

5th International Academic and Professional Congress on Happiness **“The Economics of Happiness and Corporate Well-being”**

12-13 November 2021

Campus de Madrid-Vicálvaro
Universidad Rey Juan Carlos

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 Rey Juan Carlos will be hosting the 5th International Academic and Professional Congress on Happiness in November 2021. 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 and happiness management, as well as more general issues as CSR, sustainability or responsible socioeconomic development (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.

Again, as the exceptional circumstances of the coronavirus outbreak forces reduced seating capacity, the congress offers the possibility of remote participation. Participants will have the option of online live presentation (streaming) via TEAMS platform and, this way, possibilities for interaction will remain.

Topics to be discussed during the event include, but are not restricted to:

- Economics of Happiness
- Happiness Management
- Economics of the Welfare State
- Foundations of Happiness
- Personal and professional happiness
- Sustainability and creativity
- Transformational leadership
- Social Marketing
- Assessment of public policies
- Branding in public, nonprofit and social organizations
- Corporate Social Responsibility (CSR)
- Sustainable socioeconomic development
- Value co-creation in public, nonprofit and social fields
- Happiness management learning and competences
- Learning and skills in corporate well-being
- Measurement and indicators of happiness and wellbeing
- Innovation and teaching experiences in the above fields
- Other related issues

Important dates:

- Submission of abstracts (title, author/s and up to 200 words) or video (maximum time 15 minutes) until October 6, 2021
- Notification acceptance/rejection of abstracts by: October 23, 2021
- Registration period: October 25- November 5, 2021

Working languages:

English and Spanish are the official languages for the congress.

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- Dra. Tilda MORALES-GALLEGO (University of Granada, Spain)
- Dr. Víctor Manuel MERCADER-POMARÓN (CETYS Universidad, Mexico)

In this 5th edition of the congress, the best papers will receive an award through a certificate with the mention of the “best paper presented in the 5th International Academic and Professional Congress on Happiness.

Additional information (templates, agenda, etc.) will be provided at the website: <https://felicidad-indess.uca.es/>
Contact email: dorotea.dediego@urjc.es; mariajesus.delgado@urjc.es

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

María Jesús Delgado Rodríguez y Rafael Ravina Ripoll
Chairs of the Organizing Committee
5th International Academic and Professional Congress on Happiness
“The Economics of Happiness and Corporate Well-being”