

CONFERENCE PROCEEDINGS OF THE 1ST CONFERENCE IN BUSINESS RESEARCH AND MANAGEMENT
UNIVERSITY OF CASTILLA – LA MANCHA, TOLEDO, SPAIN – MAY 26TH–27TH, 2022

This edited book contains the conference proceedings of the “1st Conference in Business Research and Management”, organized by the University of Castilla – La Mancha and the University of Rome “Tor Vergata”. The Conference took place on May 26th and 27th 2022, at the University of Castilla – La Mancha in Toledo. The aim of the Conference was to discuss the most important managerial and organizational implications of the pandemic and the future challenges that public and private organizations will have to face in the coming years, the so-called “New Normal”. The volume contains all the 49 extended abstracts presented during the Conference.

Essays by Alberto ALCALDE–CALONGE, Gianluca ANTONUCCI, Mimosa ARIFI, Alexis Jacobo BAÑÓN GOMIS, Hulusi BINBASIOGLU, Juan Climent BLASCO, Juan Jose BLAZQUEZ–RESINO, María Isabel BONILLA DELGADO, L. Javier CABEZA–RAMÍREZ, Riccardo CAMILLI, M. Carmen CANO VICENTE, Alessia CARECCIA, Katerina Fotova ČIKOVIĆ, Nathalie COLASANTI, María CORDENTE–RODRÍGUEZ, Nicola COZZOLI, Inmaculada CRESPO–MORÁN, Matteo CRISTOFARO, Violeta CVETKOSKA, Nino DEMINASHVILI, Tinatin DOLIDZE, Mario J. DONATE, Chiara FANTAUZZI, Anabel FERNÁNDEZ–MESA, Luis Alfredo FERRER–BAUZA, Rocco FRONDIZI, Fernando FUENTES–GARCÍA, Alejandro GAMÓN SANZ, María Ángeles GARCÍA–HARO, Alejandro GARCÍA–POZO, Pier Luigi GIARDINO, Camilo GIRALDO GIRALDO, María Isabel GONZÁLEZ RAMOS, Thais GONZÁLEZ–TORRES, Marta GOTOR CUAIRÁN, Fátima GUADAMILLAS GÓMEZ, Santiago GUTIÉRREZ BRONCANO, Janicke Balsrud HAUGE, Dea HAXHINASTO, Fernando Octavio HERNÁNDEZ VILCHIS, Inés HERRERO, Ivo HRISTOV, Igor IVANOVSKI, Pedro JIMÉNEZ ESTÉVEZ, Evica Delova JOLEVSKA, Erika JONUSKIENE, Yasemin KESKIN YILMAZ, Andromahi KUFO, Jorge LINUESA–LANGREO, Artilla LOIBL, Ricardo MARTÍNEZ–CAÑAS, Marina METREVELLI, Michele MILONE, José MONDÉJAR–JIMÉNEZ, Juan–Antonio MONDÉJAR–JIMÉNEZ, Miguel GONZÁLEZ–MOHÍNO, Lior NAAMATI–SCHNEIDER, Aleksandar NAUMOVSKI, Christopher P. NECK, David NEIRA, Quinones NILTON, Beatriz ORTIZ GARCÍA, Gabriele PALOZZI, Susana PASAMAR, Eva PELECHANO–BARAHONA, José–Luis RODRÍGUEZ–SÁNCHEZ, Pablo RUIZ PALOMINO, Jemma SAAKYAN, Francisco José SÁEZ–MARTÍNEZ, Fiorella Pia SALVATORE, Sandra M. SÁNCHEZ–CAÑIZARES, Francisco SÁNCHEZ–CUBO, Sergio SÁNCHEZ RAMÍREZ, Hemant SHINDE, Eriona SHTĚMBARI, Marija SPASOVSKA, Antoniu STEFAN, Ioana Andreea STEFAN, Julio SUÁREZ–ALBANCHEZ, Dolores Lucía SUTIL, Mariam TKHINVALELI, Nivaldo Vera VALDIVIEZO, José–María VALERO–GARCÍA, Joaquín Alegre VIDAL, Juan–José VILLANUEVA–ÁLVARO, Walter VESPERI, Amarildo ZANE, Anastassia ZANNONI.

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PREFACE

**MATTEO CRISTOFARO¹, PABLO RUIZ PALOMINO², ROCCO FRONDIZI¹,
PEDRO JIMÉNEZ ESTÉVEZ², SANTIAGO GUTIÉRREZ BRONCANO²,
FIORELLA PIA SALVATORE³ AND GIANLUCA ANTONUCCI⁴**

COVID–19 has revolutionized the lives of people and organizations. In particular, business and public entities, all over the world, had to rethink the way they operate within a rapidly changing, increasingly complex, and unpredictable environment. In a context in which governments have been forced to impose restrictive measures to contain the spread of the virus, companies ought to adapt, evolve, and innovate to respond to the economic, social, health, and environmental challenges that the pandemic presented. Nowadays, organizations are not only asked to be profitable and in equilibrium but to be resilient and flexible in a sustainable way.

In such a new scenario, management scholars will inevitably have to rethink and question the logic and theoretical assumptions that dominated recent decades.

The aim of the *1st Conference in Business Research and Management* (CBR&M), is to discuss the most important managerial and organizational implications of the pandemic and the future challenges that public and private organizations will have to face in the coming years, so-called ‘New Normal’.

The *1st Conference in Business Research and Management* is organized by the University of Castilla – La Mancha and the University of Rome “Tor Vergata”. The event took place on May 26th and 27th 2022 in a

¹ University of Rome “Tor Vergata”, Rome, Italy.

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hybrid format, on-site at the University of Castilla – La Mancha in Toledo, but also allowing the participants to join online.

At the end of the promotional window, 51 Extended Abstracts (EAs) were collected, and 49 were presented during the Conference. The 49 EAs are theoretical, conceptual, and empirical contributions to the field of business research and management. In particular, the following topics have been investigated by the submitted EAs and they formed the title of the parallel sessions of the Conference: 1) Organizational Behavior; 2) Human Capital and Performance Management; 3) Entrepreneurship and Small Business Management; 4) Economics and Production; 5) Technology and Marketing Management; 6) Big Data, Analytics, and Artificial Intelligence; 7) Public Management and Governance; 8) Sustainability Management and Circular Economy; 9) Tourism and Hospitality Management.

In total, the number of authors (corresponding and non-corresponding ones) was 115. The Institution distribution of corresponding authors was the following: University of Castilla – la Mancha (14 EAs); the University of Rome “Tor Vergata” (5 EAs); University of Valencia (4 EAs); Georgian Technical University (3 EAs); University of New York Tirana (3 EAs); “Ss. Cyril and Methodius” University in Skopje (3 EAs); King Juan Carlos University (2 EAs); Arizona State University (1 EA); Corvinus University of Budapest (1 EA); the D’Annunzio University of Chieti–Pescara (1 EA); Hadassah Academic College Jerusalem (1 EA); Klaipeda University (1 EA); Magna Graecia University of Catanzaro (1 EA); Malatya Turgut Özal University (1 EA); Pablo de Olavide University (1 EA); Pontifical Catholic University of Peru (1 EA); University American College Skopje (1 EA); University of Alcalá (1 EA); University of Bremen (1 EA); University of Córdoba (1 EA); University of Foggia (1 EA); University of Parma (1 EA).

The country distribution of corresponding authors’ institutions was: Spain (23 EAs); Italy (9 EAs); North Macedonia (4 EAs); Albania (3 EAs); Georgia (3 EAs); Germany (1 EA); Hungary (1 EA); Israel (1 EA); Lithuania (1 EA); Peru (1 EA); Turkey (1 EA); United States (1 EA). This synthesis clearly demonstrates that the Conference reached an international audience, forming a strong basis for future editions.

During the days of the Conference, three *lectio magistralis* were delivered:

- “The world after COVID–19: Insights and challenges from an ethical perspective”, by Joan Fontrodona, Professor of Business ethics, the IESE business school;
- “Innovating through digital transformation: reflections and implications for research in the post–pandemic context”, by Joaquin Alegre Vidal, Professor of Innovation Management, the University of Valencia; and
- “Regionalization of Global Value Chains after the COVID–19 Pandemic: research and management implications”, by José Pla Barber. Professor of International Business, the University of Valencia.

Apart from the scientific ‘duties’, participants of the Conference had the possibility to visit the city of Toledo thanks to an organized tour. Additionally, all of us had the occasion to know each other better in a social dinner.

Some extended abstracts presented to the conference underwent, when developed as a full paper, a fast–track review process for publication in two Special Issues:

- “Business Research and Management Emerging issues after COVID–19 time” for *International Journal of Business Research Management* (IJBRM) (slots of ‘free of charge’ papers have been allowed) guest edited by: Rocco Frondizi, Santiago Gutiérrez Broncano, Fátima Guadamillas Gómez, and Ammar Al–Bazi.
- “What is in the future of Business Research and Management? Emerging issues after COVID–19 time” for *Administrative Sciences* (amsci; Scopus and ESCI indexed) (slots of ‘free of charge’ papers have been allowed) guest edited by: Matteo Cristofaro, Pablo Ruiz Palomino, Fiorella Pia Salvatore, Pedro Jiménez, Andromahi Kufo, and Ricardo Martínez Cañas.

Moreover, some other papers presented at the Conference were selected for publication in the following journals:

- *Business System Research Journal* (Scopus and ESCI indexed);
- *Journal of Information and Organizational Sciences* (Scopus and ESCI indexed);
- *Management: Journal of Sustainable Business and Management Solutions in Emerging Economies* (EBSCO indexed);
- *International Journal of Banking, Risk and Insurance* (EBSCO indexed).

Finally, it is here reported the Conference Organization, which fully expresses its fulfillment for the overall experience of the Conference, especially the connections made and the reinforced friendship.

Co–chairs

Matteo Cristofaro, University of Rome Tor Vergata

Pablo Ruiz Palomino, University of Castilla – la Mancha

Rocco Frondizi, University of Rome Tor Vergata

Pedro Jiménez Estévez, University of Castilla – la Mancha

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