

10th INTERNATIONAL ACADEMIC AND PROFESSIONAL CONGRESS ON HAPPINESS

24 - 25 SEPTEMBER 2026



Red Universitaria
de la Felicidad



Fórum Municipal Rodrigues Sampaio
Esposende (Portugal)



24 SEPTIEMBRE / 24 SEPTEMBER

12:00 - 14:30 h

CÓCTEL DE BIENVENIDA Y ENTREGA DE DOCUMENTACIÓN / WELCOME COCKTAIL AND REGISTRATION

RECEÇÃO

14:30 - 16:00 h

SESIONES PARALELAS / PARALLEL SESSIONS

AUDITORIO - ENGLISH SESSION

Moderadores / Chairs: Orlando Lima Rua & Blanca García Henche

Consumer Happiness as a Mediating Mechanism Between Corporate Social Responsibility and Sustainable Housing Purchase Intention

Silvia Fernández-Martínez; Pablo Gutiérrez-Rodríguez; Rebeca Martínez-García; María Cristina Loranca Valle

Worldwide wellbeing: a WELLBY based analysis and its economic valuation

Raúl G. Sanchis

From wine tourism experiences to consumer happiness: a big data analysis of online reviews of Spanish wineries

Sofía Blanco-Moreno; Ana M. González-Fernández

The Happiness of Doing Good: Fostering Consumer Well-Being through AI-Powered Digital Marketing Assistants in Sustainable Fashion

Mónica Gómez-Suárez; Mónica Veloso; Ana Ferreira de Sousa Antunes

Implementing Organizational Happiness: An Exploratory Case Study in the Hospitality Sector

Fernando Bandeira; Liliana Conde; Paula Rocha; Adelinda Maria Araújo Candeias

SALA 1 - ONLINE - ENGLISH SESSION

Moderadores / Chairs: Cristina Loranca Valle & Oliver Torres Reynoso

Designing Happier Cities for Children: Child-Friendly Urban Development and Well-Being in Wenjiang, Chengdu, China

María D. De-Juan-Vigaray

Who Intends to Quit? Perceived Social Contingency, Age, and Health Status as Behavioral Determinants of Quit Intention Among Spanish Smokers

Fernando Pinto Hernandez; Alfredo Cabezas Ares; María Jesús Delgado; María José García López

Artificial Intelligence as a Coworker: Reconfiguring Human Relationships and Workplace Well-Being

Ana Paloma De Lucas López; José Andrés Gómez Gandía; María Teresa Del Val Nuñez

Promoting Well-Being in Higher Education through Brief Classroom Mindfulness: The "5 Minutos Verdes" Program

Andreia Dias Rodrigues; Adelinda Maria Araújo Candeias

Representing LGBTQ+ Happiness in AI-Generated Advertising Posters: Algorithmic Biases, Diversity and Identity Construction

José Vázquez-González; Cecilia Tapia-Villanueva

SALA 2 - ONLINE - SPANISH SESSION

Moderadores / Chairs: José María López Sanz & Anabell Fondón Ludeña

Transformación Organizativa y Seguridad Psicológica en el Tercer Sector: Un modelo de Gestión del Bienestar.

Raquel Ruiz-Rodríguez

Can Happiness Be Managed amid Unequal Employment Conditions? Regional Gaps in the Structural Floor of Workplace Well-Being in Mexico, 2023-2026

Mario Alberto Salazar-Altamirano; Orlando Josué Martínez-Arvizu ; Rafael Ravina-Ripoll; Víctor Mercader

The effects of organisational happiness and corporate compliance on artificial intelligence adoption

Virginia Ramírez-Herrero; Marta Ortiz-de-Urbina-Criado; María-José García-López; Laura García-Fernández

New Generations, New Tools: AI and Its Impact on University Experience and Happiness

Alba Yela Aránega; Clara Gonzalo Montesinos; Raúl Castaño Urueña; Rafael Castaño Sánchez

Financial Determinants of Happiness in Latin America: Extending a Classical Macroeconomic Model with Financial Inclusion, Household Debt and Inequality

Luis Alfredo Molina Guzman

La resignificación de la felicidad ante una enfermedad oncológica

Ismael Traba Outes; Araceli Galiano Coronil

16:00 - 16:30 h

INAUGURACIÓN / OPENING CEREMONY

AUDITORIO

D. Rafael Ravina Ripoll. Director de la Red Internacional Universitaria de la Felicidad.

D. Orlando Lima Rua: Co-Presidente del 10th International Academic and Professional Congress on Happiness.

D. Pedro Cuesta Valiño. Co-Presidente del 10th International Academic and Professional Congress on Happiness.

16:30 - 18:00 h

SESIONES PARALELAS / PARALLEL SESSIONS

AUDITORIO - SPANISH SESSION

Moderadores / Chairs: Pilar Fernández Ferrín & Azucena Penelas Leguía

From Nutrition to Transcendence: Reframing Happy Food as a Dual Pathway to Human Flourishing

Rafael Robina Ramírez; Antonio Jurado Málaga; Marcelo Sánchez Oro

Development of a Scale to Assess Intrapreneurial Competencies in University Business Students

Esthela Galván-Vela; Deisy Milena Sorzano Rodríguez; Mario Alberto Salazar-Altamirano

Time Poverty, Economic Capabilities, and Well-Being among Self-Employed Women in Mexico

Sonia Elizabeth Ramos Medina;

Ally or threat? The two sides of AI when it comes to employee wellbeing and happiness

Israel González-Santos; José María López-Sanz; Pablo Gutiérrez-Rodríguez; Pedro Cuesta-Valiño

Urbanism and Happiness. Architecture, Responsible Urban Planning, and Public Space Management: The Case of Medellín (Colombia)

Mery Yannina Saenz Quispe; Fernando Rubén García Hernández; Juan Victor Mesequer Sánchez

SALA 1 - ONLINE - ENGLISH SESSION

Moderadores / Chairs: Araceli Galiano Coronil & Sofía Blanco Moreno

The Influence of Marketing on the Sustainable Consumption Among Apparel Consumers

Zaza Gigauri; Estela Núñez-Barriopedro; Pedro Cuesta-Valiño; Javier Alonso García

Deep practice and sustained visual attention as moderators of happiness in sports consumption with an ageing and gender perspective

Vanessa Zorrilla-Muñoz; Sonia de Lucas; Gema Martinez-Navarrete; María Silveria Agulló-Tomás

Entrepreneurship and happiness among cross-border women entrepreneurs in the Mexico-United States region

Crisel Yalitze Lugo-Gil; Diana Angélica Noriega Altamirano; María Guadalupe Torres Figueroa; Ana Esther Álvarez Villa

Co-Constructing Happiness Across the Lifespan: How Intergenerational Relationships Transform Conceptions of Happiness

Adelinda María Araújo Candeias

Consumer Happiness and Housing Purchase Decisions: A Cross-Cultural Comparison Between China and Spain

Wenshi Ou; Estela Núñez-Barriopedro; Alicia Ramírez Orellana

SALA 2 - ONLINE - SPANISH SESSION

Moderadores / Chairs: Silvia Fernández-Martínez & Itziar Martínez Valdueza

Building consumer happiness through trust: the role of credibility in social media marketing

Gloria Jiménez-Marín ; Joanna Szegda; Pedro Á. Pereira Correia

Happiness by design: art direction, emotional advertising and consumer well-being

Rodrigo Elías-Zambrano; Javier García-López; Alexandre Duarte

La capsaicina como generador de felicidad: un estudio sobre la percepción del consumidor mexicano de salsas picantes como alimentos felices

Flor Elizabeth Reynaga Ibarra; Astrid González Solís; Norma Angélica Pedraza Melo; Mónica Lorena Sánchez Limón

Internal Corporate Social Responsibility, Digital Internal Communication and Value Co-creation: Effects on Workplace Happiness

Alexandra Soler Sanchis

En búsqueda de la felicidad: Análisis del bienestar subjetivo de egresados de educación superior en alcaldías del poniente de la Ciudad de México

Evaristo García

Smart Cities and SDG 11: Urban Happiness, Community Well-Being and Environmental Sustainability Beyond Technological Determinism

María Lourdes Villa Diez; Silvia Fernández-Martínez; Pablo Gutiérrez Rodríguez; Rebeca Martínez García

18:00 - 18:30 h

COFFEE BREAK

RECEÇÃO

18:30 - 20:00 h

SESIONES PARALELAS / PARALLEL SESSIONS

AUDITORIO - SPANISH SESSION

Moderadores / Chairs: Víctor Mesenguer Sánchez & Blanca García Henche

Coffee with happiness: Happiness management in the speciality coffee experience

Blanca García-Henche; Israel González-Santos; Pablo Singerman; Pedro Cuesta-Valiño

Happiness Management as an antecedent of employee well-being: an analysis of work climate, work organization, and job satisfaction

José María López-Sanz; Orlando Lima Rua; Azucena Penelas-Leguía; Pedro Cuesta-Valiño

The power of discourse: neurophysiological analysis of the cosmetic purchase experience.

Itziar Martínez Valdueza; Aroa Costa Feito; Silvia Fernández-Martínez

Technological Innovation, Mental Health and Subjective Well-Being in Europe: A Job Demands-Resources Approach

Dorotea de Diego; Anabell Fondón; Alba Rosa Araujo;

SALA 1 - ONLINE - SPANISH SESSION

Moderadores / Chairs: Pilar Yustres Duro & Israel Gonzalez Santos

Managing Multigenerational Talent through a Happiness Management Perspective: Evidence on Leadership, Participation, and Strategic Commitment

Huber Enrique Ortega Padilla; Eduardo Ahumada-Tello

Human-Centered Technological Workplaces: The Role of Subjective Well-Being in Building Organizational Collective Intelligence

Eduardo Ahumada-Tello; Jose Manuel Núñez-Sánchez; Jessica López-García; Juan Antonio Meza-Fregoso

Occupational Wellbeing among Mexican Workers through Artificial Intelligence: Evidence from a National Survey

Héctor Alejandro Acuña-Cid; Eduardo Ahumada-Tello

Universal Basic Income as Capability Security: Outside Options, Workplace Reconfiguration, and Worker Well-Being in Algorithmic Labour Markets

Carlos Luengo Vera; Antonio De Lucas Ancillo; César Pradillo Fernández

Harnessing Happiness Management for Green Innovation Performance: The Role of Sustainable Human Resource Management in the Wine Industry

Javier Martínez Falcó; Eduardo Sánchez García; Bartolomé Marco Lajara

La inteligencia artificial no reemplaza la clínica: experiencia docente en Odontología desde una perspectiva cualitativa

Carmen Anaya-Aguilar; Rosa Anaya-Aguilar; Alfredo Hernández-Díaz Fernández de Heredia; Manuel Bravo; Paula Anaya-Barea; Eva María Rosel-Gallardo

Transformación Organizativa y Seguridad Psicológica en el Tercer Sector: Un modelo de Gestión del Bienestar

Raquel Ruiz-Rodríguez

SALA 2 - ONLINE - SPANISH SESSION

Moderadores / Chairs: Cristina Loranca Valle & Alfredo Cabezas Ares

Happiness Education in Master's Degree Programs in Spain: A Comparison of Public and Private Universities

Fátima Gómez Buil; Anabell Fondón Ludeña

Centennials, AI, and Employment: An Exploratory Ibero-American Study

Mario Alberto Salazar-Altamirano; Daiana Nieves Narducci; Chaima ElHichou-Ahmed; Luis Bayardo Tobar-Pesántez

Representing Happiness in Award-Winning Advertising: A Content Analysis of Cannes Lions Film Winners (2023-2025)

Fátima Rodríguez García; Ana A. Lozano González

The impact of AI generated content on consumer happiness

María Pérez Rentero; Patricia Durán-Álamo; Antoni Serra Cantallops; Pedro Cuesta-Valiño

Determinantes multidimensionales del bienestar autorreportado: Un análisis jerárquico de la satisfacción con la situación personal y la eudaimonía mediante ecuaciones estructurales (PLS-SEM)

Ignacio Alejandro Mendoza Martínez; José Antonio Bohon Devars; Víctor Xochitotl Nava

Financial Literacy, AI Receptivity, and Financial Well-Being: A Gender-Based Analysis

Berta Marques

The Circular AI Paradox: A Geopolitical and Biometric Mapping of Governance, Ethics, and Well-being in Sustainable AI Implementation

Lorena Arranz Lahuerta; Ángel Javier Álvarez Miguel; María Rosa López Ramajo

20:00 - 21:00 h

TIEMPO LIBRE / FREE TIME

21:00 h

CENA DE GALA / GALA DINNER

DIRECCIÓN / VENUE: HOTEL SUAVE MAR

AUDITORIO - SPANISH SESSION - Session in Memory of Georgina Adelina Cortes Sierra

Moderadores / Chairs: María Jesús Delgado Rodríguez & Fernando Rubén García Hernández

Organizational Happiness in Female Entrepreneurship: An H-Classics Bibliometric Review and Future Research Agenda
Vanessa María Rodríguez Cornejo; Paula Isabel Rodríguez Castro; Jesús Herrera Madueño;

Entrepreneurship and Happiness in Emerging Economies: The Mediating Role of Positive Entrepreneurial Psychological Resources
Francisco Díaz Pincheira

Tecnoestrés e inseguridad laboral en la hostelería automatizada: Efectos sobre la calidad del servicio y el desempeño laboral
Juan Antonio Herrera-Fernández; José M. Núñez-Sánchez; Pere Mercadé-Melé; María José Sousa

How Will Artificial Intelligence Transform the Work Experience generating Well-Being, Job Satisfaction and Happiness
Víctor Martínez Monge; Blanca García Henche; Sergey Kazakov; Pedro Cuesta-Valiño

Happy Employees, Happy Consumers
Cristina Loranca-Valle; Orlando Lima Rua; Pablo Gutiérrez Rodríguez; Pedro Cuesta-Valiño

Infoaccesibilidad y accesibilidad en el turismo de sol y playa y patrimonial: análisis aplicado en Andalucía
María Dolores Hernández Sales

SALA 1 - ONLINE - SPANISH SESSION

Moderadores / Chairs: Younes karrouke & Itziar Martínez Valdueza

Comunicación institucional y bienestar de la comunidad en redes sociales: perfiles de mensajes y engagement de las universidades andaluzas en X
Araceli Galiano Coronil; Belén Macías Varela

Felicit Gelato: The path towards a gastronomic model of happy foods
Astrid González Solís; Flor Elizabeth Reynaga Ibarra; Rafael Ravina Ripoll; Mónica Lorena Sánchez Limón

Felicidad del consumidor como antecedente de intención de uso de IA en estudiantes universitarios
Javier Gaona Loredó ; David Gómez Sánchez ; Sanjuana Edith Grimaldo Reyes; David González Díaz

Más allá de la digitalización: identificación de prioridades digitales específicas según el nivel de desarrollo mediante inteligencia artificial explicable
Miguel Puig-Cabrera; Mercedes Rodríguez-Fernández; Carmina Jambrino-Maldonado

Reinserción social y económica de las personas privadas de libertad: una revisión de la literatura
Deisy Milena Sorzano Rodríguez

Workplace Happiness in Northern Mexican MSMEs: A Contextualised Model and a Validated Measurement Instrument
Online
Mario Alberto Salazar-Altamirano

Consumption Values and Happiness in Circular Fashion E-Commerce: An Empirical Analysis of Vinted in the Spanish Context
Marta González Jiménez; Sofía Blanco-Moreno; Oliver Torres-Reynoso

Decoding Unhappiness Through the Impact of Digital Stimuli and Materialism on Impulsive Buying Behavior in E-Commerce
Oussama Ahtitich Aaba; Sofía Blanco-Moreno; Oliver Torres-Reynoso

Hybrid Spaces, Healthy Places: Digital Placemaking as a Place Branding Strategy
María Fernández-Osso Fuentes

Red Bull: Analysis of the experiential marketing strategy
María Pérez Rentero; Patricia Durán Álamo

SALA 2 - ONLINE - SPANISH SESSION

Moderadores / Chairs: José María López Sanz & Sofía Blanco Moreno

Mental Health Goes Viral: Opportunities and Risks of Digital Psychology
María Fernández-Osso Fuentes; Carlos Sáenz-Torralba; Beatriz Guillén-Gil

"I have high cortisol": The construction of stress discourse on Social Media
Beatriz Guillén-Gil; Carlos Sáenz-Torralba; María Fernández-Osso Fuentes

From Well-Being to Entrepreneurship
Mario Allende Otero; Sonia de Lucas Santos; María Jesús Delgado Rodríguez

The influence of well-being on job performance: A happiness management perspective
María José García García; Idolina Bernal González; Adán Jacinto Flores Flores

Artificial Intelligence, Academic Well-Being, and the Prevention of Psychosocial Risks in Dental Education: A Bibliometric Analysis
Eva Rosel Gallardo; Carmen Anaya Aguilar; Rosa Anaya Aguilar; Manuel Bravo Pérez; Alfredo Hernández-Díaz Fernández de Heredia

Artificial intelligence, technostress, and professional happiness in dentistry: a systematic review
Alfredo Hernández-Díaz Fernández de Heredia; Carmen Anaya Aguilar; Rosa Anaya Aguilar ; Manuel Bravo Pérez; Paula Anaya-Barea; Eva Rosel Gallardo

Beyond the Boardroom: Hierarchical Diversity, Internal Inequality, and Firm Performance in Chilean Territorial Economic Systems
Francisco Javier Labarca Trucios; María Jesús Delgado Rodríguez; Sonia De Lucas Santos

Positive Merchandising: Consumer Well-being and Sufficiency-Oriented Value Creation in Fashion Retailing
Jonatán Camacho-Escobar; María Salinas-Vázquez; Alejandra Riva-Sainz

Strategic communication on Instagram among women-led startups in Spain
Ainhoa del Pino Rodríguez Vera; María Carmen Jambrino Maldonado; Carlos de las Heras Pedrosa

Social marketing, happiness, politics and equality on Twitter: The case of the Football World Cup of Qatar
Belén Macías Varela; Araceli Galiano Coronil; Manuela Ortega Gil

10:30 - 11:00 h

COFFEE BREAK

RECEÇÃO

11:00 - 12:30 h

SESIONES PARALELAS / PARALLEL SESSIONS

AUDITORIO - SPANISH SESSION

Moderadores / Chairs: Azucena Penelas Leguía & Pilar Yustres Duro

A Continuity Model for Family Businesses in Latin America: The Importance of Happiness Management

Esthela Galván Vela; Deisy Milena Sorzano Rodríguez; Mario Alberto Salazar Altamirano

Más allá del temor a la Inteligencia Artificial: indiferencia, bienestar y vinculación laboral

Juan Antonio Herrera-Fernández; Pere Mercadé-Melé; María José Sousa; José M. Núñez-Sánchez

Entrepreneurial Well-Being as a System-Level Outcome: A Systematic Review of Ecosystem Drivers

Francisco Díaz Pincheira; Tomás Gonzalez

La felicidad laboral como expresión del trabajo digno: un análisis jurídico comparado entre España, Colombia, China y Marruecos

Pilar Yustres Duro; Younes Karrouk El Maroufi; Mario Arias Oliva; Pedro Cuesta-Valiño

Accessibility as a determinant of Well-being and Happiness in tourism: evidence from the Sherry Wine and Brandy Route

Lola Hernández-Sales; José Antonio López-Sánchez

SALA 1 - ONLINE - ENGLISH SESSION

Moderadores / Chairs: Estela Núñez Barriopedro & Silvia Fernández-Martínez

Does Corporate Sustainable Development Report Disclosure Enhance Residents' Happiness?

Yang Yanhua; Pedro Cuesta-Valiño; Estela Núñez-Barriopedro

How corruption shapes entrepreneurs' happiness and subjective wellbeing

María Sarabia; Fernando Crecente; Francisco del Olmo

The Happiness Bias Behind the AI: Benchmarking Consistency in Workplace Wellbeing Decisions

Itziar Martínez Valdueza; Sorin Gavrilă Gavrilă; Silvia Fernández-Martínez; Antonio de Lucas

Educating for Happiness: Active Learning Methodologies as Catalysts for Well-Being, Emotional Competence, and Healthy Organizations

Encarna López Cerrillo; Trino Grau Fernández

First Love, Then Technique: Gaudí's Humanistic Legacy for Happiness Management and Organizational Well-being

Adela Balderas-Cejudo

From Consumer Emotions to Consumer Well-Being: An Integrative Framework for Decision-Making in Consumer 5.0

Ana Belén Perdígones; Mónica Gómez Suárez

SALA 2 - ONLINE - SPANISH SESSION

Moderadores / Chairs: Oliver Torres Reynoso & Israel Gonzalez Santos

Fashion as Resistance: Decolonial Co-Creation, Collective Intellectual Property, and Brand Authenticity in the Carla Fernández Model

María Salinas- Vázquez ; Jonatán Camacho-Escobar ; Alejandra Riva-Sainz

Closer Than Celebrities: How Local Everyday Influencers Shape Consumer Well-being

Orlando Josué Martínez-Arvizu; Mario Alberto Salazar-Altamirano ; David Gómez Sánchez

El impacto de la felicidad organizacional en el posicionamiento de marca de las organizaciones

José Cristóbal Hernández Tamayo

Intrapreneurial Competencies as Drivers of Social Entrepreneurship: A Theoretical Model for Higher Education

Deisy Milena Sorzano Rodríguez; Esthela Galván Vela; Cristina Sierra Casanova

From Artificial Intelligence Adoption Readiness to Employee Flourishing: A Self-Determination Perspective

Antonio Robles; Víctor Ramos; Antonio De Lucas López

Digital disconnection and quality of working life in teleworking: a systematic review

Tania Guillermo

12:30 - 13:15 h

MESA REDONDA PROFESIONAL / PROFESSIONAL ROUND TABLE

AUDITORIO

Moderador / Chair: D. Pablo Gutiérrez Rodríguez.

13:15 - 14:00 h

SESIÓN DE EDITORES / EDITORS' MEETING

AUDITORIO

D^a Pilar Fernández Ferrín. Editor of "Management Letters" / "Cuadernos de Gestión".

D^a. Judith Josefina Hernández García de Velazco. Editor-in-Chief of "Jurídicas CUC".

D^a Pilar Yustres Duro. Technical Secretariat of "UCJC Business and Society Review".

D. Pedro Cuesta Valiño. Editor of "International Journal of Internet Marketing and Advertising".

D. Rafael Ravina Ripoll. Guest Editor of "Journal of Entrepreneurship, Management and Innovation and Revista de Estudios Empresariales-Segunda Época".

14:00 - 14:30 h

ACTO DE CLAUSURA Y ENTREGA DE PREMIOS / CLOSING CEREMONY AND AWARDS CEREMONY

AUDITORIO

D. Pablo Gutiérrez Rodríguez. Secretario del Comité Organizador.

D. Rafael Ravina Ripoll. Director de la Red Internacional Universitaria de la Felicidad.

D. Juan Víctor Meseguer Sánchez . Presidente de Honor del Comité Organizador del 11th International Academic and Professional Congress on Happiness.

D. Pedro Cuesta Valiño. Presidente del Comité Organizador del 10th y 11th International Academic and Professional Congress on Happiness.

14:30 - 16:00 h

COMIDA DE TRABAJO / WORKING LUNCH

RECEÇÃO

16:00 - 16:30 h

TIEMPO LIBRE / FREE TIME

16:30 - 18:30 h

VISITA GUIADA POR ESPOSENDE / GUIDED TOUR OF ESPOSENDE