



**Red Universitaria  
de la Felicidad**

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

November 23-24, 2023

University of Seville

International University Network of Happiness

Editors:

Rafael Ravina-Ripoll and Pedro Cuesta-Valiño



## Red Universitaria de la Felicidad

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

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:**

**Chair**

- Dra. Marta PULIDO-POLO (University of Sevilla, Spain)
- Dr. Rodrigo ELIAS ZAMBRANO ((University of Sevilla, Spain)

**Secretary**

- Dr. Pedro CUESTA-VALIÑO (University of Alcalá, Spain)



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### International Scientific Committee:

#### Chairs

- Dr. Pedro CUESTA-VALIÑO (University of Alcalá, Spain)
- Dra. Marta PULIDO-POLO (University of Sevilla, Spain)
- Dr. Luis Bayardo TOBAR-PESANTEZ (Universidad Politécnica Salesiana, Ecuador)

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- Dra. Anabel FONDON-LUDEÑA (King Juan Carlos University, Spain)
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- Dra. Esthela GALVÁN-VELA (CETYS University, Mexico)
- Dr. Francisco FERNÁNDEZ-FERRERAS (University Politécnica of Madrid, Spain)
- Dr. Guillermo Antonio GUTIÉRREZ-MONTOYA (University Don Bosco, El Salvador)
- Dr. Heitor ROMERO-MARQUES (Universidade Católica Don Bosco, Brazil)
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- Dr. José María LÓPEZ-SANZ (University of Alcalá, Spain)
- Dra. Judith Josefina HERNÁNDEZ-GARCÍA DE VELAZCO (Universidad de la Costa CUC, Colombia)
- Dra. Lindsey CAREY (University of Glasgow, United Kingdom)
- Dra. Manuela ORTEGA-GIL (University of Cádiz, Spain)
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- Dr. Orlando LIMA-RUA (Polytechnic of Porto, Portugal)
- Dra. Patricia DURÁN-ÁLAMO (University of Alcalá, Spain)
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- Dra. Regina Aparecida PEREIRA-MAZZI (Universidade Católica Dom Bosco, Brazil)
- Dr. Ricardo VILLAREAL (University of San Francisco, United States)



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- 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/>

Contact email: [rafael.ravina@uca.es](mailto:rafael.ravina@uca.es)

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

Marta PULIDO-POLO  
Chair of the Organizing Committee  
7th International Academic and Professional Congress on Happiness

### Congress Program Thursday, November 23, 2023

#### 18:00 to 18:30

#### Plenary Session: Opening Session

Chair José Luis Navarrete-Cardero, University of Seville  
Chair: Rafael Ravina-Ripoll, University of Cadiz  
Chair: Teresa Rojo-Lopez, University of Seville  
Keynote Speaker: Marta Pulido-Polo, University of Seville

#### 18:30 to 19:30 Sessions

##### Chairs:

- Estela Núñez-Barriopedro, University of Alcalá
- Araceli Galiano-Coronil, University of Cádiz

-Paper 1: Happiness Management in the second wave of industrialisation: Gas heating and comfort in Great Britain, France and Spain (1850-c.1910). Jose Joaquín Luque-García, University of Málaga and Antonio Jesús Pinto-Tortosa, University of Málaga.

- Paper 2: Exploring Consumer Happiness and Loyalty of Gen Z in Retail. Pedro Cuesta-Valiño, University of Alcalá, Sergey Kazakov, University of Alcalá, Cristina Loranca-Valle, University of Alcalá, Blanca García-Henche, University of Alcalá and Pablo Gutiérrez-Rodríguez, University of León.



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

-Paper 3: "Comfort" as a synonym for "Happiness": Advertising to promote the domestic use of gas in Spanish households (C. 1900-1936). Antonio Rafael Fernández-Paradas, University of Granada, Antonio Jesús Pinto-Tortosa, University of Málaga and Nuria Rodríguez-Martín, Complutense University of Madrid.

-Paper 4: Social and Institutional Trust: The role of social spending in reinforcing its value. Karin Tailbot, King Juan Carlos University, M<sup>a</sup> Jesús Delgado-Rodríguez, King Juan Carlos University and Fernando Pinto, King Juan Carlos University.

-Paper 5: Advertising strategies for Gas in the kitchen in late 19Th century France linked to modernity and happiness. Antonio Rafael Fernández-Paradas, University of Granada, Mercedes Fernández-Paradas, University of Málaga and Nuria Rodríguez-Martín, Complutense University of Madrid.

-Paper 6: What Science Talks About Entrepreneurial Happiness: The Conceptual Structure of Your Research. Cristina Sierra-Casanova, University of Cadiz, Paula Lechuga-Sancho, University of Cadiz and Antonio Rafael Ramos- Rodríguez, University of Cadiz.

**19:30 to 20:00**                      **Final Coffee**

Friday, November 24, 2023

**09:00 to 11:15:**                      **Sessions**

Chairs:

- Marta Pulido-Polo, University of Seville
- Pablo Gutiérrez-Rodríguez, University of León

-Paper 7: Are chefs happiness providers? Exploring the impact of organisational support, intrapreneurship and interactional justice from the perspective of happiness management. Rafael Ravina-Ripoll, University of Cadiz, Estela Núñez-Barriopedro, University of Alcalá and Esthela Galván-Vela, CETYS University.

-Paper 8: Explaining tourists' happiness in the destination via UGC: the role of travel characteristics. Sofia Blanco-Moreno, University of León, Ana M. González-Fernández, University of León and Luis V. Casaló, University of Zaragoza.



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-Paper 9: Asbestosis: a not always visible risk threatening construction workers. Carmen Anaya-Aguilar, University of Málaga, Juan Antonio Torrecilla-García, University of Málaga, Juan Carlos Rubio-Romero, University of Málaga and Rosa Anaya-Aguilar, University of Málaga.

-Paper 10: Improving the corporate working environment. Mercedes Varona Alabern, Florida Universitaria, University of Valencia.

-Paper 11: Happiness Management in the wine Industry: Bridging Corporate Social Responsibility, Organizational Commitment, and Consumer Satisfaction in Spanish Wineries. Bartolomé Marco-Lajara, University of Alicante, Javier Martínez-Falcó, University of Alicante, Eduardo Sánchez-García, University of Alicante and Esther Poveda-Pareja, University of Alicante.

-Paper 12: Corporate Social Responsibility in Hotels: An Analysis of its Impact on Employee Welfare and Loyalty Employee Well-being and Loyalty. Bonifacio Martín-Sierra University of Málaga, Isaac Albarracín-Pons, University of Málaga, Jesús Molina-Gómez, University of Málaga and José Manuel Núñez-Sánchez, University of Málaga.

-Paper 13: Happiness and CSR: gender (in)equality and football: what happened to the RFEF's CSR Committee in the case of the 2020 Saudi Arabian Super Cup? Víctor Meseguer-Sánchez, University Católica of Murcia.

-Paper 14: Who are the happiest young workers? Gender and age differences gender and age in the European company. Isaac Albarracín-Pons, University of Málaga, José Manuel Núñez-Sánchez, University of Málaga, Jesús Molina-Gómez, University of Málaga and Bonifacio Martín-Sierra, University of Málaga.

-Paper15: Measuring happiness: are the different indicators comparable? Dorotea de Diego-Álvarez, King Juan Carlos University and Alba Rosa Araujo-Abreu, King Juan Carlos University.

-Paper 16: Consumer Happiness in the purchase experience: offline vs online. Pedro Cuesta-Valiño, University of Alcalá, Cristina Loranca-Valle, University of Alcalá, Sergey Kazakov, University of Alcalá, Azucena Penelas-Leguía, University of Alcalá and José María López-Sanz, University of Alcalá.

-Paper 17: Exploring the Impact of Consumer Brand Engagement and Happiness on Fashion Purchase Intentions. Pablo Gutiérrez-Rodríguez, University of León, Diego Sánchez-Morán, University of León, Nerea Santos- Bayón, University of León and Irene González-Manceñido, University of León.



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**11:15 to 11:45 Coffee break**

**11:45 to 14:00: Sessions**

Chairs:

- Ana Fondón-Ludeña, King Juan Carlos University
- Azucena Penelas Leguía, University of Alcalá

-Paper 18: Well-being, happiness and European values in the national election campaign in Spain 2023: A social marketing approach. Araceli Galiano-Coronil, University of Cádiz and Manuela Ortega-Gil, University of Cádiz.

-Paper 19: Are happiness and satisfaction related to the voters' political persuasion? Azucena Penelas-Leguía, University of Alcalá, José María López-Sanz, University of Alcalá, Pedro Cuesta-Valiño, University of Alcalá, Cristina Loranca-Valle, University of Alcalá and Sergey Kazakov, University of Alcalá.

-Paper 20: Charting the Landscape of Happiness Management: A Bibliometric Odyssey in the Business Realm. Bartolomé Marco-Lajara, University of Alicante, Eduardo Sánchez-García, University of Alicante, Javier Martínez-Falcó, University of Alicante and Lorena Ruiz-Fernández, University of Alicante.

-Paper 21: The impact of technology and psychological contracts on the co-creation of value and social welfare. Analysis of collaborative relationships between non-profit organisations (NPOs) and social enterprises. Luis Ignacio Álvarez-González, University of Oviedo, María Jesús Barroso-Méndez, University of Extremadura, Clementina Galera-Casquet, University of Extremadura and Víctor Valero-Amaro, University of Extremadura.

-Paper 22: Happiness and Social Networks: social representations. Ana Fondón-Ludeña, King Juan Carlos University.

-Paper 23: Web accessibility as a tool for social well-being. Fernández-Díaz, Elena, University of Málaga, Jambrino-Maldonado, Carmina, University of Málaga, Iglesias-Sánchez, Patricia. P., University of Málaga, De las Heras-Pedrosa, Carlos, University of Málaga and Rando-Cueto, Dolores, University of Málaga.

-Paper 24: Artificial Intelligence, Well-Being Assessment and Accountability: A Practical Application in Personality Psychology. Fernando Rubén García-Hernández, University Católica of Murcia.



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-Paper 25: Happiness in the workplace: the professional profiles of advertising and relationship managers from a happiness management and gender perspective. Rodrigo Elías-Zambrano, University of Seville, Mara Pulido Polo, University of Seville and Gloria Jiménez-Marín, University of Seville.

-Paper 26: The use of Artificial Intelligence vs. consumer happiness. Pedro Cuesta-Valiño, University of Alcalá, Patricia Durán-Álamo, University of Alcalá, Blanca García-Henche, University of Alcalá, Azucena Penelas-Leguía, University of Alcalá and Estela Núñez-Barriopedro, University of Alcalá.

-Paper 27: The role of taxation to introduce changes in consumption patterns and wellbeing: The case of non-combustion products. M<sup>a</sup> Jesús Delgado-Rodríguez, King Juan Carlos University, Fernando Pinto, King Juan Carlos University and Alfredo Cabezas-Ares, King Juan Carlos University.

-Paper 28: Happiness, older people and health support devices. Evaluation of digital images from a gender and anti-ageing approach. Daniela Luz-Moyano, Universidad de La Matanza (Argentina), e IEG, UC3M, Carolina Marcos-Carvajal, King Juan Carlos University, M<sup>a</sup> Silveria Agulló- Tomás, Universidad Carlos III de Madrid, e IEG, UC3M and Vanessa Zorrilla-Muñoz, IB, Universidad Miguel Hernández (Elche, Alicante), e IEG, UC3M.

-Paper 29: The role of mindfulness and emotional intelligence in the happiness of entrepreneurs. Cristina Sierra-Casanova, University of Cadiz, Cristina Castro-Yuste, University of Cadiz and Inmaculada Carnicer-Fuentes, University of Cadiz.

-Paper 30: New leadership styles for emerging economies: Neuroleadership and Happy leadership. Raquel Ruiz-Rodríguez, King Juan Carlos University, Marta Ortiz-de-Urbina-Criado, King Juan Carlos University and Rafael Ravina-Ripoll, University of Cadiz.

#### 14:00 to 14:30 **Plenary Session: Closing Session**

Chairs:

- Marta Pulido-Polo, University of Seville
- M<sup>a</sup> Jesús Delgado-Rodríguez, King Juan Carlos University
- Pedro Cuesta-Valiño, University of Alcalá

#### 14:30 to 16:30 **Gala Lunch**





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**1. Happiness Management in the second wave of  
industrialisation: Gas heating and comfort in Great Britain,  
France and Spain (1850-c.1910)**

José Joaquín Luque-García, University of Málaga  
Antonio Jesús Pinto-Tortosa, University of Málaga

**Abstract:** The Second Industrial Revolution consolidated the economic model of Western society, characterised by technical development and increased productivity, which enabled the great "European factory" to be in a position to supply the world market as a whole. In order to alleviate the modest living conditions of the working classes and increase their level of well-being, the main companies and institutions linked to the exploitation and commercialisation of gas, a crucial energy source in the industrial take-off, developed different efforts to extend its benefits to those same humble classes. In this chapter, we will focus on the publicity tools and market strategies that governments and companies undertook to convince the urban proletariat that something as essential as gas heating was affordable for all households, including their own. We will also point out the essential features of such a domestic heating system, using documents, catalogues, reports and advertisements of the time. Our analysis focuses on Britain and France, at the forefront of European industrialisation, and on Spain, whose political, social and economic conditions represent an illustrative paradigm of the region we have come to characterise as Latin Europe.



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**2. Exploring Consumer Happiness and Loyalty of Gen Z in  
Retail**

Pedro Cuesta-Valiño, University of Alcalá  
Sergey Kazakov, University of Alcalá  
Cristina Loranca-Valle, University of Alcalá  
Blanca García-Henche, University of Alcalá  
Pablo Gutiérrez-Rodríguez, University of León

**Abstract:** This study aims to examine Z-customer shopping experiences in both e-commerce and brick-and-mortar settings. A theoretical framework was developed to corroborate the factors that drive Z customers' satisfaction, happiness, and loyalty in online and offline shopping environments. The research utilized empirical data collected from 626 Gen Z individuals in Spain with the help of an online questionnaire. This study employed partial Least Squares Structural Equation Modeling for data analysis, model validation, and hypotheses testing. The research has discovered that Generation Z customers still prefer shopping in brick-and-mortar stores but express higher satisfaction with their e-commerce experiences. Interestingly, the study also unveiled that customer satisfaction alone does not always lead to customer loyalty. Instead, customer happiness may play a crucial role in fostering Generation Z customers' loyalty and, consequently, retention. The results of this study provide valuable insights into the behaviour and expectations of Generation Z, which can assist both online and offline retailers in comprehending.



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**3. “Comfort” as a synonym for “Happiness”: Advertising to  
promote the domestic use of gas in spanish households (C. 1900-  
1936)**

Antonio Rafael Fernández-Paradas, University of Granada  
Antonio Jesús Pinto-Tortosa, University of Málaga  
Nuria Rodríguez-Martín, Complutense University of Madrid

**Abstract:** In the 1920s, various Spanish newspapers and advertising platforms began to draw attention to the advantages that the introduction of gas, and also electricity, would bring to women in the performance of their domestic chores. The aim was none other than to encourage them to take on these tasks themselves, given the shortage of domestic staff. Given that this aspect has hardly been addressed in the historiographical current of women's history, the aim of this paper is to point out the transformations that took place in domestic appliances as a result of the incorporation of gas energy, both in the technical field and, above all, in the sphere of the daily chores of those who used them: women, who were exclusively responsible for these types of occupations. We will also insist on the extent to which the incorporation of gas in homes contributed to increasing comfort, making the promise of happiness that was disseminated through advertising and the press a reality.



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**4. Social and Institutional Trust: The role of social spending  
in reinforcing its value**

Karin Tailbot, King Juan Carlos University  
M<sup>a</sup> Jesús Delgado-Rodríguez, King Juan Carlos University  
Fernando Pinto, King Juan Carlos University

**Abstract:** The numerous crises that have affected much of the world since the turn of the century have generated much financial and economic, political and social instability. As a consequence, trust in institutions, in political leaders and in the systems that govern our societies has been affected. Trust, however, is a necessary ingredient for a well-functioning society. Trust in the institutions that govern us and frame our actions as citizens, as well as social trust - trust in each other - which implies cooperation and respect, contribute to social and economic progress and respect for rules and laws. Many virtues are attributed to social trust, including that of being a unifying element. Greater social trust is associated with higher levels of well-being and equality in society. Is it possible to contribute to social trust and confidence in institutions through improvements in social spending? Can social trust replace trust in institutions? In this article, we will use data from the OECD to analyse the progress of social spending over a 30-year period in some thirty OECD member countries, as well as data from the World Values Survey and the European Values study to study the evolution in levels of social trust and trust in institutions and try to answer the questions posed. Preliminary analyses shows that France is one of the countries that spends the most on social spending as a % of GDP, but has very low levels of social trust compared to its neighbours.



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**5. Advertising strategies for Gas in the kitchen in late 19Th century  
France linked to modernity and happiness**

Antonio Rafael Fernández-Paradas, University of Granada  
Mercedes Fernández-Paradas, University of Málaga  
Nuria Rodríguez-Martín, Complutense University of Madrid

**Abstract:** This paper analyses the promotion of gas in the kitchen by gas companies in France at the end of the 19th century, a period in which, despite the irruption of electricity in its industrial form and the economic crisis that affected the country, gas consumption grew considerably, especially in the home. We will focus on the strategies deployed by companies to extend gas consumption, with special attention to the kitchen, studying some of the advertising formats that offered more information to consumers. To do so, we will analyse the arguments that the gas companies used to promote the gas cooker, as well as the images they used to show its benefits in an attempt to link this device with modernisation, wellbeing and happiness in the home.



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**6. What Science Talks About Entrepreneurial Happiness: The  
Conceptual Structure of Your Research**

Cristina Sierra-Casanova, University of Cadiz  
Paula Lechuga- Sancho, University of Cadiz  
Antonio Rafael Ramos- Rodríguez, University of Cadiz

**Abstract:** Entrepreneurs play a crucial role in innovation, economic growth, business, scientific, cultural and social development, making them key players. It is therefore essential to pay special attention to their happiness and development. The aim of this study is to explore the evolution of research in the field of entrepreneurial well-being (EW) over the last three decades. We analysed 525 scientific journal articles, used bibliometric indicators to assess activity and understand conceptual evolution. The results revealed the terms most commonly used by researchers and how they have changed over time. Hot topics, key buzzwords and trends in BE research in different periods were identified. Co-word analysis and quantitative methods identified the most relevant thematic areas and their evolution. In practical terms, it was highlighted that BE is not limited to economic performance, but has a significant impact on individuals, organisations and society. It affects sustainability, innovation, health and economic growth. Possible directions for future research are proposed, with the aim of consolidating this scientific discipline and advancing the understanding of BE. BE is an essential field of research with significant implications for the sustainability of society and the economy.



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**7. Are chefs happiness providers? Exploring the impact of  
organisational support, intrapreneurship and interactional  
justice from the perspective of happiness management.**

Rafael Ravina-Ripoll, University of Cadiz  
Estela Núñez-Bariopedro, University of Alcalá  
Esthela Galván-Vela, CETYS University

**Abstract:** Current scientific studies on corporate governance in the fine dining industry must consider the attractive culture of happiness management. A business management model that aims to cement the corporate happiness of all the members of its organisation. Undoubtedly, a vital intangible resource to offer a service of excellence and quality to customers. As is well known, this is an aspect of particular relevance for haute cuisine restaurants. From this perspective, this paper arises from recent happiness management research that points to the need for a happy leadership style to actively reduce the psychological stress and physical exhaustion that chefs suffer daily in the kitchen. Inspired by the achievement of this goal, and therefore their happiness at work, this research conducts an exploratory study on how the dimensions: of organisational support, intraentrepreneurship and organisational justice empirically associate with the variable happiness at work. To this end, a structural equation model will be carried out based on the 136 surveys carried out on trainees at the Basque Culinary during the 2022–2023 academic years. The empirical results of this work show that the constructs of organisational support and organisational justice positively influence the happiness at work parameter. The same is not valid for the intrapreneurship factor. On the one hand, these findings can be exciting to demonstrate the complexity of generating a climate of subjective well-being within haute cuisine restaurants. Moreover, on the other hand, it shows that chefs are a source of culinary innovation and creativity when they carry out their professional activities in a positive and happy environment.



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**8. Explaining tourists' happiness in the destination via  
UGC: the role of travel characteristics**

Sofia Blanco-Moreno, University of León  
Ana M. González-Fernández, University of León  
Luis V. Casaló, University of Zaragoza

**Abstract:** This research delves into the variables that affect people's happiness during a tourism trip. Traveling has a direct relationship with happiness, since it is one of the first activities in which users consider spending their leisure time, but why are some tourists happier than others during their trips? Big data and techniques such as artificial intelligence allow us to know and investigate variables that until then have not been explored due to their difficulty in downloading and analyzing. Therefore, this study addresses the content published by tourists on the main social media platform for tourism generated content, Instagram, published during 13 years. We analyzed a database composed of more than 36,000 Instagram users and their content, downloaded through the web scraping technique. Among the variables that affect the happiness of tourists (happiness shown on the faces in their photographs), we found the text characteristics (quantity, polarity and number of hashtags and mentions in the text), trip characteristics (number of days in the destination, photos and locations photographed), and photo characteristics (context and people group). The implications are diverse for DMOs, since they can know what elements make tourists happy, and how to enhance them in the destination.





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**9. Asbestosis: a not always visible risk threatening  
construction workers**

Carmen Anaya-Aguilar, University of Málaga  
Juan Antonio Torrecilla-García, University of Málaga  
Juan Carlos Rubio-Romero, University of Málaga  
Rosa Anaya-Aguilar, University of Málaga

**Abstract:** If we propose a new approach to organisations synthesised in the "Management of Happiness" that seeks human talent so that companies can improve their competitiveness, productivity and profitability, we cannot leave aside one of the great threats that looms over workers and that affects happiness at work and, in short, organisational management, such as the issue addressed in this communication, which is the great threat posed by the indiscriminate use of asbestos in our societies. Asbestos is a carcinogenic element recognised as such by the International Office of Cancer and although it is banned in many countries such as the European Union, there are many others where it is still used such as China or Russia and despite this ban, its massive use since the Second World War has meant that the trace of materials with asbestos is extensive and present in many buildings forming part of pipes, water tanks, roof coverings, etc., which constitutes a major problem of environmental pollution and public health which can be affected especially workers in the construction sector. Therefore, the aim of this work was to see from a practical point of view the difficulty of managing the prevention of occupational risks due to asbestosis in the workers of Micro-SMEs and Self-Employed Workers in the Construction Sector. The study was carried out using the Expert Panel technique with a total of 10 professionals with extensive experience in the Construction Sector and Occupational Risk Prevention. The experts concluded that the greatest difficulty in carrying out an adequate Asbestosis Prevention Management of the group studied was the hidden asbestos as there is no census of affected buildings and constructions and the lack of awareness in a disease with a latency period of between 35-40 years where the cause-effect relationship is not so evident.



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**10. Improving the corporate working environment**

Mercedes Varona Alabern, Florida Universitària, University of Valencia.

**Abstract:** There is abundant literature about the relation between happiness, health and productivity. At the corporate level, a positive working environment not only increases employees' engagement and productivity, but it also improves their personal lives. Positive corporate culture is a key factor in the company's success. In fact, when companies experience serious troubles, it is usually caused by a negative corporate culture. Corporate culture entails creating a working environment that nurtures integrity, product quality, positive social impact, employee development, positive working relationships and teamwork, as well as motivating their employees. Positive relationships in and out of the workplace make employees more committed to the company, as well as to their community, and lead more fulfilled lives. Yet, when the only motivation in running a company is extrinsic, in other words to make money, employees will most likely deceive to reach the economic incentives. Thus, in addition to promoting extrinsic motivation, companies should help their employees develop intrinsic motivation (from within), as well as transcendental motivation. The latter goes hand in hand with the companies' purpose, and with the companies' positive impact in society. This paper will delve into the importance of creating a positive working environment and the key role that positive human contact has in achieving it.



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**11.Happiness Management in the wine Industry: Bridging  
Corporate Social Responsibility, Organizational  
Commitment, and Consumer Satisfaction in Spanish Wineries**

Bartolomé Marco-Lajara, University of Alicante  
Javier Martínez-Falcó, University of Alicante  
Eduardo Sánchez-García, University of Alicante  
Esther Poveda-Pareja, University of Alicante

**Abstract:** This study critically examines the influence of Corporate Social Responsibility (CSR) on Sustainable Performance (SP) within the wine sector, while also shedding light on the mediating roles of Organizational Commitment (OC) and Consumer Satisfaction (CS). The incorporation of the control variables age, size and affiliation to a Protected Designation of Origin (PDO) also allows the precision of the causal relationships explored to be refined. A bespoke theoretical model is posited to address the research objectives, which is empirically validated using structural equation modeling (PLS-SEM) drawing from primary data sourced from 196 Spanish wineries during September 2022 to January 2023. Notably, the results underscore CSR's substantial positive impact on wineries' SP, with OC and CS acting as influential mediators. The distinctiveness of this study is manifold. Primarily, it augments the understanding of the nuanced CSR-SP relationship within wineries. Moreover, the inclusion of OC and CS as mediators in the CSR-SP nexus in a wine setting remains pioneering, furnishing new scientific insights. Lastly, the introduced theoretical model, previously unexplored, enhances both academic discourse and managerial perspectives on CSR and sustainability.



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**12. Corporate Social Responsibility in Hotels: An Analysis of  
its Impact on Employee Welfare and Loyalty Employee Well-  
being and Loyalty**

Bonifacio Martín-Sierra University of Málaga  
Isaac Albarracín-Pons, University of Málaga  
Jesús Molina-Gómez, University of Málaga  
José Manuel Núñez-Sánchez, University of Málaga

**Abstract:** In the current socio-economic environment, and especially in the hotel sector, it is difficult to conceive the idea of an organisation without a Social Responsibility policy. Conceive the idea of an organisation without a Corporate Social Responsibility policy, as an instrument of sustainability. Corporate Social Responsibility policy as an instrument of sustainability. But how do employees perceive this Corporate Social Responsibility (CSR)? Corporate Social Responsibility (CSR), to what extent are they involved, and how does it influence them? influence them? This study analyses how employees' perception of CSR and their participation in CSR activities in the activities by employees in the hotel industry influence their well-being, and at the same time on their loyalty towards their own company, their fellowship, their individual initiative and their involvement in their work. individual initiative and involvement at work. The aim of this research is to analyse the relationship between perception and participation in CSR and its direct influence on employee wellbeing, through a survey through a survey carried out anonymously among 221 employees of a company in the hotel sector located in a company in the hotel sector based on the Costa del Sol. The study shows that the more positive the employee's perception of Corporate Social Responsibility is, and the more involvement he/she has in the employee's perception of Corporate Social Responsibility, and the more involvement he/she has in it, the higher his/her level of well-being will rise, and influence positively in terms of loyalty, companionship, and initiative. These These results help companies in the hospitality sector to try to improve the results of employee involvement in their CSR. employee participation in their CSR, by developing more attractive activities, and thus promoting employee thus fostering employee wellbeing and enhancing employee loyalty, camaraderie and performance.



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**13. Happiness and CSR: gender (in)equality and football:  
what happened to the RFEF's CSR Committee in the case of  
the 2020 Saudi Arabian Super Cup?**

Víctor Meseguer-Sánchez, University Católica of Murcia

**Abstract:** An analysis is made of the path taken by the so-called Corporate Social Responsibility Committee of the Royal Spanish Football Federation (RFEF). This is a consultative body set up in 2019 and dissolved in mid-2020. We are interested in the actions it carried out during this period. To do so, we interpret the testimonies of interviews with some of the external members who formed part of the committee. We focus on actions in the area of gender equality and, with this intention, we propose as a paradigmatic case the celebration of the Spanish Super Cup in Saudi Arabia. This was a controversial event, on which the Committee made specific recommendations.



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**14. Who are the happiest young workers? Gender and age  
differences gender and age in the European company**

Isaac Albarracín-Pons, University of Málaga  
José Manuel Núñez-Sánchez, University of Málaga  
Jesús Molina-Gómez, University of Málaga  
Bonifacio Martín-Sierra, University of Málaga

**Abstract:** Well-being and happiness at work is a discipline that is becoming more and more widespread in companies. Numerous studies have shown that having happy workers brings great benefits to organisations, whether economic or reputational. Despite this, the complexity of today's business world, where diversity is one of the most important characteristics, requires specific strategies depending on the target group. In companies, workers of different generations and cultures coexist. At the same time, the incorporation of women in the workplace and the gender variety at work is already a fact. Knowing the level of happiness at work of the different generations, as well as of the men and women who make them up, is key to strategic action. The aim of this article is to analyse the happiness of generation Z workers and generation Z workers. The aim of this article is to analyse the happiness of workers of the Z and Millennial generations based on 592 questionnaires carried out by the company Happyforce on workers, using a random sample of European companies, segmented by geographical, age and gender indicators. The results showed a low level of happiness of workers of these generations and a reversal of the result between men and women of both generations. This study can help Human Resources departments to focus their efforts on corporate wellbeing programmes, being able to segment according to gender and generation, thus improving the happiness and wellbeing of work teams, with direct implications for organisations.



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**15. Measuring happiness: are the different indicators  
comparable?**

Dorotea de Diego- Álvarez, King Juan Carlos University  
Alba Rosa Araujo-Abreu, King Juan Carlos University

**Abstract:** This study analyses and compares happiness data from various databases, for several countries, over different years. The aim of the analysis is to contrast these data in order to be able to identify a global pattern in something as subjective as happiness. To this end, the United Nations World Happiness Report, the Happy Planet Index (HPI), will be compared with other reports: the IPSOS study, the Global Happiness Report and indicators such as the HDI (Human Development Index) and the components for measuring FIB (Gross Domestic Happiness). We believe that this study contributes to a deeper understanding of the perception of happiness and provides information to consider about the factors that influence happiness and, therefore, social well-being.



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**16. Consumer Happiness in the purchase experience: offline vs  
online**

Pedro Cuesta-Valiño, University of Alcalá  
Cristina Loranca-Valle, University of Alcalá  
Sergey Kazakov, University of Alcalá  
Azucena Penelas-Leguía, University of Alcalá  
José María López-Sanz, University of Alcalá

**Abstract:** The e-commerce has grown exponentially in recent years, largely driven by the COVID 19 crisis, but once the restrictions have ended, physical store commerce once again claims prominence. Consumers have lost their fear of online shopping, and it seems this format is here to stay. Taking into account the current situation, this study aims to explore the happiness that the shopping experience in a physical store provides to the consumer compared to the online shopping experience. In addition, consumer happiness is analyzed based on the demographic characteristics of the sample. The data for this work has been collected through an online survey. In total, 1,796 individuals between the ages of 16 and 40 have been obtained from Spanish population. The results indicate that happiness has higher levels in individuals who evaluated their shopping experience in a physical store than online store. Which implies that physical contact with the product and the service provided by the physical store has added value that companies must exploit.





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**17. Exploring the Impact of Consumer Brand Engagement  
and Happiness on Fashion Purchase Intentions.**

Pablo Gutiérrez- Rodríguez, University of León  
Diego Sánchez-Morán, University of León  
Nerea Santos- Bayón, University of León  
Irene González-Manceñido, University of León

**Abstract:** This research aims to establish an SEM model that explores the impact of consumers' expectations of consumer brand engagement (CBE) on purchase intention, both directly and mediated by consumer happiness. To achieve this goal, we define and develop the components of CBE and Consumer Happiness variables, which have gained increasing relevance in the literature. To conduct this research, we conducted a cross-sectional descriptive study using a survey based on established scales in the literature. Our findings reveal that both CBE and consumer happiness have a positive influence on the purchase intention of fashion brands. Furthermore, we established the significance of the dimensions of the antecedent variables. However, it is important to note that this study does not allow for a longitudinal analysis of fashion retail consumption. Anyway, a key contribution of this study is its incorporation of the consumer happiness variable and its dimensions within a consumer behavior model alongside CBE, adding a novel perspective to the existing literature.



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**18. Well-being, happiness and European values in the national  
election campaign in Spain 2023: A social marketing  
approach**

Araceli Galiano-Coronil, University of Cadiz  
Manuela Ortega-Gil, University of Cadiz

**Abstract:** Since the birth of the EU, the values it represents have been fought over for many years and have shaped the kind of society we live in today. In this context, an interesting question is whether these European values are valued in a political and social environment in which social networks have become increasingly influential among the public. For this purpose, social marketing is an ideal discipline as it focuses on behavioural change or actions carried out by a specific target audience. Therefore, the objective of this research is to measure the activity on the Twitter platform around a single event of national interest such as the general elections in Spain in 2023, and to analyse the opinions of political parties on European values and the well-being of citizens from a social marketing and happiness approach. The methodology uses artificial intelligence combining data mining techniques and econometric models, specifically four binary logistic regression models have been estimated in order to analyse the impact of the message, according to variables representing social marketing, feelings, well-being and European values. The main results show that only behavioural messages and mentioning European values significantly and positively affect the impact of the message. However, the presence of feelings or words related to well-being or happiness is not significant in the estimated models. Moreover, there are some significant differences in the impact of messages among Twitter users of political parties.



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**19. Are happiness and satisfaction related to the voters'  
political persuasion?**

Azucena Penelas-Leguía, University of Alcalá  
José María López-Sanz, University of Alcalá  
Pedro Cuesta-Valiño, University of Alcalá  
Cristina Loranca-Valle, University of Alcalá  
Sergey Kazakov, University of Alcalá.

**Abstract:** The happiness and satisfaction of citizens are very relevant issues for governments. This importance is reflected in numerous studies in which these variables are analyzed. It is necessary for leaders to be aware of the degree of satisfaction and happiness of their citizens. In this research, we aim to add knowledge on this topic, analyzing whether there are differences between voters. To do this, it is based on information about which political party was voted for in the last elections in 2023 and is related to the happiness and satisfaction variables. The database used is that of the CIS Public Opinion and Fiscal Policy Study of July 2023, carried out after the recent general elections. The total number of respondents was 2491 individuals. With the data obtained from the questions related to happiness and satisfaction with various areas of life, a factor analysis is carried out. The results indicate that there are differences between voters based on their political affinities, being especially relevant between those who are considered voters of pro-independence parties and parties that run throughout the national territory.



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**20. Charting the Landscape of Happiness Management: A  
Bibliometric Odyssey in the Business Realm**

Bartolomé Marco-Lajara, University of Alicante  
Eduardo Sánchez-García, University of Alicante  
Javier Martínez-Falcó, University of Alicante  
Lorena Ruiz-Fernández, University of Alicante

**Abstract:** A bibliometric analysis was undertaken to scrutinize the academic literature, as indexed in the Core Collection of the Web of Science (WoS), focusing on happiness management within corporations from 2000 to 2022. Scientific outputs were systematically evaluated based on: (1) temporal progression, (2) publication formats, (3) categories, (4) contributing authors, (5) affiliated institutions, (6) journal sources, (7) key publishers, and (8) originating countries. The PRISMA methodology was employed, with data being sourced from the WoS database, and network maps being generated through VosViewer. Notably, an accelerated growth in the scientific output was observed post-2017. A proclivity for article-based dissemination was detected, with the 'Business' category being predominantly chosen. Additionally, the publishing hegemony of Emerald, Springer, and Elsevier was evident. The novelty of this research is underscored by several facets. Primarily, a deeper insight into the academic terrain of corporate happiness management was provided. Furthermore, to the knowledge of the researchers, this pioneering bibliometric analysis stands uncharted. Lastly, an encompassing review from the initial records up to 2022 was conducted, offering a refreshing update on preceding narratives and systematic reviews of the topic.



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**21. The impact of technology and psychological contracts on  
the co-creation of value and social welfare**

Luis Ignacio Álvarez. González, University of Oviedo  
María Jesús Barroso-Méndez, University of Extremadura  
Clementina Galera-Casquet, University of Extremadura Víctor Valero-Amaro,  
University of Extremadura.

**Abstract:** The aim of this work is to study the extent to which certain technological variables (such as innovation orientation and the use of Information and Communication Technologies (ICTs), the innovation orientation and the use of Information and Communication Technologies, ICTs) or the existence of psychological contracts (relational and ideological) condition the ability of an NPO to the capacity of a Non-Profit Organisation (NPO) to co-create value with a social enterprise in order to improve its social impact. in order to improve the social impact of its collaborations. The co-creation of value in the context of study contributes efficiently and effectively to the solution of the economic, social and environmental problems to which environmental, social and economic problems facing today's society and, in this sense, to the well-being/happiness of society. well-being/happiness of society. In order to meet the stated objective, a research model was developed and tested on data from the model was developed and tested with data from a sample of NPOs that collaborate, to a lesser or greater extent, with the collaborate, to a greater or lesser extent, with social enterprises. The results of the study show that that ICTs and psychological contracts have a direct influence on the process of value co-creation, which is co-creation process, which directly affects social impact. In this sense, managers who wish to improve social welfare in their partnerships should enhance their value co-creation processes.



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**22. Happiness and Social Networks: social representations.**

Ana-Fondón-Ludeña, King Juan Carlos University

**Abstract:** Social networks have revolutionized the way people communicate, share information and construct their identities in the digital era. Our work focuses on analyzing how social networks influence the construction and diffusion of social representations of happiness. According to Jodelet (1986), social representations designate a form of scientific knowledge constructed from interactive communicative functional processes. In the context in which we are developing, social representations act as a system of representation of reality, determining practices and behaviors. We have worked from a processual approach that allows us to analyze the symbolic productions in the network and allows us to understand some particular facts that give rise to the generalized conceptualization of happiness in this context. From a qualitative approach our aim is to highlight the importance of understanding the dynamics of social representations in an increasingly digitalized world. In doing so we hope to contribute to public debate and foster greater awareness of how social networks shape perception and social interaction in contemporary society.



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**23. Web accessibility as a tool for social well-being**

Fernández-Díaz, Elena, University of Málaga  
Jambrino-Maldonado, Carmina, University of Málaga  
Iglesias-Sánchez, Patricia, University of Málaga  
De las Heras-Pedrosa, Carlos, University of Málaga  
Rando-Cueto, Dolores, University of Málaga

**Abstract:** Public institutions find in the digital sphere an open window and greater transparency towards citizens. So much so that the websites of local corporations can be considered an instrument of democratic inclusion and general wellbeing. However, web accessibility is still an unresolved issue to help any person, regardless of their physical, mental or age capabilities, to interact without any kind of barrier. This paper analyses the web accessibility of 18 city councils of provincial capitals in Spain, comparing two periods to detect compliance with the requirements of adaptation to citizenship through the application of the Web Content Accessibility Guidelines. The results show that the accessibility of local authority websites is still a long way off. Commitment to web accessibility is not related to the size of cities or their budget level. It is necessary to undertake the appropriate improvements if they want, in their commitment to all citizens, not to leave out two key groups: people with functional diversity and the elderly. The contribution of this paper goes beyond the need to use one type of analytical model to assess the democratisation of websites as digital public services and, consequently, raises a number of practical implications relevant to the policy-making bodies of municipalities.



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**24. Artificial Intelligence, Well-Being Assessment and  
Accountability: A Practical Application in Personality Psychology**

Fernando Rubén García-Hernández, University Católica of Murcia

**Abstract:** The purpose of this research is to explore the possibilities of Artificial Intelligence in Well-Being and Personality research. Artificial intelligence [AI] computer applications employ algorithms that analyse human language to - through supervised learning and reinforcement with human trainers - generate original answers to natural language questions. It is assumed that - as a result of this learning - AI responses express and create a synthesis of the "common sense" available in and derived from the dialogues and databases from which these applications learn. On this basis, we aim to answer the question: How does Artificial Intelligence interpret the Well-Being assessment questionnaires, for which we conducted two preliminary studies. In the first one, we propose to find out which variables an Artificial Intelligence (AI) application considers to be actually measuring both C.D. Ryff's Psychological Well-Being (Eudaimonic Well-Being) assessment questionnaire and E. Diener's Subjective Well-Being (Hedonic Well-Being) assessment terms questionnaire. The results are discussed from the point of view of the "beliefs" that AI applications express about what characterises Eudaimonic and Hedonic Well-being, and their comparison with the variables that -according to Ryff and Diener- assess their questionnaires. In the second study, we compare the answers that the AI gives in both questionnaires when asked about the usefulness of each item for assessing the well-being of people, depending on how it best suits their current situation or how it best suits the responsible person. The results are discussed in relation to the Big Five factors of the taxonomy of personality terms in Spanish (Iraegui, 1998), and to the implicit beliefs about the personality of responsible people (García-Hernández, 2021).





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**25. Happiness in the workplace: the professional profiles of  
advertising and relationship managers from a happiness  
management and gender perspective.**

Rodrigo Elías-Zambrano, University of Seville  
Marta Pulido-Polo, University of Seville  
Gloría Jiménez-Marin, University of Seville

**Abstract:** Happiness management can be carried out from different perspectives: the personal and family sphere; the work sphere; the social sphere... and so on and so forth. There is no doubt that achieving optimal well-being in as many environments as possible facilitates development as a human being and as part of a system that interconnects us all. This paper contains a series of data and reflections on how the professional role of women in the world of persuasive communication (advertising and relationship management) can lead to greater satisfaction (or dissatisfaction) in the sector and how, as a result, they are able to achieve a greater satisfaction (or dissatisfaction) in the sector.



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**26. The use of Artificial Intelligence vs. consumer happiness**

Pedro Cuesta-Valiño, University of Alcalá  
Patricia Durán -Álamo, University of Alcalá  
Blanca García-Henche, University of Alcalá  
Azucena Penelas-Leguía, University of Alcalá  
Estela Núñez-Bariopedro, University of Alcalá

**Abstract:** The use of Artificial Intelligence has democratized over the last few years. In this process of adaptation, technologies related to the automation of conversations have been one of the most booming, although not the only one. As a consequence, companies from all sectors and countries are beginning to implement different technologies based on Artificial Intelligence with the aim of offering more dynamic and efficient experiences to their audiences. These technologies are present at different points of the shopping experience and help consumers to resolve doubts that may arise during all phases of the customer journey, making the purchasing process easier. Thus, the use of these types of resources modifies the way in which companies relate to their consumers, directly impacting the experience that consumers have with brands, especially those that simulate conversations. Therefore, the purpose of this study is to carry out a review of the academic content published in the last five years on the impact that this technology has had on the consumer experience with brands and, specifically, how it has impacted on consumer happiness, or the happiness experienced by the consumer.



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**27. The role of taxation to introduce changes in consumption  
patterns and wellbeing: The case of non-combustion products**

M<sup>a</sup> Jesús Delgado-Rodríguez, King Juan Carlos University  
Fernando Pinto-Hernández, King Juan Carlos University  
Alfredo Cabezas-Ares, King Juan Carlos University

**Abstract:** This paper explores the role of taxation to introduce changes in consumption patterns, specifically focusing on the shift from traditional combustion-based tobacco products to new non-combustion alternatives (NCAs). The authors examine the factors driving the growth of NCAs, including public policies aimed at reducing smoking prevalence and fiscal measures addressing the negative externalities associated with traditional tobacco. Through the analysis of the European Health Survey the objective is to study the profiles of both traditional tobacco smokers and users of NCAs, with the aim of developing a socio-economic profile that can inform the special taxation of these alternative products based on their health risks and the individual's standard of living. The findings of this research offer valuable insights for policymakers seeking to understand and regulate the changing landscape of tobacco consumption in Europe.



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**28. Happiness, older people and health support devices. Evaluation  
of digital images from a gender and anti-ageing approach**

Daniela Luz-Moyano, Universidad de La Matanza (Argentina), e IEG, UC3M

Carolina Marcos-Carvajal, Universidad Carlos III de Madrid

M<sup>a</sup> Silveria Agulló-Tomás, Universidad Carlos III de Madrid, e IEG, UC3M

Vanessa Zorrilla-Muñoz, IB, Universidad Miguel Hernández (Elche, Alicante), e IEG, UC3M

**Abstract:** Introduction: There are few studies on assistive health technologies and the perception of happiness that these devices generate in older people. Aim: to evaluate digital images (collected until 2022) on health assistive devices in the elderly population. Method: evaluation of 300 images (from Freepik, Pixabay, Storyblocks, Splitshire and Gratisography) from an original database of several authors, in the context of the ENCAGEn-CM project (2020-2023, funded by CAM and ESF). New variables have been added, and an intersectional prism is followed. Results. Of the total number of images, 33% included the health support technologies label (98/300). Representations of women predominated (59/98). Most of the devices are: "cane use" (13/98), "glasses" (72/98) and, to a lesser extent, "wheelchairs" (3/98), "hearing aids". The main emotions represented were "joy" (44%) and to a lesser extent "sadness" (2%) and "surprise" (7%), and 40% did not recognise. Conclusions. Although a limited proportion of images on supportive and older devices were observed, preliminary data confirm a greater presence of women, and with expressions of emotions that are limited to only two. It is hoped to explore these areas further in future evaluations.



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**29. The role of mindfulness and emotional intelligence in the  
happiness of entrepreneurs**

Cristina Sierra-Casanova, University of Cadiz  
Cristina Castro-Yuste, University of Cadiz  
Inmaculada Carnicer-Fuentes, University of Cadiz

**Abstract:** Regardless of the external circumstances we face, happiness often depends on our internal experience. In this sense, emotional intelligence and mindfulness practice allow us to become aware of our internal states and adopt an attitude of acceptance, non-judgement and better emotional processing and regulation. This practice can play a fundamental role in the pursuit of happiness, especially for entrepreneurs as they face emotionally stressful challenges and pressures, characterised by continuous uncertainty in a highly demanding ecosystem. The aim of this work was to analyse the relationship between emotional intelligence and happiness through the practice of mindfulness in entrepreneurs. To this end, a bibliometric analysis and a literature review was carried out in the main scientific databases, based on selection criteria. Among the main conclusions of this review we found a close relationship between emotional intelligence and the level of happiness, highlighting the negative impact of stress and emotional exhaustion. The daily practice of mindfulness can play a crucial role in the pursuit of happiness and the improvement of these aspects in the daily lives of entrepreneurs.



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**30. New leadership styles for emerging economies:  
Neuroleadership and Happy leadership.**

Raquel Ruiz-Rodríguez, King Juan Carlos University  
Marta Ortiz-de-Urbina-Criado, King Juan Carlos University  
Rafael Ravina-Ripoll, University of Cadiz

**Abstract:** Emerging market economies are experiencing an acceleration in growth according to forecasts by the International Monetary Fund (2023). Companies in these areas have a great opportunity to grow but they need leaders who know how to deal with the necessary changes. Therefore, the aim of this paper is to present a picture of what has been studied in the literature on leadership in emerging economies. A co-word analysis has been carried out in which 21 thematic groups have been identified and classified into four blocks: contexts, theoretical perspectives, leadership and effects. For each block, the main aspects of the thematic networks were discussed, paying particular attention to the networks on emerging economies and leadership styles. It has been observed that the most commonly studied leadership style is transformational leadership. Based on these results, a proposal is made for future studies on the application in emerging economies of two novel leadership styles: neuroleadership and happy leadership. The work can serve as a guide for companies in these countries that wish to adopt new leadership styles.