

PROGRAM

The 2021 International Conference on Marketing and Technologies (ICMarkTech'21)

Faculty of Economics, Business and Tourism of the University of La Laguna
Camino La Hornera, 37; 3820 San Cristóbal de La Laguna

Tenerife - Spain
2, 3 and 4 of December 2021

Time Zone: (GMT 0:00) Tenerife

Dec 2	
9:00 – 10:00	Reception
10:00 – 11:30	<p>Session 1- Open and Keynote - Aula Magna - Room 1: https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2blJSWkt2NU1WNnFPUT09 Chair: Eduardo Parra López - University of La Laguna</p> <p>Ernesto Pereda de Pablo, Vive-Rector for research, Transfer and Campus Santa Cruz and South Cristina Ledesma Pérez, Councillor for Planning and Innovation, La Laguna City Council José Luis Reis, Coordinating Committee, University of Maia - ISMAI, Portugal Luiz Moutinho, Keynote Speaker, University of Suffolk, England, “Future Thoughts on MarkTech” Marianna Sigala, Keynote Speaker, University of South Australia, Australia, “How Artificial Intelligence is Changing Marketing?”</p>
11:30 – 12:00	Coffee Break
12:00 – 13:30	<p>Session 2 – Aula Magna - Room 1: https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2blJSWkt2NU1WNnFPUT09 Chair: José Paulo Santos</p> <p>313 - Find me if you can! Identification of services on websites by human beings and artificial intelligence (Christian Stadlmann, Gábor Berend, Alexandra Fratrič, Zsolt Szántó, David Aufreiter, Margarethe Überwimmer, Stefan Mang) 371 - Use of the social network analysis methodology to study the image of tourist destinations (Tatiana David-Negre, Juan M. Hernández, Sergio Moreno-Gil, Antonia Correia) 329 - Associative and non-associative business structures: a literature review for the identification of business development opportunities for SME in the digital age (Amalia Georgescu, Marc K Peter, Silvia Avasilcăi) 301 - The Influence of Emotions and Score Attributes on Online Ratings in P2P Accommodation: A Data Mining Study (Enrique Bigne, Lilibeth Fuentes, Sandra Morini-Marrero)</p>

Session 3 | Salon de Grados - Room 2:

<https://us02web.zoom.us/j/89799505413?pwd=L0lxYWNTM0lzMHA0YmtldGVJTUxoQT09>

Chair: Karina Cicha

312 - Managerial Decisions in Marketing: The Individual Perception of Explainable Artificial Intelligence (Gioia Volkmar)

321 - The moderating effect of knowledge on the virtual market in FIFA Ultimate Team (Sebastian Pomikło, Artur Strzelecki)

333 - Sensing the impact of COVID-19 restrictions from online reviews: the cases of London and Paris unveiled through Text Mining (Bruno Silva, Sérgio Moro, Catarina Marques)

342 - Sources used to data-driven decision making in tourism management. Identifying the main areas of research (Juan Vidal, Ramón A. Carrasco, María F. Blasco, Manuel J. Cobo)

Session 4 | Room 3:

<https://us02web.zoom.us/j/81408315863?pwd=WnZuOThrMkFWWkMxbUU2bnRmTmxGQT09>

Chair: Irena Travar

372 - Does E-Servicescape and Perceived Value Matter for Gen Z in Online Apps? (Anisa Larasati, Darjat Sudrajat, Aditya Patriazka, Leo Andri Yulius Caesar, Agung Sudjatmoko)

377 - Image Processing: Impact of train and test sizes on custom image recognition algorithms (Luís Marques, Luca Lopes, Miguel Ferreira, Cristina Wanzeller, Pedro Martins, Maryam Abbasi)

337 - Marketing SeeLigg, a private electric chargers sharing network (Alexandre Sousa, Renata Barbosa, Pedro Alexandre, Bruno Nini)

366 - Digital Marketing Strategy: A Step-by-Step approach (Maria João Guerra, Firmino Silva)

379 - Endorser Altruism effects on Narrative Transportation in Video Ads (Luísa Augusto, Sara Santos, Pedro Espírito Santo)

Session 5 | Room 4:

<https://us02web.zoom.us/j/81595137820?pwd=OXZETm92c0hoVDZVN1hTSXNaK0dFZz09>

Chair: Valentina Chkoniya

314 - Employer Branding on Social Media to Engage Generation Z (Meredhit Carbajal-Cribillero, Gabriela Javier-Niño, Mathias Mäckelmann, Eliana Gallardo-Echenique)

349 - Assessing corporate reputation from online employee reviews (Rob Loke, IJsbrand Steentjes)

353 - Online Reviews of Discount Products: The Case of Steam (Bruno Sista, Beatriz Casais, Nuno Moutinho)

387 - The impact of the post-purchase experience on online cosmetic consumer satisfaction: case study Pluricosmética (Inês Lopes, Mafalda Nogueira)

389 - Consumer involvement in the co-creation of a disruptive offer: the case study of Continente Labs (Clésia Varandas, Mafalda Nogueira)

13:30 – 15:00

Lunch: Aulario de Guajara

15:00 – 17:00 **Session 6 | Aula Magna - Room 1:**
<https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2biJSWkt2NU1WNnFPUT09>
Chair: Artur Strzelecki

- 271** - Drivers of E-Relational Capital in the Retail Industry (Valentina Vukmirović, Milenko Radonić, Miloš Milosavljević)
- 275** - Multilingual dissemination of corporate websites from the healthcare sector. A Spanish perspective (Irene Rivera-Trigueros, Mar Díaz-Millón, María-Dolores Olvera-Lobo)
- 287** - Quality factors for agro-touristic websites - an exploratory study (Karina Cicha, Paulina Rutecka)
- 289** - Cultural Micro-Nodes for Smart Cities (Carol Edrich, Drago Indjic)
- 292** - Communication and Marketing in Ecuadorian Universities (Arturo Clery, Lilian Molina, Milton González, Shirley Huerta, Karla Ortiz, Lilibeth Orrala)
- 348** - Generation Y: social norm, eWoM and use of social networks (Cesáreo Reyes Moreno, Eduardo Parra-Lopéz, Zamira Acosta-Rubio)
- 392** - Social Media Marketing of Football Clubs. A Study with Portuguese Football Clubs – SL Benfica, FC Porto, and Sporting CP (João Pereira, Ricardo Rodrigues, Paulo Duarte, Ana Gouveia)

Session 7 | Room 2:
<https://us02web.zoom.us/j/89799505413?pwd=L0lxYWNTM0lzMHA0YmtldGVJTUxoQT09>
Chair: Ricardo Alexandre Fontes Correia

- 293** - How does digital media influence Hotel's image? Effective communication strategies for its promotion (Ana Campante, Rui Augusto Costa, Márcio Martins)
- 315** - Identity on the Web - Liquid Identity (António Brandão)
- 359** - Measuring the Impact of Risk Perception, Trust and Satisfaction on Loyalty in E-Marketplaces (Carla Amorim, Joaquim Pratas)
- 274** - Websites Usability Evaluation of the Terras de Trás-os-Montes Hotels (Elisabete Paulo Morais, Carlos Rompante Cunha, Artindo Santos)
- 343** - Malaysian Government Digital Transformation Stimulus Accelerate the Growth of SMEs in E-commerce Ecosystems: The Recovery Phase of the Post Covid-19 Pandemic in 2020 (Nor Hasliza Md Saad, Zulnaidi Yaacob)
- 298** - The future of digital advertising in the post-cookie era: A review of the current state (Oscar David Munoz Rosero, Iskra Viviana Saltos Ortiz, Paulina Salazar Murillo, Renato Toasa)

Session 8 | Room 3:
<https://us02web.zoom.us/j/81408315863?pwd=WnZuOThrMkFwWkMxbUU2bnRmTmxGQT09>
Chair: Vitor Santos

- 268** - Factors Influencing Consumers To Shop Online For Computer/Telecommunications Equipment (Ricardo Santos, Bráulio Alturas)
- 324** - An integrated framework of the relation between Augmented Reality and Brand Love (Carolina Afonso, Hipólito Vanessa)
- 327** - A view of AR in the beauty industry from an exploratory perspective: Generations X and Z (Sergio Barta, Raquel Gurrea, Carlos Flavián)
- 331** - Place attachment through Virtual Reality: a comparative study in Douro region (Northern Portugal) with video and 'real' visit (Nieves Losada, Filipa Jorge, Mário-Sérgio Teixeira, Miguel Melo, Maximino Bessa, Nuno Sousa)

- 332** - Can Gamification Define Consumers' Response Towards Brands? Examining the Impact of Gamified Health and Fitness Applications on Purchase Intention (Abhishek Yadav)
- 345** - The use of Virtual Reality as an advertising tool for Brand Experience in Peru (Javier Espinoza-Nieves, Francisco Arbaiza)

Session 9 | Room 4:

<https://us02web.zoom.us/j/81595137820?pwd=OXZETm92c0hoVDZVN1hTSXNaK0dFZz09>

Chair: Ricardo Mena

- 296** - A Digital Business Model for the Wood Industry (Agostinho Sousa Pinto, Eusébio Costa, Laurentino Guimarães, Ricardo Passos)
- 297** - Starting an E-commerce in Pandemic times to Ecuador: A review of the current state of affairs (Alejandro Moreno, David Martinez, Edgar Fabian Rivera Guzman, Renato Mauricio Toasa Guachi)
- 310** - Smart Retailing Technologies impact in Brand Leadership and Market Performance: a conceptual model (Joaquim Pratas, Carla Amorim, José Luís Reis)
- 354** - Corporate exhibitions and marketing as a result of the integration project at the University of Cundinamarca (Elber Nicolás Ramírez Castillo, Franklin Montenegro Marin, Luis Ignacio López Farfán, Érica Fausiya Lancheros Rubiano, Carlos Enrique Montenegro Marín, Ruben Aristides Gonzalez Crespo)
- 397** - Application of smart contracts in online product procurement (Julián David González Vásquez, Carlos Enrique Montenegro-Marin, Paulo Alonso Gaona Garcia, Javier Parra)

17:00 – 17:30

Poster session | Entrance Hall - Presential

Chair: José Enrique León Vielma

- 286** - Understanding Sustainable Food Consumption: Analysis of Social Media Discourse (Natalia Maehle)
- 326** - Filtering as a differentiating element in e-commerce platforms (Ana Francisca Meireles Pereira)
- 370** - An Intelligent Process Automation Strategic Model (Iris Lebre Feio)
- 390** - On-demand mobile application to support medication access and delivery (Diogo Hopffer Semedo)
- 401** - How blockchain technology will transform digital marketing (Beatriz Vasconcelos)

19:00

Guided Tour La Laguna. Meeting point: At the door of Hotel Nivaria / Plaza del Adelantado

Dec 3

9:00 – 11:00

Session 10 – Aula Magna - Room 1:

<https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2b1JSWkt2NU1WNnFPUT09>

Chair: Carole Edrich

- 307** - Forecasting hotel-booking cancelations using Personal Name Records: An artificial intelligence approach (Eleazar C.-Sánchez, Agustín J. Sánchez-Medina, Laura Romero-Domínguez)
- 322** - Consumer bullying in online brand communities – Quantifying a dark social media phenomenon (Jan Breitsohl, Oliver Warke, Joemon Jose)
- 385** - Tourism Professionals` Awareness of The New Technologies: A Premise of The Destinations` Modernization and Development (Diana Foris, Gabriela-Ramona Bâra, Simona Mălăescu)
- 399** - Social media usage patterns and motivations in tourism companies: An Outlook (Vasco Agostinho, Cristina Estevão, Paulo Duarte, Gisela Gonçalves)
- 408** - Digital Eco Tree Platform: A proposal of an effective mobile application in World Heritage Cities (Irena Travar, Zamira Acosta-Rubio, Eduardo Parra-López, Vidina Tais Díaz-Padilla)
- 413** - An application of open data in public administrations: The Lanzarote Tourism Indicator Dashboard (Christian González-Martel, José Manuel Cazorla-Artiles)

Session 11 | Room 2:

<https://us02web.zoom.us/j/89799505413?pwd=L0lxYWNTM0lzMHA0YmtldGVJTUxoQT09>

Chair: Zamira Acosta Rubio

- 265** - Does concept recall in brand image show high loyalty?: An experimental study on the Apple MacBook (Takumi Kato)
- 279** - What Makes a Movie Get Success? A Visual Analytics Approach (Bruno Vaz, Maria de Fátima Barros, Maria João Lavoura, Álvaro Figueira)
- 323** - Impact of COVID-19 and Rapid Response of Small Restaurants in Thailand (Saruda Sunthornpan, Sadayo Hirata)
- 373** - Database Encryption Performance Impact on PostgreSQL and MongoDB (Marcelo Costa, Margarida Rodrigues, Pedro Baptista, Cristina Wanzeller, Pedro Martins, Maryam Abbasi)
- 407** - The influence of post-purchase experience on customer loyalty in the telecommunications sector in Portugal (Mafalda Morais, José Luís Reis, Mafalda Nogueira, Mafalda Ferreira)
- 416** - Structuring Best Practices of Search Engine Optimisation (SEO) for Webpages (Riaze Miguel Issá, Jose Paulo Marques dos Santos)

Session 12 | Room 3:

<https://us02web.zoom.us/j/81408315863?pwd=WnZuOThrMkFwWkMxbUU2bnRmTmxGQT09>

Chair: Fernando Pinto Santos

- 261** - How are the vision, mission, and values disclosed on the websites of large companies (João Carvalho)
- 281** - Marketing of loneliness in the omnichannel communication space of the city (Alexandra Ponomareva, Maxim Ponomarev)
- 309** - Consumer Research Shopping and Buying Behaviors in Sports Footwear Omni-channel retailing: A conceptual model (Joaquim Pratas, Carla Amorim)
- 340** - The impact of an in-store self-service technology on customer experience and post-purchase variables (Virginie Gagné, Sandrine Prom Tep, Manon Arcand, Anik St-Onge)
- 378** - Non-Invasive Individual Sensing System for Collecting Biometric Indicators (Francisco Monteiro, Frederico Branco, José Martins, Ramiro Gonçalves)
- 383** - What Changed in One Year of a Pandemic and What the Portuguese are not Willing to Admit (Valentina Chkoniya, Dorota Reykowska, Rafal Ohme, Ana Côte-Real)

11:00 – 11:30

Coffee Break

11:30 – 13:00

Session 13 | Presential - Room 1:

<https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2b1JSWkt2NU1WNnFPUT09>

Chair: Jose Manuel Dorta

- 276** - Are colors emotional triggers in digital branding? (Joana Sampaio Correia, Dora Simões)
- 330** - The Role of Values and Attitudes in Consumer Intention to Buy Green Technology Product (Marianna Halinen, Pradipta Halder, Tommi Laukkanen)
- 341** - Investigating to use chatbots for customer service and selling attempts (Maximilian Geyr)
- 357** - Expectations vs. Perceptions: The Role of Consumers' Senses in Composing of USP for PDO Wines (Jiří Zelený, Karolina Macháčková, Jan Hán, Michal Lošťák)
- 368** - Strategic Digitization Tourism (José Javier Galán Hernández, Ramón Alberto Carrasco Gonzalez, Antonio Latorre De la Fuente)
- 388** - Are social media users "online" with public libraries? (Talita Astori, Paulo Duarte, Ricardo Gouveia Rodrigues, Vera Carlos)
- 412** - Roadmapping the collaborative exploitation and marketing of an AI-based knowledge platform (Andrzej M.J. Skulimowski)

Session 14 | Room 2:

<https://us02web.zoom.us/j/89799505413?pwd=L0lxYWNTM0lzMHA0YmtldGVJTUxoQT09>

Chair: Sergio Moreno Gil

- 299** - Sociocultural Trend Reports as an intelligence tool of Strategic Cultural Management (Nelson Gomes, William Cantú)
- 318** - The influence of digital assistants on search engine strategies: recommendations for voice search optimization (Priska Lambrecht, Marc K Peter)
- 335** - Under which Conditions are Humans Motivated to Delegate Tasks to AI? A Taxonomy on the Human Emotional State Driving the Motivation for AI Delegation (Anna Bouwer)
- 403** - Estimating Respondents' Profitability: Influence of RFM Attributes, Web Metrics and Product Data (Sunčica Rogić, Ljiljana Kaščelan, Vladimir Đurišić)
- 369** - Technological Development in Preventing Cognitive Frailty, Promoting Active Aging, and the Economics of Aging (José Avelino Moreira Victor, Pedro Gaspar, Ana Nieto, Vieites Lucía Pérez, Blanco Alba Felpete, López David Facal)
- 380** - Corporate Reputation of Companies on Twitter seen from a Sustainability perspective (Rob Loke, Ismael Zerouk)

Session 15 | Room 3:

<https://us02web.zoom.us/j/81408315863?pwd=WnZuOThrMkFWWkMxbUU2bnRmTmxGQT09>

Chair: Sergio Barta

- 262** - Social Media Choice of Generations Y and Z in the Portuguese Market (João Carvalho, Sílvia Faria)
- 269** - Impact of Social Media Influencers on the Portuguese Tourism and Travel industry in a Covid-19 era (Lara Madureira, Bráulio Alturas)
- 280** - The impact of social media communication on personal brand management (Evelin Machado, Sandra Miranda)
- 284** - Social Media Co-Creation Strategy for SMEs: Key Stakeholders perspectives in Egypt Fashion Industry (Kesmat AbdelAziz, Nor Hasliza)
- 285** - Towards Consumer Sustainable Consumption: Examining Factors Influencing Green Product Purchase Intention (Marleen Prigita, Yeshika Alversia)
- 328** - Improving communication with media: Portuguese National Public Police Case (Sónia Morgado)

Session 16 | Room 4:

<https://us02web.zoom.us/j/81595137820?pwd=OXZETm92c0hoVDZVN1hTSXNaK0dFZz09>

Chair: Carlos Rompante Cunha

- 273** - Digital marketing and user-generated content: a case study of Vidago Palace Hotel (Irina Clara, Elisabete Paulo Morais, Teresa Paiva)
- 288** - Tracking techniques in the study of tourists' spatiotemporal behavior (Irina Clara, Ricardo Correia, Aida Carvalho)
- 295** - Digital Presence of Companies: consumer social interaction and the purchase decision (José Avelino Moreira Victor, Maria I. B. Ribeiro, António J. G. Fernandes, Isabel M. Lopes)

- 316** - Organisation, Classification and Analysis of Online Reviews Directed to Retail in the Municipality of Porto (Pedro Braga, Pedro Quelhas Brito, Mafalda Teles Roxo)
- 395** - Critical Success Factors for BI implementation in a Portuguese higher education institution (Filomena Castro Lopes, Paula Morais, Abilio Cardoso)
- 417** - Online Brand Community Characterization with Engagement and Social Network Analysis (SNA) for Marketing Communication: The Subreddit r/intel (Natiele Oliveira, Jose Paulo Marques dos Santos)

13:00 – 15:00

Lunch: Aulario de Guajara

15:00 – 17:00

Session 17 | Room 1:

<https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2blJSWkt2NU1WNnFPUT09>

Chair: Janio Jadán Guerrero

- 374** - Multi-DB Data Streaming On Polyglot Systems (Luis Oliveira, João Brito, Frederico Cá, Cristina Wanzeller, Pedro Martins, Maryam Abbasi)
- 376** - OSSpal Qualitative and Quantitative comparison: Couchbase, CouchDB and MongoDB (Tiago Cardoso, João Penela, André Rosa, Cristina Wanzeller, Pedro Martins, Maryam Abbasi)
- 277** - HJ - BIPLLOT as a Basis for the Search of Clusters Based on Pension Indicators for Latin American Countries (Cristián Cornejo Gaete, Claudio Ruff Escobar, Luis Benites Gutierrez, Joe Gonzalez Vasquez, Purificación Galindo Villardon)
- 278** - Macroeconomic Relations between Chile and Africa Observed through Big Data Analysis. Realities and Perspectives (Claudio Ruff Escobar, Marcelo Ruiz Toledo, Alexis Matheu Pérez, Viginie Delalande, Luis Benites Gutiérrez)
- 305** - Digital transformation in the distribution and exhibition channels of auteur cinema (Jimmy Ericsson Trevejo Curi, Yasmín Sayán Casquino)
- 344** - Fostering business education using playful and STEAM pedagogy (Nathaly Sigcho, Janio Jadán-Guerrero)
- 384** - Security analysis in the architecture of the ATM service (Gissela Quiña, Daisy Imbaquingo-Esparzai, Tatyana K. Saltos-Echeverria, José Jácome, MacArthur Ortega)

Session 18 | Room 2:

<https://us02web.zoom.us/j/89799505413?pwd=L0lxYWNTM0lzMHA0YmtldGVJTUxoQT09>

Chair: Jiří Zelený

- 365** - A virtual community model proposal: the gentleman's club (Pedro Malta, Henrique Mamede, Carolina Santos, Vitor Santos)
- 311** - The Impact of Quality Perception on Consumer Loyalty in the Post-Confinement period: the Case of Restaurants in Portugal (Carla Amorim, Joaquim Pratas)
- 303** - Chicha music as an advertising resource to arouse emotions in the consumer (Ana-Kelly Duran-Palomino, Francisco Arbaiza, Eliana Gallardo-Echenique)
- 361** - Cough sound identification: an approach based on ensemble learning (Christian Salamea, Javier Guaña, Tarquino Sánchez, Xavier Calderón, David Naranjo)
- 382** - Challenges and perceptions of Ecuadorian journalists in the transition to cybermedia (Abel Suing)
- 400** - Advantages and benefits of Big Data in business communication (Mario Román, Karina Valarezo)

Session 19 | Room 3:

<https://us02web.zoom.us/j/81408315863?pwd=WnZuOThrMkFwWkMxbUU2bnRmTmxGQT09>

Chair: Danijela Stojanovic

- 266** - 360º Technology applied to tourism marketing (Omar Cónдор-Herrera, Carlos Ramos-Galarza)
- 306** - The Narrative within the interactive documentary for the reconstruction of memory: Enforced Disappearances in Latin America (Lupe Corazón Martínez, Yasmín Sayán Casquino)
- 347** - News frames in the media and social networks: prejudices and stereotypes towards immigrants in Spain (Andrés Tirado-Espín, Ubaldo Cuesta, Luz Martínez-Martínez, Yalitza Ramos-Gil, Diego Almeida-Galárraga)
- 404** - Tele-law as Educational Informatics in the management of legal communications in Medellín - Colombia. Case study (José Antonio García Pereáñez)
- 409** - Non-quality costs in clinical laboratories and their implications in brand development: case study (Gladys Irene Arboleda Posada, David Alberto García Arango, José Antonio García Pereáñez)

17:00 – 17:30

Coffee Break

17:30 – 19:30

Session 20 | Room 1:

<https://us02web.zoom.us/j/82788065932?pwd=Z2pZQXdHOEc2blJSWkt2NU1WNnFPUT09>

II WDMB 2021 – 2nd Workshop Digital Marketing and Branding

Chair: Amalia Georgescu

- 294** - The Brand-cause Fit in the Advertising Campaign for Sprite’s #YouAreNotAlone (Claudia Cachay-Marín, Francisco Arbaiza, Eliana Gallardo-Echenique)
- 350** - Consumer Perception of Fast-Moving Consumer Goods about the Continente Food Lab brand (João Pedro Carvalho, Ricardo Mena)
- 355** - Gender Role Stereotypes as an Ethical Resource in the Peruvian Advertising Discourse (Ninowska-Camila Carbajal-Obando, Melina Mezarina, Eliana Gallardo-Echenique)
- 391** - Brands at the nexus of organizations and markets: how organizational structures and technology shape marketing practice (Miguel Magalhães, Fernando Santos)
- 396** - The impact of Brand Community on the consumer behavior: the Harley-Davidson brand community in Portugal case (Joaquim Pratas, Maria Vasconcelos, José Luís Reis)
- 405** - Luxury fashion brands’ website strategies: A study with Portuguese designers (Sandrina Teixeira, Belém Barbosa, Cátia Sofia Ferreira, José Luís Reis)

Session 21 | Room 2:

<https://us02web.zoom.us/j/89799505413?pwd=L0lxYWNTM0lzMHA0YmtldGVJTUxoQT09>

II BMASmartC 2021 – 2nd Workshop on Innovative Business Models and Applications for Smart Cities

Chair: Zorica Bogdanović

325 - Employing Trait Emotional Intelligence in an Adaptive E-learning Environment (Teklehaiamot Embaye, Zorica Bogdanović, Dušan Barać, Tamara Naumović, Božidar Radenković)

351 - Cyber-Physical system and digital twins as a concept of building the world of intellectual technologies and management of production processes (Анна Краснова, Татьяна Астахова, Михаил Колбанёв)

356 - A smart city IoT crowdsensing system based on data streaming architecture (Aleksandra Labus, Miloš Radenković, Stefan Nešković, Snežana Popović, Svetlana Mitrović)

360 - IoT application model in secondary education (Danijela Stojanović, Zorica Bogdanović, Marijana Despotović-Zrakić)

363 - Towards an impartial evaluation of cities' smartness: a multivariate statistical approach (Veljko Uskoković, Milica Maričić, Veljko Jeremić)

394 - Immersive Digital Marketing for Smart Cities Focusing Tourism (Carlos R. Cunha, Luisa Lopes, Vítor Mendonça)

Session 22 | Room 3:

<https://us02web.zoom.us/j/81408315863?pwd=WnZuOThrMkFWWkMxbUU2bnRmTmxGQT09>

Chair: Evelin Machado

264 - Demand Analysis for the Creation of a Technology Application to Improve Decision-Making (Micaela Silva-Barragán, Carlos Ramos-Galarza)

267 - Neuromarketing: current applications in favor of consumption (María López-Cárdenas, Carlos Ramos-Galarza)

358 - Enterprise information system for digitalization and organization of innovation – a case study (Zornitsa Yordanova)

302 - Financial marketing at the border: a view from customers (Hugo Arias-Flores, Freddy Quinde-Sari, Janio Jadan-Guerrero, Carlos Ramos-Galarza)

398 - Investing with cryptocurrencies: between risk and profit (José Antonio García Pereáñez)

386 - Pre-ordering music vinyl's: the impact of price and number of band supporters (Sónia Felizardo, Pedro Bem-Haja, Beatriz Casais, Sónia Brito-Costa, Hugo Almeida)

Session 23 | Mix (online-presential) Room 4:

<https://us02web.zoom.us/j/81595137820?pwd=OXZETm92c0hoVDZVN1hTSXNaK0dFZz09>

Workshop EMOTUR Lab

Chair: Tatiana David-Negre

WSE1 - Presentation of the Emotur lab and the different neuromarketing techniques (Tatiana David-Negre)

WSE2 - Presentation of the European project Euroemotur (Sergio Moreno-Gil)

WSE3 - Presentation of the facecoding technique (Arminda Almeida-Santana)

Facecoding practical case (Tatiana David-Negre; Arminda Almeida-Santana; Sergio Moreno-Gil)

WSE4 - Analysis of the case study data with facecoding (Tatiana David-Negre; Arminda Almeida-Santana; Sergio Moreno-Gil)

20:45 – 22:45

Conference Dinner Hotel Nivaria (San Cristóbal de La Laguna, Plaza del Adelantado, 11. Contact Phone: +34-922264298)

Dec 4

9:00 – 18:30

Conference Touristic Tour: Teide Volcano

Meeting point: At the door of Hotel Nivaria / Plaza del Adelantado