

AIRSI2024

The Metaverse Conference **goes offline**

June 10-12, 2024

Facultad de Economía y Empresa, Gran vía 2, 50005, Zaragoza

CONFERENCE PROGRAM

Monday June 10

- 09:00 – ... Registration (seminario M3) & Pepper welcoming (*Salón de actos*)
- 09:30 – 10:00 Official Inauguration (*Salón de actos*)
- 10:00 – 11:00 Plenary Session I (*Salón de actos*)
- 11:00 – 11.45 COFFEE BREAK ([Paraninfo](#))
- 11:45 – 13:15 Competitive Papers I. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 13:30 – 15:00 LUNCH ([Paraninfo](#))
- 15:15 – 17:00 Competitive Papers II. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 17:00 – 18:30 Plenary session II (*Salón de actos*)
- 20:00 – ... DINNER ([Hotel Palafox](#))

Tuesday June 11

- 09:15 – 11:00 Competitive Papers III. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 11:00 – 11:30 COFFEE BREAK ([Paraninfo](#))
- 11:30 – 13:15 Competitive Papers IV. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 13:30 – 15:00 LUNCH ([Paraninfo](#))
- 15:15 – 16:45 Plenary session III (*Salón de actos*)
- 16:45 – 18:30 Competitive Papers V. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 20:00 – ... GALA DINNER ([Torreluna](#) – Bus depart from [Paraninfo](#))

Wednesday June 12

- 09:30 – 11:00 Competitive Papers VI. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 11:00 – 11:30 COFFEE BREAK ([Paraninfo](#))
- 11:30 – 13:00 Competitive Papers VII. Parallel Session (*a: Salón de actos, b: aula M2, c: seminario M5*)
- 13:00 – 14:30 Plenary session IV and Closing Ceremony (*Salón de actos*)
- 14:30 – 16:00 LUNCH ([Paraninfo](#))
- 18:30 – ... Guided Visit to [La Aljaferia Palace](#)

EXTENDED ACADEMIC PROGRAM

Facultad de Economía y Empresa, Gran vía 2, 50005, Zaragoza

Monday June 10

Official Inauguration. Lights and shadows of generative AI for individuals, organizations, and society. Monday, June 10. 09:30 – 10:00.

Prof. Rosa Bolea	<i>Vice-Rector for Science Policy (University of Zaragoza, Spain)</i>
Prof. Ana Yetano	<i>Dean of the Faculty of Economics and Business (University of Zaragoza, Spain)</i>
Mr. Javier Camo	<i>Director General of Trade, Fairs and Crafts of the Government of Aragon</i>
Prof. Carlos Flavián	<i>AIRSI2024 Chair</i>

PLENARY SESSION I. Methodological tips. Monday, June 10. 10:00 – 11:00. Chair: Valentina Pitardi

Prof. Giampaolo Viglia	<i>University of Portsmouth (UK)</i>
Prof. Bart Larivière	<i>KU Leuven (Belgium)</i>

Competitive Papers (Ia). Monday, June 10. 11:45 – 13:15. Chair: Michaël Schyns

Enhancing Consumer Experience in Product Showcasing through Mixed Reality Technology	<i>Zhao, Xindi (Cindy); Liu, Huan; Cao, Lanlan</i>
Leveraging Immersive Technologies to Foster Non-Evaluative Associations: A Laboratory Investigation	<i>Di Dalmazi, Michele; Mandolfo, Marco; Guixeres Provinciale, Jaime; Alcañiz Raya, Mariano Luis; Lamberti, Lucio</i>
Enhancing Voluntourism Engagement and Well-Being through Virtual Reality	<i>Berga Rodrigues, Mariana; Loureiro, Sandra; Santos, Patrícia Alexandra</i>
Warning Immersive VR Communication to Reinforce Sustainability Awareness--An Approach for Youth Ecotourism	<i>Chen, Viviane</i>

Competitive Papers (Ib). Monday, June 10. 11:45 – 13:15. Chair: Raffaele Filieri

Technology adoption of AI-based alternatives to humans: the case of smart fitness applications	<i>Cabrera, Lawrence Paul; Diodati, Sara; Rialti, Riccardo</i>
Telemedicine apps and their influence on the tourism industry: Travelling with healthcare safety.	<i>Carrera, Antonio; Recuero, Nuria</i>
Extending the Mind – A Qualitative Investigation of Prophylactic Immersive Mental Health Applications to Support Employee Well-being	<i>Tingelhoff, Fabian; Meier, Nadine; Schöbel, Sofia; Marga, Jens Joachim</i>
How can emotions influence customer experience in retail mobile apps?	<i>Lázár, Erika; Szűcs, Krisztián; Nagy, Ákos</i>

Competitive Papers (Ic). Monday, June 10. 11:45 – 13:15. Chair: Yogesh Dwivedi

Hi, I'm Dr. Chatbot! Exploring the relationship between chatbots and customers in the healthcare context	<i>Aiello, Gaetano; Grazzini, Laura; Frustaci, Raffaele; Sbrolli, Valentina; De Rosis, Sabina</i>
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Unveiling Customer Expectations of Chatbot Interactions: A Systematic Literature Review	<i>Castillo, Daniela; Farrugia Caruana, Lawrence</i>
Can you trust your Generative AI friend?	<i>Skandali, Dimitra</i>
Impact of Generative Artificial Intelligence in the Adoption of Text-based Virtual Assistants	<i>Arce-Urriza, Marta; Cortiñas-Ugalde, Mónica; Chocarro-Eguaras, Raquel; Marcos-Matás, Gustavo</i>

Competitive Papers (IIa). Monday, June 10. 15:15 – 17:00. Chair: Lorena Blasco

Evaluating highly immersive technologies usage from wellbeing to illbeing: evidence from Gen Z	<i>Pantano, Eleonora; Priporas, Costantinos-Vasilios; Nocella, Isabella; Verteramo, Saverino; Padovano, Antonio</i>
The Sphere Happens Here: Immersive Entertainment in Las Vegas	<i>Allan, David</i>
The impact of Immersive Spaces on Customer Experience	<i>Blázquez Cano, Marta; Chrimes, Courtney</i>
Harnessing Digital Customer Platforms for Enhanced Product Innovation: The Mediating Role of Competence Ambidexterity	<i>TSE, Fiona S. Y.; Wang, Danny T.; Chan, Haksin; Cheung, Man Lai</i>
The role of extended realities in consumer well-being	<i>Blasco-Arcas, Lorena; Lima, Vitor; Lee, Hsin</i>

Competitive Papers (IIb). Monday, June 10. 15:15 – 17:00. Chair: Daniela Castillo

Exploring perceived source credibility and tourist acceptance of human-AI co-created marketing content	<i>Yu, Haoyue; Ling, Erin Chao; Tussyadiah, Iis; Hilton, Adrian</i>
The trust of Trusting in Generative AI: Is it a boost for productivity?	<i>Marimon, Frederic; Mas-Machuca, Marta; Akhmedova, Anna; Colombari, Ruggero</i>
The Impact of Generative Artificial Intelligence on Goal Pursuit	<i>Merenda Richarde, Ana Paula; Costa Pinto, Diego; Muller Prado, Paulo Henrique</i>
Embracing change, overcoming resistance - Generative Artificial Intelligence adoption in SMEs from a Complex System perspective	<i>Peñarroya, Montserrat; Vaziri, Maryam; Miralles, Francesc</i>
Enabling Strategic Foresight with Generative Artificial Intelligence in Hospitality Businesses	<i>Choirisa, Septi Fahmi; Tussyadiah, Iis; Ling, Erin Chao</i>

Competitive Papers (IIc). Monday, June 10. 15:15 – 17:00. Chair: Daniele Dalli

The human-digital human customer experience: Suspension of disbelief, emotions and relationships.	<i>Hudson, Sarah; Koetz, Clara; Ozkok, Ozlem</i>
Assessing how Emotional and Social Communication shapes Chatbot Perceived Competencies	<i>Saavedra, Álvaro; Cortiñas Ugalde, Mónica; Rubio Benito, Natalia; Maria Correia Loureiro, Sandra</i>
Evaluating GPT-4 and Conventional NLP Techniques for Consumer Insights Discovery: A Comparative Analysis	<i>Castro-González, Sandra; Bande, Belén; No-Pérez, Adrián</i>
Digital Companions of Tomorrow: Exploring the Effects of Generative AI Avatars on Consumer Well-being	<i>Saavedra, Álvaro; Ezker Galech, Aitor; Chocarro Eguaras, Raquel; Cortiñas Ugalde, Mónica</i>
Avatar Robots: Uprising Innovation in Service Fields	<i>Watanabe, Kentaro; Ho, Bach Quang; Chikai, Manabu</i>

PLENARY SESSION II. Publishing opportunities on GenAI and immersive technologies. Monday, June 10. 17:00 – 18:30. Chair: Carlos Flavián

Prof. Yogesh Dwivedi	<i>Swansea University (UK)</i>
Prof. Giampaolo Viglia	<i>University of Portsmouth (UK)</i>
Prof. Raffaele Filieri	<i>Audencia Business School (France)</i>

Tuesday June 11**Competitive Papers (IIIa). Tuesday, June 11. 09:15 – 11:00. Chair: Giampaolo Viglia**

Stickiness Intention Model for VR Stores	<i>Anaya-Sánchez, Rafael; Rejón-Guardia, Francisco; Japutra, Arnold; Molinillo, Sebastian</i>
Development and evaluation of Virtual Reality environments for public speaking training	<i>Saufnay, Sarah; Etienne, Elodie; Schyns, Michaël</i>
Can younger consumers be more nostalgic than millennials? The Impact of Virtual Reality on personal and historical Nostalgia	<i>Pera, Rebecca</i>
How to optimize users' sense of presence ('being there') in immersive experiences, in real-world settings?	<i>Verhulst, Isabelle; Ganz, Adam; Hemming, Richard; Bennett, James; Donnelly, Rachel; Watling, Dawn; Whittaker, Laryssa; Levstek, Marusa; Dalton, Polly; Lisi, Matteo; Woods, Andy</i>
Managing ethical and pragmatic tensions with virtual reality: Introducing the virtue value spectrum	<i>Liyanaarachchi, Gajendra; Kurtaliqi, Fidan; Viglia, Giampaolo</i>

Competitive Papers (IIIb). Tuesday, June 11. 09:15 – 11:00. Chair: Mariola Palazón

Virtual or Human Influencers: Who Matters More for Consumer Engagement?	<i>Benevento, Elisabetta; Roma, Paolo; Filieri, Raffaele; Aloini, Davide</i>
Assessing the role of virtual influencers on consumer well-being and follower behavioural engagement	<i>Ballester Chirica, Estefania; Rubio Benito, Natalia; Ruiz, Carla</i>
Determinants of fast fashion purchase intention through affiliate marketing among vietnamese people, mediating role of consumer trust	<i>Vu, Linh Hoang; Hoang Thi Quynh, Thom; Nguyen Duc, Duong</i>
Play to Pay: Exploring the Dynamics of a Buy Now Pay Later and Save and Buy Later Applications for Generation Z	<i>Armani Dehghani, Milad</i>
Customers' perception of the use of Artificial Intelligence in advertising creativity	<i>Palazón, Mariola; Sicilia, María; Acosta, M. Jesús</i>

Competitive Papers (IIIc). Tuesday, June 11. 09:15 – 11:00. Chair: Stanislav Ivanov

Exploring the Impact of Service Failures by Robots on Employee Attitudes, Behaviors, and Customer Satisfaction: The Moderating Role of Employee Autonomy	<i>Gong, Taeshik</i>
Customer service in hospitality: Robots vs Humans? A Systematic Literature Review	<i>Sarhan, Ahmed; González Jiménez, Héctor</i>
The Yin and Yang of AI: Harmonizing classification and generative algorithms to achieve precision marketing	<i>Forgas Coll, Santiago; Sáez Ortuño, Laura; Huertas García, Rubén; Puertas-Prats, Eloi</i>
Robot-Waiters? Exploring Service Robot Engagement (SRE) in the Hospitality Sector	<i>Karam, Esraa</i>
Robots should be slaves: Perceptions of Bulgarians towards potential robot rights and obligations	<i>Ivanov, Stanislav; Gunkel, David</i>

Competitive Papers (IVa). Tuesday, June 11. 11:30 – 13:15. Chair: Sebastián Molinillo

Metaverse Academy: A realistic project for improving wellbeing of people	<i>Callarisa- Fiol, Luis; Sánchez García, Javier; Moliner-Tena, Miguel Ángel; Fandos-Roig, Juan Carlos; Rodríguez-Artola, Rosa</i>
Being Served in the Metaverse: An Empirical Analysis of Customer Evaluations, Platform Updates, and Product Market and Financial Market Performances	<i>Li, Changxu; Larivière, Bart; Edeling, Alexander</i>

Metaverse hits different this time! Investigating the Long-term Impact of Metaverse Meetings on Meeting Experiences and Creativity	<i>Lennig, Leah; Weiger, Welf; Hammerschmidt, Maik</i>
Preview or Pre-Experience? The Impact of Senses Experienced in Metaverse on Tourism Intention	<i>Coelho, Tiago; Casais, Beatriz</i>
How Metaverse shapes individual happiness in real life: The role of individual mindsets	<i>Honora, Andreawan; Japutra, Arnold; Long, Tianyi; Molinillo, Sebastian</i>

Competitive Papers (IVb). Tuesday, June 11. 11:30 – 13:15. Chair: Laura Sáez

From cradle to click: the complexities of sharenting in the digital age	<i>Ruiz Morales, Ana Pamela; Schmitz, Anne</i>
Exploring the Impact of Power Distance Belief on Online Consumer Behavior: A Cross-Cultural Analysis	<i>Moavery, Meysam; Ozbal, Okai</i>
Virtual Try-On in E-commerce: An Analysis of the User Acceptance	<i>Semenkin, Kirill; Geberetsadik, Meron; Lang, Klaus</i>
Examining AI-Generated Dead Celebrity Effects on Brand Perceptions	<i>Aboulnasr, Khaled; Song, Youngok Sunny</i>
Unveiling Digital Masquerades: Strategies for Detecting Registration Fraud within Industry 4.0's Internet Protocols	<i>Huertas García, Rubén; Sáez Ortuño, Laura; Forgas, Santiago; Sánchez García, Javier</i>

Competitive Papers (IVc). Tuesday, June 11. 11:30 – 13:15. Chair: Charles Dennis

AI-Based Scenario Analysis Framework and Validation using a Delphi Approach	<i>Bessa, Gabriela; Barbosa, Belem</i>
Investigate the effectiveness of AI-powered driver assistance systems to enhance the customer experience and emotional wellbeing: a review-based study	<i>Lavanya, S.; Nataraj, B.</i>
Exploring Human-AI Close Relationships: Emotional Bonds and Interaction Dynamics	<i>Zhang, Aoqiao; Loureiro, Sandra; Guerreiro, João</i>
Understanding consumers' perception of AI in services: An experimental study of perceived service quality	<i>Königstein, Nicole; Wunderlich, Nancy</i>
Impact of Robot Companions on Customer Experience and Restaurant Service Outcomes in Dining Contexts	<i>Ueno, Akiko; Dennis, Charles; Paydas Turan, Ceyda; Yu, Chong; Jin, Zhongqi; Sharma, Piyush</i>

PLENARY SESSION III. Challenges and opportunities of GenIA in Research and teaching. Tuesday, June 11. 15:15 – 16:45. Chair: Stanislav Ivanov

<i>Prof. Yogesh Dwivedi</i>	<i>Swansea University (UK)</i>
<i>Prof. Valentina Pitardi</i>	<i>Surrey Business School (UK)</i>
<i>Prof. Faizan Ali</i>	<i>University of South Florida (USA)</i>

Competitive Papers (Va). Tuesday, June 11. 16:45 – 18:30. Chair: Juho Pesonen

Value-centric approaches to SME internationalization through the Metaverse	<i>Martins, Rafaela; Barbosa, Belem</i>
Understanding User Privacy Concerns in the Metaverse	<i>Palomo, Jesús; Ioannou, Athina</i>
Metaverse Retail: Mapping New Horizons with Bibliometric Analysis and Literature Review	<i>Sun, Zhaoxin; Gavilán, Diana; Díaz-Martín, Ana M.</i>
Breaking Barriers: Towards the Inclusive Metaverse	<i>Golf-Papez, Maja; Keeling, Debbie I.; de Ruyter, Ko</i>
AI Gaze – theoretical approach to understanding tourism experience in the Metaverse	<i>Nazari, Narges; Pesonen, Juho</i>

Competitive Papers (Vb). Tuesday, June 11. 16:45 – 18:30. Chair: Estrella Díaz

The UNWTO code of ethics and the role of technologies in the tourism industry: how do they align: a case study on medical/health tourism?	<i>Mainil, Tomas; Permatasari, Puspita A.</i>
Immersive Experiences: Virtual Reality and the Preservation of Intangible Cultural Heritage	<i>Ding, Jing; Ho, Jeffrey C.F.; Leung, Wilson K.S.; Cheung, Man Lai; TSE, Fiona S.Y.</i>
The role of smart objects in consumption practices. An assemblage theory perspective on the amateur cycling consumer experience	<i>Dalli, Daniele</i>
Do you feel disconnected? Exploring the technology-induced alienation in unmanned hotel.	<i>Cheng, Jiaolong; Liu, Hongbo; Tussyadiah, Iis</i>
How do technology infusion and mindfulness towards smart transformation influence tourism SMEs?	<i>Diaz, Estrella; Carranza, Rocío; Sánchez, Carlos; Martín-Consuegra, David</i>

Competitive Papers (Vc). Tuesday, June 11. 16:45 – 18:30. Chair: María Sicilia

Computer vision in branding: A review and future agenda	<i>Li, Yaqiu; Lee, Hsin-hsuan; Blasco-Arcas, Lorena</i>
User Sentiment in Online and In-Person Airbnb Experience Reviews	<i>Martí Ochoa, Júlia; Martín Fuentes, Eva; Ferrer-Rosell, Berta</i>
Coping with immersive negative employer ratings: An employee perspective	<i>Christ-Brendemühl, Sonja; Könsgen, Raoul; Schaarschmidt, Mario; Price, Michael; Russell, Mike</i>
The elitist vision of Spain and Turkey: luxury tourism analysis through a network approach	<i>Costa-Feito, Aroa; Blanco-Moreno, Sofía R.; Santos, Carmen; Benítez-Andrades, José</i>
Smart hotels: are they loved or hated by tourists? A study of customer online reviews on Booking	<i>Martínez-González, Lorena; Mondéjar-Jiménez, Juan Antonio; Sicilia, Maria; Palazon, Mariola</i>

Wednesday June 12**Competitive Papers (VIa). Wednesday, June 12. 09:30 – 11:00. Chair: Irina Dimitrova**

Determinants of Fashion Purchases for Metaverse Events: Variances Based on Context and Personal Characteristics	<i>Elmashhara, Maher Georges; Blazquez Cano, Marta; Julião, Jorge; De Cicco, Roberta; Correia Dionísio, Marta Sofia</i>
Metaverse Data Security: Insights on User Perspectives in Learning Activities	<i>Methlouthi, Kawther; Belaid, Samy</i>
Beyond Play: The Role of Immersion in In-Game Advertising Effectiveness	<i>Zagni, Luca Matteo; Molinillo, Sebastian; Rejón-Guardia, Francisco; Anaya Sánchez, Rafael</i>
The game matters: Metaverse application as an educational tool	<i>Dimitrova, Irina; Öhman, Peter; Jaldemark, Jimmy; Reis, Jussara</i>

Competitive Papers (VIb). Wednesday, June 12. 09:30 – 11:00. Chair: Kim Willens

AR Wonders: Crafting Certainty in the Realm of Uncertainty! The Role of Augmented Reality in Shaping Informed Decision-Making	<i>Metry, Sandra</i>
The Influence of Augmented Reality on Purchase Intentions in Vietnam's Online Fashion Retailing	<i>Vu, Linh Hoang; Pham, Vu Quang; Do, Quan Hong</i>
Impact of Central and Peripheral Route Processing on Mental Imagery and Purchase Intention in Augmented Reality!	<i>Arghashi, Vahideh; Hazrati Tarzam, Anahita</i>
Visualizing Choices: Assessing Augmented Reality's Influence on Choice Difficulty across Maximizers and Satisficers	<i>Ven, Maaïke; Rademakers, Felitsa; Doucé, Lieve; Willems, Kim; Brengman, Malaika; Loupiac, Philippine</i>

Competitive Papers (VIc). Wednesday, June 12. 09:30 – 11:00. Chair: Bart Larivière

Unveiling the Dynamics of Service Robot Personalization: A Comprehensive Exploration of Cognitive and Affective Pathways with Technology Readiness Moderation	<i>Gong, Taeshik</i>
Applying Generative AI in Tourism Planning: A Screening Theory Approach	<i>Olszewski, Marcin</i>
How perceived fit affects customers satisfaction of in-store social robot advice	<i>Verhagen, Tibertvan de Sanden, Stephanie; Nas, Ewout; Arnoldy, Jacqueline; Hindriks, Koen</i>
Service productivity with service robots: A field study	<i>Larivière, Bart; Koerten, Klaas; Schmidt, Alexander dos</i>

Competitive Papers (VIIa). Wednesday, June 12. 11:30 – 13:00. Chair: Faizan Ali

Virtual Reality (VR) encounters: how do they affect visitors' experiences?	<i>Bettiga, Debora; Mandolfo, Marco; Reali, Pierluigi; Sarcinella, Eleonora Diletta</i>
The Impact of Interactivity on Information Processing for Virtual Tourist Destinations	<i>Yu, Hongxiao; Oh, Haemoon</i>
Exploring the Relationship Between Virtual Reality Experience and Visit Intention Based on Flow Theory: An Experiential Research on Museums	<i>Berk, Osman Nurullah; Tengilimoğlu, Engin</i>
Contemporary research and emerging patterns of immersive technologies in tourism studies	<i>El Archi, Youssef; Benbba, Brahim; Cardoso, Lucília; Almedia, Paulo; Fraga, Carla</i>

Competitive Papers (VIIb). Wednesday, June 12. 11:30 – 13:00. Chair: Ronnie Das

EVE: an Emotional Validated Expression corpus	<i>Etienne, Elodie; Remacle, Angélique; Leclercq, Anne; Schyns, Michaël</i>
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Can AI Nudge bystanders to Intervene in Incivility Cases on social media? Analyzing the Role of Automatic and Reflective Motivation	<i>Wang, Jyun; Armelia Windasari, Nila; Tamtama, Gabriellndra Widi; Santoso, Halim Budi</i>
User-Created Content: Developing New Fan Stories in Immersive Online Communities	<i>Francis, Stuart</i>
Digital Daily Life Dilemma: Benefits and Risks Perception of Digital Data Wallets Amongst European Citizen	<i>Oliveira, Tiago; Keba, Varvara; Trabandt, Melanie; Das, Ronnie</i>

Competitive Papers (VIIc). Wednesday, June 12. 11:30 – 13:00. Chair: Héctor González

The Impact of AI Chatbots on Consumer Behaviour Outcomes: Exploring the Concept of Brand Personality	<i>Samhan, Jolene; Castillo, Daniela</i>
The Role of Generative Artificial Intelligence (GAI) in Retailing	<i>Hu, Mia; Pantano, Eleonora; Serravalle, Francesca</i>
Social Robots for Acute Elderly Care: Investigating Staff Perceptions Within the UK's NHS	<i>Perez Vega, Rodrigo; Chatterjee, Apurba; Zhang, Ruby; Lee, Gillian; McColl, Aubretia; Scher-Smith, Alex; Palmer, Adrian</i>
Is generative AI ethical? How implicit beliefs shape perceived ethicality of GenAI	<i>Nunes, Joana; Rita, Paulo; Costa Pinto, Diego; González Jiménez, Héctor; Akdim, Khaoula</i>

Plenary Session IV. Challenges and opportunities of generative AI and immersive technologies. Wednesday, June 12. 13:00 – 14:15.

<i>Mrs. Maria Rox</i>	<i>Hiberus</i>
<i>Mrs. Paula Bueno</i>	<i>Amazon Web Services</i>
<i>Mr. Juan Monzón</i>	<i>Imascono</i>
<i>Mr. Álvaro Monzón</i>	<i>DeuSens</i>

Closing Ceremony. Wednesday, June 12. 14:15 – 14:30.

ORGANISING COMMITTEE

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