

19th International Congress on Public and Nonprofit Marketing
**“SUSTAINABILITY: NEW CHALLENGES FOR MARKETING AND SOCIOECONOMIC
DEVELOPMENT”**

CONGRESS PROGRAMME

IMPORTANT INFORMATION

Information on technical aspects of participation and norms for sessions are available in the Congress website: <http://catedraturismosostenible.es/iapnm/> (see Conference Schedule → Access and Norms for Sessions).

The Congress programme has been scheduled according to Madrid Time Zone (for more information, see: <https://24timezones.com/Madrid/time>).

Access to the different sessions of the Congress is available through the links indicated in the programme. Please, note that there are different links to access sessions depending on participants' role:

- **Key speakers, parallel session moderators and presenting authors** have assigned a direct participation with audio and video during the session. Only authors designed to present papers are required to assume this role.
- **Session attendees and non-presenting authors** must not participate with audio and video during the session, although they can participate in the time for questions and discussion through the session chat.
- **Session Chat**

1- <https://www.intecca.uned.es/portalavip/autenticacion.php>

- User: alumnonpofe
- Pass: 20160826

2 -link room

- [Room 1](#)
- [Room 2](#)
- [Room 3](#)
- [Room 4](#)

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International
Association
on Public and
Nonprofit
Marketing





Thursday, 2nd July

10:00 – 10:30
(Madrid Time Zone)

OPENING SESSION (ROOM 1)

→ [Access for session attendees](#)

10:30 – 11:45
(Madrid Time Zone)

PLENARY SESSION : GUEST KEY SPEAKERS (ROOM 1)
Moderator: Amparo Cervera Taulet (University of Valencia, Spain)

→ [Access for key speakers and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Digital platforms for value co-creation and service innovation

Bo Edvardsson (*Karlstad University, Sweden*)

Sustainable behavior as a base of consumers segmentation

Elżbieta Goryńska-Goldmann & Michał Gazdecki (*Poznan University of Life Sciences, Poland*)

Why commitment and satisfaction do not always go hand in hand: Identity expression, motivation, satisfaction and commitment in sustainable living

Irene Garnelo Gómez (*University of Reading, United Kingdom*)

12:00 (Madrid Time Zone)

PARALLEL SESSIONS

12:00 – 13:30
(Madrid Time Zone)

ROOM 1. TURISMO SOSTENIBLE Y MARKETING DE CIUDAD
Moderadora: Nuria Viejo Fernández (Universidad de Oviedo, España)

→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Turismo sostenible. Un enfoque de bienes comunes y economía del donut

José Luis Calvo González (*UNED, España*), Jorge Vega Núñez (*UNED, España*) & José Luis Vázquez Burguete (*Universidad de León, España*)

Análisis sociodemográfico del turista deportivo residente en España: posibles implicaciones para la sostenibilidad

Rubén Martín Carmona, Jorge Rojo Ramos & Roxana Paola Palacios Cartagena (*Universidad de Extremadura, España*)

Perspectiva de género en el turismo de naturaleza: el papel de la sostenibilidad

Carmen Galán Arroyo, Rubén Martín Carmona & Roxana Paola Palacios Cartagena (*Universidad de Extremadura, España*)

Gamificação no turismo: uma revisão sistemática da literatura, síntese e direções de pesquisa futura

Cynthia Cândida Corrêa, Helena Maria Alves, Ricardo Rodrigues, Arminda do Paço & Paulo Duarte (*Universidade da Beira Interior, Portugal*)

12:00 – 13:30
(Madrid Time Zone)

ROOM 2. MARKETING IN EDUCATION
Moderator: César Sahelices Pinto (University of León, Spain)

→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

University social responsibility: Croatian perspective

Željka Kadlec (*Virovitica College, Croatia*) & Mirna Leko-Šimić (*Faculty of Economics in Osijek, Croatia*)

The impact and use of social media during student's university selection: the case of Cypriot university students applying at European Universities

Ria Nicoletti Morphitou & Marlen Demetriou (*University of Nicosia, Cyprus*)

Brand management applied to higher education: building powerful brands in Irish public universities

Javier Casanoves Boix (*International University of Valencia, Spain*), Ana María Cruz García (*Cork Institute of Technology, Ireland*) & Maurice Murphy (*Cork Institute of Technology, Ireland*)

Creating lovemarks thorough students of private universities at El Salvador

Javier Casanoves Boix (*International University of Valencia, Spain*), Pablo Pinazo Dallenbach (*International University of Valencia, Spain*) & José Ricardo Flores Pérez (*Universidad Central Americana José Simeón Cañas, El Salvador*)

12:00 – 13:30 (Madrid Time Zone)	ROOM 3. CONSUMO RESPONSABLE <i>Moderadora: Yolanda Díaz Perdomo (Universidad de Oviedo, España)</i>
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→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Etiquetado y consumo sostenible y responsable de leche: la percepción de los consumidores

Zulema del Pozo Moral, José Luis Vázquez Burguete & Ana Lanero Carrizo (*Universidad de León, Spain*)

O marketing social e o impacto nos hábitos de vida saudáveis: umarevisão sistemática da literatura

Sérgio Farias, Ricardo Rodrigues, Arminda do Paço, Helena María Alves & Paulo Duarte (*Universidade da Beira Interior, Portugal*)

Food loss & waste review

Oliva Maria Dourado Martins, Ana Sofia Coelho (*Universidade de Aveiro, Portugal*) & Ruben Loureiro (*Instituto Politécnico de Tomar, Portugal*)

Re-food: a collaborative movement based on volunteers networking

Oliva Maria Dourado Martins (*Instituto Politécnico de Tomar, Portugal*), Ana Sofia Coelho (*Universidade de Aveiro, Portugal*) & Teresa Letra Mateus (*Instituto Politécnico de Viana do Castelo & Universidade do Porto, Portugal*)

12:00 – 13:30 (Madrid Time Zone)	ROOM 4. CURRENT ISSUES IN PUBLIC AND NONPROFIT MARKETING <i>Moderator: Marisa Ferreira (ESTGF - Oporto PolytechnicInstitute, Portugal)</i>
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→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Contribution of social entrepreneurship in the fight against the new Coronavirus: A preliminary study

Annaelise Fritz Machado, Bruno Miguel Sousa & Barbara de Vasconcellos (*Polytechnic Institute of Cavado and Ave, Portugal*)

Alternative food distribution networks and sustainable food consumption: the potential and dynamics of fourth sector organizations

Sergio Belda Miquel, Irene Gil Saura & María Eugenia Ruiz Molina (*University of Valencia, Spain*)

The fourth sector for sustainable and responsible local public services: the PROMEDIO case-study

María Isabel Sánchez Hernández & Juan José Maldonado Briegas (*University of Extremadura, Spain*)

15:00 (Madrid Time Zone)	PARALLEL SESSIONS
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15:00 – 16:30 (Madrid Time Zone)	ROOM 1. DONATION BEHAVIOUR AND MANAGEMENT <i>Moderator: Noelia Salido Andrés (University of A Coruña, Spain)</i>
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→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Signaling trustworthiness to reduce perceived risk of donors: an exploratory investigation into the impact of charity labels

Sandra Stötzer (*Johannes Kepler University Linz, Austria*) & Sebastian Martin (*University of Applied Sciences Upper Austria, Austria*)

Knowledge donating and hiding behavior in public organizations: a literature review

Federico Agustín Iriarte Ahón (*Pontifical Catholic University of Perú*)

Antecedents of the intention to donate money to higher education institutions

Regis Alves & Arilda Teixeira (*FUCAPE Business School, Brazil*)

Antecedents of the faithful's loyalty

Lisiane Costa Pereira, Emerson Wagner Mainardes & Silveli Cristo-Andrade (*FUCAPE Business School, Brazil*)



15:00 – 16:30
(Madrid Time Zone)

ROOM 2. MARKETING DE SERVICIOS EDUCATIVOS Y TURÍSTICOS
Moderadora: Silvia Cachero Martínez (Universidad de Oviedo, España)

→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Alianzas multisector en el marco de los ODS. El rol de la Universidad como agente mediador

Elena Muñoz Muñoz, Víctor Valero Amaro, María Jesús Barroso Méndez & Clementina Galera Casquet (*Universidad de Extremadura, España*)

A cocriação de valor no contexto das instituições de ensino superior: umarevisão sistemática da literatura

Maria de Fátima Pires da Cruz & Helena Maria Alves (*Universidade da Beira Interior, Portugal*)

El turismo de senderismo en España en 2019: análisis del perfil sociodemográfico para el diseño de destinos turísticos sostenibles

Jorge Rojo Ramos, Rubén Martín Carmona & Carmen Galán Arroyo (*Universidad de Extremadura, España*)

El turismo de deporte de aventura en población española: análisis sociodemográfico para la mejora de la sostenibilidad

Roxana Paola Palacios Cartagena, Rubén Martín Carmona & Carmen Galán Arroyo (*Universidad de Extremadura, España*)

15:00 – 16:30
(Madrid Time Zone)

ROOM 3. DESARROLLO SOSTENIBLE
Moderador: Enrique Carlos Bianchi (Universidad Católica de Córdoba, Argentina)

→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Estrategia de marketing social o cómo hacer que la generación milenial impulse los cambios sociales en India

Sneha Saha (*Christ University, India*) & Nuria Viejo Fernández (*University of Oviedo, Spain*)

Recuperando valor: nuevo sistema de gestión de residuos sólidos urbanos. Los factores claves de la aceptación de la política pública de reciclado diferencial y el compromiso ciudadano con la separación domiciliaria

Juan Manuel Bruno, Carolina Sánchez & Enrique Carlos Bianchi (*Universidad Nacional de Córdoba, Argentina*)

Las mujeres y el desarrollo rural: una aproximación con perspectiva de género

Adelina Rodríguez Pacios (*Universidad de León, España*)

Labor inclusion in Chile: gaps, opportunities and good practices from the perspective of the social economy

Jorge Cea Valencia, Rodrigo Sión Sierra & Alejandra Torrejón Osorio (*Universidad Técnica Federico Santa María, Chile*)

17:00 (Madrid Time Zone)

PARALLEL SESSIONS

17:00 – 18:45
(Madrid Time Zone)

ROOM 1. CORPORATE SOCIAL RESPONSIBILITY (I)
Moderator: Paulo Duarte (University of Beira Interior, Portugal)

→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Collaborative consumption: analysis of the profile of consumers that perform the sharing of services

Jéssica Alves da Motta, Janaina Zwaig Olivera, Gustavo da Rosa Borges, Thiago Antônio Beuron (*Federal University of Pampa, Brazil*) & Lucas Veiga Ávila (*Federal University of Santa Maria, Brazil*)

Nonprofit brand orientation in an emerging country: antecedents, outcomes and barriers

Laura Mendes Christ Bonella Sepulcri (*FUCAPE Business School, Brazil*), Emerson Wagner Mainardes (*FUCAPE Business School, Brazil*) & Lucilaine Pascuci (*Universidade Federal do Espírito Santo, Brazil*)

Understanding the effects of colleague participation and public cause proximity on employee volunteering intentions: the moderating role of power distance

Jundong Hou (*China University of Geosciences, China*), Ling Qian (*Hubei University of Economics, China*) & Chi Zhang (*University of Indianapolis, USA*)

Environmental awareness, value perception and purchase intention in the automobile market

Guilherme de Jesus Silva & Arilda Teixeira (*FUCAPE Business School, Brazil*)

Addressing complex social problems with a multi-environmental stakeholder coalition

Walter Wymer (*University of Lethbridge, Canada*)

17:00 – 18:45
(Madrid Time Zone)

ROOM 2. TEMAS DE ACTUALIDAD EN MARKETING PÚBLICO Y NO LUCRATIVO
Moderadora: M^a de las Mercedes Galán Ladero (Universidad de Extremadura, España)

→ [Access for presenting authors and moderator](#)
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El marketing social y las redes sociales en la planificación estratégica de las ONGD

Araceli Galiano Coronil & Juan José Mier-Terán Franco (Universidad de Cádiz, España)

Os desafios do marketing religioso na era digital

Priscilla Pessoa Estrela (ISCAC Coimbra, Portugal), Madalena Eça de Abreu (ISCAC Coimbra, Portugal) & Belem Barbosa (Universidade de Aveiro, Portugal)

El impacto del Coronavirus Covid-19 en el financiamiento de la sociedad civil de Argentina

Enrique Carlos Bianchi & Leticia Pirard Martínez (Universidad Católica de Córdoba, Argentina)

Food loss & waste in Europe

Ana Sofia Coelho (Universidade de Aveiro, Portugal) & Oliva Maria Dourado Martins (Instituto Politécnico de Tomar, Portugal)

Implicaciones del teletrabajo para las organizaciones en Colombia ante la Covid-19

Verena González Cabo, Marino Valencia Rodríguez & Luis Ferney Bonilla Betancourt (Universidad de San Buenaventura Cali, Colombia)

17:00 – 18:45
(Madrid Time Zone)

ROOM 3. MARKETING VERDE Y SOSTENIBILIDAD MEDIOAMBIENTAL
Moderadora: Ana Lanero Carrizo (Universidad de León, España)

→ [Access for presenting authors and moderator](#)
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O marketing verde e o consumidor ecologicamente consciente em Portugal: um contributo teórico

Bruno Miguel Barbosa de Sousa (Polytechnic Institute of Cavado and Ave, Portugal) & Catarina Peneda de Oliveira (Universidade do Minho, Portugal)

El marketing verde como estrategia para el desarrollo local

Edy Lorena Burbano Vallejo, Eugenio Moreno, Iván Andrés Ordóñez Castaño, Eduar Guerra Álvarez & Magdalida Murgueitio (Universidad de San Buenaventura Cali, Colombia)

El marketing verde en los negocios, un reto al comercio ecológico y social

Magdalida Murgueitio, Eugenio Moreno, Edy Lorena Burbano Vallejo, Iván Andrés Ordóñez Castaño & Eduar Guerra Álvarez (Universidad de San Buenaventura Cali, Colombia)

Stakeholders en el uso y manejo sostenible de recursos forestales: el caso de la Bahía de Cispatá (Colombia)

David Salcedo Hernández (Universidad de Córdoba, Colombia), Aníbal Toscano Hernández (Universidad del Sinú, Colombia), Cindy Hernández Padilla (Centro de Investigación y Desarrollo Social Corporación Betanci, Colombia) & Deivi Fuentes Doria (Universidad Pontificia Bolivariana, Colombia)

Orientação da dominância social, meio ambiente, mudança climática e sustentabilidade: uma revisão da literatura

Thayanne Lima Duarte Pontes, Paulo Duarte, Helena Maria Alves, Ricardo Rodrigues & Arminda do Paço (Universidade da Beira Interior, Portugal)

Consumer knowledge of ecolabels and green claims: A heuristic-thinking approach

Ana Lanero Carrizo, José Luis Vázquez Burguete, César Sahelices Pinto, Carmen Hidalgo Alcázar & María P. García Miguélez (University of León, Spain)



Friday, 3rd July

10:00 (Madrid Time Zone)	PARALLEL SESSIONS
10:00 – 11:45 (Madrid Time Zone)	ROOM 1. CORPORATE SOCIAL RESPONSIBILITY (II) Moderator: <i>María Isabel Sánchez Hernández (University of Extremadura, Spain) y Beñat Urrutikoetxea Arrieta (University of País Vasco, Spain)</i>

→ [Access for presenting authors and moderator](#)
 → [Access for session attendees and non-presenting authors](#)

A cross-cultural analysis of the implications of cause-type in cause-related marketing and price discount promotion campaigns: a potential for international competitiveness

Wilson Ndasi (*Bournemouth University, United Kingdom*), Ogechi Adeola (*Lagos Business School, Nigeria*) & Festus Fatai Adedoyin (*Bournemouth University, United Kingdom*)

Some perspectives on Service-based Learning

Mădălina Cocoşatu, Cristina Elena Nicolescu & Claudia Elena Marinică (*National School of Political Studies and Public Administration, Romania*)

Corporate social responsibility and performance: the moderating effect of entrepreneurial orientation in Spain

María Nieves Fernández López (*Complutesian University of Madrid, Spain*)

Conflicts of network embeddedness in health care organisations

Marton Vilmanyi, Erzsébet Hetesi & Margit Tarjanyi (*University of Szeged, Hungary*)

Importance of communication in health care during the Covid-19 pandemic

Zoltán Juhász & Erzsébet Hetesi (*University of Szeged, Hungary*)

10:00 – 11:30 (Madrid Time Zone)	ROOM 2. RESPONSIBLE CONSUMPTION AND PRODUCTION Moderator: <i>Patricia Martínez García de Leániz (University of Cantabria, Spain)</i>
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→ [Access for presenting authors and moderator](#)
 → [Access for session attendees and non-presenting authors](#)

Consumers' switching to vegan, vegetarian, and plant-based (veg*an) diets: a systematic review of literature

Gelareh Salehi, Estela Díaz Carmona & Raquel Fidalgo Redondo (*Comillas Pontifical University, Spain*)

Consumers' reaction to Following Vegan Diet (FVD): An application of Transtheoretical Model (TM) and Precaution Adoption Process Model (PAPM)

Gelareh Salehi, Estela Díaz Carmona & Raquel Fidalgo Redondo (*Comillas Pontifical University, Spain*)

Types, strenghts and varieties of emotions: emotional education clues against cannabis smoking in youth

Gonzalo Díaz Meneses, Asunción Beerli Palacio & Josefa Delia Martín Santana (*University of Las Palmas de Gran Canaria, Spain*)

10:00 – 11:45 (Madrid Time Zone)	ROOM 4. MISCELLANEOUS (I) Moderator: <i>Vanessa Mato Santiso (University of A Coruña, Spain)</i>
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→ [Access for presenting authors and moderator](#)
 → [Access for session attendees and non-presenting authors](#)

A qualitative study of vulnerable financial consumers: relationship with banking institutions

Marta de la Cuesta González, Beatriz Fernández Olit, Cristina Ruza y Paz-Curbera & Juan Diego Paredes Gázquez (*UNED, Spain*)

Uncovering the use of the social support concept in social marketing interventions for health

Nuno Baptista (*University of Beira Interior, Portugal*), Helena Maria Alves (*University of Beira Interior, Portugal*) & José Carlos Pinho (*University of Minho, Portugal*)

¿Es el comportamiento del consumidor más o menos responsable en una situación de crisis económica? Un estudio longitudinal del caso de Portugal

María de las Mercedes Galán Ladero (*Universidad de Extremadura, Spain*), M. Lurdes Sarmiento (*U. Nova de Lisboa / Open University, Portugal*) & Susana M. Vasconcelhos (*Universidade de Aveiro, Portugal*)

The role of cause-related marketing in improving energy poverty: a case study of Pepsi Company Pakistan

Hina Y. Bhatti, María de las Mercedes Galán Ladero & Clementina Galera Casquet (*University of Extremadura, Spain*)

Social innovation capacity in cities: proposal of a theoretical model from a strategic collaborative perspective

Estíbaliz Rodríguez Núñez (*University of País Vasco, Spain*), Amparo Cervera Taulet (*University of Valencia, Spain*) & Iñaki Perriáñez Cañadillas (*University of País Vasco, Spain*)

12:00 (Madrid Time Zone)	PARALLEL SESSIONS
12:00 – 13:30 (Madrid Time Zone)	ROOM 1. CONSEQUENCES OF COVID19 CRISIS <i>Moderator: Gonzalo Díaz Meneses (University of Las Palmas de Gran Canarias, Spain)</i>

→ [Access for presenting authors and moderator](#)

→ [Access for session attendees and non-presenting authors](#)

The early impact of COVID-19 virus on social indicators of quality of life and perception of safety

Dávid Melas & Miroslav Foret (*College of International an Public Relations Prague, Czech Republic*)

Characteristics of a COVID proof higher education

Dávid Máté Hargitai, Júlia Tobak, Annamária Sasné Grósz & Zoltán Veres (*University of Pannonia, Hungary*)

Social responsiveness of companies in Cyprus after unprecedented economic, political and social disasters: a paradigm for companies in today's COVID 19 outbreak

Marlen Demetriou, Ria Morphitou & MelaniIoannidou (*University of Nicosia, Cyprus*)

The impact of Coronavirus (COVID-19) crisis on consumer perception in automotive industry: a netnography analysis of Peugeot social media

Mahyar Moradi & Gelareh Salehi (*Comillas Pontifical University, Spain*)

12:00 – 13:30 (Madrid Time Zone)	ROOM 2. DIGITAL TOOLS IN PUBLIC, NONPROFIT AND SOCIAL MARKETING <i>Moderator: Primitiva Pascual Fernández (University of Oviedo, Spain)</i>
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→ [Access for presenting authors and moderator](#)

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A review on how non-governmental organizations deal with fake news

Mahmut Sami Islek & Muhammet Ali Tiltay (*Eskişehir Osmangazi University, Turkey*)

The influence of online political marketing on voters' behaviour

Sonakshi Goswami & Deep Shree (*Delhi Technological University, India*)

How weather and time influence the stakeholder-dialog on Facebook - the case of an Austrian public utility

Sebastian Martin (*University of Applied Sciences Upper Austria*), Daniela Wetzelhuetter (*University of Applied Sciences Upper Austria*) & Birgit Grüb (*Johannes Kepler University Linz, Austria*)

Determinants of intention to share CSR content on Facebook

Patricia Martínez García de Leániz, Ángel Herrero Crespo & María del Mar García de los Salmones (*University of Cantabria, Spain*)

12:00 – 13:45 (Madrid Time Zone)	ROOM 3. RESPONSABILIDAD SOCIAL CORPORATIVA (I) <i>Moderadora: Arminda do Paço (Universidade da Beira Interior, Portugal)</i>
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→ [Access for presenting authors and moderator](#)

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Compreendo o consumidor nasorganizações socialmente responsáveis: umaabordagem preliminar no contexto português

Carina SãLopes Barros & Bruno Miguel Barbosa de Sousa (*PolytechnicInstitute of Cavado and Ave, Portugal*)

Diversidade de Gênero em Conselhos de Administração

Janaína Telles (*Universidad de Alcalá, UOC, España*)

Autoconsumo fotovotaico como herramienta en el marco de los objetivos de desarrollo sostenible (ODS) en la microempresa

Joaquín García Sanz-Calcedo (*Innodesarrollo S.L., España*) & María de las Mercedes Galán Ladero (*Universidad de Extremadura, España*)



Los efectos del activismo corporativo en el valor de la marca: ¿merece la pena?

Joaquín Sánchez Herrera, Carlota López Aza & Teresa Pintado Blanco (*Universidad Complutense de Madrid, España*)

Estrategias que impulsan el consumo sustentable en diversos contextos de la sociedad

Jaiandra da Silva Guimarães, Arminda do Paço, Helena Maria Alves, Paulo Duarte & Ricardo Rodrigues (*Universidade da Beira Interior, Portugal*)

12:00 – 13:30 (Madrid Time Zone)	ROOM 4. MISCELLANEOUS (II) <i>Moderator: María del Mar García de los Salmones Sánchez (Universidad de Cantabria)</i>
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- [→ Access for presenting authors and moderator](#)
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A QCA approach for predicting online museum's audience engagement

Berta Tubillejas Andrés, Haydee Calderón García & Amparo Cervera Taulet (*University of Valencia, Spain*)

Branding for social marketing: keys for success

Luis Doña Toledo, Lucía Porcu, Juan Miguel Rey Pino (*University of Granada, Spain*) & María Palazzo (*University of Salerno, Italy*)

Non-volunteers' quality relationship with NPOs and future volunteering intention

Inês Veiga Pereira (*Polytechnic Institute of Porto, Portugal*) & Aurora García González (*University of Vigo, Spain*)

Dissemination of international education projects in the area of sustainability: the example of the EFFORT Project

Julen Castillo Apraiz (*University of País Vasco, Spain*), Unai Tamayo Orbegozo (*University of País Vasco*), Silke Bustamante (*Hochschule für Wirtschaft und Recht Berlin*), Fabio Pizzutilo (*Università degli Studi di Bari Aldo Moro, Italy*) & Martina Martinovic (*Hochschule für Wirtschaft und Recht Berlin, Germany*)

15:30 (Madrid Time Zone)	PARALLEL SESSIONS
15:30 – 17:00 (Madrid Time Zone)	ROOM 1. GREEN MARKETING AND REGIONAL DEVELOPMENT <i>Moderator: Luis Doña Toledo (University of Granada, Spain)</i>

- [→ Access for presenting authors and moderator](#)
[→ Access for session attendees and non-presenting authors](#)

German LOHAS - A still challenging target group for green marketers

Answin Vilmar (*IST-Hochschule für Management – University of Applied Sciences, Germany*)

Bioenergy between reality and manipulation

Alexandru Naghiu (*Romanian Academy of Agriculture and Forestry, Romania*) & Mihai Octavian Naghiu (*Technical University Cluj-Napoca, Romania*)

Earning per unit of common stockholder: a predictor of share prices

Nimra Sharif, Nawaz Ahmad (*IoBM, Karachi, Pakistan*) & Maria José Palma Lampreia Dos Santos (*Instituto Politécnico de Lisboa, Portugal*)

Towards effective sustainable models for developing underdeveloped and depopulated regions. The experience of Urban Forest Innovation Lab (UFIL) Project in Cuenca (Spain)

Alberto Alcalde Calonge, Pablo Ruiz Palomino & Francisco José Sáez Martínez (*University of Castilla-La Mancha, Spain*)

15:30 – 17:15 (Madrid Time Zone)	ROOM 3. RESPONSABILIDAD SOCIAL CORPORATIVA (II) <i>Moderadora: Rosana Fuentes Fernández (Universidad San Jorge, España)</i>
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- [→ Access for presenting authors and moderator](#)
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La sostenibilidad como factor clave del sector textil y de la moda bajo la perspectiva del consumidor

Raquel Martínez Espinosa, José Luis Vázquez Burguete & Ana Lanero Carrizo (*Universidad de León, España*)

Propuesta de sistematización de una metodología de incubación para emprendimientos conducentes a innovación social

Carol Altomirano Quezada (*Pontificia Universidad Católica de Valparaíso, Chile*), Jorge Cea Valencia & Werner Kristjanpoller Rodríguez (*Universidad Técnica Federico Santa María, Chile*)



La responsabilidad ambiental y empresarial como estrategia de marketing para las empresas

Eliana Carolina Burbano Vallejos, Óscar Aldemar Montenegro (*Institución Universitaria Antonio José Camacho y Corporación Universitaria de Nariño, Colombia*) & Miriam del Carmen Burbano (*Corporación Universitaria de Nariño, Colombia*)

Consecuencias del desarrollo de la estrategia de co-creación de valor entre organizaciones no lucrativas y empresas

Yolanda Díaz Perdomo, Luis Ignacio Álvarez González & María José Sanzo Pérez (*Universidad de Oviedo, España*)

The commitment to the certification of the "natural method wine" in Spain

Rosana Fuentes Fernández (*San Jorge University, Spain*)

15:30 – 17:00
(Madrid Time Zone)

ROOM 4. MISCELLANEOUS (III)
Moderator: Carmen Hidalgo Alcázar (University of León, Spain)

→ [Access for presenting authors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Interpretación de la responsabilidad social interna en estudiantes de carreras relacionadas con la gestión empresarial

Óscar Licandro Goldaracena (*Universidad Católica del Uruguay*), María Isabel Sánchez Hernández (*Universidad de Extremadura, España*) & Edy Lorena Burbano Vallejo (*Universidad de San Buenaventura Cali, Colombia*)

Relación entre motivación y satisfacción de los voluntarios corporativos

Óscar Licandro Goldaracena (*Universidad Católica del Uruguay*), Arminda do Paço (*Universidade da Beira Interior, Portugal*) & Stefania Yapor (*Universidad Católica del Uruguay*)

The impact of absorptive capacity on innovation in Perú

Luis Camilo Ortigueira Sánchez (*Universidad del Pacífico, Perú*), William C. Stein (*Ministerio de la Producción, Perú*), Santiago Luis Risco Martínez (*Universidad del Pacífico, Perú*) & María Fernanda Ricalde (*Universidad del Pacífico, Perú*)

Sostenibilidad y masificación turística: un análisis centrado en la percepción de los turistas de cruceros

Silvia Sanz Blas (*Universidad de Valencia, España*), Daniela Buzova (*ESIC Business & Marketing School, España*) & Amparo Cervera Taulet (*Universidad de Valencia, España*)

17:30 – 18:00
(Madrid Time Zone)

OPEN DISCUSSION SESSION (ROOM 1)
Moderator: Sebastian Martin (University of Applied Sciences Upper Austria)

→ [Access for editors and moderator](#)
→ [Access for session attendees and non-presenting authors](#)

Rita Kottasz (Editor of the International Journal of Nonprofit and Voluntary Sector Marketing, NVSM)

Helena Alves (Editor of the International Review on Public and Nonprofit Marketing, IRPNM)

18:00 (Madrid Time Zone)

CLOSING SESSION (ROOM 1)

→ [Access for session attendees](#)