

CONFERENCE AGENDA

08-09 JUNE 2026



ONLINE VENUE:

Link: [Microsoft Teams Platform](#)

Same link for both days

MORNING

Monday, June 8th, 10.15am – 10.30am (CET)

10:15 hr

INSTITUTIONAL WELCOME



**Vicedean of Research, Internationalization and Professional Partnerships
Faculty of Economics & Business Sciences (FCEE)
Rey Juan Carlos University**

Vera Gelashvili

Rey Juan Carlos University, Madrid, Spain



BENI Conference 2026 - Welcome moderator

José Ramón Saura

Rey Juan Carlos University, Madrid, Spain
Guest Editor Academic Journals



BENI Conference 2026 - Track Chair

María Fernández Fernández

Rey Juan Carlos University, Spain



BENI Conference 2026 - Track Chair

Carlos Devece Carañana

Polytechnic University of Valencia, Spain



BENI Conference 2026 - Track Chair

Juanjo LLull

Polytechnic University of Valencia, Spain

MORNING

Monday, June 8th, 10.30am – 1.00pm (CET)



SESSION 1 CHAIR

María Fernández Fernández

Rey Juan Carlos University, Spain

- 10:30 BEYOND FLEXIBILITY: WORK-LIFE BOUNDARIES AND EMPLOYEE WELL-BEING IN FULL AND HYBRID TELEWORK IN SMES**
Cristina Carrasco-Garrido, Daniel Wheatley, Carmen De-Pablos-Heredero
- 10:45 SOCIAL COHESION AND OCCUPATIONAL VITALITY IN UNCERTAIN HOSPITALITY JOB SETTINGS**
Pablo Ruiz-Palomino, Pedro Jiménez Estévez, Jorge Linuesa-Langreo, María Ábalos Albares
- 11:00 ARTIFICIAL INTELLIGENCE-DRIVEN SUSTAINABLE ENTREPRENEURSHIP: A SYSTEMATIC LITERATURE REVIEW AND FUTURE RESEARCH AGENDA**
Paula González-Padilla, María Fernández-Fernández, Álvaro Hernández-Tamurejo
- 11:15 THE IMPACT OF INNOVATION AND HUMAN CAPITAL MANAGEMENT ON THE COMPETITIVE ADVANTAGE AND PERFORMANCE OF SMES**
Jhorquis Machado Licon, Santiago Gutiérrez Broncano, Miguel Ángel Sastre Castillo
- 11:30 EXPLAINING FIRM SURVIVAL IN THE ICT INDUSTRY: THE ROLE OF FINANCIAL AND STRUCTURAL FACTORS**
Isabel Rodríguez Iglesias, María Luisa Delgado Jalón, Vera Gelashvili, Almudena Macías Guillén



15 MINUTES COFFEE BREAK

- 12:00 RESPONSIBLE INNOVATION FOR SUSTAINABILITY: A STRATEGIC PERSPECTIVE OF RESPONSIBLE MANAGEMENT IN SMES**
Johnatan Castro-Gómez, Camilo Giraldo-Giraldo, Jesús David Sánchez de Pablo, José Albán Londoño-Arias
- 12:15 A MEASURE OF GREEN INNOVATION PERFORMANCE: THE GREEN INNOVATION PATENT INDEX**
Roberto Cervelló-Royo, Carlos Devece, Jose-Luis Galdon, Juan J. Lull
- 12:30 FROM DIGITAL INFRASTRUCTURE TO AI CAPABILITY: TIER-CONTINGENT COMPETITIVE EFFECTS OF TECHNOLOGY UPGRADING IN SERVICE SMES**
Marcin Suder, Rafał Kusa, Gagan Deep Sharma, Joanna Duda, Małgorzata Okręglicka
- 12:45 CONFIGURATIONAL PATHS TO COMMERCIALIZATION IN DEEP-TECH ROBOTICS STARTUPS**
Gabriel Linton, Colin Donaldson, Felipe Sánchez-Coll
- 12:45 EMANAGEMENT AND VALUE CREATION IN PUBLIC TRANSPORT FIRMS: EVIDENCE FROM SPAIN**
Vera Gelashvili, Sandra Flores Ureba, Alba Gómez Ortega, María Luisa Delgado Jalón



EVENING

Monday, June 8th, 4.00pm – 6.30pm (CET)



SESSION 2 CHAIR

Carlos Devece Carañana

Polytechnic University of Valencia, Spain

- 4:00 SURVIVAL RECIPES IN POST-SEED BIOTECH STARTUPS: A CONFIGURATIONAL STUDY BASED ON FINANCIAL RATIOS AND GOVERNANCE STRUCTURE OVER A 10-YEAR OBSERVATION WINDOW**
Miguel Morales-Moya, Alberto Melane-Lavado, Sergio Lopez-Moreno, Alfonso Ruiz-Rubio
- 4:15 GENERATIONAL DIVERSITY AND INTERNATIONAL SENIOR ENTREPRENEURSHIP: WHAT FACTORS PROMOTE ENTREPRENEURIAL INTENTION AMONG SENIOR ENTREPRENEURS?**
Fátima Guadamillas, Maria Isabel González-Ramos, Beatriz Ortiz, Mario J. Donate
- 4:30 HOW EXTERNAL KNOWLEDGE SEARCH DRIVES INNOVATION IMPACT: THE ROLE OF ABSORPTIVE CAPACITY AND INNOVATION BENEFITS**
Walter Purcachi-Aguirre, Miguel Ángel Sastre-Castillo, Mercedes Rubio-Andrés
- 4:45 SUSTAINABLE PERFORMANCE, ENTREPRENEURIAL ORIENTATION AND CSR: THE MEDIATING ROLE OF GREEN SUPPLY CHAIN MANAGEMENT AND THE MODERATING EFFECT OF FIRM SIZE**
Ana M. Vargás-Perez, Niurka Guevara-Otero, Maricela Salgado-Quezada, Ramón Fisac-García
- 5:00 LIVING LABS AND THE ARCHITECTURE OF ENTREPRENEURIAL ECOSYSTEMS**
Giusy Sica,, Alessandra Micozzi, Chiara Spiniello, Giovanna Lusini



15 MINUTES COFFEE BREAK

- 5:30 MORE THAN SMART: HOW TRUST IN AI-ENABLED BRAND INTERACTIONS FOSTERS PERCEIVED EMPATHY, BRAND COMPANIONSHIP, AND BRAND LOYALTY**
Chenhui Fan
- 5:45 SELF-ESTEEM, WELL-BEING AND PROSOCIAL BEHAVIOUR IN KNOWLEDGE-INTENSIVE WORK: AN ACTION RESEARCH APPROACH TO INTERNAL SERVICE DESIGN**
Fabiola Gómez-Jorge, Eloísa Díaz-Garrido, ,
- 6:00 INFORMATION TECHNOLOGY-DRIVEN ENTERPRISE INNOVATION THROUGH DIGITAL TWIN-BASED SUSTAINABLE AGE-FRIENDLY DESIGN**
Mashaojie



MORNING

Tuesday, June 9th, 10.45am – 1.00pm (CET)



SESSION 3 CHAIR

Juanjo LLull

Polytechnic University of Valencia, Spain

10:45 THE STRATEGIC IMPORTANCE OF PROCESS INNOVATION IN FINANCIAL PERFORMANCE AND PRODUCT INNOVATION
Jhorquis Machado Licon, Jesús David Sánchez de Pablo, Mercedes Rubio Andrés
11:00 ENTREPRENEURSHIP TRAINING AT URJC. APPLICATION OF A QUESTIONNAIRE ON ENTREPRENEURIAL CULTURE TO BUSINESS ADMINISTRATION STUDENTS
Francisco Borja Fernández García-Valdecasas
11:15 IFROM CUSTOMER SERVICE TO TRAVEL INSPIRATION: USER SENTIMENT IN DIGITAL CONVERSATIONS ABOUT TRAVEL INSURANCE BRANDS
María Teresa García García, Alba Adá Lameiras, Javier de Esteban Curiel,
11:30 ARE GOVERNANCE SCORES ALREADY PRICED IN? A MACHINE LEARNING REASSESSMENT OF THE GOVERNANCE RETURN PREMIUM IN DEVELOPED MARKETS
Felipe Sánchez-Coll, Fernando Fernández García, Colin Donaldson

15 MINUTES COFFEE BREAK

12:00 TECHNOLOGY TRANSFER FOR SUSTAINABILITY: FROM KNOWLEDGE COMMERCIALIZATION TO SOCIAL VALUE CREATION
Paula González-Padilla, Senka Borovac Zekan
12:15 A CAUSAL CONFIGURATIONAL ANALYSIS OF TECHNOLOGICAL INNOVATION, HUMAN CAPITAL AND FINANCIAL FACILITATION IN NEW TECHNOLOGY-BASED FIRMS
Ana Lucía Alzate Alvarado, Gabriela Ribes Giner, Ismael Moya Clemente
12:30 GENDER AND MANAGEMENT IN SPORTS FEDERATIONS: ANALYSIS OF GOVERNANCE AND ITS ORGANIZATIONAL IMPACT
Silvia Leal de la Peña, Fernanda Pedrosa Alberto, Sandra Flores Ureba, Beatriz Duarte Monedero
12:45 TFROM SURFACE-LEVEL TO DEEP-LEVEL DIVERSITY: THE MEDIATING ROLE OF KNOWLEDGE SHARING IN DRIVING FIRM INNOVATION CAPABILITIES
Amarildo Zane, Fátima Guadamillas Gómez, Mario Javier Donate Manzanares, Beatriz Ortiz García-Navas

EVENING

Tuesday, June 9th, 4.00pm – 7.00pm (CET)



SESSION 4 CHAIR

Vera Gelashvili

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- 4:00 UNDERSTANDING THE MICROPROCESSES OF PURPOSE IMPLEMENTATION: THE CASE OF MIBANCO**
Lleo, A., Arias, D., Florez-Jimenez, M.P, Danvila, I
- 4:15 OPPORTUNITY RECOGNITION FROM USER-GENERATED REVIEWS UNMET NEEDS AND EMERGING MARKET SEGMENTS IN AI-DRIVEN LANGUAGE LEARNING PLATFORMS**
Qianqian Zhao,
- 4:30 DRIVERS OF CRYPTOCURRENCY ADOPTION AMONG JORDANIAN BANK EMPLOYEES: AN EXTENDED UTAUT2 APPROACH**
Sami Sholi, Javier de Esteban Curiel, Arta Antonovica
- 4:45 BEYOND TECHNO-DISTRESS: A DUAL TECHNOSTRESS PERSPECTIVE ON AI USE, PERCEIVED PRIVACY AND USER SATISFACTION**
María Fernández-Fernández, Juan Gabriel Martínez-Navalón, Fernanda Alberto Pedrosa, Susana Díaz Iglesias
- 5:00 META-ANALYSIS OF THE RELATIONSHIP BETWEEN TOTAL QUALITY MANAGEMENT AND INNOVATION**
Alexandra Mena-Vásquez, Carlos Devece, Dayanis García-Hurtado



15 MINUTES COFFEE BREAK

- 5:30 DO GREAT PLACES TO WORK PERFORM BETTER? WORKPLACE EXCELLENCE AS A STRATEGIC ORIENTATION**
Noelia Gonzalo-Hevia, Rafael Jaén-Pozo, Fabiola Gómez-Jorge
- 5:45 VALUE CO-CREATION IN FASHION INDUSTRY EVENTS: EXPLORING INTERACTIONS WITHIN A SERVICE ECOSYSTEM**
Jesús Manuel De Sancha-Navarro, Carolina Ramírez-García, María A. Ramón-Jerónimo, Eloisa Díaz-Garrido
- 6:00 TRADE OR TRAP? CHINA'S COMMERCIAL EXPANSION, EXPORT DIVERSIFICATION, AND PRODUCTIVITY DYNAMICS IN AFRICA**
Alejandro Cid Moreno, Ana Moreno-Adalid, Cristian Macías Domínguez, Sergio López-Moreno
- 6:15 RELATIONAL BLUEPRINTS AT WORK: HOW ADULT ATTACHMENT SHAPES WORKPLACE RELATIONSHIPS**
Juan José Rienda-Gómez, Dolores Lucía Sutil-Martín, Elisa I. Villena-Martínez, Diego Rienda-Villena
- 6:30 WRAP-UP & CLOSURE**



NOTES: 10 MINUTES PRESENTATIONS ARE REQUESTED. FEEDBACK AND QUESTIONS WILL TAKE 5 MINUTES. PRESENTATION LANGUAGE: ENGLISH



