

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

International University Network of Happiness

Editors: Rafael Ravina-Ripoll and Pedro Cuesta-Valiño

November 11, 2022
University of Salamanca

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

Dear Colleagues,

On behalf the University Happiness Network, we are pleased to announce that the University of Salamanca and the Pontifical 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:

Chair

- Ramón J. TORREGROSA MONTANER (University of Salamanca)

Secretary

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

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- 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)
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- 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
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Congress Program

Friday, November 11, 2022

- 09:30 to 10:00:** **Plenary Session: Opening Session**
Chair: Ramón J. Torregrosa Montaner, University of Salamanca
Chair: Rafael Ravina-Ripoll, University of Cadiz
Keynote Speaker: Pablo Gutiérrez Rodríguez, University of Leon
- 10:00 to 11:45:** **Sessions**
Chairs: Eduardo Ahumada-Tello, University Autonomus of Baja California and Juan Sánchez Vázquez, University Pontificia of Salamanca
- Paper 1: Environmental management strategies for improving happiness in organisations: a bibliometric study and qualitative analysis. Dolores Rando-Cueto, University of Malaga and Carlos De las Heras-Pedrosa, University of Malaga.
 - Paper 2: The hedonic wellbeing of the entrepreneurs is a challenge today- A bibliometric study of its scientific literature. Cristina Sierra-Casanova, University of Cadiz.
 - Paper 3: Communication of the SDGs through social media and their impact on consumer happiness: the case of retail companies. Pedro Cuesta-Valiño, University of Alcala, Azucena Penelas-Leguía, University of Alcala and Patricia Durán-Álamo, University of Alcala
 - Paper 4: Incidence of social trust on the European countries' happiness perception. Fernando Pinto, King Juan Carlos University, M^a Jesús Delgado-Rodríguez, King Juan Carlos University and Karin Tailbot, King Juan Carlos University.
 - Paper 5: Employee happiness determinants in Latin-American SMEs. A mix-method approach. Julianna Paola Ramírez-Lozano, Pontificia Universidad Católica del Perú, Renato Peñaflor-Guerra, San Ignacio de Loyola University and Victoria Sanagustin-Fons, University of Zaragoza.
 - Paper 6: Effects of service quality on the happiness of tourists visiting La guajira – Colombia. Emerson Guerra-Herrera, University of La Guajira, Betina Martinez-Lopez, University of La Guajira, Pedro Cuesta-Valiño, University of Alcala, Cristina Loranca-Valle, University of Alcala and Sergey Kazakov, University of Alcala.
- 11:45 to 12:15:** **Coffee break**
- 12:15 to 14:00:** **Sessions**
Chair: Esthela Galván-Vela, CETYS University and Juan Sánchez-Vázquez, University Pontificia of Salamanca

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- Paper 1: An approach to analyzing Twitter as a tool for social marketing and happiness about biodiversity in the post-Covid19 pandemic era. Araceli Galiano-Coronil, University of Cadiz, Rafael Cano-Tenorio, University of Cadiz, Luis Bayardo Tobar-Pesantez, Universidad Politécnica Salesiana, Ecuador) and Guillermo Antonio Gutiérrez-Montoya, University Don Bosco, El Salvador.
- Paper 2: Perception of happiness in university professors from individual and organisational dimensions. Eduardo Ahumada-Tello, University Autonomus of Baja California, Mexico.
- Paper 3: Intrinsic and Extrinsic Motivations: the path to happiness in adopting new technology. Adrián Roberto Broz, Florida Universit aria (University of Valencia), Enrique Bigné, University of Valencia and Inés K ster, University of Valencia.
- Paper 4: Job Satisfaction. Cristina Pita-Ya ez. University of Salamanca
- Paper 5: Do we consume happiness? Ana Fond n-Lude a, King Juan Carlos University and Mar a del Mar Guerrero, King Juan Carlos University.
- Paper 6: CSR communication campaigns with a focus on Happiness Management. Azucena Penelas-Legu a, University of Alcala. Estela Nu ez-Barriopedro, University of Alcala, Jos  Mar a L pez-Sanz, University of Alcala and Patricia Dur n- lamo, University of Alcala.

14:00 to 16:00:

Lunch

16:00 to 18:00:

Sessions

- Chairs: Estela Nu ez-Barriopedro, University of Alcala and Juan S nchez V zquez, University Pontificia of Salamanca
- Paper 1: Spa tourism in Andalusia (Spain), health and happiness. Rosa Anaya-Aguilar, University of Malaga, Eva Rosel University of Granada and Carmen Anaya-Aguilar, University of Malaga.
 - Paper 2: Proposal for the study of happiness Management based on a bidirectional logical framework. Esthela Galv n-Vela, CETYS University and Rafael Ravina-Ripoll, University of Cadiz.
 - Paper 3: Happiness and well-being of Para-Karate athletes in Spain. Pedro Cuesta-Vali o, University of Alcala, M nica G mez-Su rez, Universidad Aut noma de Madrid, El as Azulay-Jacobson, Polytechnic University of Valencia and Azucena Penelas-Legu a, University of Alcala and Cristina Loranca-Valle, University of Alcala.
 - Paper 4: Analysis and trends in mental health and happiness before, during and after Covid 19 in Spain. Jos  Manuel Nu ez-S nchez, University of M laga, Isaac Albarrac n-Pons, University of M laga,

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Jesús Molina-Gómez, University of Málaga, Pere Mercade-Mele, University of Malaga, Sergio Manuel Fernández-Miguel, University of Málaga and Carolina Serralvo-Aranda, University of Malaga.

- Paper 5: The power of content marketing for women's well-being. Sofia Blanco-Moreno, University of Leon, Aroa Costa-Feito, University of Leon, Carmen Rodríguez-Santos, University of Leon and Ana M^a. González- Fernández, University of Leon.
- Paper 6: Does eco-active behaviour in everyday life in Spain help you be happier? Pablo Contreras-Contreras, University of Alcala Pedro Cuesta-Valiño, University of Alcala and Blanca García-Henche, University of Alcala.

18:00 to 18:30:

Coffee break

18:30 to 20:00:

Sessions

Chairs: Ana Fondón-Ludeña, King Juan Carlos University and Juan Sánchez-Vázquez, University Pontificia of Salamanca

- Paper 1: Well-being and fiscal policies: the role of decentralisation and public expenditure. Manuela Ortega-Gil, University of Cadiz and M^a Jesús Delgado-Rodríguez, King Juan Carlos University.
- Paper 2: Structural equation model assessing the relationship between Happiness and Democracy. Dorotea de Diego-Álvarez, King Juan Carlos University and Alba Rosa Araujo-Abreu, King Juan Carlos University.
- Paper 3: Women and happiness in the federated sport. Cristina Loranca-Valle, University of Alcala, Pedro Cuesta-Valiño, University of Alcala, Estela Núñez-Barriopedro, University of Alcala and Pablo Gutiérrez-Rodríguez, University of León.
- Paper 4: Well-being and comfort in the home. Socio-economic and artistic analysis of the promotion of the use of gas in the kitchen in France, Spain and Portugal (1856-1936). Mercedes Fernández-Paradas, University of Málaga, Antonio R. Fernández-Paradas, University of Granada and Nuria Rodríguez-Martín, Complutense University of Madrid.
- Paper 5: The happiness image in advertising: Strategy, creativity and art direction through consumer campaigns aimed at women. Rodrigo Elías-Zambrano, University of Seville, José Vázquez-González, University of Seville and Gloria Jiménez-Marin, University of Seville.
- Paper 6: Brand image management model whose marketing strategy is based on consumer satisfaction and happiness to achieve brand

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loyalty in the fashion sector. Pedro Cuesta-Valiño, University of Alcala, Pablo Gutiérrez-Rodríguez, University of León and Estela Nuñez-Barriopedro, University of Alcala,

- Paper 7: *Voices*, intergenerational dialogue for well-being and happiness as elements of social sustainability. Victoria Sanagustin-Fons, University of Zaragoza.

20:00 to 20:30: Plenary Session: Closing Session

Chairs: Antonio Sánchez-Cabaco, University Pontificia of Salamanca
M^a Jesús Delgado-Rodríguez, King Juan Carlos University.
Pedro Cuesta-Valiño, University of Alcala

20:30 to 21:30: Free time

21:30 to 23:00: Gala dinner

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**1. Environmental management strategies for improving
happiness in organisations: a bibliometric study and
qualitative analysis**

Dolores Rando-Cueto, University of Malaga
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Carlos De las Heras-Pedrosa, University of Malaga
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Abstract: This study explores the influence of the environment on the well-being of professionals in the field of organisational happiness. The aim is to know the evolution and trends of scientific activity on organisational happiness strategies that consider the work environment. The methodology is summarised in a systematic review of the literature; bibliometric analysis and network mapping in the leading scientific repositories; bibliometric analysis of author networks, citation and co-occurrence of keywords with VOSviewer software; and in-depth interviews with the most influential international researchers in this field. The results highlight the take-off in the last five years of scientific interest in research into the influence of the environment on the management of happiness, which is now the predominant theme in studies on the management of well-being in organisations (64% of the total number of publications). Spain stands out from the rest of the world in this field of research, and Spanish authors show greater interest in promoting collaborative networks. The advantages in the working environment and the optimisation of performance are evident in the promotion of strategies aimed at encouraging actions related to sustainability and environmental care.

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**2. The hedonic wellbeing of the entrepreneurs is a challenge
today- A bibliometric study of its scientific literature.**

Cristina Sierra-Casanova, University of Cadiz
(cristina.sierra@uca.es)

Abstract: The aim of this paper is to analyze the scientific literature that has addressed the connection between hedonic wellbeing (happiness) and entrepreneurship. Scholars are increasingly interested in investigating the causes and consequences of well-being in entrepreneurship, becoming today one of the leading lines of research in the field of entrepreneurship. However, knowledge is fragmented and dispersed among the different approaches that have addressed this phenomenon. In general, there is little exchange between them and it is not clear what is currently understood by entrepreneurial well-being, its contribution and its links. The application of bibliometric methods has made it possible to describe the evolution of production, identify the most relevant authors and sources, the most cited papers and the most current topics. The findings reveal a growing interest in these studies in recent years and have made it possible to determine the state of the art of the domain of entrepreneurial well-being. Finally, several lines of future research are proposed for the advancement and consolidation of this scientific discipline. The results may be of interest to academics with experience in this field and to new researchers starting out in this research line.

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**3. Communication of the SDGs through social media and
their impact on consumer happiness: the case of retail
companies**

Pedro Cuesta-Valiño, University of Alcala
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Azucena Penelas-Leguía, University of Alcala
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Patricia Durán-Álamo, University of Alcala
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Abstract: With the arrival of Agenda 2030 and the Sustainable Development Goals (SDGs), many companies have linked their Corporate Social Responsibility (CSR) actions to the fulfilment of the SDGs. In order to understand how the leading commercial communication companies in Spain are communicating their CSR actions focused on the SDGs, a two-fold research methodology was used. Firstly, secondary data was analysed through the Instagram profiles and the websites of the supermarkets Mercadona, Carrefour, Lidl and Día. In addition, a descriptive cross-sectional survey-based research was carried out, with 300 valid surveys, to find out how happy consumers feel when these companies promote the SDGs. The research results show the interest that exists among both consumers and companies in the SDGs, as well as the happiness that these actions generate among consumers, regardless of their gender and age. In this way, social networks are the ideal channel to publicise companies' commitment to the SDGs and generate greater consumer happiness.

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**4. Incidence of social trust on the European countries'
happiness perception**

Fernando Pinto, King Juan Carlos University
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M^a Jesús Delgado-Rodríguez, Universidad Rey Juan Carlos
(mariajesus.delgado@urjc.es)

Karin Tailbot, Universidad Rey Juan Carlos
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Abstract: Over the last two decades, many studies have tried to find the relationship between social welfare and happiness. This paper attempts to study the impact of citizens' level of trust on their happiness. For this purpose, the global database of the latest version of the European Social Survey is used. The correlation between the target variables has been studied using the ordinary least squares econometric methodology. In the second part, the article has been strengthened using the instrumental variable's methodology. The results show a significant impact of the social trust variable on happiness, both in global terms and for some specific countries. It is a critical piece of work for policymakers' advice.

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**5. Employee happiness determinants in Latin-American
SMEs. A mix-method approach**

Julianna Paola Ramírez-Lozano, Pontificia Universidad Católica del
Perú,(julianna.ramirez@pucp.edu.pe)

Renato Peñaflor-Guerra, San Ignacio de Loyola University (rpenaflor@usil.edu.pe)

Victoria Sanagustin-Fons, University of Zaragoza(vitico@unizar.es)

Abstract: This research aims to investigate the impact of some crucial determinants of employee happiness perception, offering a new contribution from a specific Peruvian market of SMEs. Determinants are constructed based on consensus models and theories about happiness at work, as well as theories that currently delve into ethical leadership and strong organisational culture. A mix-method was designed based on the use of two main methodological approaches, the quantitative and the qualitative: (i) the quantitative was a survey carried out on 443 employees who agreed to participate and answer a specific questionnaire; the analysis was done using multiple linear regression; (ii) the qualitative one, were semi-structured interviews made to the staff of the companies and a hermeneutic analysis was done in an interpretative-comprehensive effort. Results show the effects on employee happiness of the perceived leadership style of the company's founder and the legacy he has left in his managers. The so-called ethical leadership characterises the two Peruvian selected companies with high commitment to workers and the quality of their corporate culture. Our research has focused on a specific type of company, which may make it difficult to generalise the results. However, we are convinced that our findings demonstrate how ethical leadership and a solid organisational culture can create an environment that leads to high employee happiness perception, even if the environment is complex, uncertain and challenging. The research and the proposed method can help conduct ethical audits of SMEs, mainly because it is carried out through the factors analysed, leadership style, communication and job satisfaction, as determinants of employee happiness perception.

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**6. Effects of service quality on the happiness of tourists
visiting La guajira - Colombia**

Emerson Guerra Herrera, University of La Guajira
(eguerrah@uniguajira.edu.co)

Betina Martinez Lopez, University of La Guajira
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Pedro Cuesta Valiño, University of Alcala
(pedro.cuesta@uah.es)

Cristina Loranca Valle, University of Alcala
(cristina.loranca@uah.es)

Sergey Kazakov, University of Alcala
(sergey.kazakov@uah.es)

Abstract: This study aims to explore the level of happiness of the tourists visiting Guajira – Colombia. The paper pivots the Service Quality of the companies that provide tourism services. The present research applies the happiness model in the context of the tourists who have visited Palomino, Riohacha and el Cavo de la Vela. The model of tourist happiness is relevant to cognitive satisfaction and affective emotions. This study uses data from a representative sample of Palomino, Riohacha and el Cavo de la Vela tourists to analyse the relationship between Service Quality and tourists' happiness. Following data analysis, the accomplished research determines the effects and the quality dimensions that have the most significant impact on tourist happiness. The findings stemming from the study suggest guidance for tourism and hospitality organisations on developing and increasing the happiness of tourists coming to Guajira through excellent service delivery.

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**7. An approach to analyzing Twitter as a tool for social
marketing and happiness about biodiversity in the post-
Covid19 pandemic era**

Araceli Galiano-Coronil, University of Cadiz
(araceli.galiano@gm.uca.es)

Rafael Cano-Tenorio, University of Cadiz
(rafael.cano@uca.es)

Luis Bayardo Tobar-Pesantez, Universidad Politécnica Salesiana, Ecuador
(ltobar@ups.edu.ec)

Guillermo Antonio Gutiérrez-Montoya, University Don Bosco, El Salvador
(guillermo@udb.edu.sv)

Abstract: Biodiversity conservation is closely connected to healthiness and well-being and is a critical component of sustainability. In recent decades there has been an excessive decline in Biodiversity. Most of the hazards are directly or indirectly caused by human actions, that means that a change in human behaviour would positively influence questions related to biodiversity. Social marketing is an ideal discipline where Twitter has become a valuable communication resource. Under these premises, this paper means to explore the Twitter profile @fbiodiversidad with the objective to compare the number of messages published by this user with the public reaction according to the themes, social marketing (intentionality) and emotional connotation; and to check whether there are themes that better distinguish behavioural messages from others. Using a methodology that combines data mining and content analysis techniques, the results show that the most published messages have an informative purpose and refer to projects. However, the most popular publications are related to wildlife, with a conversational purpose and a positive emotional connotation. In addition, it has been found a relationship between the themes and the social marketing in the messages. In this sense, the relationship between behavioural messages and those about projects and well-being stands out.

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**8. Perception of happiness in university professors from
individual and organisational dimensions**

Eduardo Ahumada-Tello, Autonomous University of Baja California
(eahumada@uabc.edu.mx)

Abstract: In this study, we examine the relationship between perceived happiness and the dimensions that influence this perception, which are of two types: 1. individual dimensions: emotional health and research activities; and 2. organisational dimensions: economic incentives and management styles. Among 1,301 Mexican government-recognised research-qualified university professors, a sample of 384 professors of both genders was used. It was found that these individuals value the mentioned constructs with a strong association in the perception of happiness, three of them in a positive way and only emotional health in an inverse correlation. A questionnaire was developed, tested and analysed for this purpose. The importance of this perception is validated firstly with the analysis of the data collection instrument and, subsequently, through the use of correlational analysis, which confirms a strong and statistically significant relationship between all variables, among which no evidence of multicollinearity is found. Finally, by applying multiple regression analysis, it was accepted that all independent variables have statistical significance in explaining the emergence of the perception of happiness ($R^2 = 42\%$). Finally, the predictive equation presents possible results with values confirming the theoretical model's effectiveness. The data indicate that the level of perceived happiness in the teacher is related to independent variables, with economic incentives being the most vital relationship. The theoretical and practical implications of these findings are discussed, and it is proposed to continue this study in another university setting to confirm the validity of the questionnaire.

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**9. Intrinsic and Extrinsic Motivations: the path to happiness
in adopting new technology**

Adrián Roberto Broz, Florida Universit aria (University of Valencia)

(abroz@florida-uni.es)

Enrique Bign , University of Valencia

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In s K ster, University of Valencia

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Abstract: Understanding the acceptance and use of technology is one of the most mature and fruitful streams of research within information and communication systems. The models developed to explain technological adoption have emphasised the existence of utilitarian criteria in adopting new technologies, leaving the analysis of their user's enjoyment, pleasure and ludic aspects in the background. The characterisation of pleasure and enjoyment derived from the use of technology and its relationship with *Human-Computer Interaction* continues to be a pending subject. Here, a key concept appears as hedonic motivations, a clear expression of internal control, which is the closest human beings will come to the concept of being happy in the development of an activity. This paper aims to develop the theoretical bases of Self-Determination Theory, extrinsic and intrinsic motivations and hedonic motivations, allowing us to measure the importance of these concepts and their connection with users' happiness. It also analyses the use of these variables in developing models of acceptance of new technologies and proposes some recommendations to enrich research on the subject.

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10. Do we consume happiness?

Ana Fondón-Ludeña, King Juan Carlos University
(anabell.fondon@urjc.es)

María del Mar Guerrero, King Juan Carlos University
(mar.guerrero@urjc.es)

Abstract: In Bauman's terms, developed societies characterized by mass consumption justify this characteristic with the population's ultimate goal of "being happy". But the numerous studies available to us show us how this maxim is not a reality: beyond a certain threshold, more consumption does not generate more happiness. However... up to that threshold... there is a whole range of consumerist tendencies that generate frustration. In the middle of the 20th century, research on the consumption of emotions focused on our physical and mental wellbeing became particularly relevant. From these studies we know the degree of intensification of emotional consumption typical of capitalism in crisis. With this work, we want to know what young people consume to feel good and increase their well-being and if they really achieve their goal.

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**11. CSR communication campaigns with a focus on Happiness
Management**

Azucena Penelas-Leguía, University of Alcala
(azucena.penelas@uah.es)

Estela Nuñez-Barriopedro, University of Alcala
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José María López-Sanz, University of Alcala
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Patricia Durán-Álamo, University of Alcala
(patricia.duran@uah.es)

Abstract: In the middle of the last century, the concept of Corporate Social Responsibility (CSR) emerged to demonstrate companies' commitment to society and their *stakeholders*. These CSR actions carried out by companies must be communicated, a prerequisite for the company to be truly responsible. Therefore, in recent years, these CSR strategies have been the driving force behind many of the communication campaigns that companies have been developing, using the concept of happiness as the main element of these communication actions. CSR policies focused on employees, as well as those aimed at environmental care or even the production of healthy and ecologically responsible products, are understood as actions that have a positive impact on the *stakeholders to whom they are* addressed, generating a feeling of happiness, which becomes the central objective of the campaigns. The main objective of this study is to analyse how companies use happiness in their CSR actions. To do so, different commercial communication campaigns that different international companies have developed in recent years will be analysed.

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12. Spa tourism in Andalusia (Spain), health and happiness

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Abstract: Tourists who visit spas in Andalusia find themselves in unique and even protected natural and environmental enclaves, and their image is reminiscent of Sterne's stories. The users show a tendency towards alternative health, with a recreational vision, whose attraction is inversely proportional to the degree of exploitation, i.e., escape from the agglomeration and search for isolated spaces. This study aimed to study the future intention of spa tourists in Andalusia. The methodology used was a quantitative study with a stratified cross-sectional survey. Each stratum was a spa, with a population of 53,231 users per year, whose final sample was 725 users with a response rate of 98%. The results showed that at the population level, 92.4 % of the population expressed their intention to recommend the resort, and 63.6 % expressed their intention to return next year. The study's conclusions highlight the high degree of loyalty, which indicates the possibility of long-term policies, maintaining the levels of quality, taking care of the image and thinking of new alternatives to maintain loyalty and, at the same time attracting new clients.

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**13. Proposal for the study of Happiness Management based
on a bidirectional logical framework**

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Abstract: Happiness is a state of mind in which people feel fully satisfied. In the business world, employee happiness is a topic that has gained greater relevance in recent years, as it has become strongly associated with the achievement of organisational objectives and the integral development of the company. In this regard, the Dimensions.ai platform reflects more than 519 thousand scientific articles that try to explain the causes and consequences of achieving this harmonious state in employees, of which 337 thousand have been published in the last 10 years. It should be noted that, of the available body of scientific knowledge on happiness at work, 90 percent presents empirical results through the use of quantitative methods and inferential techniques. With the argument that the nature of the object and the effectiveness of the methods of study guide the reflection of the most appropriate approach to reality, as well as the evident contingent nature of the scientific contributions in the field of happiness at work, it is proposed the possibility of adopting a broader vision for the approach to the study of the causes and consequences of happiness, by means of a bidirectional logical framework, that is, the achievement of a synergy between the inductive and deductive techniques that allow, first: observe and interpret reality from the research subjects to identify consistent elements; second: identify common variables of the most representative theoretical-empirical models; third: contrast reality with existing empirical knowledge; fourth: codify the information to find patterns and dimensions in a proposed model; fifth: operationalise the dimensions of happiness, its determinants and its results, as well as validate the instruments of analysis; and sixth: employ inferential techniques for the validation of the emerging theory. The approach to different realities from exploratory themes is theoretically and methodologically convenient. This methodological proposal will contribute to the construction of a substantive theory on happiness at work that will allow us to cover the existing gap in knowledge on the subject, taking advantage of the strengths of the different research techniques. To be able to define, in a deep and complete way, a model of happiness at work. Its replication, in different territories and contexts, will allow us to broaden the notion of the determinants and consequences of the pursuit of a happy workforce.

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14. Happiness and well-being of Para-Karate athletes in Spain

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Abstract: This research aims to measure the happiness and well-being of Para-Karate athletes in Spain. To do so, algorithmic technology will be used to find out the happiness and well-being rates of athletes with intellectual and/or physical diversity in the practice of this sport. In order to carry out this measurement, a simple questionnaire is made available to the athletes and their coaches that accurately (scientific significance $p=0.03$ provided by the Department of Biostatistics of the Health Research Institute of the Hospital La Fe Foundation) marks the emotional characteristics of the users. This questionnaire takes up the teachings of the Canadian psychiatrist Eric Bernstein on the stages of emotional behaviour and the Nobel Prize in Medicine (2000), also a psychiatrist, Eric Kandel, on the conversion of this behaviour into simulated replicas of the neurotransmitter release. The description used is that relating to the adaptation of Dr Bernstein's and Dr Kandel's proposals in which order and peripheral vision, generosity, capacity for analysis and synthesis, creativity, learning capacity, rebelliousness and cunning are analysed; translated into combined releases of glutamate, oxytocin, dopamine, norepinephrine, adrenaline, histamine, acetylcholine, serotonin and GABA. With this methodology based on technological tools, 20 skills are revealed, grouped into four large blocks: Health, Consciousness, Coherence and Flexibility. Once these data have been collected, they are sequenced through new algorithms (In Silico) aimed at obtaining information on the degree of happiness and the natural predisposition to adopt healthy habits (body and mind) based on the contributions of Dr Paloma Fuentes and the researcher Elías Azulay. The previous conclusions suggest that the degree of happiness of athletes and coaches is directly related to their emotional profiles, with a qualitative rather than quantitative relativity. Likewise, the emotional oscillations of the individuals analysed indicate that the neurotransmitter compensations are supported by different stimuli, which must be personalised through monitoring by coaches. What is not in doubt is that the practice of Para-Karate offers considerable benefits for athletes as it causes multiple emotional and, therefore, neuromodulatory swings, which broadens learning (synaptic connection) and the spectrum of motor skills.

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**15. Analysis and trends in mental health and happiness
before, during and after Covid 19 in Spain**

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Abstract: COVID-19 has generated adverse effects on society in general, and society has undergone very palpable changes that are still being suffered today. On the other hand, there is currently a tendency to preserve this social well-being and, above all, a general concern about happiness in our society and, more specifically, in organisations. For this reason, the effect of COVID-19 on the feeling of well-being and happiness in our society could be inferred. The present exploratory study, therefore, aims to analyse these effects, mainly focused on the work environment, by carrying out an exhaustive investigation of the data and reports on the subject, using and combining certain studies launched by the CIS (Sociological Research Centre) both before COVID 19 and during and observing the future trends in mental health analysed in the year 2021. Some of the conclusions of the study shown are that there have been no differences in the feeling of happiness in the general population between 2000 and 2021, 65% of whom were workers. Notably, only 7.3% of the population was concerned about their mental health at the beginning of the pandemic. It is striking that the experts consulted on the trends in mental health for the coming years do not highlight happiness at work as one of the three main trends in occupational health between now and 2030, highlighting that the disorders that we must face post-COVID 19 will be psychosomatic problems, anxiety and depression, affecting straightforwardly our sense of well-being and happiness.

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16. The power of content marketing for women's well-being

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Abstract: Content marketing has become an essential part of companies' communication to get a brand's engagement in diverse segments of consumers. Good content must be addressed to improve knowledge about the brand, an emotional attachment or behavioural response in the selected target. The final purpose is to develop a brand-consumer relationship that triggers a commitment and engagement beyond the decision to buy the brand. However, the scope of the effects of content marketing could go further and influence women's well-being. Thus, despite the variety of studies analysing the effect of content marketing, there is no research on the influence of cognitive and emotional content on women's well-being. Our conceptualisation of well-being emphasises meaning and self-realisation in contrast to focusing on an individual's economic condition. As a multidimensional concept, well-being is composed of eudaimonia and hedonism, aligned with the Sustainable Livelihoods Approach. Until now, the existing instruments to measure eudaimonia and hedonism do not fit in the local brand domain. This study enlarges the scope, developing a holistic approach towards the diverse factors in the individual's life that can improve well-being. For this reason, in this study, eudaemonia is measured through the analyses of values, engagement, pride and inspiration. At the same time, hedonism is developed based on the emotion of enjoyment, feelings and preferences. Data from 220 women were collected through a questionnaire developed to understand how brands could drive well-being and reveals that integrating content marketing in the well-being model predicts women's feasibility and desirability. This study also confirms that eudaimonia is more related to desire and hedonism with facts. Moreover, there is a mediating effect of well-being between content marketing and women's behaviour. Finally, based on the findings, shops should boost UGC and enhance lyrical content to get women's engagement.

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**17. Does eco-active behaviour in everyday life in Spain help
you be happier?**

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Abstract: Sustainability has become a concept continuously present in the political and social discourse and very increasingly in the commercial. There is a widespread conviction that the concept allows messages and their senders to be positioned in line with the concerns and interests of the target audiences of such messages. In this way, ideals of life are defined. A hopeful future aligned with the imagination of a happy life is impossible without an individual and collective commitment to sustainability. However, on the other hand, different studies question whether the individual who behaves sustainably is happier than the one who does not. Given this, it is worth asking how individuals' behaviour in different aspects of their daily lives could be framed in the concept of sustainability. Is it related to your level of happiness? The article that is in the elaboration phase will explore the existence of types of individuals in terms of their level of involvement in different daily behaviours that will be grouped into three variables: First, demonstrated interest and commitment; secondly, the performance of acts of purchase with a focus on sustainability in the choices; and finally the behaviour of optimisation of energy and water supplies at home.

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**18. Well-being and fiscal policies: the role of decentralisation
and public expenditure**

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Abstract: This work offers valuable information about the relationship between well-being and governments' fiscal policies worldwide, including government decentralisation, between 1999 and 2018. We investigate whether different types of public spending programs, taxes, and the level of fiscal decentralisation influence well-being. The analysis uses survey data from two sources of life satisfaction variables: The World Values Survey and the European Values Survey, both of which use a ten-level SL scale. We treat these satisfaction values in four ways, resulting in four robust models (two logit models, one Ordinary Least Squares model and one stereotype logistic model). The same control variables and fixed effects are used in all models. The results indicate that personal individual taxes, labour taxation (income and payroll taxes), indirect taxes on goods and expenditures on environmental protection and education significantly and positively affect life satisfaction in all four models. Likewise, in all four models, taxes on property and expenditures on health and culture are significant and negative. Furthermore, while increased decentralisation (in the form of more significant vertical fiscal imbalance and expenditure decentralisation) improves the likelihood of having a life satisfaction greater than six (of ten), the effect of transfers to subnational governments' revenue is significant and negative in all models.

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**19. Structural equation model assessing the relationship
between Happiness and Democracy**

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Abstract: This study analyses the relationship between happiness and democracy, based on two reports, the Happy Planet Index and Freedom House, with a sample of 112 countries for the year 2021. The analysis was carried out using two latent variables and 11 indicators. The latent variable happiness was measured with four indicators: life expectancy, well-being, ecological footprint, and GDP per capita, and the latent variable democracy was measured with seven indicators: electoral process, political pluralism and participation, government functioning, freedom of expression and belief, associational and organisational rights, the rule of law, personal autonomy and individual rights. The relationship was analysed using structural equation modelling, showing a positive relationship between the two variables.

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20. Women and happiness in the federated sport

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Abstract: This study focuses on sports as a source of happiness. Both concepts have been related in several studies since the sport is associated with better health, fun, relaxation, and other happiness indicators. The main objective is to determine the degree of happiness that the practice of sport brings to sportsmen and women, specifically to female sportsmen and women. The different variables (satisfaction, confidence and quality of service) that affect the happiness of women federated in karate in Spain are analysed. At the same time, the results obtained are compared with the results of the male gender. In order to meet this objective, an extensive review of the literature on the happiness variable was conducted. In addition, an empirical study has been carried out, consisting of a survey of federated karate athletes at a national level, with a sample of more than 600 individuals of both genders. The data collected were obtained through discretionary quota sampling. The results indicate that the hypotheses put forward make sense, and the data collected from the literature and statistics agree with the results of the analyses, verifying that there are significant differences in the way in which sport brings happiness to the federated person according to their sex. Based on these results, various strategies are proposed to encourage women's sports and promote the happiness of female members through satisfaction, quality of service and confidence.

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**21. Well-being and comfort in the home. Socio-economic and
artistic analysis of the promotion of the use of gas in the
kitchen in France, Spain and Portugal (1856-1936)**

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Abstract: The availability of energy in the home is one of the elements most associated with the comfort, prosperity and quality of life of families. In this paper, we focus on the promotion of gas appliances, mainly gas cookers, by gas companies and appliance manufacturers. With a historical and comparative perspective, we study the introduction of gas cookers in France, Spain and Portugal up to the 1930s, a period marked by the generation of this product using coal, as well as by the birth of the consumer society in the main cities of these countries. This element was promoted by the idea of comfort, highlighting various qualities associated with well-being and life satisfaction, such as cleanliness, speed, ease of use, and savings in time, effort and money.

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**22. The happiness image in advertising: Strategy, creativity
and art direction through consumer campaigns aimed at
women**

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Abstract: Advertising is a fundamental element when it comes to informing, reminding or, above all, persuading, seeking specific objectives, whether or not they are commercial objectives. In this sense, strategy, as a base, and creativity, through its copy and art direction materialised in a content to be transmitted, can propose both an increase and a decrease in the consumption of certain products or services. In this way, on certain occasions, an emotional link or behavioural response in the target is proposed. The final purpose is to develop a relationship between the advertiser and the consumer through advertising campaigns that trigger commitment, engagement and endorsement over and above the brand's own purchase decision. And in this, content marketing goes one step further and links it to a specific target group, women, together with a specific concept, happiness. The study addresses an analysis of values, commitment, example and reality as a source of inspiration and creative axis for advertising campaigns where women are the protagonists, on the one hand, and where they are also the target audience. At the same time, the concept is developed on the basis of specific elements such as emotion, laughter and sincerity. For the analysis, a discourse analysis of several advertising campaigns was carried out, including DKV - #Clubdelasmalasmadres or #Masmujerescreativas for the year 2022. The study reveals how brands drive wellbeing and reveals that the integration of content marketing in the happiness management model predicts viability and desirability for the female collective, while wellbeing is presented as an achievable milestone embodied in the narrative and persuasive discourse in advertising. Furthermore, there is a mediated sense of welfare effect between media treatment of social media content marketing and women's attitudes.

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**23. Brand image management model whose marketing
strategy is based on consumer satisfaction and happiness to
achieve brand loyalty in the fashion sector**

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Abstract: The main objective of this study is to define a SEM model, in which brand image with its dimensions, as well as consumer satisfaction and consumer happiness have an effect on fashion brand loyalty. The research is of growing interest, even more so in the current socio-economic context with the recent crisis caused by Covid-19 and the entry of low-cost Asian brands into the fashion market. In order to achieve the proposed objective, a descriptive cross-sectional study has been carried out based on primary data through a survey with a sample of 2515 consumer's representative of the Spanish population. The partial least squares (PLS) regression method was applied to test the hypotheses. The result of this research allows us to know which variables have a positive influence on the loyalty of branded fashion consumers, with brand image, satisfaction and happiness being the determining variables of loyalty. Such a model has important implications both in contributing to the literature and in the practice of marketing strategies of differentiation and brand positioning in a global and highly competitive market.

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**24. *Voices*, intergenerational dialogue for well-being and
happiness as elements of social sustainability**

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Abstract: The main objective of this research is to analyse social sustainability, specifically intergenerational dialogue in the transmission of intangible heritage between different generations living in the same community in two different countries. Social sustainability has not been given the same attention and application as its counterparts, preventing sustainable development worldwide from reaching its full potential. The project, therefore, aims to promote effective practices for achieving social sustainability in communities in Spain and Cyprus. The project intends to support intergenerational dialogue and intangible heritage as effective practices for building cohesive societies. According to the 2030 Agenda for Sustainable Development (UN, 2015), the essential elements for achieving social sustainability are the opportunities given to different generations to build healthy and adoptive communities. Human societies have constantly developed and adapted their intangible cultural heritage to address fundamental needs and social issues across time and space. This communication will provide the main objectives of the project, as well as its design, methodology, expected results and applicability in the pursuit of well-being and happiness as critical elements of social sustainability.