

INTERNATIONAL WEEK 2026

FACULTY OF BUSINESS & TOURISM

FACULTY OF INTERNATIONAL RELATIONS

Campus da
Auga



Consello Social
Universidade de Vigo



DEPUTACIÓN
OURENSE



UNIVERSIDADE DE VIGO: OURENSE

12–17 April 2026

Day 0 – Sunday, April 12 | Welcome Day

International Week begins with a friendly welcome. Visiting lecturers and students will explore the historic centre of Ourense and enjoy a tapas in the city.

17:00–19:00 | Meeting point: Plaza Mayor (Main Square) | Guided Visit of Ourense

19:00–21:00 | Liceo Ourense | Welcome Reception

Day 1 – Monday, April 13 | Cross-Cultural Relations Day

This day focuses on intercultural dialogue, diplomacy, and global understanding. Through discussions on soft power and technology as a bridge between cultures, consumer behaviour, and intercultural work dynamics, participants will reflect on how cultural diversity shapes organisations, education, and international cooperation.

09:30–10:00 | Salon de Grados, Ground Floor | Opening Ceremony

10:00–11:30 | Salon de Grados, Ground Floor | Bridging Cultures in a Digital World (Moderator – María Beatriz González Sánchez, UVIGO)

- Antonio Parmentola (Università degli studi del Molise, Italy) – *Bridging Cultures Through Technology: ICT as a Catalyst for Global Dialogue*
- Iuliia Trabskaia (University of Bocconi, Italy) – *When Culture Stops Triggering Emotion Regulation: Artificial Intelligence as a Boundary Condition in Intercultural Work Interaction*

11:30–12:00 | Coffee Break

12:00–13:30 | Salon de Grados, Ground Floor | Culture, Community Engagement & Territorial Development (Moderator – Patricio Sanchez Fernandez, UVIGO)

- Cristina Rodrigues (Polytechnic Institute of Porto, Portugal)- *Sociocultural Regeneration in Rural Territories: Insights from Practice*
- Gonçalo Poeta Fernandes (Polytechnic University of Guarda, Portugal) - *Territorial Animation, Tourism and Linking Communities with their Traditional Activities – Project Mercadinhos de Montanha*

13:30–15:30 | Lunch

16:00–18:00 | Salon de Grados, Ground Floor | International Education & Academic Cooperation

- Lori Stutzman & David Stauffer (Bethel University, USA)
- Veronika Pril (Hochschule Bremerhaven, Germany)
- Ana Garcez (IEES - Instituto Europeu dos Estudos Superiores, Portugal)

Day 2 – Tuesday, April 14 | Diplomacy & International Business Day

Dedicated to global governance and international business, this day examines how economic systems evolve and how organisations respond to digitalisation, HR challenges, and institutional conflicts. The sessions highlight the intersection of politics, strategy, and productivity in an increasingly interconnected world. A short walk along the Camino de Santiago will symbolically represent this link.

09:30–11:00 | Salon de Grados, Ground Floor |  Keynote
Gerhard Feldmeier (Hochschule Bremerhaven, Germany) – *Rise and Fall of Economies - economic and political perspectives* (Moderator – Elena Rapoport, UVIGO)

11:00–11:30 | Coffee Break

11:30–12:45 | Salon de Grados, Ground Floor | Global Governance, Policy & Institutional Dynamics (Moderator – Francisco Reyes, UVIGO)

- Sean Hamil (Birkbeck Business School, UK) – *FIFA's Management of Football's Men's & Women's International Match Calendar and Its Role as Competition Organiser: A Conflict of Interest with Damaging Consequences?*
- Suhayla Castro (Universidade Portucalense, Portugal) – *Brazilian Foreign Policy in the 21st Century: Priorities and Perspectives*

12:45–14:00 | Salon de Grados, Ground Floor | Tourism, Heritage & Regional Development Strategies (Moderator – Diego Rodríguez Toubes Muñiz, UVIGO)

- Elisabeth Kastenholtz (Universidade de Aveiro, Portugal) – *Regenerative Rural Tourism, the Wine Tourism Experience and Implications for Regional Development*
- Fernando Toro Sanchez (Universidad de Extremadura, Spain) – *The Public Utility Status of Cultural Heritage in Mediterranean Countries: Legal Frameworks and Tourism Implications*

14:00–15:30 | Lunch

15:30–20:00 | Camino de Santiago (Saint Jacques Way). Monastery of Oseira.

Day 3 – Wednesday, April 15 | Tourism & Service Economy Day (Ribadavia Visit)

Tourism Day moves beyond the classroom with a study visit to Ribadavia in the Ribeiro wine region. Combining academic seminars with heritage exploration and a wine tourism experience, the day connects theory and practice. The discussions will focus on sustainable tourism, rural regeneration, smart destinations, and the role of cultural identity in regional development.

09:00–11:00 | Salon de Grados, Ground Floor | Innovation and Sustainability in Tourism Destinations (Moderator – Lorenzo Rodríguez Comesaña, UVIGO)

- Dália Liberato (School of Hospitality and Tourism - Polytechnic Institute of Porto, Portugal) - *Governance in Cross border Tourism destinations*
- Pedro Liberato (School of Hospitality and Tourism - Polytechnic Institute of Porto, Portugal) - *Smart Destinations*
- Carla Melo (School of Hospitality and Tourism - Polytechnic Institute of Porto, Portugal) - *Transformational Tourism Experiences - A new challenge?*

11:00–11:30 | Coffee Break

11:30 |  Ribadavia – Ribeiro Wine Region | Departure

12:00–13:00 | Visit to the Wine Museum (Museo do Viño de Galicia)

13:30–16:00 | Wine Tasting & Territorial Branding Discussion

16:00–18:30 | Ethnographic Museum and Sightseeing & Heritage Exploration

20:00 | Return to Ourense

Day 4 – Thursday, April 16 | Research Day

Research Day provides a focused academic platform for evidence-based management and applied quantitative research. Featuring a keynote lecture and selected research presentations, the day fosters dialogue among senior scholars, early-stage researchers, and PhD students, encouraging methodological rigour and international collaboration.

09:30–11:00 | Salon de Grados, Ground Floor |  Keynote

Nick Zubanov (University of Konstanz, Germany) – *Unequal Pay, Fairness & Work Effort* (Moderator – Elena Rapoport, UVIGO)

11:00–11:30 | Coffee Break

11:30–14:00 | Selected Research Presentations (3 tracks):

Strategic Decision-Making, Resources, and Performance in a Changing Environment	Sustainable Tourism in a Changing Behavioral Landscape	Accounting Innovation, Sustainability, and Governance Mechanisms
Salon de Grados, Ground Floor (in English)	Seminario 0.4, Ground Floor (in English)	Seminario 0.6, Ground Floor (in Spanish and Portuguese)
Moderator – Angel Barajas (UVIGO)	Moderator – Elisa Alen (UVIGO)	Moderator – Ernesto Lopez-Valeiras (UVIGO)
Valeria Galchenko (University of Konstanz, Germany) – <i>Do reasons for worker turnover matter for its performance effects?</i>	Klaudia Przybysz & Agnieszka Stanimir (Wroclaw University of Economics and Business, Poland) – <i>Multidimensional aspects of sustainable tourism</i>	Rogério Lunkes (Universidade Federal de Santa Catarina, Brazil) – <i>Applied Quantitative & Accounting Research</i>
Andrea Ruf (Hochschule Bremerhaven, Germany) – <i>Data-Informed Decision-Making in Faculty Management</i>	Iuliia Trabskaia (University of Bocconi, Italy) – <i>The Role of Sustainability in the Perception of Luxury Brands and Brand Coolness: Evidence from Experiments with Locals and Tourists</i>	Fabricia Rosa (Universidade Federal de Santa Catarina, Brazil) – <i>Contabilidad, sostenibilidad e inteligencia artificial: narrativas digitales y toma de decisiones</i>
Iulia Naidenova (HSE University, Russia) – <i>Strategic Digital Resources and Firm Performance under Uncertainty</i>	Celeste Eusébio (Universidade de Aveiro, Portugal) – <i>Promoting Accessibility Awareness in Tourism Education via Artificial Intelligence</i>	Cristina Ilie (UVIGO) – <i>Management Control Systems and Founders' Well-being in Early-Stage Ventures: the Role of Financial Literacy</i>
Daniil Morozov (University of Žilina, Slovakia) – <i>Evaluation of Potential of Green and Digital Technologies</i>		

14:00–15:30 | Lunch

16:00–18:00 | Seminario 0.6, Ground Floor | Erasmus BIP: Experiments & Evidence-Based Management

Day 5 – Friday, April 17 | AI-Empowered Teaching & Evidence-Based Decisions

The week concludes with a forward-looking discussion on artificial intelligence in higher education and organisational decision-making. Participants will reflect on how AI reshapes teaching, productivity, and governance and explore how universities can integrate technology responsibly while preserving academic values.

10:00–11:30 | Seminario 0.6, Ground Floor | Data, Learning & Academic Performance (Moderator – Elena de Prada, UVIGO)

Andrea Ruf (Hochschule Bremerhaven, Germany) - *Data-Informed Decision-Making in Faculty Management*

Mercedes Mareque, Elena de Prada, Margarita Pino (UVIGO), Marcelo González (Visual Publinet) - *A Bilingual Economic-Financial Terminology Tool for International Communication*

11:30–12:00 | Closing Remarks & Future Collaboration Strategy

12:00–14:00 | Sala de Lectura, First Floor | Farewell Reception

16:00–18:00 | Seminario 0.6, Ground Floor | Erasmus BIP: Experiments & Evidence-Based Management