

**International Conference on
Applied Management Advances in the 21st Century (AMA21)
2025**

CONFERENCE PROGRAM

IMPORTANT NOTICE: listed times are in GMT+0, you can check your timezone at <https://greenwichmeantime.com/time-zone/gmt-plus-0/> (you can use the provided URL to insert your location and see your time in relation to GMT+0).

Wednesday 10th December 2025

14:15-14:25 Session O – Opening Session

Prof. Pedro Isaías

14:30-15:30 Session KL1 – Keynote Presentation

SUSTAINABLE HRM IN THE AGE OF AI

By Professor Dr. Hj. Yusliza Mohd Yusoff. Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu, Malaysia

15:30-16:45 Session 10.1

Chair: Melissa Vasi

MANAGEMENT SKILLS TRAINING AND THE PROXEMIC ENVIRONMENT OF EDUCATIONAL COMMUNICATION (R074)

Pawel Tadeusz Kazibudzki

CRITICAL ANALYSIS OF THE BRAZILIAN NATIONAL DIGITAL EDUCATION POLICY (PNED) IN THE CONTEXT OF DIGITAL TRANSFORMATION (R054)

Michele Pignatari de Mello and Adriana Backx Noronha Viana

FOSTERING SUSTAINABILITY: OPEN SOCIAL INNOVATION AS A CATALYST FOR CIRCULAR ECONOMY (R047)

Melissa Vasi

16:45-17:00 Break

17:00-19:30 Workshop

DESIGN THINKING IN ACTION: FROM INSIGHT TO INNOVATION

By Profs. Pedro Isaías and Paula Miranda

Thursday 11th December 2025

10:00-11:45 Session 11.1

Chair: Melinda Perez

EVALUATING SMARTNESS AND SUSTAINABILITY IN GLOBAL SOUTH CITIES (C076)

Daielly Melina Nassif Mantovani, Adriana Backx Noronha Viana and Flávio Hourneaux Jr.

RESEARCH ON THE CONSTRUCTION OF AI INTELLIGENT DRIVING SUPERVISION SYSTEM STANDARDSYSTEM FOR NEW ENERGY ULTRA-HIGH PERFORMANCE VEHICLES FROM THE PERSPECTIVE OF SAFETY (R036)

Tzu-Hao Wang, Minyi Fan, Minling Chen, Yue Gao, Yinghua Yang, Yaxin Wang and Yulin Chen

FACTORS INFLUENCING THE CONTINUED USAGE INTENTION OF ABC MERCHANT APPLICATION AMONG MSMES: A UTAUT2 MODEL APPROACH (STUDY AT BANK ABC AREA KUDUS) (R051)

Arif Iman Sentosa and Indrawati

ANALYSIS OF THE IMPACT OF LOCAL DIGITAL INFLUENCERS ON SALES AND SOCIAL MEDIA ENGAGEMENT FOR A SMALL ELECTRONICS ACCESSORIES STORE (R022)

Janaina Terras Cesconetto and Ciro Antonio Fernandes

EXPLORING CORPORATE COMMUNICATION MANAGEMENT THROUGH CUSTOMER RELATIONS FROM THE MANAGERS' PERSPECTIVE (P024)

Lide Baz, Izaskun Agirre-Aramburu and Garazi Azanza

11:50-12:35 Talk

CULTURAL HUMILITY AS A CATALYST FOR EMPLOYEE-DRIVEN ORGANIZATIONAL INNOVATION

Melinda Jimenez Perez

12:35-13:00 Break

13:00-15:00 Session 11.2

Chair: João Roncati

BALANCING INNOVATION AND INTEGRITY: FACULTY PERCEPTIONS OF AI AND GENERATIVE AI IN ASSESSMENT (R050)

Carla Santos Pereira, Fernando Moreira, Carla Lobo and Mónica Azevedo

FROM MINTZBERG'S CRITIQUE TO CONTEMPORARY PRACTICE: THIRTY YEARS OF STRATEGIC THINKING AMID COMPLEXITY, ACTION AND ADAPTATION (C066)

João N. Roncati

ARE COMPANIES CARRYING OUT R&D ALONE? EXPLORING ORGANISED BUSINESS INVESTMENT IN INDIVIDUAL R&D (R027)

Kenzo Klein and Jorge Antunes

PERCEIVED IMPACT OF FINTECH PAYMENT PLATFORM ADOPTION ON THE COST EFFICIENCY OF SAVINGS AND LOANS COMPANIES IN GHANA (R038)

Ofori Yaw Owusu and Dadson Awunyo-Vitor

FACTORS INFLUENCING CUSTOMER SATISFACTION WITH FINTECH PAYMENT PLATFORMS IN SAVINGS AND LOANS COMPANIES IN GHANA (R040)

Ofori Yaw Owusu and Dadson Awunyo-Vitor

15:00 Best Paper Awards Ceremony and Closing Session

Prof. Pedro Isaías