcés-Galdeano** (Universidad Pública de Navarra)

This article investigates how a manager's education affects informal firms' productivity. From the literature regarding drivers of productivity, we identify two potential mechanisms through which managers' education affects firm productivity. Analyzing informal firms from three developing countries, we found evidence that management practice and employees' skills mediate the positive impact of manager education on informal firms' productivity. Our study contributes to the informality literature by breaking the implicit assumptions that informal firms mainly engage in low-skilled tasks and hence management practice and employees' skills are irrelevant. Our findings also provide insights into helping informal firms to boost productivity.

ADHD SYMPTOMS, GENDER, SOCIAL SUPPORT AND ENTREPRENEURIAL WELL-BEING

Ana Pérez-Luño¹, Kelly {Mi} Hoang Tran², Wei Yu³, Johan Wiklund²

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Relatora: **Caridad Maylín Aguilar** (Universidad Francisco de Vitoria)

Aims: Analyzing how psychological vulnerabilities in terms of ADHD symptoms and social support influence entrepreneurial well-being with a gendered approach.

Theoretical approach: Diathesis-stress theory.

Methodology: Survey of 1,922 entrepreneurs on three continents with well validated scales.

Results and implications: We hypothesize and find a negative association between ADHD symptoms and entrepreneurial well-being, in particular for women entrepreneurs. We theorize that this is because both ADHD and entrepreneurship are male-gendered. Women entrepreneurs with ADHD simultaneously challenge two behavioral stereotypes, paying a dire price in terms of reduced well-being. We further hypothesize and find a positive effect of network support on boosting women and men entrepreneurs' well-being. Overall, our research highlights the importance of investigating gender and social support in entrepreneurship research on ADHD, as well as the relevance of examining outcomes other than performance.

EFFECTS OF THE BEHAVIOR OF HAUTE CUISINE ENTREPRENEURS IN EMERGING COUNTRIES. A LATIN AMERICAN PERSPECTIVE

Caridad Maylín-Aguilar¹, Angeles Montoro-Sanchez²

¹Universidad Francisco de Vitoria, España; ²Complutense University of Madrid, España; mamontor@ucm.es

Relator: **Ching T. Liao** (CUNEF University)

This study analyses Haute Cuisine chefs as entrepreneurs, to understand their behaviour and actions, when creating a gastronomy experience. We focus on entrepreneurial Haute Cuisine chefs with a country-of-origin, identity-rooted value proposition. The locus of the study is a particular geography - Latin American cuisines, studied from an emic research perspective. The inductive qualitative research of multiple cases of entrepreneurial Mexican chefs, explored with a thematic analysis, reflect conflicting choices when delivering excellent, innovative and creative experiences with authenticity and identity. Decisions between personal and business objectives, international background and local

tradition, and the quest for innovation, provide a framework with four archetypical profiles. Each one is having a different, varied effect, on local industry and the value chain, when considering attitudes towards 'glocalisation' and a global-local balance.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

COMUNICACIONES ORALES

ESTRATEGIA 5

Sala 5. Vega Baixa. Edificio Ramón y Cajal

Presidenta de la sesión: **Teresa Martínez Fernández**, Universitat Jaume I

EXPERIENCE FROM PRIOR COLLABORATIONS, ENVIRONMENTAL INNOVATION, AND THE IMPACT OF PARTNERS' DIVERSITY IN THE CONTEXT OF SMEs

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Relatora: **Leticia Pérez-Calero Sánchez** (Universidad Pablo de Olavide)

Objetivos: Past research suggests that SMEs collaborate with other partners in order to gain the diverse knowledge inputs required to eco-innovate, although collaborations also entail some challenges such as coordination costs. In this context, there is still not enough theoretical and empirical evidence on how the learning acquired over time from two different types of collaborations, at the local and international levels, influence the propensity to eco-innovate. Thus, this study addresses this research gap by exploring how SMEs' prior experience from national and international collaborations affects the decision to eco-innovate, while also analyzing how these relationships may be affected by the alliance portfolio diversity of firms.

Marco teórico: Organizational Learning Theory (OLT) and Knowledge-Based View

Metodología: Longitudinal analysis, using a sample of Spanish manufacturing SMEs.

Resultados/implicaciones: Our analyses confirm that prior learning from national collaborations positively affects the likelihood to introduce environmental innovations. Moreover, we found that the SME's alliance portfolio diversity has a negative moderating effect on the relationships between prior experience from national and international collaborations and the likelihood to eco-innovate.

THE RELATIONSHIP BETWEEN BUSINESS MODEL INNOVATION AND STRATEGY, IN ITS TYPOLOGICAL DIVERSITY. CURRENT SITUATION, EVOLUTION AND FUTURE RESEARCH

María de las Mercedes Gracia Laborda, Carolina López Nicolás, Angel Luís Meroño Cerdán

Universidad de Murcia, España; mariamercedes.gracial@um.es

Relator: **Dante I. Leyva de la Hiz** (CUNEF Universidad)

Purpose – The aim of this paper is to examine the relationship between business model innovation and strategy and its connection to business model. This research is also focused on identifying the main trends in the field and providing further lines to be studied in the following years.

Theoretical framework – The concepts of business model, business model innovation and strategy are reviewed, and their theoretical relationship is explained.

Methodology – A systematic literature review of 60 articles obtained in Web of Science and Scopus databases is performed. VOSviewer software is used to visualise the literature body and identify papers clusters based on co-occurrence links and full counting methods.

Results/ Implications – Findings indicate that there are four thematic clusters where the relationship between business model innovation and strategy and its connection to business model has been studied. On the basis that some of these areas have been deeply explored, while others are still in their nascent stages; several trends and future lines of study have been proposed.



NETWORKS, KNOWLEDGE AND INNOVATION: AN INTERNATIONAL COMPARATIVE STUDY

Cleidson Nogueira Dias¹, Teresa Martínez Fernández², Valmir Emil Hoffmann³

¹Empresa Brasileira de Investigación Agraria (Embrapa); University of Brasília (UnB) and Federal University of Goiás (UFG)– Brasil; ²Universitat Jaume I, España; ³Federal University of Santa Catarina (UFSC)-Brazil; tmartine@emp.uji.es
Relatora: **María de las Mercedes Gracia Laborda** (Universidad de Murcia)

Objectives: An innovation network can be understood as a heterogeneous interorganisational model, whose stakeholders interact through a series of actions of a collective nature based on innovation.

Theoretical framework: From this perspective, and following a review of the literature, this paper aims to determine the factors related to international interorganisational knowledge networks that contribute to the achievement of innovation.

Methodology: In order to test our theoretical arguments, the empirical work has focused on organisations in the agricultural sector in Brazil and Spain. In terms of the methodological aspects, the research is qualitative in nature and has used Crisp-Set Qualitative Comparative Analysis (csQCA).

Results/implications: The main conclusions we have drawn are the following: a) in the context of interorganisational knowledge networks, the 'strength of the ties' variable is decisive and sufficient to influence innovation; b) the 'density', 'size' and 'configuration' variables (agglomeration, power, contractual formalisation and directionality) of networks are not sufficient on their own to explain innovative performance; c) despite the vast body of literature pointing to territorial agglomeration (clustered networks) as a source of resources for networks, dispersed networks combined with other configurations with a different structure can generate innovations in knowledge networks.

FAMILY FIRMS' ACQUISITIONS AND POLITICIANS AS DIRECTORS: A SOCIOEMOTIONAL WEALTH APPROACH

Gloria Cuevas-Rodríguez¹, Leticia Pérez-Calero², Luis Gómez-Mejía³, Santiago Kopoboru²

¹Universidad de Cadiz; ²Universidad Pablo de Olavide, España; ³Arizona State University; lcalero@upo.es
Relatora: **Teresa Martínez Fernández** (Universitat Jaume I)

This study analyzes how family control influences firms' acquisition activity using a socioemotional wealth (SEW) approach and discusses their anticipated SEW gains and losses when making acquisition decisions. Data collected from Spanish public companies from 2010–2015 indicates that family firms are more reticent about undertaking acquisitions than non-family firms, and their lower propensity is more pronounced when there are no former politicians on the board of directors whose presence could reduce potential SEW losses. Furthermore, the benefits of former politicians on the board of family firms in terms of acquisition activity only occur in low-velocity industries.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

COMUNICACIONES ORALES

FINANZAS 2

Sala 7. Vinalopó Mitjà. Edificio Ramón y Cajal

Presidente de la sesión: **Víctor M. González Méndez**, Universidad de Oviedo

INFLUENCE OF LEGAL ENVIRONMENT AND BANKING SYSTEM ON TRADE CREDIT IN PRIVATE FIRMS

Víctor M. González Méndez

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Relatora: **Nuria Suárez** (Universidad Autónoma de Madrid)

Using a firm-level database covering 52 countries during the period 2004–2020, we investigate how legal institutions and the structure of banking systems affect the provision of trade credit for private firms. The results show that there is more reliance on trade credit versus short-term bank financing in environments characterised by higher legal enforcement while protection of creditors' rights has no effect on the relative use of trade credit. As for the influence of the structure of the banking system, the relative use of trade credit compared to short-term debt increases with the weight of bank financing in the country and the existence of restrictions on banks owning and controlling nonfinancial firms and decreases in countries with high bank concentration. During the global financial crisis, the relative use of trade credit increased compared to short-term debt.

CAN PATRIARCHAL ATTITUDES MODERATE THE RELATION BETWEEN WOMEN ON BOARDS AND FIRM ECONOMIC PERFORMANCE?

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Purpose: In an international context of social and regulatory pressure to reach gender equality in the upper echelons of economic power, the paper investigates the moderating effect of patriarchal attitudes by country and year on the relationship between gender diversity on boards and firm performance.

Design/methodology/approach: The international sample analyzed is composed of 1,103 listed firms from 18 European countries for the period of 2005–2019. We use a two-step system GMM approach to contrast our hypotheses.

Findings: The analysis shows how the generally positive relationship between gender diversity and economic performance (proxied by return on assets and Tobin's Q) is offset and even surpassed by the negative moderating effect of patriarchal attitudes. A critical mass of women on boards does not prevent this negative effect, but can contribute to reduce it.

Practical implications: The four different variables of patriarchal attitude and the new index (PAI) are powerful explanatory variables of gender inequality with a promising potential of use in gender analyses in social, institutional, and workplace contexts.

Social implications: We identify a general pattern of decreasing patriarchal attitudes as we descend the power pyramid (from politicians to executives, from executives to workers, and from workers to university students).

CORRUPTION, DISCLOSURE AND MARKET DISCIPLINE: EVIDENCE FROM THE BANKING INDUSTRY

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This paper investigates the relationship between corruption-related disclosure in banking and the market discipline exercised by depositors. We examine to what extent depositors penalize banks that are opaque with reference to their corruption-related disclosures by demanding higher interest rates for their deposits. We show that banks which disclose less on corruption-related issues tend to be penalized by depositors, who ask for higher interest rates, likely to counterbalance the negative consequences of possible involvement of such banks in corruption scandals. These basic relationships are shaped by specific bank-level characteristics and by the features of each country in terms of institutional quality.

Banking Supervisory Architecture and Sovereign Risk

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This paper investigates whether the design of the banking supervisory architecture impacts sovereign risk. Exploiting the implementation of the Single Supervisory Mechanism (SSM) in Europe, we find evidence that sovereign risk – measured by sovereign ratings – is lower if the largest banks are supervised supranationally rather than nationally. The impact is shaped by the characteristics of the banking sector and the country's institutional setting. Banking stability is the channel underlying the relationship between banking supervision and sovereign risk. The results hold after considering CDS spreads as an alternative measure of sovereign risk and after accounting for changes in prudential policy instruments.

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COMUNICACIONES ORALES

DIRECCIÓN DE LA INNOVACIÓN 2

Sala 8. Baix Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: **Paola Steffany Arce Lopez**, Universidad de Granada

OPEN INNOVATION IN A PROJECT MANAGEMENT CONTEXT: A REVIEW AND FUTURE DIRECTIONS

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Relatora: **Paola Steffany Arce Lopez** (Universidad de Granada)

The purpose of this paper is to synthesize and analyse the extant literature on open innovation (OI) at project level perspective in order to identify what is studied up to now and the emerging gaps. An examination of the literature was undertaken to review the studies on open innovation at project level. The selected articles were analysed accordingly following a bibliometric and content study. From there, this research finds that despite the high degree of attention of scholars and practitioners to OI at a firm level, the potential of the study at project level has not been explored sufficiently. This study provides theoretical and managerial implications. With content analysis, along with identifying gaps, in the literature, this study highlights the significant research gaps for future exploration. The value of this study lies in the integration of the studies on OI at project level.

EL ROL MEDIADOR DE LA AUTOEFICACIA CREATIVA Y EL SENTIMENTALISMO EN EL CAMINO DE LA DIVERSIDAD COGNITIVA HACIA EL AMBIDIESTRISMO

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Relatora: **Neus Amela Amela** (Universitat Jaume I)

Las organizaciones públicas, buscan constantemente ser más eficientes e innovadoras para ello se plantean desarrollar ambidiestreza en los empleados asumiendo su diversidad. Las investigaciones previas sobre la diversidad cognitiva de los empleados no son concluyentes, debido a que no se puede determinar con precisión si se traduce en una ventaja o en una desventaja para las organizaciones. La literatura se pregunta si contar con diversidad cognitiva siempre aumenta positivamente los resultados, por lo que esta investigación tiene como objetivo analizar cuando la diversidad cognitiva puede promover comportamiento ambidiestro en los empleados. Para ello, examinamos el rol mediador de la autoeficacia creativa y el sentimentalismo del empleado como condiciones necesarias. Utilizamos modelos de ecuaciones estructurales (SEM) de una muestra de 211 empleados públicos, analizando un modelo de doble mediación. Tanto autoeficacia creativa como sentimentalismo mostraron un efecto mediador total. De modo que, los empleados cognitivamente diversos sólo pueden tener comportamiento ambidiestro cuando desarrollen autoeficacia creativa y sentimentalismo. Esta investigación indaga empíricamente el concepto y relación de diversidad cognitiva y ambidiestreza en el sector público, una perspectiva que pocos académicos han estudiado con anterioridad. Se presentan y discuten las implicaciones teóricas y prácticas del estudio, así como las futuras líneas de investigación.

HOW DOES COMPASSION DRIVE FIRM INNOVATIVENESS? THE MEDIATING EFFECT OF ORGANISATIONAL TRUST

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Relator: **Álvaro Nicolás-Agustín** (Universidad de Murcia)

Objective: In this paper we focus on analyzing the importance of shared values in the organization. Specifically, the value of fostering compassion and trust in the workplace. And how these two phenomena influence in firm innovativeness

Theoretical framework: Compassion is defined as a process in which an individual or group detects and feels the suffering of another, and this feeling leads them to act selflessly to alleviate the suffering. Compassion is a feeling and an emotional reaction of one person to the suffering of another.

Methodology: structural equations are applied to a sample of employees of innovative Spanish companies from different sectors.

Results/Implications: The results reveal that compassion at work improves firm innovativeness, and also show that organisational compassion drives firm innovativeness indirectly through the organisational trust variable. Our study therefore, attempts to advance the literature by revealing the organisational consequences of promoting compassion at work.

THE ROLE OF HUMAN CAPITAL AND ORGANIZATIONAL COMMITMENT IN THE RELATIONSHIP BETWEEN ICT TRAINING, DIGITAL TRANSFORMATION AND COMPANY PERFORMANCE

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Relatora: **Zina Barghouti Abrini** (Universitat Jaume I)

Purpose: The purpose of this research is to empirically test the impact of organizations' human capital on their digital transformation processes and performance. In particular, we will investigate whether human capital and organizational commitment may mediate the relationship between ICT training and digital transformation. In addition, the research aims to verify the consequences on company performance.

Theoretical Framework: Despite heavy theoretical emphasis on the study of the conditions necessary for the digital transformation of companies, few studies have empirically analyzed the effects of adopting certain practices for its implementation. This paper focuses on analyzing the effect of ICT training, which is configured as a tool capable of improving staff knowledge and increasing employee commitment. This is essential for adopting organizational change such as digital transformation.

Methodology: Surveys were completed by the CEOs of 184 Spanish companies, and their responses were analyzed with Partial Least Squares.

Results: Our results highlight that human capital and organizational commitment partially mediate the link between ICT training and digital transformation. Moreover, there is a direct relationship between ICT training and company performance.

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COMUNICACIONES ORALES

INTERNACIONALIZACIÓN 2

Sala 6. Alt Vinalopó. Edificio Ramón y Cajal

Presidente de la sesión: **José Pla-Barber**, University of Valencia

INTERNATIONAL BUSINESS THROUGH THE LENS OF BUSINESS MODELS: A SYSTEMATIC REVIEW

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Relatora: **Telma Mendes** (Escola Superior de Tecnologia e Gestão (ESTG), Instituto Politécnico do Porto)

The objective of this paper is to provide a comprehensive overview of the state of knowledge on business models within the international business literature.

The paper draws on relevant papers published between 2010 and 2022 to identify the main discussions and the main perspectives and uses of the BM framework.

In this paper we use a systematized literature review to accomplish our objective.

As main results we offer the identification of the main business model perspectives used in international business, and the detection of the literature on international entrepreneurship and emerging markets as the two main topics of application of business models. We also offer guidelines for future research.

How do managers behave? An analysis toward the cognitive configurations affecting Industry 4.0 adoption in international SMEs

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Relator: **Germán Benito Sarriá** (ESCE International Business School)

Objectives: The adoption of Industry 4.0 (I4.0) in small and medium-sized enterprises (SMEs) often rests on its positive evaluation from managers, decision-makers, and entrepreneurs. Because of the mixed outcomes attainable through the SMEs' openness to disruptive changes, managers must weigh the beneficial aspects of I4.0 adoption against the complexities, challenges, and drawbacks coming from its implementation. This study aims to shed light on the multifaceted nature of decision-making processes related to willingness or reluctance toward I4.0 adoption in international SMEs.

Theoretical Framework: Our theorizing includes the dual-process theory (DPT) and complexity theory to explain the patterns of factors stimulating or constraining I4.0 implementation.

Method: To test our propositions, we employ fuzzy-set Qualitative Comparative Analysis (fsQCA) on a sample of 157 managers and entrepreneurs working in international SMEs.

Results/Implications: The results outline that decisional recipes associated with willingness to adopt I4.0 for internationalization are different than those associated with reluctance. This empirical evidence contributes to the "human side of I4.0" by providing reporting the specific combinations of cognitive and contextual factors of decision-makers in international SMEs concerning I4.0 practices.

On causality between successful internationalization and profitability: The case for the moderating effect of earliness in new ventures

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Relator: **Manuel Expósito Langa** (Universitat Politècnica de València)

Objectives: We aim to explore whether the earliness of internationalization can change the direction of causality in the binomial internationalization-profitability.

Theoretical Framework: The main theoretical explanation lies at the speed of the learning advantages of newness to address the contingent uncertainty of the (lack) of knowledge of the new international market, combining the Uppsala-Model and the International Entrepreneurship theories.

Method: We performed a multigroup analysis using the most up-to-date technique among the available structural equation cross-lagged models for testing causality under the impulse-response approach. This enables the investigation of the long-term rather than the short-term Granger-Sims' causal effects in a longitudinal data set of 1,258 new ventures over five years after the first international market entry.

Results/Implications: Earliness of internationalization can be a key to understand both the sign and the direction of causality and its persistence over time. We augment the Uppsala Model with the causality of these relationships. For practitioners, they should know that the organizational time to go international can be a source of only temporary but not persistent advantages for early entrants.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

COMUNICACIONES ORALES

DIRECCIÓN DEL CONOCIMIENTO 2

Sala 9. Ifach. Edificio San Fernando

Presidenta de la sesión: **Lucía Muñoz Pascual**, IME/Universidad de Salamanca

LIDERAZGO ORIENTADO AL CONOCIMIENTO PARA LA MEJORA DE LA COORDINACIÓN COMO SOLUCIÓN AL CONFLICTO DE RELACIONES

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Relatora: **Lucía Muñoz Pascual** (IME/Universidad de Salamanca)

Este trabajo analiza el liderazgo orientado al conocimiento y la coordinación como factores que ayudan a las empresas a reducir los conflictos basados en las relaciones en el trabajo, con el objetivo de mejorar la innovación. Estos factores no han sido analizados hasta la fecha en el sector hotelero, cuya sostenibilidad futura dependerá del desarrollo de nuevos servicios y procesos de negocio. En este trabajo se proponen una serie de hipótesis basadas en el papel del liderazgo orientado al conocimiento y la coordinación para el desarrollo de un contexto favorable a la reducción de conflictos, cuyo resultado es la mejora de las capacidades de innovación de los establecimientos hoteleros. El modelo de relaciones entre variables se ha testado mediante un modelo de ecuaciones estructurales utilizando Smart PLS 4.0. Los resultados muestran que, las capacidades de innovación mejoran cuando los establecimientos hoteleros implementan adecuadamente este tipo de liderazgo porque mejora la coordinación de tareas a través de herramientas de gestión del conocimiento, lo que los lleva a reducir los efectos negativos del conflicto entre empleados. Los autores del estudio sugieren que los gerentes se deberían concentrar en desarrollar prácticas colaborativas de coordinación como elemento clave de dirección en los establecimientos hoteleros.

LA BUSQUEDA DE LA CALIDAD EN LA ATENCIÓN DE LOS HOSPITALES: UN ENFOQUE DE MÉTODOS MIXTOS

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Relator: **Miguel González-Mohino Sánchez** (Universidad de Córdoba)

Las preocupaciones en torno a la calidad de la atención a los pacientes en el mundo post-pandemia recomiendan un enfoque revisado de la literatura. Sin embargo, la evidencia empírica reciente sigue siendo escasa. El propósito de este artículo es estudiar el papel de dos características organizacionales identificadas (cultura competitiva y sistemas de gestión del conocimiento) y la contribución de la felicidad en el lugar de trabajo en la promoción de la calidad de la atención en los hospitales. El trabajo utiliza un enfoque de métodos mixtos. Los datos del estudio provienen de una encuesta realizada a 127 enfermeras en activo que trabajan en hospitales portugueses. Los hallazgos cuantitativos muestran una relación positiva entre la felicidad laboral y la calidad de la atención. De igual forma, los resultados sugieren que los sistemas de gestión del conocimiento influyen positivamente en la calidad de la atención. Los hallazgos cualitativos muestran una combinación de configuración única y compleja que contribuye a mejorar la calidad de atención. Por otro lado, los resultados también presentan dos configuraciones complejas que contribuyen a la falta de calidad de la atención.

DO COLLABORATION STRUCTURES MATTER IN REGIONAL INNOVATION SYSTEMS? EVIDENCE FROM EUROPEAN KNOWLEDGE TRANSFER DYNAMICS

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Relatora: **María Esmeralda Lardón-López** (Universidad de Granada)

This study aims to understand the drivers of innovation capacity across European regions, assessing how the network configuration enhance it. Second, we examine the importance of having KT capacity for the innovation generation. Finally, we evaluate the most relevant European innovative strategy to date to suggest policy lines of action.

We make use of three literature streams, the KBV, the network theory, as we adopt the network perspective in our empirics, and the innovation systems perspective.

A complex network analysis and a random effects Tobit estimation is conducted making use of European collaborative projects from 2014 to 2020. A total of 8,424 collaboration projects, where 232 European regions have participated, have been analysed (1,645 observations).

Regional innovation capacity in Europe is partly driven by collaboration between agents in the knowledge network. Greater active participation and occupying a position of leadership (or coordination) in the knowledge network helps to develop the innovation capacity of a regional system. Our results also suggest that not only is it important to have adequate network properties, but it is also important for the networks to act as a channel through which knowledge is transferred.

CAPITAL RELACIONAL Y CAPITAL SOCIAL EN ECOSISTEMAS EMPRENDEDORES BASADOS EN EL CONOCIMIENTO

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El intercambio de conocimiento y las interacciones no solo entre empleados, sino también con usuarios o consumidores, proveedores, aliados comerciales, etc. impulsan la creación de redes que conforman ecosistemas o “ecologías de innovación compleja”, apoyando activamente los procesos de innovación y emprendimiento. El objetivo del trabajo es investigar si la pertenencia de una empresa a un ecosistema emprendedor basado en el conocimiento (Knowledge-Based Entrepreneurial Ecosystem, KBEE) influye en el aumento del capital relacional (relación con clientes, proveedores y aliados) y del capital social, si cada una de estas dimensiones afectan de manera positiva al emprendimiento corporativo y si éste, a su vez, incide positivamente en el desempeño organizativo.

El trabajo se enmarca en la teoría de la complejidad y la perspectiva de las capacidades dinámicas, complementando la teoría de recursos y capacidades.

La investigación se ha realizado a partir de una muestra de 138 empresas de base tecnológica pertenecientes a ecosistemas emprendedores de 47 universidades españolas.

La principal contribución consiste en proponer un modelo empírico que muestra cómo la pertenencia a un KBEE incide positivamente en el desarrollo del capital relacional y social de las empresas, así como en el incremento del emprendimiento corporativo y, consecuentemente, en el desempeño organizativo.

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COMUNICACIONES ORALES

DIRECCIÓN DE LAS OPERACIONES Y TECNOLOGÍA 3

Sala 3. Marina Alta. Edificio Ramón y Cajal

Presidenta de la sesión: **Rafaela Alfalla-Luque**, Universidad de Sevilla

WHICH PLANET IS CAUSING THE TOTAL ECLIPSE? A CLOSER LOOK AT THE MEDIATING ROLE OF SUPPLY CHAIN FLEXIBILITY BETWEEN LEAN PRODUCTION AND BUSINESS PERFORMANCE

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Relatora: **Laura Calzada** (Universidad de Oviedo)

Recent research has focused on the mediating role that Supply Chain Flexibility (SCF) plays between Lean Production (LP) and business performance (BP). The findings indicate that the total mediation exerted by SCF produces an "eclipse" effect on the LP - BP relationship. But SCF is a very complex concept made up of different dimensions. This is why it is of interest to delve into the individual role that each of the SCF dimensions plays in the "eclipse" effect between LP and BP. Thus, this research explores the mediating role of SCF and analyses the individual role that each dimension of SCF contributes to the "eclipse" that the development of this capability produces between LP and BP. For this purpose, Structural Equations Modeling are used to analyse data from 260 companies, and IBM-SPSS Process to analyse the mediation effect. The research results indicate that only one of the dimensions (flexibility of operations) has a full mediation effect, thus being the main cause of the "eclipse" effect. Two other dimensions (procurement flexibility and distribution flexibility) have a partial mediation effect and therefore also participate in the development of the "eclipse" effect, albeit to a lesser extent.

ANÁLISIS DE EFICIENCIA DE LOS BANCOS DE ALIMENTOS ESPAÑOLES ANTES Y DURANTE LA PANDEMIA

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Relatora: **María Torrejón Ramos** (Universidad Rey Juan Carlos)

Objetivos: Valorar el desempeño de los bancos de alimentos españoles en el año de máxima virulencia de la pandemia SARs-COV2 y compararlo con el año precedente.

Marco teórico: Los bancos de alimentos son una piedra angular en la sociedad para enfrentarse a emergencias temporales de personas necesitadas. Deben responder rápidamente, pero sus recursos son escasos por depender de donaciones. Gestionarlos efectivamente y encontrar procesos para mejorar su rendimiento es esencial.

Metodología: Se ha recurrido al Análisis de Redes de Dominancia para evaluar la posición de eficiencia de cada banco de alimentos respecto a los demás atendiendo a su vez a la evolución temporal, midiéndose su mejora a través de un índice basado en el índice Malmquist.

Resultados/implicaciones: Para cada banco se muestran las relaciones de dominancia entre bancos comparables con diferentes rendimientos. En total, tres redes describen su situación, una para cada anualidad y otra intertemporal, que muestra toda la base de datos para establecer puntos de referencia. Se ha observado que los bancos ineficientes deberían aprovechar mejor el espacio disponible, y que el sistema español de bancos de alimentos y sus entornos sociales no pudieron adaptar su capacidad al incremento de la demanda causado por la pandemia.

PRESENT AND FUTURE OF THE HORECA'S INVOLVEMENT IN FOOD WASTE MANAGEMENT

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Relatora: **Rafaela Alfalla-Luque** (Universidad de Sevilla)

Purpose: The aim is to review what has been researched so far on the HoReCa sector and its supply chain management (SCM) from a food waste perspective.

Theoretical Framework: The HoReCa sector is one of the most involved in food waste and, due to increased public awareness of environmental protection, it is necessary to consider how to manage it from a supply chain approach.

Methodology: A bibliometric analysis has been developed for providing strategic maps to detect the different topics addressed in this research field.

Results/Implications: The results show that some themes such as innovation, consumption management or financial performance are receiving a lot of attention, while emerging themes focus more on identifying strategies for food waste prevention. A general model is outlined that encompasses the main studied themes of the research line, i.e., context, stakeholders, approach, drivers, process, products/services and outcomes. A 3A's model is proposed to adequately guide SCM in HoReCa.

THE EFFECT OF MODERATING VARIABLES ON THE LINK BETWEEN SUPPLY CHAIN AGILITY AND PERFORMANCE

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Relatora: **Araceli Rojo Gallego-Burín** (Universidad de Granada)

Purpose: Supply chain agility (SCA) has been analysed in previous research but only a few focus on the SCA-performance relationship and they offer mixed results. This paper reviews the SCA-performance relationship using a meta-analysis approach based on a systematic literature review.

Methodology: A total of 48 papers comprising a sample of 11,237 firms were analysed to consider substantive (type of performance), extrinsic (country context and economic sector), and methodological moderators (construct operationalization and journal impact).

Findings: Results confirm a positive and significant correlation between SCA and performance. None of the analysed moderators has enabled the identification of any significant differences between the SCA-performance correlations by subgroup. However, high heterogeneity in the total variance demands further properly-reported empirical research on this topic with clearly conceptualized variables and frameworks, and using validated scales.

Originality: No previous meta-analysis on this topic has been found in previous research to estimate the value of the correlation between SCA and performance.

Implications: Several research gaps and best-practice recommendations have been indicated to improve future empirical research on this topic. Practitioners in different country context and sectors will find consistent evidence of improvements to performance through SCA.

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COMUNICACIONES ORALES

DIRECCIÓN DE RECURSOS HUMANOS 3

Sala 2. Marina Baixa. Edificio Ramón y Cajal

Presidenta de la sesión: **Susana Pasamar**, Universidad Pablo de Olavide

SPANISH SELF-INITIATED EXPATS: MOTIVATIONS AND FACTORS INVOLVED IN THE CHOICE OF THE HOST DESTINATION

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Relatora: **Susana Pasamar** (Universidad Pablo de Olavide)

Purpose: This paper explores the Spanish Self-Initiated Expats' (SIEs) motivations to relocate, and the factors involved in the choice of the host destination.

Theoretical framework: This study draws upon SIEs' literature on motivations and choice of destination as well as upon the cultural distance paradox and cultural distance hypothesis.

Methodology: Through a qualitative study, 15 Spanish SIEs were interviewed in a semistructured way.

Findings/Implications: As to motivations, findings echo extant SIEs literature revealing, unsurprisingly, the influence of push economic factors, as well as personal and career ones. Regarding the factors influencing the choice of the host destination, leveraging and limiting factors were found. Some of them may be common to other European Union nationals: Erasmus experience that triggers new international relocations, and visa required to work in non-European countries as a limiting factor for future professional careers in those host destinations. Other factors were particular to Spain, such as the perceived need of English proficiency for a successful global professional career and the short-term career planning. These findings may contribute to develop appropriate organizational talent management strategies in line with SIEs motivations; and, at the same time, may help future SIEs to enhance their individual career management process.

EMPLOYEE ENCHANTMENT: CONCEPTUALISATION AND VALIDATION OF A SCALE FOR TEACHERS

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Relatora: **María Rita Blanco Dopazo** (Universidad Rey Juan Carlos)

Objetivos: This paper aims to achieve two objectives: (1) to conceptualise employee enchantment, differentiating it from other concepts, such as employee engagement, organisational commitment and perceived organisational support, and (2) to develop a scale to measure employee enchantment.

Marco teórico: The COVID-19 pandemic has brought about enormous changes in how employees perceive and value work, resulting in situations like the big quit. Therefore, employee enchantment can be a key aspect of organisational and motivation theories to manage human resources.

Metodología: To develop the scale, a revision of the most relevant papers about enchantment in WOS areas of management and business was carried out to identify relevant items to assess this concept. To verify the validity and reliability of the employee enchantment scale, primary data from 201 secondary and vocational training school teachers in Spain was collected through a structured questionnaire.

Resultados/implicaciones: The results show that employee enchantment can be assessed through five dimensions: incantation, reflexivity, mimesis, enchantment through workplace and enchantment through work. Some recommendations are proposed to enhance employee enchantment among teachers. Despite the context used, the employee enchantment scale has broader applications in human resource departments, especially in the service industries.

MAPPING THE LINK BETWEEN ORGANIZATIONAL AGILITY AND HUMAN RESOURCE MANAGEMENT

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Relatora: **Isabel Olmedo-Cifuentes** (Universidad Politécnica de Cartagena)

Purpose: This manuscript provides a bibliometric analysis of the link between organizational agility and Human Resource Management (HRM), stressing the main topics along with the evolution and tendencies found in this field.

Method: SciMAT has been used to conduct a conceptual science mapping analysis based on co-word bibliographic networks. From 1997 to 2022, 520 documents were retrieved from the Web of Science.

Findings: Considering the last period (2020–2022), the motor themes (well-developed and relevant for the structure of the research field) were dynamic capabilities, software development or information technology. Workforce agility, flexibility, leadership, and employees or Covid 19 were classified as basic themes (important, although not developed). Big data, learning agility, sustainability, paradox or fit indexes are considered specialized themes (well-developed, although less important), and transformational leadership and culture were emerging themes (both weakly developed and marginal). **Contribution:** Our analysis will help inform researchers and practitioners on the relationships between those topics with organizational agility, offering a further understanding of these concepts.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

TALLER DOCTORAL 2

Sala 11. Aitana. Edificio San Fernando

Determinants of platform complementors' success: A 3-D Experience

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In this study, we aim to advance in the understanding of complementors' performance within the platform architecture where they interact with other sides (e.g., users, advertisers...), even other complementors (Tavalaei & Cennamo, 2021). This paper seeks to deepen the knowledge around the determinants of complementors' performance within a certain platform environment. More specifically, we aim to contribute to the existing literature by analyzing whether three dimensions of experience (length, depth and breadth) (Perkins, 2014; Maitland & Sammartino, 2015; Criaco et al., 2022) influence complementor performance in a social media content sharing platform. In addition, this will be performed through a perspective that involves two classical types of complementor worth found in the literature: network value and stand-alone value (Davis, 1989; Cenamor, 2021)

Smart Ports: management from digitization and sustainability

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The main objective of this research plan is to measure the degree of influence of digitalisation on the components that form a smart port. Previously, we will study what smart cities are and what they comprise in order to examine the relationship between port and smart city. In order to fulfil the main purpose of the research, it will be necessary to analyse what Smart Ports are, what digitalisation is and, above all, what digitalisation is in the maritime sector. Furthermore, a model of smart ports will be developed based on a model previously proposed in the Master's thesis. The port sector is currently one of the activities with the greatest environmental impact. This is why it is necessary to develop and implement innovative ideas that help to stop the damage caused, thus being more sustainable with the environment. The importance of this work lies in the potential for the development of smart ports and the benefit they can bring to the cities and businesses around them. The support of technological resources throughout the chain makes the activities carried out in the port area optimal and efficient, in turn reducing costs. It is a long-term strategy that encourages safety and environmental compatibility (JVC Shipping Solutions, 2019).

Avoiding value destruction through stakeholder engagement - disaggregating the heterogeneity of stakeholder interests as a strategic blueprint to better financial performance for the everchanging decision landscape under the pressure of climate change.

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Significant research efforts have substantially improved our understanding of how a general stakeholder engagement strategy impacts business throughputs and outputs (Freudenreich et al., 2020; Ramus & Vaccaro, 2017; Mitchell et al., 2022). Empirical research and anecdotal evidence suggest that companies with similar business models are equally successful despite implementing radically different stakeholder engagement strategies (Choi & Wang, 2009; Bridoux & Stoelhorst, 2014). For instance, both low-cost airlines Ryanair and Southwest Airlines have achieved sustainable and profitable growth, yet they present a stark contrast in their approach towards stakeholders. Whereas Southwest Airlines is known for its integration of stakeholder interests into its decision-making process, Ryanair has long been known by industry analysts for its arm's length approach. I contend this gap between theory and practice could be bridged with a more finegrained perspective considering that integrating a broad constituency of agents, each with their own aspirations, could yield different impacts on financial performance when addressed separately (Hawn & Ioannou, 2016; He & Chittoor, 2022). Addressing stakeholder engagement as a unique construct, therefore, could be an oversimplification of what is really going on in business governance that hinders the correct interpretation of the pros and cons of integrating diverse and -often- incoherent interests.

Cooperativas agroalimentarias: rendimiento, capital social e innovaciones organizativas

Irene Martínez López, Marta Fernández Barcala, Manuel González Díaz

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Las cooperativas tienen un papel fundamental en el sector agroalimentario ya que mejoran la posición económica de los pequeños productores y su poder en la cadena productiva. Aunque la literatura las ha analizado en profundidad (ej. Chaddad and Cook, 2004), aún quedan cuestiones sin resolver, siendo la adecuada medición de su rendimiento uno de los aspectos clave. El primer objetivo de esta investigación es determinar qué medidas de rendimiento han sido utilizadas por la literatura y evaluar si se adaptan al doble propósito de las cooperativas. Además, con esta investigación se espera obtener una visión clara de cómo evaluar si una cooperativa está operando correctamente, qué innovaciones organizativas funcionan y cómo evolucionan los mecanismos de gobierno formales e informales ante todos estos cambios.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

MESA INTERACTIVA 6

ESTRATEGIA 1

Sala 12. Moreig. Edificio San Fernando

Presidente de la sesión: **Gregorio Martín de Castro**, Universidad Complutense de Madrid

FACILITADORES PARA LA IMPLEMENTACIÓN DE LOS ODS EN LAS GRANDES EMPRESAS DEL IBEX-35

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Relator: **Javier Amores Salvadó** (Universidad Complutense de Madrid)

El compromiso de las organizaciones privadas con los ODS introducidos por las Naciones Unidas es necesario para promover el desarrollo sostenible global y aumentar el conocimiento sobre prácticas sostenibles. Con ese fin, el presente artículo estudia la configuración de características que tienen el potencial de facilitar o dificultar la implementación de los ODS en la empresa. La investigación se centra en seis variables (sector en el que operan las empresas, valor de capitalización de mercado, si son empresas familiares o no, si establecen KPI específicos relacionados con la sostenibilidad, la composición de género de sus juntas directivas y la presencia o ausencia de un comité de sostenibilidad) que se comprueban utilizando fsQCA en las empresas del Índice Bursátil Español (IBEX-35) durante el primer semestre de 2022. Los resultados tienen implicaciones relevantes para empresas, agentes legisladores y futuros investigadores y señalan que las empresas con mayor capitalización, que establecen KPIs de sostenibilidad, tienen juntas directivas que son diversas en género y comités de sostenibilidad, parecen estar mejor preparadas para implementar los ODS, mientras que las empresas manufactureras y las empresas familiares no parecen estar tan comprometidas con la implementación de los ODS.

IMPLEMENTING ENGAGED ENVIRONMENTAL STRATEGIES IN EMERGING ECONOMIES: THE ROLE OF GREEN CEO ATTITUDES AND GREEN HUMAN CAPITAL

Javier Amores Salvadó¹, Remy Michael Balarezo Nuñez², Gregorio Martín de Castro³

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Relatora: **Cristina López Duarte** (Universidad de Oviedo)

With the objective of bringing light to the challenges organizations faces in deploying environmental strategies in emerging economies, this work analyzes the process involved in the deployment and implementation of engaged environmental strategies aimed to effectively connect with the different stakeholders that surround the company in these specific contexts. We highlight the driving role of green CEO attitudes and the mediating role of green human capital in the implementation of environmental strategies that deliberately seek to integrate and engage market and non-market stakeholders. We contribute to the Organizations and Natural Environment literature trying to close the gap of how firms go green in a different reality from developed countries and highlighting the importance of the microfoundations and resources and capabilities perspective not only in the strategy research but also in corporate sustainability realm.

INTERNACIONALIZACIÓN EMPRESARIAL: ¿UNA CUESTIÓN DE GÉNERO?

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Relator: **Jesús Arteaga Ortiz** (Universidad de Las Palmas de Gran Canaria)

Objetivo: analizar la relación entre el género y la internacionalización empresarial (tipo de implicación internacional, intensidad exportadora y diversificación geográfica), y estudiar el perfil diferenciado de la persona decisora en materia de crecimiento/estrategia internacional en función del género.

Metodología: estudio cuantitativo sobre una muestra de 247 pequeñas y medianas empresas con actividad internacional y/ potencial para llevarla a cabo. En concreto, se llevaron a cabo análisis descriptivos (frecuencias, medidas de centralización y dispersión, tablas de contingencia), análisis de correlación y regresión (lineales y no lineales) y se utilizaron clasificadores estadísticos (lineales y no lineales).

Resultados: se evidencia la no existencia de una relación estadísticamente significativa entre el género y la proyección internacional de la empresa. Se evidencian, por el contrario, diferencias estadísticamente significativas en función de género en lo que al perfil del decisor se refiere (experiencia internacional, utilización de redes formales o informales, experiencia emprendedora, experiencia en situaciones de discriminación y existencia de estereotipos sociales).

EFFECTS OF INTERNATIONALISATION ON INNOVATION OUTCOMES: A COMPARATIVE ANALYSIS IN ADVANCED AND EMERGING DESTINATION COUNTRIES

Jesús Arteaga Ortiz¹, Fernando Muñoz-Bullón², María José Sánchez-Bueno², José Ángel Zúñiga Vicente³

¹Universidad de Las Palmas de Gran Canaria, España; ²Universidad Carlos III de Madrid, España; ³Universidad Rey Juan Carlos, España; joseangel.zuniga@urjc.es

Relatora: **Erola Palau-Pinyana** (UPF Barcelona School of Management)

This study analyses the effects that internationalisation has on several types of innovation outcomes (technological and non-technological). It draws on organisational learning theory, the knowledge-based view, and institutional theory to test

whether the potential knowledge stocks acquired and accumulated abroad stimulate innovation by distinguishing firms from a specific home country operating in advanced and/or emerging markets. This is an issue that has been ignored by most past research. The setting here involves a large sample of Spanish manufacturing firms over the period 2000-2016. These businesses sell their products in both advanced markets (EU and OECD countries) and emerging ones (Latin American countries). Our findings reveal that the choice of destination country has a significant influence on promoting innovation in home country firms. Specifically, our findings suggest that firms may learn and benefit from the knowledge stocks they encounter abroad when internationalising. Exposure to these economies is positively and significantly related to both technological innovation (products, processes, and patents) and non-technological ones (marketing and organisation). By contrast, when firms expand into emerging countries, the acquisition and accumulation of valuable knowledge stocks seems to be much more limited, providing significant improvement solely in marketing.

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MESA INTERACTIVA 7

FINANZAS

Sala 13. Tabarca. Edificio San Fernando

Presidenta de la sesión: **Ángeles Montoro Sánchez**, Universidad Complutense de Madrid

IS THERE ROOM FOR ETHICS AT THE BOARD OF DIRECTORS? A BIBLIOMETRIC ANALYSIS OF RESEARCH LITERATURE

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Relatora: **Inés Pérez-Soba Aguilar** (Universidad Complutense de Madrid)

The Cadbury Report set a milestone in corporate governance practices and, hence, in the research on the board of directors from different perspectives. We seek to describe and analyze the intellectual structure that has been built before that ephemeris and after 25 years of progressive code adoption to determine the impact of ethics. We analyzed 3,023 articles and their bibliographic references in academic journals up to 2017 using bibliometrics methods. Our work identifies which are the main studies in terms of influence, the relevant authors, the approaches that have been elaborated, the dominant topics that have been targeted, and the way they related. We portrayed a clearer map for approaching this core element of corporate governance from new points of view, and, in particular, that there is room for more deepening in ethical topics or frameworks. Although some of them have been already aimed (e.g., gender diversity, corporate social responsibility disclosure, investors protection), we still miss relevant analyses related to the board dynamics, role, purpose, and composition. These gaps may be addressed in future research works on the board of directors. Also, this analysis across three different periods serves as a solid starting point to perform meta-analyses or literature reviews.

THE TARGET'S LEGAL ORIGIN AND THE PERFORMANCE OF THE EUROPEAN TAKEOVER DIRECTIVE

Nuria Alcalde Fradejas², Inés Pérez-Soba Aguilar¹

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Relatora: **Ángeles Montoro Sánchez** (Universidad Complutense de Madrid)

The main objectives of the European Takeover Directive (ETD) are the protection of minority shareholders of target firms in takeovers and the integration of European capital markets through the creation of a level playing field, where European acquirers can compete in all economies. After 15 years since its transposition, we investigate whether these objectives have been achieved and whether the harmonization process has been affected by the legal origin of the country (French, Nordic and Germanic law traditions), as a proxy of different institutionalstructural variables. To perform an in-depth analysis, we do not use a sample of takeovers but a hand-collected database covering all takeovers launched in these three countries over the period 2000(2)-2019. The results obtained allow us to conclude that the greater the divergence between national takeover regulations and the ETD, the greater the changes in the market for corporate control in these economies after its transposition. We also find that, after ETD implementation, the national markets for corporate control are more similar than before, although some different patterns emerge in each country.

Lunes, 26/06/2023: 17:30 – 19:00 SESIONES PARALELAS (III)

MESA INTERACTIVA 8
DIRECCIÓN DE OPERACIONES Y TECNOLOGÍA

Sala 14. Algar. Edificio San Fernando

Presidenta de la sesión: **Carmen González-Zapatero Redondo**, Universidad de Salamanca

LA CONTRIBUCIÓN DE LA MITIGACIÓN DE RIESGOS EN LA CADENA DE SUMINISTRO AL DESEMPEÑO AMBIENTAL DE LA EMPRESA

Carmen González-Zapatero Redondo, Gustavo Lannelongue, Javier González Benito

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Relator: **Ignacio Sánchez Gatell** (Universidad de Oviedo)

El impacto de la gestión de riesgos de la cadena de suministro en la reducción de las interrupciones y el aumento de la resiliencia de las empresas tiene una larga tradición. Analizar su impacto en otros objetivos, como el desempeño ambiental, es menos común. Este trabajo contribuye a llenar este vacío en la literatura. Lo hace proporcionando un novedoso análisis desagregado del impacto de la mitigación del riesgo de la cadena de suministro en tres contextos diferentes: aguas arriba, internas y aguas abajo. Este análisis desagregado permite a académicos y profesionales identificar diferentes antecedentes del desempeño ambiental que pueden ser tomados en cuenta en su investigación y práctica empresarial. Para probar la validez de las hipótesis planteadas en el modelo conceptual se distribuyó una encuesta a una población de 1422 empresas españolas obteniendo una muestra final de 213 respuestas.

Framework to assess impact I40 & Circular Economy on Lean Manufacturing Companies

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Relatora: **Carmen González-Zapatero Redondo** (Universidad de Salamanca)

Objective: After Covid19 pandemic, the future of competitiveness will be driven by introduction of new technical revolutions, Industry 4.0 (I40), and production methodologies, Circular Economy (CE). Lean Manufacturing (LM) companies are adapting technological developments and introducing circularities to compete. Leaders and company culture shall evolve with them. We must understand how they adopt and adapt their style and company culture to implement I40 and CE.

Methodology: Two-stage: 1. Four phases systematic literature review combining all elements one by one. 2. A self-assessment is designed, impact index calculated. Analysis and interpretation are introduced.

Findings: Ten LC characteristics and nineteen LLS competences and their interaction with I40 and CE are found from the literature review, analyzed, and converted into a self-assessment to identify what could be the potential impact of implementing I40 and CE on LC and LLS.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

COMUNICACIONES ORALES
EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 4

Sala 1. L'Alacantí. Edificio Ramón y Cajal

Presidente de la sesión: **Eleuterio Vallelado González**, Universidad de Valladolid

CONNECTING SUSTAINABILITY AND GROWTH IN SMALL FIRMS. DOES IT PAY OFF?

Valery Chistov¹, Nekane Aramburu¹, Iñaki Peña-Legazkue¹, Pauline Weritz², María Eugenia Fabra Florit³

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Relatora: **Karen Gloria Vargas Santander** (Universidad de Murcia)

Objectives: Explore the relationship between sustainability orientation and business growth in the young and mature small firms.

Theoretical Framework: sustainable entrepreneurship, life cycle perspective.

Method: Empirical, binomial logistic regression. The sample of 2 370 individuals from the 2019 version of the Spanish Global Entrepreneurship Monitor (GEM).

Results/Implications: The stage of the entrepreneurship life cycle matters and that only the introduction of sustainability objectives in mature small firms (rather than young ventures) significantly increases their chances to grow in terms of turnover and employment. We also find empirical evidence against combining environmental and social dimensions under one umbrella of sustainability, as each of these dimensions demonstrated distinctive behavior in our models.

IS THERE ANY HOPE FOR ZOMBIE FIRMS IN EUROPE? A CORPORATE GOVERNANCE PERSPECTIVE

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Relatora: **Raquel Orcos Sánchez** (Universidad de La Rioja)

This paper investigates the influence of corporate governance on firms' transition into and out of zombiness. We underscore the beneficial role of external members in corporate governance structure and long-tenure CEOs as facilitators to access the external resources needed for a firm's success. On a sample of European listed firms over the period 2008-2018, we adopt a dynamic view of zombiness by identifying shifts of state (from zombie to non-zombie and vice versa). We find that board independence is a two-fold panacea against zombiness: by prompting zombie recovery and by preventing healthy firms from becoming zombies. In contrast, leadership independence –materialized through the separation of CEO and chairperson roles– hampers the recovery of zombies, probably because the cost of not having any unified leadership may exceed the benefits of external dependence minimization. Finally, results suggest that a longer CEO tenure helps to keep healthy firms away from zombiness. Overall, this study brings a ray of hope to the zombie problem and provides a better appraisal of when extending support to zombies might be worthwhile vis-à-vis saving promising firms and bringing them back to life.

CORPORATE SOCIAL IRRESPONSIBILITY UNDER THE MEDIA SPOTLIGHT: HOW CONTROVERSIES' ATTRIBUTES UNDERMINE FIRM MARKET VALUE

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Relator: **Valery Chistov** (Deusto Business School)

This research aims to expand our understanding of how media coverage of corporate social irresponsibility (CSI) negatively affects a firm's market value. Drawing on attribution theory and signaling theory, we contend that three features of the set of CSI controversies reported by the media – i.e. the type of stakeholder involved, diversity, and persistence– determine what stakeholders consider to be the drivers under firms' misconduct, shaping their reaction and, therefore, the negative impact of CSI on firm market value. The results, based on an international sample of 535 firms and 2,502 observations along the period 2002-2020, show that the diversity and persistence of CSI controversies are detrimental to firm market value.

Corporate social responsibility and performance: does country sustainability matter?

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Relator: **Eleuterio Vallelado González** (Universidad de Valladolid)

Main Objective: In this study, we propose that the impact of Corporate Social Responsibility (CSR) on Corporate Social Performance (CFP) is negatively moderated by sustainability at the country level.

Theoretical framework: We have used stakeholder theory, resource and capability theory, and signal theory to explain the CSR-CFP relationship. Additionally, we use institutional theory and the legitimation approach to explain the differences that occur between countries in the influence of CSR on the firm value.

Methodology: We use multilevel methodology and longitudinal panel data analysis to test our hypotheses, and we test the method proposed by Nicoletti et al. (2000) to develop a country sustainability indicator.

Results/implications: Firms that invest in CSR and signal these activities can, in general, obtain financial advantages. This study also shows that in countries with high sustainability, firms use CSR activities to maintain the moral legitimacy they have earned, although it is more difficult for them to obtain competitive advantages through CSR and increase their value. Finally, our findings show that the country's sustainability has a direct and positive impact on CFP (Tobin's-Q), regardless of CSR.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

COMUNICACIONES ORALES

EMPRESA FAMILIAR 2

Sala 7. Vinalopó Mitjá. Edificio Ramón y Cajal

Presidenta de la sesión: **Cristina Iturrioz**, Universidad de Deusto

BOARD GENDER DIVERSITY AND CASH HOLDING. THE EFFECT OF FAMILY TIES

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Relatora: **Meryaam El Kaddouri** (Universidad de Salamanca)

Objetivo – The purpose of this study is to examine linkages of gender and cash holding examining female directors as a heterogeneous group possessing different levels of leadership and incentives.

Marco teórico – Agency theory and the socioemotional wealth perspective (SEW).

Metodología – This study uses a sample of 103 non-financial Spanish listed companies from the OSIRIS (Bureau Van Dijk) database for the period 2004–2020. Moreover, to ensure the robustness of the findings, this study uses different econometric specifications that consider endogeneity problems.

Resultados/implicaciones – The results indicate that the relationship between board gender diversity and cash policy is complex, and that family female directors have an opposite effect on determining the level of cash holding. Moreover, our results show that the effect of female directors changes as they reach a critical mass on the board. This study may have important repercussions in several countries in terms of efficient cash distribution, considering the advantages of diversity. These implications can be extrapolated to most countries where ownership structure is concentrated and where the presence of family firms is prominent.

COMBATIVENESS IN EXTREME CONTEXT: THE CASE OF IN TERRITORY-EMBEDDED FAMILY FIRMS

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Relator: **Pablo Garrido Prada** (Universidad de Salamanca)

Purpose: Our paper aims to shed light on the virtues behind entrepreneurial families' (EFs) embeddedness in territories where persistent threats created extremely hostile contexts that menaced not only the firms but also members of the owning families.

Theoretical framework: Combativeness is a virtue that encompasses a set of virtues that operate in these contexts.

Methodology: More than 50 years of ETA terrorism in the Basque Country, where EFs were victims of diverse attacks (property damage, extortion, kidnapping, or even murder), offers a suitable context for exploring this issue. In this study, we give voice to the key stakeholders in threatened EFs, and the purposely selected six cases provide relevant information on the phenomenon under investigation.

Findings: First, the paper illustrates the construct of combativeness in real cases with a practical adaptation and discusses the virtues encompassed in this concept. Second, the paper furthers the understanding of the EF-territory nexus in extreme contexts and suggests a set of practical implications that can reinforce EFs' territorial loyalty.

CIRCULAR ECONOMY PRACTICES IN LOCALLY ROOTED FAMILY SMES: THE ROLE OF INSTITUTIONAL PRESSURES AND THE RURAL-URBAN CONTEXT

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Relator: **Domingo Javier Santana Martín** (Universidad de Las Palmas de Gran Canaria)

Objectives: Given their economic and environmental significance, small and medium-sized enterprises (SMEs) are indispensable for transforming linear economies into circular ones. This paper analyzes if family SMEs differ from nonfamily SMEs with regard to adopting circular economy (CE) practices. Moreover, we analyze if this potential difference depends on the country level of environmental awareness and the rural-urban context in which the firm operates.

Theoretical framework: Socioemotional Wealth (SEW) theory.

Methodology: We conduct regression analyses using data from the 2020 FLASH EUROBAROMETER 486 survey

“SMEs, start-ups, scale-ups and entrepreneurship”. The sample consists of 13,812 SMEs across 37 countries. Results/Implications: We find that family ownership is positively associated with the propensity to engage in CE practices, which suggests that the concern about noneconomic utilities that characterizes family SMEs makes them more sensitive about the external image they project to external stakeholders (cf. nonfamily SMEs). Furthermore, while both type of firms are more likely to respond to institutional pressures, nonfamily SMEs appear to be relatively more affected. Finally, we find that the positive effect of family ownership on the adoption of CE practices is higher in rural areas, where family SMEs’ decisions concerning CE actions are more influenced by 2 external scrutiny. Overall, these results offer new insights on how the interaction of ownership and the firm’s local roots enables the adoption CE practices.

ARE FAMILY FIRMS IN SPAIN MORE RESILIENT THAN NON-FAMILY FIRMS?

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Relatora: **Cristina Aragón** (Universidad de Deusto)

Firms have experienced a higher exposure to different types of risk (i.e., sanitary crisis, wars, inflation). This has led to a growing interest in the study of organizational resilience. However, although family firms represent a very high percentage of business activity, the study of resilience in the specific context of Covid-19 remains scarce. Thus, this study proposes a model that postulates that the inherent objective of survival of family firms will lead them to be more proactive both in the development of resilience strategies and in risk analysis. The model also captures the positive effect of risk analysis in the development of resilience strategies. The hypotheses have been tested in a sample of 201 companies based in Spain (116 family firms and 85 non-family firms). The results confirm that family firms reach high levels of resilience; however, their more proactive role in risk analysis is not confirmed. Furthermore, our study offers evidence on the positive effect of risk analysis on resilience strategies. These results lead us to recommend to family firms a greater effort in the development of a risk management system which reinforces its resilience system, and allow to identify future research paths on resilience in family firms.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

COMUNICACIONES ORALES

EMPREDIMIENTO 6

Sala 4. L’Alcoiá. Edificio Ramón y Cajal

Presidenta de la sesión: **Carmen Camelo Ordaz**, Universidad de Cádiz

INNOVACIÓN SOCIAL Y SPIN-OFFS ACADÉMICAS

Carmen Camelo-Ordaz¹, Juan Pablo Diánez-González¹, Noelia Franco-Leal¹, Elena Sousa-Ginel², José Ruíz Navarro¹

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Relator: **Antonio Carmona Lavado** (Universidad Pablo de Olavide)

Objetivos: Analizar el efecto que características propias de las Spin-offs académicas (competencia tecnológica, estrategia de internacionalización y fuentes de financiación) ejercen sobre el grado de innovación social de estas empresas, así como el efecto moderador de la responsabilidad social de la Universidad de origen.

Marco teórico. El trabajo combina las literaturas sobre Emprendimiento Académico y Emprendimiento Sostenible, y utiliza argumentos provenientes de otras teorías, como la Teoría de los Stakeholders, Visión basada en los Recursos, o Gestión Estratégica de Nichos de Mercado

Metodología: Las hipótesis son testadas utilizando análisis multinivel en una muestra de 161 spin-offs académicas españolas.

Resultados/implicaciones: La competencia tecnológica y la financiación pública se relacionan positivamente con el grado de innovación social de las ASOs. En cambio, la financiación a partir de las VC afecta negativamente, y la estrategia de internacionalización no ejerce efecto significativo. No obstante, el efecto de la estrategia de internacionalización se hace positivo cuando la Universidad de origen presenta altos niveles de responsabilidad social.



CROSS-INDUSTRY BUSINESS MODEL INNOVATION IN START-UPS: THE ROLE OF ACCELERATORS

Antonio Carmona Lavado, Carmen Cabello Medina, Elena M. Giménez Fernández, María Fuentes Blasco
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Relatora: **Isabel Díez Vial** (Universidad Complutense de Madrid)

Accelerators have emerged as a new generation of business model incubator, increasing its importance for the innovation ecosystem; however, accelerators significantly differ on their design. Understanding the role of the different design parameters of accelerators is an important precursor to evaluate their impact on the start-ups accelerated. In this study, we aim to provide insights about how certain design parameters of accelerator programs (internal and external mentoring, location services – workspace –, networking, formal education and periodic reviews) influence cross-industry business model innovation (CIBMI) of the start-ups accelerated. For testing our hypotheses, we conduct a survey research on a sample of 78 accelerators in Spain, composed of private, public, hybrid, university, and corporate accelerators, belonging to a high variety of industries or technological domain, and located across a number of cities in Spain. Our results confirm the impact of external mentoring (more than internal), the attendance of the founders to the networking events and separated review meeting (more than joint review meetings) on CIBMI. The average number of internal advisors per team, the level of attendance of founders to the accelerator' workspace and the number of hours of formal education do not seem to affect the CIBMI.

HOW DESIGN ELEMENTS OF ACCELERATOR PROGRAMS INFLUENCE RADICAL BUSINESS MODEL INNOVATION IN START-UPS?

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Relatora: **Isabel Díez Vial** (Universidad Complutense de Madrid)

Start-ups accelerators are a key agent that play an important role in entrepreneurial and innovation ecosystems. The aim of this paper is to analyze the impact of three design elements of the accelerator program (industry/sector focus, cohort size and expert level of management knowledge) on radical business model innovation (RBMI) of the participating start-ups. A survey study is conducted on a sample of 78 Spanish accelerators, addressed to their managing directors. A multiple regression analysis revealed that generic accelerator programs (rather than specific ones) and cohort size (number of projects in the accelerator at the same time) had a negative effect on RBMI, while expert level of management knowledge (breadth and depth in a number of business subjects) had a positive one. The negative impact of generic programs (without specialization in any particular industry/sector or technological domain), which is against the prediction of our hypothesis, deserves further research. This paper contributes to the academic literature on accelerators, radical innovation, and business model.

Effect of Venture Capital financing on SME internationalisation **Héctor Cortina Diego¹, Isabel Díez Vial²**

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Relator: **Antonio Carmona Lavado** (Universidad Pablo de Olavide)

This study analyses the effects that venture capital (VC) firms, and their networks, have on SME internationalisation. VC firms' international experience and skills provide value for their investees by influencing foreign market operations. The paper studies the effects of VC backing on SMEs using network theory tools. These network tools are the result of the association of network theoretic constructs with firm performance. Throughout this study, some examples of the theoretical concepts that have motivated the building of specific network theory tools have been analysed. Firstly, we look at centrality. Secondly, we look at strength. Thirdly, we look at cognitive proximity. Our findings, unlike those of other authors, confirm that backed SMEs do not require highly connected VC investors to achieve successful internationalisation. Additionally, confirm that building a strong relationship between the SME and its VC investors can positively affect SME's international diversification, and examine the experience difference between the VC and the SME it is backing, confirming the positive effect of cognitive proximity on internationalisation diversification. The study sheds light on the impact of certain internal characteristics and network features of VC firms on the internationalisation processes of their investee SMEs.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

COMUNICACIONES ORALES

ESTRATEGIA 6

Sala 5. Vega Baja. Edificio Ramón y Cajal

Presidente de la sesión: **Pedro Manuel García Villaverde**, Universidad de Castilla La Mancha

BASE DE CONOCIMIENTO Y RESULTADO INNOVADOR: ANÁLISIS DEL EFECTO MODERADOR DE LA COMPETENCIA RELACIONAL. UNA APLICACIÓN EN EL SECTOR VITIVINÍCOLA DE ALICANTE

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Relator: **Américo Hurtazo Palomino** (Universidad Nacional de San Agustín de Arequipa)

Esta investigación contribuye al debate sobre los factores determinantes de los resultados de innovación en la empresa. Tomando como punto de partida la relevancia que los recursos internos, como la base de conocimiento, tienen en el desarrollo del proceso innovador, se considera también el efecto multiplicador de la competencia relacional, considerada como la capacidad para desarrollar y gestionar de forma consciente las relaciones con otros actores del territorio. Para analizar estas cuestiones, se ha estudiado el colectivo de bodegas de la DOP de Alicante a partir de los datos obtenidos mediante entrevistas personales con gerentes y enólogos. Los resultados, además de confirmar el efecto positivo de la base de conocimiento, muestran que una mayor competencia en la gestión del contexto relacional establecido por la empresa permite obtener inputs de conocimiento externo que, combinados con el conocimiento interno, son incorporados en sus procesos y productos finales, beneficiando el resultado innovador. En resumen, este trabajo contribuye a una mejor comprensión sobre cómo las empresas pueden mejorar sus resultados a través de la combinación del conocimiento interno con la creación y fortalecimiento de vínculos con otros agentes del territorio.

EFFECT OF POTENTIAL AND REALIZED ABSORPTIVE CAPACITIES ON THE RELATIONSHIP BETWEEN STRUCTURAL CAPITAL AND BUSINESS PERFORMANCE IN TOURISM FIRMS

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Relator: **Pedro Manuel García Villaverde** (Universidad de Castilla La Mancha)

The current ecosystem of the tourism industry requires firms to develop various internal and external strategies to achieve competitiveness and sustainability in the market. The aim of this article is to analyze the effects of potential and realized absorptive capacities on the relationship between structural capital and business performance in tourism firms. A sample of 238 tourism sector firms located in the World Heritage Cities of Peru was studied, with structural equations being used for the statistical analysis. The results show that structural capital has a positive impact on business performance, while realized absorptive capacity has a partial mediator effect. In addition, the interactive effect between realized and potential absorptive capacity positively favors organizational performance. These findings contribute to the understanding of the antecedents of business performance in tourism firms.

DOES DIGITALIZATION FOSTER THE PATH TO A CIRCULAR ECONOMY? AN EXPLORATORY ANALYSIS OF EUROPEAN UNION COUNTRIES

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Relatora: **Maria José Ruiz Ortega** (Universidad de Castilla La Mancha)

The European Union (EU) governments are placing intensified stress on the circular economy (CE) development and the digital performance. In spite of the strategic and economic relevance of these two scientific fields, there is a lack of evidence regarding their mutual effects and implications. We tackle this gap by analysing how digitalization favours the path towards the CE across EU member states. Firstly, a cluster analysis was carried out to identify groups of countries in the EU depending on its circular behavior, resulting in the GRAI classification. Following this, an ANOVA was performed to study how the groups were influenced by the different contexts of digitization. This has allowed us to detect that the digitalization variables of human capital and integration of digital technology, are key drivers of variability in the CE. Moreover, we have found that countries with similar circular behaviour share similar levels of digitalization variables.

CAN AMBIDEXTERITY LEAD TO PIONEERING ORIENTATION IN ADVERSE SITUATIONS? A NEW APPROACH IN THE FACE OF THE COVID-19 PANDEMIC.

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Relator: **Lucio Fuentelsaz Lamata** (Universidad de Zaragoza)

The entry timing literature has made progress in recent decades on the antecedents of pioneering orientation. However, work addressing the determining role of knowledge strategy, specifically the controversial ambidextrous knowledge strategy, is scarce and has been demanded. Additionally, the intensity of adversity is an unexplored contingent factor that may affect a firm's pioneering orientation in the context of the COVID-19 pandemic. The aim of this paper is to analyse the relationship between ambidextrous knowledge strategy and pioneering orientation in the face of intensity of adversity. The empirical study was conducted on a sample of 302 tourism firms in cultural destinations in Peru. The results show that ambidextrous knowledge strategy has a curvilinear inverted U-shaped relationship with pioneering orientation, although the maximum threshold is reached for very high levels of ambidexterity. Moreover, in contexts of high intensity of adversity the curvilinear relationship is accentuated, driving firms with greater ambidextrous knowledge strategy to enhance their pioneering orientation until a maximum level is reached.

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COMUNICACIONES ORALES

ESTRATEGIA 7

Sala 6. Alt Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: **Encarnación Manresa Marhuenda**, Universidad de Alicante

ANTECEDENTS AND CONSEQUENCES OF CIRCULAR INNOVATION

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Relatora: **Claudionor Guedes Laimer** (ATITUS Educação)

This paper analyzes to what extent firms' entrepreneurial orientation (EO) allows the development of a circular innovation strategy, both technical and non-technical. Circular economy adoption entails a profound transformation of firms' operations and management practices. In this study we analyze for the first time the relationship between EO and the concepts of circular product innovation of and circular production, as indicatives of technical innovation, and the circular human resources management as a variable representative of nontechnical innovation. Using a sample of firms who have adopted CE practices, results allow us to confirm that EO favors both human resource management and product and process innovation from a circular perspective, therefore contributing to the organization transformation towards circularity, and that this effect is reinforced since circular human resource management also fosters circular technical innovation. Closing the loop our study also confirms the benefits of circular innovation on the three expected levels: social, commercial and environmental.

ARE YOU TREATING ALL YOUR CUSTOMERS EQUALLY DURING SERVICE RECOVERY?

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Relator: **Adrián Castro López** (Universidad de Oviedo)

Research objectives: Companies compete to attract new customers, but it is difficult to retain them after a service failure. Customers increasingly have more and more information about the processes and rewards that other customers receive after a service failure, for example through social media. This information is a key tool for comparison and for the evaluation of a situation when a service failure occurs. This study focuses on the influence of the treatment received by other consumers on the consumer's perceived justice in the same service recovery situation. Furthermore, our research proposes that the three justice dimensions follow a defined sequence following the service recovery phases.

Theoretical background: This research focuses on: the theory of Justice, the theory of Social Comparison and the theory of Referent Cognitions.

Method: In order to test the research hypotheses, an experiment with 259 participants was carried out in a 2 (better / worse interactional justice given to other consumers) x 2 (better / worse procedural justice given to other consumers) x

2 (better / worse distributive justice given to other consumers) design.

Results: Consumers' perceptions of justice change based on comparisons with other clients' experiences. In addition, moderation effects of justice were proved.

ENTORNOS DE AGLOMERACIÓN PARA LA CONSECUCCIÓN DE LA RSC EN TURISMO
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Relator: **Alfredo Pérez Rueda** (Universidad de Zaragoza)

En turismo, la sostenibilidad se ha planteado desde un doble enfoque, el de destino y el de empresa, provocando que las medidas y/o metas establecidas por instituciones y gobiernos presenten matices dispares que dificultan la coordinación de estas estrategias con las actividades desarrolladas a nivel individual por las empresas. La presente investigación valora el enfoque de la localización como factor impulsor de las estrategias sostenibles de las empresas, consiguiendo aunar ambas perspectivas. Concretamente, el objetivo principal se centra en adoptar un enfoque de aglomeración en turismo para conocer si las capacidades desarrolladas en este tipo de entornos especializados (capital social y ambidestreza interorganizativa) potencian el desarrollo de la RSC en los hoteles. Para poder conseguirlo, inicialmente se calcula el grado de aglomeración de los SLTs conformados por municipios de la costa española. Posteriormente, se contrasta empíricamente el modelo teórico mediante la 2 técnica PLS, aplicándola sobre una muestra de 202 hoteles, obteniendo resultados válidos que ensalzan la capacidad ambidestreza de los hoteles como factor externo determinante que permitirá fomentar la explotación simultánea de los conocimientos sostenibles existentes en el entorno y así superar ciertas carencias que los hoteles presentan a nivel individual para el desarrollo de estrategias de RSC.

CAPACIDAD DE ADAPTACIÓN EN MICRO Y PEQUEÑA EMPRESAS MEDIANTE EVIDENCIA DE RECONFIGURACIÓN, INTEGRACIÓN Y APRENDIZAJE
lasmin Wencelewski Britto¹, Claudionor Guedes Laimer²
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Relatora: **Esther Poveda Pareja** (Universidad de Alicante)

Las empresas formulan estrategias como una forma de lograr su propósito independientemente del sector en el que estén insertas, a través de capacidades dinámicas captan información del mercado para mejorar su organización y eficacia. Con el objetivo de explorar la capacidad dinámica de adaptación, el presente estudio busca, a través de la reconfiguración, integración y aprendizaje de habilidades, identificar si las micro y pequeñas empresas tienen capacidad adaptativa. A través de una investigación cuantitativa descriptiva que utilizó una survey adaptada, con nueve preguntas de escala tipo Likert dirigidas a las habilidades y cinco preguntas abiertas y categóricas dirigidas a las características de las empresas, se recolectaron datos de 30 empresas de siete sectores diferentes. Con los resultados, la integración se destacó como la principal habilidad que tienen en común las empresas, pero las demás habilidades obtuvieron promedios altos.

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COMUNICACIONES ORALES (INGLÉS)

INTERNACIONALIZACIÓN 3

Sala 8. Baix Vinalopó. Edificio Ramón y Cajal

Presidente de la sesión: **José Ángel Zúñiga Vicente**, Universidad Rey Juan Carlos

GIVE TO CAESAR THE THINGS THAT ARE CAESAR'S, AND TO GOD, THE THINGS THAT ARE GOD'S. A MULTILEVEL ANALYSIS OF THE IMPACT OF RELIGION ON EUROPEAN SMES' FINANCIAL DECISIONS

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Relatora: **Andrea Pallás Rocafull** (Universidad de Valencia)

Different finance theories have tried to explain the capital structure of companies considering it as a rational choice with

limited results. In contrast, upper echelons theory highlights the influence of top managers' values and beliefs in the decisions of firms. Our research looks into the influence of religious belonging in explaining why SMEs differ in their financial preferences aiming to fill the gap between rational finance theories and upper echelons proposal. Therefore, the present study uses Christian belonging data from 24 European Countries and the two main Christian faiths to analyze their impact on the capital structure, specifically in their preferences between equity and liabilities. Furthermore, we look into the SME's risk-taking behavior and the religious impact on this issue. Through a database of 27.778 SMEs from 24 countries of EU with financial information from 2015-2019 and using multilevel analysis, we find evidence that Religion influences the choice of capital within SMEs and impacts their risk-taking behavior. However, and in contrast to various previous researchers, who find a strong relationship between Religion and financial behavior within firms, our results show a very low size effect of Religion on the predicting directions of financial behavior.

Exploring the link between technological and non-technological innovations and internationalization: A comparative analysis in family vs. non-family firms

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Relator: **Markus Wienbreyer** (Universidad de Valencia)

Based primarily on the Resource-Based View and prior evidence, this study is interested in exploring how are the relationships between different types of technological and nontechnological innovations and exporting behaviour in family compared to non-family firms. This is an issue that has been largely overlooked by most past research. We use a large representative sample of Spanish manufacturing firms between 2007 and 2016. Overall, our findings show, first, that the link between each type of innovation considered and exporting behaviour is rather similar in family and non-family firms. Second, as expected, our results reveal that technological innovations (i.e. product and process innovations) play a positive and significant role in fostering international behaviour both in family and non-family firms. However, contrary to our expectations, the relationships between technological innovations (i.e. marketing and organizational innovations) and international behaviour are more controversial in both types of firms. For example, marketing innovations are positively related to the decision of exporting but negatively to the exporting intensity both in family and non-family firms.

Firms' upgrading in GVCs: A systematic literature review and future research agenda

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Relator: **José Ángel Zúñiga Vicente** (Universidad Rey Juan Carlos)

Objectives: As economies worldwide have entered Global value chains (GVCs), development opportunities for firms and their regions have appeared and received increasing attention. However, to the best of our knowledge, the various mechanisms affecting upgrading have not been systematically summarised to date. This topic becomes increasingly relevant as current trends that have intensified after the pandemic have the potential to alter the functioning and structure of GVCs. Hence, in this paper, we aim at answering what is the current state of knowledge about the effects that different factors and actors, at different levels, have on firms' upgrading, and through what mechanisms are these effects taking place. In this vein, we are particularly interested in sustainable upgrading.

Theoretical framework: We depart from the GVC literature and focus on the state-of-the-art within this field.

Methodology: We conduct a systematic literature review on the factors influencing GVC firms' upgrading.

Results/implications: For each factor, we elucidate the mechanisms employed and their effect on upgrading while accounting for those that need further study. Furthermore, we provide a novel approach by addressing our analysis from the perspective of private, public and social governance, which allows us to consider the local dimension also affecting upgrading in GVCs.

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COMUNICACIONES ORALES

MARKETING 2

Sala 9. Ifach. Edificio San Fernando

Presidente de la sesión: **Mario Mendocilla Meregildo**, Universidad de Barcelona

Determinantes del engagement y la lealtad en las aplicaciones móviles para pedidos a domicilio de restaurantes

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Relator: **Iguacel Melero Polo** (Universidad de Zaragoza)

Objetivo: analizar los determinantes del engagement y la lealtad de los usuarios de aplicaciones móviles para pedidos a domicilio de restaurantes durante la pandemia por COVID-19.

Marco teórico: la investigación se basa en los conceptos de lealtad, engagement e interactividad como sustento para el desarrollo del enfoque relacional con el usuario de la aplicación y adiciona la conveniencia y la seguridad como motivadores de la intención de continuidad del uso. Además, se incluyen variables del TAM, cuyo impacto ha sido señalado previamente.

Metodología: Análisis de Ecuaciones estructurales por Mínimos Cuadrados Parciales con datos de 349 usuarios de aplicaciones móviles para pedidos a restaurantes en Colombia.

Resultados/implicaciones: los factores engagement, conveniencia, seguridad y utilidad percibida influyen positivamente sobre la lealtad. La interactividad y la facilidad de uso tienen un efecto indirecto, el cual es mediado por el engagement y la utilidad percibida, respectivamente. Esta investigación contribuye a la comprensión de las variables que influyen en el engagement y la lealtad, analizando relaciones poco exploradas en el marketing, y en particular durante la pandemia del COVID-19. Además, sirve de guía a las compañías que operan con este tipo de aplicaciones para comprender qué factores influyen en la lealtad de los usuarios.

IMPROVING FIRM GROWTH THROUGH THE RECENCY, PEAK, AND TREND EFFECTS OF CUSTOMER EXPERIENCE

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Relatora: **Paloma Miravittles** (Universidad de Barcelona)

Customers constantly update their experiences with firms over time. While this dynamic nature of customer experience is well recognized in service theory and practice, a comprehensive understanding of how (i.e., the process) and to what extent (i.e., the magnitude) different customer experience patterns may affect firm growth. Building on the literature of customer experience, we provide an integrative conceptual framework to identify several dynamic patterns of customer experience (recency, peak, and trend effects) jointly assess their impacts on customer expansion and customer retention from a competitive perspective. Using panel data combining internal and external (competitors) information about 13,761 customers of all firms in the telecom market for two main service categories, we empirically test the proposed framework via binary logit models. The results reveal that the recently received a positive (recency effect) or high level (peak effect) of customer experience significantly improve firm growth, and such impacts might vary from the competitive perspective. These findings help firms forecast and elaborate the optimal allocation of marketing resources when planning customer experience, which consequently increases the possibility that customers choose the focal firm.

EXPLAINING ACTUAL PURCHASE BEHAVIOR IN QUICK-SERVICE RESTAURANTS: AN APPROACH INTEGRATING THEORY OF REASONED ACTION AND CUSTOMERS' SERVICE PERCEPTIONS

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Relatora: **Natalia Vila López** (Universidad de Valencia)

The aim of this study is to identify the factors that drive customers' actual purchase behavior in quick-service restaurants. To this end, a conceptual model is proposed that involves constructs from the theory of reasoned action and the service

perception component of the service-profit chain. This model has been used to analyze the influences of customers' attitude, behavioral intention, service quality perceptions, satisfaction, and loyalty on their actual purchase behavior. To evaluate the proposed model and hypotheses, a total of 430 surveys (with their respective purchase receipts) were collected from customers of a quick-service restaurant franchise belonging to a renowned international brand. Data was analyzed using partial least square structural equation modeling with SmartPLS 3.0 software. The results reveal that four out of five analyzed factors have a positive influence on customers' actual purchase behavior: attitude, behavioral intention, satisfaction, and loyalty. However, no direct influence of service quality perceptions is found, although we do find evidence of its indirect influence through satisfaction and loyalty. In conclusion, results show that activities and protocols conducted during the purchase interaction in a particular restaurant are just as important as customers' personal beliefs about the quick-service restaurants in general.

ESTUDIO BIBLIOMÉTRICO DEL ROL DE LOS DEPORTES EN LA CONSTRUCCIÓN DE MARCAS DE TERRITORIO

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Relatora: **Beatriz Londoño Giraldo** (Universidad de Antioquia)

Objetivos. El presente trabajo tiene como objetivos (i) medir la visibilidad y el impacto de la producción científica sobre el papel de los deportes en la construcción de marca de territorio y (ii) identificar la estructura científica por temas de investigación, así como su evolución en dos períodos diferentes.

Marco teórico. Desde un enfoque gerencial, el rol del deporte para promocionar un lugar se ha convertido en una popular manera innovadora de posicionar un destino turístico. Desde un enfoque académico, la literatura ha considerado los eventos deportivos, los clubes y las personas como herramientas de marketing de destino útiles para reforzar la marca de destino.

Metodología. Se realiza una revisión bibliométrica de 135 documentos que vinculan los deportes con una imagen de país/destino/ciudad indexados en Web of Science. Se compararon dos períodos, desde la obra seminal en 2003 hasta 2012; y del 2013 al 2022 período en el que se multiplican las publicaciones sobre este tema.

Resultados/implicaciones. Se identifican oportunidades de investigación en: (i) eventos deportivos a pequeña escala, (ii) perspectiva de los residentes de los territorios, (iii) deportes minoritarios, (iv) estudios en países europeos, (v) enfoque en equipos y clubes deportivos, y (vi) responsabilidades de los administradores públicos.

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COMUNICACIONES ORALES

DIRECCIÓN DE LAS OPERACIONES Y TECNOLOGÍA 4

Sala 3. Marina Alta. Edificio Ramón y Cajal

Presidente de la sesión: **Josep Llach Pages**, Universitat de Girona

NEW TECHNOLOGIES AS DRIVERS TOWARDS CIRCULAR PRACTICES. BIBLIOMETRIC AND ROADMAP ANALYSIS

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Relator: **José Matas** (Universidad de Granada)

Purpose: The objective of this paper is to analyse the state-of-the-art about new technologies and circular economy practices.

Theoretical framework: The transition from linear to circular model requires transformations focused on: optimising production systems, reducing consumption, improving communication between stakeholders and the generation of new relationship networks. Hence, new and innovative technologies are decisive in circular economy implementation.

Methodology: A bibliometric analysis is conducted by VOSviewer software using the co-occurrence method. The sample considered was 695 articles retrieved from Web of Science database between years 2016 to 2021.

Results/implications: It highlights that scientific publications are getting attention since year 2017. Research studies show that political commitment in different industries have been increased. The redesigning of business models towards circular economy needs innovation, and technologies related to Industry 4.0 play a key role. In addition, lack of articles

linked to social sciences are detected. According to the research hotspots identified it is proposed a research agenda to guide practitioners and scholars filling gaps in literature.

ELECTRONIC WORD OF MOUTH IN THE E-MARKETPLACE ENVIRONMENTS: A SYSTEMATIC REVIEW AND BIBLIOMETRIC ANALYSIS

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Relatora: **Sara Alonso Muñoz** (Universidad Rey Juan Carlos)

Consumers are increasingly using electronic word of mouth (eWOM) as a powerful digital marketing tool when seeking, purchasing, and disclosing information in e-marketplace environments. Due to the gradually relationship between the firm's success and eWOM management, a plenty of research has been developed on this subject in the last decades. This study aims to investigate the eWOM in the e-marketplace field by applying a systematic literature review linked with a bibliometric analysis. We follow up the preferred reporting items for systematic reviews and meta-analyses (PRISMA) procedure while selecting the articles. Considering 92 journal papers on eWOM in the e-marketplace platforms allowed us to analyze the methodological inclinations, the trend scientific production, the science mapping (conceptual and intellectual structure) and the identification of future research directions. The prominent topics in the field include eWOM helpfulness in sale process and business competition, trust and satisfaction, impact of eWOM big data in product demands, sentiment analysis and fake eWOM. The content analysis of emergent topics and themes offers directions for future researchers represented by artificial intelligence, eWOM system design, recommendation system and eWOM in sharing economy business.

La orientación a los datos de las PYMES para reducir el impacto del oportunismo de los proveedores: la generación de capacidades relacionales

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Relatora: **Dalilis Escobar Rivera** (Universitat Oberta de Catalunya)

Objetivos y marco teórico. Construir unas relaciones más estrechas con los proveedores para superar limitaciones internas es especialmente importante para las pequeñas y medianas empresas (PYMES). Sin embargo, cualquier relación interorganizativa es vulnerable al comportamiento oportunista, afectando a la manera en que se rige la relación y, consecuentemente, al rendimiento de la empresa. Bajo el paraguas de la teoría de recursos y capacidades, se busca comprender cómo la percepción de comportamientos oportunistas de los proveedores afecta a la manera en que la empresa desarrolla su capacidad de gestionar esas relaciones. Además, estudiamos cómo esta capacidad relacional está influenciada por elementos tecnológicos como la cultura interna de análisis empresarial o la capacidad de integración de información con socios externos.

Metodología. Utilizamos 415 encuestas a PYMES manufactureras españolas combinadas con datos secundarios para analizar las relaciones hipotetizadas. Se emplean sistemas de ecuaciones estructurales utilizando el software estadístico R.

Resultados. Los resultados sugieren que el comportamiento oportunista dificulta la capacidad de las PYMES para desarrollar relaciones a largo plazo; pero no mejora necesariamente su capacidad para iniciar nuevas relaciones. Además, una PYME con orientación a los datos es capaz de reducir significativamente los efectos negativos del oportunismo en el desarrollo de capacidades relacionales.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

COMUNICACIONES ORALES

RECURSOS HUMANOS 4

Sala 2. Marina Baixa. Edificio Ramón y Cajal

Presidenta de la sesión: **Sonia M. Suárez-Ortega**, Universidad de Las Palmas de Gran Canaria

EL BIENESTAR SUBJETIVO DEL EMPLEADO EXPLICADO A TRAVÉS DEL ENRIQUECIMIENTO FAMILIA-A-TRABAJO Y, EL APOYO Y LA SATISFACCIÓN FAMILIARES

Liliana María Gutiérrez-Vargas¹, Susana Pasamar Reyes², Joaquín Alegre Vidal³

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Relator: **Andrés Salas Vallina** (Universitat de València)

Este estudio analiza el apoyo familiar y sus efectos sobre la satisfacción familiar y el enriquecimiento familia-a-trabajo, además el efecto de estos dos sobre la satisfacción con la vida, un indicador del bienestar general. La contribución del estudio a la literatura es examinar empíricamente, antecedentes y determinantes de esta variable endógena con mayor profundidad. En particular, esta contribución formula dos hipótesis de mediación que plantean cómo el apoyo familiar afecta a la satisfacción familiar de los empleados a través del enriquecimiento familia-a-trabajo, y cómo el enriquecimiento familia-a-trabajo a su vez, afecta a la satisfacción con la vida a través de la satisfacción familiar. Se utiliza el modelado de caminos de mínimos cuadrados parciales, una técnica de modelado de ecuaciones estructurales basadas en la varianza, para probar y validar el modelo de investigación y las hipótesis postuladas sobre una muestra de 1.051 empleados de empresas de diversos sectores, origen de capital y tamaño. Los resultados muestran que el enriquecimiento familia-a-trabajo y la satisfacción familiar median parcialmente el efecto del apoyo familiar en la satisfacción familiar, y el efecto del enriquecimiento familia-a-trabajo en la satisfacción con la vida, respectivamente.

Workplace disruption and engaging HRM to enhance well-being and performance: a paradigm shift?

Andrés Salas-Vallina¹, Yasin Rofcanin², Juani Swart³, Rafael Fernández⁴, Manuela Pozo Hidalgo⁵

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Relatora: **Susana Pasamar** (Universidad Pablo de Olavide)

Objectives. Based on the job-demands resources model, this study examines the potential effect of a new combination of human resource management practices (EHRM) to simultaneously improve physicians' burnout and quality of patient care during the COVID-19 pandemic.

Theoretical background. The job demands-resources model combined with self-determination theory provide a solid framework to develop the proposed hypotheses.

Methodology. Drawing on a sample of 499 physicians working in specialised medical units, structural equation models through PLS-SEM was used to check the proposed hypotheses.

Results/implications. This study develops a new construct of human resource management and explores its effects on employee burnout and performance. The findings reveal a double mediation process whereby job demands and job resources are key underlying mechanisms through which E-HRM reduce burnout and improve performance in a compatible way.

SUPERVISOR'S GENDER AND SUPPORTIVE BEHAVIOURS TOWARDS EUROPEAN EMPLOYEES: A NATIONAL CULTURAL ANALYSIS

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Relator: **David Villegas Roca** (Universidad Politécnica de Cartagena)

Objective: To examine the effect of 'supervisor's gender' on their supportive behaviours toward employees and how national culture influences that relationship in Europe.

Theoretical framework: We build on social role theory and explore it from a contingent, cultural perspective.

Methodology: Based on Hofstede's cultural scores for 34 European countries, two clusters of countries were identified, reflecting two cultural configurations (favouring versus not favouring gender equality). A sample of 29,159 native employees in those countries, obtained from the European Working Conditions Survey, provides evidence of six supportive behaviours deployed by their supervisors.

Results/implications: Both frequentist and Bayesian analyses confirmed that female supervisors provided more supportive behaviours than males in five of the six behaviours. Regarding culture, we found that in countries with a cultural configuration favouring gender equality, as compared to the opposing cultural configuration, supervisors provided more respect and recognition to their subordinates (person-related supportive behaviours). However, they were less supportive in coordinating work, helping get the job done, and providing useful feedback (work-related supportive behaviours). Finally, differences between female and male supervisors in recognition and encouraging subordinates' development were larger in countries with a cultural configuration favouring gender equality than in those with the opposite configuration.

Analysis of variables affecting employees absenteeism in a special employment center

David Villegas Roca, David Cegarra Leiva, María Eugenia Sánchez Vidal

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Relatora: **Sonia M. Suárez Ortega** (Universidad de Las Palmas de Gran Canaria)

Objetivos: This research examines the factors affecting the absenteeism rate in a Special Employment Center (SEC), a company with around 90% of employees with disabilities, in order to establish some human resources policies for managing it.

Theoretical framework: The complexity of the variables that have an impact on work absenteeism has meant that, until today is difficult to integrate all factors affecting this topic into a single theoretical model. The different models are analyzed and some hypotheses are derived from them.

Methodology: This paper presents an empirical analysis of the real levels of absences and days worked in the group of employees in a SEC in the city of Cartagena (Murcia) from the data provided by a historical series between the years 2019 and 2021.

Results/Implications: Results are presented and discussed under the framework of the COVID-19 pandemic. Then, the paper elaborates different proposals for improvement for this SEC. This research develops a quantitative way to the reality of absenteeism in a SEC and its determinants and also including a social nature component as it includes the group of employees with disabilities.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

MESA INTERACTIVA 10

DIRECCIÓN DEL CONOCIMIENTO

Sala 13. Tabarca. Edificio San Fernando

Presidenta de la sesión: **Teresa Martínez Fernández**, Universitat Jaume I

**TIPOLOGÍA DE INVESTIGADORES DE TRANSFERENCIA: UN ANÁLISIS EXPLORATORIO
BASADO EN INDICADORES DE COMPROMISO ACADÉMICO**

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Relatora: **Teresa Martínez Fernández** (Universitat Jaume I)

Objetivos Este estudio tiene como objetivo establecer una tipología de investigadores en función de las actividades de compromiso académica que realizan para transferir el conocimiento.

Marco teórico Se realiza una revisión de la literatura sobre las actividades de transferencia de conocimiento en el contexto académico. Estas actividades se clasifican en dos grupos y en la motivación para realizarlas pueden incidir diferentes características demográficas individuales, el contexto institucional y el contexto laboral.

Metodología Se realizó un análisis de conglomerados para clasificar a 512 investigadores de las universidades públicas españolas, según las actividades de compromiso académico que realizan para transferir conocimiento.

Resultados/implicaciones El análisis exploratorio identificó tres perfiles de investigadores: (1) investigador de baja transferencia en actividades de compromiso académico, (2) investigador de transferencia 2 en algunas actividades de compromiso académico, y (3) investigador de alta transferencia en actividades de compromiso académico. Se caracteriza cada tipo de investigador, basado en factores demográficos, institucionales y laborales. Este estudio hace una importante contribución a la literatura sobre la heterogeneidad de los diferentes tipos de transferencia de conocimiento en las interacciones entre la industria y la academia, reconociendo sus complejidades y enfatizando el comportamiento y las características de los investigadores en las actividades de compromiso académico.

**INNOVACIÓN PÚBLICA. CO-CREANDO INNOVACIONES URBANAS: LA EXPERIENCIA DE UNA
CIUDAD DE LA CIENCIA Y LA INNOVACIÓN**

Edurne Zubiria Ferriols, F. Xavier Molina Morales, Teresa Martínez Fernández

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Relatora: **Susana Fernández Pérez de La Lastra** (Universidad de Cádiz)

Objetivos: A partir del incremento en el interés por la innovación pública se analiza un caso de éxito de colaboración público-privada, a través de un proceso de creación y transferencia de conocimiento en el que participan la Administración Pública, la sociedad civil y el sector privado.

Marco teórico: El concepto de innovación pública y la creación de ecosistemas de innovación como aquellos procesos

de innovación que se producen dentro de las Administraciones Públicas y que responden a distintos incentivos que pueden provenir de la propia organización, del entorno organizacional o de la propia sociedad.

Metodología: Para conseguir los objetivos se utiliza una metodología de co-creación de innovación en entornos urbanos, entendida como la implicación de la ciudadanía en la puesta en marcha o el diseño de servicios públicos.

Resultados/implicaciones: Este estudio nos permite, en base a la gestión de la innovación y la gestión del conocimiento, poner de manifiesto la relevancia de la innovación en las Administraciones Públicas Locales, aportando un modelo para la gestión de la innovación en el ámbito de la gestión pública en general y de las Entidades Locales en particular. En base a la experiencia realizada se propone un protocolo de actuación.

Martes, 27/06/2023: 8:30 – 10:00 SESIONES PARALELAS (IV)

MESA INTERACTIVA 9

ESTRATEGIA 2

Sala 12. Moreig. Edificio San Fernando

Presidente de la sesión: **José M^a Gómez Gras**, Universidad Miguel Hernández

LA EXPERIENCIA DE LOS ENOTURISTAS: UNA APROXIMACIÓN DESDE LAS RUTAS DEL VINO

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Relator: **Antonio Sartal Rodríguez** (Universidad de Vigo)

Objetivos: el objetivo de este trabajo es analizar la experiencia de los enoturistas que visitan una bodega en función del tipo de visita y de la ruta del vino a la que pertenece la bodega.

Marco teórico: el enoturismo representa una prometedora alternativa para fomentar el turismo en zonas rurales. Así, numerosas bodegas ofrecen actividades enoturísticas de la mano de las rutas del vino, que constituyen DMO - Destination Management Organizations- que buscan potenciar el enoturismo asociado a una determinada región vinícola, mientras que otras desarrollan esta actividad sin el paraguas de las rutas del vino.

Metodología: con una muestra de casi 50.000 reseñas publicadas en TripAdvisor, se aplican diferentes técnicas de análisis de sentimientos y de comparación de medias.

Resultados/implicaciones: los resultados no evidencian diferencias significativas entre las bodegas asociadas y no asociadas a una ruta del vino. Sin embargo, sí se observan diferencias en las valoraciones en función del tipo de visita y del idioma de la reseña, así como entre las diferentes rutas del vino. Estos resultados tienen implicaciones de gestión y pueden contribuir a una mejor concepción y diseño de la experiencia enoturística.

LA INFLUENCIA DEL CONTROL DE LA TAREA SOBRE LA PERCEPCIÓN DE PRODUCTIVIDAD EN LA ORGANIZACIÓN PÚBLICA

Beatriz Picazo Rodríguez, Marina Estrada De La Cruz, Antonio José Verdú Jover, José María Gómez Gras, Lirios Alós Simó

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Relator: **Ricardo Sellers Rubio** (Universidad de Alicante)

Objetivos Analizar la influencia del control de la tarea en la percepción de la productividad en los procesos de transformación digital, en el sector público. Comprobar la influencia de diferencias del control de la tarea sobre la percepción de la productividad entre mujeres y hombres.

Marco teórico Se parte desde el enfoque de la teoría sociotécnica de Trist (1981), y de los estudios de Locus of Control (LOC) de Judge (1982), para comprobar cómo la percepción de control sobre la tarea está influyendo en la percepción de la productividad.

Metodología Se ha utilizado un cuestionario dirigido a una organización pública obteniendo 404 respuestas válidas. La técnica que se aplica a los datos es la de regresión simple.

Resultados/implicaciones Los hallazgos indican la relación positiva y significativa entre el control percibido de la tarea y la percepción de la productividad. Los datos sugieren que a una mayor identidad de género (mujer u hombre) por parte de la persona trabajadora influye de forma negativa en el control sobre la tarea desarrollada y su productividad.



How to build from excess? An integrative review and research agenda on organizational slack

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Relatora: **Beatriz Picazo Rodríguez** (Universidad Miguel Hernández)

Objectives Literature on organizational slack is catalogued as inconclusive as it remains to produce inconclusive results. Our basic diagnosis is that the present state of the art not only hinders theoretical advancement, but also limits its usefulness for practitioners. We aim at providing an integrative framework on organizational slack and to generate a research agenda to guide future studies towards consistency.

Theoretical background Literature on organizational slack is based on two somewhat confronted perspectives, Organization Theories which see strategic value on it, and Economic Theories that consider it a form of waste. In addition, the literature present overlapping conceptualizations and operationalization that impede the obtention of consistent results.

Method Addressing this, we perform an integrative review based on a dataset of 170 academic articles on organizational slack published in influential journals between 1983-2022.

Results We integrate findings into a multilevel model on antecedents, mechanisms, boundary conditions and outcomes of organizational slack. These allows to build a future research agenda, proposing study paths on the antecedents and mechanisms from a multilevel perspective, and the integration of theoretical perspectives on leadership, human resource management to the study of its boundary conditions and outcomes. We suggest a multidisciplinary and multilevel research agenda.



Martes, 27/06/2023: 10:00 – 11:00 SESIÓN PLENARIA 3

Auditorio de la Fundación Mediterráneo Alicante

"PRINCIPLES OF SUSTAINABLE BUSINESS. UNDER WHAT CONDITIONS CAN COMPANIES DRIVE POSITIVE CHANGE IN AN INCREASINGLY VUCA WORLD?"

Dr. Rob van Tulder

Rotterdam School of Management, Erasmus University (Países Bajos)

Martes, 27/06/2023: 11:30 – 12:30 SESIÓN PLENARIA 4

Auditorio de la Fundación Mediterráneo Alicante

"THE (UN)COMMON POWER OF THE ARTS FOR STRATEGIC ORGANISATIONAL DEVELOPMENT AND INNOVATION"

Dr. Giovanni Schiuma

LUM University (Italia)

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

COMUNICACIONES ORALES

EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 5

Sala 1. L'Alacantí. Edificio Ramón y Cajal

Presidenta de la sesión: **Inés Suárez Perales**, Universidad de Zaragoza

THE ROLES OF MANAGEMENT ACCOUNTANTS IN CONTROLLING TECHNOLOGY INVESTMENT PROJECTS

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Relator: **Pedro Seva Larrosa** (Universidad de Alicante)

The study was designed to address specific gaps in the literature concerning the role of management accountants in the management of IT projects and how they interact with others team's member. We conducted 19 interviews and 2 focus groups with IT managers and management accountants. The findings reveal that the management accountants play a hybrid role as a bean counter and a business partner to control and manage IT projects and that this role can change over the different project stages. The results indicate also that management accountants contribute to build a control network based on a collaborative control, trust and coordination among the different members of IT project. Our study suggests also that the partnering role of management accountant contribute to the development of a new mode of control (self-control) and that the clan control can facilitate the partnering role of management accountant.

SUPPLY CHAIN RESILIENCE: IDENTIFYING ACTIVE RESEARCH FRONTS AND RECENT ADVANCES IN THE FIELD

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Relatora: **Dima Mohanna** (Teluq University)

The purpose of this paper is twofold. First, to identify and characterize the existence of active research fronts in the supply chain resilience field through BCA and SNA. Second, to analyze whether the scientific literature on supply chain resilience has advanced and addressed some of the limitations previously identified by the supply chain resilience literature. This allows us not only to complement and extend the results obtained in previous studies that have used other types of systematization, but also to extend those that have applied bibliometric techniques to other fields within supply chain management. Clarivate Analytics' Web of Science was the database used to carry out this research. A total of 234 articles recorded between 2017 and December 27, 2021, were retrieved. Subsequently, bibliographic coupling analysis and social network analysis were used for data analysis and visualization. The analytical techniques employed allowed us the identification of some of the most active research fronts in the scientific literature related to the topic supply chain resilience: (i) Management; (ii) Ripple effect; (iii) Information technologies; (iv) COVID-19; and (v) Capabilities. This study significantly contributes to the supply chain resilience field, providing insights not previously fully grasped or evaluated by other previous literature reviews.

¿CÓMO ALCANZAR LA CONVERGENCIA ENTRE DIGITALIZACIÓN Y SOSTENIBILIDAD EN LAS EMPRESAS? UN ANÁLISIS DE LOS FACTORES FACILITADORES.

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Relator: **José M^o Gómez Gras** (Universidad Miguel Hernández)

El presente estudio analiza, en primer lugar, cuáles son los patrones o perfiles estratégicos de implantación de los retos de sostenibilidad y digitalización en las empresas europeas. Además, se estudia qué factores internos y externos a las empresas fomentan la implantación de estos dos retos de forma avanzada y conjunta, es decir, lo que se denomina como convergencia entre digitalización y sostenibilidad. Para ello se utiliza una muestra de más de 16.000 empresas europeas de distintos sectores. La metodología utilizada para obtener los perfiles de implementación es el análisis clúster, mientras que para analizar los factores que influyen en dichos perfiles se utilizan modelos de ecuaciones estructurales. Los resultados muestran cuatro perfiles de implementación de los dos retos estratégicos. Se observa que las empresas tienden a priorizar la implementación del reto de sostenibilidad frente al de digitalización, mientras que un pequeño, aunque representativo, grupo de empresas alcanza la denominada como convergencia entre ambos retos. Los resultados muestran que la intensidad innovadora, el crecimiento, los entornos favorables y las estrategias de

exportación son factores determinantes para alcanzar esta convergencia entre sostenibilidad y digitalización.

PROCESS INNOVATION VS. PRODUCT INNOVATION: DETERMINING FACTORS OF ECOINNOVATION IN THE TOURISM SECTOR

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Relatora: **Inés Suárez Perales** (Universidad de Zaragoza)

Although the literature has studied the relationship between process innovation and product innovation, primarily in technology sectors, it has hardly analyzed this relationship in the tourism sector. Tourism's very distinctive characteristics require specialized analysis of innovation processes. Further, ecoinnovation—a specific type of innovation—is currently a strategic factor for firms due to the growing environmental pressures and concern for sustainability. This study analyzes the antecedents of eco-innovation in the tourism sector—specifically, the intensive use of knowledge sources and the firm's orientation to product and/or process innovation. We use two data sources: panel data from Spain's National Statistics Institute on 199 firms from the tourism sector for the years 2011-2015 and primary data from 220 tourism firms, gathered in 2021 from a questionnaire in the context of a pandemic. Our results indicate that process innovation is significantly related to sustainable knowledge and innovation in the tourism sector for all years of the study, whereas product innovation only influences this relationship for one of the study years. Although product and process innovation have been considered as similar, especially in technology sectors, this study finds that tourism firms rely on process innovation to implement sustainable strategies, whereas product innovation has hardly any influence.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

COMUNICACIONES ORALES

EMPREDIMIENTO 7

Sala 4. L'Alcoià. Edificio Ramón y Cajal

Presidenta de la sesión: **Tamara Rodríguez González**, Universidad de Cádiz

CAPITAL SOCIAL ESTRUCTURAL Y RECONOCIMIENTO DE OPORTUNIDADES EMPRENDEDORAS: EL PAPEL MEDIADOR DEL CAPITAL SOCIAL RELACIONAL

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Relatora: **Tamara Rodríguez González** (Universidad de Cádiz)

Esta investigación analiza el papel mediador del capital social relacional (confianza) en la relación entre el capital social estructural (interacciones sociales) y el reconocimiento de oportunidades emprendedoras, a partir de la teoría del capital social. Nuestros resultados demuestran que la confianza es fundamental para que las empresas integradas en redes sociales reconozcan oportunidades emprendedoras. Este estudio contribuye al campo del capital social y del emprendimiento corporativo. En el campo del capital social, mediante el desarrollo de relaciones sobre capital social más sofisticadas, centradas en las interacciones sociales que se producen en las redes entre empresas y en la calidad de estas relaciones cuando se construyen sobre la base de la confianza mutua. Esto supone un avance significativo en la literatura del capital social considerando la escasez de evidencia empírica en la relación entre el capital social estructural y el capital social relacional. Con respecto al ámbito del emprendimiento corporativo, avanzamos confirmando la mediación del capital social relacional entre el capital social estructural y el reconocimiento de oportunidades emprendedoras. Este es un paso importante teniendo en cuenta que la mayor parte de la literatura establece relaciones directas entre las redes sociales y el reconocimiento de oportunidades emprendedoras.

Open innovation in science: inbound and outbound practices among social sciences and humanities scientists

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Relatora: **Naiara Fernández Bravo** (Universidad Complutense de Madrid)

The recently developed Open Innovation in Science (OIS) suggest a comprehensive framework to account for the myriad of processes behind scientists' knowledge creation and translation into innovation. This framework has large potential in the current context, where policymakers are increasingly pushing towards greater non-scientific impact of science. However, there is yet a lack of empirical research adopting this perspective. Our study adds to the emerging literature stream on Open Innovation in Science by empirically exploring the extent to which inbound OIS practices (research practices) are related to researchers' engagement in outbound OIS practices (knowledge transfer practices). A sample of more than 600 social sciences and humanities (SSH) university scientists is used to test the proposed research model through structural equation modelling and partial least squares analyses. Our results suggest that not all inbound OIS practices are equally effective for promoting knowledge transfer. A subset of OIS inbound practices is strongly related to higher levels of engagement in outbound OIS practices, which has implications for decision making and policy design for university managers, especially if they are interested in promoting societally relevant research and its uptake by societal actors.

THE INCIDENCE OF AMBIDEXTERITY ON THE TECHNOLOGY TRANSFER OFFICES PERFORMANCES

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Relatora: **Alina Díaz Curbelo** (Universidad de Sevilla)

Objetives. This paper aims to analyse the impact of organisational and individual ambidexterity of TTOs, on their entrepreneurial and nonentrepreneurial transfer performances.

Theoretical Framework. The third mission of universities has led them to reconcile teaching and research with the transfer of research results to the market. To facilitate the commercial exploitation of knowledge, universities have resorted to structural ambidexterity, by creating units which link the academic context and the market, these are the Technology Transfer Offices (TTOs). For their maximum performance to be achieved, TTOs must reconcile the tensions arising from managing two types of orientation. The first is oriented towards providing their services by seeking improvement, efficiency and incremental innovation. The second is oriented towards seeking new opportunities for new services and new customers for radical innovation. Creating professionalised, large and experienced TTOs is insufficient to resolve these tensions, however, ambidextrous TTOs, i.e., the joint development of exploitation and exploration strategies within these units, could manage these tensions. This paper aims to analyse the impact of organisational and individual ambidexterity of TTOs, on their 2 entrepreneurial and nonentrepreneurial transfer performances.

Methodology. We have considered the population formed by the 70 TTOs, created by Spanish public and private universities, and belonging to the TTOs Network (RedOTRI) for data collection. The questionnaires were sent to three individuals in each TTO, the Director and two other responsible employees, after making contact with the Directors of these units by telephone.

Results. The results show that the organisational ambidexterity of TTOs is essential for the creation of academic spin-offs. In contrast, individual ambidexterity is relevant for procuring two non-entrepreneurial performances, contracts and consultancy and licensing.

¿CÓMO GESTIONAR EVENTOS DISRUPTIVOS E INCERTIDUMBRES EN LA CADENA DE SUMINISTRO?: UN ENFOQUE INTEGRADO

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Relatora: **Naiara Fernández Bravo** (Universidad Complutense de Madrid)

En esta investigación se propone un modelo metodológico y práctico con enfoque holístico para la gestión de riesgos en cadenas de suministro. Para ello se integran tres dimensiones clave en la concepción del riesgo: incertidumbre aleatoria, incertidumbre epistémica y dependencia. El marco propuesto permite alinear la gestión de los procesos de la cadena de suministro con los objetivos estratégicos de la organización y los riesgos asociados. Se incluye como novedad, un modelo matemático que integra la lógica difusa para evaluar el nivel de Riesgo Agregado Potencial que considera de forma agregada e independiente las correlaciones entre agentes y eventos de riesgo en la consecución de objetivos potencialmente en conflicto. Esto contribuye a la optimización de las estrategias de mitigación y, por tanto, a una toma de decisiones eficaz. Se desarrolló un estudio de caso en una empresa real de telecomunicaciones para validar el modelo propuesto.

EL PROCESO EMPRENDEDOR: LA INFLUENCIA DE LA ALERTA EMPRENDEDORA EN LAS TRES ETAPAS DE LAS OPORTUNIDADES EMPRENDEDORAS

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Relatora: **Julia Olmos Peñuela** (Universidad de Valencia)

El objetivo de esta investigación es estudiar el efecto de la alerta emprendedora en el proceso emprendedor, que implica

el reconocimiento, la evaluación y la explotación de oportunidades emprendedoras, basándonos en la teoría de los esquemas y en la teoría de los recursos y capacidades de la empresa. Los resultados muestran que la alerta emprendedora influye positivamente en todo el proceso emprendedor. Este estudio contribuye al campo del emprendimiento corporativo mediante el análisis de la alerta emprendedora en todo el proceso emprendedor. Esto supone un avance significativo en la literatura porque comprobamos empíricamente todo el proceso emprendedor, incluyendo las tres fases y la conexión entre ellas. No existen estudios previos en la literatura que analicen empíricamente todo el proceso emprendedor. También contribuimos en el estudio de la alerta emprendedora como una variable organizativa, y no como una variable individual. La alerta emprendedora colectiva tiene importantes beneficios para las empresas. Los individuos que comparten sus esquemas cognitivos recopilan información más valiosa cuando permanecen en alerta. Esto refuerza el emprendimiento en las empresas.

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COMUNICACIONES ORALES

ESTRATEGIA 8

Sala 5. Vega Baja. Edificio Ramón y Cajal

Presidenta de la sesión: **Claudia Benítez Núñez**, Universidad de Las Palmas de Gran Canaria

LA EVOLUCIÓN DEL CONCEPTO DE COOPETICIÓN Y LA GESTIÓN DE LAS RELACIONES COOPETITIVAS: UN ANÁLISIS BIBLIOMÉTRICO

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El concepto de coopetición ha adquirido relevancia en el ámbito académico y empresarial con el objetivo de comprender cómo gestionar las dinámicas de cooperación y competencia que se dan simultáneamente. Además, recientemente la literatura se ha enfocado en estudiar la gestión de las relaciones coopetitivas y las tensiones derivadas de esas relaciones. Atendiendo a estas consideraciones, en este trabajo se ha llevado a cabo un análisis bibliométrico de la literatura sobre coopetición utilizando el software SCiMAT en el que se han analizado un total de 890 artículos obtenidos de la base de datos Web of Science (WoS). El uso de esta herramienta ha permitido elaborar el análisis de los temas más relevantes en un marco longitudinal, ya que la coopetición ha evolucionado considerablemente en los últimos años. Por lo tanto, los resultados obtenidos han permitido estudiar la evolución del concepto y sus principales temas de investigación.

MANAGING PROJECT COMPLEXITY: RESPONSES TO PERCEIVED COMPLEXITY BY THE PROJECT TEAM

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Objectives: Our aim was to analyse how project stakeholders used knowledge resources to respond to perceived complexity in a project. Specifically the role of human capital and social capital.

Theoretical framework: This paper is a continuation of a previous one by the authors González-Varona et al. (2023). We understand that the perceived complexity depends on the experience of the project team in previous projects. That is, what many authors call the 2 "complexity of projects" (Baccarini, 1996; Cicmil et al., 2009; Gerdali et al., 2011; Maylor and Turner, 2017; Vidal and Marle, 2008).

Methodology: We used a qualitative approach for the research work. We analysed the data obtained with the qualitative analysis software NVivo 1.6. To obtain the information we conducted semi-structured interviews with members of the project team. We used the Complexity Assessment Tool (CAT) to develop the interview protocol.

Results/implications: We were able to observe the importance of knowledge resources as a source of responses to complexity and how fostering social capital and human capital can enhance the Project's complexity management. In addition, the CAT facilitated not only the identification of complexity, but also the development of the responses given by the team.

SOCIAL CAPITAL AS A GOVERNANCE MECHANISM: DIGGING INTO ITS EVOLUTION ALONG COOPERATIVES' LIFE CYCLE

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Relatora: **María Torrejón Ramos** (Universidad Rey Juan Carlos)

Cooperatives are standard in the agri-food sector, as there is a low specialization of tasks and high labor and land monitoring costs. However, since these organizations do not have a specialized controller, alternative governance mechanisms are needed. These will consist of formal rules and social capital complementing the former. Thus, social capital i.e., networks, trustworthiness, and shared culture is critical to cooperatives, as it is an asset whose performance reduces the conflict of interest and members' opportunistic behavior. According to literature cooperatives reach their maximum stock of social capital when their members share homogenous characteristics. Considering this background, a theoretical model will be developed to give an alternative interpretation of social capital evolution as a governance mechanism throughout the life cycle of a cooperative. The model will contemplate the interaction between social capital and heterogeneity, considering that their relationship is not unidirectional and heterogeneity benefits organizations if it does not generate a conflict of interest and, therefore, give rise to opportunistic behavior by members. To the best of our knowledge, this theoretical model proposes a new vision of the evolution and role of social capital in cooperatives.

RETURN TO BUSINESS, ADAPTATION, OR INDUSTRY DISRUPTION. UNDERSTANDING THE RESILIENCE OF MICHELIN RESTAURANTS IN SPAIN

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Relator: **José Manuel González Varona** (Universidad de Málaga)

Purpose: The aim of this research is to explore the response of haute cuisine restaurants in Spain from an organizational resilience perspective.

Theoretical Framework: The restaurant industry is one of the toughest-hit by the Covid-19 crisis, facing significant challenges. Michelin restaurants are unique establishments that contribute to tourism demand. To overcome this situation, these businesses have drawn on their resources and capabilities and have made decisions to be resilient and turn difficulties into opportunities.

Methodology: The research conducted is an exploratory qualitative analysis using Atlas.ti software. Information from 83 Michelin-starred restaurants have been examined. Through thematic and co-occurrence analysis, the paper explores the patterns of restaurants' strategic behaviour according to the resilience adopted - return, adaptive or disruptive - as a function of the number of stars they hold.

Results/Implications: The findings show that the actions of 1-star restaurants are more related to return and adaptive resilience, 2-star restaurants to adaptive and 3-star restaurants to return. The analysis allows to identify and classify the actions taken by the restaurants. The detection of opportunities and the survival of the crisis can serve for future situations faced by the luxury restaurant sector, where 1-, 2- and 3-star restaurants can be taken as examples according to their similarities.

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COMUNICACIONES ORALES

ESTRATEGIA 9

Sala 6. Alt Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: **Ángeles Montoro Sánchez**, Universidad Complutense de Madrid

INTERNATIONALIZATION PATTERNS OF SPANISH COMPANIES AND THEIR IMPACT ON PERFORMANCE

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Relatora: **Andrea Martínez Noya** (Universidad de Oviedo)

Objectives: Considering that, firm internationalization is a complex, dynamic and multifaceted process, this work has a twofold objective. First, to identify the different dynamic patterns of internationalization based on the decisions adopted by companies in relation to the modes of entry and to the foreign markets; and second, to determine the impact of these processes on the overall performance of the company.

Theoretical approach: This article is based on the sequential approach of the internationalization process of the company, considering the international behavior of companies as a dynamic process and dependent on the trajectory over time.
Methodology: The study applies a twostep analysis. First, identification of cluster through dynamic cluster analysis to a large sample of Spanish industrial companies over a period of 15 years (2000-2014). Second, confirmation through dynamic regression to ensure the relationship between cluster-membership and profitability.
Results: The results clearly indicate the existence of three clusters, two of them made up of companies with a high level of internationalization, but with different pathways, and a third group of firms in the early stages of the process and still with a limited international behavior. Among the three groups significant performance differences can be observed.

INTERNATIONALIZATION AS SUITABLE ALTERNATIVE OR CHALLENGE FOR SMEs WHEN DOMESTIC MARKET DECLINES

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Relator: **Antonio Cuesta Pérez** (Universidad de Sevilla)

This paper studies the influence on SMEs involvement and performance of permanent domestic market constraint, as are the maturity and decline phases of industry life cycle. Results from the empirical study in a sample of Spanish industrial SMEs are twofold: in one hand, there is a direct and positive relation of exporting activity with contraction of domestic market, but the decision to expand abroad does not guarantee better outcomes. Even more, the smaller the firm, the worse the results against bigger competitors. Companies must have the resources to do so, but also the ability to redeploy them. This ability, in international markets, is path dependent on previous experience. Therefore, managers in SMEs should assess their capabilities, before considering internationalisation as an alternative to staying in the mature or declining market. This research builds on the comprehension of whether internationalization via exporting is a suitable alternative for SMEs facing maturity and decline, taking into account the challenges it posits.

DIRECT AND INDIRECT EFFECTS OF R&D PUBLIC SUPPORT ON THE BREADTH OF TECHNOLOGICAL ALLIANCE PORTFOLIOS: A BEHAVIOURAL PERSPECTIVE

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Relator: **Arturo Abellán Segura** (Universidad Rey Juan Carlos)

Objective: Given that R&D public support can alter the framing of risk taking decisions associated to expanding the breadth of technological alliance portfolios, we analyse how R&D support interacts with innovation performance feedback and market knowledge liabilities to explain variations in this breadth.

Theoretical framework: Based on the behavioural theory, we expect R&D public funding to have an ambivalent effect. Although we expect a positive direct effect of R&D public funding due to lower economic risks, we also expect it to play a negative moderating role when firms deviate from innovation aspirations; except for firms who perform below aspirations and face market knowledge liabilities.

Methodology: We use a GEE negative binomial estimation with panel data from the Spanish Technological Innovation Panel (PITEC) for firms operating in technologyintensive sectors for the period 2008-2015.

Results/implications: This study extends the literature on performance feedback into the field of R&D public funding outcomes which allows us to get a better view of how public support may alter the potential cognitive biases associated to the risk/return tradeoff associated to collaborating with new types of partners.

HUMAN RESOURCE ANALYTICS ADOPTION FROM A STRATEGIC HUMAN RESOURCE MANAGEMENT: NEW MODELS

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Relatora: **Ángeles Montoro Sánchez** (Universidad Complutense de Madrid)

This work is focused on the study of Human Resource Analytics (HRA) and Strategic Human Resource Management (SHRM). New models for adopting HRA in the field of SHRM are proposed. Firstly, an analysis is made of the current situation of research on HRA and HRM. Secondly, a conceptual model for studying HRA adoption from a strategic perspective is proposed. And, finally, a general model of analysis has been proposed in which the main HRM practices are integrated: 1) Basic process, 2) Process of affectation, 3) Training and development processes, 4) Evaluation and compensation processes, and 5) Subtractive processes and their impact on the creation of value at both the individual and organisational level is included. As conclusion, it becomes clear that the adoption of HRA in HRM processes is a challenge for business managers, where academics can provide a theoretical and methodological framework to help implement value-oriented HRA for companies.

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COMUNICACIONES ORALES

FINANZAS 3

Sala 7. Vinalopó Mitjá. Edificio Ramón y Cajal

Presidenta de la sesión: **María Belén Lozano**, Universidad de Salamanca

CASH HOLDING DETERMINANTS IN NONPROFITS

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Relatora: **G. Carmen Fleitas Castillo** (Universidad de Las Palmas de Gran Canaria)

Aim: The aim of this study is to examine the determinants of the level of cash holdings in nonprofit organizations (NPOs) based on the literature developed by for-profit firms and enhancing it by including specific NPO variables.

Theoretical framework: We use the three main theories that have been previously used to explain the level of cash holdings, that is, trade-off theory, pecking order theory and agency theory adapting them to the nonprofit context.

Methodology: We use a sample that includes 48,242 year-observations for 12,720 charities from England and Wales for the years 2015-2021. We develop a model based on the standard for cash holdings analysis developed by Opler et al. (1999). To test it we use an ordinary least square regression (OLS) with clusters due to panel structure of data.

Results/implications: Our results show that the level of cash holding in NPO is determined by the traditional variables identified in for-profit organizations (size, leverage, liquid substitutes, investments, growth opportunity, profitability and revenue volatility) as well as by some specific NPO variables (efficiency, concentration of income and government funding). We also find that pecking order theory seems to be able to explain better the level of cash holdings in NPOs.

DO BOARD DIVERSITY AFFECT AUDIT FEES IN A CONTINENTAL EUROPEAN SETTING? A SIGNALLING PERSPECTIVE

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Relatora: **María Belén Lozano** (Universidad de Salamanca)

Objetivo – We investigate the role of female directors on audit fees in a low investor protection and high ownership concentration setting, where soft-law board gender quotas have been established.

Marco teórico – Signalling theory, agency theory.

Metodología – We consider a sample of 96 non-financial Spanish listed firms from the OSIRIS database for the period 2012-2020. We address our research topic by considering diverse endogeneity concerns.

Resultados/implicaciones – Our main results show that female directors promote the firm's tendency to signal through the external audit its commitment with long-term value creation. Thus, by bonding to higher audit quality, firms with female directors signal their commitment to voluntarily limit the extraction of private rents by controlling owners. Furthermore, we show that, as the controlling owner's voting-cash flow wedge increases, firms with female directors will increase their incentives to signal through the external audit their commitment to voluntarily limit the expropriation of minority shareholders. Finally, we also show that in the presence of a critical mass, firms with female directors do not consider worthwhile to engage in "bonding" through the external audit, probably because such a critical mass might be considered in itself a credible sign of the firm commitment with effective corporate governance.

CARBON STRATEGY, CORPORATE GOVERNANCE AND PERFORMANCE: A MEDIATING ANALYSIS

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Relatora: **Teresa Elvira Lorilla** (Universidad de Burgos)

This paper aims to analyze different factors related to carbon strategy and corporate governance and their influence on environmental performance. Specifically, we analyze the effect of the existence of a corporate social responsibility committee (CSR committee) on corporate environmental performance. We also study the mediating effect of the implementation of a carbon strategy, as a set of activities that help to manage carbon emissions in response to climate change. To test our hypotheses, several regression models have been proposed and analyzed using an international sample from 2013 to 2018. Our results indicate that the existence of a CSR committee favors greater environmental commitment, and, as the principal finding, this effect is mediated by the implementation of a carbon strategy. This study offers important implications for firms and policymakers concerning the adoption of proactive environmental strategies that aim to reduce a firm's environmental impact.

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COMUNICACIONES ORALES (INGLÉS)

DIRECCIÓN DE LA INNOVACIÓN 3

Sala 8. Baix Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: **Carmen Abril**, Universidad Complutense

TECHNOLOGICAL INNOVATION, CORPORATE ETHICS, AND SUBJECTIVE AND OBJECTIVE WELLBEING

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Relator: **Dante I. Leyva de la Hiz** (CUNEF Universidad)

The main aim of this study is to analyze the influence of technological innovation on wellbeing and the moderating effect of corporate ethics. A theoretical model is proposed, and the hypotheses have been tested using objective and subjective measures of wellbeing on a sample of 40 OECD and non-OECD countries between 2013 to 2018. We include data from United Nations Development Programs, the Organisation for Economic Co-operation and Development (OECD), and the World Economic Forum database. Using a subjective measure of well-being, the results indicate that both corporate ethics and technological innovation have a direct influence on social progress. We also find that the influence of technological innovations on wellbeing is moderated by corporate ethics when we use an objective measure of wellbeing. Our results have several implications for policymakers, who can reinforce ethical environments, and managers, who should consider the possibility of incorporating technological innovations to increase wellbeing.

How to collaborate for green innovation? A perspective from innovation ecosystems

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Relator: **Daniel Alonso Martínez** (Universidad de León)

Objectives: To achieve the ambitious European goals in terms of energy transition and renewable energy production, innovation seems to be essential. This requires a deep collaboration between asymmetrical stakeholders. This research examined this challenge through the lens of green innovation ecosystems. Although existing research has investigated the links and dynamics between actors, the extent to which collaborations are developed according to the type of the green innovation remains under-researched.

Theoretical framework: We combine insights from several literature streams – innovation ecosystems, green innovation and interorganizational relationships.

Method: Using exploratory qualitative research, we conducted 25 semi-directive interviews to investigate the ecosystem of Agrivoltaics, i.e., combining photovoltaic technology with agricultural production, in France.

Results/Implications: Our study findings revealed a typology of collaborations, and whether the stage of the value chain, the actors involved, and the type of innovation developed - green or not. Our study enriches the knowledge on green innovation ecosystems, highlighting collaborations for innovation in agrivoltaics projects.

HOW TO BUILD A SUSTAINABILITY-ORIENTED CULTURE FOR SUSTAINABILITY-ORIENTED INNOVATION

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Relatora: **María Pemartín** (Universidad de Murcia)

Objectives: Despite the growing pressure from capital investors, employees and consumers, few organizations are satisfied with the sustainability objectives achieved beyond those objectives related to economic savings. Given the importance of organizational values to drive innovation, this research explores what types of organizational values promote more effectively a sustainability-oriented Culture, and whether this culture delivers a more competitive sustainability-oriented Innovation for firms. **Theoretical framework:** Based on the Competing Values Framework, we describe the system values that when combined, define the different firm's organizational values. This framework is used for the ideational aspects of organisational culture in a comprehensive manner, fulfilling the requirement to describe the basic underlying cultural environment of an organisation. **Methodology:** To test our hypotheses, structural equation modelling (SEM) based on partial least squares (PLS) was used. **Results:** Our results contribute to advance knowledge and practice on how organizational values should evolve and change to build a Sustainability-oriented Culture that will efficiently foster sustainability-oriented innovation in organizations. Theoretical and managerial implications are described.

DO FAMILY FIRMS OUTPERFORM NON-FAMILY FIRMS IN COLLABORATION FOR INNOVATION?

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Relatora: **Carmen Abril** (Universidad Complutense)

Purpose – This paper aims to examine if family firms are more efficient in their collaboration for innovation process than non-family firms taking into account different types of collaboration for innovation depending on the type of partner.

Methodology – This study empirically develops and tests the hypotheses based on panel data consisting of 14,937 observations corresponding to 1,867 manufacturing firms over the period 2007-2014.

Findings – The results reveal that family firms outperform non-family firms, despite lower collaboration and innovation inputs. Family firms obtained better results through vertical collaborations for innovation, both in terms of product and process innovations. For horizontal collaborations for innovation, family firms only outperform their nonfamily counterparts in process innovation. When collaborating with universities and other research centres, there are no significant differences in the innovation outcomes between the two groups.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

COMUNICACIONES ORALES DIRECCIÓN DEL CONOCIMIENTO 3

Sala 9. Ifach. Edificio San Fernando

Presidente de la sesión: **Felipe Hernández Perlines**, Universidad de Castilla La Mancha

CREATIVIDAD ORGANIZACIONAL Y DESEMPEÑO INNOVADOR: EL PAPEL DE LA ORIENTACIÓN AL CLIENTE Y CAPACIDAD DE ABSORCIÓN REALIZADA EN EMPRESAS GASTRONÓMICAS

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Relator: **Felipe Hernández Perlines** (Universidad de Castilla La Mancha)

El entorno dinámico de las organizaciones del sector gastronómico en economías en desarrollo exige implementar diversas estrategias internas y externas para favorecer su desempeño innovador. El propósito del estudio es contrastar empíricamente el efecto moderador de la orientación al cliente y mediación de la capacidad de absorción realizada en la relación creatividad organizacional y desempeño innovador. En base a una muestra de 198 empresas gastronómicas de Arequipa – Perú, reconocida por la UNESCO como una Ciudad Creativa en Gastronomía, se ha analizado el modelo teórico a través de la modelización de ecuaciones estructurales partial least squares. En la investigación se sostiene que la creatividad organizacional tiene influencia en el desempeño innovador. Asimismo, la orientación al cliente tiene una moderación negativa y la capacidad de absorción realizada tienen una mediación parcial en la relación creatividad organizacional y desempeño innovador. Los resultados del estudio amplían los vínculos teóricos de la creatividad y desempeño innovador en el contexto de las empresas gastronómicas. Además, se aporta en la consolidación del modelo componencial dinámico al explorar el efecto moderador y mediador de la orientación al cliente y capacidad de absorción realizada en el comportamiento de la creatividad organizacional.

DESCUBRIENDO AL TRAMPOSO: QUIENES Y POR QUÉ MIENTEN LOS USUARIOS QUE PARTICIPAN EN SORTEOS Y CONCURSOS EN LÍNEA

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Relatora: **Flor de Melliza Ccosisapra Quintana** (Universidad Tecnológica del Perú)

Objetivos: Mejorar el conocimiento sobre qué usuarios mienten, y por qué, al registrar sus datos para participar en sorteos y concursos en línea.

Marco teórico: El concepto de información falsa en línea se acuñó a principios del siglo 21 para referirse a una serie de comunicaciones no veraces generadas y difundidas por sitios web que afectan a la mayoría de los dominios sociales.

Metodología: Se ha utilizado un método mixto, en el que en el Estudio 1 se lleva a cabo un análisis descriptivo para estimar los usuarios españoles que más mienten al registrar sus datos personales para medir los perfiles de los usuarios más fraudulentos, a partir de una muestra de 5.534.702 participantes. El Estudio 2 explora las principales motivaciones para proporcionar intencionadamente información falsa.

Resultados/implicaciones: Las estimaciones muestran que algunos perfiles de usuarios son más propensos a cometer errores y otros a falsificar datos intencionadamente, siendo estos últimos los mayoritarios. Los grupos más propensos

a falsear son los hombres mayores y las mujeres jóvenes y descubre que los motivos más comunes para proporcionar información falsa están relacionados con la diversión y la falta de confianza en las medidas de seguridad y privacidad de los datos de la empresa.

DIGITAL TRANSFORMATION IN HIGHER EDUCATION INSTITUTIONS: BIBLIOMETRIC ANALYSIS

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Relatora: Laura Sáez Ortuño (Universidad de Barcelona)

This study has conducted a bibliometric analysis of the literature on digital transformation with the aim of showing research trends and guiding researchers in their work. It has been carried out through a detailed and systematic analysis of the scientific production of the Web of Science (Wos), used as a search vector Digital Transformation in Higher Education, without restricted temporal parameters, between the years 2014 and October 2022. The results were analyzed through the VOSviewer program, obtaining a total of 384 records. The most relevant contributions of this work are: 1) Recent interest of researchers in digital transformation in higher education; 2) Exponential increase in scientific production; 3) Concentration of scientific discussion in 14 journals; 4) Russia, Spain, Germany and Portugal are the countries with the highest number of publications 5) The most cited authors are AbadSegura and González-Zamar, both from the University of Almería, Spain. Finally, the future of research in this field revolves around: a) the objectives of modernization of higher education; b) the effects on students of digital transformation in and; c) the process of digital transformation itself.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

COMUNICACIONES ORALES

DIRECCIÓN DE LAS OPERACIONES Y TECNOLOGÍA 5

Sala 3. Marina Alta. Edificio Ramón y Cajal

Presidente de la sesión: Juan A. Marín García, Universitat Politècnica de València

Data-driven technologies and the environmental sustainability of micro, small and medium enterprises: Does size matter?

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Relator: Juan A. Marín García (Universidad Politècnica de Valencia)

In this study we untangle how micro, small and medium-sized enterprises (MSMEs) can improve the sustainability of their operations by using different data-related technologies (DTs) for gathering (smart devices and cloud computing), analyzing (Big Data and Artificial Intelligence), and sharing data (Blockchain). Additionally, since MSMEs are highly diverse, ranging from microenterprises to medium-sized firms, we analyze the moderating role of size on the relations between DTs and the environmental sustainability of MSMEs. MSMEs of different sizes have distinct resource and capability endowments and may vary in how they leverage DTs to achieve more sustainable operations. Using data collected in 2020 on a broad sample of EU-27 MSMEs, we find that DTs (used for gathering, storing, and analyzing data) are associated with more sustainable operations. The positive Data analysis technologiesustainability relation is stronger for larger MSMEs than for smaller ones. Lastly, Blockchain technologies are positively related with sustainability in medium-sized enterprises.

¿MEJORAN LAS INICIATIVAS VERDES EL IMPACTO DE LA FABRICACIÓN LEAN EN EL RENDIMIENTO INDUSTRIAL? DATOS DE LA ENCUESTA EUROPEA SOBRE FABRICACIÓN

Fernando J. León Mateos¹, Antonio Sartal Rodríguez¹, Josep Llach Pagés², Nahuel De Pino Besada¹

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Relatora: Virginia Hernández Paz (Universidad Carlos III de Madrid)

Este estudio examina las principales prácticas y tecnologías medioambientales que, según la bibliografía, podrían reforzar la capacidad de la fabricación ajustada (LM) para mejorar el rendimiento de la planta. A través de una modelización SEM-PLS, pretendemos analizar los efectos mediadores que pueden ejercer las tecnologías y prácticas verde en la relación entre las rutinas de excelencia operacional del Lean Manufacturing y el rendimiento de las plantas

de producción. Los datos necesarios se obtuvieron a partir de una muestra aleatoria multisectorial de 366 plantas manufactureras con al menos 20 empleados (códigos NACE 15- 37) de tres países europeos.

OUTPUT ADDITIONALITY AND A POLICY MIX OF REGIONAL, NATIONAL AND EUROPEAN R&D SUBSIDIES

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Relator: **Fernando J. León Mateos** (Universidad de Vigo)

Objectives: This paper investigates the impact of a policy mix of R&D subsidies from regional, national and European governments on firms' innovation outcomes.

Theoretical Framework: Policy mix and Innovation subsidies.

Method: The empirical analysis is based on a panel sample of 10,045 Spanish firms. Estimates from a non-parametric matching technique combined with a difference in difference estimator.

Results/Implications: Our results show that European funding has the most significant positive impact on firms' product and process innovations, whereas national funding does it on new-to-market innovations and patent applications. Regarding policy mix analysis, only the combination of the three different funding schemes and the combination of regional and national subsidies shows a positive effect on innovation outcomes. These results suggest two main conclusions. First, the possibility of perfect crowding out among different funding schemes can be rejected, specially, between regional and national institutions. Second, European institutions need to align their goals better with others to produce complementary policy mix effects.

Investigación acción sobre mejora continua en los servicios administrativos de los departamentos de una universidad pública española

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Relator: **Enrique Acebo** (Universidad de León)

Identificar si el uso de sistemas de sugerencias en grupo es una alternativa viable para la mejora continua de los procesos de los departamentos en una universidad pública española. Se siguieron las octavas etapas de la investigación-acción. Definimos el problema o área de mejora en la organización; identificamos la pertinencia del tema para generar un aporte académico y proponer un plan de acción. Identificamos los principales procesos en los que interviene el personal administrativo de los departamentos de la Universidad; priorizamos los principales problemas/oportunidades de mejora desde el punto de vista administrativo; proponer alguna forma de solución; comprobar si los talleres de formación en mejora continua organizados como grupos de sugerencias constituyen un sistema válido para conseguir mejoras y desarrollar la cultura de mejora continua en la universidad. Aunque nos hemos centrado en una organización pública de educación superior, quizás las conclusiones de este trabajo puedan ser aplicables, sin requerir demasiadas adaptaciones, a cualquier servicio público (al menos en el contexto español). 2 Aportamos una investigación sobre la mejora de la calidad de los servicios administrativos en una institución de educación superior. De este modo, nuestro trabajo viene a paliar la escasez de ejemplos concretos de mejora continua en servicios públicos. Esto es especialmente importante en países donde un porcentaje muy elevado de la fuerza laboral trabaja en servicios y para la administración pública.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

COMUNICACIONES ORALES

RECURSOS HUMANOS 5

Sala 2. Marina Baixa. Edificio Ramón y Cajal

Presidenta de la sesión: **Vera Ferrón Vilchez**, Universidad de Granada

MANAGERS' PERCEPTIONS OF THE IMPACT OF TELEWORK IN TIMES OF CRISIS

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Relator: **Jorge Linuesa Langreo** (Universidad de Castilla La Mancha)

Telework has emerged as one of the main consequences of the COVID-19 global health crisis for organizations: at the beginning of the pandemic, it was necessary to suddenly change from working in the office to teleworking in a very short period of time. The aim of this study was to analyze three resources that influence how managers perceived the effectiveness of teleworking during the COVID-19 crisis and how these resources can affect managers' perceptions. To do so, this study used a sample of 170 SME managers in industries in Andalusia (southern Spain). The hypotheses were tested empirically by path analysis, and the model was estimated using MLM. The results indicate that frequency of communication with teleworkers and managers' trust in employees are positively related to managers' perception of the organizational impact of telework. This relationship is not direct, but indirect mediated by the perceived effectiveness of organizational communication. However, organizational ICT support has no effect, either direct or indirect, on managers' perception of the impact of telework.

EL CÍRCULO VIRTUOSO ENTRE EL APOYO ORGANIZATIVO PERCIBIDO Y EL COMPROMISO DE LOS EMPLEADOS: ¿CÓMO AFECTA A LA RENTABILIDAD EN TIEMPOS DE CRISIS?

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Relator: **Andrés Salas Vallina** (Universidad de Valencia)

El apoyo organizativo percibido por los empleados (AOP) y su compromiso suele conformar un círculo virtuoso bajo el prisma de la Teoría del Intercambio Social: un empleado puede rendir mejor cuando percibe la obligación de corresponder a los regalos sociales concedidos por la empresa. El objetivo de este trabajo es doble: analizar si la relación positiva entre el AOP y el compromiso de los empleados se mantiene durante la crisis económica de la pandemia de la COVID-19, y estudiar si existe una asociación directa entre un mayor AOP y la mejora en la rentabilidad, a través de la mediación de dicho compromiso. Estas relaciones han sido empíricamente analizadas usando una muestra de 114 pymes andaluzas de diversos sectores durante la pandemia. Se ha usado un modelo de regresión mediadora a través de la macro PROCESS. Se ha obtenido que las empresas de la muestra con mayores valores de AOP y de compromiso de los empleados fueron las que obtuvieron valores negativos en sus resultados económicos durante la COVID-19.

COMPASSION IN HOTELS: DOES PERSON-ORGANIZATION FIT LEAD STAFF TO ENGAGE IN CITIZENSHIP BEHAVIOR OUT OF COMPASSION?

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Relatora: **Vera Ferrón Vilchez** (Universidad de Granada)

Existing research on person-organization (P-O) fit has largely ignored other-centered mechanisms to explain why the extent to which employees fit their work environment – i.e., perceiving themselves as sharing fundamental values with other people and their organization – increases their organizational citizenship behavior (OCB). This paper investigates employee compassion as a mediator that explains why POF affects OCB directed towards individuals (OCB-I) and the organization (OCB-O). The latent variables of four individual factors involved in the compassion process (i.e., common humanity, empathic concern, kindness, and mindfulness) are modelled as indicators of a single higher-order compassion construct, which is analyzed along with POF, OCBO, and OCBI in 280 hotel employees in Spain, using structural equation modeling (SEM). The results show that compassion fully mediates the relationship between POF and OCBS, although the mediation for OCBO was partial among permanent staff. The findings suggest that staff who fit their hotel environment are more likely to be sensitive to others' setbacks and misfortunes, lessening or alleviating them by taking action through OCBS.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

TALLER DOCTORAL 3

Sala 11. Aitana. Edificio San Fernando

Emprendimiento como herramienta de transferencia de conocimiento

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El tema principal sobre el que versa la tesis es el análisis de la actividad emprendedora del personal investigador de las universidades y centros de investigación españoles (de todas las áreas de conocimiento científico), que han llevado a cabo una iniciativa emprendedora para explotar los resultados de su investigación como forma directa de transferencia del conocimiento generado.

VINCULANDO DIGITALIZACIÓN, MEDIO AMBIENTE Y EMPRENDIMIENTO: el efecto de las startups digitales

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El objetivo general de la tesis doctoral es analizar el emprendimiento digital y su implicación en la sostenibilidad. En concreto, nos interesa examinar cómo los emprendedores integran las tecnologías digitales en el núcleo de su negocio para generar triple valor: económico, social y medioambiental. Para ello, la investigación se centrará en las startups digitales, tanto por su papel disruptivo en las distintas industrias, como por su potencial para contribuir a resolver los principales retos a los que se enfrenta la sociedad.

DIAGNOSIS AND ANALYSIS OF BUSINESS INCUBATORS FOR THE CREATION OF A FEASIBILITY PLAN MODEL

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The objective of this doctoral thesis proposal is to analyze the sizing, atomization and characterization of the main incubation infrastructures at national level, in order to develop a model to measure the viability of the different plans for the creation of business incubators. In addition, this same model proposes, where appropriate, the necessary steps for the development of the incubation infrastructure in terms of facilities and programs/services required in each case and of financing, both initial and maintenance (different models of public-private collaboration are thus proposed that reduce the cost for the public coffers and increase synergies between companies). Together with this, it is essential to mention that the best positioned business incubators at the national level make up the object of study.

LA INFLUENCIA SOCIOEMOCIONAL EN LAS CAPACIDADES EMPRESARIALES. LA HISTORIA DE UNA EMPRESA FAMILIAR MEDIANA

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El objetivo de la presente investigación es comprender cómo influye el aspecto socioemocional en las capacidades empresariales, a partir de la percepción de los miembros fundadores de una empresa familiar mediana ubicada en la capital del estado de Puebla, México. La base teórica se sustenta por medio de la teoría de la riqueza socioemocional y las capacidades empresariales. La metodología que se utilizará será el estudio de caso, y las herramientas metodológicas que se usaron fue la revisión de documentos, las entrevistas semiestructuradas y la observación participante. Como resultado se espera comprender cómo el factor socioemocional (emocional) influye en las capacidades empresariales, delimitadas por el área gerencial (administrativa) y funcional (tecnológica). Asimismo, se espera entender cuáles son los factores que le han permitido el desarrollo y sobrevivencia de una empresa familiar mediana.

La innovación en los entornos urbanos. Los factores clave en el contexto español

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El objetivo de esta tesis doctoral es analizar qué atributos, qué elementos, componentes debería tener una ciudad para que su ecosistema de innovación sea más robusto y, por ende, se generen mejores resultados a nivel municipal. Dicho en otras palabras, la cuestión a investigar supone conocer la "configuración correcta de factores" (combinación de ingredientes) que harán que una ciudad sea más innovadora. A partir de una muestra de pueblos y ciudades españoles, todos ellos pertenecientes a la Red INNPULSO (Red de Ciudades de la Ciencia y la Innovación, merecedoras de la distinción "Ciudad de la Ciencia y la Innovación" otorgada por el Ministerio de Ciencia e Innovación), se pretende aplicar un Análisis Comparativo Cualitativo (QCA) (Roig-Tierno et al, 2017). El fin último de este análisis será poder generar una serie de patrones posibles, una serie de posibles modelos a seguir para lograr tener una ciudad innovadora, y conocer si dentro de estos posibles patrones hay algún elemento o factor que pueda ser imprescindible para lograr tal objetivo.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

MESA INTERACTIVA 11

INNOVACIÓN DOCENTE

Sala 12. Moreig. Edificio San Fernando

Presidenta de la sesión: **Beatriz García Ortega**, Universidad Politécnica de Valencia

ANÁLISIS CUALITATIVO DE REDES SOCIALES PARA LA IDENTIFICACIÓN DE OPORTUNIDADES Y AMENAZAS SECTORIALES EN LA ENSEÑANZA SUPERIOR

Elisabet Mora Pérez, Natalia Vila López, Inés Küster Boluda

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Relatora: **Beatriz García Ortega** (Universidad Politécnica de Valencia)

Objetivos. El análisis de contenido de redes sociales pretende: (i) modernizar las metodologías académicas mediante la participación activa del alumnado en análisis Big Data; y (ii) incorporar fuentes de información basadas en el consumidor para determinar qué aspectos crean y destruyen valor de marca.

Marco teórico. La popularización de las TIC ha hecho que la investigación cualitativa sea más relevante. Muchos clientes expresan sus opiniones en plataformas digitales, siendo éstas muy influyentes para otros clientes. Por eso, es importante que los futuros gestores de negocios aprendan a analizar la valiosa información que brindan los clientes a través de este tipo de plataformas.

Metodología. Se propuso un ejercicio práctico a un grupo de estudiantes del grado de turismo. La actividad consistió en identificar aspectos sustanciales y áreas de mejora en la gestión de empresas turísticas mediante el análisis cualitativo de contenidos.

Resultados/implicaciones. Desde una perspectiva metodológica, los estudiantes aprendieron a localizar información relevante y a realizar análisis Big Data de sentimiento y de contenido. Desde una perspectiva de adquisición de conocimiento, los estudiantes identificaron varias categorías principales de satisfacción e insatisfacción en el sector hotelero y propusieron soluciones gerenciales para su gestión.

THE IDEATHON APPROACH AS A TOOL TO ENHANCE ENTREPRENEURIAL EDUCATION

Jorge García-Castanedo, Diego Corrales-Garay, José-Luis Rodríguez-Sánchez, Thais González-Torres

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Relatora: **Natalia Vila López** (Universidad de Valencia)

The purpose of this study is to contribute to the literature that supports ideathons as a valuable instrument in entrepreneurial education, boosting students' practical perspectives and serving as a solid base for the creation of collaborative ecosystems in higher education institutions. The specific goals include examining and presenting the key processes and problems involved in planning this kind of event. The case study method has been applied in this study due to the extent of the literature, the availability of first-hand knowledge, and the descriptive character of the phenomenon. A set of instructions for organizing and managing effective ideathons in the social sciences context are presented. The essential actions presented are: (1) planning, (2) budgeting, (3) training, (4) running the competition, and (5) networking and benefits. Taking into account that idea-generation events have typically been addressed from a technical standpoint and the lack of literature addressing ideathon phenomenon from a theoretical perspective, a social sciences approach is presented.

ANÁLISIS DE LA IMPLICACIÓN Y CONTINUIDAD DEL ALUMNADO EN SU APRENDIZAJE EN MOOCS SOBRE ESTRATEGIA Y POLÍTICAS PÚBLICAS

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Relator: **José Luis Rodríguez Sánchez** (Universidad Rey Juan Carlos)

Este análisis es el primer paso para aplicar estrategias que mejoren la implicación de los alumnos en el aprendizaje de dos MOOCs de la UPV: "Estrategia e innovación en las administraciones públicas" y "Políticas públicas y rendición de cuentas", que se ofrecen a través de la plataforma EDx, juntos como Certificado Profesional o separados. Son cursos en los que la matrícula es muy alta pero que pocos alumnos finalizan por completo. Para ello, a partir de la revisión de cuestionarios propuestos por la literatura y las encuestas de anteriores ediciones, se han planteado otras encuestas en la presente edición orientadas a averiguar los motivos que les llevan a completar el curso, así como las dificultades que se encontraron en su ejecución. A partir de esta información, observamos que la satisfacción de los que finalizan es

muy alta, pero se proponen algunas estrategias para mejorar la interacción y retroalimentación en los próximos cursos para que finalicen más alumnos. Por ejemplo, mejorando su acompañamiento a través de los foros del curso o de las redes sociales. Este trabajo forma parte de un Proyecto de Innovación y Mejora Educativa que se está desarrollando en la UPV y puede extenderse a otros MOOCs.

Martes, 27/06/2023: 12:30 – 14:00 SESIONES PARALELAS (V)

MESA INTERACTIVA 12

EMPREDIMIENTO 2

Sala 13. Tabarca. Edificio San Fernando

Presidenta de la sesión: **M^a de los Reyes González Ramírez**, Universidad de Alicante

ANALYSIS OF MOTIVATIONS AND ROLE MODELS ON ENTREPRENEUR'S GROWTH EXPECTATIONS IN CORONAVIRUS

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Relatora: **Olga Rodríguez Arnaldo** (Universidad Politécnica de Cartagena)

Objectives. This study provides new evidences about the influence of entrepreneurial motivations and role models on the growth strategy of entrepreneurs for new firms, considering the differences between men and women and through the entrepreneurial process.

Theoretical framework. We use the institutional approach to study the relation between a change of contextual conditions and the change of perceptions of entrepreneurs regarding to new firm's growth expectations through the different stages of the entrepreneurial process.

Methods. Based on a sample of more than 20.000 people, we analyze the effect of entrepreneur's motivations and social role models on the growth expectations of the new firms using a binomial logit model.

Results. As a consequence of the institutional conditions caused by the Covid-19 pandemic, in the early stage of the firm's creation, entrepreneurs only take into consideration the economic projections of the new firm in order to take the risk of hiring employees. However, experienced entrepreneurs have more ambitious motivations, and take advantage of their knowledge coming from the role models of their peers in order to face the new opportunities arisen during pandemic. The effect of motivations and role models on firms' growth also differ between men and women.

THE BIGGEST CHALLENGE IN LAST DECADES: COVID IMPACT, NEW STRATEGIES AND HIDDEN OPPORTUNITIES FOR TOP HOTELS AND HOTEL GROUPS WORLDWIDE

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Relatora: **Nuria Calvo** (Universidade da Coruña)

Academic researchers were analyzing the rapidly changing situation due to the COVID outbreak in the last 3 years. The pandemic was one of the most important and researched topics not only in the touristic sector, which is one of the most impacted, but in all remaining sectors. Many academic reports related to the hotel industry focused their research on the impact of the pandemic. This study aims to analyse the impact of the current situation in the top hotels and hotel groups worldwide and to provide diverse ideas and strategies which could be beneficial. The study has 3 main scopes: 1) the evaluation of the current situation since 2020 and the damage provoked by the pandemic in the touristic sector; 2) the obtention of the information in a form of a survey; 3) the analysis of the feedback received from the top hotels and hotel groups included in the annual report "Hotels 325". Several hypotheses were created and presented as a conceptual framework map. The results from the survey were analysed and complemented by using: Statistical network modelling and Bayesian Binomial test. The final results provide different insights which could be beneficial to hoteliers to improve their strategies.

¿CUÁLES SON LAS DIMENSIONES DE LA EXCELENCIA EN LA GESTIÓN QUE INFLUYEN EN EL DESEMPEÑO DE LA INNOVACIÓN EN LAS PEQUEÑAS EMPRESAS?

Eduardo Dias Leite

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Relatora: **Martina Krasimirova Asenova** (Universidad de Alicante)

Propósito del estudio: investigar qué dimensiones del modelo de excelencia gerencial influyen en el desempeño innovador de las micro y pequeñas empresas (MYPE) del Distrito Federal (DF).

Metodología/enfoque: este estudio prueba empíricamente la relación predictiva entre la innovación y el desempeño empresarial en una muestra de 940 MyPE a través de Regresión Múltiple y, además, se utiliza el método de Análisis Cualitativo Comparativo (QCA) en 20 de las MYPE de la muestra para verificar la influencia de estas dimensiones establecidas en el desempeño de las empresas, a través del álgebra booleana y la lógica formal.

Principales resultados: se encontró que sólo tres de las siete dimensiones del Modelo de Excelencia en la Gestión (MEG) que catalizan la innovación son realmente las que inciden, de manera suficiente y/o necesaria, en la excelencia/desempeño en la gestión de las PYMES del DF.

Aportes teóricos/metodológicos: la Regresión Múltiple revela que solo tres de las siete dimensiones provenientes del MEG impactan el desempeño de la innovación y, además, la ecuación lógica resultante del QCA indica otras variables influyentes. Relevancia/originalidad: identificación de las dimensiones del MEG que catalizan la innovación y su influencia en el desempeño de las MyPE en el DF.

Emprendimiento femenino - Un paso más hacia la igualdad

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Relator: **Eduardo Díaz Leite** (Instituto Federal de Brasilia)

Objetivos: Realizar un estudio analítico de la situación actual del emprendimiento femenino, indagando sobre las barreras a las que se enfrentan, y comparando este panorama con las problemáticas del empleo tradicional, profundizando en el caso de la Región de Murcia.

Marco teórico: Cada vez es mayor el número de mujeres interesadas por emprender, sin embargo, aún continúan teniendo que experimentar una amplia serie de obstáculos o barreras por su condición de mujer, principalmente al iniciar el negocio.

Metodología: Se ha realizado una revisión de la información actual del emprendimiento femenino en España. Para el caso concreto de la Región de Murcia, se ha realizado un cuestionario dirigido a mujeres empresarias y directivas pertenecientes a organizaciones empresariales, y una entrevista personalizada a la presidenta de una de estas organizaciones. En este artículo se analizarán las respuestas de las empresarias.

Resultados/ Implicaciones: Por un lado, se ha confirmado la importancia de favorecer el emprendimiento femenino para mejorar la calidad de vida de la sociedad. Por otro lado, se ha determinado que una de las principales barreras al emprendimiento femenino es la dificultad para acceder a mentores o contactos de alto nivel.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

COMUNICACIONES ORALES

EMPRESA, SOCIEDAD Y SOSTENIBILIDAD 6

Sala 1. L'Alacantí. Edificio Ramón y Cajal

Presidente de la sesión: **Vicent Tortosa Edo**, Universitat Jaume I

SUSTAINABLE DEVELOPMENT GOALS, SUSTAINABILITY INDICES AND CORPORATE GOVERNANCE: AN ANALYSIS OF SPANISH LISTED COMPANIES

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Relator: **Ángel Morán-Muñoz** (Universidad de León)

This article analyses how companies' corporate governance influences the implementation of sustainability actions that work towards achieving the Sustainable Development Goals (SDGs). The article also looks at whether a company's level of commitment to the SDGs affects its inclusion in sustainability indices. Using a panel of Spanish companies listed on the continuous market in the period 2015-2019, the findings show that greater independence and greater gender diversity on a board of directors is no longer only an indication that a company probably considers the 2030 Agenda when designing its sustainability actions, but also that it addresses a larger number of SDGs. Other characteristics, such as the size of the board, the number of board meetings or the non-duality of the Chief Executive Officer (CEO), do not appear to influence companies' commitment to the SDGs. The findings also reveal the importance of the size of the company and its adherence to the Global Compact as determinants of its commitment to the 2030 Agenda. The study concludes that neither the corporate governance characteristics of companies nor the fact that they include the 2030 Agenda in their sustainability actions appears to make it more probable that they will be included in sustainability indices.

Los ODS en España: Contribución y características empresariales

Ángel Morán-Muñoz, Roberto Fernández-Gago, José-Luis Godos-Díez, Laura Cabeza-García

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Relator: **Vicent Tortosa Edo** (Universitat Jaume I)

En el año 2015, la Asamblea General de las Naciones Unidas estableció la Agenda 2030 y los 17 Objetivos de Desarrollo Sostenible (ODS), que delimitan los pilares sociales, económicos y medioambientales del desarrollo sostenible. A la hora de conseguir su logro, es necesario realizar un esfuerzo conjunto por parte de los gobiernos, la sociedad y el sector privado. Centrándonos en este último agente, el objetivo del presente trabajo es analizar el compromiso empresarial en materia de ODS, así como identificar las posibles variables relacionadas con el mismo. Para este propósito, se ha utilizado una muestra de empresas españolas no cotizadas, dada la escasez de estudios previos que consideren este tipo de compañías. Adicionalmente, se han buscado diferencias en base a características empresariales apenas estudiadas en trabajos previos realizados en este ámbito. Nuestros resultados sugieren que, a pesar de los avances conseguidos, aún hay margen de mejora a la hora de implantar los ODS a nivel empresarial en España. Por otro lado, el análisis realizado ha puesto de manifiesto que existe una asociación positiva entre el tamaño empresarial, la inversión en activos intangibles, el hecho de realizar actividad internacional y ser una empresa pública, con el compromiso en materia de ODS.

THE RELATIONSHIP BETWEEN CITIZENS' PERCEPTIONS OF CORPORATE POLITICAL ACTIVITY AND RISK: THE MODERATING EFFECT OF LOCAL AUTHORITY TAX DEPENDENCE FROM POLLUTING CORPORATIONS

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Relatora: **Irma Martínez García** (Universidad de Oviedo)

- Objectives: The context where a risk-generating situation arises influences the way citizens evaluate risk. In the case of firms operating in polluting industrial complexes, their attempts to influence, through corporate political activities (CPA), the decisions taken by the public authorities responsible for controlling their activities can affect the perception local residents have of the risks involved. This reality has been neglected in the literature.
- Theoretical framework: Institutional theory and the social risk perspective provide the theoretical basis for justifying the relationship that may arise between citizens' perceptions of two CPA strategies (information and financial incentives) used by firms in a polluting industrial complex and the risks of living near the complex as perceived by citizens. Finally, we explore the moderating effect that, in such relationships, may have the local public authorities' dependence on the complex firms' tax revenue.
- Methodology: Based on structural equation models (SEM), we statistically treat the assessments of 295 citizens residing in two towns near a petrochemical complex in Tarragona.
- Results/implications: The results reveal a different relationship between citizens' perceptions of each CPA strategy and their risk perception. They also corroborate the moderating effect of the local public authorities' dependence on the complex firms tax revenue.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

COMUNICACIONES ORALES

EMPRENDIMIENTO 8

Sala 4. L'Alcoià. Edificio Ramón y Cajal

Presidente de la sesión: **Javier Tamayo Torres**, Universidad de Granada

¿QUIÉN SOY? UNA PERSPECTIVA EFECTUAL DEL IMPACTO DEL CAPITAL PSICOLÓGICO EN LA INTERNACIONALIZACIÓN DE SPIN OFFS ACADÉMICAS

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Relator: **Javier Tamayo Torres** (Universidad de Granada)

La literatura de la lógica efectual en el emprendimiento es amplia, pero es más escasa la centrada en el análisis de la internacionalización y en el contexto de las spin-offs académicas (SOA). Existen estudios del capital humano (qué sabe)

y del relacional (quién conoce) del emprendedor en la internacionalización, sin embargo, limitadas investigaciones del capital psicológico (CapPsi) (quién es). Es oportuno investigar si el CapPsi del emprendedor incide en la internacionalización. El CapPsi puede cambiar, existiendo pocas investigaciones que analicen su carácter dinámico, e inexistentes las que tienen en cuenta los diferentes patrones de internacionalización. El primer objetivo es analizar si existen diferencias en el CapPsi del emprendedor académico entre las SOA domésticas (SOAD) y las internacionales (SOAI). Segundo, identificar, en las SOAI con diferentes patrones, las diferencias en el CapPsi de los emprendedores cuando crearon la empresa y tras la internacionalización. Los resultados concluyen, que no hay diferencias en el CapPsi de los emprendedores académicos de SOAD y SOAI excepto en el optimismo, más destacado para las SOAI. Y que la internacionalización aumenta el CapPsi de los emprendedores académicos en todos los patrones, excepto las que siguen un patrón no lineal, y es más destacado para las born global.

NOT ALL SHARING ECONOMY COMPONENTS ARE BORN-DIGITAL: COWORKING SPACES' DIGITAL RESPONSE TO PANDEMIC CHALLENGES

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Relator: **Oscar Llopis Corcoles** (Universidad de Valencia)

Objectives: The objective of this study is to examine the adoption of digitalization and significant strategy changes to sharing activity. Covid-19 pandemic period marked a turning point for the coworking spaces, the digitally underdeveloped SMEs within the sharing economy, whose working procedure is normally based on physical proximity. Challenged by social restrictions and economic deprival, these workspaces innovated their mechanisms by developing digital strategies.

Theoretical Framework: Grounded theory

Method: Over a two-year period of mixed methods research (2020-2022) we analyze the challenges experienced by five coworking spaces in Barcelona and highlight those digital and non-digital strategies deployed to adapt to new conditions.

Results/Implications: Meeting customer demand, finding new resources of customer development, maintaining internal control and keeping the community vibrant are antecedents of managerial positive attitude to prioritize digitalization for coping pandemic adversities.

This paper is the first in the literature to argue the contradictory case of coworking spaces within sharing economy to be challenged by the pandemic teleworking practices. We also elaborate on how remote connection can overcome the physical proximity requisite of these pre-digital sharing platforms.

How technological innovation influences the effect of strategic vigilance on entrepreneurial orientation. "A study among Telecoms companies"

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Relatora: **Tugce Nuray Saka** (Universidad de Barcelona)

The strategy vigilance of technological innovation is a crucial determinant of accommodating long-term and structural changes in the market and environment. Drawing upon dynamic capability theory to achieve long-term competitive advantages, this study aimed to examine the impact of strategy vigilance dimensions on entrepreneurial orientation and analyze how technological innovation mediates the relationship between variables.

The findings show the higher the awareness of monitoring and following up on the surrounding environment the more it contributes to gaining flexibility and saving time by searching for early signals of internal and external threats and opportunities, when the proactiveness and risk-taking are highly aligned, with technological innovation lead to new possibilities and the commitment of new resources, as well as generating new cutting-edge goods and services to produce shared value. Finally, strategic vigilance had no impact on the proactiveness of entrepreneurial orientation because the companies need to be more cautious about being the first mover in the market due to intense competition between the three companies.

The study concluded that strategic vigilance positively impacts entrepreneurial orientation and that the role of technological innovation as a mediator increases the positivity of the impact of strategic vigilance on entrepreneurial orientation in telecom companies.

The relationship between academic engagement and scientific impact

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Relatora: **María de la Luz Fernandez Alles** (Universidad de Cádiz)

In recent years there has been an increasing call from science policy to encourage interaction between academics and non-academic actors. Despite the rising consensus on the societal benefits of research involving greater academic and public engagement, it is still an open debate whether greater interaction compromises fundamental scientific advances. This paper explores to what extent academic engagement contributes to scientific performance in terms of productivity and impact. We hypothesize that academic engagement benefits research activities by enabling exposure to broader research questions and the mobilization of greater resources from diverse stakeholders. We test our propositions by differentiating between knowledge exchange mechanisms (e.g., collaborative research) and knowledge transfer mechanisms (e.g. consultancy and contract research). We test our hypothesis using a large-scale survey of 11,992 scientists affiliated with Spanish public research organizations from all fields of science in 2016. We measure scientific performance based on the number of publications (productivity) and top-cited papers (impact). Our results indicate that academic engagement is beneficial for scientific performance overall. However, we find that engaging through knowledge exchange is particularly associated with scientific impact while engaging through knowledge transfer is associated with productivity. Our results have implications for universities and academics regarding third-mission activities.

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COMUNICACIONES ORALES

ESTRATEGIA 10

Sala 5. Vega Baixa. Edificio Ramón y Cajal

Presidente de la sesión: **Francisco José Mas Ruiz**, Universidad de Alicante

The relevance of dividends on corporate indebtedness around the world: the role of market imperfections

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Relatora: **Susana De Juana Espinosa** (Universidad de Alicante)

Using a sample of 36,995 non-financial listed firms from 41 countries, we study the impact of cash dividends on corporate debt and the moderating role of agency costs, financial constraints, uncertainty, and tax for the 2005–2019 period. We find that dividends positively affect leverage, but this relationship is moderated by four macro-environmental conditions that determine the intensity of market imperfections mentioned above. More specifically we consider the influence of global institutional quality, shareholders' rights, creditors' rights, financial development, global economic policy uncertainty and tax conditions. With the exception of creditors' rights, which have a negative influence, all other factors have a positive influence on financial leverage. However, all of these factors negatively moderate the relationship between leverage and dividends. Market imperfections therefore determine the relevance of dividends on corporate financial leverage and the efficient allocation of resources.

NAVIGATING THE MARKET AFTER INNOVATION SHOCK: THE IMPORTANCE OF COMPETING AGAINST MYSELF AND OTHERS

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Relator: **Felix Javier López Iturriaga** (Universidad de Valladolid)

In this research, we evaluate how competition brought on by a shift in the environment affects the introduction of new products. In the automotive market, the commercial release of the second-generation Toyota Prius was the catalyst for the innovation shock (the first mass-produced electric vehicle in the world). Using the awareness-motivation-capability (AMC) framework as a starting point, our hypothesis assumes that a focal firm will anticipate the release of its product in a post-shock market position when a product it is producing is designated as a comparison target (either by the same company that intends to commercialize it or by a different one). The automotive market in Spain between 2003 and 2017 is the subject of the empirical investigation. The methodology selected is based on the estimate of mixed-effects survival models and a logit model with random coefficients. The conclusions have significant managerial ramifications and demonstrate the links assumed in the hypotheses. We specifically demonstrate that before promoting their own products, managers should take into account the subjective assessments of other competitors. This feature, which has not yet been studied or operationalized, is very important to strategic management.

Environmental performance and firm financial distress during the COVID-19 pandemic

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Relator: **Fernando Campayo-Sánchez** (Universidad de Alicante)

This paper explores the effect of environmental practices on firms' financial distress during the COVID-19 pandemic in the emerging and developing countries. Using a sample of 12,861 firm observations during 2016-2021, our results indicate that environmental practices decrease the risk of financial distress. Moreover, this relationship is more relevant in firms operating in developed markets. Examining the short- and long-run effects of the COVID-19 crisis, the empirical results demonstrate that the adoption of environmental practices leads to less financial distress and more crisis-resilient economies. The mitigating effect of environmental practices is more apparent during the recovery period compared to the COVID19 crisis period for advanced countries. Government should increase the incentives provided to companies adopting environmental practices as a way to mitigate financial distress and accelerate recovery in times of crisis.

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COMUNICACIONES ORALES

FINANZAS 4

Sala 7. Vinalopó Mitjà. Edificio Ramón y Cajal

Presidenta de la sesión: **Ana Belén Mudarra Fernández**, Universidad de Jaén

LOS ALOJAMIENTOS RURALES DE ANDALUCÍA Y SU EFICIENCIA

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Relatora: **Guillermina Tormo Carbó** (Universitat Politècnica de València)

Actualmente, el sector turístico es motor de diversificación de las zonas rurales, debido a su capacidad de mantenimiento, promoción y protección del patrimonio y bienes culturales de las zonas geográficas de referencia. Sin embargo, ante la creciente demanda de este tipo de turismo, las empresas deben ser capaces de responder, demostrando su solvencia sin obviar su función de protección y conservación del medio. El presente estudio tiene como objetivo determinar la eficiencia de las empresas de alojamiento turístico ubicadas en la Andalucía rural. Para ello, se realizó un estudio de la población rural y tras ello, se analizó la eficiencia de las empresas de alojamiento. El análisis, realizado mediante el uso de la metodología de análisis envolvente de datos (DEA), ha obtenido que desde la perspectiva del CCR, las empresas involucradas, son bastantes ineficientes, mientras que desde la perspectiva de BCC son bastante eficientes. Seguidamente, se analizó la eficiencia de las empresas por provincias, con el fin de determinar si había existencia de patrones que las diferenciara, reflejando así dos grupos. Finalmente, se llegó a la conclusión de que es necesario mejorar la eficiencia de las empresas de alojamiento rural, pero para ello se requiere de dos estrategias diferentes.

Does Corruption Rule the Auditor's Soul? Examining the Auditors' Attitude Toward Accepting Corruption Behaviours

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Relatora: **Teresa Elvira Lorilla** (Universidad de Burgos)

This study aims to fill the literature gap by offering a novel study of individual auditors' attitudes toward different kinds of corrupt behaviours in an underexplored context (Palestine). This study analyses an original survey of Palestinian auditors using ordinal regression and the Mann-Whitney U Test. The results of our study indicate that auditors' perception of corruption differs toward different types of corrupt behaviours, with the politician job, private job and bureaucrat job being generally more acceptable than the illicit receiver, illicit giver and deserved giver. Moreover, regarding the determinants of auditors' individual factors, our results indicate that acceptance of corruption is negatively associated with age in most corrupt behaviours included in the survey. Our results also reveal significant differences in the sense that female auditors show a higher attitude toward accepting corruption regarding various types of corruption. On the other hand, we found that the auditor's position and the outside education impact the attitude toward accepting corruption. However, we do not find any significant differences in education levels toward accepting corruption.

SHOULD I STAY OR SHOULD I GO? AUDITOR ETHICAL CONFLICT AND TURNOVER INTENTION

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Relatora: Ana Belén Mudarra Fernández (Universidad de Jaén)

Purpose: The main objective of this study is to examine possible factors affecting Ethical Conflict (EC) and the impact of EC on Turnover Intention (TI). It investigates the moderating role of Ethical Climate (EtC) and its relationship with EC and job-related outcomes. It also examines the mediating role of EC between Perceived Auditor Ethical Failure (PAEF) and TI and also between Workload (WL) and TI.

Methodology: This study analyses an original survey of auditors using Structural Equation Modelling (PLS-SEM).

Findings: The results indicate that WL and PAEF are associated with increased EC; we also found that auditors with higher EC would have a higher TI rate. In addition, our findings propose that perceived EtC moderates the associations between PAEF and EC. Finally, our results imply that auditing companies might better manage EC by emphasising the EtC.

Originality: To the best of our knowledge, this study is the first to investigate the moderating role of EtC on the factors that could affect the EC in auditing organisations. It also examines the mediating role of EC between Perceived Auditor Ethical Failure (PAEF) and TI and also between Workload (WL) and TI.

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COMUNICACIONES ORALES (INGLÉS)

INTERNACIONALIZACIÓN 4

Sala 8. Baix Vinalopó. Edificio Ramón y Cajal

Presidenta de la sesión: Fariza Achcaoucaou, Universitat de Barcelona

ARE DIGITAL PLATFORMS THAT DIFFERENT? THE INTERNATIONALIZATION OF NETFLIX IN A SEQUENCE-SHOT

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Relatora: Fariza Achcaoucaou (Universitat de Barcelona)

Recent conversations are discussing the internationalization nature of Digital Platforms. While some of these studies posit that current and traditional IB theories aren't able to explain what are the, apparently, new mechanisms under such internationalization, other studies show empirical evidence on firms following paths similar to those of International New Venture processes or extending the conceptualization of new mechanisms for Digital Platforms inside existing IB theories. In any case, what is evident is the lack (or scarcity) of empirical evidence testing what is being discussed, validating (or not) the existing IB theories. Therefore, we want to contribute to the conversation by providing an in-depth analysis of the internationalization process of Netflix, one of the most well-known Digital Platform in the world with presence in more than 190 countries within less than 10 years. We use a qualitative unique-case study methodology using multiple sources which permits revealing the sequential internationalization process of Netflix. Our results evidence that industry specificities and within-country network externalities are key in the process of internationalization of Netflix these being the core mechanisms of traditional internationalization theories at the same time.

MULTINATIONAL CORPORATIONS AND COVID-19: COMPILING LESSONS FROM THE PANDEMIC CRISIS

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Relatora: Andrea Pallás-Rocafull (Universidad de Valencia)

Purpose– This paper aims to address, categorize and explain the experienced effects of COVID-19 by multinational corporations (MNCs), in order to highlight the most affected areas and provide actionable guidance for making these companies more resilient to future crises.

Methodology– The study conducts an integrative literature review on the effects of COVID-19 on MNCs and the actions

they have taken to mitigate or overcome these effects. Due to the recency of the pandemic, only peer-reviewed articles published between 2020 and June 2022 are included. Using codification of the content of the articles and co-word analysis, the information is categorized, ultimately to present the results in a structured way.

Findings/implications– Effects of the COVID-19 pandemic can be classified into mainly three areas of disruption: supply chain, workforce and communication related disruptions. The study provides a strategy with three lines of action, which focuses on managerial implications in the short, medium and long-term, in order to improve resilience in these areas.

Future research– Our integrative framework reveals several research gaps. Overall, how attitudes towards globalization and trust have changed, and what the positive effects of the pandemic have been and for whom, are major needs in our knowledge so far.

Global Value Chain disruptions and firms' resilience: The response of the Valencian textile cluster to the COVID-19

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Relatora: **Telma Mendes** (Escola Superior de Tecnologia e Gestão (ESTG), Instituto Politécnico do Porto)

Objectives: We examine whether localization in districts enhances firms' resilience – defined as the capability to adapt to major shocks – in the face of global, external disruptions. Utilizing the COVID-19-related disruptions of Global Value Chains (GVCs), which distorted the normal flow of inputs from China to the European textile industry, we focus on the responses of small and medium-sized enterprises (SMEs) situated in a cluster. Specifically, we analyse the firm- and cluster-level responses to the lack of textile inputs.

Theoretical framework: The study departs from the cluster and industrial-district literature, as well as its intersection with the resilience literature.

Methodology: Using qualitative research methods, we shed light on the processes through which location within a cluster enhances firms' resilience.

Results/implications: Our results show that the focal cluster's institutional infrastructure facilitated the reorganization of the cluster's cognitive structure to confront these global, pandemic-related disruptions. Local collective actors playing the role of brokers enhanced firms' resource position and organizational processes. Hence, both the collective actors and the collective actions created a competitive advantage for SMEs. We enhance our understanding of the relationship between clusters and firm resilience, as well as of the concept of resilience.

Looking back and looking forward: A multidisciplinary review of the speed of internationalization and future research directions

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Objectives: An increasing amount of research on the speed of internationalization has shown that this concept has found application across multiple contexts. However, this straddling of multidisciplinary domains fragments the academic understanding on the topic. Considering the growing interest in the speed of internationalization, this study seeks to provide an overview of the trajectory and evolution of the research field.

Theoretical Framework: Building upon the review of 200 articles published in Web of Science and Scopus indexed journals, this article develops a context-specific research agenda, whereas discloses the main theoretical approaches used so far.

Method: We combined a Correspondence Analysis (CA) along with a Delphi study of prolific authors and practitioners working on the speed of internationalization, we provide a multidisciplinary academic literature.

Results/Implications: Our findings offer a holistic picture of the current scholarly research, outlining its key theoretical approaches, research themes, levels of research, and potential areas for future development on this topic.

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COMUNICACIONES ORALES

MARKETING 3

Sala 9. Ifach. Edificio San Fernando

Presidenta de la sesión: **Marta Ortiz-de-Urbina Criado**, Universidad Rey Juan Carlos

¿MÁS PRECIO Y MENOS SERVICIO? SACRIFICIOS EN LA DISPOSICIÓN A PAGAR EN HOTELES SOSTENIBLES: EL EFECTO MODERADOR DEL PRECIO PERCIBIDO

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Relator: **Rafael Robina Ramírez** (Universidad de Extremadura)

Objetivos: Explorar las percepciones de las prácticas sostenibles en la oferta hotelera y cómo influyen en la aceptación de sacrificios y en la disposición a pagar por parte de los consumidores.

Marco teórico: El trabajo emplea la Teoría del Comportamiento Planificado (TPB) como marco dominante para explicar los comportamientos proambientales de los consumidores.

Metodología: Para probar empíricamente el modelo propuesto, se recopilan 594 respuestas completas a través de un cuestionario on line estructurado y se estima el modelo mediante ecuaciones estructurales de mínimos cuadrados parciales (PLS-SEM).

Resultados/implicaciones: Los hallazgos muestran que la disposición a pagar y renunciar a servicios está principalmente determinada por la motivación interna del consumidor, mientras que la norma social predispone a renunciar a comodidades solo si se recibe algo a cambio. La disposición a pagar está relacionada con un huésped concienciado que también está dispuesto a renunciar al confort, comodidad o servicios en hoteles sostenibles; no obstante, se observa que cuando perciben que el precio es caro aumenta su preferencia por un sacrificio compartido o recompensado.

FASHION BRANDS' COMMUNICATION IN TIMES OF PANDEMIC: CASES OF & OTHER STORIES AND GANNI

Daria Morozova¹, Beatriz Garcia-Ortega², Javier Galán-Cubillo², Claire Bereizat¹

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Relatora: **Ana Belén Martín Gago** (Universidad de Valladolid)

Fashion industry has undergone an existential crisis during the COVID-19 pandemic with physical shops and manufacturing facilities forced to close. In addition to mitigating financial risks, fashion brands needed to maintain meaningful communication with their consumers. Previous research addresses that during and immediately after natural disasters consumers tend to change their buying patterns, sticking to stocking-up essential household items such as medicine, face masks and canned food. Furthermore, during major social and economic disruptions like the recent pandemic, norms and values are often reassessed and renegotiated. Therefore, fashion brands need to make sure they manage to maintain meaningful communication with their target audience. Drawing on the Instagram posts of a fast fashion brand & other stories and a middle segment brand GANNI with a strong sustainability ethos, this article discusses how themes communicated through the social media platform have been shifting at the start of the first lockdown in 2020, in late 2021 when the lockdown rules were relaxed, and at the end of 2022 when almost all the restrictions were finally lifted. Findings suggest that the brands were experimenting with the messages communicated during the pandemic, though the focus still remained on the products.

DEALING WITH IMPULSE BUYERS: A FIELD EXPERIMENT

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Relator: **Javier Galán Cubillo** (Universitat Politècnica de València)

Purpose: This research empirically analyzes the effectiveness of two types of strategies, implemented in an e-commerce context, to prevent impulsive buying behavior and the consequent returns of products.

Theory: Drawing on the stimulus-organism-response model, this research proposes two strategies (Substitution vs Distraction) for e-tailers to intervene in the online buying process in order to deter undesired impulsive online purchase decisions by consumers.

Methodology: A lab experiment with two experimental groups and one control group was implemented. 236 users participated in the experiment for an economic reward.

Results: The results showed that the distraction strategy was more effective than the substitution strategy in controlling impulse buying behavior. Theoretical and business implications are discussed.

WHAT ROLE DO EMOTIONS PLAY IN THE CO-CREATION OF CUSTOMER VALUE TO ACHIEVE HAPPINESS THROUGH PROMOTING SOCIAL INTERACTIONS AND SELF-IMAGE IN THE TOURISM INDUSTRY?

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Relatora: **Carmen Abril** (Universidad Complutense)

Purpose: The main objective of this research is to analyse the role played by emotions in the process of co-creation of customer value and the search for customer happiness in the tourism sector.

Theoretical Framework: Within the value co-creation process, the effect of company-customer social interaction and the company's self-image has been analysed as potential happiness-generating factors in company management.

Methodology: The structural model was developed by structural equation modelling (SEM), with a causal-predictive analysis approach.

Results/Implications: The results show that the improvement of the company's self-image and social interactions can generate customer happiness in the tourism sector. The achievement of this happiness is also mediated by the co-creation of value. The model presents a predictive capacity that can be replicable in other scenarios. Theoretical and empirical conclusions can be drawn from the study.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

COMUNICACIONES ORALES

DIRECCIÓN DE LAS OPERACIONES Y TECNOLOGÍA 6

Sala 3. Marina Alta. Edificio Ramón y Cajal

Presidenta de la sesión: **Micaela Martínez Costa**, Universidad de Murcia

Top management team and digital transformation. A systematic literature review

David Neira Fernández¹, Anabel Fernández Mesa¹, Deisy Chandia Godoy²

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Relator: **Frederic Marimon** (Universitat Internacional de Catalunya)

Although the literature on information systems concerning the digital transformation (DT) of companies has increased exponentially, our results show that this topic is still being developed in the field of management, particularly in relation to the conjunction between DT and top management. Our review, examining 124 articles, found that the managers who are leading DT have benefited from having a strategic mindset, an inspirational attitude and are focused on change management. We offer a summary of the enabling and hindering factors identified in the literature and provide some suggestions for focusing future research based on the theories that, according to our findings, have received widespread interest and outline a rich framework.

CONOCIMIENTOS TÉCNICOS Y RESULTADOS EMPRESARIALES: UN ESTUDIO QUE CONTRIBUYE A LA INDUSTRIA 4.0

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Relatora: **Ana Isabel Fernández Mesa** (Universitat de València)

Objetivo: Identificar los conocimientos técnicos que, vinculados a los procesos de digitalización, contribuyen al logro de distintos tipos de resultados empresariales.

Marco teórico: El desarrollo de la digitalización en las empresas y de las aplicaciones de la I4.0 requiere de empleados con conocimientos técnicos de digitalización en los dos tipos de tecnologías: de interfaz -fabricación inteligente, productos inteligentes, cadena de suministro inteligente y trabajo inteligente- y tecnologías base -internet de las cosas, computación en la nube, Big Data y análisis.

Metodología: Se aplica el método Delphi para, a través de las opiniones de un grupo de expertos españoles, reconocer la importancia de determinados conocimientos para el avance de la digitalización y la implantación de la Industria 4.0.

Resultados: Los resultados evidencian que: 1) los conocimientos de robótica, internet de las cosas, redes e inteligencia artificial son necesarios para alcanzar resultados en la gestión del área técnica de las empresas; 2) la gestión comercial necesita de los conocimientos de sistemas inteligentes, Big Data, ciberseguridad, tecnología distribuida y contenidos; y 3) para los retos empresariales de desarrollo sostenible, medioambiente y eficiencia energética, los conocimientos más necesarios son Big Data, sistemas inteligentes e inteligencia artificial.

THE KEY ROLE OF KNOWLEDGE ORCHESTRATION FOR DIGITAL TRANSFORMATION AND ITS IMPACT IN LEAN AND AGILE MANAGEMENT: AN EMPIRICAL ANALYSIS

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Relator: **José-Ángel Miguel Dávila** (Universidad de León)

Objectives: This research analyses the needed balance between breadth and depth of knowledge, for Digital Transformation (DT) of the company, and the impact that this transformation may have to foster agility, lean and organizational performance

Theoretical frame: Digital transformation is multifaceted, complex and full of challenges that require prior knowledge and skills. While literature agrees that digital transformation is critical to the success of modern businesses, researchers are still determining if such change is simple. Although the relationship between knowledge and digital transformation has been present in previous studies, maintaining a correct balance between breadth and depth of knowledge poses distinct challenges to digital transformation. Therefore, the implications for theory and practice still need to be fully unfolded

Methodology: Hypotheses were tested using PLS in a sample of Spanish manufacturing companies within the range of 50-250 employees.

Results: Results support that the balance between breadth and depth of knowledge guides the company and its activity according to the demands of the new digital business models. The results also suggest that digital integration is an opportunity to enhance the joint application of lean and organisational agility, and improve the company's financial performance.

PEER-CUSTOMER ENGAGEMENT FOR ONLINE FOOD DELIVERY

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Relatora: **Micaela Martínez Costa** (Universidad de Murcia)

Objectives: This paper aims first to conceptualize and define peer-customer engagement (PCE), detail its recent evolution, and analyse its decomposition into cognitive, emotional and social dimensions. The second aim is to analyse its antecedents and its impact on loyalty through peer-customer engagement behaviour (word-of-mouth and co-reaction with internal stakeholders).

Methodology: A sample of 529 questionnaires with users of online food delivery platforms (Uber Eats, Just Eat, Glovo, Deliveroo) was used for confirmatory analysis through structural equation modelling.

Findings: The findings confirm that (i) PCE is composed of the three aforementioned dimensions; (ii) the antecedents of PCE are service quality attributes; (iii) PCE directly impacts on loyalty and indirectly through word of mouth (WOM), but not through co-creation with internal stakeholders. Theoretical findings are relevant, since the recent and rapid evolution of customer engagement from a dyadic physical transaction to the digital service ecosystem platform model is shown through three phases. From the managerial point of view, the findings show that PCE might be strengthened by the social dimension (cognitive and emotional are not enough to make a difference). WOM is a strong mediator to achieve loyalty; however, co-creation does not lead to loyalty.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

COMUNICACIONES ORALES

RECURSOS HUMANOS 6

Sala 2. Marina Baixa. Edificio Ramón y Cajal

Presidente de la sesión: **Francisco Rincón Roldán**, Universidad Pablo de Olavide

¿CÓMO PUEDE LA GESTIÓN DE RRHH MEJORAR LA SOSTENIBILIDAD DE LAS EMPRESAS?: EL PAPEL MEDIADOR DE LA FLEXIBILIDAD DE LOS EMPLEADOS EN EMPRESAS DEL TERCER SECTOR

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Relator: **Juan José Nájera Sánchez** (Universidad Rey Juan Carlos)

Este trabajo tiene como objetivo la propuesta y contraste de un modelo en el que se analiza la influencia de la flexibilidad de los empleados sobre la relación existente entre las Prácticas de Gestión de Recursos Humanos AMO y la sostenibilidad de las empresas del Tercer Sector.

El modelo de mediación planteado ha sido probado a través del método multivariante de ecuaciones estructurales Partial Least Squares (PLS-SEM), sobre una muestra de 124 empresas cooperativas. Para la recogida de la información empleamos un cuestionario con preguntas formadas por escalas de medida previamente validadas. Contestaron al cuestionario dos directivos en cada empresa cooperativa.

Este trabajo demuestra la relación de mediación positiva que ejerce la flexibilidad de los empleados entre las Prácticas AMO de Gestión de Recursos Humanos la sostenibilidad de las organizaciones estudiadas. Hay prácticas de RRHH que por sí no mejoran la sostenibilidad de las empresas a menos que favorezcan la flexibilidad de los empleados. Estos resultados posibilitarán a los principales actores y agentes implicados en la generación de políticas y acciones en materia de sostenibilidad, abordar estos resultados desde el propio entorno interno de las organizaciones del Tercer Sector.

ARE FAMILY FIRMS WORSE EMPLOYERS IN TERMS OF WORK-LIFE BALANCE?

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Relatora: **Marta Ruiz Martínez** (Universidad de Cádiz)

Purpose: Our objective is focused on analyzing the satisfaction toward work-life balance (WLB) in family businesses and comparing the results with their counterpart non-family businesses. Likewise, we do not want to limit ourselves to the analysis of family members but to study the balance relative to non-family employees.

Method: We focused on a set of firms in the manufacturing sector in Spain. The sample included firms of different sizes in the secondary sectors, and this data diversity ensures the reliability of the results.

Findings: Our results confirm that WLB satisfaction is higher for family members, although taking into account the subjectiveness of the concept may have different explanations. The lack of significant differences between WLB satisfaction among employees in family and non-family firms may have also different explanations, but it seems that family firms are not such great employers after all.

UNDERSTANDING LEADERSHIP STYLES AND EFFECTS IN HOSPITALITY: A CO-WORD ANALYSIS

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Relator: **Francisco Rincón Roldán** (Universidad Pablo de Olavide)

The hospitality industry has several idiosyncratic characteristics that, in combination, result in a unique and challenging environment. Leadership in the sector requires a particular focus on better understanding key approaches and their main effects when managing the workforce. This study conducts a bibliometric analysis to provide a complete and comparative study of leadership styles in hospitality literature in recent decades.

Two curated databases (Web of Science and Scopus) were chosen and combined to perform a co-word analysis to detect the main themes related to leadership in hospitality. This method analyzes the co-occurrence of topics in documents.

This study's analysis yielded seven thematic clusters. Transformational and servant leadership and abusive supervision are the most widely researched leadership styles in hospitality and are associated with employee outcomes such as job

satisfaction, organizational citizenship behavior (OCB), and commitment. Employee outcomes such as creativity and innovation seem to be receiving research attention. This review reveals a need to focus research on underexplored styles such as paradoxical, spiritual, or responsible leadership.

Given that leadership is an important current issue for hospitality companies, the findings of this review could provide hospitality practitioners and researchers with a complete picture of how leadership is associated with different topics.

DO GENDER-DIVERSE RESEARCH TEAMS CONTRIBUTES TO PROMOTE THE COLLABORATION

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Relatora: **Susana Pasamar** (Universidad Pablo de Olavide)

Purpose: The article examines the effect of gender diversity on the generation of collaborative research by academic research teams.

Literature review: In recent decades, large part of the scientific research has been carried out collaboratively by diverse teams. Research suggests that team performance can be affected by a wide range of diversity dimensions among team members, including gender diversity. Although gender issues have been discussed in the scientific research literature, little attention has been paid to gender diversity in collaborative research.

Design/Methodology: We obtained a sample of 228 research teams with a total of 13,617 coauthored papers. Negative binomial regression model was used in the empirical analysis.

Findings: The results suggest that the gender diversity measured by the Blau index and the Shannon index do not have a significant effect on the number of co-authored articles in the research teams in any of the types of collaboration analysed.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

TALLER DOCTORAL 4

Sala 11. Aitana. Edificio San Fernando

Reducción de las pérdidas de alimentos, en las operaciones de manipulación, almacenamiento y procesado, mediante la aplicación de herramientas Lean-Green

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El problema de las pérdidas y desperdicios de alimentos (FLW) es uno de los mayores retos sociales, ambientales y económicos a nivel mundial. La Organización de las Naciones Unidas para la Alimentación y la Agricultura (FAO) estima que un tercio de la comida destinada al consumo humano se pierde o se desperdicia a lo largo de toda la cadena de suministro, lo cual equivale a 1,3 billones de toneladas de comida al año.

Las técnicas Lean-Green (LG) aplicadas en las etapas de la cadena de suministro de Manipulación, Almacenamiento y Procesado de alimentos (MAP) podrían hacer disminuir las pérdidas y desperdicios alimentarios. ¿Qué herramientas Lean-Green son válidas para disminuir las pérdidas de alimentos en la MAP? ¿La disminución de las pérdidas podría provocar pérdidas de rendimiento en los procesos productivos?

Se pretende construir un indicador compuesto de eficiencia sostenible y pérdidas de alimentos, integrando el OEEE (Overall Environmental Equipment Effectiveness) ya existente en la metodología Lean, considerando además la pérdida de alimentos y otros indicadores de sostenibilidad relativos a las primeras etapas de la cadena de suministro.

THE IMPACT OF DIGITALIZATION ON SHIPPING ORGANIZATIONS

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Objectives: (i) to explore the literature for the impact of digitalization on quality management in the shipping industry and (ii) to provide a guideline for shipping organizations to be taken in consideration at the time of digitalization.

Theoretical Framework: The latest research is conducted from the perspective of the factors that must be taken into consideration at the time of digitalization. There is a gap in any study being analyzed as to how digitalization impacts processes associated with (and the organization of) quality management in the shipping industry.

Methodology: the first necessary aspect to consider is an adequate review of the literature, taking as a point of reference

what affects organizations in the maritime sector, followed by a qualitative approach through interviews with different container shipping company staff across a broad range of responsibilities, and finally by analyzing them using the GIOIA methodology.

Results: A new framework is adapted, which will help lay the groundwork for understanding the extent of the digitalization's impact using container shipping as an example. This will help the organizations to decide where to set specific strategies, paying attention at every point.

SOSTENIBILIDAD SISTÉMICA Y AGILIDAD COMO NUEVOS PARADIGMAS ORGANIZATIVOS PARA GESTIONAR LA COMPLEJIDAD EN LAS CADENAS DE SUMINISTRO

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Objetivos: Acontecimientos como la pandemia o la guerra de Ucrania, han desembocado en una crisis sistémica que ha deteriorado las relaciones políticas y económicas, con consecuencias sobre las cadenas de suministro globales de las empresas. Deben desarrollarse modelos de sostenibilidad sistémica que busquen un equilibrio entre eficiencia y seguridad, buscando la resiliencia a lo largo de toda la cadena de suministro para dar respuesta a las necesidades empresariales actuales.

Marco teórico: La sostenibilidad se define como la propiedad de un sistema de mantener sus actividades inalteradas en el tiempo, mientras que la resiliencia es la capacidad de recuperar la operatividad tras una contingencia. La agilidad constituye la dimensión estratégica de la resiliencia y se apoya en la digitalización.

Metodología: La investigación se basa en un análisis inductivo de la literatura para identificar variables y constructos teóricos que relacionen la sostenibilidad con la agilidad y la resiliencia, con el fin de elaborar un modelo conceptual.

Resultados/implicaciones: Como resultado, se desarrollará una herramienta corporativa para evaluar e incrementar la sostenibilidad de la empresa, integrando los conceptos de agilidad y resiliencia. El modelo se construye con una filosofía transdisciplinar que incluye conceptos de gestión, análisis de datos, simulación y la física.

ASSESSING THE IMPACT OF INDUSTRY 4.0 AND CIRCULAR ECONOMY ON LEAN LEADERSHIP AND CULTURE

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Objective: After Covid19 pandemic, the future of competitiveness will be driven by introduction of new technical revolutions, Industry 4.0 (I40), and production methodologies, Circular Economy (CE). Lean Manufacturing (LM) companies are adapting technological developments and introducing circularities to compete. Leaders and company culture shall evolve with them. We must understand how they adopt and adapt their style and company culture to implement I40 and CE.

Methodology: Two-stage:

1. Four phases systematic literature review combining all elements one by one.

2. A self-assessment is designed, impact index calculated. Analysis and interpretation are introduced.

Findings: Ten LC characteristics and nineteen LLS competences and their interaction with I40 and CE are found from the literature review, analyzed, and converted into a self-assessment to identify what could be the potential impact of implementing I40 and CE on LC and LLS.

Originality: To the best of our knowledge, this is the first attempt in investigating the connection between I40, CE, LC and LLS, proposing a self-assessment for the organization.

Practical Implication: Findings of this research help an organization to assess the impact of the I40 and CE implementation in the LC and LLS. Tool also supports gap finding/closure, supporting implementation roadmap preparation.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

MESA INTERACTIVA 13

ESTRATEGIA 3

Sala 12. Moreig. Edificio San Fernando

Presidente de la sesión: **Ignacio Requejo**, Universidad de Salamanca

MOVING FROM CLOSED TO OPEN INNOVATION AND ITS PERFORMANCE IMPLICATIONS

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Relator: **Pablo Garrido Prada** (Universidad de Salamanca)

This article investigates how moving from closed to open innovation affects firms' innovation performance. Through theorizing two underlying forces: legitimation and complexity, we hypothesize a U-shaped relationship between relative openness and innovation performance. Based on firm-level survey data, we obtain consistent empirical evidence. Our regression results are robust under different model specifications. We contribute to the literature by showing the importance of considering the extent of openness relative to closeness while discussing the performance effect of open innovation. Our finding also provides insights for managers regarding the extent of openness.

THE IMPORTANCE OF DIGITAL TRANSFORMATION IN THE DEVELOPMENT OF SUSTAINABLE STRATEGY. THE CASE OF EUROPEAN SMEs

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Relator: **Germán Gemar Castillo** (Universidad de Málaga)

In the current economic environment towards sustainability with a clear implication of technology, it is necessary to deepen the connection between both advances. The present research aims to deepen the sense of the significance of digital transformation in implementing sustainability strategies in SMEs. Understanding the technology involved in digital transformation processes as basic and advanced, we apply the maximum likelihood using a linearization of a logit model on the Flash Eurobarometer 486 survey conducted by Kantar company with the coordination of the European Commission. Our results show a clear implication of incorporating advanced technologies in digital transformation processes concerning incorporating sustainability strategies. It is also essential to highlight the favourable significance of the company's size and internationalisation of the company, while the age of the organisation is negative. With all of the above, the involvement of these factors in the management of national innovation programmes aligned with sustainable development is a factor to be considered.

DETERMINING FACTORS OF YOUTH ENTREPRENEURSHIP IN EUROPEAN COUNTRIES USING PORTER'S DIAMOND MODEL

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Relator: **Ching T. Liao** (CUNEF University)

Unemployment is a problem in most European countries and entrepreneurship becomes a key aspect to solve it. However, youth entrepreneurship is uneven by country. The objective of this research is to know the factors that influence youth entrepreneurship in different European countries. The data used make up the different dimensions of the Porter Diamond model. The methodology includes a GLS regression analysis with AR(1) disturbances, very useful for this type of study. Among the main findings, policymakers should promote English as a foreign language in secondary education as well as ICT training. A low perception of corruption will be key to stimulating entrepreneurship among young people.

Martes, 27/06/2023: 16:00 – 17:30 SESIONES PARALELAS (VI)

MESA INTERACTIVA 14

RECURSOS HUMANOS 2

Sala 13. Tabarca. Edificio San Fernando

Presidenta de la sesión: **Raquel Sanz Valle**, Universidad de Murcia

MOTIVACIÓN Y DESEMPEÑO LABORAL EN LA ORGANIZACIÓN

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Relatora: **María Isabel Barba Aragón** (Universidad de Murcia)

La motivación de los miembros que trabajan en una organización se considera un elemento fundamental para un buen desempeño laboral y está adquiriendo una gran importancia en los recursos humanos de la empresa. Así, el objetivo principal de este trabajo es analizar la motivación de los miembros de la organización y su desempeño laboral. Esta investigación está estructurada, por un lado, en una parte teórica, donde se expone el concepto de motivación laboral, tipos de motivación, así como las teorías y enfoques más importantes sobre la motivación en el puesto de trabajo. Por otro lado, se expone un caso aplicado basado en una adaptación del cuestionario de gestión por motivación. A partir de los datos obtenidos se realiza un análisis estadístico descriptivo, analizándose las diferentes necesidades de los trabajadores, su motivación en desempeño laboral. En conclusión, destacamos que las empresas deben establecer una política de recursos humanos en base a las necesidades de sus trabajadores. Si las medidas que se adoptan en la organización no suponen la satisfacción de alguna necesidad o deseo del trabajador dichas medidas no servirá para estimular dicha motivación el desempeño laboral.

Recursos humanos y transformación digital. Una aproximación teórica

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Relatora: **Mercè Martín Vicente-Ruiz** (UIC)

Objetivos: este trabajo es una aproximación teórica a un tema novedoso y trata de poner de manifiesto las relaciones positivas que existen entre Transformación Digital (TD), competencias digitales, prácticas de gestión de recursos humanos orientadas a la digitalización y resultados empresariales. Asimismo, elabora un listado de las competencias digitales que deben poseer los trabajadores para favorecer la TD de la organización y otro de prácticas de gestión de recursos humanos que influyan positivamente en el desarrollo de las competencias digitales.

Marco teórico: la TD representa un reto y una oportunidad para las empresas y los recursos humanos van a resultar esenciales para que la empresa afronte con éxito este proceso. Este trabajo estudia cómo los trabajadores pueden incrementar el valor empresarial a través de la TD.

Metodología: a través de la revisión de la literatura se proponen escalas para medir la TD de la empresa, las competencias digitales y las prácticas de gestión de recursos humanos orientadas a la digitalización.

Resultados / implicaciones: se hacen propuestas de investigación y se aportan escalas de medida de las variables involucradas dejando planteada como línea de investigación futura la realización de un estudio empírico cuantitativo.

¿LA DIVERSIDAD CULTURAL IMPACTA EN LA INNOVACIÓN DE LAS EMPRESAS?: ANÁLISIS BIBLIOGRÁFICO

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Relatora: **Isabel Coronado Maldonado** (Universidad de Málaga)

La innovación es un aspecto clave en el mundo competitivo actual. Asimismo, en un entorno donde los flujos migratorios son cada vez más habituales, la diversidad cultural forma parte de la agenda de toda organización que opera y se desarrolla en entornos globales. Además, esta diversidad cultural puede afectar a su nivel de innovación. El objetivo de este trabajo es realizar un análisis bibliográfico sobre los artículos científicos que vinculan diversidad cultural e innovación en las empresas. Para ello, se realizó un análisis de los trabajos científicos publicados hasta 2022, las agrupaciones temáticas y vínculo entre los dos conceptos, los países con mayor número de publicaciones, principales organizaciones, revistas editoriales y autores contribuyentes. Del análisis de los resultados podemos concluir que la diversidad cultural e innovación es un término de creciente interés en la bibliografía científica, a pesar de que un escaso número de estudios que vinculen estos términos, por lo que representa una oportunidad en este campo de investigación. Este artículo, por lo tanto, contribuye al presentar un examen bibliométrico sobre la diversidad cultural e innovación y a proponer las futuras líneas de investigación en estos dos ámbitos de estudio, de gran interés tanto para el campo académico como empresarial.



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ON CAUSALITY BETWEEN SUCCESSFUL INTERNATIONALIZATION
AND PROFITABILITY: THE CASE FOR THE MODERATING EFFECT OF
EARLINESS IN NEW VENTURES

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DOES REINFORCING SUSTAINABLE PERFORMANCE HELP IN TIMES OF
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HOW CONTROVERSIES' ATTRIBUTES UNDERMINE FIRM MARKET VALUE

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DO FAMILY FIRMS OUTPERFORM NON-FAMILY FIRMS IN COLLABORATION
FOR INNOVATION?

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