

6th International Academic and Professional Congress on Happiness **“Happiness Management. a Social Well-being multiplier. Social Marketing and Organisational Communication”**

11 November 2022

Hospedería Fonseca
Universidad de Salamanca

Dear Colleagues,

On behalf of the Iberoamerican Group of Multidisciplinary Studies on Happiness (IGOMSOH) and the University Happiness Network, we are pleased to announce that the University of Salamanca will be hosting the 6th International Academic and Professional Congress on Happiness in November 2022. This is an annual in-person 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 well-being, happiness management and organisational communication, (contributions also 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 to be discussed during the event include, but are not restricted to:

- Economics of Happiness
- Happiness Management
- Organisational Communication
- Economics of the Welfare State
- Consumer happiness
- Leadership
- Social Marketing
- Happiness management and SDGs
- Happiness management in human resources strategies
- Happiness management learning and competences
- Learning and skills in social well-being
- Measurement and indicators of happiness and wellbeing
- History of welfare economics
- Other related issues

Important dates:

- Submission of abstracts (title, author/s and up to 200 words) until September 30, 2021
- Notification acceptance/rejection of abstracts by: October 07, 2022
- Registration period: October 15- November 10, 2022

Working languages:

English and Spanish are the official languages for the congress.

Organizing Committee:

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- Ramón J. TORREGROSA MONTANER (University of Salamanca)

Secretary

- Juan SÁNCHEZ VÁZQUEZ (University Pontificia of Salamanca, Spain)

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- Dr. David ALMORZA-GOMAR (University of Cádiz, Spain)
- Dr. Eduardo AHUMADA-TELLO (University Autonomus of Baja California, Mexico)
- Dr. Estela NÚÑEZ-BARRIOPEDRO (University of Alcalá, Spain)
- Dr. Esthela GALVÁN-VELA (CETYS University, Mexico)
- Dra. Georgina CORTÉS-SIERRA (University of Extremadura, Spain)
- Dra. Gloria JIMÉNEZ-MARÍN (University of Sevilla, Spain)
- Dr. Guillermo Antonio GUTIÉRREZ-MONTOYA (University Don Bosco, El Salvador)
- Dr. Heitor ROMERO-MARQUES (Universidade Católica Don Bosco, Brazil)
- Dra. Isabel PALOMO-DOMÍNGUEZ (Vilnius Tech University, Lituania)
- Dr. José María LÓPEZ-SANZ (University of Alcalá, Spain)
- Dra. Judith Josefina HERNÁNDEZ-GARCÍA DE VELAZCO (Universidad de la Costa CUC, Colombia)
- Dr. Julio Miguel MARTÍN-PUERTAS (University Autonomus of Asuncion, Paraguay)
- Dra. Lindsey CAREY (University of Glasgow, United Kingdom)
- Dra. María Adela BALDERAS-CEJUDO (University of Deusto, Spain)
- Dra. M^a.Victoria SANAGUSTÍN-FONS (University of Zaragoza, Spain)
- Dra. Manuela ORTEGA-GIL (University of Cádiz, Spain)
- Dr. Mario ARIAS-OLIVA (University Complutense of Madrid, Spain)
- Dra. Mercedes FERNÁNDEZ-PARADAS (University of Málaga, Spain)
- Dra. Mónica GÓMEZ-SUÁREZ (Autonomus University of Madrid, Spain)
- Dr. Orlando Lima Rua (Polytechnic of Porto)
- Dr. Pablo GUTIÉRREZ-RODRÍGUEZ (University of León, Spain)
- Dr. Pedro A. CORREIRA-PEREIRA (University of Madeira, Portugal)
- Dr. Rafael ROBINA-RAMIREZ (University of Extremadura, Spain)
- Dr. Ricardo VILLAREAL (University of San Francisco, United States)
- Dr. Rodrigo ELÍAS-ZAMBRANO (University of Sevilla, Spain)
- Dr. Ronald BRENES-SÁNCHEZ (Tecnológico de Costa Rica, Costa Rica)
- Dra. Susan GIESECKE (University of California, United States)
- Dr. Víctor MESEGUER-SÁNCHEZ (University Católica of Murcia, Spain)

Additional information (templates, agenda, etc.) will be provided at the website: <https://felicidad-indess.uca.es/>
Contact email: rafael.ravina@uca.es

We do encourage you to actively participate and we are looking forward to welcome you!!!

Ramón J. TORREGROSA MONTANER
Chair of the Organizing Committee
6th International Academic and Professional Congress on Happiness
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