

SPECIAL TRACK



PAMPLONA 2025
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ST03 Rethinking Sustainability in Entrepreneurship: the Person of the Entrepreneur as the Missing Element in the Sustainability Triad	Sara Enrique Belda, Universitat de Valencia (Spain) Marjan Gorgievski, Erasmus University of Rotterdam (Netherlands)
ST04 The Art of Complementors: Building Value in Platform Ecosystems	Juan Maícas, CUNEF Universidad Eduardo Lope, Universidad de Zaragoza
ST05 The impact of generative Artificial Intelligence in Higher Education: Implications for learning, teaching, and knowledge creation	Frederic Marimon, Universitat Internacional de Catalunya Ruggero Colombari, Universitat Internacional de Catalunya
ST06 Navigating the Complexities of Talent Management: Practical and Research Directions	Eva Gallardo Gallardo, Universitat Politècnica de Catalunya·BarcelonaTech
ST07 Information management and service innovation in marketing	Manuel Sánchez Pérez, Universidad de Almería María Eugenia Ruiz Molina, Universitat de València
ST08 International Business for Sustainable Future: From theory to practice	Sonia Pérez, Universidad de Las Palmas de Gran Canaria (ULPGC) Paloma Miravittles, Universitat de Barcelona (UB)
ST09 Looking into entrepreneurial ecosystems: The role of different mechanisms and actors for startup innovation	Vesna Vlasisavljevic, Universidad de Barcelona Antonio Carmona Lavado, Universidad Pablo de Olavide
ST10 Environmental standards and practices to build sustainable business ecosystems	Alfonso Hernandez-Vivanco, IQS-Universitat Ramon Llull Mercè Bernardo, Universitat de Barcelona

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ST13 Circular economy: Innovation and sustainability in supply chain management	Juan Carlos Real Fernández, Universidad Pablo de Olavide,
ST14 How do we see the health management model today?	Francisco Reyes Santías, University of Vigo
ST15 Digital Transformation: Embracing sustainable digitalisation to drive economic, social, and environmental progress	Nuria Viejo Fernández, Universidad de Oviedo Inna Alexeeva Alexeev, Universidad de Cantabria
ST16 Corporate Sustainability: Navigating Governance, Transparency in Reporting, and ESG Rating Dynamics	María Sacristán Navarro, Universidad Rey Juan Carlos Silvia Gómez Ansón, Universidad de Oviedo
ST17 Artificial Intelligence in Human Resources Practices: Innovation in Talent Management	Ana M ^a Lucia Casademunt, Universidad de Málaga Laura Padilla Angulo, Universidad Loyola Andalucía



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