



ICMarkTech^{'24}

University of the Azores
São Miguel, Azores, Portugal

05 - 07 | December | 2024

Conference Program



UAc
UNIVERSIDADE
DOS AÇORES



Springer

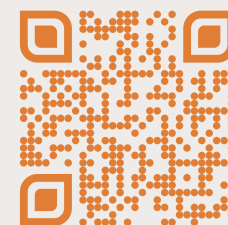


e-goi

FLAD
FUNDAÇÃO LUSO-AMERICANA
PARA O DESENVOLVIMENTO

CAUTHE

Check
Conference
Program
Online



DAY 5



OUR SCHEDULE

08.00 – 09.00
HALL

REGISTRATION

Accreditation and Registration

09.00 – 10.30
AUDITORIUM

Session 1 – Opening Ceremony and Keynote Session

[View in Live Stream](#) 

CHAIR: *Luís Mendes Gomes, University of the Azores*

Eng. Pedro Batista

Regional Director of Communications and Digital Transition,
representing the Regional Government of the Azores

Susana Mira-Leal

Dean of University of the Azores

José Luís Reis

Steering Committee of ICMaTech 2024, University of Maia

Enrique Bigné

Advisor Committee of ICMaTech 2024, University of Valencia

KEYNOTE SPEAKERS

Luís Paulo Reis

Artificial Intelligence as a Catalyst for Next-Gen Marketing: From Data to Dynamic Customer Engagement

Ulrike Gretzel

From SEO to AIO: Managing AI applications as audiences

10.30 – 11.00
HALL

Coffee Break

11.00 – 12.30

ROOM SESSIONS

Session 2

Auditorium

[View in Live Stream](#) 

Chair: José Cascalho

110: Technological Adoption in Tourism: Benefits and

Challenges Carlos Farinha, Teresa Borges-Tiago, Sónia Avelar, Adulai Baldé

62: Hey Robot, Here's My Data: The Impact of AI on User Privacy Josef Harasser, Verena Wecklein, Franziska Kellerer, Stefan Mang

125: Green Port Resilience Strategies for Sustainable Development Valentina Chkoniya, Iuri Baldaconi da Silva Bispo, José Luís Cacho, Sandra Filipe, Seyedeh Azadeh Alavi-Borazjani

115: Enhancing Customer Immersion in Online Shopping Tiina Paananen, Tiina Kemppainen, Jenni Ström, Lauri Frank

Session 3

Virtual Room 2 

Chair: Daniel Pacheco

70: The use of web marketing to promote innovation in agriculture Teresa Paiva, Daniel Raposo, João Neves, Fátima Verissimo, Hugo Mendes, Paula Coutinho

58: Profiling Financial Knowledge in a Portuguese Population: A Machine Learning Approach Dora Melo, Isabel Clímaco, Ana Paula Quelhas, Manuela Larguinho

113: In-store traffic patterns relevance for customer experience Nataša Đurđević, Tatjana Mamula Nikolić, Nenad Lozović

107: Image Segmentation for MR Brain Tumour Detection Visalakshi G, M. Laavanya

Session 4

Virtual Room 3 

Chair: Rúben Silva Pinhal

11: Examining the Impact of Animated Banner Attributes on Attention and Memory Sonia Brito-Costa, Ana Teixeira, Hugo Almeida, Silvia Espada, Maria Antunes

15: Influence of Motion Dynamics on Time Perception in Digital Interfaces Sonia Brito-Costa, Ana Rita Teixeira, Hugo Almeida

99: Understanding Tourist Content Preferences: An Analysis of Social Media Trends Rúben Pinhal, Ana Estima, Paulo Duarte

103: Determinants of Satisfaction and Initial Trust in Chatbots and Their Impact on Customer Engagement in the Private Healthcare Sector Natalia Giselle Saldivar Espejo, Sol Marina Vivanco Kassay, Hector Jose Mendoza Cuellar

Session 5

Virtual Room 4 

Chair: Amélia Brandão

60: Robotic Process Automation – A Comparative Analysis of the Current Market Solutions Arlindo Silva, Henrique Mamede, Vitor Santos, Arnaldo Santos, Maria Clara Silveira

86: Applied Technologies in Virtual Tourism for Older People: Benefits, Challenges, and Well-Being José Luís Reis, Carlos Alves, Marianna Sigala, Bárbara Neves

102: A Systematic Review on AI in Marketing: Personalization of Advertising Campaigns and Impact on Customer Satisfaction David Anjos Abreu, Margarida Lima Silva, Joana Neves, Lara Mendes Bacalhau, Vasco Santos

12.30 – 12.45

Group Photo
AUDITORIUM

13.00 – 14.00

UNIVERSITY OF AZORES

Lunch

14.00 – 15.30 ROOM SESSIONS

Session 6

Auditorium

[View in Live Stream](#) 

Chair: Teresa Tiago

21: AI-Driven Facial Emotion Analysis for Customer Emotion Recognition – an explanatory study

Paulina Rutecka, Anna Adamczyk

35: Application of AI in E-Commerce Strategies: the Current State among Swiss E-Commerce Providers

Anna V. Rozumowski, Bettina Beurer-Züllig, Marc K. Peter, Alain Neher, Danilo Siscaro, Darius Zumstein

57: Portuguese Perception about Artificial Intelligence: A Pilot Study
Bruno M. Ferreira, Manuel Reis, Pedro Castro

78: Generation Z's Preferences for Direct Marketing: A Comparative Study of Email, Mobile Instant Messaging (MIM) and SMS Marketing

Carolina Magalhães, Beatriz Casais

Session 7

Room 2

[View in Live Stream](#) 

Chair: Adriana F. Chim-Miki

152: Human Resources and Marketing in the Age of Artificial Intelligence: A Systematic Literature Review

Pedro Mota Veiga, Susana Alves Pereira

20: E-government business model based on blockchain: Examining citizens' readiness

Aleksandra Labus, Branka Rodić, Milica Simić, Aleksandra Trpkov, Danica Sovtić

129: Transforming SMEs' digital potential through associative cooperation: the analyses of Romanian Digital Innovation Hubs

Amalia Georgescu, Silvia Avasilcăi

145: The attitude of young Portuguese people towards blood donation advertising campaigns – an exploratory approach

Manuel José Fonseca, Sara Vieira Lopes, Jorge Esparteiro Garcia, Bruno Barbosa Sousa

Session 8

Virtual Room 3 

Chair: Helena Maria da Costa Oliveira

108: Artificial Intelligence and Gamification as resources for brand positioning in the market: Brief Review

Renato Mauricio Toasa Guachi, Angélica Victoria Guillén Pinargote, Hector David Martínez Villacres

16: New Technologies in Casino Marketing

Matthew Tingchi Liu, Sharon Xiao Wang, Hoi Ngan Loi, Manman Xu

5: How video's color hue style affects influencers with different follower size
Kasin Hong, Simon S.M. Yuen, Yutong Ma, Matthew Tingchi Liu

24: High Technology Application in Influencer Marketing

Matthew Tingchi Liu, Sharon Xiao Wang, Hoi Ngan Loi, Yijia Chen

31: Motivational Drivers in Social Media: An Analysis of Generation X vs. Generation Y

Jorge Pacheco, Cristina Cardoso

42: Empowerment or disempowerment? The characteristics of postfeminism applied to the narrative of femvertising
María José Calixto-Pérez, Eliana Gallardo-Echenique

Session 9

Virtual Room 4 

Chair: Ziwei Shu

118: Machine learning for botnet attacks detection in Industrial IOT applications

Suneetha G, Haripriya D

47: Representation of Older Adult Women in a Digital Peruvian Advertisement

Fiorella Quino-Martínez, Manuel Sánchez-Flores, Eliana Gallardo-Echenique

77: Social media content and customer engagement in 4- to 5-star hotels in Peru

Andrea Benito, Betzaid Huaman, Cristhian Rojas-Suárez

119: Sales with Purpose: The Nestlé Case and Its Impact on Corporate Social Responsibility

Fanny Paladines-Galarza, Christel Pérez Ávila, Vanessa Peña Vélez, Yesenia Jiménez-Sánchez

89: The Role of Virtual Reality and Augmented Reality in Enhancing Customer Experience: A Systematic Literature Review

Linh Truong, Tien Duc Vu, Ha My Doan

88: Evolutionary Scenario of Brand Management and Communication, Through the Integration of AI: A Bibliometric Analysis

Andreia Pires, Amélia Brandão

15.30 – 16.00
HALL

Coffee Break

16.00 – 17.30
ROOM SESSIONS

Session 10

Auditorium

[View in Live Stream](#) 

Chair: *Pedro Malta*

48: Generative AI Adoption and Use by Micro-enterprises: Validation of the Measurement Instrument

Artur Strzelecki, Małgorzata Pańkowska, Mariia Rizun

147: Evaluating the Impact of Marketing Technologies on Digital Transformation in the EU-27: An AI-Driven Predictive Model Approach
Victor Santos, Pedro Malta

83: User-centered Mobility Development for Higher Education Students

Amanda Sato, Henrique Oliveira, Pedro Miguel Gaspar, José Avelino Vitor, Daniel Sampaio, Rui Carreira

146: Gamification in Digital Marketing for Boosting Tourist Destination Competitiveness: A Case Study
Jorge Esparteiro Garcia, Bruno Pereira, Bruno Barbosa Sousa, Manuel José Serra Fonseca

9: From Concept to Practice- How Managers are Integrating AI into Business Marketing
Na Bai

Session 11

Room 2

[View in Live Stream](#) 

Chair: *Amalia Georgescu*

143: Instagram Wine Posts: Modelling Behavior of Instagram Users Based on Photograph Characteristics

Jiří Zelený, Darina Svobodová, Jana Kalabisová, Anna Ulrichová, Dana Kolářová

34: Agent-Based Modeling study on tourists' decisions upon the sustainable tourism image of tourist destinations

Justyna Majewska, Agnieszka Niezgoda, Szymon Truszkowski

149: Knowledge Discovery from Urban Mobility Data in Guimarães
Carlos Alves, José Costa, Luís Mendes Gomes, José Machado

61: Navigating the realities: unpacking consumer behavior in Metaverse Retailing using virtual and augmented reality (VR/AR)
Joaquim Pratas, José Paulo Marques dos Santos, Pedro Quelhas Brito

112: Exploring the Influence of Virtual Reality on Customer Sentiment Analysis: A Systematic Review
Rogério Silva, Ivo Pereira, Susana Nicola, Ana Madureira

Session 12

Virtual Room 3 

Chair: *Aleksandra Labus*

3: Enhancing Data Warehouse Efficiency through Multi-tenancy
Maryam Abbasi, José Silva, Paulo Vaz, Pedro Martins

45: Articulations Between Strategy, Culture and Trends: Possible Overlapping Model(s) and Protocol(s) for Analysis and Insights Generation
Nelson Pinheiro Gomes, Manuel Pinto Grunfeld, William Afonso Cantú

46: Bridging the Gap Between the Present and the Future: Exploring the Weak Signal Concept from a Trend Studies Cultural Perspective
William Cantú, Nelson Pinheiro Gomes, Manuel Pinto Grunfeld

39: Tourists' Perceptions and Trends in Destination Brands: A Proposal for Evaluating Consumer Posts on Digital Platforms
Manuel Pinto Grunfeld, William Afonso Cantú, Nelson Pinheiro Gomes

14: The usefulness of online advertising in the purchase decision mediated by trust
Olger Gutiérrez-Aguilar, Andrés Yáñez-Prado, Ingrid Urbina-Zevallos, Gerardo Peñafiel-Suárez, Scott Cortez-Rojas, Sandra Chicana-Huanca

Session 13

Virtual Room 4 

Chair: *Branka Rodić*

40: Analyzing Customer Satisfaction Through Online Reviews Using Topic Modeling and Linguistic Model: A Study of a Hotel Chain in Madrid
Ziwei Shu, Cristina Sánchez-Figueroa

72: Designing business related interaction with reviewers for corporate-reputation insights using an ontology-based chatbot
Rob Loke

30: The Influence of Email Marketing Campaign Timing on Campaign Performance and Purchasing Amount: An Online Field Experiment
Bettina Beurer-Züllig, Umut Demiriz, Michael Klaas

100: Metaverse, and Chatbots for Luxury Brands: A Literature Review and Future Research Directions
Joana Neves, Miguel Cachulo Pereira, Lara Mendes Bacalhau

19.30 – 20.30

Ponta Delgada city tour

[read more information](#)

DAY 6



OUR SCHEDULE

09.00 – 11.00
ROOM SESSIONS

Session 14

Auditorium

[View in Live Stream](#) 

Chair: Joanna Krywalski-Santiago

29: Relevance of the Spatiotemporal Behaviour of Tourists and Residents to Tourism Planning and Marketing of Successful Destinations
Ruta Fontes, Rui Costa, Márcio Martins, Aida Carvalho, Ricardo Correia

50: How Social Influence Shapes Hotel Guests' Tech-Savvy Choices
Adriana F. Chim-Miki, Rui A. da Costa, Fevzi Okumus

79: Digital Influencers in Tourism: How Instagrammers Affect Destination Repurchases with Millennials
Susana Santos, Bernardo T. Chagas, Catarina Sobreiras

26: Business Intelligence and Balanced Scorecard to support decision-making: a bibliometric analysis
Patricia Quesado, Helena Costa Oliveira, Patricia Gomes

130: Metaverse marketing: a conceptual framework
Tiina Kemppainen, Matti Leppäniemi, Valtteri Tomminen, Eero Koskinen

155: Study on the influence of distribution channels and criteria for purchasing accommodation services
Diana Foris, Teodora Maria Panoiu, Tiberiu Foris

Session 15

Virtual Room 3 

Chair: Lara Mendes Bacalhau

32: Exploring the 5V Manifestations of ArtTech
Gianluca Galeno, Valerio Stallone, Linard Dario Barth

53: Marketplace Mobile Applications: Predictors of repurchase from the S-O-R Model perspective
Alessia Fernández Blanco, Gustavo Javier Condori Tonconci, Lucia Vanessa Munayco Abanto

66: Drivers for the intention to buy wearables in a Latin-American country.
Jorge Cruz-Cárdenas, Andrés Palacio-Fierro, Carlos Ramos-Galarza, Guacyra Nascimento-Queiroz

154: Impacts of Augmented Reality in E-commerce: Advances and Trends in 2024 – A Literature Review
Carlos Alves, José Machado, José Luís Reis

101: Exploring the Features of Branded Mobile Applications for Music Festivals
Miguel Cachulo Pereira, Alexandre Pericão

126: Determinants and Barriers in the Intention to Use Digital Voice Assistants for the Home
Claudia Espinoza, Valentina Mendoza, Martín Mauricio-Andia

Session 16

Virtual Room 4 

Chair: Elizaveta Fainshtein

36: The Perfect Match: A Practical Framework for Effective Influencer Marketing in the Tourism Industry
Bettina Beurer-Züllig, Anna V. Rozumowski, Dominique Hauri

41: Post-COVID-19 Tourist Satisfaction in Retiro Park: Sentiment Analysis and Prediction Using Online Reviews
Ziwei Shu, Pablo Villarrubia Sánchez

71: Factors in revisit intention that influence smart tourism
Alejandra Marina Guzmán Pérez, Sharon Mishelle Morales Alvarado, Hector Jose Mendoza Cuellar

90: A proposal for a virtual museum of Peruvian gastronomy
Ana Alemán-Carmona, Carlos Del Pozo-Arana, Eliana Gallardo-Echenique

105: Integrating Artificial Intelligence and the Internet of Things for Environmental Monitoring in Seaports: A dynamic model for reducing CO2 emissions
Danielle Freitas, Helena Gervásio, Azade Alavi-Borazjani

11.00 – 11.30
HALL

Coffee Break

11.30 – 13.00

ROOM SESSIONS

Session 17

Auditorium

[View in Live Stream](#) 

Chair: *Danijela Stojanović*

111: Decoding Loyalty: Analyzing the Relationship between Consumer Motivations to Adhere and Key Features Driving Ongoing Participation in Loyalty Programs

Joaquim Pratas, Zaila Oliveira, Sara Teixeira, Sandrina Teixeira

153: Greening the Guest Experience: The Impact of Eco-Initiatives on Satisfaction in Peer-to-Peer Accommodations

Rayane Ruas, Adriana Fumi Chim-Miki, Rui Augusto da Costa

94: Tech Troubles: Analyzing the Impact of In-Store Technology Failures on Customer Reactions

Joaquim Pratas, Maria Antónia Rodrigues, Maria Amélia Carvalho, Paulo Jorge Gonçalves, Rui Humberto Pereira

150: The Impact of Data-Driven Marketing on Decision-Making: Tools and Challenges

Inês Mansiel, Jorge Remondes, José Luís Reis, Ana Lima, Sandrina Teixeira

51: Enhancing Service Quality Evaluation from CRM Data: Integrating LLMs and Formal Prompts

Ramón Alberto Carrasco González, Ricardo Villarreal De Silva, Shelley A. Blozis, Mario Arias-Oliva

Session 18

Room 2

[View in Live Stream](#) 

Chair: *Artur Strzelecki*

65: Segmentation challenges in a smart tourism era

Sónia Avelar, Teresa Borges-Tiago, Carlos Farinha

22: Core competencies for future marketing specialists in Poland – explanatory study

Mariia Rizun, Karina Cicha

28: From Clicks to Purchases: A Review of eWOM's Effect on Purchase Intentions

Adriana Santos Cardoso, Ana Estima

49: Streaming Platform Adoption Factors: Spotify vs Apple Music

Ana Torrinha, Bráulio Alturas

54: Brazilian Perceptions of Online Food E-Commerce: A Study on Consumer Behavior and Purchasing Factors

Bruno M. Ferreira, Manuel Reis, Dênia Sales

Session 19

Virtual Room 3 

Chair: *Vitor Duarte dos Santos*

138: Mobile banking applications: the road to customer satisfaction and continued usage

Fátima Micaela Alama Porras, Fernanda Villaran Moreno, Pedro Bazo Quintana

52: The impact of channel integration on consumer purchasing behaviour within an omnichannel supermarket environment

Alessandra Torres-Rodríguez, Lucía Chiroque-Alvites, Martín Mauricio-Andía

133: Corporate Social Responsibility and Purchase Intention: A Systematic Literature Review

Joana Araújo, Inês Veiga Pereira

127: Co-Creation with Generative Artificial Intelligence in the Development of Digital Interfaces

Ana Rita Correia, Jorge Brandão Pereira

Session 20

Virtual Room 4 

Chair: *Andrés Palacio-Fierro*

139: Impact of Content and Social Influence on User Retention on Streaming Platforms

Tamara Avalo, Eduardo Torrico, Cristhian Rojas-Suarez

96: Digital transformation, e-commerce, and branding – a qualitative study on the unique relationship between brand equity and consumer engagement in the Portuguese fashion market

César Pinto, Sónia Nogueira, Sílvia Faria, Bruno Sousa

136: Perceptions of the LGBTQIA+ community regarding marketing campaigns and pinkwashing

Ines Veiga Pereira, Madalena Carvalho, Ângelo Gomes, Susana Pinto

81: The impact of digital marketing on the Portuguese online wine market: a comparison of generation X and Y perspectives

João Silva, Goreti Botelho, Madalena Abreu

13.00 – 14.00

UNIVERSITY OF AZORES

Lunch

14.00 – 14.30

HALL

Poster Session

Presential

Virtual Room 4 

Chair: José Machado

43: AI-Driven Negotiation Dynamics in Gamified Marketing: Insights from Doji's Strategic Game Engine for E-Commerce

Szymon Truskolaski

44: Application of the Integrated Electronic Label System DNA-ESL in Retail Marketing: Insights from an R&D Project by Info Technologies Ltd.

Justyna Majewska

128: Are Online Store Reviews Useful? An Analysis of Specialty Coffee Buyers' Reviews

Carlos Alberto Arango Pastrana, Lida Valentina Patiño Giraldo, Carlos Fernando Osorio Andrade

141: Toward a Sustainable Future: Investigating E-Impulse Buying and Workplace Mental Toxicity

Daniel Costa Pacheco, Ana Isabel Damião de Serpa Arruda Moniz, Suzana Nunes Caldeira, Osvaldo Dias Lopes da Silva

158: Proposal for a structure and guidelines for creating Digital Transformation plans for Football Clubs – Structure and Strategy for defining a Digital Roadmap

Margarida Direito, Rui Humberto Ribeiro Pereira, Carlos Alves

159: Port of Luanda in Global Supply Chain: Collaborative Strategies in Free Zones with a Port Vocation

Alberto Antonio Bengue, Valentina Chkoniya

160: Trip to Paris: Integrating Customer Segmentation and Journey Mapping

Rodrigo Leite Pereira, Vitor Emanuel Marques Vieira, Valentina Chkoniya, Sandra Filipe

161: Marketing Communications Mix and Partnerships in Higher Education: A Case Study of CL4BIO

Valentina Chkoniya, George Ribau, Nina Drejerska, Mariantonietta Fiore, Pamela Burnard, Antonia Symeonidou, Chrystalla Pachita

162: FestConnect – Implementation Study of a Universal Digital Wristband for Music Festivals in Portugal

Inês Neiva, José Luís Reis, Carlos Alves

163: Monitoring system as an aid to refereeing in roller field hockey modality

Joana Santos, Vera Carlos, Carlos Alves, Eduardo Peixoto

167: Modelo de fusión de datos JDL para la optimización de estrategias de Marketing

Miguel Alberto Becerra

14.30 – 15.00

AUDITORIUM

Meeting with Editors

Marianna Sigala

Journal of Hospitality and Tourism Management

Ulrike Gretzel

Journal of Hospitality and Tourism Management

Enrique Bigne,

European Journal of Management & Business Economics

Carlos Flavián

Spanish Journal of Marketing – ESIC

15.00 – 17.00
ROOM SESSIONS

Session 21

Auditorium

[View in Live Stream](#) 

Chair: *Zorica Bogdanovic*

97: The Role of AI in B2B E-business

Hesam Jafarzadeh, Dušan Barač, Milica Simić

74: Applications of Drones in Smart Agriculture

Aleksandar Joksimović, Petar Lukovac, Marijana Despotović-Zrakić, Miloš Durković, Tamara Naumović

87: A Custom Developed Literature Review, Discovery and Analysis Tool Demonstrated on the Exploration how to Enhance Traceability and Trust of a Value Chain

Nikola Vojičić, Davor Sekulski, Vladimir Urošević

93: IT Ecosystem For Decentralized Science

Lidija Paunović, Zorica Bogdanović

124: Application of Open Innovations in Railway Transport Management

Danijela Stojanović, Nenad Stanisavljević, Dijana Stojanović

19: Uncovering the Determinants of Marketing Innovation

Pedro Mota Veiga

Session 22

Room 2

[View in Live Stream](#) 

Chair: *Ana Melro*

13: Unlocking digital engagement: insights and strategies of hotel chains on Facebook

Sofia Almeida, Márcia Herter

63: Dual Influences: The Impact of Online and Offline information sources on Customer services interactions with companies

Joaquim Pratas, Carla Amorim, José Luís Reis, José Paulo Marques dos Santos, Teresa Sofia Amorim Lopes

116: Do Technology Readiness and Demographics Influence the Willingness to Crowdfund Commercial and Philanthropic Projects?

Virginie Gagné, Sandrine Prom Tep, Manon Arcand

68: Organizational Attractiveness in the Digital Age: Employer Branding, Technology Adaptation, and Intentions to Work

Joanna Krywalski-Santiago, Teresa Borges-Tiago

120: E-books, Consumer Intentions, and the Price Paradox: A Study of Changing Reading Habits in a Digital World

Inês Oliveira, Ana Estima

135: The eWOM Effect: How Online Reviews Shape Book Purchase Intention in Portugal

Adriana Cardoso, Ruben Pinhal, Ana Estima

Session 23

Virtual Room 3 

Chair: *Telmo Pinto*

18: Digital Transformation at Delta Cafés in Portugal: A case study

Fabiana Martins, Filipa Ramalho, Leticia Santos, Nádia Alves, Ana Palma-Moreira, Manuel Au-Yong-Oliveira

38: Cost-effective and operationally sustainable supply chain inventory planning: a mathematical programming approach

Joaquim Jorge Vicente, Teresa Cardoso-Grilo

64: Internal Connection Intensity as Logistic and Marketing Indicator of Museum Clusters Performance

Anastasiia Polomarchuk, Elizaveta Fainshtein

122: Port-Centric Strategies for Optimizing Agro-Commodity Supply Chains: Insights from Soybean Flow Redesign

Hugo Gonçalves, Telmo Pinto, Valentina Chkoniya, Belmiro Couto, Marco Reis

95: Machine learning for cargo code prediction in port logistics

Chiranjeevi Karri, Carlos Gomes, Jose Moreira, Luis Seabra Lopes, Valentina Chkoniya, Antonio Delgado Santos, Sofia Martins

8: Comparative Analysis: Audiovisual Tourist Image Projected by the Ministries of Peru, Colombia, and Ecuador

Joseline Salazar, Angel Torres-Toukoudidis

137: Improvement of warehouse picking operations through storage location assignment optimization

Mariana Mansilha, Miguel Vieira, Telmo Pinto

17.00 – 17.30
HALL

Coffee Break

17.30 – 19.00

ROOM SESSIONS

Session 24

Auditorium

[View in Live Stream](#) 

Chair: *Sandrina Teixeira*

12: Transversal Digital Marketing Curriculum Design

Paulo Pires, José Santos, Pedro Brito, Catarina Delgado

144: Environmentally Sustainable Fast Fashion Products: What Drives Consumers' Purchase Intention? The consumers?

Inês Morais, Sandrina Teixeira, José Moreira

121: Enhancing Sales Teams Performance through a Software Based on Digital Transformation: The NOS Case

Samuel Anjos, Vera Carlos, Ana Melro, Miguel Januário

10: The Use of LinkedIn Company Page by the Portuguese Pharmaceutical Sector

Patricia Correia, José Duarte Santos, Bruno Sousa, Paulo Botelho Pires

151: Factors that influence the purchase intention of sustainable clothing

Diana Roriz, Sandrina Francisca Teixeira, Sara Teixeira, Zaila Oliveira

Session 25

Room 2

[View in Live Stream](#) 

Chair: *Valentina Chkoniya*

55: Business Intelligence and Operations Research in Supply Chain Management: A Systematic Review

Dorabella Santos, Rui Pedro Marques

67: Sustainable Supply Chain Strategies: A Review of EU Policies and Blockchain Implementations (2019-2024)

Rita Santos, Joana Almeida, Rafaela Pina, Ana Saraiva, Ciro Martins, Hélder Gomes, Fernando Costa

73: Cybersecurity in Ports: Navigating Frameworks and Challenges

Stéfaní Patz, Marcelly Gullo, Carla Barbosa

114: Logistics 4.0 and Digital Supply Chain: A Systematic Review

Muhammad Noman Shafique, Zeeshan Arshad, Azadeh Alavi-Borazjani, Elisabeth T. Pereira, Valentina Chkoniya

Session 26

Virtual Room 3 

Chair: *Fanny Paladines-Galarza*

25: How is the Effect of Jungwoo NCT 127 as A Celebrity Endorser of TOD's? The Mediating Role of Customer Engagement

Faradika Nazmira Zalfa, Anisa Larasati

23: Beyond the Click – The Evolution of Digital Marketing and Its Ethical Dilemmas

David Melo, Beatriz Castro, Leonor Spínola, Luísa Brandão, Manuel Au-Yong-Oliveira

7: Core Organizational Societal Impact (COSI) – An Evolving Model

João Carvalho

75: Harnessing Artificial Intelligence for Smart City Development: A Governance Perspective in Republic of Serbia

Dejana Kresović, Dragan Vukmirović

142: Federated Learning in Healthcare: Improving Collaboration and Privacy

Ana Kovacevic

98: Model of student dropout in higher education institutions supported by data mining techniques for the use of educational marketing

José A. M. Victor, Carlos Enrique Montenegro Marin, Paulo Alonso Gaona Garcia, Franklin Guillermo Montenegro Marin, Rui Carreira

20.30 – 00.00

GRAND HOTEL AZORES

Conference Banquet

The official conference dinner for ICMaTech'24 will take place at the elegant **Grand Hotel Açores Atlântico** in Ponta Delgada. This will be a great opportunity for **networking** in a sophisticated setting.

[read more](#)

DAY 7



08.00 – 16.00

SOCIAL PROGRAM

Social Program – Ponta Delgada to Lagoa das Sete Cidades, including lunch.



ICMarkTech^{'24}