

AL XXVII-lea CONGRES INTERNAȚIONAL



EUROPEAN ACADEMY
of Management
and Business Economics



ACADEMIA ROMÂNĂ
Institutul Național de Cercetări Economice
„Costin C. Kirilăescu”



Academia
de Studii Economice
București

Cu sprijinul:



Antreprenoriatul local și globalizarea

Parteneri oficiali:



București, 4-5 septembrie 2018

Al XXVII Congres Internațional

**Academia Europeană
de Management și Administrarea
Afacerilor (AEDEM)**

București, 4-5 septembrie 2018

***Antreprenoriatul local
și globalizarea***

Tuesday 4th, September

09:00 – 09:30

Conference Registration

Aula Magna

Bucharest University of Economic Studies (ASE)

București, Piața Romană nr. 6

09:30 – 10:00

OPENING CEREMONY

Mr. Nicolae Istudor

Rector of the Bucharest University of Economic Studies

Ms. Encarnación González-Vázquez

President of European Academy of Management and
Business Economics (AEDEM)

Mr. Acad. Victor Voicu

Vice-President of Romanian Academy

Mr. Doru Lionăchescu

Elected Board Member of Banca Transilvania

Mr. Valeriu Ioan-Franc

Deputy general director, “Costin C. Kirițescu”
National Institute for Economic Research,
Romanian Academy

Tuesday 4th, September

10:00 – 11:40

PLENARY SESSION

10:00 – 10:20

“Rumanía en el corazón del poder económico”.

Mr. Jaime Gil Aluja

*President of the Real Academia de Ciencias Económicas
y Financieras of Spain (RACEF)*

10:20 – 10:40

Mr. Valentin Lazea

National Bank of Romania Chief Economist

10:40 – 11:00 *Coffee Break*

11:00 – 11:20

Mr. Nicolae Istudor

Rector of the Bucharest University of Economic Studies

11:20 – 11:40

“Big Data y competitividad empresarial”

Mr. José María Gómez Gras

Director of Innovation and transfer.

*Professor of Universidad Miguel Hernández in Elche and
representative of the European Academy of Management and
Business Economics*

Tuesday 4th, September

PARALLEL SESSION I

11:45 – 13:15

MANAGEMENT (I)

Room 004, “Virgil Madgearu”, ground floor

Co-Chairs:

Emilio Díez de Castro, Ph.D.

Universidad de Sevilla, Spain

Luminița Chivu, Ph.D.

*“Costin C. Kirițescu” National Institute for Economic Research,
Romania*

- **TYPOLOGY AND DENSITY OF SOCIAL SERVICES IN ROMANIA. TERRITORIAL ANALYSES**

Luminița Chivu, *“Costin C. Kirițescu” National Institute for Economic Research (Romania)*

- **VALORES DEL GRUPO FAMILIAR DOMINANTE EN LA EMPRESA FAMILIAR: UN FACTOR DISTINTIVO**

Elena Santos, *Universidad Internacional de la Rioja (Spain)*
Juan Carlos Ayala Calvo, *Universidad de la Rioja (Spain)*

- **THE ECONOMIC CONTEXT, THE ORGANIZATIONAL CONTEXT, THE FAMILY CONTEXT, AND THE SUCCESSION PLAN: IT'S INFLUENCE ON THE SUCCESSFUL SUCCESSION OF FAMILY FIRMS**

Juan Carlos Ayala Calvo, *Universidad de la Rioja (Spain)*

Guadalupe Manzano García, *Universidad de la Rioja (Spain)*

- **WHAT DROVE THE OUTPUT GROWTH OF THE ROMANIAN MANUFACTURING INDUSTRY BETWEEN 1990 AND 2017?**

Andrei Silviu Dospinescu, *Centre for Industry and Services Economics (Romania)*

- **EVALUANDO EL EFECTO DE LA COMUNICACIÓN SOBRE LA LEGITIMIDAD Y LOS RESULTADOS HOSPITALARIOS**

Francisco Díez Martín, *Universidad Rey Juan Carlos (Spain)*

Alicia Blanco González, *Universidad Rey Juan Carlos (Spain)*

Ana Cruz Suárez, *Universidad Rey Juan Carlos (Spain)*

Tuesday 4th, September

11:45 – 13:15

MARKETING (I)

Room 0104 “Constantin Bărbulescu”, first floor

Chair:

Pilar Zorrilla Calvo, Ph.D.

Universidad País Vasco UPV/EHU, Spain

- **LA DESCRIPCIÓN DE NEUROTRANSMISORES EN BASE A FACTORES EMOCIONALES COMO PUNTO DE PARTIDA PARA NUEVAS ESTRATÉGIAS COMERCIALES**

Jaime Gil-Lafuente, *Universidad de Barcelona (Spain)*

Roger Mir Martín, *Universidad de Gerona (Spain)*

María Luisa Solé Moro, *Universidad de Barcelona (Spain)*

- **URBAN DEVELOPMENT – OPPORTUNITIES FOR LOCAL ENTREPRENEURSHIP**

Ana-Lucia Ristea, *“Valahia” University of Târgoviște (Romania)*

- THE MOBILE PLATFORMS AS A STRATEGIC RESPONSE OF MARKETING TO THE NEW CHALLENGES IN BANKING SERVICES**
Manuel Rey-Moreno, *Universidad de Sevilla (Spain)*
Cayetano Medina-Molina, *Universidad Isabel I (Spain)*
Víctor Cazurro-Barahona, *Universidad Isabel I (Spain)*
Sergio Parrondo, *Universidad Isabel I (Spain)*
- ÉXITO E IMPORTANCIA DE LAS MARCAS DISTRIBUIDOR EN EL SECTOR ALIMENTICIO ESPAÑOL**
Rocío González Bardallo, *Universidad Rey Juan Carlos (Spain)*
Laura Pascual Nebreda, *Universidad Rey Juan Carlos (Spain)*
Eladio Pascual Pedreño, *Universidad de Extremadura (Spain)*
- IMPACT OF MARKETING INNOVATION ON ENVIRONMENTAL ORIENTATION OF COMPANIES**
Natalia Medrano Sáez, *Universidad de la Rioja (Spain)*
María Cornejo Cañamares, *CIEMAT (Spain)*
Cristina Olarte Pascual, *Universidad de la Rioja (Spain)*

Tuesday 4th, September

11:45 – 13:15

FINANCE (I)

Room 0129, first floor

Co-Chairs:

Luis Tomás Díez de Castro, Ph.D.

Fundación Camilo Prado, Spain

Liliana Feleagă, Ph.D.

Bucharest University of Economic Studies, Romania

- **EXPLORING STAKEHOLDERS SALIENCE
IN ENERGY SECTOR**

Liliana Feleagă, *Bucharest University of Economic Studies
(Romania)*

Bogdan Ștefan Ionescu, *Bucharest University of Economic
Studies (Romania)*

Mihaela Dumitrașcu, *Bucharest University of Economic
Studies (Romania)*

- **IS THE LIFE EXPECTANCY GENDER GAP
DECLINING IN SPAIN?**

Amaia Jone Betzuen Álvarez, *Universidad del País Vaso
UPV/EHU (Spain)*

Amancio Betzuen Zalbidegoitia, *Universidad del País Vaso
UPV/EHU (Spain)*

- **CURRENT PROBLEMS OF THE FINANCIAL INTERMEDIATION IN ROMANIA WITHIN THE NATIONAL AND INTERNATIONAL CONTEXT**
Silviu-Marius Șeitan, "Victor Slăvescu" Centre for Financial and Monetary Research (Romania)
- **LA BANCA COMERCIAL COMO FACTOR DE DESARROLLO DE LA PYME EN MÉXICO A TRAVÉS DEL FACTORAJE A CADENAS PRODUCTIVAS**
Guillermo Pérez Elizundia, Universidad Nacional Autónoma de México (Mexico)
- **SISTEMAS DE TRADING ALGORÍTMICO SOBRE BITCOIN UTILIZANDO GOOGLE TRENDS E INTELIGENCIA ARTIFICIAL**
Raúl Gómez Martínez, Universidad Rey Juan Carlos (Spain)
Camilo Prado Román, Universidad Rey Juan Carlos (Spain)
Juan Gabriel Martínez Navalón, Universidad Rey Juan Carlos (Spain)

13:30 – 15:00

Work Lunch

Tuesday 4th, September

PARALLEL SESSION II

15:30 – 17:30

MANAGEMENT (II)

Room 004 “Virgil Madgearu”, ground floor

Co-Chairs:

Enrique Saravia Vergara, Ph.D.

Universidad del Pacífico, Peru

Gheorghe Zaman, Ph. D.

Member of Romanian Academy,

Institute of National Economy, Romania

- **GLOBALIZATION IMPACT ON LOCAL ENTREPRENEURSHIP: THEORETICAL AND PRACTICAL CHALLENGES**

Gheorghe Zaman, *Member of Romanian Academy, Institute of National Economy (Romania)*

- **OPEN INNOVATION CLIMATE IN SMEs AND ITS EFFECT ON INNOVATION**

M^a Isabel Barba Aragón, *Universidad de Murcia (Spain)*

- REVOLUCIÓN Y GLOBALIZACIÓN TECNOLÓGICAS, GESTIÓN Y PERSONAS**
Arturo Rodríguez-Castellanos, *Universidad del País Vaso UPV/EHU (Spain)*
José María de Goñi Oslé, *Universidad del País Vaso UPV/EHU (Spain)*
José Alfredo Delgado Guzmán, *Universidad Nacional Autónoma de México (Mexico)*
- INNOVATION – SOLUTION FOR GROWING COMPETITIVENESS OF INDUSTRIAL ENTERPRISES IN ROMANIA**
Mariana Vania, *Centre for Industry and Services Economics (Romania)*
Rodica Miroiu, *Centre for Industry and Services Economics (Romania)*
- SOCIOEMOTIONAL WEALTH AND CORPORATE GOVERNANCE: ARE DETERMINANT ELEMENTS OF THE INTERNATIONALIZATION OF FAMILY FIRMS?**
Mikel Alayo, *Universidad del País Vaso UPV/EHU (Spain)*
Andrea Calabrò, *IPAG Business School (France)*
Txomin Iturralde Jainaga, *Universidad del País Vaso UPV/EHU (Spain)*
Amaia Maseda, *Universidad del País Vaso UPV/EHU (Spain)*

Tuesday 4th, September

15:30 – 17:30

FINANCE (II)

Room 0129, first floor

Chair:

Rosa Ayela Pastor, Ph.D.

Universidad de Alicante, Spain

- **ARTIFICIAL INTELLIGENCE MODELS FOR PREDICTING FOOTBALL INVESTMENT**
Raúl Gómez Martínez, *Universidad Rey Juan Carlos (Spain)*
Flávia da Cunha Bastos, *Universidade de São Paulo (Brazil)*
Cacilda Amaral, *Universidade de São Paulo (Brazil)*
- **DEL TRUEQUE A LAS CRIPTOMONEDAS**
Laura Valdunciel Bustos, *Universidad de León (Spain)*
- **EVOLUTION OF ROMANIAN ENTREPRENEURSHIP WITHIN THE EUROPEAN CONTEXT**
Nicoleta Mihăilă, *“Victor Slăvescu” Centre for Financial and Monetary Research (Romania)*

- **ANÁLISIS COSTO BENEFICIO DEL SEGURO DE RIESGO DE TRABAJO EN EMPRESAS DE LA INDUSTRIA DE LA CONSTRUCCIÓN EN EL ESTADO DE MICHOACÁN, MÉXICO**

Flor de María Tavera Ramírez, *Universidad Michoacana San Nicolás de Hidalgo (Mexico)*

Virginia Hernández Silva, *Universidad Michoacana San Nicolás de Hidalgo (Mexico)*

María Isabel Escobedo López, *UNED (Spain)*

- **BLOCKCHAIN: ¿EL SIGUIENTE PASO EN LA EVOLUCIÓN CONTABLE?**

María Rodríguez Carazo, *Universidad de Extremadura (Spain)*

Eladio Pascual Pedreño, *Universidad de Extremadura (Spain)*

Laura Pascual Nebreda, *Universidad Rey Juan Carlos (Spain)*

Tuesday 4th, September

15:30 – 17:30

**EDUCATION,
INNOVATION, IT (I)**

Room 0124, first floor

Co-Chairs:

Gloria Aparicio de Castro, Ph.D.

Universidad País Vasco UPV/EHU, Spain

Florin Gheorghe Filip, Ph.D.

Romanian Academy, Romania

- **FROM P. DRUCKER'S MORON TO COMPUTER-BASED COGNITIVE SYSTEMS**
Florin Gheorghe Filip, Romanian Academy (Romania)

- **SELF-PERCEIVED EMPLOYABILITY OF ADE GRADUATES: THE INFLUENCE OF PSYCHOLOGICAL CAPITAL AND "EMPLOYABILITY SKILLS"**
Guadalupe Manzano García, Universidad de la Rioja (Spain)
Juan Carlos Ayala Calvo, Universidad de la Rioja (Spain)
Arkaitz Bañuelos Campo, Universidad de la Rioja (Spain)

- **THE EFFECTS OF GLOBALIZATION ON THE VALORIZATION OF HERITAGE COLLECTIONS FROM CULTURAL INSTITUTIONS**

Cristian Ciurea, *Bucharest University of Economic Studies (Romania)*

Florin Gheorghe Filip, *Romanian Academy (Romania)*

- **THE STUDENT ENGAGEMENT: A HOLISTIC BIBLIOMETRIC OVERVIEW OF THE RESEARCH FIELD**

Gloria Aparicio de Castro, *Universidad del País Vaso UPV/EHU (Spain)*

Txomin Iturralde Jainaga, *Universidad del País Vaso UPV/EHU (Spain)*

Pilar Zorrilla Calvo, *Universidad del País Vaso UPV/EHU (Spain)*

- **EL EFECTO DE LA IDENTIDAD SOCIAL EMPRENDEDORA SOBRE EL CRECIMIENTO DE LA EMPRESA**

José María Gómez Gras, *Universidad Miguel Hernández (Spain)*

Marina Estrada De La Cruz, *Universidad Miguel Hernández (Spain)*

Antonio Jose Verdu Jover, *Universidad Miguel Hernández (Spain)*

Ignacio Mira Solves, *Universidad Miguel Hernández (Spain)*

Wednesday 5th, September

PARALLEL SESSION III

10:00 – 11:30

MANAGEMENT (III)

Room 004 “Virgil Madgearu”, ground floor

Co-Chairs:

José Alfredo Delgado Guzmán, Ph.D.

Universidad Nacional Autónoma de México, Mexico

Tudor Ciumara, Ph.D.

*“Victor Slăvescu” Centre for Financial and Monetary Research,
Romania*

- **SATISFACCIÓN DE LOS USUARIOS
DE LOS SISTEMAS DE RESERVACIONES
EN LA INDUSTRIA HOTELERA DE MORELIA,
MICHOACÁN, MÉXICO**

Adán Filiberto Marcos Gutiérrez, *Universidad Michoacana
San Nicolás de Hidalgo (Mexico)*

Dora Aguilasoch Montoya, *Universidad Michoacana San
Nicolás de Hidalgo (Mexico)*

Oscar Valdemar De la Torre Torres, *Universidad
Michoacana San Nicolás de Hidalgo (Mexico)*

- **HOW LOCAL ENTREPRENEURSHIP HELPED OMV PETROM ENHANCE ITS COMPETITIVENESS**

Marius Bulearcă, *Centre for Industry and Services Economics (Romania)*

- **COMPETENCIAS PARA LA INNOVACIÓN: UNA REVISIÓN CONCEPTUAL Y EMPÍRICA**

Juan Luis Ponce de León Ollivier, *Universidad Michoacana de San Nicolás de Hidalgo (Mexico)*

Evaristo Galeana Figueroa, *Universidad Michoacana de San Nicolás de Hidalgo (Mexico)*

Dora Aguilasocho Montoya, *Universidad Michoacana de San Nicolás de Hidalgo (Mexico)*

- **NATIONAL AND INTERNATIONAL CHALLENGES FOR ROMANIAN ENTREPRENEURSHIP**

Tudor Ciumara, *“Victor Slăvescu” Centre for Financial and Monetary Research (Romania)*

- **IMPACTO EN LOS ARRENDAMIENTOS: EL CASO DE LAS EMPRESAS AFECTADAS DIRECTAMENTE A NIVEL MUNDIAL**

Zoila Vásconez Chérrez, *Universidad Rey Juan Carlos (Spain)*

María Alvarado Riquelme, *Universidad Rey Juan Carlos (Spain)*

Wednesday 5th, September

10:00 – 11:30

MARKETING (II)

Room 0104 “Constantin Bărbulescu”, first floor

Chair:

Manuel Rey Moreno, Ph.D.

Universidad de Sevilla, Spain

- **LA AGRUPACIÓN DE COLORES ADECUADOS A VALORES EMPRESARIALES MEDIANTE LAS NUEVAS TÉCNICAS DERIVADAS DE LAS LÓGICAS MULTIVALENTES**
Andreia Müller, Universidad de Barcelona (Spain)
Jaime Gil-Lafuente, Universidad de Barcelona (Spain)
Víctor Díez Carnicero, Universidad de León (Spain)
- **LOCAL COMMUNITIES. EXPRESSION AREA OF THE CREATIVE INDUSTRIES – ARCHITECTURE AND URBAN DESIGN**
Maria Moldoveanu, “Costin C. Kirițescu” National Institute for Economic Research (Romania)

- MODELO COGNITIVO-AFECTIVO-NORMATIVO (CAN) PARA EXPLICAR LA BÚSQUEDA DE INFORMACIÓN PARA COMPRAR EN UN DESTINO TURÍSTICO**
 Alba García Milon, *Universidad de la Rioja (Spain)*
 Cristina Olarte Pascual, *Universidad de la Rioja (Spain)*
 Jorge Pelegrín Borondo, *Universidad de la Rioja (Spain)*
- SEGMENTATION OF AGAVE-TEQUILA TOURISTS IN MEXICO: AN EMPIRICAL STUDY**
 Alfredo Coelho, *Bordeaux Sciences Agro Entreprises et Territoires (France)*
 Víctor Manuel Castillo-Girón, *Universidad de Guadalajara (Mexico)*
- STRATEGIC ADAPTATIONS FOR A PACKAGING REDESIGN THROUGH THE NEW TECHNIQUES DERIVED FROM MULTIVALENT LOGIC**
 Marta Espinosa Carmona, *Universidad de Barcelona (Spain)*
 Jaime Gil-Lafuente, *Universidad de Barcelona (Spain)*
- UNA APROXIMACIÓN AL PERFIL DE LOS CONSUMIDORES DE UNA CIUDAD PERIFÉRICA DE COLOMBIA. UN ABORDAJE DESDE EL PARADIGMA CUALITATIVO**
 Juan Manuel Andrade Navia, *Corporación Universitaria Minuto de Dios (Colombia)*
 Elías Ramírez Plazas, *Universidad Surcolombiana (Colombia)*
 Humberto Rueda Ramírez, *Universidad Surcolombiana (Colombia)*

Wednesday 5th, September

10:00 – 11:30

EDUCATION, INNOVATION, IT (II)

Room 0124, first floor

Co-Chairs:

Francisco Díez Martín, Ph.D.

Universidad Rey Juan Carlos, Spain

Dan Popescu, Ph.D.

"Lucian Blaga" University of Sibiu, Romania

- **ECONOMICS: LEARNING IT IN ANOTHER WAY**
Dan Popescu, "Lucian Blaga" University of Sibiu (Romania)
- **ANÁLISIS DEL EFECTO DEL USO DE HERRAMIENTAS MULTIMEDIA**
Natalia Medrano Sáez, Universidad de la Rioja (Spain)
Ana Mosquera de la Fuente, Universidad de la Rioja (Spain)
Álvaro Melón Izco, Universidad de la Rioja (Spain)
- **EFFECTOS DE LA AUTOEVALUACIÓN Y DE LA EVALUACIÓN 360º EN EL PROCESO DE ENSEÑANZA-APRENDIZAJE**
María Isabel Barba Aragón, Universidad de Murcia (Spain)

- **THE EPISTEMOLOGICAL FUNCTION
OF INTERDISCIPLINARY METAPHOR
IN THE DISCOURSE OF SOCIAL SCIENCES**

Doina Butiurcă, *Faculty of Technical and Human Sciences
in Târgu-Mureş and Sapienţia University of Cluj-Napoca
(Romania)*

11:30 – 11:45

Coffee break

Wednesday 5th, September

PARALLEL SESSION IV

11:45 – 13:15

MANAGEMENT (IV)

Room 004 “Virgil Madgearu”, ground floor

Co-Chairs:

Evaristo Galeana Figueroa, Ph.D.

Universidad Michoacana de San Nicolás de Hidalgo, Mexico

Otilia Manta, Ph.D.

“Victor Slăvescu” Centre for Financial and Monetary Research, Romania

- **GREEN CLUSTERS, ECO-EFFICIENCY AND CORPORATE SOCIAL RESPONSIBILITY: RISKS AND ADVANTAGES**
Raluca-Ioana Iorgulescu, *Institute for Economic Forecasting (Romania)*
Carmen Beatrice Păuna, *Institute for Economic Forecasting (Romania)*
Tiberiu Diaconescu, *Institute for Economic Forecasting (Romania)*
- **RASGOS DE LA CULTURA ORGANIZACIONAL QUE EXPLICAN EL NIVEL DE MADUREZ Y EL ESTADO DE LOS PROCESOS EN LAS ORGANIZACIONES**
Enrique Saravia Vergara, *Universidad del Pacífico (Peru)*

- **EFFECTS OF SIZE AND MANAGEMENT STYLE OVER COMPETITIVENESS AND RESULTS OF COMPANIES**

Isabel Álvarez Vázquez, *DPI Consulting (Spain)*

Federico Miretti Oderiz, *DPI Consulting (Spain)*

Antonio Vaamonde Liste, *Universidad de Vigo (Spain)*

- **ENTREPRENEURSHIP, A DETERMINANT FACTOR IN THE SUSTAINABLE DEVELOPMENT OF SMALL BUSINESSES**

Otilia Manta, *“Victor Slăvescu” Centre for Financial and Monetary Research (Romania)*

- **THE PROCESS OF INTERNATIONALIZATION OF SMALL AND MEDIUM-SIZED FIRMS**

Silvia Elena Isachi, *“Victor Slăvescu” Centre for Financial and Monetary Research (Romania)*

Wednesday 5th, September

11:45 – 13:15

FINANCE (III)

Room 0129, first floor

Co-Chairs:

Arturo Rodríguez Castellanos, Ph.D.

Universidad del País Vasco UPV/EHU, Spain

Felicia Alexandru, Ph.D.

Bucharest University of Economic Studies, Romania

- **PRIVATE EQUITY FOCUSED ON FAMILY FIRMS & SMES: REVIEW AND SCIENCE MAPPING ANALYSIS OF THE RECENT SCIENTIFIC FIELD**

Laura Arteche Bueno, *Universidad Rey Juan Carlos (Spain)*

Antonio Fernández Portillo, *Universidad de Extremadura (Spain)*

- **GLOBALISATION – AN OPPORTUNITY OR A LETHAL RISK FOR THE ROMANIAN ENTREPRENEUR?**

Felicia Alexandru, *Bucharest University of Economic Studies (Romania)*

Beatrice Radadiana Calciu, *Bucharest University of Economic Studies (Romania)*

George-Daniel Stoian, *Bucharest University of Economic Studies (Romania)*

- INVESTIGACIÓN ACTUAL Y TENDENCIAS EMERGENTES EN LA INVESTIGACIÓN SOBRE LAS PREVISIONES ECONÓMICAS**
Francisco Díez Martín, *Universidad Rey Juan Carlos (Spain)*
Camilo Prado Román, *Universidad Rey Juan Carlos (Spain)*
Ana Cruz Suárez, *Universidad Rey Juan Carlos (Spain)*
- OPERATIONAL RISK MITIGATION IN CREDIT ADMISSION: EVIDENCES FROM A SMALL AND MEDIUM COMPANIES FINANCING PROCESS**
Andre Filipe Clara Couto, *Universidade NOVA IMS - Information Management School (Portugal)*
Rui Alexandre Henriques Gonçalves, *Universidade NOVA IMS - Information Management School – ISCAD (Portugal)*
- THE ROLE OF CORPORATE INCOME TAXES AS AN AUTOMATIC STABILIZER IN ROMANIA**
Alina Georgeta Ailincă, *“Victor Slăvescu” Centre for Financial and Monetary Research (Romania)*

Wednesday 5th, September

11:45 – 13:15

MANAGEMENT (V)

Room 0104 “Constantin Bărbulescu”, first floor

Co-Chairs:

Eladio Pascual Pedreño, Ph.D.

Universidad de Extremadura, Spain

Ramona Lile, Ph.D.

“Aurel Vlaicu” University of Arad, Romania

- **EVOLUCIÓN DE LA INDUSTRIAL DEL MEZCAL Y SU PRODUCTIVIDAD EN MICHOACÁN**
Virginia Hernandez Silva, *Universidad Michoacana de San Nicolás de Hidalgo (Mexico)*
Yenisey Castro García, *Universidad Michoacana de San Nicolás de Hidalgo (Mexico)*
- **LOCAL ENTREPRENEURSHIP IN ENVIRONMENT PROTECTION BY APPLICATIONS DERIVED FROM GLOBAL SOLUTIONS**
Ramona Lile, *“Aurel Vlaicu” University of Arad (Romania)*
Silviu Ilie Săplăcan, *“Aurel Vlaicu” University of Arad (Romania)*

- **ORGANIZATIONAL LEGITIMACY, ENFOQUES DE MEDICIÓN**

Emilio Díez de Castro, *Universidad de Sevilla (Spain)*

Francisco Díez Martín, *Universidad Rey Juan Carlos (Spain)*

- **EVOLUCIÓN CIENTÍFICA DE LA RESPONSABILIDAD SOCIAL CORPORATIVA. ANÁLISIS BIBLIOMÉTRICO**

Sandra Escamilla Solano, *Universidad Rey Juan Carlos (Spain)*

Jessica Paule Vianez, *Universidad Rey Juan Carlos (Spain)*

Paola Plaza Casado, *Universidad Rey Juan Carlos (Spain)*

Susana Díaz Iglesias, *Universidad Rey Juan Carlos (Spain)*

- **THE IMPACT OF GLOBALIZATION ON THE SMES SUSTAINABILITY IN ROMANIA**

Stelian Stancu, *Bucharest University of Economic Studies (Romania)*

Constanța-Nicoleta Bodea, *Bucharest University of Economic Studies (Romania)*

Alexandru Isaic-Maniu, *Bucharest University of Economic Studies (Romania)*

Mihai-Sabin Muscalu, *Centre for Industry and Services Economics (Romania)*

- **LOCAL ENERGY COMMUNITIES IN THE ENERGY TRANSITION IN THE CONTEXT OF THE EU CLIMATE AND ENERGY UNION POLICIES**

Filip Cîrlea, *"Costin C. Kirițescu" National Institute for Economic Research (Romania)*

Wednesday 5th, September

13:15 – 13:45

CLOSING CEREMONY

Ms. Encarnación González-Vázquez

President of the European Academy of Management and
Business Economics (AEDEM)

Mr. Valeriu Ioan-Franc

“Costin C. Kirilăescu” National Institute for
Economic Research, Romanian Academy and co-Chair
of the XXVII AEDEM International Conference

Mr. Camilo Prado-Román

General Secretary of the European Academy of
Management and Business Economics (AEDEM)