

III BENI CONFERENCE
BUSINESS, ENTREPRENEURSHIP & INNOVATION

BENI CONFERENCE 2024 PROCEEDINGS



Prologue

BENI Conference is an initiative of international Journal Editors that promotes research initiatives around topics related to Business, Entrepreneurship & Innovation. At BENI Conference we believe that the scientific community should be in contact and share knowledge at an international level, which is why we propose BENI as a point of contact for creating an international network between researchers to share their ideas, boost their research studies and get feedback directly from Editors.

This publication gathered the proceedings of the 3rd Business, Entrepreneurship and Innovation Conference (Beniconference 2024) held on 27-28 June 2024 online. The conference was jointly organized by Universidad a Distancia de Madrid (UDIMA) and ADD Business Analytics. Featuring experienced keynote speakers from Spain, Serbia, and Italy, these proceedings provided an opportunity for the researchers, PhD students, and practitioners, whose presented 44 relevant papers, to gain knowledge and an understanding of advanced topics concerning Business, Entrepreneurship and Innovation.

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- Dr. José Ramón Saura, Rey Juan Carlos University, Guest Editor of Academic Journals, Spain



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STANDARDS AS MEANS FOR SELF-REGULATION OF SHARING PLATFORMS TO INCREASE TRUSTWORTHINESS AND SAFETY REQUIREMENTS

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ABSTRACT

The rise of a sharing economy as a new business model raised questions about its influence on society, fair competition with traditional businesses, and the need to regulate it. Self-regulation emerged as a solution for regulating sharing platforms by involving the needs of interested parties. This paper seeks answers on platform operators' attitudes towards using standards-like documents to self-regulate sharing platforms to achieve the trustworthiness and safety requirements. Further, this research may provide insights and recommendations on implementing standards for self-regulation. Platform operators could use the information provided to establish and improve their safety and trustworthiness protocols. Also, the paper could encourage sharing platforms to adopt and adhere to specific standards.

KEYWORDS

Self-regulation; sharing platforms; safety



NETWORK-BUILDING-BEHAVIORS AND ENTREPRENEURIAL ECOSYSTEM: THE ROLE OF GENDER AND GENDER DIVERSITY

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ABSTRACT

This paper empirically investigates an ecosystem and explores if gender is a personal feature which leads entrepreneurs to different network-building-behaviors and to different connections to ecosystem domains. We exploited the PSED database (Panel Study of Entrepreneurial Dynamics), and specifically observed the startup environment. We run an experiment of giving a 'value/score' to the intensity of the exposure/presence/participation of the startupper to a framework of ecosystem domains: human capital, policy, finance, supports, markets and culture. Then, we apply Social Network Analysis methods to empirically generate startupper's micro-networks and obtain a set of network measures.

We find that female networks, compared to male ones, are characterized by prevalence of relatives among their 'alters' (specifically their spouse), and they are featured by poorer strength of relations. Within a multivariate approach, we find that women face reduced access to informal financial capital (i.e., funds provided by themselves, relatives or friends), and they rely on an inferior support from professionals. Availability of both informal financial capital and supports is facilitated by gender diversity, indicated by the network heterophily.

The strength of ties among owners is the most powerful variable inducing a positive effect on ecosystem domains. The openness of micro-networks significantly enhances innovation of new businesses. Concerning the overall ecosystem, we find prevailing bi-directional paths, which mutually interconnect most of the domain variables, on each other. The most interconnected domains are the policy and supports ones; the least interconnected domains are those related to finance.

KEYWORDS

Entrepreneurial ecosystem; network-building behavior; micro-network; gender diversity; startup; social network analysis



EXPLORING ORGANIZATIONAL POLICY, STRATEGIC PLANNING PERFORMANCE AND, BUSINESS ETHICS IN MANUFACTURING AND SERVICE SECTORS

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ABSTRACT

This paper aims to explore the relation among business ethics, organizational policy and strategic planning performance. The research considers 732 managers and employees operating in the manufacturing and service sector in Turkey. Since different relationships among different topics are analyzed in the content of the study, the paper presents a large amount of data, which leads to the adoption of a quantitative approach. Before measuring the relationship between variables, exploratory factor analysis (EFA) was used to determine the dimensions of the scales, confirmatory factor analysis (CFA) was used for construct validity of the dimensions, Cronbach's Alpha, mean explained variance (AVE) and AMOS-based analysis were used to measure internal consistency. Finally, composite reliability (CR) values were then examined.

This study expands the literature about Organizational Policy, Strategic Planning Performance and Business Ethics. The results indicate that the three selected issues have a strong positive impact among them, and that business ethics can be considered a moderator between Organizational Policy and Strategic Planning Performance.

This article, firstly, considers the function of corporate ethics in mediating organisational policy and strategic planning performance. Second, to the best of the authors' knowledge, no research has explored these challenges in Turkey's emerging market economy. Third, the paper investigates the connections between the concepts rather than just the concept itself. This study enables managers in the manufacturing and service sector to make faster decisions, and constant monitoring of these variables would be more useful to reach successful outcomes.

KEYWORDS

Organizational Policy; Strategic Planning Performance; Business Ethics; manufacturing and service sector; Turkey



DO SOCIODEMOGRAPHIC FACTORS AFFECT THE COLLABORATIVE ECONOMY AS WE WERE TOLD? UNANTICIPATED FINDINGS IN EUROPE

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ABSTRACT

The purpose of this study is to investigate whether sociodemographic factors influence the Collaborative Economy (CE) in Europe, particularly about the advantages perceived by participants. Utilizing Flash Eurobarometer 467 data, we conducted clustering analysis to explore EU's CE dynamics. The survey covered 26,544 respondents across EU member states. Hierarchical clustering analysis in SPSS facilitated the categorization of respondents based on socio-demographic variables and perceived advantages towards CE utilization.

The findings of the study are unanticipated, suggesting that sociodemographic factors may not have the significant impact on the CE that was previously thought. While socio-demographic variables such as gender, occupation type, age, and community type can influence participation in the collaborative economy, their impact may not be as significant as initially thought. The data suggests that more complex and less tangible factors, which are often overlooked, could play a larger role in determining participation levels.

This study is original in its approach questioning existing assumptions about the CE and providing a fresh methodological perspective on how sociodemographic factors may influence it. CE is a relatively new phenomenon; further research is necessary to fully understand how socio-demographic variables influence its use.

KEYWORDS

Collaborative economy; cluster analysis; Europe



ALIGNING HEALTH RESEARCH WITH SOCIETAL VALUES: INTEGRATING RESPONSIBLE RESEARCH AND INNOVATION) PRACTICES IN HEALTH RESEARCH CENTERS**Hannia Gonzalez-Urango*****Ivan Ligardo-Herrera******Carmen Corona-Sobrino*****

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ABSTRACT

Responsible Research and Innovation (RRI) is an approach that seeks to anticipate, reflect and evaluate the possible implications of research and innovation from different dimensions. It seeks to respond to society's expectations about research development and to design more inclusive and sustainable research and innovation processes. In practice, RRI seeks to facilitate access and dissemination of scientific results, the incorporation of a more inclusive and diverse perspective, and ethics in the content and process of research and innovation. The aim is to achieve a more open, inclusive, transparent, and collaborative science, reducing the existing gap between the scientific field and society. This demand for scientific policy and philosophy promoted by the European Commission strives for the participation of multiple actors and the public in research and innovation. RRI seeks social agents (researchers, citizens, policymakers, companies, organizations, etc.) to work together during the research and innovation process to align better the process and its results with society's values, needs, and expectations.

This study is proposed in the context of health research, where a better bond between research and innovation programs and agendas and the needs and concerns of society is especially relevant. This paper aims to contribute to a deeper understanding of RRI in the health sector and answers the following questions: What are the motivating and constraining factors for developing RRI processes in the health sector; how do health research personnel perceive and integrate RRI principles? and how do current evaluation processes integrate RRI principles? Two health research centers have been studied in depth based on documentary analysis, in-depth interviews and questionnaires.

The results show that the main drivers of the funding agents are promoters of new practices in research and research support entities, such as research centers, for supporting researchers. On the other hand, the main barriers include greater pressures on researchers that overload their work and research agendas, the low interest of social agents in participating in innovation processes, together with the lack of resources (mainly people and funds) to support the demands imposed by the RRI. Finally, the lack of better integration of RRI principles in evaluation processes was also evident. In conclusion, the study provides a theoretical and practical development for the evaluation and monitoring of RRI in the field of health research.

KEYWORDS

Responsible Research and Innovation; Collaborative Science; Health Research Centers.



MIXOLOGY AND CREATIVE TALENT: AN ANALYSIS OF CONSUMER PROFILES IN MEXICO

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ABSTRACT

Recent years have shown how cities in the new urban economy have become centres of creativity and cultural production, where economic activity is strongly anchored in the creative industries and human capital (Pratt, 2012; Scott, 2006), and focal points within a global network of innovation and cultural production. Within the field of gastronomy, cocktail bars provide one example of an area that fosters creativity and entrepreneurship (Scott, 2006). Pratt (2012) also notes that this clustering of creative talent in urban areas drives the creation of new forms of entertainment and consumption, which include cocktail bars and signature mixology. Several elements make the relevance and pertinence of this study clear. Firstly, a number of important theoretical gaps have been identified. Indeed, there is a lack of scholarly research on the profiles of cocktail drinkers and how they relate to creativity, especially studies that aim to explain their contribution within the creative class.

Through a literature review and a survey, this study opens the door to a whole new line of research that would complement studies on innovation in other cultural and creative contexts, like gastronomy and the arts. In addition, this type of research enables a reconceptualisation of mixology as an old artisanal craft within the new creative economy.

It is important to understand the dynamics of innovation from an alternative perspective to technological change, as found in the contexts of the cultural and creative industries, especially for artistically and culturally rich developing countries like Mexico. Understanding these innovation processes creates the conditions for these emerging countries to identify new niches for entrepreneurship and innovation (Peris-Ortiz et al., 2019). The paper results are presented around two variables: 'Consumer creative profile' and 'Features that attract creative talent'. Lastly, offers a series of arguments in conclusion, stressing the contribution, relevance, and pertinence of this study and future studies.

KEYWORDS

Creative talent, Consumer creative profile, México



INFLUENCE OF TECHNOLOGICAL CAPABILITY, MANAGEMENT TEAMS AND ACCESS TO FINANCE ON SUSTAINABLE ENTREPRENEURSHIP OVER TIME

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ABSTRACT

Driven by their growing impact on countries' economic development, research on management teams in new technology-based firms (NTBFs) has intensified in recent years, aiming to identify the success and failure factors of these companies, given their high mortality rates.

The objective of this research is to propose and validate a model using PLS-SEM that includes the incidence of human capital factors, the technological capability developed and the ability to attract financing on sustainability over time. The type of relationship and the level of contribution of these constructs have been analyzed. For this study, three data sources were used: the Global Entrepreneurship Index 2018, the Digital Platform Economy Index 2020 and the Global Innovation Index 2023, integrating information from 106 countries to enhance the validity and robustness of the findings.

The results show a positive and direct relationship between attracting financing and technological capability of the NTBFs, indicating that financing influences sustainability over time through technological development. Likewise, it has been found that both technological capability and human capital directly influence growth and sustainability over time. This study contributes to the advancement of knowledge on the determinants of the NTBFs growth, integrating technological, human capital and financing attraction factors on the long-lasting sustainable entrepreneurship over time.

KEYWORDS

New technology-based firms, management teams, human capital, technological capability, financing attraction, high growth, sustainable entrepreneurship over time, PLS-SEM



ENTREPRENEURSHIP CENTERS IN THE DEVELOPMENT OF SUSTAINABLE INNOVATION: TWO COUNTRY PERSPECTIVES

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ABSTRACT

This study investigates how university-based entrepreneurship centers integrate sustainability values within various political and regulatory contexts. Specifically, it examines the role of these centers in promoting economic development while incorporating socio-environmental sustainability dimensions. Employing an inductive/deductive approach, the study focuses on two universities in the USA and Spain, utilizing a two-level analysis to understand and integrate social and environmental sustainability into their activities. Both cases revealed organizational dynamics that facilitated an examination of current practices and identified what is necessary for further integration of socio-environmental sustainability. Despite a clear alignment with some sustainability values, the study found that achieving a fully integrated approach in Entrepreneurship Centers faces challenges, such as developing measures to monitor socio-environmental actions. Notably, the study identifies a surprising lack of sustainability-related assessment items and highlights the importance of middle-level managers, institutional support, stakeholder relationships, and the political and regulatory context as key enablers for advancing sustainable development in innovation.

KEYWORDS

Innovation for sustainable development; Management of sustainability; Entrepreneurship Centers; Entrepreneurship centres; Reporting; Incubators.



THE PERCEPTION OF ENTREPRENEURIAL INNOVATION IN METAVERSE AND TECHNOLOGY ADOPTION BY GEN Z

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ABSTRACT

This study explores Generation Z's perceptions of entrepreneurial innovation through the metaverse and their acceptance of this technology, aiming to uncover the potential role of Generation Z (Gen Z) in shaping innovation and technology transfer practices within the business context. Utilizing a quantitative methodology, the research employs Structural Equation Modelling (SEM) to examine relationships between the targeted variables, assessing how specific perceptions and interactions with the metaverse influence Gen Z's acceptance, thereby justifying innovation and technology transfer in entrepreneurship. Data was collected through a survey distributed to a representative sample of Gen Z individuals, with questions based on the Theory of Acceptance Model, extended to include variables related to privacy, trust, and product innovation. The findings confirm that Perceived Trust and Perceived Product Innovation positively influence attitudes towards the metaverse and the behavioural intention to use it. However, Perceived Privacy Risk significantly influences trust but not attitudes or intention among Gen Z individuals. This study contributes to the existing body of knowledge by offering one of the first empirical investigations into the impact of Gen Z on technology transfer through the metaverse, an emerging and increasingly important area. The insights provided are valuable for organizations and entrepreneurs, suggesting strategies to maximize the innovative potential of the metaverse in the current business ecosystem, given Gen Z's significant role in the future e-commerce environment.

KEYWORDS

Metaverse; Trust, product innovation; technology transfer; entrepreneurial innovation



ENTREPRENEURSHIP AND ARTIFICIAL INTELLIGENCE: A BIBLIOMETRIC ANALYSIS

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ABSTRACT

Despite being a relatively new field, artificial intelligence (AI) has become a prolific topic due to the upsurge in interest shown by researchers. However, several aspects of AI remain unexplored. The aim of this paper, therefore, is to identify and analyse the existing research on the intersection between AI and entrepreneurship. Specifically, we pose several important questions:

What research has been conducted so far on AI and entrepreneurship?

What have the key themes and concepts been in this field of research from its inception to the present day, and how have they evolved over time?

In order to provide an answer to these questions, a descriptive bibliometric analysis of AI and entrepreneurship is proposed through by developing the cognitive structure of this research field. A total of 270 articles from the Web of Science, published between 1987 and 2024, have been analysed by SciMAT, an open software specifically tailored for the development of a science map to identify subjects, criteria, and the classification of related topics.

The findings of the study validate the diverse thematic spectrum surrounding the intersection of AI and entrepreneurship. These encompass the application of AI methodologies within entrepreneurial research, the emergence of AI-centric business ventures and AI's role as an enabler of entrepreneurship. Concepts such as digitalisation and innovation have evolved into machine-learning and artificial intelligence, with topics such as crowdfunding and e-health becoming well-established in recent years.

KEYWORDS

Artificial Intelligence; Entrepreneurship; Bibliometric Analysis; SciMAT.



**STRATEGIC LEADERSHIP AND ITS IMPACT ON DYNAMIC CAPABILITIES AND SUSTAINABLE
COMPT. ADVANTAGES IN PALESTINIAN PHARMACEUTICAL COMPANIES****Haya Abdeen*****Carmen De-Pablos-Heredero*****Carolina Cosculluela-Martínez*****Jose Luis Montes-Botella******Universidad Rey Juan Carlos, Madrid, Spain****ABSTRACT**

This research examines the relationship between strategic leadership, dynamic capabilities, and sustainable competitive advantages. Unlike previous studies that focused on different mediating variables or lacked intervening variables altogether, this research delves into how the various dimensions of strategic leadership and sustainable competitive advantage can enhance, thereby strengthening the organisation's dynamic capabilities and how strategic leadership itself can impact on sustaining competitive advantage. This research examines the relationship between strategic leadership, dynamic capabilities, and sustainable competitive advantages. Unlike previous studies that focused on different mediating variables or lacked intervening variables altogether, this research delves into how the various dimensions of strategic leadership and sustainable competitive advantage can enhance, thereby strengthening the organisation's dynamic capabilities and how strategic leadership itself can impact sustaining competitive advantage.

The results of the study concluded that strategic leadership positively impacts sustainable competitive advantages in Palestinian pharmaceutical companies and that sustainable competitive advantage is positively affected by the dimensions of strategic leadership (human capital, social capital). The results also showed that strategic leadership positively impacts Palestinian pharmaceutical companies' dynamic capabilities. Furthermore, the results showed that sustainable competitive advantage has a positive impact on the dynamic capabilities in Palestinian pharmaceutical companies and that dynamic capabilities are affected by sensing ability, learning ability, and integration ability. Finally, the results showed that sustaining competitive advantage impacts the technological innovation, knowledge management and organizational agility of Palestinian pharmaceutical companies.

This research shows that strategic leadership contributes to achieving sustainable competitive advantages in Palestinian pharmaceutical companies by directing them towards change and innovation and developing dynamic capabilities that allow the company to adapt to industrial transformations and compete effectively in the market. Firms can, therefore, evidence through this analysis how sustainable competitive advantages can be explained because of effective strategic leadership and the deployment of dynamic capabilities.

KEYWORDS

Strategic Leadership; Sustainable Competitive Advantages; Dynamic Capabilities; Palestinian pharmaceutical companies.



ANALYSIS OF EUROPEAN ACCOUNTING AND AUDITING FIRMS: DO THEY HAVE DIFFERENT BUSINESS VIABILITY?

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ABSTRACT

The Audit and Accounting Firms (AAF) companies are of great importance as they audit companies in different sectors and report on their economic-financial situation. The academic literature has analysed these firms but has not gone as far as to review their economic and financial health. Therefore, this study focuses on the analysis whether this is a sector with viable companies beyond the large firms, whether they generate profits from their activity, what is the duration of these companies or whether they tend to go bankrupt. In addition, the Covid-19 pandemic has had a significant impact on all types of firms, and it is questionable whether the effect on AAF has been negative or positive. The main objective of this study is to analyse the profitability, liquidity, and solvency situation of AAF considering their size and age, as well as the impact of the pandemic on this sector. In total, 12,469 European companies are analysed. After the descriptive analysis of the companies by ratios, the Altman Z-score model is used as a methodology to assess whether they are bankruptcy-prone companies based on their characteristics. The results of the analysis of the study have shown that these are companies of great importance for the European economy and that, depending on their characteristics, there are companies that may be closer to the risk of bankruptcy. This study is an essential contribution to the academic literature, to public administration and to the management of auditing and accounting firms.

KEYWORDS

Audit and accounting companies; small and large firms; solvency; profitability; bankrupt; Z-score.



MEDIATING ROLE OF INTER-ORGANIZATIONAL COLLABORATION IN THE ENTREPRENEURIAL CONTEXT. MULTIDIMENSIONAL ANALYSIS

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ABSTRACT

This study aims to test the mediating role of inter-organizational collaboration in the relationship between three dimensions of entrepreneurial orientation (namely, risk-taking, innovativeness, and proactiveness) and firm performance. In particular, the roles of two dimensions of collaboration are tested: collaborative orientation (CO) and entrepreneurial collaboration (EC) in the context of two dimensions of performance, that is, firm growth (FG) and firm competitiveness (FC).

Six theoretical models are tested with SEM. The sample consists of 145 small printing companies. Data has been collected in 2023. The results showed that both dimensions of IOC affects performance (both FG and FC), whereas CO is affected by R and PR, and EC is affected by IN and PR. The mediating roles of IOC were revealed. In particular, CO was a full mediator in $R \rightarrow FC$, $PR \rightarrow FC$, $R \rightarrow FG$, and $PR \rightarrow FG$ relationship (in the case of IN, there was no mediation), and EC fully mediated the $PR \rightarrow FC$ and $PR \rightarrow FG$ relationships and partly the $IN \rightarrow FC$ and $IN \rightarrow FG$ relationships (in the case of R there was no mediating effect). Thus, IOC plays a mediating role in $PR \rightarrow \text{performance}$ relationships (regardless the considered dimensions of collaboration and performance); in the case of R and IN, the role of IOC varies depending on the considered dimensions of IOC and PERF (including full, partial, and absent mediation). When the role of IOC is not considered, IN and PR affect both FG and FC, and R impacts only FG. The significant influence of PR on FG and FC and R on FG disappears when IOC is included in the model; this indicates the important role of IOC through which the impacts of PR and R on PERF are realized.

This study contributes to the literature on EO and inter-organizational collaboration (IOC). In particular, it joins the discussions on the impact of EO on performance, as well as IOC on performance. Originality of this study lies in testing the role of IOC in the EO/PERF relationship; the findings in this regards show that, indeed, IOC can mediate the impact of EO on performance, however, the mediating role depends on the considered dimensions of IOC, EO, and PERF. Additionally, this study proposes to distinguish two dimensions of collaboration and introduces relevant construct to measure them.

KEYWORDS

Entrepreneurial Orientation; Inter-Organizational Collaboration; Risk-Taking; Innovativeness; Proactiveness; Firm Performance; Printing Industry; Smes; SEM.



DELVING INTO GEN-AI STRATEGIES IN CONTENT CREATION: INSIGHTS FROM DIGITAL MARKETING PROFESSIONALS

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ABSTRACT

Generative Artificial Intelligence (Gen-AI) stands out as an essential tool for the digital transformation of businesses. Its recent developments have attracted the attention of managers, professionals, and academics, highlighting the potential of this technology to automate and optimize processes, fostering innovation, creativity, productivity, and effectiveness in communication with target audiences. Despite the growing literature on the topic, particularly in areas such as data analysis automation, Gen-AI strategies in content creation remain unexplored. This study delves into the use of Gen-AI by digital marketers, aiming to identify the strategies adopted to integrate Gen-AI in content creation and examine its perceived advantages and limitations in the digital marketing domain.

The article presents a qualitative study involving 25 digital marketing professionals with experience in creating and developing written content for digital marketing (e.g., blog posts, website pages, social media posts) and prior experience in using ChatGPT for professional activities. Data were collected through semi-structured interviews and subjected to data-driven content analysis using NVivo. The study adheres to the ethical principles recommended for social research, with participants providing informed consent for data collection, analysis, and results dissemination. Participation was voluntary, confidential, and anonymous.

The findings reveal that participants commonly use ChatGPT for different stages of content creation, including idea generation, information search, search engine optimization, content writing, and adaptation for different targets and channels. Additionally, participants considered NLP tools relevant allies for content planning and strategy development. The benefits provided by the use of Gen-AI include productivity, content effectiveness, and innovation. However, participants also highlighted several limitations of Gen-AI tools, such as reliability, the overall quality of the contents produced, and the constant need for training and human support. Consequently, several implications for managers and professionals emerged from the narratives and recommendations provided by the participants, including the need to validate content created by Gen-AI, develop critical skills for effectively using this tool, and effectively use it as a complementary rather than a primary tool for content creation. The study provides relevant insights for managers on how to cooperate with Gen-AI.

KEYWORDS

Gen-AI; Content creation; Digital marketing; ChatGPT



WHAT CONSTRUCTS AFFECT TOURIST BEHAVIOUR IN THE PURCHASING PROCESS? ANALYSIS IN TECHNOLOGICAL INNOVATION ENVIRONMENTS

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ABSTRACT

As the literature has shown over the years, the consumer is affected by numerous factors in their purchasing process (innovation, technology, price, previous experience, attitude, trust, among others). Similarly, the consumer-tourist buys products with characteristics specific to the service sector (subjectivity, intangibility, expiration, heterogeneity, etc.). The objective of this research is to identify the existing changes in consumer behavior in general, and tourists, in particular. These changes are derived mainly from the technological innovation processes present in cities and smart tourist destinations, since they represent the trend in the configuration of today's cities and tourist destinations. From a qualitative approach to research, the analysis of data is pursued to help draw conclusions that allow a better understanding of one's own reality.

The data collection methodology follows a systematic process of analysis beginning with a review of the main models of technological acceptance, as well as the constructs of special interest in the field of consumer behaviour. The study of classic models of technological acceptance together with new research allows us to obtain a theoretical justification of real trends in consumer behaviour. Finally, it is shown how technological innovation in the tourism sector affects tourist perception. In an environment like the current one, where the use of technology is part of the daily lives of companies and users, it is necessary to know if this technology is really accepted by the consumer and to what extent.

This study involves a review of technology acceptance models from their origin with the Theory of Reasoned Action (TRA) (Davis, 1985), the Technology Acceptance Model (TAM) (Davis et. al., 1989) and, finally, the Theory of Planned Behaviour (TPB) (Ajzen, 1991). Furthermore, its use in the justification of current studies and its extrapolation to tourist behaviour provide this research with possible tools for researchers in the area of tourism and technology. This will allow us to associate current constructs in innovation with theories as supported in the literature as is the case of the TAM.

KEYWORDS

Consumer Behaviour; Tourist Behaviour; Technology Acceptance Model (TAM); Sustainability; Digital Marketing; Technology Acceptance Process.



THE ROLE OF NEOBANKS AND FINTECH'S IN THE NEW GLOBAL DIGITAL ECONOMY. A COSTUMER/USER PERSPECTIVE

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ABSTRACT

The emergence of neobanks is considered a change in the current banking model and has caused a change in consumer expectations regarding their financial experience. This research analyzes users' feelings, words and opinions about neobanks, and determines the critical factors of these financial consumers.

The objective of this research is to analyze how technology in the banking sector has affected the consumer experience. The emergence of FinTech and neobanks has altered the traditional banking market worldwide, with new exclusively digital financial operators in full expansion. A sample of all online reviews (n = 56,474) published in Google Play and Sensor Tower of three FinTech apps N26, Revolut, and Wise were analyzed using text mining and sentiment analysis.

The results of our analysis reveal that neobanks are working exponentially among the young public, while older users still have barriers to their usability, such as cybersecurity or the limited generation of trust. This work contributes to the existing academic literature on FinTech and neobanks with a validated method of measuring customer experience. It also has practical implications for managers of financial institutions, providing them with a useful tool for developing specific strategies in the field of the digital economy.

KEYWORDS

Digital Economy; Digital Banking; Neobanks; FinTech; Digital Business; Sentiment Analysis; Topic Modelling



TRANSDISCIPLINARY ENTREPRENEURSHIP TRAINING: A PROPOSAL FOR HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

This article presents the results of a training proposal in transdisciplinary entrepreneurship applied to students of undergraduate programs associated to different Higher Education Institutions in Colombia, whose curricular design and methodological and didactic approach is based on the dialogue of knowledge, a fundamental characteristic of transdisciplinarity, which unites the knowledge of different disciplines for a better understanding of today's world, generating systematic, planned proposals with a holistic vision that contribute to promote transformations in academic practices through the formation of students with comprehensive skills to solve challenges of the real world that are increasingly complex. Four personal characteristics widely studied in the literature on entrepreneurship are measured: need for achievement, creativity and opportunism, locus of control and entrepreneurial intention. The results show that the transdisciplinary training proposal implemented has a significant and positive effect on the entrepreneurial intention of students, showing the importance of entrepreneurship education in Higher Education Institutions at all levels, which should be transversal and based on differential and practical curricular strategies to develop entrepreneurship and entrepreneurial intention.

KEYWORDS

Entrepreneurial Training; Higher Education; Transdisciplinary Research; Pedagogical Practice; Entrepreneurial Intention.



CATASTROPHIC RISK MANAGEMENT: STOCHASTIC MODEL TO CALCULATE THE LOSS INDEX TRIGGER FOR CATASTROPHE BONDS (CAT BONDS)

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ABSTRACT

This paper develops a stochastic model to calculate the loss index trigger for catastrophe bonds (Cat bonds) as alternative instruments for the management of major insured risks, such as natural catastrophe risks. The underlying loss index of catastrophe bonds is the aggregate catastrophe losses reported before the end of certain period. The catastrophe severity is defined as the sum of two random variables; the reported loss amount and incurred-but-not-yet-reported loss amount, and the central hypothesis is that the latter decreases proportionally to a linearly increasing function up to a certain time and constant thereafter, called the mixed claim reporting rate. To account for randomness in the reporting process, the claim reporting rate is considered to follow a Wiener process (geometric Brownian motion). The validity of the proposed model is evaluated by estimating its parameters using machine learning techniques (specifically, evolutionary strategies, ES). ES search for the best value of mixed claim reporting rate and the volatility that minimize the error for several catastrophes. The goodness of fit is tested for a sample of floods occurring in different Spanish regions susceptible to this type of catastrophes.

The results shows that the model accurately captures the uneven behavior of the claim reporting process over time and therefore correctly describes the catastrophic claims reporting process. The model proposed in this paper allows for an easy calculation of catastrophic loss indexes, thus facilitating the pricing of loss index-triggered Cat bonds. This translates into better catastrophe risk management for both insurance and reinsurance companies, as well as for those companies that diversify their portfolios with this type of financial instruments. The relative simplicity of the presented model also facilitates parameter estimation and simulation. In this work, the application of evolutionary strategy techniques allows the optimization of the parameter values by optimizing the cumulative square error.

KEYWORDS

Reported Claims Amount; Incurred-But-Not-Yet-Reported Claims Amount; Mixed Claims Reporting Rate; Evolutionary Strategies.



DETERMINANT OR MODERATOR? EXPLORING THE ROLE OF EXTERNAL ENVIRONMENT IN THE RELATIONSHIP BETWEEN DIMENSION OF ENTREPRENEURIAL ORIENTATION AND FIRM PERFORMANCE

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ABSTRACT

This study delves into the enduring query regarding the influence of the external environment on entrepreneurial orientation and its dimensions—innovativeness, proactiveness, and risk-taking—and their impact on firm performance, particularly in the aftermath of the crisis caused by the COVID-19 pandemic. We scrutinize two prevailing models, examining external environment as either a determinant or moderator, while focusing on traditional external environment dimensions: dynamism, hostility, munificence, and complexity.

Employing a quantitative approach, we draw data from small and medium-sized independent hotels in Poland, a sector profoundly affected by the pandemic's repercussions. Surveys conducted during May-June 2023 provide insights into firm growth and firm competitiveness. Empirical analysis encompasses statistical tests and Partial Least Squares Structural Equation Modeling.

Findings unveil a nuanced understanding, suggesting that the external environment primarily acts as a determinant of entrepreneurial orientation rather than a moderator of the relationship between entrepreneurial orientation and firm performance. Notably, our study identifies significant external environment influence on individual entrepreneurial orientation dimensions in 15 out of 16 tested relationships, with moderating effects evident in only 7 out of 32 tested effects.

Novelty arises from our dual exploration of environmental conditions as determinants and moderators, unearthing uncharted territory in entrepreneurial research. Furthermore, our study considers firm performance from dual perspectives—competitiveness and growth—providing unique insights into post-pandemic entrepreneurial dynamics. By shedding light on the intricate interplay between external environment, entrepreneurial orientation, and firm performance, this research contributes significantly to understanding entrepreneurship and the role of external environment in shaping strategic postures in the post-COVID era and fills a crucial gap in existing literature.

KEYWORDS

Entrepreneurial Orientation; External Environment; Complexity; Dynamism; Hostility; Munificence; Hotel Industry; SEM.



TACKLING DIGITAL TRANSFORMATION STRATEGY: HOW IT AFFECTS FIRM INNOVATION AND ORGANIZATIONAL EFFECTIVENESS

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ABSTRACT

Small and medium-sized enterprises (SMEs) support the country's economy. However, Spanish SMEs have not developed their full potential. Thus, managers must seek and adopt better strategies to be more successful. In today's turbulent environments, digital transformation strategy is an important competitive resource. Given its importance, managers are encouraged to develop their capabilities to deal with digitization efficiently, leading them to be more innovative and obtain higher organizational effectiveness. There is little research has been conducted to examine the independent effects on its economic, human resources and internationalization dimensions. Based on the Input-Mediator-Output framework, this study aims to highlight how digital transformation strategy improves organizational effectiveness. Specifically, this article examines (1) the direct effect of SMEs' digital transformation strategy and organizational effectiveness on their economic, human resources and internationalization dimensions and (2) the mediating role of firm innovation in these relationships.

To test our hypotheses, we randomly selected SMEs operating in Spain from the INE 2022 database. The selection framework used was the SABI database developed by Faedpyme (2023). Once the data were filtered, information was obtained for 1,113 SMEs. We used structural equation modelling (SEM) based on partial least squares (PLS) and Smart PLS 4.0.9.9 to test our hypothesis. PLS-SEM is a robust statistical technique that allows for positing direct and mediated relationships between the study variables.

Our results revealed that digital transformation strategy positively impacts organisational effectiveness's economic, human resources and internationalization dimensions. Furthermore, we found that firm innovation partially mediates the positive influence of digital transformation strategy and the three dimensions of organizational effectiveness. Thus, SMEs that wish to improve their effectiveness should orient their strategy towards higher levels of firm innovation. Testing this model contributes to the literature in two ways. First, it sheds new light on how digital transformation strategy fosters higher levels of organizational effectiveness in SMEs, specifically in its economic, human resources and internationalization dimensions, which have not hitherto been analyzed in the literature. Second, our results add to the organizational effectiveness theory, dominated by research on large firms. They also extend the evidence that digital transformation strategy and firm innovation are positive for organizational effectiveness in SMEs.

KEYWORDS

Digital Transformation Strategy; Firm Innovation; Organizational Effectiveness; SMEs



NAVIGATING THE DIGITAL LANDSCAPE: LEGITIMACY IN HIGHER EDUCATION

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ABSTRACT

Nowadays, organizations must have high legitimacy levels to obtain greater resources, be more efficient, and thus increase their chances of survival in the digital sector. Additionally, organizations need to achieve high values in the Relationship Quality model constructs (satisfaction, trust, and commitment) to increase the possibilities of establishing and maintaining long-term relationships with their stakeholders in the digital environment. With the emergence of technology, organizational relationships and management are conducted online. For this reason, this research focuses on analyzing the relationship between organizational legitimacy, satisfaction, trust, and commitment in the context of online organizations, specifically in digital higher education.

The purpose of this paper is to identify the most effective way to manage organizational resources through digital platforms when planning strategies considering their stakeholders in the digital environment. To achieve this objective, a questionnaire was created, and a sample of 830 questionnaires from different stakeholder groups from a Spanish public organization was obtained. The sample was analyzed using the PLS-SEM methodology (partial least squares structural equation model). The obtained results confirm the existence of a direct and positive relationship between legitimacy and the Relationship Quality constructs in the digital environment, concluding that the legitimacy level of the institution influences and precedes the satisfaction, trust, and commitment of the organization's stakeholders in the digital environment.

The conclusions obtained from this research contribute to the field of digital higher education management when planning future strategies, helping organizational managers and political leaders to have a more objective vision of what the different stakeholders perceive about the institution in the digital environment. Implementing legitimacy policies on digital platforms, such as transparency in data management and privacy protection, can significantly increase user satisfaction and trust, which in turn strengthens their commitment to the organization.

KEYWORDS

Legitimacy; Satisfaction; Trust; Commitment; Relationship Quality; Organization



ANALYSIS OF THE EXPORT SECTOR IN A STRATEGIC REGION: TRENDS AND GROWTH PATTERNS (2010-2020)

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ABSTRACT

This study offers a comprehensive analysis of Santander, Colombia's export sector from 2010 to 2020, utilizing regional opportunity map data to identify trends and growth patterns. Examining 128 exporting firms in 2020 through a financial analysis and multiple linear regression, the research establishes key variables influencing business growth. The model showed statistical significance, indicating the impact of explanatory variables on firm growth. Notably, company size directly affects growth, while higher current ratios and levels of indebtedness inversely correlate with sales revenue. Providing insights into Santander's export dynamics, the study informs strategies for future development, considering post-pandemic impacts and opportunities from ongoing Free Trade Agreement negotiations. Its contribution lies in its decade-long examination of the export sector, using financial and regression approaches to elucidate the relationship between company size, economic activity, financial indicators, and business growth, while also anticipating the implications of future trade agreements for the region.

KEYWORDS

Business growth; Determinants; Exports; Factors; Financial Indicators; Regression Model.



THE ROLE OF SUSTAINABLE ACTIVITIES IN THE RELATIONSHIP BETWEEN INNOVATIVENESS AND FIRM PERFORMANCE

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ABSTRACT

This study aims to identify the role of sustainable activities (SUSB) in the relationship between innovativeness (IN) and two dimensions of firm performance: firm competitiveness (FC) and firm growth (FG). In particular, the mediating and moderating roles of SUSB are defined and analyzed. This study uses structural equation modeling (SEM) to examine the sample consisting of 150 small and medium enterprises (SMEs) operating in the furniture industry in Poland.

This study uses structural equation modeling (SEM) to examine the sample consisting of 150 small and medium enterprises (SMEs) operating in the furniture industry in Poland. This study reveals both the moderating and mediating role of sustainable activities in the relationship between innovativeness and firm performance (both firm competitiveness and firm growth). This finding contributes to entrepreneurship theory by extending our understanding of the impact of innovativeness on firm performance and the role of sustainable activities in this relationship. The latter also adds value to the emerging field of sustainable entrepreneurship.

KEYWORDS

Sustainability; Innovativeness; Firm Performance; SMEs; PLS-SEM.



FUTURE OF AUTONOMOUS VEHICLES: SYSTEMATIC LITERATURE REVIEW AND RESEARCH AGENDA

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ABSTRACT

This study aims to analyze the impact of road digitalization, 5G connectivity, vehicle electrification, and automation on urban mobility, and their implications for society and the environment. It addresses the need to understand the transformative potential of these technologies. A systematic literature review (SLR) was conducted using Web of Science, covering 551 studies published in the last fifteen years and following the PRISMA guidelines. This ensures a thorough synthesis of current knowledge and identification of gaps in the existing literature.

The findings indicate that these technologies improve transportation efficiency, reduce congestion and pollutant emissions, and enhance road safety. However, they also present challenges related to infrastructure, data privacy, and public acceptance. These insights are crucial for designing public policies and regulatory frameworks, guiding companies and developers in the design and implementation of autonomous vehicle technologies.

The study's innovation lies in its systematic approach to synthesizing current knowledge and identifying gaps in the existing literature. It provides a holistic view of the intersection between digitalization, connectivity, electrification, and automation in urban mobility, offering a unique perspective on the future of transportation. The SLR provides a comprehensive overview, but some recent advancements may not be fully captured due to the rapidly evolving nature of these technologies. The results offer practical guidance for policymakers, urban planners, and technology developers to maximize benefits and mitigate challenges as data privacy.

KEYWORDS

Autonomous Vehicles; Urban Mobility; Digitalization; 5G Connectivity; Vehicle Electrification



**ADOPTION OF MOBILE PAYMENT THROUGH NEAR FIELD COMMUNICATION (NFC)
TECHNOLOGY: ANALYSIS OF THE FACTORS THAT INFLUENCE ITS INTENTION AND USE**

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ABSTRACT

The way transactions are carried out has changed due to the development of technologies such as Near Field Communication (NFC). NFC allows wireless communication between mobile devices and payment terminals, facilitating fast and secure transactions with a simple process. This innovation, combined with biometric features such as fingerprint authentication or facial recognition, provides security and data protection for users. Despite its advantages, the widespread adoption of mobile payment encounters obstacles, so it is necessary to investigate the factors that influence the adoption and use of mobile payment.

The main objective of this research is to develop and validate a model that identifies and predicts the various factors that influence consumers' intentions and use of mobile payment as a payment method. Based on the extended Unified Theory of Acceptance and Use of Technology (UTAUT-2), it will be examined how a series of factors influence consumer decisions and behaviours in relation to the adoption and use of mobile payment. In addition, to improve the UTAUT-2 predictive model, factors such as perception of security, trust in technology and the perceived benefits of mobile payment will be extended.

Data will be collected through a survey of a representative sample of consumers from different demographic groups and levels of mobile payment experience. Once the data has been collected, it will be analysed using structural equations to examine the relationships between the variables of the model and evaluate its fit to the observed data. Significance tests and validity and reliability analyses will be carried out to guarantee the robustness and precision of the results obtained.

The main results of the study will reveal which factors have a significant impact on consumers' intentions to use mobile payment as their primary payment method. This research will contribute to the understanding of mobile payment adoption and use among consumers by identifying the key factors that influence their usage intentions. It will provide information for the design and effective implementation of mobile payment systems, as well as marketing strategies aimed at promoting their adoption.

KEYWORDS

Mobile Payment; UTAUT-2; Consumers; Financial Security; NFC Technology; Biometrics.



REDUCING THE DIGITAL DIVIDE, A SOURCE OF VALUE

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ABSTRACT

The aim of this work is to understand how the digital divide interfere in the value creation process of firms. The main source for value is the customer, therefore both terms are analysed, digital divide and customers by assuming that by focusing on the customers firms are able to create value. To achieve this objective, we propose a bibliometric analysis of the current literature. A total of 487 papers from the Web of Science, published between 2001 and 2024, were analysed. The SciMAT software was employed to identify relevant themes and concepts evolution associated with digital divide and customers. The results underscore the importance of health services in the development of knowledge and how digital literacy is still an important topic to explore in marketing strategy. Moreover, the digital divide is presented as an opportunity bringing new markets to serve and how cultural differences could contribute to increase digital literacy when services and contents are not properly adapted.

KEYWORDS

Digital divide; Value creation; Firms.



THE TRAINING OF TENACITY AND PERSEVERANCE, THROUGH SERIOUS BOARD GAMES, FOR THE IMPROVEMENT OF MOTIVATION AND SUCCESS OF GRADUATION

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ABSTRACT

In a globalized world of work, the skills that students acquire through academic training in their university degrees are not enough to guarantee that they obtain a quality job, appropriate to their qualifications. Employers demand from candidates not only that they have acquired traditional curricular competencies and skills, but that they need to acquire higher levels of socio-emotional skills to develop their executive functions as an improvement in their qualifications. Within this framework, research has been developed based on the training of these skills in a group of students of the degree in Marketing, in the subject of Marketing and Corporate Social Responsibility as a teaching innovation activity.

An initial assessment of their levels of motivation and socio-emotional skills, such as perseverance and thoroughness, has been carried out through psychometric tests and, through a set of consecutive sessions in the classroom, training was established through serious board games. To determine the intrinsic factors that can affect students' motivation through training and improving skills through serious board games for graduation success. Through a series of online questionnaires, developed through the Microsoft Forms tool, information has been collected from 71 volunteer participants on their levels of socio-emotional competencies and skills related to motivation, perseverance, tenacity, dominance, dynamism, achievement, and performance, among others. After the questionnaires have been evaluated, a descriptive analysis of the variables in the sample is carried out, and a mediation analysis is carried out to determine the effect of predictive variables, such as perseverance and conscientiousness, on the target variable, motivation and learning strategies, also defining a set of mediation and confusion variables. The model has been designed in JASP software.

It can be observed that, in the model with the initial values, the predictive variables, such as conscientiousness at work or perseverance, do not have a direct significant behavior on the objective variable, motivation, in addition to measuring other direct and indirect effects. In the model with the final values after training, it can be observed that the predictive variables have a significant effect on motivation, resulting in increases in the levels of the target variable in the face of increases in the predictor variables.

KEYWORDS

Serious Board Games; Training, Motivation; Graduation.



USER BEHAVIOR IN THE REAL WORLD VERSUS THE VIRTUAL WORLD: A REVIEW

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ABSTRACT

The technology industry has evolved significantly with the incorporation of social networks, virtual and augmented reality platforms, and other forms of digital interaction such as the metaverse. These innovations have facilitated new forms of communication and behavior, often diverging from real-world norms and practices. Digital platforms have created environments where users can experiment with their identity and behavior in ways that are not possible in everyday life. The study of user behavior in virtual contexts is crucial to understanding the dynamics of interaction on digital platforms and improving user experience. Moreover, with the increasing prevalence of technology in everyday life, it is critical for companies to understand these behaviors in order to design more effective and secure products and services. The subject matter of this study focuses on the comparison of user behavior in the real world and in the virtual world, with special emphasis on the phenomenon of user identity dissociation. This dissociation refers to the ability of individuals to separate or distort their real identity when interacting in digital environments. The methodology will consist of a systematic literature review, collecting and analyzing relevant previous studies to extract patterns and conclusions about user behavior and identity dissociation in virtual environments.

KEYWORDS

User Behavior; Virtual Life; Real Life; Metaverse; Identity; Dissociation.



IS CEO SERVANT LEADERSHIP KEY FOR HOTELS TO BE ENTREPRENEURIAL? THE MEDIATION OF INTERNAL SOCIAL CAPITAL ACROSS FAMILY, NON-FAMILY FIRMS

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ABSTRACT

Hotel entrepreneurial orientation is critical to stay ahead in the current competitive hospitality industry. Drawing on the theories of servant leadership, social capital, socioemotional wealth, and upper echelons, this study aims to highlight the mechanisms through which CEO servant leadership enhances hotel entrepreneurial orientation. Moreover, this paper examines (1) the mediating role of hotel internal social capital in the CEO servant leadership-hotel entrepreneurial orientation relationship, and (2) the moderating role of family and non-family firms in the posited relationships, since it may be a key boundary condition.

Hotel entrepreneurial orientation is critical to stay ahead in the current competitive hospitality industry. Drawing on the theories of servant leadership, social capital, socioemotional wealth, and upper echelons, this study aims to highlight the mechanisms through which CEO servant leadership enhances hotel entrepreneurial orientation. Moreover, this paper examines (1) the mediating role of hotel internal social capital in the CEO servant leadership-hotel entrepreneurial orientation relationship, and (2) the moderating role of family and non-family firms in the posited relationships, since it may be a key boundary condition.

Our results revealed that CEO servant leadership was positive for hotel entrepreneurial orientation, mediated by internal social capital through its three dimensions: structural, relational, and cognitive. In addition, the results also showed that the relationships observed were generally stronger in family firms than in non-family firms. Thus, our findings are in line with those of previous literature reporting strong socioemotional wealth endowments and high-quality social networks in family firms. Testing this model contributes to the literature in two ways. First, our findings add to the servant leadership theory, which is dominated by individual and group-level research, while also broadening the mounting evidence that CEO servant leadership is positive for firm-level outcomes. Second, new light is shed on how and when CEO servant leadership is most effective in fostering hotel entrepreneurial orientation. Our study places CEO servant leadership at an early stage in the process of developing valuable firm-level outcomes such as hotel internal social capital, providing a better understanding of what happens early in the process leading to the development of hotel entrepreneurial orientation. Moreover, interestingly, and new to the literature, this study also reveals how these positive effects of CEO servant leadership on hotel internal social capital and entrepreneurial orientation are stronger in family firms than in non-family firms.

KEYWORDS

CEO Servant Leadership; Hospitality; Internal Social Capital; Entrepreneurial Orientation; Family Business.



THE THEORY OF CONSTRAINTS APPLIED TO SERVICE COMPANIES: A CASE STUDY OF A SPA

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ABSTRACT

It is well known that the theory of constraints (TOC) has brought many benefits to manufacturing companies, but its impact on the service sector has been very limited so far. Building on a review of existing literature, this article suggests a five-step methodology for these types of companies. We adapted the steps suggested by Goldratt, main mentor of the TOC. We then tested the validity of the method using the case study of a spa. The TOC is a process for continuous improvement, based on the notion that "a chain is only as strong as its weakest link". It was proposed by Goldratt in his 1984 book *The Goal*, and it works on the basis of the following 5 steps (Goldratt & Cox, 1984):

Step 1. Identify the system constraint or bottleneck

Step 2. Exploit the constraint

Step 3. Subordinate everything else to the constraint

Step 4. Elevate the constraint.

Step 5. If the constraint has been solved, return to step 1 and find the new constraint.

Goldratt identifies two types of constraints: physical, inherent to the process itself, and policies. A bottleneck is the part of the production system with the lowest capacity (the weakest link of the chain), which determines the overall speed of the system. After conducting a literature review in the field of the theory of constraints applied to services, this article proposes a five-step methodology for these types of companies, based on the approach suggested by Goldratt. The proposed methodology has been applied in this case to a spa. Thermal spa circuits typically include several kinds of showers, pools, saunas and massages. Major improvements have been achieved in terms of capacity and its associated benefits.

KEYWORDS

Theory of Constraints; Bottleneck; Services; Spa.



SELF-ESTEEM AND ENTREPRENEURIAL ORIENTATION AS DETERMINING FACTORS OF ENTREPRENEURIAL SUCCESS

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ABSTRACT

Self-Esteem and Entrepreneurial Orientation are two fundamental aspects that influence behaviour and performance at both the individual and business levels. This research aims to analyse in depth the relationship between Self-Esteem and Entrepreneurial Orientation, studying how Self-esteem can influence attitudes towards entrepreneurship and the willingness to take business risks. While previous studies have recognized the relevance of psychological factors in shaping entrepreneurial behaviour (Demirtas et al., 2017), our research seeks to provide a new perspective by placing Self-Esteem at the forefront of research.

As the central themes of this research, namely individual Self-Esteem and Entrepreneurial Orientation linked to success in the entrepreneurial process, are complex phenomena with multiple elements and relationships, a qualitative approach seems appropriate to answer the proposed research questions. In particular, the case study method offers a good fit, as it is adapted to the consideration of complex social phenomena in real contexts (Yin, 2003) and to the construction/testing of context-based theories (Gioia et al., 2012). This paper offers an exploratory approach to better understand the issues under study. It presents ten exploratory case studies of male and female entrepreneurs in different sectors. Through abductive flows between theory and observation (Piekkari et al., 2010), exploratory approaches help to understand the 'how' and 'why' of phenomena (Eisenhardt, 1989).

We have identified a significant relationship between variables, evidencing a positive influence of Self-esteem on Entrepreneurial Orientation and consequently on Entrepreneurial Success. This research offers practical insights for entrepreneurs, educators, business incubators and policymakers to positively contribute to the formulation of actions, educational programs, and support systems that foster Self-Esteem, improve overall well-being, and drive success for people involved in entrepreneurial activities.

KEYWORDS

Self-Esteem; Entrepreneurial Orientation; Entrepreneurial Success; Gioia methodology.



ACHIEVING SDG4 AND SDG5 IN THE DIGITAL TRANSFORMATION OF EUROPEAN COMPANIES: A LONGITUDINAL STUDY

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ABSTRACT

Since the beginning of the 21st century, major innovations and important technological advances have led to a socio-economic paradigm shift characterized by robotics, Artificial Intelligence (AI), Big Data, as well as the use of Social Networks in companies, creating the industrial revolution 5.0, based on digital transformation.

The aim of this research focuses on analyzing the implementation of digitalization in European companies, through the most significant socio-economic variables, delving into the SDG4 -Quality Education- and SDG5 -Gender Equality and Women's Empowerment-. To this end, the Survey on Information and Communication Technologies (ICT) usage and e-commerce in enterprises was used as a basis. Likewise, extracting data from Eurostat, the most representative variables were taken in accordance with the Digital Transformation, which is being applied in the European Union to complete the objectives set out in the 2030 Agenda. This digital transformation is one of the priority lines in current European policies for adaptation at the individual, business, and European government levels.

Using a mixed methodology, a multivariate quantitative statistical analysis of the magnitudes that have the greatest impact on the objectives set, such as GDP per capita in the different member states, the Digital Intensity Index, the AI, and ICT usage in enterprise, is carried out firstly. Due to the novel implementation of most of these technologies, and the recent measurement of the data, the longitudinal analysis is carried out from the first year with contrasted statistical data (2017) until 2022.

Within the qualitative methodology, a social analysis of the results obtained in the first phase of the research on digitalization in the EU is carried out, applying the gender perspective through indicators such as Gender Employment and Pay Gaps or Persons outside the labor force due to caring responsibilities, the results of which indicate the inequality that persists in the implementation of digitalization policies in companies, where the economic and social gap between men and women continues to persist. In short, this research carries out a socio-economic analysis, focusing on SDG4 and SDG5, which delves into the digital transformation of European companies and provides new longitudinal data related to the 2030 Agenda, from a social and economic point of view.

KEYWORDS

SDG4; SDG5; Digital Transformation; European Companies.



WOMEN ENTREPRENEURS' ACCESS TO MICROFINANCE AND COOPERATIVE FINANCE IN LATIN AMERICA: DIFFERENCES BETWEEN OPP. AND NECESSITY ENTREPRENEURSHIP

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ABSTRACT

Female entrepreneurship is limited by problems of access to traditional financing. Given this problem, this study aims to evaluate the relationship between female entrepreneurship with two alternative sources of financing: microfinance and cooperativism in Latin America. Specifically, this relationship is analyzed by distinguishing between female entrepreneurship driven by opportunity and that which arises out of necessity. To meet the proposed objective, a random effects panel data model was used to evaluate data from seven countries, for the period between 2012-2020. The models were designed to test the incidence of microfinance and cooperativism variables on female entrepreneurship, categorizing them as necessity-based and opportunity-based.

The results show a positive relationship between microfinance and cooperativism with female entrepreneurship. When distinguishing by type of entrepreneurship, the positive relationship held for opportunity entrepreneurship, while a negative association was found between alternative sources of finance and necessity entrepreneurship. The results suggest a need to increase both the number of institutions and the volume of loans in microfinance and cooperativism to strengthen female entrepreneurship. The originality of this work is evidenced through its contribution to the literature, specifically, the literature focusing on Latin America where few studies have been conducted on the incidence of financing alternatives in entrepreneurship. Additionally, this paper contributes by finding that the incidence of financing alternatives enhances female entrepreneurship in Latin America, a region with one of the highest rates of entrepreneurship globally.

KEYWORDS

Female Entrepreneurship; Microfinance; Cooperativism; Opportunity Entrepreneurship; Necessity Entrepreneurship.



EFFECTIVENESS OF ONLINE UNIVERSITY TRAINING ON ENTREPRENEURIAL INTENTIONS: TOWARDS A SUSTAINABLE AND SOCIALLY JUST POST-COVID 19 FUTURE

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ABSTRACT

The COVID-19 pandemic has generated a major global economic crisis with significant job losses. Entrepreneurial intention attempts to protect and create jobs. During this period, a greater degree of Corporate Social Responsibility was implemented by several companies, shaping a sustainable response to the crisis. This more sustainable and fairer vision of entrepreneurship can be fostered by online university training, as it helps to avoid the ravages of the crisis among students by not requiring physical presence but greatly hindering their ability to learn. This paper aims to explore the effectiveness of online university training on entrepreneurial intentions based on this new sustainable and fair vision of entrepreneurship. Qualitative research on the response to an open-ended questionnaire by Spanish entrepreneurs who have received university training in entrepreneurship adjusted to experience and applying a service-learning methodology (n = 51). The results show the effectiveness of this training on entrepreneurship in general, particularly on potential and intrapreneurship. This effectiveness manifests in specific employment issues, relationships with stakeholders, teleworking with implications for the labor market insertion of women and people with disabilities, the benefits for the local society and the rest of the stakeholders, and entrepreneurs' quality of life and happiness. These effective results also extend to women and adult entrepreneurs, which favors the entrepreneurship of those who have difficulties attending university.

KEYWORDS

Online University Training; Entrepreneurial Intentions; Sustainability; Corporate Social Responsibility; Employment; Justice.



FACTORS THAT DETERMINE THE LEVEL OF INDIVIDUAL ENTREPRENEURIAL ORIENTATION: PROFILES OF EMERGING ENTREPRENEURS

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ABSTRACT

From the individual entrepreneurial orientation (IndEO) theory, this research: i) establishes the dimensions (Autonomy, Innovativeness, Risk-Taking, Competitive Aggressiveness) that best explain the level of IndEO; ii) identifies the items (inside the dimensions) that best predict the level of IndEO, and iii) examines whether sociodemographic variables and entrepreneurial experiences predispose the level of IndEO. Through a quantitative approach, a longitudinal survey of 477 potential young entrepreneurs is analysed. Data were collected using the instrument of IndEO. The Chi-square Automatic Interaction Detection (CHAID) algorithm was used for data analysis, and then profiles and predictive graphical models were generated through decision trees. An assessment is conducted to determine whether the various entrepreneurial profiles exhibit significant differences in their level of IndEO.

The results reveal that the propensity for a high level of IndEO increases with rising levels of Competitive Aggressiveness and participation in prior entrepreneurial experiences. Even at medium levels of Competitive Aggressiveness, a high level of IndEO is more likely if the degree of Autonomy is high. In turn, medium levels of IndEO were associated with the absence of previous entrepreneurial experiences, medium levels of Competitive Aggressiveness, medium-high levels of Innovativeness, and medium-low levels of Autonomy. However, low levels of IndEO corresponded to low levels of Competitive Aggressiveness and Autonomy. These findings suggest that IndEO levels can be influenced by Competitive Aggressiveness, Autonomy, Innovativeness, and prior entrepreneurial experiences, particularly among emerging entrepreneurs. Companies and academia should consider these findings when adjusting talent attraction policies and identifying profiles of emerging entrepreneurs.

KEYWORDS

Entrepreneurial Orientation; CHAID Algorithm; Prior Entrepreneurial Experience; Autonomy; Competitive Aggressiveness.



FACTORS THAT INFLUENCE THE ACCEPTANCE AND USE OF GENERATIVE INTELLIGENCE: AN ANALYSIS OF UNIVERSITY STUDENTS WHO USE CHATGPT AND COPILOT IN SPAIN

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ABSTRACT

Artificial intelligence-based conversational systems, such as ChatGPT (Generative Pre-trained Transformers) and Copilot, are revolutionizing how university students access information and complete academic work. These chatbots, using pre-trained language models and natural language processing techniques, can contextually understand students' queries and generate coherent and relevant responses. From resolving specific academic questions to providing personalized study recommendations, these systems are becoming essential tools for learning and research support for university students. Additionally, they enable access to a wide variety of academic resources, such as journal articles, books, and databases, facilitating the search and collection of information for academic work.

The main objective of this research is to develop and validate a model that identifies and predicts the various factors influencing university students' intentions to use ChatGPT and Copilot as fundamental support tools in their academic experience. Using the extended Unified Theory of Acceptance and Use of Technology (UTAUT 2), this study will examine how a range of factors affect students' decisions and behaviors regarding the adoption of and use of these AI systems. Factors to be studied include students' perceptions of ChatGPT and Copilot's ability to facilitate their learning process, adaptation to their individual needs, ethical considerations related to their use in academic environments, perception of efficiency in #me-saving, improvement in completing academic tasks, and trust in the accuracy and security of these systems, among others.

Data will be collected through surveys from a representative sample of university students from various undergraduate and graduate programs. Once the data is collected, it will be analyzed using structural equation modeling and statistical techniques to examine the relationships between the model variables and assess their fit with the observed data. Significance tests and validity and reliability analyses will be conducted to ensure the robustness and accuracy of the results.

The main results of the study will reveal which factors significantly impact university students' intentions to use ChatGPT and Copilot as academic tools. This research will contribute to understanding the adoption and use of ChatGPT and Copilot among university students by identifying the key factors influencing their intentions to use. It will provide insights for the effective use and implementation of these AI systems as academic support tools in university settings and will address the challenges posed by the use of this new technology.

KEYWORDS

ChatGPT; Copilot; UTAUT 2; University Students; Academic Tools; Artificial Intelligence; Technology Adoption Factors.



TOURISM IN THE AGE OF GENERATIVE AI: OPPORTUNITIES, CHALLENGES, AND UNCERTAINTIES

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ABSTRACT

The tourism industry is a vibrant and dynamic sector that plays a crucial role in the global economy (Tsotsou & Ratten, 2010). The tourism industry significantly contributes to GDP, employment, and international trade as a crucial global economic driver (Pugachov et.al., 2022). By September 2023, approximately 975 million international tourists were recorded, marking a 38% increase from the previous year, according to United Nations World Tourism Organization (UNWTO, 2024).

This paper aims to provide a comprehensive analysis of these aspects, shedding light on the implications of adopting advanced language models, particularly ChatGPT, in the tourism industry context. To address this research gap, we conducted a systematic literature review on the concepts of ChatGPT and its impact on Tourism and their possible opportunities, challenges and uncertainties. The bibliometric review is a commonly used method for recognising keywords, their relationship to each other, and the articles' citations within a defined timeframe (Zhong et al., 2015, 2016, 2017; Sahni et al, 2023). Based on the afore mentioned topic, the following research questions arise:

***RQ1:** How do large language models (LLMs) like ChatGPT impact the personalization of tourist experiences?*

***RQ2:** What challenges and opportunities in the tourism industry can be addressed by implementing LLMs?*

***RQ3:** How can advanced technologies like LLMs promote responsible and sustainable tourism?*

***RQ4:** Which threats associated with the deployment of Large Language Models (LLMs) have been detected in the tourism industry?*

Therefore, this paper aims to give an overview of the present and future research directions of the mix of ChatGPT and Tourism. We illustrate the significant findings of the review, analyze research topics, data sources, and methods of data collection and give clear reports and visualization of the main results. In order to contrast the formulated hypothesis, the study is based on 1386 articles from the Web of Science, with a list of 478 articles after a semiautomated screening was performed. Finally, we highlight significant conclusions.

KEYWORDS

Tourism; Large Language Models; Chatgpt; Systematic Literature Review; Generative AI.



THE EVOLUTION OF ELECTRIC AND HYBRID VEHICLES AND THEIR INFLUENCE ON SUSTAINABLE TRANSPORT: A REVIEW AND FUTURE RESEARCH LINES

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ABSTRACT

The objective of this study is to conduct a longitudinal analysis of the last 15 years of electric and hybrid vehicles, establishing future research lines in charging infrastructure, lithium batteries, and renewable energy. A systematic literature review through the PRISMA methodology was used to analyze research and technological developments, evaluating trends, advances, and challenges. This article is significant as it combines a comprehensive analysis of the evolution of charging infrastructure, lithium batteries, and renewable energy integration, addressing both exponential growth and regulatory and environmental challenges, providing a holistic view does not present in previous studies. Key findings include exponential growth in charging infrastructure and significant advances in lithium battery technology, although challenges in standardization and sustainability remain. The results highlight the need for policies that encourage public-private collaboration, diversify lithium sources, and integrate renewable energy for a more effective and equitable transition to sustainable mobility.

KEYWORDS

Electric Vehicle; Charging Infrastructure; Data Science; Renewable Energy; Sustainable Electric Mobility; Economic Impact; Review.



INTEGRATION OF MACHINE LEARNING AND KNOWLEDGE MANAGEMENT FOR SUSTAINABLE BUSINESS STRATEGIES: A CONCEPTUAL FRAMEWORK.

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ABSTRACT

This study explores the integration of Machine Learning (ML) and Knowledge Management (KM) to develop sustainable business strategies. By conducting a systematic review of existing literature, we identify key synergies between ML and KM that enhance operational efficiency, foster innovation, and promote environmental and social sustainability. The proposed conceptual framework demonstrates how ML techniques can optimize KM processes, facilitating informed decision-making and the implementation of sustainable practices in various business contexts. Practical applications in the energy sector and precision agriculture illustrate the potential of these technologies to transform business operations and contribute to corporate sustainability.

KEYWORDS

Machine Learning; Knowledge Management; Sustainable Business; Strategies; Environmental Sustainability.



**METHODOLOGY DESIGN APPROACH TO IMPLEMENT MANAGEMENT PROCESSES IN
TECHNOLOGY DEPARTMENTS FOR THE DIGITAL TRANSFORMATION OF EDUCATIONAL
CENTERS IN THE FRAMEWORK OF THE KNOWLEDGE SOCIETY**

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ABSTRACT

Training centers (schools, institutes, universities, academies, business schools...) are commonly small organizations, which means that their management involves certain specific elements. The management of technology departments is generally far from the guidelines set out in industry standards and is generally based on unprofessional ad hoc solutions. The drawback of this type of approach is clear, although the problem is only detected in extremely difficult situations, such as the recent pandemic period we have been through. The alternative is to use process standards defined in the industry such as the ITIL (Infrastructure Technology Information Library) standard, although the difficulty of its implementation retracts many companies from adopting it. The difficulty derives from the fact that the ITIL standard does not determine which processes to implement, nor the order of implementation, nor what is the procedure to implement them. This article exposes what processes are necessary in a training center, as well as the order in which they should be implemented.

The methodology used is based on a database with information from schools, academies, universities and other educational centers, which is used to propose a sequence of processes in the IT department through an optimization model. Finally, the set and order of processes to be implemented are defined. This set of processes optimizes the quality of services and IT infrastructures for education services. The main result of the work is, precisely, the explanation and design of the set of technological processes that best meet the needs of technology departments in small-sized education centers, to optimize available resources and offer a technological service appropriate to educational needs.

This paper highlights the difficulty that training centers sometimes have in implementing the ITIL standard. It focuses on the ITIL processes that are necessary in a training center, as well as the order in which they should be implemented. From a doctrinal basis, it details what is the set and order of the processes that need to be implemented, to optimize the quality of IT services and infrastructures in education centers. By focusing the analysis on small educational centers, this work is configured as a manual of good practices for technology departments in small educational centers, always taking into consideration the alignment with educational needs.

KEYWORDS

Sequence; Process; Educational Center; Technology.



THE EFFICIENCY OF URBAN PUBLIC TRANSPORT AND ITS IMPACT ON ENERGY EFFICIENCY

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ABSTRACT

The promotion and proper development of urban transport improve environmental sustainability by reducing traffic congestion and air pollution levels. In the last decade, bus and metro modes, in addition to being the most in demand, have been the most utilised to offer an effective and sustainable public transport system.

In Spain, the public transport service is compulsory in municipalities with more than 50,000 inhabitants, with the bus being the mode of transport designed as a priority over the metro. Only 9 of the cities that meet these criteria provide bus and metro service. The large investment in infrastructure required for its implementation and maintenance makes it necessary to assess the efficiency of these companies and their impact on the sustainability of the surrounding environment. For this reason, the aim of this study is to analyse the efficiency of public transport companies (bus and metro) their relationship with energy and economic efficiency. The sample is composed of the companies providing bus and metro transport services in four de las cities in Spain during the period 2017 - 2021.

The methodology used will be: (1) a description of the main variables of these companies; (2) a data envelopment analysis and the Malmquist index as statistical inference estimators to provide the productivity, efficiency change (EFCH) into Pure Technical Efficiency Change (PTECH), and Scale Efficiency Change of the analysed companies; and (3) a regression analysis linking efficiency with energy efficiency. The main result of this analysis shows that the efficiency in bus and metro is similar for the analysed cities. This study contributes to the academic literature because the comparative analysis by modes of transport has not been conducted and can be considered an effective variable when it comes to resource allocation, controlling the services provided, and improving the planning of these services by the competent authorities.

KEYWORDS

Urban Public Transport Companies; Efficiency; Energy Efficiency; Environmental Efficiency; Data Envelopment Analysis.



MOTIVATION TO LEAD AND ENTREPRENEURIAL INTENTION: THE MEDIATING EFFECT OF INDIVIDUAL ENTREPRENEURIAL ORIENTATION

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ABSTRACT

The aim of this research is to examine the relationship between the motivation to lead and entrepreneurial intention through the mediating influence of individual entrepreneurial orientation among young aspiring entrepreneurs. To achieve this objective, we integrate the theory of motivation to lead, which encompasses affective-identity, non-calculative, and social-normative motivations, as well as the dimensions of individual entrepreneurial orientation, including autonomy, innovativeness, risk-taking, and competitive aggressiveness.

Through a quantitative approach, a survey method using a self-administered questionnaire was applied to collect data from a sample of 481 young aspiring entrepreneurs. The relationships within the conceptual model proposed by the authors were examined through Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that motivation to lead has a positive and significant relationship with individual entrepreneurial orientation. Similarly, individual entrepreneurial orientation exerts a positive and significant influence on entrepreneurial intention. In addition, the mediating effect of individual entrepreneurial orientation in the relationship between motivation to lead and entrepreneurial intention was confirmed.

This research contributes to filling a gap in the literature by expanding the limited empirical evidence on the relationships between the theories of motivation to lead, individual entrepreneurial orientation, and entrepreneurial intention. Understanding the mechanisms of individual entrepreneurship through motivation to lead helps academia, government institutions, and ultimately business's structure policies that foster entrepreneurship spirit and leadership. In this way, they will be able to promote innovation and the development of new ventures.

KEYWORDS

Individual Entrepreneurial Orientation; Leadership; Youth; PLS-SEM; Entrepreneurial Intention.



CONTEXTUAL FACTORS AND PSYCHOLOGICAL DETERMINANTS FOR THE DEVELOPMENT OF ENTREPRENEURSHIP INTENTION: AN INTERNATIONAL STUDY

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ABSTRACT

This research presents a model to evaluate the influence of different geographic contextual factors, such as educational, relational, and structural support on psychological factors related to entrepreneurial intention determinants: perceived based-control and risk-taking propensity. An empirical analysis was applied to a sample of 598 valid questionnaires of young professionals from Spain, China and Ibero América. The results confirm the influence of contextual factors, such as educational, structural, and relational support on perceived behavioral control and risk-taking propensity, which are determinants of entrepreneurial intention, and showing significant differences between countries. These findings offer additional support to previous theoretical research on the determinants of entrepreneurial intention and provide valuable insights to assess entrepreneurship support policies to foster EI in different countries.

KEYWORDS

International Entrepreneurship; Entrepreneurial Intention; Contextual Factors; Psychological Factors.



**BETTER COMPLEX PROBLEM-SOLVING WITH AI? AN EXPERIMENT ON
ENTREPRENEURSHIP AND STRATEGY WITH ENGINEERING STUDENTS****Jaime Alonso-Gómez*****Marta Peris-Ortiz******Pascual Cortés-Pellicer******Fernando Castelló-Sirvent****

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ABSTRACT

Artificial Intelligence (AI) presents significant challenges and opportunities for knowledge economy activities. The use of Large Language Models (LLM) has impacted tasks that were previously believed to be protected from automation and robotization processes. The popularization of text-generative AI among university students offers an adequate field of analysis to evaluate the impact of these technologies on intellectual activities that can generate value in the market.

This research presents an experiment carried out with engineering students from the Polytechnic University of Valencia. An experiment designed to solve complex entrepreneurship problems with and without the help of AI is described, and it analyzes the performance obtained by humans supported by AI vs. humans without AI support to resolve a case study on entrepreneurship and strategy. The results are analyzed and discussed based on user perception of the results of ChatGPT 3.5 and trade-off recorded between speed and quality, both in basic competencies and in challenges whose resolution requires metacognitive skills.

The empirical study carried out suggests that students overestimate the results of Generative AI, attributing qualities of high reliability. Furthermore, the results obtained show important student concerns about the existence of biases AI results, with special emphasis on the risks of manipulated or incomplete information, particularly in female undergraduate students and male and female graduate students. The men and women participating in the study reported high perceptions of risks of technological unemployment in managerial activities linked to intellectual challenges such as problem-solving. The findings suggest that engineering students consider it necessary to train to obtain better results from AI and that in the future they will have to work in collaboration with an AI, this perception being greater among women and master's students of both sexes.

This study presents promising evidence on the impact of generative AI on strategic analysis for entrepreneurs. An outstanding novelty of this research is to provide evidence on the speed that LLMs guarantee, although the available evidence emphasizes the important limitations that generative AI offers entrepreneurs for solving complex problems that require metacognitive skills.

KEYWORDS

AI; LLM; Entrepreneurship; Strategy; Complex Problem-Solving; Engineering.



COLLECTIVE DIMENSIONS OF COLLABORATION: A THEORETICAL MODEL FOR EFFECTIVENESS IN ORGANIZATIONAL ENVIRONMENTS

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ABSTRACT

This paper explores the collective dimensions that influence effective collaboration in various organizational contexts, proposing a theoretical model that addresses the interdimensional relationships and their impact on collaboration. Utilizing a systematic literature review, this study addresses the following research question: How do collective dimensions influence effective collaboration?

Findings identify that effective collaboration is influenced by integrating four collective dimensions: collective leadership, collective intelligence, collective action, and collective impact. These dimensions are interrelated and mutually reinforcing, contributing to the success of collaborative efforts. The study develops a conceptual framework that provides important practical implications by highlighting the need for organizational structures that promote distributed leadership, the integration of collective knowledge, coordinated actions, and the pursuit of sustainable collective impact.

Research on collaboration has been fragmented, lacking unifying models that address the multidimensional complexity of collaborative processes. This study offers a conceptual framework integrating these dimensions, providing a new perspective for scholars and practitioners.

KEYWORDS

Effective Collaboration; Collective Leadership; Collective Intelligence; Collective Action, Collective Impact.



THE USE OF SARF TECHNOLOGY FOR BETTER COMMUNICATION, SAFETY AND SECURITY OF ATTENDEES AT MASS EVENTS IN A TOURIST DESTINATION

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ABSTRACT

Every tourist destination needs to offer transportation logistics to get there, as well as an interesting offer of tourist products and services to capture the attention of tourists and visitors. At the same time, a current of tourist flow could not be consolidated if security is not available for those who wish to choose that destination for their vacations, for leisure or business. Therefore, safety and security, its communication along with the other aspects will be part of the reputation, helping to contribute to a call effect of investments and economic development. S.A.R.F. technology allows all installed sound equipment to be tapped, controlled and monitored remotely and made available to the citizen security forces or competent body designated for this purpose. The use of technology adapts to the needs of cities and can contribute to the prevention and safety of any tourist destination.

Therefore, this research aims to demonstrate the effective contribution of communication management at an acoustic level that SARF technology offers in the celebration of events in different destinations where it has been used. Through a documentary review, the aim is to know, on the one hand, what other technologies are applied for security at destinations. By the other hand, the importance that the scientific community gives to acoustic safety when holding events with large numbers of people. The data collection methodology encompasses a mixed approach addressing qualitative and quantitative analysis of the data.

The results offer a novel approach in relation to technologies on lighting and acoustic safety in the management of urban spaces. At the same time, the importance and usefulness for security forces and bodies of the implementation during the celebration of different SARF technology events is evident. This technology has made it possible to alert and help people with health and other needs. It has also facilitated the quick and safe evacuation of staff and visitors in case of emergency. For all these reasons, the evaluation of projects that help prevent violence and reduce incidents is appreciated, taking into account an environmental perspective that contributes to improving the reputation and competitiveness of this tourist destination that is increasingly dependent on the use of technology.

KEYWORDS

Acoustic Safety; Tourist Destination; Technology; Safety and Security; Mass Events; Event Security.



