

10th International Academic and Professional Congress on Happiness**“The Future of Happiness: Organizations, consumers, citizens, law, emotions, and social well-being in an interconnected world”****24-25 September 2026****Esposende (Portugal) - Fórum Municipal Rodrigues Sampaio**<https://congressonhappiness.com/> - <https://www.visitesposende.com/pt>

Dear Colleagues,

On behalf of International University Network of Happiness, we are pleased to announce that the Câmara Municipal de Esposende (Portugal) will be hosting the 10th International Academic and Professional Congress on Happiness in September 2026. 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:

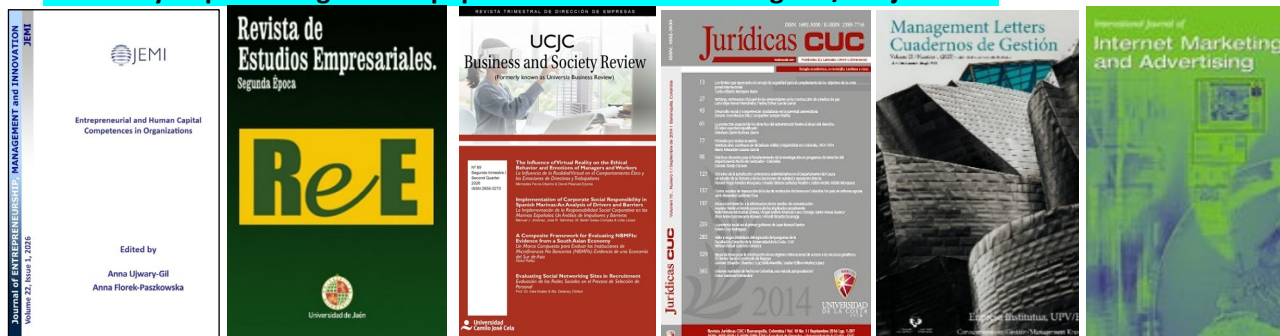
- Happiness and well-being management in organizations and startups.
- Happiness, social marketing, and societal well-being.
- Happiness management, AI, and digital well-being.
- Corporate social responsibility, ESG, and organizational well-being.
- AI and employee well-being: motivation, mental health, and talent retention.
- Happiness-based leadership and well-being-oriented organizational cultures.
- Governance, ethics, and well-being in sustainable AI implementation.
- Ethical algorithms, digital trust, and consumer well-being.
- Well-being and happiness as drivers of sustainable innovation.
- Emotions, leadership communication, and emotional well-being at work.
- Entrepreneurship, resilience, and organizational well-being.
- Sentiment analysis, emotional analytics, and well-being measurement.
- Digital well-being, algorithmic transparency, and human-centered technologies.
- Mindfulness, emotional intelligence, and well-being in decision-making.
- Cross-cultural perspectives on happiness, well-being, and leadership.
- Consumer happiness, consumer emotions, and AI-driven experiences.
- Economics of happiness, welfare economics, and well-being indicators.
- History, philosophy, and interdisciplinary perspectives on happiness and well-being.
- Mental health, psychological safety, and workplace well-being.
- Employee happiness, remote work, and hybrid work environments.
- Sustainable consumption, ethical marketing, and consumer well-being.
- Digital marketing, social media, and emotional well-being in online communities.
- Influencer marketing, virtual experiences, and consumer happiness.
- Tourism, education, smart cities, and quality of life.
- Legal, ethical, and public policy perspectives on happiness and well-being.
- Happiness, well-being, and human flourishing in public institutions and society.
- Happiness, diversity, inclusion, and well-being in organizations and communities.
- Other topics related to happiness, emotions, well-being, and human flourishing...

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:**



**tirant
editorial**



- ✓ **Journal of ENTREPRENEURSHIP, MANAGEMENT and INNOVATION.** The five 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: *Occupational Health in the Age of Artificial Intelligence: A Perspective from Happiness Management* (<https://jemi.edu.pl/call-for-papers/occupational-health-in-the-age-of-artificial-intelligence-a-perspective-from-happiness-management>)
- ✓ **Revista de Estudios Empresariales-Segunda Época.** The five 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?* (<https://revistaselectronicas.uaen.es/index.php/REE/announcement/view/224>)
- ✓ **UCJC Business & Society Review.** The five 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: *Consumer Happiness and New Technologies: Emerging Perspectives and Research Challenges* (<https://journals.ucjc.edu/ubr/index>)
- ✓ **Jurídicas CUC.** The three 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 **on topics related to legal sciences and happiness or well-being** (<https://revistascientificas.cuc.edu.co/juridicascuc>)
- ✓ **Management Letters/Cuadernos de Gestión.** The three 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 **on topics related to management and happiness or well-being** (<https://revistascientificas.cuc.edu.co/juridicascuc>)
- ✓ **International Journal of Internet Marketing and Advertising.** The three 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 **on topics related to internet marketing and advertising and happiness or well-being** (<https://www.inderscience.com/jhome.php?code=iijma>)
- ✓ 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 Citizen 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 master projects on Happiness
- Awards for the best final degree projects on Happiness.



Important dates and submission of expanded abstract:

- **Submission of expanded abstract through this link** <https://forms.gle/Ethhjg1PF9J5kyS67> (author/s, institution/s, title, keywords, **expanded abstract** (maximum 400 words) with the following sections: Introduction, Literature review, Methodology, Results and Discussions) **until July 12, 2025**
- **Notification acceptance/rejection of structured abstracts by: July 15, 2026**
- **Registration period with reduced fee: until September 9, 2026**
- **Registration period with normal fee: September 10 – September 20, 2026**

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 LEON, which will issue the corresponding invoices for the registration fees.
- The payment of the registration fee can be made from June 20. Through the following link, you can pay the corresponding conference fee and obtain the invoice: <https://zfrmz.com/WMXgDJN2HU4j7tQHITz6>

Reduced fees until September 9	In-Person (*)	Online
Fee per co-author	320 €	160 €
Fee for students (**)	160 €	80 €
Normal Fees from September 10	In-Person (*)	Online
Fee per co-author	460 €	230 €
Fee for students (**)	320 €	160 €



- Several research projects can be submitted with the same registration fee.
- (*) The In-Person fee includes the Congress Welcome Cocktail (Thursday, September 24), the Congress Gala Dinner (Thursday, September 24), the working lunch (Friday, September 25), attendance at all sessions in person, coffee breaks and cultural activities organized during the days of the congress.
- (**) To be eligible for the student registration fee, you must send a copy of your enrolment certificate for the 2025/26 or 2026/27 academic year to the following email address: congresos@fgulem.es

Working languages:

- English, Portuguese 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: israel.gonzalez@uah.es

Organizing Committee:

Chairs:

- Dr. Pedro CUESTA-VALIÑO (University of Alcala, Spain)
- Dr. Orlando LIMA RUA (Polytechnic of Porto, Portugal)

Secretary:

- Dr. Pablo GUTIÉRREZ-RODRÍGUEZ (University of León, Spain)

Members:

- Dra. Cristina LORANCA-VALLE (University of Alcala, Spain)
- Dr. José María LÓPEZ-SANZ (University of Alcala, Spain)
- Dr. Oliver TORRES REYNOSO (University of Leon, Spain)
- D^a. Silvia FERNÁNDEZ MARTÍNEZ (University of Leon, Spain)
- D. Israel GONZALEZ-SANTOS (University of Alcala, Spain)

International Scientific Committee:

Chairs:

- Dr. Pedro CUESTA-VALIÑO (University of Alcala, Spain)
- Dr. Luis Bayardo TOBAR-PESANTEZ (Salesian Polytechnical University, Ecuador)

Co-Chairs:

- Dr. Rafael RAVINA-RIPOLL (University of Cádiz, Spain)
- Dra. María Jesús DELGADO RODRÍGUEZ (King Juan Carlos University, Spain)

Members:

- Dra. Adela ALDERAS-CEJUDO (Deusto University, Spain).
- Dr. Adrián BROZ-LOFIEGO (Florida University, Spain)
- Dra. Ana LANERO CARRIZO (University of Leon, Spain)
- Dra. Ana M^a GONZÁLEZ FERNÁNDEZ (University of Leon, Spain)
- Dra. Anabel FONDON-LUDEÑA (King Juan Carlos University, Spain)
- Dr. Antonio SÁNCHEZ-CABACO (University Pontificia of Salamanca, Spain)
- Dra. Araceli GALIANO-CORONIL (University of Cádiz, Spain)
- Dra. Aroa COSTA FEITO (University of Leon, Spain)
- Dra. Azucena PENELAS-LEGUÍA (University of Alcala, Spain)
- Dra. Bárbara CASTILLO-ABDUL (ESERP Business & Law School, Spain)
- Dr. Bertil HULTÉN (Linnaeus University Sweden)
- Dra. Carmen RODRÍGUEZ SANTOS (University of Leon, Spain)
- Dr. César SAHELICES PINTO (University of Leon, Spain)
- Dra. Cristina LORANCA-VALLE (University of Alcala, Spain)
- Dra. Cristina RALUCA GH POPESCU (University of Bucharest, Romania)
- Dra. Cristina SIERRA-CASANOVA (University of Cadiz, Spain)
- Dr. David ALMORZA-GOMAR (University of Cádiz, Spain)
- Dra. Dolores RANDO CUETO (University of Málaga, Spain)
- Dr. Edgar Julián GÁLVEZ-ALBARRACÍN (University of Valle, Colombia)
- Dr. Eduardo AHUMADA-TELLO (University Autonomous of Baja California, Mexico)
- Dra. Estela NÚÑEZ-BARRIOPEIRO (University of Alcala, Spain)
- Dra. Esthela GALVÁN-VELA (CETYS University, Mexico)
- Dr. Francisco FERNÁNDEZ-FERRERAS (University Politécnica of Madrid, Spain)
- Dra. Georgina CORTÉS-SIERRA (University of Extremadura, Spain)
- Dra. Gloria JIMÉNEZ-MARÍN (University of Sevilla, Spain)
- Dr. Guillermo Antonio GUTIÉRREZ-MONTOYA (University Don Bosco, El Salvador)
- Dr. Heitor ROMERO-MARQUES (Universidade Católica Don Bosco, Brazil)
- Dr. Husam KOKASH (University Prince of Sultan, Saudi Arabia)
- Dra. Isabel PALOMO-DOMÍNGUEZ (Mykolas Romeris University)
- Dr. José María LÓPEZ-SANZ (University of Alcala, Spain)
- Dr. Juan Francisco SÁNCHEZ-VÁZQUEZ (University Pontificia of Salamanca, Spain)
- Dra. Judith Josefina HERNÁNDEZ-GARCÍA DE VELAZCO (Universidad de la Costa CUC, Colombia)
- Dra. Lindsey CAREY (University of Glasgow, United Kingdom)
- Dra. M^a Victoria SANAGUSTÍN-FONS (University of Zaragoza, Spain)
- Dra. Manuela ORTEGA-GIL (University of Cádiz, Spain)
- Dra. María Aránzazu SULÉ ALONSO (University of Leon, Spain)
- Dr. Mario ARIAS-OLIVA (Complutense University of Madrid, Spain)
- Dra. Marta ORTIZ-DE-URBINA-CRIADO (King Juan Carlos University, Spain)
- Dra. Mercedes FERNÁNDEZ-PARADAS (University of Málaga, Spain)
- Dr. Miguel CERVANTES BLANCO (University of Leon, Spain)
- Dra. Mónica GÓMEZ-SUÁREZ (Autonomous University of Madrid, Spain)
- Dra. Montserrat DÍAZ-MENDEZ (University of Extremadura, Spain)
- Dr. Norberto MUÑOZ MARTÍNEZ (University of Leon, Spain)
- Dr. Orlando LIMA RUA (Polytechnic of Porto, Portugal)
- Dr. Pablo GUTIÉRREZ-RODRÍGUEZ (University of León, Spain)
- Dra. Patricia DURÁN-ÁLAMO (University of Alcala, Spain)
- Dr. Pedro A. CORREIRA-PEREIRA (University of Madeira, Portugal)
- Dra. Pilar FERNÁNDEZ FERRÍN (University of the Basque Country, Spain)
- Dr. Rafael ROBINA-RAMIREZ (University of Extremadura, Spain)
- Dra. Regina Aparecida PEREIRA-MAZZI (Universidade Católica Dom Bosco, Brazil)
- Dr. Ricardo VILLAREAL (University of San Francisco, United States)
- Dr. Richard D. EVANS (University of Brunel, United Kingdom)
- Dr. Ronald BRENES-SÁNCHEZ (Tecnológico de Costa Rica, Costa Rica)
- Dra. Rosana FUENTES FERNÁNDEZ (University of Leon, Spain)
- Dr. Sergey KAZAKOV (National Research University - Higher School of Economics, Russia)
- Dra. Sofia BLANCO MORENO (University of Leon, Spain)
- Dra. Sonia de LUCAS SANTOS (Autonomous University of Madrid, Spain)
- Dra. Susan GIESECKE (University of California, United States)
- Dra. Tanya STROYKO (Mykolaiv National University, Ukraine)
- Dr. Víctor Manuel MERCADER-POMARÓN (CETYS Universidad, Mexico)
- Dr. Víctor MESEGUER-SÁNCHEZ (University Católica of Murcia, Spain)

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

Pedro CUESTA-VALIÑO and Orlando LIMA RUA

Chairs of the Organizing Committee

10th International Academic and Professional Congress on Happiness