PROGRAM

The 2026 International Conference on Marketing, Communication, Technologies and Applications (ICMCT&A'26)

In-person and/or On-line

Rio de Janeiro, Brazil

University ESPM.
Address: Ladeira da Glória, 26 - Glória, Rio de Janeiro - RJ, 22211-120, Brazil

28th to 30th of October 2026

Time Zone: (GMT -3:00) Rio de Janeiro
Winter Time begins on 25 October.

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- **Manuscripts that are not presented at the conference will not entitle the authors to a certificate of participation, and the article will not be published, even if it has been paid for.**
- **Los manuscritos que no sean presentados en la conferencia no darán derecho a certificado de participación ni serán publicados, incluso si han sido pagados.**
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October 28	
09:00 – 10:00	**Welcome Reception and Registration**
10:00 – 11:00	**S0- Session 1 (In-Person) |Room: Auditório** **Link:** https://espm.zoom.us/j/96180407201 **Chair**: André Beltrão
	Evandro Luiz Lopes, Academic Director of Research and Graduate Studies at University ESPM, Brazil **João Luiz de Figueiredo,** Coordinator and professor of the Postgraduate Program on Creative Economy, Strategy and Innovation at University ESPM Rio, Brazil **Isabella Perrotta**, University ESPM, Brazil **Pedro Miguel Gaspar,** Prince Henry Portucalense University (UPT), AICI – Intercontinental Association for Science and Innovation, Portugal **José Avelino Moreira Victor**, Polytechnic Institute of Maia (IPMAIA), AICI – Intercontinental Association for Science and Innovation, Portugal **João Carvalho**, Prince Henry Portucalense University (UPT), Portugal
11:00-12:45	**S1- Keynote Session – (In-Person) |Room: Auditório**
	João Carvalho, Prince Henry Portucalense University (UPT), Portugal - ***Theme:*** *Entrepreneurial Marketing - Before and Beyond Digital and AI.*
12:45 – 13:00	**Common Photo**
13:00 – 14:00	**Lunch – (Taberna da Glória: Rua do Russel, n.32)**

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14:00 – 16:30	**S2- Session 2 (In-Person) |Room1: Hyflex C1** **Link:** https://espm.zoom.us/j/92105042108 **Chair:** Denise Barros
	157 - From Communication to Loyalty: How Digital Channels Shape Repeat Attendance in Music Festivals (Ana Pinto Borges, Elvira Vieira) **159** - Copywriters vs AI in the advertising creative process: a case study with advertising students (Paulo Silva, Julien Diogo) **156** - Who Shares, Recommends, and Returns? Socio-Demographic Determinants of Festival Behaviour (Elvira Vieira, Ana Pinto Borges) **174** - Digital Innovation and Governance in Smart Tourist Destinations: A Global Technology Surveillance Analysis (Efraín Ortiz Pabón, Lady Fernández Mora, Nestor Nova Arévalo) **9** - O que o Mercado espera dos Profissionais de Estratégia e Gestão de Negócios? (Gilberto Garcia, Lucia Santa Cruz) **12** - Storytelling no Campo do Marketing Estratégico: Histórias ainda a serem contadas (Leonardo Simões Pinho, Luis Alexandre Grubits de Paula Pessôa) **18** - Um Vislumbre do Futuro dos Bares através de Escaneamento Ambiental (Arthur Capanema, André Beltrão) **199** - Sports Marketing: An Analysis of Consumer Behavior and Motivations (Mauricio Carvache-Franco, Orly Carvache-Franco, Wilmer Carvache-Franco)
	S3- Session 3 (On-line) |Room2: 206-E **Link**: https://espm.zoom.us/j/97645035380 **Chair**: Ana Dopico Parada
	158 - Digital Brand Authenticity and Generation Z: A Mixed-Methods Study of Fenty Beauty in Portugal (Anna Carolina Boechat, Rodrigo Morais, Ana Filipa Eleutério, Ana Luísa Marques) **163** - Scholar Activism in Destination Branding: A Pathway to Sustainable Tourism Competitiveness in an Emerging Indonesian Destination (Yustisia Kristiana, Theodosia Nathalia, Reagan Brian) **164** - Occupational stress and job performance: work overload as a critical effect on human talent (Emanuel Bohorquez) **176** - Not All Quality Dimensions Influence Satisfaction Equally: Trust as a Differentiated Mediator in E-Commerce (Ana Raquel Azevedo, Fátima Gonçalves, Joaquim Brigas) **177** - A Mixed Diagnostic Instrument for Assessing AI Readiness and Organizational Processes in SMEs (Jorge Alfaro-Velasco, Gaudy Esquivel-Vega, Ana Gabriela Víquez-Paniagua, Cynthia López-Valerio, Lady Fernández-Mora, Eileen Barrantes-Barrantes, Cristian Campos-Agüero, Jean Carlos Miranda-Fajardo) **189** - Mediation and moderation of electronic word-of-mouth in interaction with digital marketing in tourist decisions (Olger Gutierrez-Aguilar, Slink Dueñas-Silva, Samael Saravia-Ramos, David Rosas-Berrio, Ygnacio Tomaylla-Quispe, Sandra Chicana-Huanca)

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S4- Session 4 (On-line) |Room3: 209-E
Link: https://espm.zoom.us/j/94538730672
Chair: Glória Gonçalves

243 - Implementation of Science and Technology Institutes: A Technical Report on the ICT ESPM Project (Priscila Rezende da Costa, Camila Naves Arantes, Mariana Vallareto Nery, Ricardo Tomaz Caires, Gabriela Agostinho Pereira)
8 - Branding Pessoal e Construção de Valor de Marca no Ambiente Digital: uma análise da comunicação da grife Victória Facó no Instagram (Renata Parreiras, Isabella Perrotta)
203 - Social Media Marketing and Socially Responsible Purchasing: The Mediating Roles of Environmental Awareness and Ethical Boycott (Fanny Edith Vera-Apaza, Giancarlo Torres-Leon, Lazaro Nina-Imata, Jesús Zuñiga-Bustamante, Sandra Chicana-Huanca, Olger Gutierrez-Aguilar)
227 - Design of an Asynchronous Architectural Model for Serverless Computing Services in Private Cloud (Breitner Enrique González Angarita, Paulo Alonso Gaona Garcia, Carlos Enrique Montenegro-Marin, Ruben Gonzalez Crespo)
13 - Algoritmos e uma Nova Relação de Poder: Desafios para a gestão da imagem corporativa no TikTok (Naira de Paula, Lucia Maria de Santa-Cruz)
165 - Inbound Marketing in Polytechnic Higher Education: Empirical Evidence from a Portuguese Case in Student Recruitment (Carlos Alberto Lopes, Susana MSR Fonseca, Ana Teresa Guia, Célia André)

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October 29

9:00 – 12:30

S5- Session 5 (In-Person) |Room1: Hyflex C2
Link: https://espm.zoom.us/j/96284864428
Chair: Isabella Perrotta

181 - Artificial Intelligence Adoption and Operational Performance in Enterprises (Bartosz Wydmański, Mariia Rizun, Artur Strzelecki)
185 - Skill building for Entrepreneurship in the Creative Economy: Contributions of the Rede Daora Program (Júlia Sávio, José Abreu Jr., Veranise Dubeux, Isabella Perrotta)
194 - Market Segmentation and Future Behavior Analysis in Coastal Destination Marketing (Mauricio Carvache-Franco, Orly Carvache-Franco, Ivonne León Espinoza, Wilmer Carvache-Franco)
195 - Marketing of Natural Destinations: A Study of Segmentation and Consumer Behavior (Mauricio Carvache-Franco, Orly Carvache-Franco, Aracelly Núñez-Naranjo, Paola Palomino-Flores, Fuy Wah Chang Fong, Wilmer Carvache-Franco)
200 - Comparative Evaluation of NoSQL Databases for IoT Data Storage: A Case Study in the CRIARTE Project Using OSSPal (Juliana Teixeira, José Marinho, Nuno Ferreira, Filipe Sá)
16 - O uso das Redes Sociais por Crianças e Adolescentes e seus Impactos na Saúde Mental: Reflexões Sobre seus impactos e os mecanismo de proteção do "Eca Digital" (Rayanne Ohana Gomes Ferreira, Denise Barros, Viviane Siqueira)
210 - Benchmarking Kubernetes Distributions for On-Premise: Smart Cities IoT Workload Test-Case (Pedro Oliveira, Ricardo Filipe, João Durães)
178 - AI Readiness and Organizational Process Characterization in SMEs: Evidence from Business Cases in Costa Rica's Northern Region (Ana Gabriela Víquez-Paniagua, Gaudy Esquivel-Vega, Jorge Alfaro-Velasco, Cynthia López-Valerio, Lady Fernández-Mora, Eileen Barrantes-Barrantes, Cristian Campos-Agüero, Jean Carlos Miranda-Fajardo)
217 - Between Digital Resiliency and the Climacteric Market: Memes as Informal Governance or a Vector of Unregulated Consumption? (Denise Barros, Marina Faria, Mariana Musse)

S6- Keynote Session – (On-line) |Room2: 113-E
Link: https://espm.zoom.us/j/99747512571
Chair: Bruno Rebelo

Syed Abdul Rehman Khan, Business Research and Consultancy Ltd, Reino Unido

- ***Theme:*** *Enbracement of Industry 4.0 and Sustainable Supply Chain Management.*

S6- Session 6 (On-line) |Room2: 113-E

212 - Recruitment and Selection: Candidate Experience and Organizational Attractiveness (Bruno Rebelo)
226 - A Virtual Reality Learning Environment for Network Education Through CLI-Based Interaction with Virtualized Network Devices (Juan David Martinez Monroy, Paulo Alonso Gaona Garcia, Carlos Enrique Montenegro-Marin, José A. M. Victor)
236 - How Does Sustainability Affect Financial Firm Performance in the GCC countries? A Systematic Literature Review (Khaula Alkaabi, Veland Ramadani, Brunilda Kosta, Pedro Miguel Gaspar)
171 - Narratives as a Marketing Strategy in the Food and Tourism Industry (Breisy Madrigal-Rios, Marco Martinez-Mora, Alejandra Brenes-Gutierrez)
198 - Starbucks Enhances Perceived Health Through Its Environmental Brand Image: A Comparison with McDonald's (Takumi Kato)
170 - Diagnosis of Innovation Practices through Service Co-creation in Tourism Companies in the Southern Region (María Fernanda Zumba Zúñiga, Gerardo Torres, Jhoana Paladines, María Gabriela Suasnavas Rodriguez)

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	S7- Session 7 (On-line) |Room3: 207-E **Link**: https://espm.zoom.us/j/98897089398 **Chair**: Isabel Lopes
	179 - Organizational climate and work performance: influence of psychosocial variables and organizational factors on the productivity of a public institution (Emanuel Bohorquez) **222** - Development and Validation of an Instrument for Assessing Corporate Social Responsibility and Business Strategies in Ecuador's Cocoa Sector: A Covariance-Based SEM Approach (Mikel Ugando-Peñate, Ángel Ramón Sabando-García, Gissela Natividad Paladines-Morales, Andrea Belén Cabrera-Torres, Reinaldo Armas Herrera, Angel Alexander Higuerey Gómez, Andrés Wladimir Herrera-Manosalvas, Byron Vinicio Lima Rojas, Pierina D'Elia-Di Michele) **1** - Comunicação Institucional Interna e Resiliência Organizacional em Sistemas de Serviços de Alto Risco Mediados por Inteligência Artificial (Fredjoger Mendes, Marco Aurelio Rodrigues) **230** - Climate change and credit risk in microfinance institutions: panel data from an emerging economy (Miguel Angel Peñarreta Quezada, Reinaldo Armas) **155** - Digital communication in building trust in mobile banking (Fiorella Astrid Revilla-Alvarado, María Chávez-Chuquimango) **190** - Virtual Reality Marketing and Brand Loyalty in Bahrain's Real Estate Sector: Evidence from Technology Adoption Factors (Haya Alkhalifa, Layla Mohammed, Emad Butt) **201** - The Influence of Socioemotional Wealth on Family-Owned SMEs: A Bibliometric Review (Luis Carlos Coto Brenes, Javier Rojas-Segura, Jose Martinez-Villavicencio) **219** - Creation and Ethics: GenAI as a "Swiss Knife" in Design and Audiovisual Media (Vítor Tavares, Manuel Sousa Pereira, Sílvia Soares)
12:30 – 14:30	**Lunch (Taberna da Glória: Rua do Russel, n.32)**

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14:30 – 17:30	**S8- Session 8 (In-Person) |Room1: Hyflex C2** **Link**: https://espm.zoom.us/j/92725726850 **Chair**: João Durães

197 - Platform Multifunctionality: The Employment of Social Media Platforms by Generation Z within a Behavioral Framework (Peter Krajčovič, Vladimíra Jurišová)
216 - Measuring Corporate Digital Priorities from Management Statements: A Bilingual Text-Based Index in an Emerging Market (Eduard Bondarev, Nadezda Abbas, Anna Davydenko, Irina Ivashkovskaya, Ilya Ivaninsky)
217 - Between Digital Resiliency and the Climacteric Market: Memes as Informal Governance or a Vector of Unregulated Consumption? (Denise Barros, Marina Faria, Mariana Musse)
242 - Storytelling in the Strategic Marketing Field: Stories Yet to Be Told (Leonardo Simões Pinho, Luis Alexandre Grubits de Paula Pessoa)
2 – Psicologia das Cores e a Disputa pela Atenção no Ambiente Digital (Rayanne Ohana Gomes Ferreira, Amanda Queiroz, Denise Barros)
187 - A Comparative Evaluation of Web3D Technologies for Browser-Based Professional Retail Environments (Helder Pereira, Paulo Matos)
228 - The Environmental, Social, and Governance communication gap in Chilean copper mining: from technical performance to corporate narrative. (Jorge Leiva-Gonzalez, Sonia González-Valenzuela, Margarita Marin-Guzman)
19 - O Que os Artistas Querem — E Por que é Tão Difícil Alcançar? O que dizem 313 planejamentos estratégicos de carreiras musicais brasileiras (Anita Vasconcelos de Carvalho, João Luiz Figueiredo Silva, Veranise Jacubowski Correia Dubeux, Diogo Tavares Robaina)
205 - AI in creative strategy: a comparative study between Portugal and Spain (Paulo Silva, Augusto Luísa, Sara Santos, Pedro Espírito Santo, Jésus Seoane)
15 – Todo Mundo no Rio: Quando Copacabana Vira o Palco do Mundo (Thatiane Narciso Nunes, Sílvia Borges Corrêa)

S9- Session 9 (On-line) \|Room1: 113-E
Link: https://espm.zoom.us/j/97297935982
Chair: Cristiana Areias

186 - Insights into the state of the art on blue entrepreneurship (Diogo Dantas, João M. S. Carvalho, Makhabbat Ramazanova)
192 - Environmental Activities Expand Health Businesses: Naturalness Bias in Corporate Branding (Takumi Kato)
204 - Word of Mouth as a Mediator Between Intimacy, Perceived Playful Character, and Customer Loyalty: Empirical Evidence on the Use of Digital Wallets (Jaime Diego Ramirez-Delgadillo, Albar Valverde-Begazo, Jeanmarco Villegas-Alvarez, Olger Gutierrez Aguilar)
207 - Transmedia Brand Storytelling in Tourism: A Digital Case Study of User Engagement, Brand Image and Brand Visibility (João Miguel Lopes, Sofia Gomes, Irina Saur-Amaral)
221 - Accounts Receivable Management Driven by Digital Marketing: CRM, Automation, and Customer Loyalty as Drivers of Financial Sustainability (Mikel Ugando-Peñate, Karla Elizabeth Quishpe-Morales, Josselyn Dayana Benavides-Cabrera, Valeria Estefanía Benavides-Cabrera, Nixon Teodoro Romero-Quevedo, Ángel Ramón Sabando-García, Reinaldo Armas Herrera, Elvia Rosalía Inga-Llanez, Pierina D'Elia-Di Michele)
224 - From Cultural Heritage to Generative Representation: A Five-Element Semiotic Framework for AI-Assisted Cultural and Creative Design (Ming Yu Hsiao, Bing En Li)
229 - Does Digital Marketing Matter for Consumer Indebted-ness? Evidence from Generations Y and Z in Portugal (Daniela Constança Machado Félix, Ana Paula Rodrigues, Leonida Amaral Tomás Correia, Irene Cristina Salgueiro de Oliveira, Pedro Miguel Gaspar)
4 - Marketing Sustentável e Inovação Empresarial: Em busca de inovações sustentáveis de impacto (Fredjoger Barbosa Mendes, Alberto Henriques de Araújo Pereira, Marco Aurelio de Souza Rodrigues)

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	S10- Session 10 (On-line) |Room2: 207-E **Link:** https://espm.zoom.us/j/93163995846 **Chair**: Susana Fernandes **17** – Entre Experiência, Território e Marca-Cidade: O Rock in Rio como plataforma de soft power e economia criativa (Mirella de Menezes Migliari, Carolina Lopes Lobianco, Silvia Borges Corrêa, Oswaldo Gama Neto) **237** - Social Cause Priorities and Preferred Intervention Mechanisms: Evidence from Northern Portugal (Pedro Miguel Gaspar, Ana Paula Rodrigues, Micaela Pinho, Isabel Barbosa, Elisabeth Real, José A. M. Victor) **238** - Multicultural integration and socioeconomic correlations in Portugal (Micaela Pinho, Carlos Rui Madeira, Isabel Barbosa, Manuel Névoa, Elisabete Real, Pedro Miguel Gaspar) **232** - Human Curation as a Strategic Mechanism for Preserving Brand Authenticity in AI-Assisted Digital Marketing: Evidence from Portuguese Micro-Enterprises (Aurora Branca Araújo, Ana Isabel Canavarro, Paula Ribeiro de Oliveira, Susana Santos, Álvaro Cairrão, Jorge Esparteiro Garcia, Manuel José Serra da Fonseca) **223** - The Role of Platforms like TikTok in Boosting Youth Tourism (Beatriz Francisca de Oliveira Silva, Isabel Maria Lopes) **211** - Generative AI in Content Creation and the Perception of Authenticity (Beatriz Francisca de Oliveira Silva, Igor Geraldo Francisco Correa, Isabel Maria Lopes) **209** - Technological Innovation in Tourism: User Perception of Chatbots and Strategic Implications through the 5W2H Methodology (Luiza Marcante Machado, Isabel Maria Lopes, Elizangela Mara Carvalheiro) **183** - The Performance Driver in Rural MSMEs: A Qualitative Analysis (Stephanie Matute Guerrero, Ana Gabriela Víquez Paniagua, Eileen Barrantes Barrantes, Susan Arce Gutiérrez, Haydee Tiffer Sotomayor) **239** - Strategic Planning in the Era of Artificial Intelligence: A Delphi Study from a Managerial Perspective (Josefina Ayala Mora)
20:30 – 22:30	**Conference Dinner** **Siqueira Grill & Sushi** - Rua Siqueira Campos, 16 - Loja B - Copacabana, Rio de Janeiro - RJ, 22031-070, Brazil. (Varied all-you-can-eat food with the right to two drinks, either canned or draft.)

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October 30	
09:30 – 17:00	**Social Program - Trip to the city of Petrópolis.** **Meeting Point: Main Entrance (University ESPM)**

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