



AGENDA, 19-20 November 2025

The AI revolution and its global impact on the economy and business

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DAY 19TH NOVEMBER		
14:00- 14:15 OPENING OF THE CONFERENCE. WELLCOME REMARKS BY THE PRESIDENTS: Dra. Margarita Núñez		
14:15-15:00 MEET THE EDITORS: Dr. Juan C Sosa (European Business Review) & Dr Ernesto Amorós (Journal of The Iberoamerican Academy of Management) EMERALD		
15:20- 20:40 TEMATIC SESSIONS		
TEMATIC SESSIONS DAY 19TH		
Timing	ROOM 1 (TEMATIC SESSIONS)	ROOM 2 (TEMATIC SESSIONS)
15:20-16:40	AI for Marketing Science, Sales Analytics, and Customer Experience	AI for Managerial Decision-Making, Operations, and Competitive Strategy
16:40-18:40	AI for Marketing Science, Sales Analytics, and Customer Experience	AI for Managerial Decision-Making, Operations, and Competitive Strategy
18:40-20:40	AI for Marketing Science, Sales Analytics, and Customer Experience	AI for Managerial Decision-Making, Operations, and Competitive Strategy
DAY 20TH NOVEMBER		
TEMATIC SESSIONS DAY 20TH		
Timing	ROOM 1 (TEMATIC SESSIONS)	ROOM 2 (TEMATIC SESSIONS)
14:00-15:20	AI Ethics, Governance, and Sustainability	AI in Finance, FinTech, and Digital Assets (including Blockchain)
15:20-16:40	AI for Workforce Analytics and Talent Management (Human Resources)	Micelanous (AI Literacy Critical Thinking. Digital Technology Management, Operation & Cibersecurity
16:40-18:40	AI for Workforce Analytics and Talent Management (Human Resources)	Economics of AI and Algorithmic Markets
19:00 CLOSING ACADEMIC SESSION		

PRESENTATIONS SCHEDULE 1GTH NOVEMBER									
Timing	ROOM	SESSION	Tematic Sesion	Chair President	Comunication 1 (title/ Main author)	Comunication 2 (title/ Main author)	Comunication 3 (title/ Main author)	Comunication 4 (title/ Main author)	Comunication 5 (title/ Main author)
15:20-16:40	1	SESSION 1	AI for Marketing Science, Sales Analytics, and Customer Experience	Carlos Victor Costa	¿LA IA GENERATIVA REEMPLAZARÁ A LOS PROFESIONALES DE MARKETING O LOS AYUDARÁ EN SUS FUNCIONES? Dra. María de las Mercedes de Obesso Arias Universidad Complutense de Madrid, Spain	AI IN THE SILVER ECONOMY: CASE STUDY OF SPC'S Arancha Larrañaga Muguerza Universidad Pontificia Comillas	MARKETING AND AI: HOW CONVERSATIONAL AGENTS TRANSFORM CONSUMER COMMUNICATION Alfonso Jesús TorresMarín Universidad Rey Juan Carlos	ESTRATEGIAS DE FRAMING Y REPUTACIÓN ASISTIDAS POR IA EN HORTOFRUTÍCOLAS María Patricia Soroa de Carlos Universidad Europea de Madrid	GENERATIVE AI IN THE FUTURE OF DIGITAL DENTISTRY: A SYSTEMATIC REVIEW ON PATIENT EXPERIENCE, CLINICAL SUPPORT, AND LABORATORY WORKFLOW INTEGRATION May Portuguese Castro CENTRUM PUCP Graduate Business School, Pontificia Universidad Católica del Peru
15:20-16:40	2	SESSION 2	AI for Managerial Decision-Making, Operations, and Competitive Strategy	Jose Ernesto Amorós		SAILING INTO THE FUTURE: THE ARTIFICIAL INTELLIGENCE REVOLUTION IN THE CRUISE INDUSTRY Frank Babinger Universidad Complutense de Madrid, Spain	FROM MARKET SIGNALS TO DECISIONS: INTEGRATING SEARCH ENGINE DATA INTO SME BUSINESS INTELLIGENCE Javier Cuervo Universidade de Aveiro, Portugal	PREDICCIÓN DEL CONSUMO CULTURAL: REVISIÓN BIBLIOGRÁFICA SOBRE MODELOS DE IA APLICADOS A MERCADOS MUSICALES URBANOS EMERGENTES Nathalie Chauvin Andrade Universidad Internacional del Ecuador	UNSUPERVISED AI APPLICATION FOR DATA-DRIVEN DECISION IN REAL-ESTATE INVESTMENTS Clara Matutano Molina Nebrija University, Spain
16:40-18:40	1	SESSION 3	AI for Marketing Science, Sales Analytics, and Customer Experience	Geoffrey Ditta	THE RISE OF AGENTIC AI IN THE HEALTH BUSINESS Javier Serrano Woxsen University, India	MÁS ALLÁ DEL MARKETING INTELIGENTE: INTEGRACIÓN DE LA IA EMOCIONAL Y ÉTICA EN LA EXPERIENCIA TURÍSTICA Otto Regalado-Pezúa Universidad ESAN, Peru	ENHANCING TEAM FORMATION IN HIGHER EDUCATION WITH GENERATIVE AI: BELBIN'S ROLES IMPACT IN A MASTER'S PROGRAM Sandro Alberto Sánchez Paredes CENTRUM Católica Graduate Business School, Lima, Perú; Pontificia Universidad Católica del Perú, Lima, Perú	THE ROLE OF AI IN SHAPING IMPULSIVE BUYING IN FOOD DELIVERY APPS: INSIGHTS FOR IBEROAMERICAN MARKETS Ana Belén Perdigones Universidad Alfonso X, Spain	FROM DESCRIPTIVE TO PREDICTIVE INTELLIGENCE: A THEORETICAL FRAMEWORK FOR LSTM-BASED FORECASTING IN BUSINESS ANALYTICS Mario Alberto Aizcorbe Acevedo Nebrija University, Spain
16:40-18:40	2	SESSION 4	AI for Managerial Decision-Making, Operations, and Competitive Strategy	José Manuel Más	LEVERAGING AI FOR DIGITAL AND ACCELERATED PROTOTYPING IN SMALL AND MEDIUM ENTERPRISES: CATALYZING DIGITAL TRANSFORMATION Arun Kumar Gaikwad Woxsen University	ARTIFICIAL INTELLIGENCE-DRIVEN MERCHANDISE SHELF OPTIMIZATION AND DIGITAL TWINS IN FASHION RETAIL Arun Kumar Gaikwad Woxsen University, India	TRAINING AND SENIOR TALENT: AN EMPIRICAL ANALYSIS IN THE COMMUNITY OF MADRID IN THE ERA OF ARTIFICIAL INTELLIGENCE Bárbara Rey Actis Universidad Rey Juan Carlos	INTELIGENCIA ARTIFICIAL EN APLICACIONES TURÍSTICAS: TRANSFORMANDO LA VISITA AL MUSEO Juan Vicente Calle-Lamelas Universidad Antonio de Nebrija, Spain	
18:40-20:40	1	SESSION 5	AI for Marketing Science, Sales Analytics, and Customer Experience	Mar Perona	EL ABANDONO UNIVERSITARIO. UN ASPECTO POR ANTICIPAR. Fernando Sánchez de los Dolores ESIC Universidad, Spain	GENERATIVE AI-POWERED EXPERIENCE FOR MASS PERSONALIZATION IN BUSINESS SCHOOLS Sandro Alberto Sánchez Paredes CENTRUM Católica Graduate Business School, Lima, Perú; Pontificia Universidad Católica del Perú, Lima, Perú	CHATBOTS AND CONVERSATIONAL AGENTS IN CUSTOMER SERVICE AND MARKETING Dr. Javier Saiz Briones Universidad Rey Juan Carlos	BRIDGING HUMANS AND MACHINES: RETHINKING BRAND TRUST IN AI-MEDIATED CONSUMER RELATIONSHIPS Carlos Victor Costa Esic Business & Marketing School	MARKETING POWERED BY ARTIFICIAL INTELLIGENCE AND GREEN PURCHASING DECISIONS AMONG YOUNG EUROPEANS: A PREDICTIVE APPROACH TO CONSUMER BEHAVIOR Silvia Álvarez-Santás Rey Juan Carlos University, Spain
18:40-20:40	2	SESSION 6	AI for Managerial Decision-Making, Operations, and Competitive Strategy	Otto Regalado	ARTIFICIAL INTELLIGENCE AND ITS DEVELOPMENT IN THE TOURISM SECTOR: A 20-YEAR BIBLIOMETRIC ANALYSIS Andrea Paredes-Martínez Universidad Complutense de Madrid	SENIORS INTELIGENCIA ARTIFICIAL GENERATIVA Y EMPLEABILIDAD EN ESPAÑA: IMPACTOS, BRECHAS Y OPORTUNIDADES EN LA TRANSFORMACIÓN DEL TRABAJO. Rodrigo Miranda Beltrán. Esic University, Spain	BRIDGING THE DATA GAP IN SMES: A PROCESS MINING FRAMEWORK FOR OPERATIONAL IMPROVEMENT Víctor Antonio Moreno Maya Universidad Rey Juan Carlos	ARTIFICIAL INTELLIGENCE AND THE NEW DECISION PARADOXES: A CONCEPTUAL RETHINKING OF MANAGERIAL JUDGMENT IN DATA-DRIVEN ORGANIZATIONS THROUGH A SOCIO-TECHNICAL PERSPECTIVE Paula Sáez Rodríguez Murcia University, Spain	AI GENERATIVE FOR APPLIED FACTOR ANALYSIS: A TEACHING INNOVATION APPROACH TO BUSINESS ANALYTICS EDUCATION Clara Matutano Molina Nebrija University, Spain (

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14:00-15:20	1	SESSION 1	AI Ethics, Governance, and Sustainability	Alberto Ruozzi	AI FOR PARTNERSHIP: INTELIGENCIA ARTIFICIAL COMO MOTOR DE COOPERACIÓN INTERSECTORIAL HACIA LOS ODS Elena Bulmer Nebrija University, Spain	LA ÉTICA EN LA ERA DE LA INTELIGENCIA ARTIFICIAL: TRANSITANDO POR LA INTERSECCIÓN DEL COACHING, EL MENTORING Y LA TECNOLOGÍA Daniel Siles EMCC Spain - European Mentoring & Coaching Council	ETHICS, ALGORITHMS, AND BUSINESS DECISION-MAKING: CONCEPTUAL FRAMEWORKS AND EMERGING DEBATES Santiago Barreno-Alcalde Universidad Rey Juan Carlos, Spain	ARTIFICIAL INTELLIGENCE AND GOVERNANCE OF KNOWLEDGE: TOWARDS A DIGITAL HUMANISM IN 21ST-CENTURY EDUCATION Luis DIAZ-MARCOS Nebrija University		
14:00-15:20	2	SESSION 2	AI in Finance, FinTech, and Digital Assets (including Blockchain)	Alberto Tomás Delso	HARNESSING ARTIFICIAL INTELLIGENCE TO TRANSFORM SEED CAPITAL FUNDING FOR INDIAN STARTUPS: OPPORTUNITIES, CHALLENGES, AND THE PATH FORWARD Dr.Nitya Sundar Nanda VJIM, Hyderabad, India	THE IMPLEMENTATION OF AI FOR ESTIMATION OF VOLATILITY IN YIELD CURVES. Raquel García Donas. Universidad Antonio Nebrija, Spain	VALORACIÓN MODERNA DE SOCIEDADES CON ACTIVOS PURAMENTE DIGITALES: ¿CUANTO VALE REALMENTE LA PRESENCIA DIGITAL DE MI EMPRESA? Álvaro J. Sánchez González UNIR, Spain	VOLUNTARY CARBON MARKETS AND REFI A CASE STUDY KLIMADAO: ANALYSIS OF MACHINE LEARNING Patricia Acebes Tamargo Alcalá Henares University	INTELIGENCIA ARTIFICIAL Y EFICIENCIA RECAUDATORIA: EL CASO DEL SAT EN MÉXICO. Dra. Martha Karina Amezcua Lujan Universidad de Guadalajara-CUSUR (México)	
15:20-16:40	1	SESSION 3	AI for Workforce Analytics and Talent Management (Human Resources)	Alberto Azuara	EL USO DE LA IA COMO HERRAMIENTA FORMATIVA EN TALLERES DE EMPLEABILIDAD DIRIGIDOS A UNIVERSITARIOS. Jose María Peláez Marqués Universidad Nebrija	ARTIFICIAL INTELLIGENCE APPLICATIONS IN HUMAN CAPITAL MANAGEMENT IN THE BIOTECHNOLOGY SECTOR: INNOVATION, PERFORMANCE, AND STRATEGIC ALLIANCES FOR SUSTAINABLE PRODUCTIVITY Marisol Carvajal Camperos Rey Juan Carlos University, Spain	ARTIFICIAL INTELLIGENCE AND PEOPLE MANAGEMENT IN THE CRUISE INDUSTRY: AN INTERDISCIPLINARY REVIEW FROM HOSPITALITY Lourdes Susaeta Erburu Universidad Complutense de Madrid	LA CALIDAD DOCENTE EN LA EDUCACIÓN SUPERIOR ANTE EL IMPACTO DE LA INTELIGENCIA ARTIFICIAL Y LA INNOVACIÓN TECNOLÓGICA Paula Lejárraga Recio Universidad Internacional Villanueva, España		
15:20-16:40	2	SESSION 4	Micelanous (AI Literacy Critical Thinking. Digital Technology Management, Operation & Cibersecurity)	Javier Saiz	CHALLENGES IN ARTIFICIAL INTELLIGENCE ADOPTION IN SMES Esther Sánchez Nebrija University, Spain	DIGITAL TRANSFORMATION AS A CATALYST FOR SUSTAINABLE INTERNATIONALIZATION: A SYSTEMATIC REVIEW OF EMERGING DRIVERS, CHALLENGES, AND STRATEGIC IMPLICATIONS FOR IBERO-AMERICAN FIRMS Alberto Tomás Delso Vicente Universidad Rey Juan Carlos	FROM COMPARATIVE ADVANTAGE TO ALGORITHMIC ADVANTAGE: RETHINKING ECONOMIC DYNAMICS IN AI-DRIVEN SYSTEMS Francisco Javier Navarro Meneses Universidad Nebrija, España	HYBRID FEDERATED-HOMOMORPHIC ARCHITECTURES FOR SECURE AI IN HEALTHCARE AND EDUCATION. Dr Monday Jubrin Abdullahi Woxsen University Hyderabad, India	EDUCATION AND ARTIFICIAL INTELLIGENCE: DIGITAL RESPONSIBILITY AND CRITICAL THINKING IN YOUNG PEOPLE Silvia Álvarez-Santás Rey Juan Carlos University, Spain	
16:40-18:40	1	SESSION 5	AI for Workforce Analytics and Talent Management (Human Resources)	Francisco Javier Navarro	EVALUACIÓN INDEPENDIENTE Y POR CLASIFICACIÓN DE LOS FACTORES DE ATRACCIÓN LABORAL: HACIA UN ANÁLISIS MULTIDIMENSIONAL DE LAS PREFERENCIAS DE LOS EMPLEADOS María Giménez Cortés Universidad Rey Juan Carlos, Spain	HUMAN CENTERED AI FOR ETHICAL AND SUSTAINABLE WORKFORCE TRANSFORMATION IN INDUSTRY 5.0 Nageswara Rao Aderla Woxsen University, India	SURVEILLANCE DISGUISED AS INSIGHT: ETHICAL FRAMEWORKS FOR EMPLOYEE DATA PRIVACY IN MACHINE LEARNING CONTEXTS Dr.Tamrisha Woxsen University,Hyderabad	USABILITY, PERFORMANCE, AND RISKS IN THE IMPLEMENTATION OF ARTIFICIAL INTELLIGENCE SYSTEMS: A VIEW FROM FUTURE INTEGRATION INTO THE PROFESSIONAL ENVIRONMENT Jose Luis Matarranz Universidad Rey Juan Carlos, Spain	THE EFFECT OF ARTIFICIAL INTELLIGENCE ON MEDIOCRITY Manuel Balsera Nebrija University and UBI	
16:40-18:40	2	SESSION 6	Economics of AI and Algorithmic Markets	Bárbara Rey	FROM ESG INDICATORS TO INSOLVENCY RISK: A MULTICLASS MACHINE LEARNING APPROACH Florentina Iulia Voicila Voicila Complutense University of Madrid	AI READINESS AND ECONOMIC RESILIENCE: A COMPARATIVE STUDY OF INDIA AND NIGERIA'S POLICY FRAMEWORKS Dr Monday Jubrin Abdullahi Woxsen University Hyderabad, India.	BREAKING BARRIERS: HOW REFUGEE AND MIGRANT FILMMAKERS ARE TRANSFORMING MEDIA NARRATIVES AND ENTREPRENEURIAL SPACES Ravinder Rena Woxsen University, India	PREDICCIÓN Y MITIGACIÓN DEL CONTAGIO FINANCIERO EN REDES DE INTERDEPENDENCIA ECONÓMICA DIGITALIZADA: UN ENFOQUE INNOVADOR CON MODELOS DE APRENDIZAJE PROFUNDO E INTEGRACIÓN DE GRAFOS NEURONALES DINÁMICOS PARA SHOCKS ASIMÉTRICOS EN MERCADOS EMERGENTES. Dr. Igancio Urrutia, Dr. Raquel Ayestaran Crespo, o Universidad Francisco de Vitoria		

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