

# INTERNATIONAL MEETING ON BUSINESS, INSTITUTIONS AND THE NEW NORMAL

Camilo Prado Foundation  
European Academy of Management and Business Economics  
Blanquerna School of Communication and Int. Relations  
Emerson College  
Rey Juan Carlos University

March 1<sup>st</sup> - 2<sup>nd</sup> , 2021

## Monday, March 1<sup>st</sup>, 2021

**OPEN SESSION:** Madrid time: 15.00 - 16.00; Boston time: 9.00 – 10.00

Participants:

- Prof. Gregory Payne. Emerson College
- Prof. Enrique Martín-Armario. Camilo Prado Foundation
- Prof. Camilo Prado-Román. European Academy of Management and Business Economics
- Prof. Alicia Blanco-González. Rey Juan Carlos University
- Prof. Giorgia Miotto. Blanquerna – Ramon Llull University

**OPENING CONFERENCE:** Prof. Gregory Payne. Emerson College

*Building Bridges through Civic Engagement: The Challenges of Covid*

**PANEL 1:** Madrid time: 16.00 - 17.30; Boston time: 10.00 – 11.30

Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Giorgia Miotto (Blanquerna – Ramón Llull University)

- **Privacy protection motivation and contact tracing apps: a COVID-19 perspective.** Nuria Rodríguez-Priego (Autonomous University of Madrid), Lucia Porcu (University of Granada)
- **An algorithm for establishing vaccination priorities and facilitating economic reactivation.** Jaime Gil-Aluja (Real Academia de Ciencias Económicas y Financieras), Jaime Gil-Lafuente (Universitat de Barcelona), Martyna Nowak (Hong Kong Polytechnic University)
- **The effect of COVID-19 on the Spanish wine industry: A descriptive analysis.** Bartolomé Marco-Lajara (University of Alicante) Pedro Seva-Larrosa (University of Alicante), Javier Martínez-Falcó (University of Alicante)
- **COVID-19 and positives effects on sustainable tourism: The case of Extremadura.** Adelaida Ramos-Mariño (University of Extremadura), Antonio Fernández-Portillo (University of Extremadura), M. Cruz Sánchez-Escobedo (University of Extremadura)
- **COVID-19: brand's legitimacy perception in the USA.** Giorgia Miotto (Blanquerna School of Communication and International Relations - Ramon Llull University), Camilo Prado-Román (Rey Juan Carlos University), José Alfredo Delgado-Guzmán (Universidad Autónoma de México, México)
- **Identifying the determinants of carbon management strategy disclosure quality in colombian companies.** Martha Cristina Linares Rodriguez (Universidad Central Colombia), María García Benau (Universidad de Valencia), Nicolas Gambetta Lopassio (Universidad ORT Uruguay)

**PANEL 2: Madrid time: 17.30- 19.00; Boston time: 11.30 – 13.00**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Cristina del-Castillo-Feito (Rey Juan Carlos University)

- **Hesitant or Not? The Association of Age, Gender, and Education with Potential Acceptance of a COVID-19 Vaccine: A Country-level Analysis.** Scott Ratzan (City University of New York)
- **Perceived utility of ICT in SMEs.** Nuria Ramos Vecino (Universidad de Extremadura), Antonio Fernández Portillo (Universidad de Extremadura), Manuel Almodóvar González (Universidad de Extremadura)
- **Digital Innovative Initiatives in the Pandemic. The religious proposal.** Sílvia Pascual (Blanquerna Observatory on Media, Religion and Culture, Ramon Llull University), Adriana Chiva Polvillo (Ramon Llull University)
- **Mobile APPs and Digital Data in Healthcare Sector: which are their quantitative and qualitative KPIs?** Rebeca Antolín (Rey Juan Carlos University), Nuria Ruiz Lacaci (Rey Juan Carlos University), Ana Reyes Menéndez (Rey Juan Carlos University)
- **Science Communication: can we Risk risking it?** Vanessa Moreira (Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa and INOV)
- **Analyzing the influence of the media and legitimacy perceptions on citizens' purchase intention in New York during the COVID-19 pandemic.** Cristina Del Castillo Feito (Rey Juan Carlos University), Gabriel Cachón Rodríguez (Rey Juan Carlos University), Jaime Gil Lafuente (University of Barcelona)

**PANEL 3: Madrid time: 19.00 - 20.30; Boston time: 13.00 - 14.30**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Vera Gelashvili (Rey Juan Carlos University)

- **Comparison of the role and use of WhatsApp and Instagram in university students during covid19.** Marc Polo (Blanquerna), Joan Francesc Fondevila Gascón (Blanquerna), Josep Rom (Blanquerna)
- **COVID-19 as a catalyst for innovations: are they strategic or operational in nature?** Bartolomé Marco-Lajara (University of Alicante), Pedro Seva-Larrosa (University of Alicante), Lorena Ruiz-Fernández (University of Alicante).
- **Consequences of Covid-19 and online classes on the sustainability of universities.** María Fernández Fernández ((Universidad Rey Juan Carlos, Kilkeni University), Juan Gabriel Martínez-Navalón (Universidad Rey Juan Carlos), Vera Gelashvili (Universidad Rey Juan Carlos)
- **Business to Business (B2B): Beyond Business Communication.** Ana Raposo (Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa, Marta Gonçalves (SayU Consulting)
- **Comparative analysis of the cost of default in cooperative venture financing through Mutual Guarantee Institutions.** Arancha Sepúlveda-Molina (Avalmadrid, S.G.R.), Concepción De la Fuente-Cabrero (Rey Juan Carlos University), Rosa Santero-Sánchez, (Rey Juan Carlos University)
- **The higher education in economics and business in times of pandemic. Teacher's perception of face-to-face and virtual teaching.** José Francisco Rangel Preciado (University of Extremadura), Antonio Carlos Alcázar Blanco (University of Extremadura), Esteban Cruz Hidalgo (University of Extremadura), Francisco Manuel Parejo Moruno (University of Extremadura)

**PANEL 4: Madrid time: 20.30 - 22.00; Boston time: 14.30 - 16.00**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Sharifa Simon-Roberts (Emerson College)

- **Team Harmony Foundation: educating, inspiring and engaging youth in the battle against hate in all its forms.** Cathryn Edelstein (Emerson College), Mark Brodie (Emerson College)
- **Global Student Advocacy: Eradicating Hate.** Khary Higgins, Angel Salcedo, Elli Barkett (The Rendon Group) - "Global Student Civic Engagement" (Emerson College)
- **Pedagogical Approach to Developing Student Skillsets by Participating in a Common Collective.** Mark Brodie (Emerson College), Lucas Poyser (Emerson College), Eryn McCallum (Emerson College)
- **Promoting Multidisciplinary Engagement in the COVID era: El día de los Muertos.** Patty Tamayo (Emerson College)
- **Covid-19 liquidity crisis: May factoring be the solution to SME financing in Mexico?** Guillermo Pérez Elizundia (Universidad Nacional Autónoma de México), José Alfredo Delgado Guzmán (Universidad Nacional Autónoma de México), Jesús F. Lampón (Universidad de Vigo)
- **Student/Civic Engagement During COVID-19: A New Normal.** Arianna Cruz Rego (Emerson College), Allison Valton (Emerson College), Cole Salamone (Emerson College), Andrew Geiger (Emerson College)

## Tuesday, March 2st, 2021

**PANEL 5: Madrid time: 10.30 – 11.30; Boston time: 4.30 – 5.30 (Spanish language)**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Antonio Fernández Portillo (University of Extremadura)

- **Covid-19 y la paralización de la actividad judicial: una digitalización forzosa.** Rafael Delgado Alemany (Rey Juan Carlos University), Alicia Blanco-González (Rey Juan Carlos University), Susana Díaz Iglesias (Rey Juan Carlos University)
- **¿Ha cambiado la importancia de la Educación emprendedora tras el inicio del COVID 19?** María Calzado Barbero (Universidad de Extremadura), Antonio Fernández Portillo (Universidad de Extremadura)
- **El aprendizaje de nuevas metodologías innovadoras empleadas en tiempos de COVID-19.** Lorena Rodríguez (Universidad Rey Juan Carlos)
- **Evolución de un banco sistémico desde la crisis "subprime" hasta la crisis del "COVID 19".** Álvaro Saiz (Universidad Rey Juan Carlos)
- **La Insatisfacción en el Ámbito Universitario a través de la Teoría de la Evaluación: motivos, emociones y afrontamiento.** Laura Pascual-Nebreda (Rey Juan Carlos University), Pablo Cabanelas-Lorenzo (University of Vigo), Alicia Blanco-González (Rey Juan Carlos University)

**PANEL 6: Madrid time: 11.30 - 13.00; Boston time: 5.30 – 7.30**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Paola Plaza-Casado (Rey Juan Carlos University)

- **Consequences of the Covid on higher education: Online teaching or face-to-face teaching?** Ana Medina (Rey Juan Carlos University), M. Luisa Delgado (Rey Juan Carlos University), Ángeles Cámara (Rey Juan Carlos University)
- **How will COVID 19 affect the disclosure of CSR information in companies?** Sandra Escamilla Solano (Universidad Rey Juan Carlos), Paola Plaza Casado (Universidad Rey Juan Carlos), Ana Plaza Casado (Universidad Rey Juan Carlos)
- **European Parliament and SARS-Cov2 risk communication- some remarks.** João Ferreira (Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa), Mafalda Eiró-Gomes (Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa)
- **Intellectual Structure of Geopolitical Analysis in Business Strategy Formulation.** Martín Madrid (Universidad Rey Juan Carlos), Francisco Díez Martín (Universidad Rey Juan Carlos), Paola Plaza Casado (Universidad Rey Juan Carlos)
- **SARS-CoV-2 and the children: some remarks on risk communication.** Inês Casimiro (Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa), Mafalda Eiró-Gomes (Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa)

**PANEL 7: Madrid time: 13.00 - 14.30; Boston time: 7.00 – 8.30**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. M. Carmen de la Orden (Rey Juan Carlos University)

- **A comparison between students' performance in face-to-face and hybrid learning.** Pau Sendra-Pons (Universidad de Valencia), Norat Roig-Tierno (Universidad Politécnica de Valencia), Alicia Mas-Tur, (Universidad de Valencia), Nuria Chaparro-Banegas (Universidad de Valencia)
- **The influence of donor orientation in employee performance: An application to Spanish blood transfusion centres and services.** María de la Cruz Déniz-Déniz (Universidad de Las Palmas de Gran Canaria), Laura Romero-Domínguez (Universidad de Las Palmas de Gran Canaria), Lorena Robaina-Calderín (Universidad de Las Palmas de Gran Canaria), María Katuska Cabrera-Suárez (Universidad de Las Palmas de Gran Canaria), Josefa D. Martín-Santana (Universidad de Las Palmas de Gran Canaria)
- **Engaging youth in the battle against hate: discrimination against LGBTQ+ community.** Ana Carolina Martins (Escola Superior de Comunicação Social – IPL), Ana Margarida Patinho (Escola Superior de Comunicação Social – IPL), Hugo Andrade ((Escola Superior de Comunicação Social – IPL), Tiago Silva (Escola Superior de Comunicação Social – IPL)
- **Influence of fear of COVID-19 on the sovereign bonds return.** Jessica Paule-Vianez (Universidad Rey Juan Carlos), Carmen Orden-Cruz (Universidad Rey Juan Carlos), Sandra Escamilla-Solano (Universidad Rey Juan Carlos)
- **The Circular Economy: Sustainable Stakeholder Management.** Legor Trieshhchov (Northumbria University, England)

**PANEL 8: Madrid time: 14.30 - 16.00; Boston time: 8.30 – 10.00**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Enric Ordeix (Blanquerna – Ramon Llull University)

- ***Influence of consumer typologies in booking through virtual reality.*** Patricio Maturana (Universidad de Valencia), Enrique Bigné Alcañiz (Universidad de Valencia)
- ***The crossing of the moving averages of accumulated incidence of Covid-19 is a good investment signal to trade on the Ibex 35.*** Raúl Gómez-Martínez (Rey Juan Carlos University), María Luisa Medrano-García (Rey Juan Carlos University)
- ***Not Just Politics: How Personality Trait and Power Use of Media Technology Affect the Likelihood to Vote during the 2020 U.S. Presidential Election.*** Tao Sun (University of Vermont), Bu Zhong (Penn State University), Greg Payne (Emerson College)
- ***What is the impact of the COVID-19 pandemic on the level of debt? A study of the Spanish case and a comparative analysis with other countries.*** Begoña Alvarez García (University of A Coruña), Joaquín Enríquez Díaz (University of A Coruña), Andrea Rodríguez González (University of A Coruña)
- ***Factors to foster a new Commercial Diplomacy to legitimize the Spanish Foreign Policy.*** Jordi Xuclà (Blanquerna School of Communication and International Relations, Ramon Llull University), Enric Ordeix Rigo (Blanquerna School of Communication and International Relations, Ramon Llull University)
- ***Risk communication (Sars-cov 2) and the portuguese Primary care services.*** Andreia Garcia (Escola Superior de Comunicação Social - IPL and Miligrama – Comunicação em saúde)

**PANEL 9: Madrid time: 16.00 - 17.30; Boston time: 10.00 – 11.30**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Lourdes Rivero (Rey Juan Carlos University)

- ***COVID-19 and the Socioeconomic Resilience of Ecuadorian University Students.*** Gustavo Hermosa (Universidad Central del Ecuador)
- ***Communication Strategy of Digital Economy in the COVID-19 Crisis.*** Patricia Coll-Rubio (Universitat Ramon Llull)
- ***Could Covid-19 generate opportunities for the Tourism Industry?*** Luna Santos (Universidad de Córdoba), Ana M<sup>a</sup> Castillo Canalejo (Universidad de Córdoba), Juan Manuel Berbel-Pineda (Universidad Pablo de Olavide), Beatriz Palacios-Florencio (Universidad Pablo de Olavide)
- ***Managing sustainable and innovative urban public transport systems after Covid-19: an AHP multicriteria decision model.*** Lourdes Rivero Gutierrez (Rey Juan Carlos University)
- ***Communication as understanding: bring people together on a battle against hate narratives.*** Mariana Pereira (Escola Superior de Comunicação Social – IPL)
- ***Polling, Public Opinion and the 2020 Election.*** Spencer Kimball (Emerson College), Isabel Holloway (Emerson College), Kelsey Reardon (Emerson College)

**PANEL 10: Madrid time: 17.30 – 19.00; Boston time: 11.30 – 13.00**

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**Panel Moderator:** Prof. Vincent Raynauld (Emerson College, Université du Québec à Trois-Rivières)

- **Risk communication: Probabilities and Perceptions.** Gregory Payne (Emerson College), Mafalta Eiró-Gomes (Escola Superior de Comunicação Social – IPL)
- **Progressive Campaigning in the Age of COVID.** Kathryn Smith (Emerson College)
- **Cruise ship COVID-19 Outbreaks and the future of Cruising in the New Normal.** Babajide Muritala (Universitat Rovira i Virgili), María-Victoria Sánchez-Rebull (Universitat Rovira i Virgili), Ana-Beatriz Hernández-Lara (Universitat Rovira i Virgili)
- **How does the covid-19 pandemic influence organizational legitimacy perception?** Francisco Díez-Martin (Rey Juan Carlos University), Giorgia Miotto (Blanquerna School of Communication and International Relations, Ramon Llull University), Gabriel Cachón-Rodríguez (Rey Juan Carlos University)
- **Political Image-Making and Visual Framing on Instagram: A Look at the Portrayal of the Leadership of Canada's Justin Trudeau.** Vincent Raynauld (Emerson College, Université du Québec à Trois-Rivières), Mireille Lalancette (Université du Québec à Trois-Rivières)
- **COVID-19 crisis and contrasting effect between retail vs. electronic commerce. Study of the Spanish case and comparative analysis with other countries.** Joaquín Enríquez-Díaz (University of A Coruña), Begoña Álvarez-García (University of A Coruña), Andrea Rodríguez González (University of A Coruña)

**PANEL COVID AND LATIN AMERICA: Madrid time: 19.00 - 20.30. Boston time: 13.00 - 14.30 (Spanish language)**

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Zoom link: The link will be sent by email to the participants.

**Panel Moderator:** Prof. Alicia Blanco-González (Rey Juan Carlos University)

Participants:

- Alicia Blanco-González (Rey Juan Carlos University, Spain)
- Berta Silva (Pontificia Universidad Católica de Valparaíso, Chile)
- María Luisa Saavedra (Universidad Nacional Autónoma de México)
- Pablo Suasnavas (Universidad Internacional SEK, Ecuador)
- Jorge Etkin (Universidad de Buenos Aires, Argentina)
- Elsa Choy (Universidad Nacional Mayor de San Marcos, Perú)

**CLOSING SESSION: Madrid time: 20.30 - 22.00; Boston time: 14.30 - 16.00**

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Participants:

- Prof. Gregory Payne. Emerson College
- Prof. Enrique Martín-Armario. Camilo Prado Foundation
- Prof. Camilo Prado-Román. European Academy of Management and Business Economics
- Prof. Alicia Blanco-González. Rey Juan Carlos University
- Prof. Giorgia Miotto. Blanquerna – Ramon Llull University

**CLOSING CONFERENCE:** Prof. Scott Ratzan. City University of New York, Editor-in-Chief of the Journal of Health Communication: International Perspectives

**CONVINCE movement: Covid-19 New Vaccine Information Communication and Engagement**