II INTERNATIONAL CONFERENCE ON HUMANITIES AND SOCIAL SCIENCES
27–28 NOVEMBER 2023
FOSTERING GLOBAL RESILIENCE THROUGH CROSS-CULTURAL COLLABORATION

PROGRAMME

ISCAP – Porto Accounting and Business School Polytechnic of Porto, Portugal
hssconference@iscap.ipp.pt
https://hss23.sciencesconf.org

ON-SITE
## Registration & Opening Session

- **Main Auditorium**
- **8:45-9:25**: Conference Registration
- **9:30-9:50**: Welcome and Opening Remarks
  - Professor Alexandra ALBUQUERQUE - Conference Coordinator
  - Professor Karima BOUZIANE - Conference Coordinator
  - Professor Mohamed YEOU - Dean of the Faculty of Letters and Humanities Chouaib Doukkali University
  - Professor Manuel MOREIRA DA SILVA - Dean of ISCAP-P.POROTO

## Parallel Sessions

### SESSION 1: International Business Practices

- **Room 015**
  - **Moderator:** Jorge PACHECO
  - **Kerstin SCHÜLLER**
    - Global Innovation and Sustainability
  - **Jorge PACHECO Cristina CARDOSO & Jorge PACHECO**
    - Leveraging Social Selling on LinkedIn for B2B Relationship Management in the COVID-19 Era
  - **Joana GOMES-SILVA et. al.**
    - How much earliness and industry matter for the internationalization risk of new ventures?
  - **Susana BERNARDINO et al.**
    - Young entrepreneurship in Portugal: Main motivations and barriers

### SESSION 2: Innovation and Global Practices

- **Room 013-2**
  - **Moderator:** Adalmiro PEREIRA
  - **Luís RAMALHO & Rui BERTUZI**
    - Um estudo comparativo entre os países da União Europeia dos impactos da adoção da IFRS 9 nas entidades do setor bancário
  - **Gleibson de Andrade ARRUDA SILVA, João Carlos CORREIA LEITÃO & António JOÃO SANTOS NUNES**
    - Da liderança servidora ao compromisso de equipa: O papel mediador da liderança positiva
  - **Patricia ALMEIDA & Rui BERTUZI**
    - Um estudo sobre a escolha do modelo de mensuração subsequente dos ativos fixos tangíveis em sociedades anónimas
  - **Luís RAMALHO & Rui BERTUZI**
    - Um estudo comparativo entre os países da União Europeia dos impactos da adoção da IFRS 9 nas entidades do setor bancário

### Coffee Break

- **11:00 – 11:30**
### Parallel Sessions

#### Room 015

**SESSION 3: Information Society**

- **Moderator:** Whitney BEVILL
- **Erynn YOUNG**
  - Resisting algorithmic content moderation systems on TikTok with language
- **Yousra SBAIHI**
  - Stuck under the Rubble: How Stories from Disasters Shape Global Support
- **Venetia PAPA & Zenonas Theodosiou**
  - Visual Disinformation in the Era of generative AI tools: The case of Israel-Gaza Crisis
- **Whitney BEVILL, Nova DOOLITTLE & Laura LANGBERG**
  - Weaponizing Information: The Power And Peril Of Information Capitalism

#### Room 013-2

**SESSION 4: Diversity and Resilience**

- **Moderator:** Ana Luísa MARTINHO
- **Łukasz KRZYWOSZANSKI**
  - Cognitive and Coping Flexibility: Vital Personal Assets for Navigating Adversity and Bolstering Psychological Resilience in the Face of Contemporary Challenges and Threats
- **Leila CHERQAOUI**
  - Psychotherapy and its humanistic dimensions in the modern era: Self-centred therapy as an alternative
- **Ana Luísa MARTINHO et al.**
  - The role of Higher Education Institutions in promoting the integration of international students in Portugal, based on the European ENFEM project
- **Novykova INNOLA**
  - Higher education system in Latvia: aspect of education export
- **Leila CHERQAOUI**
  - Psychotherapy and its humanistic dimensions in the modern era: Self-centred therapy as an alternative
- **Łukasz KRZYWOSZANSKI**
  - Cognitive and Coping Flexibility: Vital Personal Assets for Navigating Adversity and Bolstering Psychological Resilience in the Face of Contemporary Challenges and Threats

### Lunch Break

**13:00 - 14:00**

**Plenary Session (Zoom)**

**AI-WRITING VS. HUMAN WRITING: HOW DIFFERENTLY DO THE MACHINES WRITE?**

- **Moderator:** Graça Chorão
- **Keynote Speaker:** George Mikros
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>15:15-16:15</td>
<td><strong>Parallel Sessions</strong></td>
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<tr>
<td>Room 015</td>
<td><strong>SESSION 5: Competencies development in different educational settings</strong></td>
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<tr>
<td>Moderator:</td>
<td>Akihiro KAWASE, Takuo AOYAMA &amp; Mitsuru TAMATANI</td>
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<td>Teresa FUENTES Morán, Jesús TORRES DEL REY &amp; Fátima GOMEZ Cáneba</td>
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<td>Cansu RENDECI</td>
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<td>Junji ADACHI Akihiro KAWASE</td>
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<td><strong>Cosmetic Network Analysis: Makeup Recommendations Based on Cultural Contexts and Occasion</strong></td>
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<td><strong>Developing specific accessibility principles for lexicographic resources</strong></td>
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<td><strong>Community Interpreters in a Changing World: The Resilience Factor</strong></td>
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<td><strong>Quantitative Analysis of Rhythmic Differences in Japanese Folk Songs</strong></td>
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<td>Room 013-2</td>
<td><strong>SESSION 6: Multimodal and cultural learning approaches</strong></td>
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<tr>
<td>Moderator:</td>
<td>Ana ROMÃO &amp; Sofia MENEZES</td>
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<td>Paula ALMEIDA</td>
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<td>Sofia MENEZES</td>
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<td>Fátima GOMEZ-CANEBA</td>
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<td><strong>The Importance of Cross-Cultural Approaches when Teaching Gender Mainstreaming</strong></td>
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<td><strong>Cross-cultural Communication Training in the Global European Village</strong></td>
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<td><strong>Beyond face value: Mapping out visual competencies for non-fine arts students</strong></td>
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<td><strong>Using Accessible Products to Learn About Heritage in Spanish: The Case of AD Scripts and Archaeology</strong></td>
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<td>16:20 – 16:50</td>
<td><strong>Coffee Break</strong></td>
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<td>20:00-23h30</td>
<td><strong>Conference Dinner</strong></td>
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<td><strong>Venue: Taberna Real do Fado</strong></td>
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**TUESDAY, 28TH NOVEMBER**

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**09:00-10:00**
Main Auditorium

**Plenary Session**

**TRANSLATION IN CULTURAL AND CREATIVE ECOSYSTEMS: FOSTERING ENTREPRENEURSHIP UNDER THE ROLE OF CROSS-CULTURAL COLLABORATION**

*Keynote Speaker: António Monteiro de Oliveira*

**Moderator:** Karima Bouziane

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**10:00-11:00**

**Parallel Sessions**

**SESSION 7: Policies and Voices**

*Room 015*

**Moderator:** Sofia Menezes

<table>
<thead>
<tr>
<th>Speaker &amp; Title</th>
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<tbody>
<tr>
<td>Fernanda BONACHO, Helena Figueiredo PINA et al.</td>
<td>The Narratives Mag: a place where stories live</td>
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<td>Hanane EL AISSI</td>
<td>Internationalizing Humanities: Morocco's Anglophone Policy</td>
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<td>Maryeme OUCHEN</td>
<td>Voicing the Silenced Narratives: The case of Jokes</td>
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<tr>
<td>Fernanda BONACHO, Helena PINA &amp; Susana ARAÚJO</td>
<td>Board game “Fala Barato”: Challenging the relation with information, media and the Other</td>
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**SESSION 8: Workshop**

*Room 013-2*

**Moderator:** Manuel Araújo

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<tr>
<td>Agnieszka KABALSKA &amp; Agnieszka PESZKO</td>
<td>People IRL: How can they be embedded into projects and business models in challenging times?</td>
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**11:00 - 11:30**

**Coffee Break**
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<th>Time</th>
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<tr>
<td>11:30-12:30</td>
<td><strong>Parallel Sessions</strong>&lt;br&gt;<strong>SESSION 9: Challenges and risks in a turbulent world</strong>&lt;br&gt;Moderator: Fernanda Bonacho&lt;br&gt;Agnieszka KABALSKA &amp; Agnieszka PESZKO&lt;br&gt;Project Management and Business Models: Managing how, with and for whom&lt;br&gt;Joana GOMES-SILVA, Miguel GONZÁLEZ-LOUREIRO, Fábio DUARTE &amp; Ana BORGES&lt;br&gt;Exploring the Causal Relationship between Risk and Commitment in the Uppsala Model: The Moderator Role of Earliness in Internationalization&lt;br&gt;Izabela FRANCKIEWICZ-OLCZAK&lt;br&gt;Polish institution of culture in the context of the aggression of Russia on Ukraine and the mass migration of Ukrainian refugees to Poland</td>
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<tr>
<td>12:30 – 13:00</td>
<td><strong>Closing Session</strong>&lt;br&gt;(with the presence of the Vice-president of the Scientific Board of ISCAP P.PORTO)</td>
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<tr>
<td>13:00 – 14:00</td>
<td><strong>Lunch</strong></td>
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<td>15:30-16:30</td>
<td><strong>Visit to the Lello Bookshop</strong></td>
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<table>
<thead>
<tr>
<th>Track 1: Management, Economics, Cultural &amp; Creative Industries</th>
</tr>
</thead>
</table>
| **Vesna PETROVIĆ**  
Digital transformation and global challenges of sustainability and development |
| **Mauro FIORE**  
Competitive Advantage and Innovation: impacts on the organisation's strategy and development paths |
| **Muhammad Ishtiaq ISHAQAWADI**  
Sustainable Development Goals in Hospitality Industry of Pakistan: Lesson Learned from United Kingdom |
| **Krithika VULAVALA**  
Influence of Heuristics on Charity Donations |
| **Oumnia BELKAOURI**  
La résilience des entreprises en difficultés : Le rôle des mécanismes de traitement des difficultés dans la résilience et le rebond des entreprises |
| **Sarra WAKRIM & Siham KHALDI**  
Dynamic Capabilities and Strategic HRM: Fostering Resilience in Disruptive Business Environments |
| **Firdaouss JAMAL & Wadi TAHRI**  
The impact of digital transformation on the performance of public establishments |
| **Oumnia BELKAOURI**  
La résilience des entreprises en difficultés : Le rôle des mécanismes de traitement des difficultés dans la résilience et le rebond des entreprises |
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<th>Track 2: Arts, Humanities &amp; Social Sciences</th>
</tr>
</thead>
</table>
|**Afaf ELMAHDI**  
Cross cultural dialogues and Global resilience: Moroccan music festivals as a case Study|
|**Karima BAKRI**  
La protection des utilisateurs de l'espace cybernétique : la France et le Maroc comme exemples|
|**Abdelmounim BOUZIANE, Wadi TAHRI, Karima BOUZIANE**  
Gender Equity and Performance in Morocco: The Case of Big Four Audit Subsidiaries|
|**Ignacio José Martin MORALEDA & Alejandro Hurtado REDONDO**  
Neural networks in scriptwriting: Experiments with ChapGPT-3|
|**Nouh Alaoui MHAMDI**  
Moroccan Education: Bridging the Gender Empowerment Gap for Women's Social and Economic Resilience|
|**Zsuzsanna BALAZS**  
Strategies of Cultural Resilience Amidst Increasing Threats to Artistic Freedom in Hungary|
|**Samah FIFANI, Dounia RABHI, Abdelhakim QACHAR**  
The Impact of Technological Advancements and Automation on Workplace Well-Being: Theoretical Perspective|
|**Bouchaib MOTAABBID**  
Méta-roman, autobiographie et résilience dans Le parfum des fleurs la nuit de Leïla Slimani|
|**Mouad MBEKER**  
Exploring the Discursive Framing of Morocco's Outstanding Performance in the Qatar 2022 World Cup: A Multimodal Critical Discourse Analysis of Western News Coverage|
|**Lamya MOUHSSINE**  
Les comportements de consommation d'eau dans le contexte du déficit hydrique : rôle de la perception des risques|
|**Abdelkrim CHIRIG**  
Functional Translation: Bridging Cultural Divides by Decoding the Linguistic Mosaic of Advertisements|
|**Abdelghani MOUSSAOUI**  
The Poetics of Spatial Representations of Casablanca in Postcolonial Moroccan Cinema|
### Track 2: Arts, Humanities & Social Sciences

<table>
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<td>Transformations des pratiques professionnelles dans le contexte de la Covid-19 : une étude auprès des professionnels travaillant avec les PSH</td>
<td>Lamya MOUHSSINE</td>
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<td>Glass Ceiling in Companies: Changes and Resiliencies . The case of Morocco.</td>
<td>Majdi CHAIMAE, Derdar MOHAMED, Rhouni RAJA</td>
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<td>Maintaining Cultural Identity Through Translation: Translating Riffian-Amazigh Proverbs into English as A Case Study</td>
<td>Najib El MAHRAOUI, Mohamed MAROUANE, Ahmadou BOUYLMANI</td>
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<tr>
<td>Indirect translation: Challenges of Poetry Retranslation</td>
<td>Marouane ZAKHIR</td>
</tr>
<tr>
<td>Ethics and Governance of Artificial Intelligence in the National Innovation System : Challenges and Solutions</td>
<td>Fatima Ezzahra ECHEFAJ</td>
</tr>
<tr>
<td>Synthesizing the Literature on Fake News and Disinformation, and Evaluating the Resilience Measures’ Effectiveness : A Critical Analysis</td>
<td>Hassan Ait NASSEUR</td>
</tr>
</tbody>
</table>
Track 3: Education & Research

Marta MILANI
Developing Intercultural Competence: Limits and Challenges

Ahmed El Mehdi El JOUAD
Academic and scientific cooperation: Morocco-Spain

Younes BOUYA
L’école inclusive au Maroc : La didactisation de la dyslexie

Khalid EZRAIDI
L’enseignement à distance dans le système éducatif marocain : un raccommodage nécessaire pour garantir la continuité pédagogique

Modeste Gnoka BOUABRÉ
Digitalization of Programs and University Resilience In Ivory Coast: The Future of Young University Graduates

Youness ATTOU, Mahmoud
SEDDIK, Mohamed BENAISSA
Critical Thinking Skills in Ticket 2 English: An Evaluative Study Omar Elkhayam High School in Taza. Morocco as a Case Study