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9th International Academic and Professional Congress on Happiness
“Now more than ever: Promoting organizational environments where happiness, social marketing, well-being, and emotions can flourish”
16-17 October 2025

University of Leon (Spain) - Faculty of Economics and Business

<https://congressonhappiness.com/>

<https://felicidad-indess.uca.es/9o-congreso-de-la-felicidad/>

Dear Colleagues,

On behalf of International University Network of Happiness we are pleased to announce that the University of León will be hosting the 9th International Academic and Professional Congress on Happiness in October 2025. This is an annual in-person (and virtual) event organized by universities from the network aiming a friendly atmosphere and working environment for the presentation and discussion of the latest scientific and practical advances in the fields of economics of happiness, corporate wellbeing, happiness management, consumer happiness, consumer emotions and organizational communication (taking into account that also other contributions from other related disciplines in these knowledge fields are welcome). It also provides a chance for productive meeting, encouragement of collaborative projects and nurturing of international cooperation networking.

Topics to be discussed during the event include, but are not restricted to:

- Happiness management in startups
- Happiness management and social marketing
- Happiness Management and AI
- Happiness management and corporate social responsibility
- AI and employee well-being: impact on motivation, mental health, and talent retention.
- Happiness-based leadership in digital transformation.
- Corporate governance and organisational culture for sustainable AI implementation.
- Ethical algorithms and customer experience strategies powered by AI.
- Well-being as a strategic tool for sustainable and responsible innovation.
- Emotions and leadership communication
- Entrepreneurship and organizational wellbeing
- Sentiment analysis in the management of organizations
- Digital well-being and algorithmic transparency in user experience design
- Mindfulness and emotional intelligence in organizational decision-making
- Cross-cultural perspectives on happiness and leadership
- Emotional analytics and ethical concerns in customer data usage
- Employee happiness in remote and hybrid work environments
- Sustainable consumption and consumer well-being
- Consumer happiness and AI
- Consumer happiness and consumer emotions
- Economics of happiness
- Welfare economics and indicators
- History of wellbeing
- Other topics related to happiness, emotions and wellbeing
- Emotional engagement in online brand communities
- The role of social media influencers in shaping consumer well-being
- Consumer happiness in personalized digital marketing
- Sentiment analysis in online advertising strategies
- Virtual brand experiences and their effect on perceived well-being



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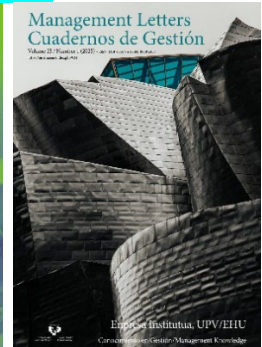
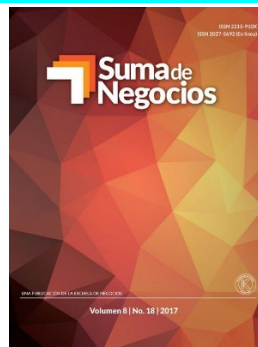


Publishing opportunities:

- **Book of abstracts with DOI.**
- **Book chapter by TIRANT LO BLANCH Publishing** (Scholarly Publishers Indicators - Q1) for the best communications.
- **Possibility of publishing the full paper in one of the following JCR/SJR journals:**



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editorial



- ✓ **Management Research-The Journal of the Iberoamerican Academy of Management.** The four best-rated papers by the international scientific committee of the congress will undergo anonymous peer review and may be considered for publication in the Special Issue entitled: *Artificial Intelligence and well-being: Keys to competitiveness and business success.*
- ✓ **Suma de Negocios.** The four best-rated papers by the international scientific committee of the congress will undergo anonymous peer review and may be considered for publication in the Special Issue entitled: *¿Quién marca el nuevo ritmo de los modelos de gestión? El Happiness Management y el Marketing Social.*
- ✓ **Revista de Estudios Empresariales-Segunda Época.** The four best-rated papers by the international scientific committee of the congress will undergo anonymous peer review and may be considered for publication in the Special Issue entitled: *El Happiness Management, la Responsabilidad Social Corporativa y el Marketing Social: ¿Están presentes en la dirección estratégica de los modelos de gestión empresarial en la era de la Gran Renuncia?*
- ✓ **International Journal of Internet Marketing and Advertising.** The best-rated paper by the international scientific committee of the congress will undergo anonymous peer review and may be considered for publication in this journal.
- ✓ **Management Letters/Cuadernos de Gestión.** The best-rated paper by the international scientific committee of the congress will undergo anonymous peer review and may be considered for publication in this journal.
- ✓ To that end, during the congress registration process, authors must indicate the JCR/SJR journal in which they would like their communication to be considered. Should their submission be selected among the best, the Organizing Committee will contact the authors to request the full paper, which will undergo a peer-review process conducted by the International Scientific Committee. If the manuscript successfully passes this double review process, a formal recommendation will be submitted to the editors of the selected JCR/SJR journals, inviting them to consider the paper for inclusion in their respective editorial review processes.

Awards:



- Awards for the best communications on Happiness Management.
- Awards for the best communications on Consumer Happiness.
- Awards for the best communications on other topics related to Happiness.
- Awards for the best PhD student communications on Happiness.
- Awards for the best doctoral theses on Happiness.
- Awards for the best final degree projects on Happiness.
- Awards for the final master projects on Happiness.



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Important dates and submission of expanded abstract:

- **Submission of expanded abstract through this link** <https://forms.gle/TZY4RYcRe43mpzKD9> (author/s, institution/s, title, keywords, expanded abstract with the following sections: Introduction, Literature review, Methodology, Results, Discussions, Limitations (maximum 400 words)) **until September 7, 2025**
- **Notification acceptance/rejection of structured abstracts by: September 12, 2025**
- **Registration period with reduced fee: July 7- September 21, 2025**
- **Registration period with normal fee: September 22 - October 13, 2025**

Registration fees:

- IMPORTANT: Kindly note that, for your submission to be considered, all listed co-authors are required to pay the conference fee, even if they do not attend the conference either in person or virtually.
- The payment of the registration fee will be made through the FUNDACIÓN GENERAL DE LA UNIVERSIDAD DE LEÓN, which will issue the corresponding invoices for the registration fees.
- The payment of the registration fee can be made from July 7. Through the following link, you can pay the corresponding conference fee and obtain the invoice: <https://zfrmz.com/pLus6n7XhQfjBQMnfCAd>

Reduced fees until September 20	In-Person (*)	Online
Fee per co-author	300 €	150 €
Fee for students	150 €	75 €
Fees from September 21	In-Person (*)	Online
Fee per co-author	450 €	225 €
Fee for students	300 €	150 €



- Several research projects can be submitted with the same registration fee.
- (*) The In-Person fee includes the Congress Gala Dinner (Thursday, October 16), the working lunch (Friday, October 17), attendance at all sessions in person, coffee breaks and cultural activities organized during the days of the congress.

Working languages:

- English and Spanish are the official languages for the congress.

Information and inquiries:

- Congress website: <https://congressonhappiness.com/>
- Website of the International University Network on Happiness: <https://felicidad-indess.uca.es/>
- Email for invoice-related matters: congresos@fgulem.es
- Email for congress organization matters: patricia.duran@uah.es

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We do encourage you to actively participate and we are looking forward to welcoming you!!!

Ana M^a GONZALEZ FERNÁNDEZ, Sofía BLANCO MORENO and Pedro CUESTA-VALIÑO
Chairs of the Organizing Committee
9th International Academic and Professional Congress on Happiness