

8th

International Academic and Professional Congress on

HEAPPS INHERS

***"Communication, happiness, economy and innovation:
Analysis of entrepreneurial ecosystems with a gender
perspective"***

**Editors: Carmina Jambrino Maldonado, Carlos De las Heras Pedrosa, Pedro
Cuesta-Valiño and Rafael Ravina-Ripoll**

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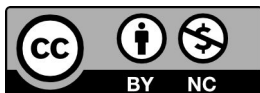
**Red Universitaria
de la Felicidad**

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8th International Academic and Professional Congress on Happiness "Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective"

On behalf of International University Network of Happiness we are pleased to announce that the University of Málaga has been hosted the 8th International Academic and Professional Congress on Happiness in November 2024. 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 discussed during the event:

TRACK1: Entrepreneurial ecosystems, emotions and happiness

- Happiness Management in startups
- Emotions and Leadership Communication
- Entrepreneurship and organizational wellbeing
- Sentiment analysis in the management of organizations
- Neuro entrepreneurship and gender.
- Other topics related to entrepreneurial ecosystems, emotions and happiness

TRACK 2: Happiness, emotions and wellbeing

- Happiness management
- Consumer happiness and consumer emotions
- Economics of happiness
- Welfare economics and indicators
- History of wellbeing
- Marketing and happiness
- Other topics related to happiness, emotions and wellbeing



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1. Are satisfaction and happiness elements that influence individuals' prosocial behaviour?

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Abstract: Satisfaction and happiness are two widely studied topics in current literature. For many authors, satisfaction is a prerequisite for happiness and can be approached from different perspectives, such as job satisfaction, health satisfaction, and social life satisfaction. This research analyses the relationship between these variables and their influence on prosocial behaviour, understood as those acts performed for the benefit of others, ways of responding to others with sympathy, condolence, cooperation, help, rescue, comfort, and generosity, that is, altruistic behaviour. The present study utilised the European Social Survey, an academic survey conducted across Europe in its round 10, carried out between 2022 and 2023, with a database of 25,311 valid responses. Structural equation modelling analysis was conducted using PLS-SEM with the Smart PLS software. The results demonstrate a direct and significant relationship between overall satisfaction and happiness and between happiness and prosocial behaviour. Similarly, a solid indirect relationship exists between satisfaction and prosocial behaviour in society. Furthermore, job satisfaction is among the variables influencing overall satisfaction and happiness. However, it is not the most important, with satisfaction with social life being the most influential on satisfaction. This study provides a solid foundation for both workers and employers, demonstrating the need for a good work environment as a precursor to happiness. This study was conducted with the close influence of the COVID-19 pandemic, and it would be interesting to compare the results with a future round 11 to see how they vary.

Keywords: Happiness, Satisfaction, Job satisfaction, Social satisfaction, Prosocial behaviour.



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2. Employee satisfaction and retention: marketing social and happiness

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Abstract: This research analyses the critical factors influencing employee satisfaction and retention in the context of the Great Resignation by exploring the key organizational elements that significantly impact employee contentment and loyalty. The justification for this study lies in the need for organizations to understand and address the issues leading to high turnover rates and employee dissatisfaction, which have been exacerbated by recent global workforce changes. The primary objectives are to identify the key factors that contribute to employee satisfaction and to provide insights into how organizations can enhance their work environments, career growth opportunities, and management practices to retain talent. The methodology involves a semantic network analysis of 138,764 employee reviews from 136 companies, collected via Glassdoor between 2021 and 2023. These reviews were analysed using the Semantic Networks Tool to identify recurring themes related to work environment, career growth, workload, and management practices. The main results indicate that both current and former employees highly value a supportive and positive work environment and career growth opportunities. However, significant disadvantages include overwork, long hours, and poor management practices. The study highlights that the critical factors influencing employee satisfaction and retention include a positive work environment, opportunities for career growth, and effective management practices.

Keywords: Glassdoor, Semantic Network Analysis, Social Marketing, Satisfaction, Retention, Happiness Management, Work environment, Social Marketing.



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3. Older people's perception of volunteering from the perspective of social marketing and happiness

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Abstract: Volunteering is a crucial activity for older adults, as it allows them to stay connected to society, form social bonds, overcome adverse events, and be happier. The Aula de Mayores (Senior Citizens' Classroom) (AUM) at the University of Cadiz offers university training for people aged 55 and over, promoting culture and the development of curiosity, social participation, and happiness. Social marketing supported by theories such as Planned Behavior and the MOAB (Motivation–Opportunity–Ability–Behavior) model form a valuable framework for understanding and predicting the participation of older people in volunteering. In this context, the main objective of this work is to study older people's perception of participation in volunteering activities from the perspective of social marketing based on these theories. The methodology used in this research presents both a qualitative and quantitative approach. To this end, sixteen students from AUM who participated in volunteering activities were selected for interviewing. In the results of these interviews, a semantic network analysis was carried out based on word co-occurrences to identify the main opinions about their activities as volunteers and to examine the conversations around these topics. Next, the answers were analyzed in detail to check the perception of volunteering activities from the perspective of social marketing based on the 4Ps strategies with the support of the theory of planned behaviour and the MOAB model. Finally, a simple correspondence analysis analyzed the possible relationship between different areas of volunteering collaboration, happiness, and effort in collaborating in volunteering activities. From the perspective of social marketing, the principal results show that the main impediment to volunteering by older people is commitment, which can be influenced by doubts about the suitability of their work (perceived control). One of the main benefits is feeling useful in society and values, which can be motivated by the influence of friends and acquaintances who also volunteer (social norm). For many, helping is a way of life that brings them happiness and is linked to the field in which they collaborate. Finally, one of its main contributions is a more serene attitude and the ability to see the positive meaning of life and what matters. This work has allowed us to learn more about the factors that contribute to favourable behaviour towards volunteering, which can help NGOs and universities design specific strategies to get older people to adopt a proactive attitude towards volunteering.

Keywords: Social marketing, Volunteer, Happiness, Elderly, Well-being.



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4. Worker happiness, consumer purchase intent and e-commerce usability, the road to consumer happiness

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Abstract: The rise in popularity of e-commerce and the focus on consumer loyalty are the key drivers behind this study. Brands must adapt to the new demands of their consumers in the digital channel but always with a focus on customer loyalty. To achieve this objective, it is essential to study the factors that affect this dimension, such as the aesthetics and functionality of the digital platform or the consumer's intention to buy, the concern for the well-being of the employees of the companies in which they consume, among others. This paper conducts an empirical study based on structural equation modelling (SEM) in which constructs such as e-commerce usability, consumer purchase intention and employee well-being are studied in relation to consumer loyalty. The results obtained from the proposed conceptual model show that E-Commerce Usability has a positive influence on Consumer Purchase Intention with a loading of .527. In turn, Worker Welfare can be considered a significant component of Consumer Purchase Intention with a loading of 0.106. And finally, Consumer Purchase Intention has a positive influence on Consumer Loyalty with a loading of 0.751. As theoretical contributions, this research contributes to the existing literature in the fashion industry by developing and testing how concepts such as e-commerce usability, e-commerce worker well-being, consumer purchase intention and consumer loyalty interact with each other. This study also provides practical contributions, it is here where the need to work on web usability (Vila & Kuster, 2011) and manage the well-being of workers (Stringer et al., 2020; Stringer et al., 2022) becomes evident, as both are elements that influence to a greater or lesser extent the purchasing decisions of consumers. This study is limited to the Spanish population, which would be interesting for future lines of research to extend the study to other countries.

Keywords: Worker wellbeing, Customer purchase intention, E-commerce Usability, Customer Loyalty, Customer Behavior, Retail.



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5. Green innovation performance and happiness management in the Spanish wine industry: unveiling the role of green human resource management and corporate social responsibility

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Abstract: The present research focuses on analyzing the impact of Green Human Resource Management (GHRM) and Corporate Social Responsibility (CSR) on the Employee Wellbeing (EW) and Green Innovation Performance (GIP) of Spanish wineries, as well as the mediating effect of EW on the GHRM-GIP and CSR-GIP linkages. In addition, age, size and membership in a Protected Designation of Origin (PDO) are introduced as control variables to increase the precision of the cause-effect relationships examined. To achieve this objective, the study proposes a conceptual model based on previous studies, which is tested using structural equations (PLS-SEM) with data collected from 196 Spanish wineries between September 2022 and January 2023. The results of the investigation reveal the existence of a positive and significant relationship between the direct links, as well as the partial mediation of EW in both proposed associations. The uniqueness and importance of this study can be attributed to several crucial factors. First, it enhances the understanding and knowledge of the benefits associated with the development of GHRM, CSR and happiness management in the wine context. Second, no previous research has examined the role of GHRM and CSR jointly as catalytic variables for GIP in the wine domain. Third, to the authors' knowledge, no prior study has examined the mediating role of EW in GHRM-GIP and CSR-GIP relationships.

Keywords: Green Human Resource Management, Green Competitive Advantage, Employee Wellbeing, Happiness Management, Wine industry.



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6. The bourgeois feminine ideal of happiness and comfort from a scientific perspective: the journalistic work of Paulette Bernège (1896-1973)

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Abstract: At the time of the Great Depression and the dawn of the Second World War, gas companies tried to cope with the difficulties of recession and instability, while at the same time trying to slow down the growing push of electricity, by resorting to advertising. A curious case was that of the *Gazette du Foyer*, established in 1929 as a magazine aimed at middle-class women, whose content dealt with fashion, organisation and management of domestic life, stories and articles on local customs and manners, etc. However, it had been conceived by the *Société pour le développement de l'industrie du gaz en France*, created in March 1927, in order, under a recreational guise, to launch subliminal advertising on the use of gas, aimed at women (Mougin, 1966, pp. 120-121). It is necessary to cite research on the projection of the female figure by the press and media oriented towards the middle classes in this historical context, which project a feminine ideal separate from the traditional woman, who, in spite of everything, continues to be considered the 'angel of the home' (Rodríguez-Martín, 2007, p. 390; Cardoso de Matos & Bussola, 2022; Callens, 2022). In this proposal, we focus on the figure of the French journalist Paulette Bernège (1896-1973). She, influenced by the ideas of F.W. Taylor, she aspired to apply the scientific method to the management of household chores, with the aim of making women more efficient in the performance of household tasks. In this regard, she contributed several technical articles to the *Gazette du Foyer* (Carke, 2011, pp. 70-77; Dumont, 2012, 55-63). Our main objective is to analyse the scientific evidence used by Bernège to defend a model of the household and a specific organisation of domestic tasks. We conducted a social and cultural history research, using the *Gazette du Foyer* as a primary source. We will note how the journalist, far from proposing a female model freed from the home, insists on the role of women linked to domestic tasks and the care of the family. The aforementioned observation must be seen in the context of the bourgeois morality prevailing at the time. Associated with the information provided by the source consulted, the *Gazette du Foyer*.

Keywords: Happiness, Home, Women, Family, Advertising, Women's Magazines, Gas.



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7. Creativity as a mediator between perceived feedback and happiness at work: a multigroup analysis by gender in Mexico

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Abstract: This study examines the relationship between perceived feedback, creativity, and job happiness, focusing on gender differences in the Mexican workplace. The research is justified by the need to understand how these variables interact to enhance employee well-being and performance, especially in contexts where gender plays a significant role. The research contributes to the understanding of feedback as a key resource within organisations and explores its influence on creativity and job satisfaction. The concept of job happiness is integral to organisational studies, highlighting emotional well-being and job satisfaction as fundamental for improving performance. Previous studies (Charles-Leija et al., 2023; Mousa et al., 2020) demonstrate the positive impact of happiness on productivity and creativity. Feedback is another critical factor, influencing job satisfaction and creativity (Kim and Kim, 2020). Additionally, gender differences play a vital role in how feedback and creativity are experienced, with studies showing varying responses to feedback between men and women. This research adopts a quantitative, non-experimental, cross-sectional design. A non-probabilistic sample of 208 Mexican employees from various sectors completed a structured questionnaire measuring feedback, creativity, and job happiness. A multigroup analysis was conducted to assess gender differences. The findings confirm that feedback positively affects both creativity and job happiness. While no significant gender differences were found concerning creativity, the impact of feedback on job happiness was smaller in women than in men. Creativity also played a mediating role between feedback and happiness, reinforcing its importance in enhancing employee well-being. The results align with prior research, demonstrating that continuous, constructive feedback fosters creativity and happiness at work. The study highlights the role of creativity in mediating the relationship between feedback and happiness. Gender differences, although minimal, suggest that women may face additional structural barriers affecting their response to feedback and its impact on happiness. The study's cross-sectional design limits its ability to establish causal relationships. The non-probabilistic sample also restricts the generalisability of findings to other cultural or organisational contexts. Future research should explore longitudinal designs and incorporate more diverse cultural contexts to verify these results.

Keywords: Creativity, Feedback, Happiness at work, Gender, MGA-SEM.



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8. Entrepreneurial intention, an approach to the female population in a context of imprisonment on the northern border of Mexico

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Abstract: The aim of this article is to define what motivates women in contexts of imprisonment on the northern border of Mexico to become entrepreneurs. The study focuses on understanding the factors that influence this willingness to undertake despite being in a situation of deprivation of liberty. Given the nature of this study, the use of qualitative methodology was chosen, specifically the Grounded Theory technique under the Constant Comparison Method. The research was carried out through in-depth interviews with women deprived of their liberty in various detention centres in the border region. Aspects such as personal motivations for entrepreneurship, available skills and resources, as well as the specific challenges faced by these women in their incarceration environment were explored. The data obtained from these interviews were analysed using the Constant Comparison Method, which allows for the identification of patterns and recurring themes, facilitating a deeper understanding of the participants' experiences and perspectives. The results of the study suggest that, despite adverse conditions, women in prison are driven by a range of personal and social motivations for entrepreneurship. Among the motivations identified were the desire to improve their economic situation, the aspiration for a more stable future and the possibility of developing skills that would enable them to reintegrate into society successfully. The study also identified skills and talents that the women already possess or have developed during their time in prison, which can be used in their entrepreneurial initiatives. However, the study also reveals a number of significant challenges that these women face, such as lack of access to financial resources, limited support networks and social stigmatisation. These challenges not only affect the viability of their enterprises, but also impact their social reintegration process. Finally, a discussion is made on the understanding of how conditions of imprisonment can influence women's willingness and capacity for entrepreneurship. This knowledge can be used to design policies and support programmes that foster entrepreneurship as a tool for social reintegration, providing women in prison with the opportunities and resources necessary to develop their projects and successfully reintegrate into society. Ultimately, the study contributes to the discussion on the importance of supporting entrepreneurship in contexts of deprivation of liberty and its potential to transform lives and communities.

Keywords: Entrepreneurial Intention, Female Population, Deprivation Of Liberty, Northern Border.



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9. The role of public finance for the Spanish economic development

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Abstract: The sustainable well-being of economies has become a key objective in growth and therefore governance tools, such as public finances, are fundamental elements to achieve it through the different social agents and companies. Crises generate large swings that hamper the collection and budgetary capacity of these countries (Alloza et al., 2021). This makes the study and evaluation of these variables with both a short- and long-term perspective a major challenge for research on the subject (Afonso and Valdes, 2022 and Carvelli, 2023). Thus, this paper analyzes the behavior of public finances in Spain with the aim of identifying patterns in its evolution that contribute to understanding its contribution to economic activity. To carry out this research, recursive analysis tools have been used in a novel way to provide valuable information on the dynamics of these variables and to identify short- and long-term relationships between them, combining Keynesian and post-neoclassical theories to offer a more comprehensive approach. The results obtained show that in the short term, the main relationships are established between public revenues and economic activity, although it has been losing intensity in the period studied. Regarding the long term, it is found that the relationships are more intense and positive between the variables analyzed (public finances and economic activity), especially after the 2009 crisis. These results confirm the differences in behavior patterns in the short and long term of these variables that must be considered in the design of public policies and contribute to understanding their relationship with the cyclical positioning of the Spanish economy.

Keywords: Economic Development, Well-Being, Public Finances, Recursive Analysis, Spanish Economy.



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10. Changes in tobacco consumption patterns in Spain: Evidence and public policies implications

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Abstract: This paper explores the changes in European tobacco consumption patterns, specifically focusing on the shift from traditional combustion-based tobacco products to new non-combustion alternatives (NCAs). The authors examine the factors driving the growth of NCAs, including public policies aimed at reducing smoking prevalence and fiscal measures addressing the negative externalities associated with traditional tobacco. Through the statistical analysis of a new Spanish Survey, the objective is to study the profiles of both traditional tobacco smokers and users of NCAs, to develop a socio-economic profile that can inform the special taxation of these alternative products based on their health risks and the individual's standard of living. The findings of this research offer valuable insights for policymakers seeking to understand and regulate the changing landscape of tobacco consumption in Europe. The paper reflects on the new patterns of tobacco consumption and the possibilities for innovative public policies through taxation that make it possible to direct the demand for tobacco towards options with lower health costs.

Keywords: Well-Being, Tobacco, Non-Combustion Products; Public Policies, Fiscality.



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11. The pursuit of consumer happiness beyond mere satisfaction: a review of two decades of scholarly advancements in marketing literature

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Abstract: In the past two decades, the concept of consumer happiness has gained and increasingly pivotal focus for contemporary marketing academia scoping the field of consumer behaviour research. The present review amalgamates the findings from the accumulated body of research that explores the versatile dimensions of human happiness as an outcome of the consumer experience. Consumer happiness is a product of customer satisfaction. It generates consumer emotional bonds with the brand and positive word-of-mouth, not to mention repeated and increased sales. In this line, academia recognises consumer happiness as a significant factor in achieving business performance. In the first place, this review draws a line to distinguish between the notions of customer satisfaction and consumer happiness. We do it by underpinning the latter concept's sophisticated psychological and emotional breadth. Unlike traditional metrics of satisfaction, which emphasise transactional efficiency and product performance, consumer happiness encompasses subjective well-being, emotional engagement, and long-term fulfilment derived from consumption activities. An extant research corpus has explored a rich constellation of consumer happiness antecedents. These studies have indicated that product and service quality, brand love and reputation, personalised touch and trust, security and freedom of choice are pivotal factors driving consumer happiness. These elements, along with CSR and green marketing practices, develop a deeper emotional connection between consumers and brands, further contributing to building consumer happiness as well. In addition, this paper reviews mediating and moderating effects produced by individual, social, and cultural factors affecting the perception and pursuit of consumer happiness. Moreover, this review paper examines the methodological approaches employed by researchers in their respective studies to investigate and gauge consumer happiness. These methods vary from empirical quantitative and qualitative approaches to innovative techniques, such as neuro-marketing, offering intriguing perspectives on consumer happiness research. This review paper also highlights the significance of incorporating the concept of consumer happiness into marketing strategies, making it a critical element of brand value and relationship marketing. Summarising the analysis of the extant body of research, we suggest avenues of future studies, including exploring AI's role in shaping consumer happiness, which explicates the evolving nature of consumer behaviour. The implications stemming from this study will help businesses generate more meaningful consumer experiences, ultimately stimulating sustainable growth and competitive advantage in the marketplace.

Keywords: Consumer Happiness, Consumer Satisfaction, Literature Review, Consumer Well-Being, Drivers of Consumer Happiness.



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8th International Academic and Professional Congress on Happiness "Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective"

12. Wine tourism and emotions. Sensory and emotional profile of the wine tourism consumer. The Argentine case

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Abstract: The European Charter for Wine Tourism defines wine tourism as "the development of tourism, leisure and free time activities dedicated to the discovery and cultural and oenological enjoyment of vineyards, wine and their territory". The central axis of this research work is wine tourism, understood as a branch of gastronomic tourism, where the experience lived in visits to wineries generates emotions and sensations on visitors. It is analyzed how the physical visit to the winery generates a memorable experience and positive emotions for visitors. The concepts of experience, loyalty marketing, experiential and sensory marketing around wine tourism are worked on, with a study in the case of wineries that offer wine tourism activities in Argentina. The qualitative study has been carried out around concepts such as wine tourism and experiential tourism and emotions. In addition, a qualitative study has been carried out with more than 200 visitors from Argentine wineries who were surveyed personally and online in three of the main wineries in the country during the months of August and September 2024. The study of the emotional response together with the sensory evaluation of wine tourism visits shows the relationship between the sensory attributes of the wine tourism activity and the emotions generated by them. The model generated explains how visual, acoustic and olfactory aspects influence satisfaction and the sensations generated in consumers. The experience lived is considered positive and leads to recommending it and becoming loyal to the winery. It is considered that there is an association between sensory attributes and emotions, which is revealed as a valuable resource to improve the position of wineries that sell wine tourism in the market. As academic discussions, the work carried out shows the importance of emotions in tourism marketing and, specifically, in wine tourism. At the management level, it is clear that wineries have to take into account the generation of positive emotions in consumers to improve their wine tourism experience and increase their loyalty. Future research could develop this research in other countries where wine tourism is an important tourist product, such as Chile, Spain, France or Georgia. Additionally, after its development, comparative analyses of the profiles, emotions and sensations of its consumers could be developed.

Keywords: Wine Tourism, Tasting Experience, Visual and Olfactory Emotion, Loyalty, Customer Sensory Experience.



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13. How to improve empathy in Generation Z? Insights into the drivers of happiness among engineering students in Spain

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Abstract: After the Covid-19 pandemic, there has been an increase in the number of studies that focus on measuring levels of employee stress and satisfaction. Also, within the field of education, there have been findings, but these have been less explored. This research examines empathy and its relationship with happiness in 209 young future Generation Z engineers from a Spanish university. The Oxford Questionnaire was used to collect data and measure levels of happiness. Through the validation of a structural equation model (SEM), it is observed that empathy in Generation Z is positively and significantly influenced by the variable of happiness. Happiness in turn is positively influenced by the construct or second-order variable 'mindfulness' and the construct 'emotional intelligence', which has a negative effect on 'happiness'. The emotional intelligence construct is composed of three variables: emotional perception, emotional regulation and emotional understanding. The negative effect of emotional intelligence on happiness may be due to the age of the respondents, who are in a period of change and vital development, reaching adulthood but, for most of them, without family or economic responsibilities. The main limitation is that it would be interesting to increase the sample by considering other Spanish institutions. For this reason, it is proposed to replicate the study in other universities and compare the differences by gender in future studies. This study may attract the attention of leaders, specialists, academics and anyone interested in managing happiness and caring for the well-being of their collaborators or students.

Keywords: Happiness, Emotional Intelligence, Mindfulness, Generation Z engineers, Generation Z.



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8th International Academic and Professional Congress on Happiness "Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective"

14. How to measure happiness at work? scorecard proposal

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Abstract: In recent years the business environment has undergone a transformation and in this process interest has focused on some aspects that were not worked, in depth, previously. One of them is "happiness at work. The pandemic highlighted the relevance of the transversality of physical and psychosocial well-being programs in companies (Núñez-Sánchez et al., 2021; Ravina-Ripoll et al., 2021) and the interest in the development of strategic plans that takes into account the individual and collective satisfaction (Mercado, 2022). Despite being one of the most researched topics lately, all the works lack a solid development in terms of their scales and metrics. The objective is to propose a scorecard for managing and measuring happiness at work, which identify those scales and metrics already worked, and then determine the levels of analysis of each them based on the levels of the theory of organizational behavior. For each level, several dimensions and indicators are proposed. In addition, a practical application of the proposed happiness indicators is carried out, analyzing the level of management of workplace happiness in the Spanish business environment. To do this, information is collected from the non-financial statements of IBEX-35 companies for the period 2018-2022. From all this information, we worked with 179 indicators related to work happiness grouped into seven categories. The analysis carried out allows us to identify the indicators that have been more and less considered by IBEX companies and sectors. This work has several contributions. For the academic world, it offers a scorecard that expands the metrics available for managing workplace happiness. For the business environment, it presents those quantitative indicators that can help develop actions to guarantee an increase in the happiness of its workers, and therefore productivity. This is an exploratory paper and offers a first approach to the creation of a tool to measure a concept as complex as work happiness.

Keywords: Happiness, Happiness scorecard, Happiness indicators, HPIs, IBEX35.



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15. Erotic capital and employees' happiness. Do other kinds of capital matter? An examination of the interaction effect on the Spanish workforce

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Abstract: Erotic capital is currently one of latest studies capital by researchers. In this respect, other kind of capitals such as social or human capital have much more investigated, especially in relation with happiness at work. However, some studies highlight how attractiveness and beauty are an intangible asset which should be taken into account for happiness promotion at work especially in the private sector. What is more, is that prior research highlights how an effect of a specific capital can be influenced by another kind of capital. In fact, contributions show how different capitals can interact by providing divergent effects on employees' wellbeing. Nevertheless, surprisingly such kind of contributions are largely missing, especially those referred to employees' happiness. Moreover, studies which consider erotic capital are almost absent. Therefore, it is important to better understand how the interaction between erotic capital and human or social capital can bring higher happiness in the workplace. While it is possible to hypothesize a positive interactive effect, recent contributions highlight how potential conflicting effect can be present. We use the Spain's General Social Survey (SGSS) carried out by the Center for Sociological Research of Spain to make a quantitative analysis through moderation regression models by using SPSS software and PROCESS package in a sample of more than 5.000 employees in Spain. Results highlights that erotic capital is an important asset to promote employees' happiness at work. Moreover, those who experiment both erotic and social (or human capital) have higher levels of happiness. However, there are negative interactive effect between capitals, outlining potential conflicting outcomes. The results are important to understand the interactive (and conflicting) effect that different kind of capital can have on happiness. The current study fosters theoretical advancements on capitals and happiness at work, especially those referred to erotic capital, which is a current gap in the literature. Moreover, it outlines managerial recommendations in order to balance the presence of different capitals at work in order to understand and present conflicting effects. The main limitations are the cross-sectional of the dataset, as well as the context reference which is limited to the Spanish country.

Keywords: Erotic capital, Happiness, Social capital, Human capital, Employee.



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8th International Academic and Professional Congress on Happiness "Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective"

16. What makes people happy? Socio-economic factors determining subjective perceptions of well-being

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Abstract: The Living Conditions Survey (LCS) offers the possibility of studying, for the case of Spain, the social, subjective perception of well-being, identified by different authors directly with happiness (Lipovetsky, 2007; Cabanas and Illouz, 2019). Happiness is a state of mind (Veenhoven and Veehoven, 1984). It is also a cognitive and affective self-evaluation of a person's life Diener & Cols (2000). 'Satisfaction', "subjective well-being" and "happiness" are analytical terms, which allow to operationalise this concept (Van Praag et al., 2003; Seidlitz and Diener, 1993). Socio-economic factors that determine subjective perceptions of well-being; linked to per capita income, social support and freedom to make decisions (Kumar Behera et al., 2024). Nazifeet al. (2022), add to the above, health, partner and political environment. Aydinbaş and Erdinc, (2022) associate it with human capital development and sustainable consumption. Siedlecki (2014) and Mitchell (2011), associate individuals with high social support, levels of distress. Citizens of countries with social support have higher levels of happiness (Karademas, 2006). Happiness is not determined by material well-being in all cases (Easterlin Paradox (1974) and Easterlin and O'Connor (2022)). To establish the socio-economic variables that determine the subjective perception of happiness in Spain. In line with Kumar Behera et al. (2024) and Nazife et al. (2022), we use secondary data sources, with a sample of 30,000 which allows for a correlational and causal analytical model, supported by structural equations (PLS), segmented by sex. We hope to confirm and/or refute a set of hypotheses that bring into play a series of variables described by the literature, for the case of the national sample of CVD. Contrast the findings with the results of other recent research, which have precise geographical delimitations. To test whether cultural and geographical settings are an additional explanatory factor for happiness. The main limitation is the LCS microdata source, in variables that are not categorised in a way that fits the problem. The conformation of the variables, in some cases, does not admit a structural treatment, which has meant carrying out a recoding.

Keywords: Happiness, Socio-Economic Factors, Subjective Well-Being, Living Conditions, Satisfaction.



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17. The impact of Artificial Intelligence on customer happiness in the purchasing process

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Abstract: Artificial Intelligence (AI) has become a critical technology for improving customer experience. Among its various applications, the purchasing process improvement stands out as one of the most significant. This study aims to investigate the impact of AI-driven technologies on user satisfaction and happiness in shopping experiences. To address this, a theoretical model was developed, focusing on motivational factors driving AI use, such as trust, privacy and security, credibility, versatility in user experience, and UI/UX design. These factors were analysed in relation to their influence on consumer purchasing behaviour and overall well-being. To do this, a cross-sectional study was conducted through an online survey, gathering 1,076 valid responses. The data was analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM), which helped validate the developed theoretical model and test the hypotheses posed under this study. The results highlight that AI-enhanced purchasing decisions significantly contribute to both customer satisfaction and happiness during shopping experiences, thereby improving the overall customer experience. This research provides notable implications for theory and practice and valuable outlooks into how AI technologies shape customer behaviour and emotional outcomes, offering a deeper understanding of how AI can improve the customer experience. The findings suggest that AI not only improves the efficiency of the purchasing process but also positively impacts consumers' emotional well-being and happiness, reinforcing the growing relevance of AI in retail and e-commerce.

Keywords: Happiness, Customer Happiness, Customer Behaviour, Artificial Intelligence, Customer Experience.



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18. Exploring gender and income inequality: A bibliometric analysis of trends

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Abstract: Gender differences in income distribution remain a persistent pattern across most societies around the world. The aim of this study is to explore the relationship between gender and income, a topic of growing concern in socioeconomic research. The present research work used the databases of Scopus and Web of Science to apply the systematic literature review methodology regarding these two fields of study. A total of 980 documents were included in the analysis. Moreover, the review included journal papers, conference papers, proceedings papers, books, and book chapters. A bibliometric analysis was conducted using the R statistical software through its bibliometrix package. Through this study, the following key terms were identified: income distribution, wage gap, socioeconomic factors, and gender disparity. The academic interest in this field is clearly evidenced by the increasing frequency of publications over time, the diversity of authors and the collaborative efforts among them. The most relevant authors are Landmesser JM, Kawachi I (2008), and Guarnido-Rueda A. There has been a gradual increase in publications over the years, but a notable rise since 2005. The main scholarly contributions are led by the University of British Columbia (14), University of California (12) and the University of Oxford (10). Although, there are 3 main nodes. The first one focuses on demographic and socioeconomic factors. The second one centers its analysis on income distribution, unemployment and gender relations. The third one pays more attention to the labor market dynamics including women's status, women's employment and wage gap. In this context, while academic interest in the gender-income relationship is growing, gender-based disparities persist in income distribution. Finally, this study contributes to the literature by mapping existing research trends and providing a foundation for future studies. However, it is limited by its scope on bibliometric data, which may not capture the full complexity of gender income disparities.

Keywords: Bibliometrix, Gender Disparity, Wage Gap, Gender, Income Distribution.



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19. Happiness and Poverty: A mapping review

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Abstract: Happiness is an emerging field in the economy that examines the relationship between economic conditions and subjective well-being. A precondition for happiness is material well-being, since economic growth by itself does not guarantee population prosperity, people must perceive improvements in their living conditions. Although prior research has examined several socio-economic determinants of happiness. There is limited understanding of how poverty affects life satisfaction and how these studies have developed over time. A scoping literature review methodology was applied to address this analysis using Scopus and Web of Science databases. 545 documents from Scopus and 425 from Web of Science were first identified, with 206 duplicates excluded, resulting in a final dataset of 763 sources. The study uses the Bibliometrix package in R to conduct this review, focusing on indicators such as annual scientific production, citation trends, relevant journals, leading authors, and international collaboration networks. The findings remark on the significant growth in research on happiness and poverty over recent years, with crucial collaboration clusters emerging globally. The results provide a clear framework for future research in this field, mapping out the most significant works and authors. The study concludes that poverty is related to lower life satisfaction levels, which, in sum, reduces happiness. However, the limitation of this study is the mapping of the literature, which may not capture all the scientific production details of the poverty-happiness relationship. It is recommended further research applying a systematic literature review to validate these findings and empirical research to explore this relationship.

Keywords: Income, Well-Being, Life Satisfaction, Bibliometric Analysis, Inequality.



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20. Exploring brand happiness in women with female micro-influencers: The role of congruence and engagement

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Abstract: Happiness is an inherent and universal goal to which most people aspire. Consumers often devote their resources, such as time, effort and money, to achieve a fulfilling life and as a result 'brand happiness' becomes a valuable resource for brands. In line with one of the main unresolved questions in marketing research 'can a brand make the consumer happy?', this study advocates exploring happiness in the context of influencer marketing in which the brand's contact with the consumer is through the influencer. Applying valence theory (Soscia, 2007, p. 875) to influencer marketing, this study aims to understand the relationship between influencer congruence (with the brand and with their followers) and brand happiness. Furthermore, considering that the behavioural engagement of followers with influencers is one of the key aspects to favour the effectiveness of influencer marketing strategies (Cheung et al., 2021), the mediating effect of behavioural engagement on this relationship is proposed. The research was conducted using a quantitative empirical approach based on a survey (N = 1,012) of followers of a micro-influencer. The questionnaire covered the variables of the proposed conceptual framework and asked for basic socio-demographic information. To establish content validity, we used previously validated scales to measure the constructs. These constructs included brand-influencer congruence (four items adapted from Belanche et al., 2020), influencer-follower congruence (three items adapted from Munnukka et al., 2016), followers' behavioural engagement behaviours with the micro-influencer (items adapted from Buzeta et al., 2020) and brand happiness (three items adapted from Schnebelen and Bruhn, 2018). The present study offers several significant theoretical contributions to the literature on influencer marketing and brand happiness. First, it delves deeper into the study of brand happiness. Second, this paper pioneers the application of valuations theory in the context of influencer marketing. Finally, in collaboration with a healthy lifestyle micro-influencer, the study provides new insights and contributes to a deeper understanding of the marketing effectiveness of female micro-influencers on their followers.

Keywords: Brand Happiness, Influencer Congruence, Micro-influencers.



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21. Unhappy User: Social Media Frustration Factors

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Abstract: The study aimed to understand the concept of Social Media Frustration in the use of social media. The study found that there are many reasons leading to Frustration, including lack of awareness of platform mechanics, underestimation of data privacy issues, susceptibility to misinformation, impact on mental health and well-being, and overreliance on social media. Frustration can lead to psychological issues, negative impacts on relationships, decreased self-esteem, social media addiction, and personal disputes. Influencers emphasized the importance of awareness to avoid these naivety types, advocating for information verification and the role of families and educational institutions in fostering this awareness. The study belongs to qualitative research and relied on conducting a focus group discussion with 10 social media influencers enrolled in a content creation training program implemented by the Artificial Intelligence Journalism Foundation, based in Dubai, UAE. These influencers included three categories: promoters have accounts used to promote services and products, administrators of official accounts for governmental service institutions who conduct awareness campaigns, and journalists. Influencers describe Frustration in social media use as a lack of awareness of risks and challenges, and an inability to distinguish between quality or truthful content, including posting trivial, unethical, or irrelevant content. Influencers identify several causes of frustration, hasty information sharing, lack of digital skills, impulsivity, and social pressure. Frustration can lead to exposure to fraud, psychological issues, negative impacts on relationships, decreased self-esteem, social media addiction, and personal disputes. To address this, influencers recommend raising awareness of risks, enhancing critical thinking, and developing digital literacy. To conclude Frustration Infects the user because of many reasons including :Lack of awareness of the risks associated with using social media; Users' response to unconsciously disclosing their data; Excessive trust in certain sites or individuals without scrutinizing the content they publish; Users hastily sharing and spreading information and news without verifying its accuracy or the credibility of its source; Ignorance of the digital skills necessary to handle digital platform.;Impulsiveness and not thinking about the impact or consequences of what is being shared; lack of awareness of information laws and standards for using these means; Social pressure, which leads to a person's participation in discussions about topics reluctantly in order to integrate with friends, acquaintances, or the group they belong to; Feelings of loneliness and the desire to interact, even if it involves sharing and circulating inaccurate content

Keywords: Social media, Frustration, Users, Unhappy, Influencers.



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22. Business ethics, corporate social responsibility, business training and innovative behavior as predictors of employee happiness

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Abstract: This research analyzes the impact of personal and social ethics, business training, corporate social responsibility and innovative behavior on happiness at work and personal happiness, with the aim of exploring how these interrelated variables affect work well-being and its extension to the personal sphere. Coming from 97 academic studies by different authors, the analysis of the study variables was carried out and their relationships were found, creating the theoretical framework. The study is based on a sample of 323 employees, all of them university graduates, who work in the industrial and organizational sector. Quantitative approach. The first hypothesis (H1), which proposed a positive relationship between personal ethics and happiness at work, was confirmed. The second hypothesis (H2), which proposed a positive relationship between social ethics and happiness at work, was not supported by the data. The third hypothesis (H3), which proposed a positive relationship between innovative behavior and happiness at work, was rejected. The fourth hypothesis (H4), which proposed a positive relationship between business training and happiness at work, was confirmed. The fifth hypothesis (H5), which proposed a positive relationship between social responsibility and happiness at work, was confirmed. The sixth hypothesis (H6), which postulated a positive relationship between happiness at work and personal happiness, was the most robust of all. Organizations that invest in the ethical and professional growth of their workers not only improve happiness at work, but also the overall happiness of their employees. Specific geographic and cultural context, focused on the industrial sector of Baja California, Mexico

Keywords: Business, Ethics, Social Responsibility, Business, Training, Innovation, Behavior, Employee, Happiness.



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23. Relationship between the quality of life and happiness of Spanish dentists and the use of the internet

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Abstract: The quality of life of an individual is essential for a balanced perception of happiness and feelings of satisfaction. Sociodemographic conditions in a specific profession can influence health-related quality of life, and while the former have been studied in dentistry, their effect on quality of life is less understood. Quality of life is one of the greatest predictors of happiness. A cross-sectional analytical study was conducted among Spanish private dentists. To assess quality of life, an online survey was performed using the SF-36 v2 health questionnaire, evaluating 8 health dimensions (4 physical and 4 mental), summarized into two summary health components: physical component and mental component. A questionnaire regarding sociodemographic variables (age, sex, and professional activity location) was also included. Female dentists have lower physical and mental component scores compared to male dentists, with mental health being particularly significant. Younger Spanish dentists demonstrate poorer mental health compared to their older counterparts. The mental component is lower in southern Spain compared to other regions. The lower scores of female dentists compared to males align with other studies conducted among healthcare professionals. Older Spanish dentists exhibit better mental health than younger ones, which may be explained by the greater experience and skills of the former in handling work-related stress. Dentists in southern Spain have a poorer mental component than those in other geographic areas, which corresponds with other mental health studies. The use of online surveys may result in lower response rates compared to other methods; however, our study achieved an adequate response rate (47%). To prevent dentists in the sample from abandoning the survey before completion, a simple, user-friendly web design was created for the questionnaire, and a fast-loading web system with multi-device access was implemented.

Keywords: Internet Use, Quality of Life, Hrql, Sf-36v2, Dentists.



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24. Evolution of Public Emotions Towards Artificial Intelligence in Film and Television: A 60-Year Analysis

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Abstract: The aim of the study is to analyse the evolution of emotions triggered by the use of artificial intelligence (AI) in film and television viewers over the last 60 years, based on data available from the IMDB platform. Emotional states are characterised as positive, neutral, and dangerous. The study seeks to understand how public perception has changed over time and how technological advancements have influenced these perceptions. A large amount of literature has been reviewed on how AI in media influences public sentiment. Studies on technological integration in everyday life suggest that media representations shape societal views of AI. While earlier perceptions of AI were balanced, advances in AI and its integration into daily routines have prompted shifts in public opinion. The research involves the identification of more than 400 items from the IMDB platform. Tools such as VOS Viewer are used to map the relationship between genres and emotions. Additionally, an advanced language model (LLM) is employed to carry out sentiment analysis based on the synopses and genres of the productions. This methodological approach allows for a comprehensive analysis of the evolution of media representations of AI over time. The analysis reveals that the perception of AI among viewers has evolved significantly. Up until 2003, it was perceived in a balanced manner. With the greater integration of technology into daily life, viewers' perceptions shifted towards greater positivity until 2013, when the curves crossed, and negative sentiment began to rise year after year, paralleling the digitalisation and globalisation of everyday life. The results indicate that, although dangerous perceptions persist, there is a growing trend towards a more nuanced and positive view of AI, with the curves crossing again in 2023, marking the first time in ten years that positive sentiment has surpassed negative sentiment. The findings suggest that both the expansion of technology and media play a crucial role in shaping public perceptions of AI. Negative emotions prevail during periods of lower awareness, creating uncertainties, while neutral and beneficial representations increase as technology advances. The study highlights how changes in media narratives both reflect and shape social perceptions of AI. This study is limited by its reliance on data from the IMDB platform and its focus on sentiment analysis based on synopses and genres, which may not capture the full complexity of audience reactions. Additionally, the rapid pace of AI development may limit the study's applicability to future trends. Further research could explore more diverse data sources and consider different media platforms.

Keywords: Public Emotions, Artificial Intelligence Film, Television.



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25. Impact of Generative AI on Workplace Productivity and Employee Well-being

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Abstract: This study examines the impact of Generative Artificial Intelligence (AI) on workplace happiness and productivity, focusing on how its adoption affects employee well-being and, subsequently, organisational performance. Drawing on recent global analyses by leading consulting firms, the research aims to validate the implications of generative AI on managing workplace happiness and productivity. It offers a balanced view on the effects of AI, considering benefits and challenges it poses in today's work environment. The research uses global analyses from leading consulting firms. These analyses show how AI technologies reshape the business landscape and employee experiences. Prior studies have emphasised the dual nature of AI's impact on workplace environments: on one hand, AI promises productivity gains through automation and innovation, but on the other hand, concerns have emerged related to workplace safety, data quality and workforce readiness. The study gathers data from global reports and surveys, focusing on organisations' views and experiences with generative AI. They reflect sentiments from business leaders and employees regarding productivity, job satisfaction, and challenges such as data security and workforce adaptation. The analysis compares productivity trends, employee well-being, and concerns about AI adoption across various sectors to determine the broader implications of AI integration in the workplace. The research indicates that a large majority of organisations believe AI will transform their operations in the medium term, with emphasis on improving productivity. Growing concerns are highlighted, particularly among business leaders and employees, regarding data security, privacy, resistance to change, and skills needed to manage AI. The balance between the obsolescence of certain job roles and the talent required for emerging roles is an issue. AI users report increased productivity, though many also express concerns about the quality and value of AI-generated work. Generative AI can drive productivity and automate routine tasks but it can also negatively affect job satisfaction due to employees' lack of adequate technological skills and fears of being replaced by AI in the workplace. It's necessary to have a strategic approach to mitigate negative effects in AI implementation, focusing on continuous training, ethical considerations, and best practice codes. This can create a balanced work environment that fosters both operational efficiency and employee happiness. The study's reliance on global analyses and consulting firm surveys may limit its findings, as these perspectives may not fully represent diverse industry or regional experiences. Additionally, the rapid evolution of AI technology challenges the relevance of findings as workplace environments continue to adapt.

Keywords: Generative AI, Workplace productivity, Employee well-being, AI adoption challenges, Company Happiness.



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26. Experiential Marketing in the Toy Industry and Parental Perceptions: The Role of Children's Well-Being

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Abstract: Experiential marketing, initially linked to theme parks like Disneyland, is emerging as a key trend in the toy industry as retailers create unique in-store experiences for parents and children amid rising competition. While brands such as Lego and American Girl have embraced this strategy, others are slower to adapt. This study explores parental perceptions of experiential marketing, focusing on its benefits, drawbacks, and impact on children's well-being. Despite existing research on children's influence in family purchasing decisions, parents' perspectives on experiential marketing remain underexplored, highlighting a significant gap that this study seeks to address. Experiential marketing emerged in the 1980s to create meaningful consumer experiences beyond traditional purchasing behavior. Holbrook and Hirschman (1982) defined this concept, later expanded by Pine and Gilmore (1998), which emphasizes sensory, emotional, and cognitive values to enhance brand engagement. Brand experience encompasses customers' internal subjective and behavioral responses during interactions with brand-related stimuli (Brakus et al., 2009). Children act as both influencers and consumers in purchasing decisions (McNeal, 1992). Factors such as peer influence and media exposure significantly shape their consumer behavior, altering family purchasing dynamics (Dávila et al., 2022; Furnham and Gunter, 2008). Wellbeing remains an ambiguous concept despite extensive research (McGillivray and Clarke, 2006). It encompasses both objective and subjective dimensions, both of which are key for assessing overall wellbeing in children (Hémar-Nicolas and Ezan, 2019). Data were collected through 24 semi-structured interviews with parents of children aged 8 months to 12 years, and analyzed with a content analysis. The study reveals that parents prioritize their children's well-being and happiness, expressing concerns about potential technology addiction, particularly through in-store experiences. Effective use of digital tools in experiential marketing strategies can help toy professionals build customer loyalty. Insights gained enrich the literature on children's consumption and offer valuable implications for the toy industry and academia. Experiential marketing uses communication technologies to transform traditional retail methods, allowing retailers to offer unique experiences. Families favor brick-and-mortar stores but often seek simplicity and opt for online shopping for convenience. However, parents still value memorable in-store experiences, particularly during the holiday. To succeed, brands must balance digital engagement with concerns about technology addiction and adapt to shifting consumer behaviors in the post-pandemic landscape. This qualitative study could benefit from complementary quantitative research to enhance validity and reliability. Additionally, replicating the study across various countries could provide valuable insights into cultural differences.

Keywords: Children's Wellbeing; Consumer's Happiness, Experiential Marketing, Parents' Perceptions, Qualitative Study, Toy Industry, Persuasive Communication.



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27. Challenges of female entrepreneurship: Empowerment and resilience on the Tijuana border

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Abstract: The pursuit of gender equality is not only a matter of social justice but also a crucial factor for sustainable development. Gender inequalities hinder economic growth and limit communities' ability to effectively address global challenges such as poverty and lack of access to education. In this context, female empowerment serves as a response to the need for women to develop resilience skills, challenging the traditional narrative that positions women as the center of vulnerability and inaction in adverse situations. An ideal scenario for identifying the impact of women on society and the economy is the analysis of the challenges and opportunities faced by female entrepreneurs in Tijuana, Mexico. This perspective critically examines their efforts to embrace their gender roles and achieve the long-desired equity and empowerment. Therefore, the objective of this research was to analyze the challenges and opportunities that entrepreneurs face on the Tijuana border, assessing how their experiences contribute to female empowerment and resilience in a complex socioeconomic context. Through a critical approach, the study aimed to identify structural barriers that limit the development of their ventures and propose public policies to help them overcome these obstacles. To achieve this objective, a qualitative study was conducted using data collection techniques that included 23 interviews and four focus groups. Grounded Theory methodology was employed under a constant comparative method. The analysis resulted in a considerable array of categories and codes, highlighting issues such as gender discrimination, questioning of leadership and managerial skills, exclusion from financial decision-making, lack of recognition, the role of women in the household—including implicit limitations of domestic and caregiving work—violence, and harassment. Among the main sources of empowerment identified were familial support in achieving a balance between time and responsibilities associated with their roles as women, the initiative and desire to gain training in business management, and the efforts of associations and organizations to provide training and raise awareness. The study concludes that female entrepreneurship in Tijuana faces limitations stemming from a traditional view of gender roles, where women are seen primarily as caregivers responsible for household duties. A series of public policies are proposed to recognize and highlight the pivotal role of women in resource management and the promotion of innovative solutions.

Keywords: Female Entrepreneurship, Empowerment; Resilience, Entrepreneurship Challenges, Female Entrepreneurship Ecosystem.



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28. Effect of psychosocial factors on Happiness at Work in Mexico

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Abstract: In the post-pandemic context, markets face mental health challenges that should not be underestimated. The Great Resignation was the result of employees reevaluating their expectations regarding working conditions, the importance of work-life balance, and concerns about stress or mental burnout. In this regard, the lack of emotional support and a work environment that did not promote happiness or well-being led many to seek better options. This phenomenon has reflected how people have prioritized their well-being and happiness at work, seeking work environments that align more closely with their quality-of-life expectations. Organizations in Mexico are also experiencing the serious consequences of this situation through decreased productivity, increased absenteeism, and a noticeable decline in employee job satisfaction. Psychosocial factors in the workplace, such as job stress, anxiety, and burnout, play a decisive role in employees' subjective well-being and, consequently, in their motivation to contribute to the development of their workplaces. Under these assumptions, the objective of this study was to analyze the effect of psychosocial factors on happiness at work and how it impacts turnover intention and organizational commitment. To achieve this goal, a quantitative study was conducted using a closed-ended questionnaire applied during the second quarter of 2024 to 320 employees from various sectors in Mexico. The data were analyzed using structural equation modeling (SEM) to examine the causal relationships between the study variables. Preliminary results suggest that negative psychosocial factors, such as stress, anxiety, and burnout, have a significant negative relationship with happiness at work, indicating that the higher the level of these factors, the lower the employees' perceived well-being. It is important to highlight that employee who reported high levels of happiness at work showed a lower intention to leave and greater organizational commitment, suggesting that improving psychosocial conditions in the workplace could contribute to talent retention and increased organizational productivity. The study's results underscore the importance of addressing psychosocial factors that affect happiness at work in Mexican companies. Organizations should implement strategies to reduce stress and burnout, promoting wellness policies and emotional support. A work environment that values work-life balance and offers flexibility becomes a key tool for improving job satisfaction, reducing employee turnover, and ultimately increasing productivity.

Keywords: Psychosocial Factors, Happiness At Work, Stress, Anxiety, Burnout.



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29. Corporate digital platform: how can we boost employee happiness?

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Abstract: In the post-pandemic context, markets face mental health challenges that should not be underestimated. The Great Resignation was the result of employees reevaluating their expectations regarding working conditions, the importance of work-life balance, and concerns about stress or mental burnout. In this regard, the lack of emotional support and a work environment that did not promote happiness or well-being led many to seek better options. This phenomenon has reflected how people have prioritized their well-being and happiness at work, seeking work environments that align more closely with their quality-of-life expectations. Organizations in Mexico are also experiencing the serious consequences of this situation through decreased productivity, increased absenteeism, and a noticeable decline in employee job satisfaction. Psychosocial factors in the workplace, such as job stress, anxiety, and burnout, play a decisive role in employees' subjective well-being and, consequently, in their motivation to contribute to the development of their workplaces. Under these assumptions, the objective of this study was to analyze the effect of psychosocial factors on happiness at work and how it impacts turnover intention and organizational commitment. To achieve this goal, a quantitative study was conducted using a closed-ended questionnaire applied during the second quarter of 2024 to 320 employees from various sectors in Mexico. The data were analyzed using structural equation modeling (SEM) to examine the causal relationships between the study variables. Preliminary results suggest that negative psychosocial factors, such as stress, anxiety, and burnout, have a significant negative relationship with happiness at work, indicating that the higher the level of these factors, the lower the employees' perceived well-being. It is important to highlight that employees who reported high levels of happiness at work showed a lower intention to leave and greater organizational commitment, suggesting that improving psychosocial conditions in the workplace could contribute to talent retention and increased organizational productivity. The study's results underscore the importance of addressing psychosocial factors that affect happiness at work in Mexican companies. Organizations should implement strategies to reduce stress and burnout, promoting wellness policies and emotional support. A work environment that values work-life balance and offers flexibility becomes a key tool for improving job satisfaction, reducing employee turnover, and ultimately increasing productivity.

Keywords: Psychosocial Factors, Happiness At Work, Stress, Anxiety, Burnout.



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30. The Power of Happiness: How Positive Emotions Enhance Entrepreneurial Intention and Employability

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Abstract: This paper explores how emotions generated by different entrepreneurship training activities influence Entrepreneurial Intention (EI) and self-perceived employability. Two innovative training programmes were developed and their effects were measured before and after the training intervention. Based on Azjen's (1991) Theory of Planned Behaviour, this study introduces the neuroentrepreneurship approach, thus contributing to existing research by integrating neuroscientific elements to better understand the interaction between emotions and entrepreneurial competencies in higher education. The use of neuroscience as a distinctive methodology allows complementing traditional questionnaires with the objective measurement of emotions through neurophysiological indicators. This approach opens up new possibilities to investigate how positive emotions, in particular happiness, play a fundamental role in cognition and decision-making. The findings show that positive affective processing significantly contributes to improved perceived behavioural control, which in turn directly impacts on EI and perceived employability. The study therefore underlines the importance of designing educational programmes that not only focus on transmitting technical knowledge, but also promote a positive emotional environment that motivates students. Happiness and other positive emotions emerge as key facilitators in building a strong entrepreneurial mindset and strengthening young people's self-confidence in their transition to the labour market. The results of this work highlight the need to incorporate innovative methodologies that consider both cognitive and emotional aspects in order to maximise the impact of entrepreneurship training programmes. The main contribution of this paper lies in the combination of EI with perceived employability, analysing the connection between the two when developing entrepreneurial competences in educational contexts. It examines how the strengthening of these competences not only increases the willingness to be entrepreneurial, but also improves the self-perception of being more employable. In this sense, the article provides an empirical analysis of the relationship between entrepreneurial intention and employability, opening new perspectives for understanding their mutual influence. Need to expand the sample and international comparison by integrating the neuroscientific approach with entrepreneurship education to enable the generation of new opportunities in higher education.

Keywords: Entrepreneurship, Emotions, Employability, Education programmes, Entrepreneurial Intention.



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31. Do happy leaders have a different leadership style?

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Abstract: This study explores the impact of positive emotions, especially happiness, on leadership styles through the innovative use of neuroscience. By measuring the affective responses of CEOs and senior managers during a major business event, the research offers new insights into how emotions influence leadership behaviours, decision-making and the classification of leadership styles. Traditional leadership research has focused on cognitive and behavioural aspects, but recent studies highlight the role of emotions in leadership effectiveness. The use of neuroscience allows for a more accurate assessment of these dynamics, as it reduces the biases associated with self-reported data. Previous work has often omitted the importance of emotional states, making the neuro-leadership approach of this study a novel contribution to the field. A mixed approach combining traditional surveys with advanced neuroimaging techniques such as electroencephalography (EEG) and near-infrared spectroscopy (NIRS) was employed. Data was collected from 163 CEOs and managers who participated in a controlled experiment during the CEO Congress 2023. Participants viewed a 20-second audio-visual stimulus designed to evoke specific emotions and then completed a self-assessment questionnaire. Neuroimaging was used to measure brain activity and emotional responses in real time. The neuroscience-based results identified five predominant leadership styles, compared to eight styles classified by traditional surveys. The autocratic style was the most prominent in the neuroscience measurements, contrasting with self-reported data, where the mixed or participative style was more prevalent. Gender differences were also observed: men tended to be more associated with charismatic leadership, while women tended towards more participative styles. The findings suggest that positive emotions, such as happiness, play a crucial role in leadership effectiveness, enhancing cognitive control and influencing decision-making processes. The study highlights discrepancies between self-reported leadership styles and those observed through neuroimaging, suggesting that traditional tools may not fully capture the emotional influence on leadership. The main limitation of the study is the gender imbalance in the sample, as the majority of participants were male, reflecting the current distribution of leadership roles in the business sector. In addition, the use of neuroimaging in leadership studies is still at an early stage, and further research is required to generalise these findings to other contexts and industries.

Keywords: Happiness, Leadership, Gender, Management Style, Neuroscience.



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32. Advertising, brands, consumption and wellbeing. Making happiness (and health) happen through emotional marketing

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Abstract: Advertising, through its products and brands, fosters consumer culture. However, one of the most relevant and fundamental social questions about brands' existence remains whether they can make society happy through their possession and the values they emanate. Literature review: An assessment of the existing literature has identified several emotional and cognitive influences of brands on the concepts of loyalty on the one hand and emotional well-being on the other. Along these lines, some effects of income and consumption on well-being seem evident. This article analyses the correlation between brands and the happiness derived from them. To this end, the research methodology starts with an evaluation of current methods for validly and reliably assessing general influences on happiness. From there, a classification of the consumer-brand experience levels is made to consider whether consumption-happiness measurement is feasible. The results provide a basis for future research on happiness and advertising – brands – consumption pack. This research contributes to the investigation of consumer behaviour concerning applied marketing theories and public policies to promote the well-being (and emotional health) of society. It provides empirical evidence of consumers' multiple interpretations and evaluations of brands and how they relate to each other in an everyday consumer context. To this is added literary context on the relationship between corporate marketing and the possible causes of the happiness that brands bring. Added to this is the optimistic assessment of consumption (not consumerism) in the face of ongoing and evolving critiques of the brand system by social activists through empirical data. The lack of previous empirical research on the consumption-happiness pair has led to an abundance of populist criticisms and affronts against companies and consumers, so many companies and brands are calling for independent scientific scrutiny that can help them grow in a more positive sense.

Keywords: Advertising, Consumption, Emotions, Happiness, Health, Marketing, Wellbeing.



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33. How to Create Happy Customers Again After They Experience Service Failures? An Analysis of Different Recovery Types and the Effects of Consumer and Employee Empathy on Customer Forgiveness

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Abstract: The study examines how successful different recovery approaches are for customer forgiveness and analyses how customers who have written a negative online review have to be handled to be satisfied and thus become happy customers again. The aim is to answer which recovery approach (financial reimbursement, apology, product-related gift, or a combination) is the most successful. Consumer forgiveness is analysed based on characteristics such as consumer empathy, employee empathy, and experienced consumer emotion. Based on Forgiveness and Recovery literature, it is suggested that empathy has an essential meaning in the complex relationship of consumer recovery, such as that Customer Empathy helps recover relationships that have fallen apart and reinforces characteristics like compassion and tolerance (McCullough et al., 1998; Wei et al., 2022). In addition, Empathy within the service recovery process can increase beneficial behaviour, including decreasing patronage willingness, increasing the probability of reconciliation, and enhancing the likelihood of a more robust social relationship (Forster et al., 2020; Harrison-Walker, 2019; Wei et al., 2020), which makes it that powerful for the re-creation of happy customers. The study is conducted as an experimental scenario based on a standardised online questionnaire. This quantitative approach is applied to reveal recovery-success differences. The scenario is based on an online printer purchase that has been evaluated poorly by a dissatisfied customer. In consequence, the company tried to redress the failure with different compensation approaches: 1. 20 € + ink cartridges, 2. 5 € + ink cartridges, 3. 0 € + ink cartridges, 4. 20 € + no cartridges, 5. 0 € + no cartridges + apology. The study (N = 580) results indicate that consumer emotions influence post-recovery satisfaction as well as that the compensation type reinforces customer forgiveness. The most successful recovery approach was the approach with product-related compensation and without financial reimbursement, which highlights the product-related gift as essential for the perceived recovery effort and consumer forgiveness. Consumer empathy also influences consumer forgiveness, showing evidence for a mitigated revenge-seeking, by highly empathic consumers. According to previous findings, the results support the discussion with the no-need for overcompensation rule in complaint recovery, showing evidence that an appropriate and happy customer does not need to be covered under too much financial compensation. Generalisation can only be considered for similar situations since the scenario draws the limit of this methodological approach.

Keywords: Customer Happiness, Consumer Forgiveness, Recovery, Service Failure, Empathy.



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34. Artificial intelligence in higher education: promoting well-being, happiness, and new career opportunities through educational innovation

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Abstract: The integration of artificial intelligence (AI) in higher education is profoundly transforming the dynamics of teaching and learning, generating a positive impact on the well-being and happiness of students and teachers. This paper explores how AI-based tools, such as ChatGPT, are enhancing the educational experience by personalizing learning, optimizing teachers' time, and fostering a more flexible and collaborative environment. By allowing students to progress at their own pace and receive immediate feedback, AI reduces academic stress and improves personal satisfaction, creating a learning environment that promotes emotional well-being. Furthermore, by automating administrative tasks such as creating assessments and generating educational content, teachers can dedicate more time to value-added activities, achieving a balance between efficiency and educational quality. From a career perspective, the implementation of AI in university teaching not only prepares students to face the technological challenges of the 21st century but also equips them with the digital and transferable skills that employers demand in an increasingly competitive job market. AI, by facilitating the development of skills such as critical thinking, creativity, and problem-solving, improves students' readiness to access new career opportunities in the digital economy, increasing their employability and potential for success. Ultimately, the proper use of AI in higher education not only fosters educational innovation but also contributes to well-being and happiness in the academic environment, preparing students for a professional future filled with opportunities.

Keywords: Artificial Intelligence, Higher Education, Well-being, Happiness, Chat GPT, Educational Innovation, Career Opportunities.



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35. Exploring happiness. emotions in spanish cinema. The impact on box-office success of the feelings conveyed by the synopsis.

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Abstract: This paper presents a sentiment analysis through the synopses of the 10 highest-grossing films in Spain in the last decade. The main objective was to understand the feelings that these synopses evoke in viewers, and how these factors may have contributed to their success at the box office. To carry out this analysis, we used Power Automate, a Microsoft automation tool that uses natural language processing (NLP) techniques to understand and interpret human language. In this way, it was possible to identify the feelings and classify them into: negative, positive and neutral. Subsequently, a correlation was made between the revenue in euros of these films and the perception of feelings (negative, neutral and positive) expressed in their synopses. The results obtained reflect that, firstly, as the negative perception in the synopses increases, the box office tends to decrease. Secondly, it was observed that the collection increases notably with higher levels of neutral perception and, finally, with respect to positive synopses, it seems that they do not guarantee a higher collection.

Keywords: Happiness, Emotions, Cinema, Natural Language Processing.



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36. Feel-Good Purchases: Unpacking the Role of Emotions and Product Attributes in Ethical Consumer Behavior

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Abstract: Understanding the relationship between product attributes and consumer emotions is crucial for sustainability. Sustainable products often evoke positive emotions such as satisfaction and pride, while non-sustainable products can lead to negative feelings such as guilt and disappointment. These emotions significantly influence purchasing intentions as consumers prefer products that align with their values. Understanding how product attributes affect emotions allows companies to create effective marketing strategies that highlight sustainability benefits and foster emotional connections with customers, thereby promoting more responsible consumption. Product attributes play a fundamental role in promoting sustainable consumption and serve as key factors in consumer decision-making. Sustainable products are characterized by intrinsic attributes (such as quality and design) and extrinsic attributes (such as price and brand), in addition to sustainable attributes that reflect ethical and environmental principles. These characteristics influence consumer emotions, which can be positive (e.g. happiness and pride) or negative (e.g. guilt). Both positive emotions derived from purchasing sustainable products and negative emotions associated with unsustainable consumption can encourage responsible behaviors, highlighting the moderating role that perceived consumer effectiveness may play in this process. To collect the research data, a structured questionnaire was designed in four parts: (1) assessment of the importance given to different product attribute, (2) emotions derived from purchase and future consumer behavior, and (3) psychographic characteristics of the consumer. A total of 740 questionnaires were obtained from Spanish residents. Sustainable product attributes impact the intention to purchase sustainable products both directly and indirectly through positive and negative emotions. By contrast, the impact of functional attributes was indirect. Furthermore, the influence of positive emotions on purchase intention is greater among individuals with greater perceived effectiveness; that is, those who are aware that their individual actions as consumers impact the environment. The first limitation is the geographical area of data collection, which was conducted solely with the Spanish population. Furthermore, the analyzed data are declarative and do not measure actual consumer behavior.

Keywords: Product Attribute, Emotions, Ethical Consumers, Sustainable Consumption, Consumer Effectiveness.



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37. Sport as a way of life and happiness among women veterans

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Abstract: Doing sport generates the production of endorphins, helps to combat stress and helps us to increase the production of neurotransmitters. All these benefits are tangible in a physiological way and contribute to generate a higher level of happiness. The objective is to see how sport can be used as a tool for transformation, for socialising, and for creating positive dynamics and synergies for women over thirty-five, most of whom have a stressful rhythm. To this end, a case study of the city of El Puerto de Santa María will be carried out, with veterans of the Club de Rugby Atlético Portuense and the Club de Baloncesto Portuense. The methodology to be followed will consist of a triangulation of quantitative and qualitative techniques from different studies of the state of the question, surveys and finally in-depth interviews. The work is in its initial phase and we do not yet have results, but we believe that the data can be very encouraging, not only to test the motivation and current situation, but also to encourage other women to take up sport.

Keywords: Happiness, Sport, Women Veterans, Way of Life, Feminism.



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38. Subjective Well-Being of Migrants: An Exploratory Study in the Campo de Gibraltar and Níjar

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Abstract: Migration studies have traditionally focused on economic, political, and health aspects (Arif, 2020; Dustmann& Fabbri, 2003; Abba-Aji, 2022). However, the subjective well-being (SWB) of migrants has gained increasing attention, especially regarding the impact of social, economic, and legal factors on their quality of life. This study examines the SWB of migrants in two distinct regions of southern Spain: Campo de Gibraltar and Níjar, both significant migratory hubs due to their proximity to Africa. Using a case study approach, the research aims to assess whether life satisfaction differs between migrants in these regions and identify factors contributing to their well-being. Data were collected through structured surveys from 76 immigrants (36 in Campo de Gibraltar and 40 in Níjar) between August 18 and September 9, 2021. The surveys focused on demographics, living conditions, employment, and subjective well-being indicators. Results show that 47.2% of migrants in Campo de Gibraltar reported feeling "quite happy," compared to 37.5% in Níjar. Employment emerged as a crucial factor influencing happiness in both regions, with 77.8% in Campo de Gibraltar and 92.5% in Níjar feeling "very happy" upon securing their first job. However, challenges were more pronounced in Níjar, where 75% of respondents reported difficulties upon arrival, compared to 38.9% in Campo de Gibraltar. The analysis reveals that migrants in Níjar face more significant challenges, particularly regarding housing and employment opportunities, which negatively affect their SWB. In contrast, migrants in Campo de Gibraltar, while also facing substantial difficulties, report slightly higher overall happiness and life satisfaction. The study concludes that SWB among migrants is influenced by a complex interplay of socio-economic and environmental factors. Policies focused on improving living conditions, particularly access to stable employment and housing, should be prioritized to enhance their well-being. This research underscores the need to integrate SWB metrics into migration studies and policy-making for a more comprehensive understanding of migrant experiences. Future research could focus on a comparative analysis of SWB across various migrant groups and regions within Spain and Europe, offering insights to develop more effective policies for migrant integration and long-term success. Additionally, circumstances like discrimination based on origin or religion also impact their well-being, with 27.5% of migrants in Níjar and 61.1% in Campo de Gibraltar reporting decreased happiness due to discrimination.

Keywords: Migration, Subjective Well-Being, Life Satisfaction, Happiness, Migration Policies, Socio-Economic Factors.



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39. Happiness and Wellbeing Management in Tourism Startups: A Study of Organisational Leadership and Entrepreneurship

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Abstract: Recent research has established happiness at work as a crucial factor in optimising both performance and team engagement within organisations. New professional roles in business, such as the Chief Happiness Officer, or innovative formulas in the management of organisational wellbeing have become trends to improve the working environment and promote wellbeing within corporations. In this study, the scope of the research is limited to startups or emerging tourism companies, entities whose raison of existence is the wellbeing of their customers through the consumer experience. The aim is to analyse what internal management strategies these entities have for the promotion of happiness and wellbeing, as well as how satisfaction in this type of entrepreneurship varies or not according to gender. To this end, a systematic review of the existing scientific literature is carried out and the testimonies of representatives of six tourism startups are analysed through the dynamization of a focus group. The results show a unanimous predisposition towards the implementation and reinforcement of business policies in which the worker, together with the consumer, are at the heart of corporate wellbeing management strategies. In conclusion, this study highlights the relevance of happiness at work in the field of tourism startups and also provides new insights into how leadership influences wellbeing management. The findings provide a solid foundation for future research and the design of organisational strategies that promote a more equitable, resilient and wellbeing focused work environment in the long term.

Keywords: Happiness, Wellbeing, Startup, Leadership, Entrepreneurship, Tourism companies.



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40. Happiness at work: Perspectives by gender and generation

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Abstract: Managing the well-being of employees is a discipline that is increasingly being implemented in companies. A prolific body of literature demonstrates that organizations that focus on enhancing the well-being and happiness of their employees reap significant economic and reputational benefits. Despite this, a diverse and complex business ecosystem like today's is making us focus on identifying the differences within human capital in order to adapt policies accordingly. These differences are reflected both in the different generations coexisting in companies and in the gender of the employees (male/female). Determining how happy employees are based on their generation or gender is essential for adjusting the happiness policies that companies develop. This study analyzes the happiness of employees based on 2,800 questionnaires conducted by Happyforce, using a random sample of companies from the U.S. and Europe and segmented by gender, geographical location, and generation indicators. The results show that the happiest generation is the Baby Boomer generation, followed by the Centennials. The study also reveals that variables such as recognition and the work team are very important to all generations, while opportunities for development are important for every generation except the Baby Boomers. For the latter, the company's purpose is key to their satisfaction. Additionally, the study shows that company size influences employee satisfaction, with companies of fewer than 50 employees showing the highest happiness index. This study aims to create the necessary knowledge to enable Human Resources departments to develop corporate well-being or workplace happiness programs that are suitable, considering the differences between generations and genders.

Keywords: Gender, Generations, Happiness at work, Segmentation, Well-Being, Companies.



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41. The influence of Corporate Social Responsibility dimensions on purchase intention, WOM, and consumer happiness in the construction sector: A PLS-SEM approach

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Abstract: The construction industry is one of the major contributors to environmental degradation, primarily due to the use of concrete, one of the most polluting materials. In light of growing consumer awareness of sustainability issues, corporate social responsibility (CSR) has become a crucial factor influencing consumer behavior. This study investigates the relationships between CSR and three key consumer outcomes: purchase intention, word-of-mouth (WOM), and consumer happiness. By employing partial least squares structural equation modeling (PLS-SEM), this research explores how the four dimensions of CSR—economic, legal, ethical, and philanthropic—impact these variables, particularly focusing on consumer happiness when purchasing properties constructed with cement. Corporate social responsibility (CSR) has been widely studied in terms of its impact on various business outcomes, including brand reputation and consumer loyalty. However, limited research has focused on how CSR, especially in environmentally sensitive industries like construction, influences consumer behavior and emotions. The theory of planned behavior and the emotional contagion framework suggest that emotions, such as consumer happiness, can significantly mediate the relationship between perceived CSR and purchasing behaviors. This research aims to fill this gap by assessing CSR's multi-dimensional nature and its specific influence on purchase intention, WOM, and consumer happiness. A PLS-SEM approach was used to test the proposed relationships. The sample consisted of 1,000 consumers who had recently purchased or considered purchasing a property made with cement. CSR was operationalized using four dimensions: economic, legal, ethical, and philanthropic. The dependent variable was purchase intention, while consumer happiness and WOM acted as mediating variables. Survey data were collected using a 5-point Likert scale, and the analysis was conducted using SmartPLS software. The analysis revealed that all dimensions contribute to CSR, and it had a positive influence on purchase intention. Both word-of-mouth (WOM) and consumer happiness add greater value to CSR by increasing purchase intention. Importantly, consumer happiness emerged as a significant mediator, amplifying the effects of CSR, particularly on purchase intention. These findings highlight the pivotal role of consumer happiness in the context of sustainable purchasing decisions, particularly in the construction industry. While CSR plays a fundamental role in shaping consumer attitudes and behaviors, this study underscores the importance of emotional factors, such as happiness, in driving.

Keywords: Concrete, PLS, RSC, Purchase Intention, WOM, Happiness.



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42. Job satisfaction in technology companies: An approach from happiness, organizational resilience, and personality

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Abstract: This study examines the relationship between happiness, organizational resilience, and personality traits with job satisfaction among technology workers in the Tijuana-San Diego binational region. In an environment marked by technological innovation and competitiveness, employee well-being and the ability of organizations to adapt to change are critical factors that directly impact productivity and talent retention. The literature indicates that organizational resilience is essential for facing external challenges and maintaining internal stability, which can positively affect job satisfaction. At the personal and organizational levels, happiness is associated with greater commitment and well-being at work. Personality traits, such as openness to change and emotional stability, have been shown to influence how employees perceive their work environment and manage stress, directly affecting their level of satisfaction. A quantitative approach was employed using surveys of technology workers in companies in Tijuana and San Diego. The measured variables included happiness, organizational resilience, personality (assessed through the Big Five personality traits), and job satisfaction. The data were analyzed using correlational and regression statistical methods to identify significant relationships between the variables. The results revealed that organizational resilience strongly correlates with job satisfaction, highlighting that resilient organizations promote employee well-being and satisfaction more effectively. Additionally, employees with personality traits who are more open to change and have greater emotional stability reported higher satisfaction and happiness in their work environment. The findings confirm that organizational resilience and personality play a crucial role in job satisfaction among technology workers. Companies that prioritize well-being and foster a flexible and resilient environment enhance the overall well-being of their employees. Furthermore, workers with greater emotional stability handle work challenges better, increasing their satisfaction. The study is limited to the Tijuana-San Diego binational region, which may restrict the generalization of the results to other geographical areas or industrial sectors. Additionally, the quantitative approach does not allow for an in-depth exploration of individual experiences, suggesting the need for complementary qualitative studies.

Keywords: Job satisfaction, Happiness, Organizational resilience, Personality.



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43. Exploring the connection between entrepreneurship, motivation, and empowerment in female entrepreneur

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Abstract: Entrepreneurship has been recognized as a crucial element for economic development and job creation, particularly in emerging economies. Female entrepreneurship is not only seen as an economic driver but also as a means of personal and social empowerment. Through entrepreneurship, women generate income, challenge gender norms, and enhance their autonomy. Previous studies have examined factors such as structural barriers, access to financing, and motivations that drive women to pursue entrepreneurial ventures. However, there are still gaps in understanding how individual characteristics of female entrepreneurs relate to motivation and empowerment across personal, economic, and social dimensions. This research aims to ascertain the relationship between the characteristics of female entrepreneurs, their motivation for engaging in entrepreneurship, and empowerment across various dimensions. The study adopts a positivist, quantitative, non-experimental, causal, and cross-sectional paradigm to analyze the relationship between entrepreneurship and empowerment among female entrepreneurs, considering their self-perception. It utilizes standardized and validated instruments from prior research, covering 11 dimensions of entrepreneurial competencies. Motivation is also included to integrate a gender perspective. The study of women's empowerment centers on four dimensions: economic, personal, familial, and socio-cultural. A pilot study was conducted with 47 women who participated in a business plan training program for entrepreneurs. The instrument's reliability was measured, yielding a Cronbach's Alpha of 0.927 for entrepreneurial competencies and motivation, and 0.850 for empowerment. Data were analyzed using the Min-Max standardization technique due to the small sample size. Clustering techniques identified the optimal number of clusters, based on K-means determined by the elbow method. Three clusters were identified, representing low, medium, and high levels of the entrepreneurship-motivation and empowerment relationship. The first group comprised 21% of subjects, the second group 57%, and the third the remaining 21%. Clusters 2 and 3 represent groups with low empowerment and low entrepreneurship-motivation, while Cluster 1 stands out for high levels in both dimensions. The relationship between entrepreneurship and women's motivation is interconnected and has the potential to influence empowerment.

Keywords: Empowerment, Entrepreneurship, Gender, Motivation, Women.



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44. The emotional road: How customer orientation and price fairness enhance customer well-being in the automobile industry

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Abstract: Subjective well-being, which is based on happiness studies, involves experiencing positive emotions, while minimizing negative moods. Emotions guide behaviors, with positive emotions like joy driving consumption and well-being. While research has examined relational benefits of customer orientation and price fairness, less attention has been given to their psychological effects. The relationship between consumption emotions, well-being and behavioural intentions is also gaining increasing attention in literature. The goal of this research is to unveil how marketing stimuli (customer orientation and price fairness), are subconsciously evaluated through appraisal processes, leading to emotional (joy and well-being) and behavioral responses (revisit intentions and willingness to pay more). The positive influence of customer orientation and price fairness on consumption emotions can be grounded on attribution theory. Attachment theory posits that brand attachment often results from strong positive feelings of affection (i.e. joy) and well-being. We argue the joy consumers feel during the purchase in a car dealership may elicit subjective well-being, which in turn, may result in revisit intentions to the car dealership and willingness to pay more to the car brand. Based on attribution theory and attachment theory, this study addresses three research questions: (1) Does customer orientation and price fairness perceptions elicit positive consumption emotions? (2) Do positive emotions elicited during the purchase experience generate a sense of well-being among the customers? (3) How does well-being affect behavioural intentions? Data analysis was carried out using equation modelling based on partial least squares method (SEM-PLS) with a sample of 317 Jordanian customers who purchased a vehicle from Abu Khader (AK), a leading Jordanian car dealership. Results show that marketing initiatives may affect consumer wellbeing through consumption emotions supporting attribution theory. Customer orientation has a strong and significant impact on joy/excitement experienced by customers during a car purchase, being the effect of price fairness less intense. The positive effect of joy on well-being has implications for psychology research. Well-being is a significant predictor of revisit intention and willingness to pay more, supporting attachment theory. Limitations include the cross-sectional design. Future longitudinal studies could map temporal aspects. Validating results with other companies and product categories (second-hand cars) is also recommended.

Keywords: Customer orientation, Price fairness, Happiness, Well-being, Emotions, Willingness to pay more.



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45. Analysis of the management model in the wellbeing tourist destination in relation to other tourist destinations

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Abstract: There has recently been increased interest in the intersection between wellbeing, happiness management and tourism (Ravina-Ripoll, et al, 2023). However, it has emphasized the need for studies how such making expertise is turned into value for tourists (Núñez-Barriopedro, et al., 2018). Although various fields of study have analysed the tourism sector (management, marketing, tourism, economics and psychology), in most studies the tourism sector is studied in aggregate terms. The complicated reality of tourism challenges researchers with a huge variety of tourism destinations involving a wide range of means, focused on the field of study. Consequently, one of the main objectives of this study is to analyse whether there are significant differences between key tourism destinations. This paper thus provides a framework to contribute to the literature in a way that analyses the main items and dimensions of management and consumer behaviour. To achieve this objective, a descriptive cross-sectional study was carried out based on data from the "Tourism and Gastronomy" questionnaire of the Centro de Investigaciones Sociológicas (CIS) through a survey with a sample of 4538 citizens representative of the Spanish population. So, the hypotheses are contrasted by ANOVA analysis using SPSS version 29 software. The results of the research show that the welfare tourist destination compared to the other tourist destinations shows significant differences with respect to key variables such as remuneration in employment, job stability, immigration in employment, spending in restaurants, valuation of leisure time and valuation of reviews. The most important lines of research into this topic include its impacts, whether economic, cultural or heritage, as well as motivation, experience, marketing and destination image. The accumulation of research on technological advances and in particular on the ways that innovations influence tourist experiences. One of the limitations of this study is that it is a cross-sectional study, so that in future work a longitudinal study could be carried out. Another limitation may be that the geographical scope of this study is Spain, so future work could be extended to a European or international geographical scope.

Keywords: Tourism, Wellbeing tourist destination, Happiness Management, Tourist destination, Gastronomy, Marketing.



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46. Seeking the Well-being of Female University lecturers: A Case Study of an Experience Conducted at the University of Cádiz to Reverse 'Academic Housework

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Abstract: This paper presents the research line led by the University of Cádiz (UCA) (Spain) since 2019, entitled "Academic Housework: conscious tools to avoid falling into it," aimed at reducing the gender gap and improving happiness as an outstanding task (Ryff, C (1995); Ryff, C & Keyes, C. (1995); Brown, Gibbs, & Reid (2019). in university life. "Academic Housework" (Heijstra, Einarsdóttir, Pétursdóttir & Steinþórsdóttir, 2017) refers to the set of minor, invisible, and unpaid tasks that female lecturers perform daily, which exacerbates the gender gap between male and female lecturers in universities and negatively impacts the professional careers of female lecturers. This qualitative research presents a case study corresponding to the third phase of the project. This project, initiated in 2019, has several phases that have been developed with different activities over four years: 1) Framework and conceptualization, 2) Design of scales to detect Academic Housework, 3) Piloting an intervention plan that offers strategies and tools to reverse Academic Housework and for academics to manage "university domestic work", and 4) Design of an Action Plan to improve the personal well-being of academics, helping them to identify everything that hinders their professional career and causes them distress. Phase 1 was presented at the II Congress on University Gender Policies, Interculturality and Inclusion (Mexico 2021), and on this occasion we will focus on showing and analyzing the 3rd phase. Implementation and launch of a pilot experience carried out in 2020-2021 in the form of an Endorsed Action funded by the UCA with the aim of training 25 female university lecturers from different levels and knowledge areas in a gender perspective, focusing on three pillars: assertiveness, time management, and effective communication. The objective of this training action was to verify if, after this period of sensitization, training, and accompaniment by an expert in female leadership, the UCA academics were able to identify Academic Housework, to apply the tools to reverse it, contributing to greater professional well-being and happiness, a circumstance that leads to higher performance and reduces the gender gap. This real experience developed at the UCA is a good practice that can be replicated and extrapolated to other universities that want to promote gender policies and implement specific actions in their equality plans, focusing on the happiness and well-being of their lecturers. Due to its case study design, the study is limited by a small sample size of only 25 participants.

Keywords: Academic Housework, Well-being, Happiness, Female leadership, Gender gap.



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47. Consumer Happiness as a Key to Loyalty in E-commerce: The Preference for Digital Platforms over Physical Stores

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Abstract: The rise of e-commerce has been transforming consumer preferences, with more people opting for platforms like Aliexpress, Amazon, or Temu instead of physical stores. Following a review of the literature, this study aims to demonstrate how both consumer happiness and satisfaction influence online shopping behavior and loyalty toward these platforms. Through a mixed-methods analysis based on a digital survey conducted in Spain among individuals aged 18 to 65, and on structural equation modeling (PLS-SEM), the relationships between perceived service quality, satisfaction, consumer happiness (analyzed from both hedonic and eudaimonic perspectives), and consumer loyalty are explored. This analysis seeks to show that consumers experience higher levels of happiness when shopping online due to convenience, ease of use, and the ability to personalize their entire shopping experience. Additionally, it aims to prove that this happiness, mediated by high satisfaction with the purchasing process, translates into stronger loyalty toward digital platforms. Lastly, it seeks to demonstrate that consumers who enjoy the online shopping process, influenced by emotional factors and service quality, tend to shop more frequently. These findings are key to understanding why more consumers prefer e-commerce over physical stores and how consumer happiness and satisfaction become drivers of loyalty and repeat purchases. The study concludes that digital platforms that succeed in optimizing user satisfaction can establish themselves as leaders in consumer loyalty.

Keywords: Loyalty, Consumer happiness, Service quality, Consumer satisfaction, E-commerce.



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48. Are the most entrepreneurial countries the happiest?

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Abstract: The economic literature argues that all entrepreneurs must have certain social and emotional skills to face their business venture and know how to adequately manage the constant uncertainty they will face. These include leadership, creativity and empathy, but little has been said about the emotional health and well-being of entrepreneurs. In addition, there are a number of local, institutional and regulatory factors that can influence the happiness of entrepreneurs. Recent studies have analysed the happiness of entrepreneurs from various points of view: from a subjective perception; the design of their work place; comparing employees with entrepreneurs; the relationship between happiness and business success; the influence of cultural values, etc. It is necessary to find the link between the factors that together make a country and its entrepreneurs happy. Considering the institutional variables proposed by the World Happiness Report to explain which regions are happier, such as GDP per capita, life expectancy at birth or the perception of corruption, among others, the aim of this paper is to analyse whether these same variables also explain the entrepreneurial capacity of the regions. To determine the level of entrepreneurial activity, we use the entrepreneurial activity rate (EAR) provided by the Global Entrepreneurship Monitor (GEM). The study considers a set of countries from different continents, in order to determine whether the cultural factor also has a natural influence on the well-being of entrepreneurs. The methodology used is a double regression: on the one hand, the degree of happiness of the countries is used as an independent variable and those related to the macro-environment as explanatory variables, while on the other hand, a second regression is used whose independent variable is the OER and the dependent variables are the same variables of the macroeconomic environment. This analysis is proposed in a temporary period of economic stability and at a later time (2018-2023), characterised by economic and social instability, marked by the incidence of Covid. The results indicate the existence of socio-economic variables, such as life expectancy at birth and cultural factors that significantly explain the joint happiness of citizens and entrepreneurs, while some economic variables are more likely to explain the well-being of entrepreneurs than that of countries. The limitations of the study are due to the restriction of complete data for the countries analysed, as well as the limitation of institutional variables.

Keywords: Entrepreneurship, Entrepreneurial regions, Oer, Convergence analysis, Happiness.



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49. Satisfaction in the workplace: A generational perspective for internal marketing

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Abstract: Internal marketing postulates that the best strategy to obtain satisfied employees is to take care of them as if they were your internal customers. To this end, prior to the design of the jobs and just as it would be done with external customers, it is necessary to identify their needs. The objective of this work is to study in depth the antecedents of internal customer satisfaction using the generational age (Generation Z, Generation Y, Generation X and Baby Boomers), to which the employee belongs, as a segmentation variable. As antecedents of job satisfaction, this research considers: economic factors, factors inherent to the job and conciliatory factors. The data are taken from the latest European Social Survey (ESS) round 10. To measure the impact of economic factors, income is taken as a variable; the influence of aspects related to the job is measured with the variables control and team integration and finally, the reconciliation aspects are collected with the variables work family balance, teleworking and flexible working hours. For hypothesis testing, four linear regressions were carried out, one for each of the generations studied. The results show that the social variable (being part of a team), in all generations, has the greatest impact on job satisfaction. However, each of the generations has its own peculiarities, since the order of influence of each of the explanatory variables varies substantially. Generation Z seems to be affected only by the social component; Generation Y, unlike the other generations, prioritizes the possibility of work family balance over income and flexible working hours for its job satisfaction; Generation X is in favor of higher income, while the Baby Boomers give priority to flexible working hours. All the results are justifiable from the point of view of the family life cycle. The results suggest that companies should start working on internal segmentation to meet the demands of each of the generational groups. These internal marketing strategies, adapted to the generation to which the employee belongs, will help to improve external customer satisfaction, through employee satisfaction and, therefore, the competitive positioning of the company.

Keywords: Inbound marketing, Job satisfaction, Work-life balance, Segmentation strategies, Intergenerational differences.



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50. Insights from AI Users' awareness and satisfaction in Spain: A latent class approach

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Abstract: Artificial intelligence (AI) has expanded rapidly into many industries and domains of the human life; in 2023 the size of the European AI market was of 31.54 billion euros (191.48 billion euros in 2030) and the AI tool users in Europe are expected to grow from 80 million, in 2023, to 250 million users by 2030 (Statista, 2024). While recent evidence has shown heterogeneity in AI usage by European firms, this heterogeneity also applies to the AI users, several factors being significant: i.e., AI skills and AI awareness, living area, demographics; the existence of gender and generational gaps in AI usage, among others. This research investigates the patterns of AI usage in Spain, to identify clusters of AI users with a focus on the AI awareness and satisfaction level with the AI, a variable less analyzed; findings also add to the impact of country cultural differences on AI usage. The data (18,900 observations collected in 2023 by the Association for Media Research from respondents of 14 years of age or above), were analyzed with latent class (LC) methods to identify latent profiles of AI users. Two variables, frequency of AI usage and gender, were used to segment the sample. LC analysis identified 4 clusters, one of AI inactive (47% of the sample), most likely to be women, who never used AI, and three clusters more likely to be integrated by men: intensive AI users (26%), who used AI in the last week; moderate AI users (15%), who used AI in the last month, and occasional AI users (12%) who used AI in the last year. While all clusters are aware of AI, the AI inactive don't have a clear idea about AI, in contrast with the three clusters of active AI users who are knowledgeable about AI; demographic variables (age, education, occupational status) distinguish among active AI users (below 44 years, university graduates, either employed or studying) and inactive AI users (above 54 years, lower education and more likely to be unemployed or retired); living area is important, the AI active users living in larger cities. Satisfaction level with AI was found not determinant for the intensive and moderate AI users' clusters. Further analysis could include the type of AI tools used, motives and perceptions of AI, to get more insights on AI users' satisfaction level.

Keywords: AI, latent class analysis, AI awareness, AI satisfaction, Spain.



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51. Women in social startups-the path to financial independence or the road to happiness

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Abstract: Most of the literature focuses on economic and financial opportunities that can be obtained through entrepreneurship. Start-ups in entrepreneurship are also mostly focused on growth, scaling and profit. These startups primarily seek to solve a specific social, environmental, or cultural problem rather than make a profit. Therefore, the objectives of our study are to: substantiate the importance of women's participation in the implementation of social startups; and explore the goals that women achieve in the process of implementing social startups and the impact of these goals on happiness. Women's entrepreneurship has long been considered an important activity for the socio-economic development of any region (Audretsch et al. 2022); economic growth and well-being of countries (GEM 2023/2024; OECD (2020); OECD (2011)). There is evidence in current research that women tend to focus more on the non-economic aspects of entrepreneurial outcomes in general and start-ups in particular (Anna et al. 1999; Jamali, 2009; Al-Qahtani et al 2022). A theoretical and methodological study to systematise existing approaches to the relationship between the goals pursued by eco-social start-ups and the category of 'happiness'. A bibliometric analysis to substantiate the main goals of social startups and the impact of these goals on the happiness of women who implement these startups. Based on the bibliographic analysis, the goals pursued by women leaders of social startups are systematised; the relationship between the goals of social startups and the category of 'happiness' is determined. The role of women and women's communities in the organisation and promotion of social startups is substantiated on the basis of statistics research. Social impact and the realisation of social goals is an important and attractive aspect for many women entrepreneurs. These women leaders strive to 'preserve local resources, promote diversity across sectors in their communities; help society and the economy. Thus, it is necessary to expand the existing literature on the impact of women on the development of social startups and social entrepreneurship. The study of social startups is often based on expert opinions and surveys. It is difficult to use mathematical tools to substantiate the conclusions, as there are no statistical data sets exclusively for social startups. Our conclusions are based on thorough bibliographic analysis and expert opinions.

Keywords: Women's startups, Women's entrepreneurship, Social goals, Happiness management.



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52. Are women in UAE fell happiness when using social media?

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Abstract: This paper investigates whether women in UAE experience happiness when using social media, aiming to explore the factors that contribute to positive or negative emotional outcomes. The primary objectives of the study are to understand the relationship between social media usage and women's happiness, identify specific social media activities that enhance or diminish well-being, and examine how social comparison, validation, and community engagement influence emotional experiences. Key research questions include: Do women generally feel happier when using social media? What types of interactions or activities on social media contribute to their happiness or dissatisfaction? How do factors such as content type, and time spent on social platforms affect emotional well-being? The study employs a qualitative approach by interviewing a sample of 20 women from different ages and educational background. The interviews will gather data on social media habits, emotional responses, and perceived levels of happiness from the diverse sample of women. In-depth interviews will provide insights into personal experiences and the emotional impact of social media usage. By analyzing the responses, the study aims to provide a nuanced understanding of how women's social media engagement correlates with happiness and well-being, contributing valuable knowledge to both academic research and the development of healthier digital practices.

Keywords: Women, Happiness, Social Media, UAE.



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53. Happiness, economy and communication: The events organised by the Société Technique de L'industrie du Gaz to commemorate the centenary of the gas industry in France and the fiftieth anniversary of the Société Technique de L'industrie du gaz (1924)

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Abstract: This research analyses, from the point of view of Communication and Happiness, the activities organised in 1924 by the Société Technique de la l'industrie du gaz (Technical Society - a business organisation that represented the interests of the gas industry in France - in Paris, to celebrate its 50th anniversary and the beginning of the gas industry in France in that capital, in 1824, that is, its centenary. The Société Technique organised various events. Particularly noteworthy were the installation of a commemorative plaque in honour of Philippe Lebon and an exhibition, intended to make the past and present of the gas industry known to the general public and the gas community, with the purpose of propaganda. To this was added a big party at La Place de l'Opéra, in addition to the Congress of the association, the Gas Week and the publication of a book on the history of the gas activity in France. Most of these activities were aimed at the public and were very well received. The text is based on unpublished documentation, consisting mainly of general and specialised press of the time, photographs of the events and the book that the Société Technique published that year on the occasion of its 47th congress. This association wanted to involve Parisians and visitors to the 1924 Olympic Games, as well as the gas community, in its joy at the contribution of the gas industry to the well-being of the French by supplying gas. To this end, it organised celebrations and events in which gas and the great events and men who had made France the main gas power in continental Europe were honoured, through the participation of culture - through music, artists, theatre performances, cinema, etc. Many of these activities were attended by important figures from national and Parisian cultural and political life, including women, so we also analyse the gender perspective. We will show that the commemoration was a success. The work is structured in four parts. In the introduction we set out the objectives, in the second part we analyse why the Société Technique organised the commemoration, in the third we offer a communication approach, with special emphasis on how it linked the celebrations with happiness and well-being and in the fourth we present the most relevant conclusions.

Keywords: Happiness, Economy, Communication, Gas industry, France, 20th Century.



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Abstract of Doctoral Thesis

54. AI-powered insights: analyzing visual and textual content on social media for destination marketing management

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Abstract: This research provides an innovative approach to understanding how tourists' social media content reflects their experiences and feelings, offering crucial insights for Destination Marketing Organizations (DMOs). By analyzing a vast dataset of user-generated content (UGC) on platforms like Instagram, the thesis delves into the emotional and cognitive factors that influence tourists' happiness during their visit to various destinations. A key focus of the research is on how tourists convey their happiness through visual and textual content. By utilizing artificial intelligence (AI) and machine learning techniques, the thesis classifies and analyzes photographs, text, and metadata to capture tourists' emotional responses. This approach unveils critical data, such as positive emotions associated with group travel, the narcissistic trend of selfies, and gender diversity in shared content, all of which significantly influence the overall happiness depicted in social media posts. The study reveals that tourists tend to express greater happiness when sharing experiences in the company of others, especially in visually rich environments. Posts that feature iconic landmarks or enjoyable group activities generate higher levels of engagement, indicating that these elements play a vital role in the happiness experienced and shared by tourists. Through deep learning techniques like convolutional neural networks, the research also identifies how happiness is visually communicated-whether through facial expressions, the number of people in a photo, or the scenery involved. Furthermore, the findings emphasize the importance of incorporating UGC in destination marketing strategies. The thesis demonstrates how understanding the elements of happiness through social media can empower DMOs to design more impactful campaigns, enhance destination experiences, and foster emotional connections between tourists and their surroundings. By pioneering the use of AI to examine tourism experiences through UGC, this research contributes to the growing body of knowledge on the intersection of happiness, tourism, and digital marketing. Its practical implications, such as promoting group travel experiences and utilizing social media influencers to enhance destination appeal, underscore the significant role of happiness in shaping successful tourism strategies.



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Abstract of Doctoral Thesis

55. A Mixed-method examination of the visual communicative aspects of emojis in the UAE

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Abstract: This introductory chapter lays the groundwork for the research on emojis in social media. It provides background information on emojis and visual aids, outlines the problem statement, and discusses the cultural and linguistic nuances of emoji usage. The chapter also highlights the scope of the research and defines key terms, concluding with a general overview of the study. The literature review offers a comprehensive overview of existing research on emojis in social media. It examines academic perspectives, theoretical frameworks, and empirical studies to illuminate the multifaceted dynamics of emoji usage in digital communication. The chapter synthesizes existing knowledge, identifies key themes, and sets the stage for a deeper understanding of emojis in UAE. The methodology chapter outlines the research methods used to investigate emojis in UAE. It describes a mixed approach, including both quantitative and qualitative methods. The chapter explains how data was collected and analyzed, ensuring a comprehensive understanding of emoji-mediated communication. The results and findings chapters present the empirical data collected through the research. They provide insights into the patterns, trends, and implications of emoji usage in digital discourse. Both qualitative and quantitative analyses are presented to offer a comprehensive understanding of emoji-mediated communication in UAE. The limitations chapter acknowledges and discusses the potential constraints and challenges of the research. It highlights the contextual nuances and limitations that may impact the study's findings and conclusions.



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Abstract of Doctoral Thesis

57. Hybrid Place Branding for a Healthy City. Digital placemaking as a place branding strategy for nature supporting wellbeing

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Abstract: This thesis explores how digital placemaking can bridge the disconnection between urban populations and nature by combining physical and digital experiences in public spaces to enhance wellbeing. As cities expand and natural spaces shrink, technological engagement with the environment becomes more prominent. This research aims to understand how hybrid place experiences-blending physical and digital layers – can foster wellbeing through digital placemaking in nature. A comprehensive literature review examines existing evidence on the relationships between digital placemaking, mental health and wellbeing, and urban green and blue spaces, synthesizing findings from 153 sources. While digital placemaking has potential benefits, the review identifies significant gaps, such as a lack of consensus on its definition, insufficient focus on blue spaces, and limited exploration of mental health indicators. A conceptual model is proposed to better understand the role of digital placemaking in promoting wellbeing through nature-based solutions. The study adopts a critical realism approach and employs a modified Delphi method, engaging 26 experts through semi-structured interviews and questionnaires to achieve consensus. The tested conceptual model draws on theories of place attachment, place branding, social identity, and nature connectedness to explore how digital placemaking can enhance community engagement with nature. Key findings highlight the role of social identity in digital placemaking, with online place attachment and community nature connectedness playing a pivotal role. Place branding is also shown to be essential, with digital placemaking leveraging marketing tools to create meaningful and appealing experiences for communities. Inclusion and accessibility are emphasized as crucial elements, ensuring diverse identities are considered. Finally, the research confirms that digital placemaking can positively impact wellbeing by fostering a sense of belonging to both place and community. This study is the first to achieve a consensual definition of digital placemaking, addressing knowledge gaps by revealing its role as a place branding strategy that fosters place attachment, social identity, and nature connectedness. The findings contribute to both academic understanding and practical applications, offering insights into how hybrid place experiences can reconnect urban populations with nature and enhance wellbeing. Limitations of the study include methodological challenges, participant sample size, and time constraints, suggesting avenues for future research. Nonetheless, the conceptual model developed provides a valuable framework for further exploration of digital placemaking in nature for wellbeing.



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Abstract of Doctoral Thesis

58. Characterisation and Trends in Entrepreneurial Well-Being Research: A Bibliometric Study of its Scientific Literature

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Abstract: This doctoral thesis aims to explore the relationship between entrepreneurship and well-being, utilizing a comprehensive bibliometric analysis of scientific literature from 1992 to 2021. The primary objective is to gain a comprehensive understanding of this research area, identifying trends, gaps, and potential future research avenues. A rigorous methodology based on the PRISMA statement was employed to ensure the quality and transparency of the systematic review. The Web of Science (SSCI) database and Bibloshiny software were used to analyze and visualize the bibliometric data. Through citation and co-citation analysis, the most influential authors, active institutions, relevant thematic areas, and collaboration networks in the field were identified. The results reveal a growing interest in the relationship between entrepreneurship and well-being, with a shift towards a more holistic analysis that considers both psychological and subjective aspects. Five main research clusters were identified: health, gender, social entrepreneurship, happiness, and COVID-19. The last cluster, related to the pandemic, has experienced significant growth, highlighting the importance of mental health and sustainability in the context of entrepreneurship. The research demonstrates a strong link between entrepreneurship and well-being, where factors such as personality, stages of the entrepreneurial process, and socioeconomic context influence perceptions of well-being. It is concluded that well-being is not limited to economic or performance aspects but depends on a combination of psychological, social, and contextual factors. As a bibliometric study, this research has certain limitations. The sample is limited to articles indexed in the Web of Science database, which may exclude some relevant publications. Additionally, bibliometric analysis relies on the information available in citations and co-citations, which may not fully reflect the complexity of the relationships between concepts. The thesis concludes that the study of entrepreneurial well-being is a growing field with significant potential for future research. Several future research lines are proposed, related to: psychological capital, the impact of different stages of entrepreneurship, the influence of negative affect on the birth, development, and growth of the entrepreneurial spirit, the influence of socioeconomic contexts, sustainability and social well-being, and the impact of COVID-19 and the post-COVID-19 era. In summary, this doctoral thesis provides a comprehensive overview of research on entrepreneurial well-being, identifying trends, gaps, and opportunities for future research. The results obtained contribute to a better understanding of the relationship between these two concepts and have important implications for public policy, education, and business practice.



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Abstract of Doctoral Thesis

59. Consumer happiness, emotional responses to crises and sustainable behaviour: a multidimensional analysis in the context of the COVID-19 pandemic

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Abstract: The COVID-19 pandemic caused a major crisis, impacting individual happiness and future expectations. Crises, despite their negative effects, can drive changes in values, behaviors, and systems. This study explores the relationship between post-pandemic change expectations, sustainable consumption, and happiness. The hypothesis is that individuals with positive expectations of change adopt more sustainable behaviors and report higher happiness levels. The research aims to understand the link between optimistic post-crisis outlooks, pro-environmental habits, and subjective well-being, offering insights for public and business management. The pandemic has triggered significant shifts in consumption behavior, sustainability, and well-being. Crises often influence values, fostering pro-environmental actions. Research indicates that adopting sustainable practices leads to physical and mental health benefits, enhancing happiness. However, there can be tensions between sustainability and well-being, as limiting consumption may affect subjective happiness. Despite these challenges, sustainable actions are seen as morally fulfilling, contributing to long-term satisfaction. The study examines the relationship between change expectations, new consumption habits, and happiness post-COVID-19 through a cross-sectional survey conducted in Spain in November 2021. A total of 1,130 valid responses were collected via snowball sampling and a commercial panel. Exploratory factor analysis (EFA) and principal component analysis (PCA) were used to reduce dimensionality, followed by cluster analysis to identify groupings. ANOVA was applied to analyze differences in subjective well-being across clusters, with additional techniques to mitigate common method variance. Two key components in post-pandemic change expectations were identified: "New people," reflecting personal transformation, and "New consumers," indicating a shift toward sustainable consumption. Four clusters emerged: Absolute Believers in Change (ABC), Believers in Change in People but Skeptics in Consumption (BPSC), Skeptics of Change in People but Believers in Consumption (SPBC), and Absolute Skeptics of Change (ASC). Optimistic individuals, especially regarding personal change, reported higher happiness and greater engagement in sustainable behaviors. The study concludes that optimism about future change promotes both personal well-being and sustainable consumption practices. The pandemic, seen as a "black swan" event, exposed shifts in emotions, behaviors, and values. Individuals who viewed the pandemic as an opportunity for personal and societal improvement reported higher happiness and more sustainable behaviors. The study supports the eudaimonic theory of happiness, linking meaningful, pro-environmental actions with increased well-being. The study's findings are context-specific, given the data was collected during the pandemic. Future research should explore these relationships in other contexts and with more detailed variables. A longitudinal approach would enhance understanding, and further investigation into segmentation models for pro-environmental behavior is recommended.



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Abstract of Doctoral Thesis

60. Analysis of a corporate wellness programme in times of pandemic and telework: the case of Mahou-San Miguel

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Abstract: The COVID-19 pandemic has had a significant impact on workers' well-being, not only due to the risk of contagion but also because of the repercussions of lockdowns, social distancing, and the increase in remote work. In recent decades, many companies have implemented corporate wellness programs due to their benefits for both employees and organizations. However, the health crisis has highlighted the need to adapt these programs to new working conditions, especially in Spain, where a lower development of such initiatives has been observed, with a notable lack of case studies—particularly during the pandemic. This has prompted the scientific community to call for action to address this gap. To achieve the overall objective of studying the benefits of a comprehensive corporate wellness program adapted to remote work and the pandemic, a mixed methodology was employed. This methodology combines qualitative and quantitative approaches, allowing for triangulation of results. The selected case study is the implementation of the corporate wellness program at Mahou-San Miguel, enabling an analysis of its real effects within an organization. Through this methodology, the study aims to address three specific objectives: to analyze a real case of corporate wellness during the pandemic, to identify the digital tools necessary for its implementation, and to evaluate the program's effects on the strengths of healthy employees, such as job engagement, resilience, and self-efficacy. The results show that it is possible to successfully adapt corporate wellness programs to the new conditions imposed by the pandemic. The program implemented at Mahou-San Miguel demonstrated high employee participation and satisfaction, with 57.9% of workers increasing or maintaining their physical activity during the pandemic. Furthermore, the importance of effectively using new technologies and fitness applications, especially in a remote work context, was highlighted to ensure the program's effectiveness. It was also observed that physical activity programs during the pandemic have positive effects on employees' emotional and physical well-being, although it is essential to complement them with actions focused on psychosocial well-being. The thesis concludes that corporate wellness programs can have a very positive impact on companies if they are adapted to new work realities, such as remote work. These programs should be multi-component, promoting overall well-being that encompasses both physical and psychosocial aspects. Likewise, the crucial role of supervisors in maintaining the strengths of healthy employees is emphasized. The implications for business management are clear: any company should implement a comprehensive wellness program, utilizing new technologies, to improve the physical, mental, and social health of its employees, thus influencing both the happiness of the employees and the company itself. This study can serve as a model for other organizations, not only during a pandemic but also in remote or hybrid work environments.



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Abstract of Final Master Project

61. Happy travelers, happy audiences: the emotional impact of tourism content on social media

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Abstract: This final year project investigates the factors that drive social media engagement for tourism-specialized journalism on X (formerly Twitter). By using advanced methodologies like big data analysis, artificial intelligence, and web scraping, the study provides a comprehensive analysis of how different types of content generate engagement on this platform. Engagement metrics, including likes, comments, shares, mentions, and views, serve as the key indicators to measure interaction and the reach of tourism-related content. The research highlights that textual variables such as length, polarity, subjectivity, the use of hashtags, and mentions significantly influence engagement metrics. Positive sentiment and posts featuring visual content (particularly images) tend to garner higher engagement rates. Interestingly, while images increase engagement, the number of people in the images does not have a significant effect. A notable finding is that posts with longer text and positive sentiment tend to generate more comments and likes. However, excessive use of hashtags and mentions correlates with a decline in user interaction, suggesting that an overly tagged post may be less appealing to audiences. The study suggests that specialized tourism press should focus on using positive sentiment and a balance of visual content to maximize engagement. Visuals like landmark photography, scenic imagery, and group activities were found to be most effective in drawing attention and encouraging interactions. The project's use of artificial intelligence to analyze the sentiment and emotional impact of the posts sheds light on how the combination of positivity and rich visuals can make content more attractive to audiences. The findings provide practical guidelines for tourism journalism outlets on how to optimize their content strategies to increase visibility and engagement on X. Additionally, the study contributes valuable insights into the evolving role of social media in the tourism industry, especially in enhancing the emotional and experiential connections tourists form with destinations through online interactions. By bridging the gap between AI, tourism, and journalism, this research serves as a significant contribution to understanding how happiness and positive emotions shared on social media can be strategically used to promote tourism experiences.



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Abstract of Final Master Project

62. Disability and leisure: satisfaction with the causal model

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Abstract: A person's health encompasses their social, mental and physical well-being. Much research indicates that engaging in leisure activities increases people's level of life satisfaction, and this increase is even greater for people with disabilities. The Sustainable Development Goals (SDGs) envisage the empowerment of vulnerable people, including people with disabilities, and doing so through leisure is a great way to give people a lot of health. Therefore, theories are presented that support the idea that leisure activities increase the self-esteem and quality of life of people with disabilities, as well as promoting the importance of the subject's social support network, from which we derive the convenience of greater accessibility and inclusion in leisure activities. This research aims to find the variables that affect the level of satisfaction in leisure activities carried out by disabled people. Through the creation of an ad hoc questionnaire, which has been validated in this research, a structural equation model is estimated that shows not only the influence of the empowerment generated by the performance of leisure activities, the support network and the existing accessibility on the level of satisfaction, but also isolates and studies the causal relationships between these variables. The model shows that leisure satisfaction depends on the existing accessibility of activities and events, the person's support system and the person's empowerment through leisure; furthermore, accessibility has a positive effect on the support network and the support network has a positive effect on empowerment. It is concluded that when there is accessibility in leisure, cultural, tourist or recreational activities, the support network can be more involved and therefore carry out more activities that have a positive impact on the empowerment of disabled people, which ultimately results in their leisure satisfaction and loyalty to the service provider. The limitations of the study were the sample size which did not allow for subgroups to compare by gender or type of disability, for example. Future lines of research would also include a plan of action to measure pre and post, as well as a qualitative analysis through interviews with the subjects to delve into the experiences, needs and expectations that would allow for a homogeneous concept of inclusion for providers of leisure services and activities. In this way, more people would be reached through Universal Design and, therefore, levels of life satisfaction would be raised by their greater inclusion in leisure.