

7th International Academic and Professional Congress on Happiness
**“The triple helix of Social Well-being: Organizational communication,
social marketing and happiness management”**

23-24 November 2023

University of Seville - Faculty of Communication

Dear Colleagues,

On behalf of International University Network of Happiness we are pleased to announce that the University of Seville will be hosting the 7th International Academic and Professional Congress on Happiness in November 2023. 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, consumer happiness and organizational communication (taking into account that also other contributions 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
- Organizational 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, 2023
- Notification acceptance/rejection of abstracts by: October 07, 2023
- Registration period: October 15- November 23, 2023

Working languages:

English and Spanish are the official languages for the congress.

Organizing Committee:

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- Dra. Gloria JIMÉNEZ-MARÍN (University of Sevilla, Spain)
- Dr. Rodrigo ELIAS-ZAMBRANO (University of Sevilla, Spain)

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- Dra. Isabel PALOMO-DOMÍNGUEZ (Vilnius Tech University, Lituania)
- Dr. José María LÓPEZ-SANZ (University of Alcalá, Spain)
- Dr. Juan Francisco SÁNCHEZ-VÁZQUEZ (University Pontificia of Salamanca, Spain)
- Dra. Judith Josefina HERNÁNDEZ-GARCÍA DE VELAZCO (Universidad de la Costa CUC, Colombia)
- Dra. Lindsey CAREY (University of Glasgow, United Kingdom)
- Dra. M^a. Victoria SANAGUSTÍN-FONS (University of Zaragoza, Spain)
- Dra. Manuela ORTEGA-GIL (University of Cádiz, Spain)
- Dr. Mario ARIAS-OLIVA (Complutense University of Madrid, Spain)
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- Dr. Ricardo VILLAREAL (University of San Francisco, United States)
- Dr. Richard D. EVANS (University of Brunel, United Kingdom)
- Dr. Ronald BRENES-SÁNCHEZ (Tecnológico de Costa Rica, Costa Rica)
- Dr. Sergey KAZAKOV (National Research University - Higher School of Economics, Russia)
- Dra. Susan GIESECKE (University of California, United States)
- Dr. Víctor Manuel MERCADER-POMARÓN (CETYS Universidad, Mexico)
- 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/>
E-mail: rafael.ravina@uca.es

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

Gloria Jimenez Marin and Rodrigo Elias Zambrano
Chairs of the Organizing Committee
7th International Academic and Professional Congress on Happiness
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and happiness management”