

**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 10<sup>th</sup> 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. Hjh. 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 11<sup>th</sup> 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, Yixin 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)

*Janaína 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*