



8th International Academic and Professional Congress on Happiness

“Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective”

21-22 November 2024

University of Málaga - Faculty of Marketing and Management

Dear Colleagues,

On behalf of International University Network of Happiness we are pleased to announce that the University of Málaga will be hosting the 8th International Academic and Professional Congress on Happiness in November 2024. This is an annual in-person (and virtual) 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 wellbeing, happiness management, consumer happiness, consumer emotions 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:

TRACK 1: Entrepreneurial ecosystems, emotions and happiness

- Happiness Management in startups
- Emotions and Leadership Communication
- Entrepreneurship and organizational wellbeing
- Sentiment analysis in the management of organizations
- Neuroentrepreneurship and gender.
- Other topics related to entrepreneurial ecosystems, emotions and happiness

TRACK 2: Happiness, emotions and wellbeing

- Happiness management
- Consumer happiness and consumer emotions
- Economics of happiness
- Welfare economics and indicators
- History of wellbeing
- Marketing and happiness
- Other topics related to happiness, emotions and wellbeing

Publishing opportunities:

- Book of abstracts with DOI
- Book charter by TIRANT LO BLANCH Publishing (SPI Q1 national publishers) with the best communications from TRACK 1
- Book charter by TIRANT LO BLANCH Publishing (SPI Q1 national publishers) with the best communications from TRACK 2
- Possibility of sending an article to Special Issue from BMC Psychology (JCR Q1) for the best communications from TRACK 1 or TRACK 2

Awards:

- Awards for the best papers of TRACK 1
- Awards for the best papers of TRACK 2
- Awards for the best PhD student papers of TRACK 1
- Awards for the best PhD student papers of TRACK 2
- Awards for the best doctoral theses on happiness (a summary of the thesis must be sent – maximum 400 words)
- Awards for the best final degree projects or final master projects on happiness (a summary of the final project must be sent – maximum 400 words)



Important dates:

- Submission of structured abstract through this link <https://forms.gle/SR1ai2ssTbrTMiDv9> (title, author/s, institution/s, Introduction, Literature review, Methodology, Results, Discussions, Limitations - maximum 400 words) until September 30, 2024
- Notification acceptance/rejection of abstracts by: October 07, 2024
- Registration period with reduced fee: October 7- October 31, 2023
- Registration period with normal fee: November 11- November 15, 2024

Registration fees:

- IMPORTANT: All authors signing the papers (even if they do not attend the conference in person or virtually) must pay the Online conference fee in order to be selected.
- The payment of the registration fee will be made through the FUNDACIÓN GENERAL DE LA UNIVERSIDAD DE LEÓN, which will issue the corresponding invoices for the registration fees.
- The payment of the registration fee can be made from September 10. To do so, information will be sent to all authors who have sent an abstract.

| Reduced fees until October 31 | In-Person (*) | Online |
|-------------------------------|---------------|--------|
| Fee per co-author | 260 € | 100 € |
| Fee for studens | 130 € | 50 € |
| Fees from November 1 | In-Person (*) | Online |
| Fee per co-author | 400 € | 200 € |
| Fee for studens | 200 € | 100 € |

- Several research project can be submitted with the same registration fee.
- (*) The In-Person fee includes the gala dinner (Thursday, November 21) and a working lunch (Friday, November 22) and attendance at all sessions in person.

Working languages:

- English and Spanish are the official languages for the congress.

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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 welcoming you!!!

Carmina JAMBRINO MALDONAD, Carlos DE LAS HERAS PEDROSA and Pedro CUESTA-VALIÑO
Chairs of the Organizing Committee
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