



16th International Congress on Public and Nonprofit Marketing Badajoz (Spain) 4-6 September, 2017

Taking part in the Agenda for Sustainable Development



DEFINITIVE PROGRAMME

Time	MONDAY, 4th September	Time	TUESDAY, 5th September	Time	WEDNESDAY, 6th September
09:00	Registration	09:00	Paper Sessions	09:00 22:00	Cáceres & Mérida Tour
09:30		10:30			
09:30	Welcome Session	10:30	Coffee-Break		
10:00		11:00			
10:00	Plenary Session	11:00	Paper Sessions		
11:00		12:30			
11:00	Coffee-Break	12:30	Plenary Session		
11:30		13:30			
11:30	Paper Sessions	13:30	Lunch		
13:30		15:30			
13:30	Lunch	15:30	Paper Sessions		
15:30		17:00			
15:30	Paper Sessions	17:00	Elvas Tour		
17:00		21:00			
18:30	Badajoz Tour	18:00	Gala Dinner		
20:00		00:00			
20:00	Welcome Reception				
22:30					

MONDAY, 4th September

9:00 – 9:30 Registration
(Room 2 – Department Building)

9:30 – 10:00 Welcome Session
(Assembly Hall – Main Building)

10:00 – 11:00 Plenary Session:
“Extremadura Avante: the public partner for the Extremadura companies”.
Beatriz Román-Suero & Cristina Fernández-Gallardo (Extremadura Avante)
(Assembly Hall – Main Building)

11:00 – 11:30 Coffee-break
(Cafeteria – Classroom Building)

11:30 – 13:30 Paper Sessions

ROOM 3: BEHAVIOR SESSION (IN ENGLISH)

Session Chairs: Lanero-Carrizo, Ana (University of Leon, Spain) / Sánchez-Hernández, M. Isabel (University of Extremadura, Spain)

WHY CANADIANS GIVE TO CHARITY: AN EXTENDED THEORY OF PLANNED BEHAVIOUR MODEL (N.4)

Mittelman, Robert (Royal Roads University, Canada)
Rojas-Méndez, José (Carleton University, Canada)

CAN CORPORATE FINANCIAL PERFORMANCE BE RELATED TO CORPORATE SOCIAL RESPONSIBILITY? (N. 15)

Demetriou, Marlen (University of Nicosia, Cyprus)
Papantoniou, Revekka (University of Nicosia, Cyprus)
Morphitou, Ria (University of Nicosia, Cyprus)

TYPES OF ASSOCIATIONS AND MOTIVATIONS TO JOIN: A STUDY WITH YOUNG PEOPLE IN SPAIN (N. 16)

Lanero-Carrizo, Ana (University of Leon, Spain)
Vázquez-Burquete, José Luis (University of Leon, Spain)
Sahelices-Pinto, César (University of Leon, Spain)
Gutiérrez-Rodríguez, Pablo (University of Leon, Spain)

MOTIVATIONS, INHIBITORS AND INCENTIVES TO BLOOD DONATION (N. 36)

Vera-Silva, Carlos (University of Beira Interior, Portugal)
Gouveia-Rodrigues, Ricardo (University of Beira Interior, Portugal)

AN EXPLORATORY STUDY: CORPORATE SOCIAL RESPONSIBILITY PERCEPTIONS IN GUINEA-BISSAU AND IVORY COAST (N. 55)

Sousa-Paiva, Inna (Lisbon University Institute – ISCTE-IUL, Portugal)
Cagica-Carvalho, Luisa (Universidade Aberta – CEFAGE / University of Evora, Portugal)
Sánchez-Hernández, M. Isabel (University of Extremadura, Spain)

ROOM 4: PUBLIC & SOCIAL MARKETING SESSION (IN ENGLISH)

Session Chairs: Trías-Vilar, Miguel (University of Balearic Islands, Spain) / Szczygiel, Nina (University of Aveiro, Portugal)

IS THE INTERNAL MARKET ORIENTATION EQUALLY PERCEIVED BY ALL EMPLOYEES IN THE SAME ORGANIZATION? (N.1)

Mainardes, Emerson W. (FUCAPE Business School, Brazil)
Lopes Baptista de Oliveira, Jaqueline (FUCAPE Business School, Brazil)
Dos Santos Cerqueira, Alexandre (FUCAPE Business School, Brazil)

COULD ART BE SMELLED? OLFATIVE MARKETING AND THE EVALUATION OF ART (N.2)

Vega-Gómez, Francisco I. (University of Extremadura, Spain)
Miranda-González, Francisco J. (University of Extremadura, Spain)
Pérez-Mayo, A. Jesús (University of Extremadura, Spain)
González-López, Óscar R. (University of Extremadura, Spain)

CARE PROVIDERS' PERCEPTIONS OF (INTERSECTORAL) COLLABORATION (N. 31)

Szczygiel, Nina (University of Aveiro, Portugal)
Santana, Silvina (University of Aveiro, Portugal)

ADVENTIST CARE GIVERS: FROM MERE DOING TO TRULY BEING A CARING VOLUNTEER (N. 47)

Razafiarivony, M. Anne (Adventist University of Africa, Kenya)

NONPROFIT MARKETING: AN EXAMPLE OF INTERNATIONAL COOPERATION IN THE FIELD OF SUSTAINABLE DEVELOPMENT. A COLLABORATION BETWEEN THE UNIVERSITY OF THE BALEARIC ISLANDS AND IBN ZOHR UNIVERSITY OF AGADIR (N. 54)

Jacob-Escauriaza, Marta (University of the Balearic Islands, Spain)
Morey-Tous, Antonia (University of the Balearic Islands, Spain)
Trías-Vilar, Miguel (University of the Balearic Islands, Spain)

ROOM 5: MIX SESSION (IN PORTUGUESE & SPANISH)

Session Chairs: Ponce-Núñez, José M. (University of Alcala, Spain) / Janita-Muñoz, M. Soledad (University of Extremadura, Spain)

ENVOLVIMENTO DO CIDADAO EM ORGANIZACOES SEM FINS LUCRATIVOS: UMA REVISAO SISTEMATICA DA LITERATURA (N. 6)

Laurett, Rozelia (University of Beira Interior, Portugal)
Do Paco, Arminda M. Finisterra (University of Beira Interior, Portugal)
Alves, Helena M. Batista (University of Beira Interior, Portugal)
Duarte, Paulo A. de Oliveira (University of Beira Interior, Portugal)
Gouveia-Rodrigues, Ricardo J. (University of Beira Interior, Portugal)

RESPONSABILIDAD EMPRESARIAL Y SOSTENIBILIDAD (N. 11)

Ponce-Núñez, José M. (University of Alcala, Spain)

EL E-GOBIERNO: UNA PROPUESTA DE MEDIR LA CALIDAD EN LOS SERVICIOS ELECTRONICOS DEL SECTOR PUBLICO. UN META-ANALISIS CUALITATIVO (N. 25)

Janita-Muñoz, M. Soledad (University of Extremadura, Spain)
Miranda-González, Francisco J. (University of Extremadura, Spain)

ESTUDIO DESCRIPTIVO SOBRE EL CONOCIMIENTO Y LA ACTITUD HACIA LA INVERSION SOCIALMENTE RESPONSIBLE EN ESPANA (N. 29)

Palacios-González, M. Manuela (University of Extremadura, Spain)
Chamorro-Mera, Antonio (University of Extremadura, Spain)

TIENEN SUSTENTO EMPIRICO LOS BENEFICIOS DEL VOLUNTARIADO CORPORATIVO DESCRITOS EN LAS GUIAS Y MANUALES (N. 30)

Licandro, Oscar (Catholic University of Uruguay, Uruguay)
Do Paco, Arminda (University of Beira Interior, Portugal)

INTELLIGENCE AND ENTREPRENEURIAL SKILLS IN SOCIAL LEADERS: CASES OF SUCCESS IN EXTREMADURA (N. 53)

Maldonado, Juan J. (University of Extremadura, Spain)
Sánchez-Hernández, M. Isabel (University of Extremadura, Spain)

13:30 – 15:30 Lunch

(Cafeteria – Classroom Building)

15:30 – 17:00 Paper Sessions

ROOM 3: VOLUNTEERING SESSION (IN ENGLISH)

Session Chair: *Leko-Simic, Mirna (Ekonomski Fakultet u Osijeku, Croatia) / Rey-García, Marta (University of A Coruna, Spain)*

STUDENTS' VOLUNTEERING IN CROATIA: MOTIVATION AND PERCEIVED BENEFITS (N. 5).

Leko-Simic, Mirna (Ekonomski Fakultet u Osijeku, Croatia)

Peric, Julia (Ekonomski Fakultet u Osijeku, Croatia)

YOUTH CIVIC ENGAGEMENT - PERCEPTIONS AND IMPLICATIONS (N. 38)

Fernandes, Ana (University of Porto, Portugal)

Proença, Teresa (University of Porto, Portugal)

Ferreira, Marisa (Porto Polytechnic Institute, Portugal)

CORPORATE SOCIAL RESPONSIBILITY (N. 45).

Ortega-Salguero, Sandra (University of Extremadura, Spain)

Barroso-Méndez, M. Jesús (University of Extremadura, Spain)

Galera-Casquet, Clementina (University of Extremadura, Spain)

ROOM 4: COMMUNICATION SESSION (IN ENGLISH)

Session Chairs: *Alves, Helena M. Batista (University of Beira Interior, Portugal) / Moral – Agúndez, Alejandro (University of Extremadura, Spain)*

AN ANALYSIS OF THE EFFECTIVENESS OF DIGITAL COMMUNICATION TOOLS AMONG MEMBERS OF NON PROFIT ORGANIZATIONS (N. 26)

Morphitour, Ria Nicoletti (University of Nicosia, Cyprus)

Demetriou, Marlen (University of Nicosia, Cyprus)

CSR PRACTICES PERFORMANCE AND THEIR VISIBILITY BY CONSUMERS: A STUDY RELATED TO SPANISH FOOD PRODUCTS (N. 34)

Sahelices-Pinto, Cesar (University of Leon, Spain)

Lanero-Carrizo, Ana (University of Leon, Spain)

Vázquez-Burguete, José Luis (University of Leon, Spain)

García-Miguélez, M. Purificación (University of Leon, Spain)

NPOs AT THE CROSSROAD AMONG OFFLINE AND ONLINE FUNDRAISING IN THE DIGITAL ERA: EXPLAINING THE SUCCESS OF DONATION-BASED CROWDFUNDING CAMPAIGNS THROUGH DIGITAL PLATFORMS (N. 50)

Salido-Andrés, Noelia (University of A Coruna, Spain)

Rey-García, Marta (University of A Coruna, Spain)

Álvarez-González, Luis I. (University of Oviedo, Spain)

Vázquez-Casielles, Rodolfo (University of Oviedo, Spain)

COMMUNICATION IN NONPROFIT ORGANIZATIONS: “EL CLUB DE AJEDREZ MAGIC” (MAGIC CHESS CLUB) (N. 37)

Granado-Soltero, Carmen (University of Extremadura, Spain)

Del Moral-Agúndez, Alejandro (University of Extremadura, Spain)

18:30 – 20:00 Badajoz Tour

Meeting Point: Archaeological Museum (in the Arabic Citadel)

20:00 – 22:30 Welcome Reception (by Town Hall)

Casas Consistoriales – Plaza Alta (in the Old Town)

TUESDAY, 5th September

09:00 – 10:30 Paper Sessions

ROOM 3: CSR SESSION (IN ENGLISH)

Session Chair: Rey-Pino, Juan M. (University of Granada, Spain) / Galán-Ladero, M. Mercedes (University of Extremadura)

CAUSE-RELATED MARKETING AS A UNIVERSITY SOCIAL RESPONSIBILITY INITIATIVE. THE UNIVERSITY OF EXTREMADURA CASE (N. 48)

Gallardo-Vázquez, Dolores (University of Extremadura, Spain)
Pinilla-Gil, Eduardo C. (University of Extremadura, Spain)
Galán-Ladero, M. Mercedes (University of Extremadura, Spain)
Barroso-Méndez, M. Jesús (University of Extremadura, Spain)

THE IMPORTANCE OF SOCIAL MARKETING IN VIRUS DISEASES. A CASE STUDY AND ITS APPLICATION IN SPAIN (N. 56).

Galán-Ladero, M. Ángeles (University of Extremadura, Spain)
Galán-Ladero, M. Mercedes (University of Extremadura, Spain)

NONPROFIT MARKETING OVERVIEW. LOCAL EXAMPLE (N. 39)

Martín, Felipe (University of Extremadura, Spain)

THE RISE OF EXPLICIT CSR IN EUROPE: A HISTORICAL COMPARISON BETWEEN SCANDINAVIA AND MEDITERRANEAN EUROPE (N. 33)

Hagen, Oivind (BI Norwegian Business School, Norway)
Carson, Siri Granum (NTNU Norwegian University of Technology and Science, Norway)
Araque-Padilla, Rafael A. (Loyola University Andalusia, Spain)
Rey-Pino, Juan M. (University of Granada, Spain)
Montero-Simó, M. José (Loyola University Andalusia, Spain)

ROOM 4: PUBLIC MARKETING SESSION (IN ENGLISH)

Session Chair: Cervera-Taulet, Amparo

TRANSPORT ACCESSIBILITY TO ACHIEVE SUSTAINABLE DEVELOPMENT. PRINCIPLES FOR ITS APPLICATION IN CBC PROJECTS: THE EURO-CITY ELVAS – BADAJOZ (N. 7)

Vulevic, Ana (CIP, Serbia)
Castanho, Rui Alexandre (University of Extremadura, Spain)
Naranjo-Gómez, José M. (University of Extremadura, Spain)
Loures, Luís (ESAE, Portugal)
Cabezas, José (University of Extremadura, Spain)
Fernández-Pozo, Luis (University of Extremadura, Spain)

EXPLORING ANTECEDENTS FOR BETTER UNDERSTANDING SUBJECTIVE WELLBEING: AN APPLICATION IN WELLNESS TOURISM (N. 10)

Schlesinger, Waleska (University of Valencia, Spain)
Cervera-Taulet, Amparo (University of Valencia, Spain)
Pérez-Cabañero, Carmen (University of Valencia, Spain)

A EXPERIENCIA DOS CONSUMIDORES DO EVENTO OBIDOS VILA NATAL (N. 12)

Mendes de Jesus, Catia (University of Beira Interior, Portugal)
Alves, Helena M. Batista (University of Beira Interior, Portugal)

MARKETING PUBLICO: UMA ABORDAGEN QUANTITATIVA DA PRODUCAO CIENTIFICA (N. 21)

Marchiori, Danilo M. (University of Beira Interior, Portugal / Brazil)
Gouveia-Rodrigues, Ricardo (University of Beira Interior, Portugal)

ROOM 5: VIDEO SESSION (IN ENGLISH)

Session Chair: Valero-Amaro, Víctor (University of Extremadura, Spain) / García-Gallego, José M. (University of Extremadura, Spain)

DOES BETTER SERVICE VALUE RESULT IN HIGHER COMMITMENT? (N.8)

Ercsey, Ida (Szechenyi Istvan University, Hungary)

SEGMENTING GENERATION Y BASED ON EATING BEHAVIOR. USING TFEQ 16 FOR CLUSTERING (N. 14)

Keller, Veronika (Szechenyi Istvan University, Hungary)

Dernoczy-Polyak, Adrienn (Szechenyi Istvan University, Hungary)

ANALYZING PHYSICAL ACTIVITY OF MILLENNIALS AND Z'S: RESULTS OF AN EXPLORATORY STUDY (N. 24)

Keller, Veronika (Szechenyi Istvan University, Hungary)

Dernoczy-Polyak, Adrienn (Szechenyi Istvan University, Hungary)

CONCEPTUALISING ENTREPRENEURSHIP CAPITAL IN CREATIVE INDUSTRIES: AN EXPLORATORY STUDY (N. 51)

Santos, Lara (University of Minho, Portugal)

Pinho, Jose C. (University of Minho, Portugal)

Macedo, Isabel M. (University of Minho, Portugal)

CONSUMER BEHAVIORAL INTENTION TO PURCHASE GREEN VEHICLES: A SOUTH AFRICAN PERSPECTIVE (N. 57)

Hamilton, Bret (Stellenbosch University, South Africa)

Terblanche-Smit, Marliza (Stellenbosch University, South Africa)

10:30 – 11:00 Coffee-break

(Cafeteria – Classroom Building)

11:00 – 12:30 Paper Sessions

ROOM 3: SOCIAL MARKETING SESSION (IN ENGLISH)

Session Chairs: Murphy, Maurice (Cork Institute of Technology, Ireland) / Gouveia-Rodrigues, Ricardo (University of Beira Interior, Portugal)

PERSONALITY AND BLOOD DONATION BEHAVIOUR: THE ROLE OF SOCIAL MARKETING IN THE ATTRACTION OF POTENTIAL DONORS (N. 19)

Gouveia-Rodrigues, Ricardo (University of Beira Interior, Portugal)

Vera-Silva, Carlos (University of Aveiro / University of Beira Interior, Portugal)

STRATEGIES FOR COUNTER-ADVERTISING CAMPAIGNS TO REDUCE WOMEN TOBACCO PREVALENCE: INSIGHTS FROM COMMERCIAL MARKETING THROUGH THE SMOKING PERCEIVED VALUE CONCEPT (N. 32)

Montero-Simó, M. José (Loyola University Andalusia, Spain)

Araque-Padilla, Rafael A. (Loyola University Andalusia, Spain)

Polo-Pena, Ana I. (University of Granada, Spain)

Rey-Pino, Juan M. (University of Granada, Spain)

FARM DEATHS AND INJURIES: CHANGING IRISH MARMER ATTITUDES AND BEHAVIOUR ON FARM SAFETY (N. 46)

O'Connell, Kieran (Cork Institute of Technology, Ireland)

Murphy, Maurice (Cork Institute of Technology, Ireland)

AN ANALYSIS OF THE RESULTS OF STRATEGIES AGAINST VIOLENCE AGAINST WOMAN IN SPAIN FROM A SOCIAL MARKETING PERSPECTIVE (N. 52)

Mier-Terán, Juan José (University of Cadiz, Spain)

ROOM 4: TOURISM SESSION (IN ENGLISH)

Session Chair: Ferreira, Marisa (Porto Polytechnic Institute, Portugal) Duarte, Paulo A. de Oliveira (University of Beira Interior, Portugal)

COULD SCENT MAKE ME BACK? OLFATIVE MARKETING AND BEHAVIOUR IN A MUSEUM (N. 3)

Vega-Gómez, Francisco I. (University of Extremadura, Spain)

Miranda-González, Francisco J. (University of Extremadura, Spain)

Pérez-Mayo, A. Jesús (University of Extremadura, Spain)

LA CALIDAD DE LA EXPERIENCIA DEL TURISTA DEL IMSERSO: EFECTOS SOBRE LA INTENCION DE RECOMENDACIÓN (N. 17)

Herrada-Lores, Sara (University of Almeria, Spain)

Iniesta-Bonillo, M. Ángeles (University of Almeria, Spain)

THE MODERATING EFFECT OF GENDER IN POST-USE ATTENDEES' BEHAVIOR IN THE PERFORMING ARTS (N. 18)

Tubillejas-Andrés, Berta (University of Valencia, Spain)

Cervera-Taulet, Amparo (University of Valencia, Spain)

Calderón-García, Haydee (University of Valencia, Spain)

EL PAPEL MODERADOR DE LA FAMILIARIDAD EXPERIENCIAL E INFORMATIVA EN EL CONTEXTO TURISTICO: UN ANALISIS CENTRADO EN EL TURISMO DE CRUCEROS (N. 22)

Cervera-Taulet, Amparo (University of Valencia, Spain)

Sanz-Blás, Silvia (University of Valencia, Spain)

Buzova, Daniela (University of Valencia, Spain)

ROOM 5: MIX SESSION (IN PORTUGUESE & SPANISH)

Session Chair: Do Paco, Arminda M. Finisterra (University of Beira Interior, Portugal) / Palacios-González, M. Manuela (University of Extremadura, Spain)

FACTORES EXPLICATIVOS DEL ETNOCENTRISMO DEL CONSUMIDOR EN EMPRESAS QUE DESARROLLAN SERVICIOS EN CONTEXTOS GLOBALES (N. 20)

Areiza-Padilla, José A. (Pontificia Universidad Javeriana, Colombia)

Cervera-Taulet, Amparo (University of Valencia, Spain)

EMPREENDEDORISMO EM ORGANIZACOES SEM FINS LUCRATIVOS, EMPREENDEDORISMO SOCIAL E HIBRIDISMO: IGUAIS, SIMILARES OU DIFERENTES? (N. 23)

Laurett, Rozelia (University of Beira Interior, Portugal)

Sidoncha, Idalina Maia (University of Beira Interior, Portugal)

Do Paco, Arminda M. Finisterra (University of Beira Interior, Portugal)

Mainardes, Emerson W. (FUCAPE Business School, Brazil)

STATE OF THE ART FOR THE CONSTRUCTION OF A MODEL OF SOCIAL RESPONSIBILITY UNIVERSITY IN AND IES OF THE CITY OF SANTIAGO DE CALI (COLOMBIA). CASE PRACTICE: AUTONOMOUS UNIVERSITY CORPORATION OF NARINO, AUNAR CALI (N. 35)

Coral-Vallejo, Iván D. (Corporacion Universitaria Autonoma de Narino Aunar Cali, Colombia)

Chamat-Colunge, Karen (Corporacion Universitaria Autonoma de Narino Aunar Cali, Colombia)

**SEGMENTACION DE LOS JOVENES UNIVERSITARIOS SEGUN SU CONCIENCIA MEDIOAMBIENTAL.
EL CASO MEXICANO (N. 41)**

Chamorro-Mera, Antonio (University of Extremadura, Spain)
García-Gallego, José M. (University of Extremadura, Spain)
Ojeda-López, Ruth (Universidad Autonoma de Yucatan, Mexico)
Jiménez-Díez, Olivia (Universidad Autonoma de Yucatan, Mexico)

REFLEXION DESDE EL MARKETING TERRITORIAL PARA EL POSICIONAMIENTO REGIONAL (N. 42)

Burbano, Edy L. (Universidad de San Buenaventura Cali, Colombia)

**ORIENTACIÓN A LOS STAKEHOLDERS EN LAS ONGD. VALIDACIÓN DE UNA ESCALA DE MEDIDA
(N. 58)**

Valero-Amaro, Víctor (University of Extremadura, Spain)
Galera-Casquet, Clementina (University of Extremadura, Spain)
Barroso-Méndez, M. Jesús (University of Extremadura, Spain)
Galán-Ladero, M. Mercedes (University of Extremadura, Spain)

12:30 – 13:30 Plenary Session:

Cross-Sector Social Partnerships for Systemic Change. Evidence from the UK context.

Prof. May Seitanidi (Kent Business School, University of Kent, UK)

(Assembly Hall – Main Building)

13:30 – 15:30 Lunch

(Cafeteria – Classroom Building)

15:30 – 17:00 Paper Sessions

ROOM 3: CSR SESSION (IN ENGLISH)

Session Chair: Bianchi, Enrique C. (Catholic University of Cordoba, Argentina) / Díaz-Méndez, Montserrat (University of Extremadura, Spain)

**STRATEGIC ALLIANCES BETWEEN PROFIT AND NON-PROFIT ORGANIZATIONS: CREATING A
SHARED VALUE ECOSYSTEM FOR COLLECTIVE IMPACT (N. 44)**

Mato-Santiso, Vanessa (University of A Coruna, Spain)
Rey-García, Marta (University of A Coruna, Spain)

**CROSS-SECTOR PARTNERSHIPS AS SOCIAL INNOVATION: ONLINE FINANCIAL EDUCATION IN
SPAIN (N. 49)**

Salido-Andrés, Noelia (University of A Coruna, Spain)
Álvarez-González, Luis I. (University of Oviedo, Spain)
Sanzo-Pérez, M. José (University of Oviedo, Spain)
Álvarez-García, Begoña (University of A Coruna, Spain)
Rey-García, Marta (University of A Coruna, Spain)

**THE ADAPTATION OF ARGENTINA'S NON-PROFIT ORGANIZATIONS (NGOs) TO THE
MILLENNIUM DEVELOPMENT GOALS (ODS): THE OPPORTUNITY TO GROW AND COOPERATE?
(N. 40)**

Bianchi, Enrique C. (Catholic University of Cordoba, Argentina)
Pirard-Martínez, Leticia (Catholic University of Cordoba, Argentina)

EL EFECTO DE LA RESPONSABILIDAD SOCIAL CORPORATIVA SOBRE LA LEALTAD DE LOS CONSUMIDORES DE LOS HIPERMERCADOS ESPAÑOLES (N. 28)

Gutiérrez-Rodríguez, Pablo (University of Leon, Spain)
Cuesta-Valiño, Pedro (University of Alcala, Spain)
Vázquez-Burguete, José Luis (University of Leon, Spain)
Penelas-Leguía, Azucena (University of Alcala, Spain)
Núñez-Barriopedro, Estela (University of Alcala, Spain)

ROOM 4: ENTREPRENEURSHIP SESSION (IN ENGLISH)

Session Chair: Jiménez-Parra, Beatriz (University of Leon, Spain)

LA DECISION DE CREAR UNA EMPRESA DE INSERCIÓN: PROPUESTA DE UN MODELO TEÓRICO (N. 9)

Pizarro-Escribano, Francisco (Fundecyt, Spain)
Miranda-González, Francisco J. (University of Extremadura, Spain)
Valero-Amaro, Víctor (University of Extremadura, Spain)

EFFECTOS DE LAS ACTIVIDADES FILANTRÓPICAS EN LA INDUSTRIA VITIVINICOLA ESPAÑOLA (N. 27)

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

AN IMPROVEMENT ON QUALITY OF LIFE OF SOCIETY THROUGH ECO-INNOVATIONS: A COUNTRY LEVEL ANALYSIS (N. 13)

Jiménez-Parra, Beatriz (University of Leon, Spain)
Alonso-Martínez, Daniel (University of Leon, Spain)
De Godos-Díez, José L. (University of Leon, Spain)

ETHICS AND DONATIONS GO HAND-IN-HAND (N. 43)

Laureano, Raul M.S. (University Institute of Lisbon, Portugal)
Abreu, Madalena (ISCAC Coimbra, Portugal)

18:00 – 21:00 Elvas Tour

(Meeting point: Congress Venue - Faculty of Economics and Business Sciences, University of Extremadura)

21:00 – 00:00 Gala Dinner

Hotel Las Bovedas
(Bus Service)

WEDNESDAY, 6th September

09:00 – 22:00 Cáceres & Mérida Tour

(Bus Service from / to Congress hotels)

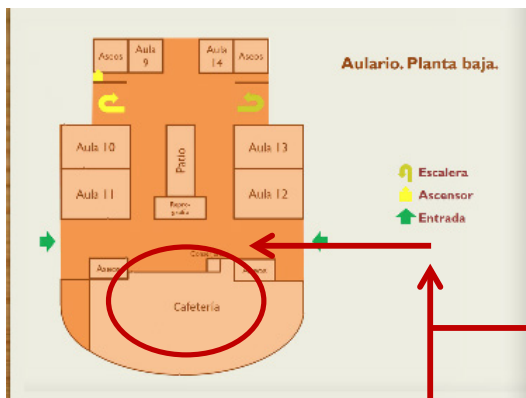
INTERNET: eduroam

Username: 16iapnm@temp.unex.es

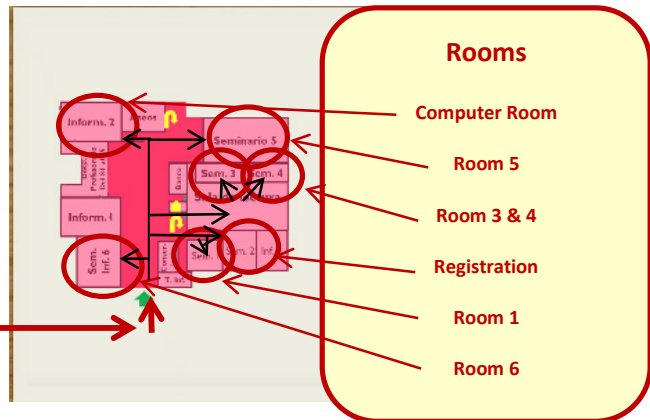
Password: 16iapnm



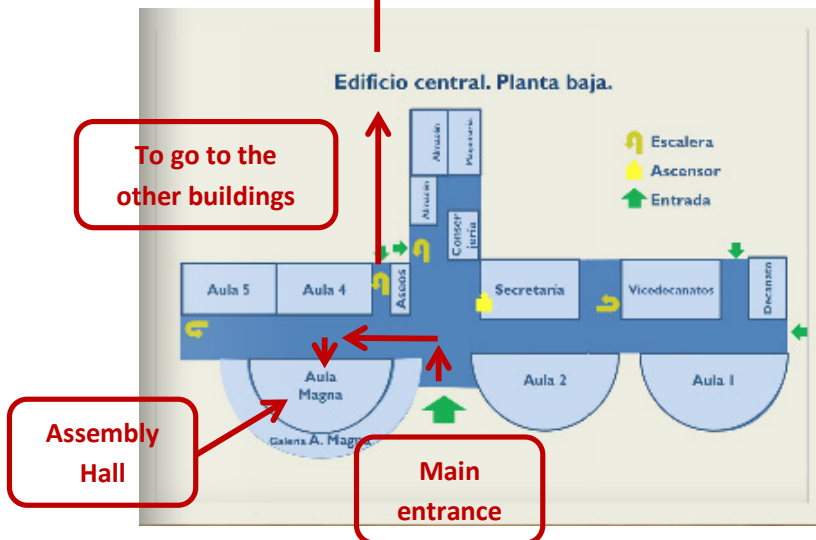
Portugal ← Avda. Elvas → Badajoz



3.- Classroom Building (cafeteria)



2.- Department Building (session rooms)



1.- Main building