

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

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

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

From wine tourism experiences to consumer happiness: a big data analysis of online reviews of Spanish wineries
Sofía Blanco-Moreno; Ana M. González-Fernández

SALA 1 - ONLINE - ENGLISH SESSION

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

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

José Vázquez-González; Cecilia Tapia-Villanueva

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 Candeias

SALA 2 - ONLINE - SPANISH SESSION

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

16:30 - 18:00 h

SESIONES PARALELAS / PARALLEL SESSIONS

AUDITORIO - SPANISH SESSION

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 Víctor Meseguer Sánchez

SALA 1 - ONLINE - ENGLISH SESSION

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 a gender perspective

Vanessa Zorrilla-Muñoz; Sonia de Lucas; Gema Martínez-Navarrete

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

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

Fernando Bandeira; Liliana Conde; Paula Rocha; Adelinda 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

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

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

Ana Belén Perdigones; Mónica Gómez Suárez

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

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

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

The Intimacy Coordinator as a driving force for change in sustainable people management in the audiovisual sector

Andrea Hernández Monleón; Daiana Narducci; Alicia Ledo Gabarda; Silvana Sánchez Nimo

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

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

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

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

Organizational Happiness in Female Entrepreneurship: An H-Classics Bibliometric Review and Future Research Agenda

Vanesa 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

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

Berta Marques

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

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

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

Aínoa 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

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

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

SALA 2 - ONLINE - SPANISH SESSION

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

13:15 - 14:00 h

SESIÓN DE EDITORES / EDITORS' MEETING

AUDITORIO

14:00 - 14:30 h

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

AUDITORIO

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