

PROGRAM

INTERNATIONAL CONFERENCE IN INFORMATION TECHNOLOGY & EDUCATIONS - ICITED'24

11, 12 and 13 JULY 2024

Pernambuco University

Recife, Brazil

Time Zone: (GMT-03:00) Recife

DAY 1: THURSDAY 11 OF JULY - 10:30 TO 19:00	
10:30 - 13:00	Session 1 - Virtual Presentation QUALITY IN EDUCATION Chair: Maria Inês Pinho
ROOM 1 pwd: icited24on	<p>25. Success factors in competency-based training programs for university teachers <i>Yolvy Quintero; Mayra Bustillos; Betty Alejo; Norma Molina</i></p> <p>47. From the Concrete to the Abstract. Learning Difficulties in Mathematics DAM <i>Jorge R. Yáñez Velásquez; Mauro F. Bolagay Egas; Pablo M. Recalde Varela; Nelson I. Herrera Herrera</i></p> <p>50. Gestão de Talento em Instituições de Ensino Superior <i>Paula Cipriano; Carlos Rouco; Pedro Marques-Quinteiro</i></p> <p>56. Competitive dynamics of universities in the Ecuadorian context in the year 2023: A reputation-based approach <i>Wilson German Nieto Aguilar</i></p> <p>73. Intellectual capital and financial performance: The case of the Tungurahua concessionaires <i>Tania Morales-Molina; Ximena Morales; Marcelo Mantilla-Falcón; Estefania Cayo Hurtado</i></p> <p>93. Métricas de accesibilidad basadas en ISO/IEC 25012 e ISO/IEC 25024 para la evaluación de la calidad de datos de un Entorno Virtual de Aprendizaje desde la perspectiva del síndrome de Asperger <i>Erika Paola Reina Guaña; Carlos Guillermo Hernández Cenzano</i></p> <p>185. Interior design model for an inclusive classroom focused on children with autism <i>Karina Jackeline Caldas Calle; José Alejandro Vergelin Almeida</i></p> <p>204. Impact of Public Education Policies on Human Capital Formation in a Faculty of Information Technologies <i>Rubicel Cruz-Romero; Martha Patricia Silva-Payro; Rafael Mena-De la Rosa</i></p> <p>218. Objective Structured Clinical Examination in Physiotherapy and Learning Styles: A Descriptive Analysis <i>Wilmer Esparza; Dario Vargas; Paola Beltrán-Urgilés; Camila Madera; Marlene Astudillo; Israel Vinuesa</i></p>
ROOM 2 pwd: icited24on	Session 2 - Virtual Presentation PEDAGOGICAL & DIDACTICAL INNOVATIONS Chair: Inês Braga
	<p>81. Uncreative Writing: Teaching Rhetoric in the Age of AI <i>Sara Pascoal</i></p> <p>195. Learning by doing experience: students' motivations and perceptions of a Blended Intensive Programme <i>Elaine Scalabrini; Stephan Form; Nuno Moutinho</i></p> <p>196. Estilo Motivacional de Docentes Controladores: Un Análisis desde la Percepción de Estudiantes Preuniversitarios <i>Ivan Iraola-Real; Carla Vasquez Cespedes</i></p> <p>219. O conhecimento profissional do professor na mobilização de diferentes representações com diferentes tecnologias <i>Maria do Carmo Botelho; Helena Rocha</i></p> <p>226. Intervención tecnológica de tipo lúdica para niños con deficiencia en los procesos cognitivos relacionados con la comprensión lectora <i>Ruben Jerónimo Yedra; María Alejandrina Almeida Aguilar; Kristian Pineda Castillo; Jose Gomez Ramos</i></p> <p>231. Valores que inciden en la tenencia de un proyecto de vida en estudiantes universitarios <i>Pierina D'Elia Di Michele; Franklin Estuardo Guilcapi Vera; Angel Alexander Higuerey Gómez; Reinaldo Herrera Armas; Elvia Rosalía Inga Llenez; Ángel Ramón Sabando García; Mikel Ugando Peñate</i></p>

	<p>252. Bootcamp experience: perception of higher education students <i>Dina Baptista; Renata Machado; Ana Costa</i></p> <p>254. Fuentes de información no escrita que orientan las de-cisiones pedagógicas de las educadoras de preescolar: Un estudio exploratorio en Chile <i>Sergio Sepúlveda-Vallejos; Alejandro Almonacid-Fierro; Mirko Aguilar-Valdés; Rosa Orellana-Fernández; Pablo Vásquez-Cerda</i></p> <p>148. Uso de la gamificación como apoyo en el aprendizaje: un analisis bibliometrico <i>Laura Caballero; Adrián Quintana; Mauricio Rojas; Dewar Rico Bautista</i></p>
<p>ROOM 3</p> <p>pwd: icated24on</p>	<p>Session 3 - Virtual Presentation UNIVERSITY-INDUSTRY COLLABORATION Chair: Adriana Oliveira</p> <p>46. Impact of resolution and frame rate per second on software interactivity in Artificial Vision <i>José Félix Chávez Jácome; Jefferson Antonio Alarcón Robles; Martha Elizabeth Salazar Jácome; José Javier De la Torre Guzmán; Wilson Edmundo Sánchez-Ocaña</i></p> <p>49. High availability solution for Dual Stack Network of small and medium-sized companies using Mikrotik and Interior Border Gateway Protocol <i>José Javier De la Torre-Guzmán; Jorge Eduardo Zaldumbide-Maldonado; Martha Elizabeth Salazar-Jacome; José Félix Chávez-Jácome; Wilson Edmundo Sánchez-Ocaña</i></p> <p>80. Retention in Higher Education: factors for student retention at universities <i>Ashley dos Santos Souza; Fernanda Silva Rodrigues; Débora Barni de Campos; Estéfani Caroline de Souza; Jhenifer de Carvalho; Marcos Antônio Leandro Valerio</i></p> <p>120. Estrategias de gestión emocional para el desempeño laboral de los colaboradores <i>Gabriela Padilla León; Alejo Betty Pastora</i></p> <p>136. Incidence of the work environment on the performance of CNE collaborators in the General Secretariat área of the Quito headquarters <i>Hilda Cristina Flores Andy; Betty Pastora Alejo</i></p> <p>138. Ethics in digital media from Santa Elena, Ecuador <i>Xavier Echeverría-Maggi; Sandra Maldonado-Lopez; Isabel Posligua Quinde; Cynthia Espíndola Vasquez; María José Macías; Martha Suntaxi Andrade</i></p> <p>191. Design strategy for the regional brand: a proposal from the South of the country <i>Pablo Andrés Duque Correa; José Alejandro Vergelin Almeida</i></p> <p>213. Drawing for Social Re-connectivity through Collaborative and Digital Environments. Preliminary Drawing Activities <i>Eliana Penedos-Santiago; Silvia Simões; Pedro Amado; Bruno Giesteira</i></p> <p>259. Research collaboration model, School-University, paths of encounter for professional development <i>Carlos Arriagada-Hernández; Gerardo Fuentes-Vilugrón; Felipe Caamaño-Navarrete; Patricio Gonzalez Tereucan; Rodrigo Fuentealba Jara</i></p>
<p>ROOM 4</p> <p>pwd: icated24on</p>	<p>Session 4 - Virtual Presentation ICT AND VIRTUAL LEARNING Chair: Luciana Oliveira</p> <p>70. Tecnologia ao serviço da aprendizagem de Português Língua Não Materna <i>Carla Sofia Araújo</i></p> <p>96. Impact of remote teaching on primary school students <i>Liliana Morgado; Paula Quadros-Flores; Geraldo Eanes; Alexandre Pinto; Dárida Fernandes</i></p> <p>125. Applications of Information and Communication Technologies in Education and virtual learning environments <i>Javier Guaña-Moya; Yamileth Arteaga-Alcívar; Alejandra Espinosa-Cevallos; Lorena Cusme-Vélez; Yolanda Moya-Carrera</i></p> <p>126. Applications of Information and Communication Technologies in the E-learning education modality (E-Learning) <i>Javier Guaña-Moya; Yamileth Arteaga-Alcívar; Alejandra Espinosa-Cevallos; Lorena Cusme-Vélez; Jeannina Maribel Minga Ayabaca</i></p> <p>140. Comparativo sobre la accesibilidad en sistemas de gestión de aprendizaje para personas con discapacidad visual <i>Liliana Gonzalez-Palacio; John Mario García-Giraldo; Mauricio González-Palacio; Mauricio Ceballos</i></p> <p>143. Accesibilidad de eventos evaluativos en sistemas de gestión de aprendizaje para personas con discapacidad visual <i>Liliana González-Palacio; Paola Noreña; John Mario García-Giraldo; Laura Ortiz-Usme</i></p>

	<p>144. Habilidades investigativas y competencias digitales en cursos remotos de investigación para fin de Carrera <i>Guillermo Segundo Miñan Olivos; Jairo Alejandro Cordova Reyes; Williams Esteward Castillo Martinez; Wilson Daniel Simpalo Lopez; Milagros Isabel Rivas Mendoza; Lucero Elodia Franciesca Contreras Tovar</i></p> <p>151. Creating MOOCs on Programming: a case study at the Polytechnic University of Tomar <i>Célio Gonçalo Marques; Lígia Mateus; Inês Araújo; Ana Nata; António Manso; Paulo Santos</i></p> <p>w10. The role of user experience in e-learning for bosnia and Herzegovina <i>Branko Krsmanovic, Zvezdana Krstic and Srdjan Damjanovic</i></p>
14:00 - 14:30	Registration Hotel Luzeiros - Recife
14:30 - 15:00	Welcoming Remarks - Face-to-face / Virtual Presentation Chair: Anabela Mesquita
ROOM 1 pwd: icated24on Auditorium	<p>José Roberto de Souza Cavalcanti, Vice-Rector of the Pernambuco University (Brazil)</p> <p>Manuel Moreira da Silva, President of Porto Accounting and Business School. P.Porto (Portugal)</p> <p>João Vidal Carvalho, Polytechnic of Porto & ICITED'24 General Chair (Portugal)</p> <p>António Abreu, Polytechnic of Porto & ICITED'24 General Chair (Portugal)</p>
15:00 - 16:30	Keynote Speakers presentations - Face-to-face / Virtual Presentation Chair: Anabela Mesquita
ROOM 1 pwd: icated24on Auditorium	<p>Hermano Perrelli de Moura Professor of Software Engineering at the Center for Informatics (CIn) at Federal University of Pernambuco, Brazil</p> <p>Iván C. Suazo Galdames Doctor of Science, Full Professor at UAC, Chile. Director of the UNESCO Chair, scientific education for citizens and Member of the Board of Directors of Crossref</p> <p>Manuel Moreira da Silva President of ISCAP / Polytechnic University of Porto. President of the Executive Committee of the Association of Portuguese Language Centers</p>
16:30 - 17:00	CoffeBreak
17:00 - 19:00	Session 5 - Face-to-face / Virtual Presentation ICITED SUMMIT Chair: Frederico Costa. Diretor da NOVIA
ROOM 1 pwd: icated24on Auditorium	<p>Uma nova abordagem estratégica para a transição digital no ensino. <i>Dr. Laurindo Oliveira</i></p> <p>Transformando a Educação: O Poder dos Jogos Sérios na Aprendizagem. <i>Karen Lopes. CEO Next EAD; Sylvia Meireles. CEO PlayNwhere; Alvaro Pistono. CTO Fábrica de Cursos</i></p> <p>Inovação na Educação: Aprendizagem Criativa e Imersiva com Teatro, Tecnologia e Gamificação <i>Francine Kliemann. Diretora Artística na Platô Cultural</i></p> <p>Espaços Maker na Educação: Estimulando Criatividade, Colaboração e Aprendizagem Prática <i>Luiz Carlos Pinage de Lima Filho. CEO Due Laser</i></p> <p>Como Learning Analytics e Indicadores Socioemocionais Estão Transformando a Inclusão e o Desempenho Acadêmico <i>Danilo Pastorelli. CEO 2Know Edtech</i></p>
ROOM 2 pwd: icated24on	Session 6 - Virtual Presentation CURRICULUM DESIGN AND INNOVATION Chair: Arminda Sequeira
	<p>38. Design of an intelligent mobility specialty in the face of the challenges of the future of urban mobility <i>Vladimir Avalos-Bravo; Jorge Toro-González; Alma Delia Torres-Rivera</i></p> <p>92. Marcos regulatorios e iniciativas para la comunicación intercultural en las comunidades de aprendizaje de Chile: el caso de los estudiantes haitianos <i>Macarena Dehnhardt; Roberto Cortés; Bastián Gutiérrez; Alexis Matheu</i></p>



	<p>153. Communicating and differentiating in the cultural context of fashion segments <i>Bárbara Lopes Vasconcelos; André Whiteman Catarino; Bruno Barbosa Sousa</i></p> <p>167. Educational Alliances for Climate Action: Analysis of Partnerships between Universities and Schools in Education for Sustainability <i>Ivan Suazo; Saracostti Mahia</i></p> <p>186. Analysis of literacy in artificial intelligence in education: An approach from teaching <i>Iván Andocilla-Oleas; Tannia Mayorga-Jácome; Mario Pérez-Cargua</i></p> <p>197. Políticas y Avances de la Educación Inicial Intercultural en el Perú: Un Estudio Diagnóstico Mediante un Análisis Documental <i>Ivan Iraola-Real; Carla Vasquez Cespedes</i></p> <p>206. A Learning Unit that Integrates Mathematical Modeling and Climate Change for Chilean Preservice Elementary Teachers <i>Darío González</i></p> <p>238. State of the art on artificial intelligence applied in the educational field, and proposal of a learning object that uses artificial intelligence tools to create interactive educational content for elementary school <i>María Fernanda Mena-Salcedo; Vladimir Robles-Bykbaev; Yaroslava Robles-Bykbaev</i></p>
<p>ROOM 3 pwd: icited24on</p>	<p>Session 7 - Virtual Presentation EDUCATIONAL SOFTWARE AND SERIOUS GAMES Chair: Maria Carlos Lopes</p> <p>58. Decoding the game: How graph theory helps teams win soccer games <i>Francisco Dillon; Silvia Aguirre Jiménez; David Rojas; Juan Esteban Dillon; Grace Cristina Andino Altamirano</i></p> <p>127. El impacto de la gamificación en la comprensión de textos del idioma inglés en estudiantes de nivel secundario <i>Miriam Estefani Condori-Chacolli; Kevin Mario Laura-De La Cruz; Domingo Nicolas Pérez Yufra; Miliam Quispe-Vargas; Evelyn Jeanne Pablo-Pinto; Rossana Valdez-Copaja; Fabrizio Geovanni Ruiz-Limache</i></p> <p>163. Museums and Education: gamification applied to the enhancement of railway heritage <i>Eunice Lopes; Bruno Sousa; Jorge Simões; Célio G. Marques; Carla Rego</i></p> <p>171. Influencia de la aplicación Duolingo en la comprensión de textos en inglés en estudiantes del nivel secundario <i>Kevin Mario Laura-De La Cruz; Gina Maribel Valle-Castro; Ruthy Merla Pilco-Velásquez; Paulo Cesar Chiri-Saravia; Ana N. Martínez-Valdivia; Deissy elizabeth Valle-Castro; Mirian Karina Valle-Castro</i></p> <p>222. Promoting Financial Literacy with the SimEmp Application <i>Jorge Alves; Diogo Lisboa; Davi Eleutério; Nuno Moutinho</i></p> <p>234. Diseño de un SPOC Adaptativo para la Enseñanza del Aprendizaje Basado en Juegos Aplicado al Nivel Superior <i>Lucy Delgado Barra; Norka Bedregal Alpaca; Karim Guevara Puente de la Vega</i></p> <p>276. Mobile Game for Teaching and Applying Principles for Active Ageing <i>Márcio Oliveira; João Carlos Silva; Sandro Carvalho; João Vidal Carvalho</i></p> <p>w07. Story Time and the Promotion of Reading Interest in Pre-school Age <i>Rita Leão, César A. M. Miranda de Freitas, Joana Cavalcanti, Estrela Paulo, Carla Cunha and Rosa Martins</i></p>
<p>ROOM 4 pwd: icited24on</p>	<p>Session 8 - Virtual Presentation PEDAGOGICAL & DIDACTICAL INNOVATIONS Chair: Sara Pascoal</p> <p>26. Competences of the university teacher to develop critical thinking in students <i>Yolvy Quintero; Mayra Bustillos; Betty Alejo; Norma Molina</i></p> <p>30. University teacher skills for writing scientific articles <i>Bety Pastora Alejo; Mayra Alejandra Bustillos Peña; Yolvy Javier Quintero Cordero; Norma Molina</i></p> <p>31. Scientific knowledge management for promote investigative intelligence <i>Betty Pastora Alejo; Norma Molina; Yolvy Javier. Quintero Cordero; Mayra Alejandra. Bustillos Peña</i></p> <p>41. Productos creativos sobre el fenómeno de ondas sonoras en el marco de la educación STEAM <i>Jhon Daniel Pabón Rúa; Sonia Yaneth López Ríos</i></p> <p>43. Impact of corruption prevention training for university students <i>Pierre Desfrancois</i></p> <p>84. Reconstructing youth's social space in an experience outside the classroom in Portugal: a methodological proposal <i>Ana Pereira; Adriana Oliveira; António Abreu</i></p> <p>100. Diagnosis of the Communicative Reading Practices of University Students <i>Odalys Marrero Sánchez; Beatriz Annabell Loo Avila</i></p> <p>115. Inventory of attitudes towards school inclusion: A proposal for discussion <i>María Carmen Colmenarez M.; Marcelo Ramírez Terán; Miguel Aizaga; Ivonne Pérez</i></p>

DAY 2: FRIDAY 12 OF JULY - 08:30 TO 23:00	
08:30 - 10:30	Session 9 - Face-to-face / Virtual Presentation RESEARCH IN DIFFERENT SCIENTIFIC AREAS Chair: Eusébio Costa
ROOM 1 pwd: icited24on	<p>64. The use of social networks as a strategic tool: the case of Cuca Monga Discos and its presence on TikTok <i>António Abreu; Milena Carvalho; Susana Martins; Rafaela Lobo; Maria João Castro; Eleonora Santos; Ana Branca Carvalho</i></p> <p>156. Investigação sobre os Índices da Variabilidade da Frequência Cardíaca e Estresse Mental no Desempenho com Frações: Estudo nos Anos Finais do Ensino Fundamental em Florianópolis-SC <i>Ana Elisa Pillon; Vania Ribas Ulbricht; Márcio Vieira de Souza</i></p> <p>160. Información y Control de Gestión: Una Ingeniería emergente <i>Ariel La Paz; Juan Carlos Armijos</i></p> <p>176. Business Intelligence and Sustainable Development Goals: Exploratory Work on Data-driven Strategies <i>Romeu Sequeira; Miguel Mota; Agostinho Sousa Pinto; Eusébio Costa; Rui Costa</i></p> <p>255. Management of logistics activities in the furniture sector <i>Paulino Silva; Amélia Silva; Bruno Pacheco; Ricardo Silva</i></p> <p>256. Cashless Payment Technologies at Festivals: The Case of Primavera Sound Porto <i>Elvira Vieira; Ana Pinto Borges</i></p> <p>257. Ten Years of Digital Technology in Health: Assessing the Impact of Telemedicine in Portugal <i>Ana Pinto Borges; Elvira Vieira</i></p>
ROOM 2 pwd: icited24on	Session 10 - Virtual Presentation PEDAGOGICAL & DIDACTICAL INNOVATIONS Chair: Sandro Carvalho
	<p>116. Strategy for the Development of Critical Thinking: An Experience with University Students <i>Marcelo Ramírez Terán; Miguel Aizaga; María Carmen Colmenarez M.; Iván Lligüín Lligüín</i></p> <p>117. Incorporating Language Exchange in the internationalization strategy of higher education institutions <i>Katherine Salvador-Cisneros; Cindy Bolaños-Mendoza; Lidia Govea; Darguin Padilla; Wendy Rivera</i></p> <p>119. Pedagogical model for legal training in the ecuadorian teaching profession <i>Marigina Alvarez Collard; Betty Pastora Alejo</i></p> <p>121. Pedagogical model in neurodidactics for the mathematics area of the upper sublevel, in the Eloy Alfaro Educational Unit, 2023-2024 <i>Kevin Leonel López Vidal; Betty Pastora Alejo</i></p> <p>129. Senderismo ecoturístico en sitios naturales con petrograbados para la Educación e Interpretación Ambiental Samalayuca, México; <i>Manuel Ramón Gonzalez Herrera; Lidia Carrera de León</i></p> <p>132. Lulu and the Brontosaurus: An Escape Room Adventure for Learning in the 1st Cycle of Basic Education <i>Elza Mesquita; Maria Raquel Patrício; Ilda Freire-Ribeiro; Ana Maria Pereira</i></p> <p>135. Strengthening the Didactic Cycle of Mathematics through Google Classroom <i>Aracelly F. Núñez-Naranjo; Rocío Amaicalla; Lourdes Navas-Franco; Juan Carlos Reyes; Magdalena Moposita</i></p> <p>141. Enfoque pedagógico multidisciplinario en la educación superior: Impacto en la satisfacción y las habilidades de los estudiantes <i>Verónica Gisella Jaramillo Cruz; Jimena Elizabeth Torres Farinango; Sandra Nadyedja Landázuri Espinoza</i></p> <p>277. Hospitality and Pedagogical Leadership-training actors <i>Rita Valente; Isabel Baptista; Ana Camões</i></p>
ROOM 3 pwd: icited24on	Session 11 - Virtual Presentation EDUCATIONAL SKILLS Chair: Maria José Angélico
	<p>152. Students' digital skills: a case study at a higher education institution <i>Maria Raquel Patrício; Bruno F. Gonçalves; Vitor Gonçalves</i></p> <p>166. Interacción y Competencia Comunicativa en el Aprendizaje del Idioma Inglés en estudiantes de nivel secundario <i>Gina Maribel Valle-Castro; Adriana Maximina Luque Ticona Luque-Ticona; Kevin Mario Laura-De La Cruz; Pilar Valeria Zapana-Aguilar; Elio Aldo Mamani-Zavaleta; Paulo Cesar Chiri-Saravia; Deissy elizabeth Valle-Castro</i></p> <p>173. É necessário ser bom praticante para ser bom professor? Uma nova perspetiva sobre a educação <i>Edmundo José Ferreira Pires; João Carlos Pascoinho Carvalho Castro; Eliseu Silva; Manuel Au-Yong-Oliveira</i></p>

	<p>224. Educational Innovation: Integration of Digital Badges for the recognition of achievements and skills <i>Patricia A. Albuja Mariño; Paúl F. Baldeón Egas; Rosario del Carmen Coral Herrera; Edwin J. Lagos Lara</i></p> <p>250. Transforming Higher Education: A Bayesian Analysis of Professional Competencies Through Project-Based Learning <i>Diego Jose Donoso Vargas; Cesar Ernesto Cisneros; Santiago Felipe Donoso Vargas; Ana Maria Gallardo Cornejo</i></p> <p>264. El uso de fuentes de información histórica para el desarrollo de competencias de alfabetización mediática e informacional en las aulas escolares: una investigación en la acción con estudiantes de educación secundaria y sus profesores en Chile y España <i>Fernando Godoy Vera</i></p> <p>279. The use of 5.0 Technologies to foster the development of skills in accounting – The case of the Model of Simulator of Business Environment <i>Susana Bastos; Laurindo Oliveira; Liliana Azevedo; Habil Kiss Gábor</i></p> <p>w01. Changes in physical activity habits of the population of Guimarães change after the Covid-19 outbreak. Associations between age, gender, and educational qualifications <i>Aldina Sofia Silva, Ines Goncalves, Dimas Pinto, Joana Carvalho, Lourenço Freitas and Joana Costa</i></p> <p>w05. Analysis of middle school students’ digital competence: a comparative study <i>Manuel Trigueiro, Ana García-Valcárcel Muñoz-Repiso, Francisco Javier Tejedor Tejedor and Eusébio Costa</i></p>
<p>ROOM 4 pwd: icited24on</p>	<p>Session 12 - Virtual Presentation CHALANGES IN PRIMARY EDUCATION Chair: Joana Castro Fernandes</p> <p>45. Mental health and development of soft skills in pre-primary children <i>Karen Stephany Cordova Vera; Nancy Cristina Uquillas Jaramillo; Fabricio Israel Uquillas Jaramillo</i></p> <p>89. Mobile Learning en el aprendizaje del idioma inglés como lengua extranjera en estudiantes de educación básica de nivel secundario <i>Kevin Mario Laura-De La Cruz; Sam Michael Espinoza-Vidaurre; Maria Emilia Bahamondes-Rosado; Evelyn Jeanne Pablo-Pinto; Paulo Cesar Chiri-Saravia; Esmila Silvia Gamez-Quintanilla; Rossana Valdez-Copaja</i></p> <p>149. Autoestima y aprendizaje del idioma inglés en estudiantes del nivel secundario de educación básica <i>Jorge Lizandro Choque-Quispe; Kevin Mario Laura- De La Cruz; Sam Michael Espinoza-Vidaurre; Paulo Cesar Chiri-Saravia; Gina Maribel Valle-Castro; Mirian Karina Valle-Castro; Rossana Valdez-Copaja</i></p> <p>161. La influencia del Storytelling en la producción oral en Francés en estudiantes de nivel Básico-Intermedio en un Instituto de Idiomas <i>Cecilia Mendoza-Gómez; Lizbeth Aguilar-Calderón; Kevin Laura-De La Cruz; Domingo Pérez-Yufra; Paulo Chiri Saravia; Esmila Gamez-Quintanilla; Roberto Ballon-Bahamondes</i></p> <p>w02. Health Literacy in Preschool: Evaluation of the e-Bug Platform in Portugal <i>Mariana Guise, Clementina Rios, Joana Cavalcanti, Teresa Lopes, Estrela Paulo and Joana Torres</i></p> <p>w06. Inclusion in the Primary Education: Perspective of a student with Autism Spectrum Disorder <i>Cristiana Pereira, Sónia Leite, Rosa Martins, Estrela Paulo, João Pascoinho and Ana Camões</i></p> <p>w16. The Leadership Styles of the School Directors and the Use and Promotion of ICT in Portuguese Primary Schools <i>Pedro Louro, João Pascoinho, Eusébio Costa, Rosa Martins and Estrela Paulo</i></p> <p>w20. Autism Spectrum Disorder – Inclusion Practices in Primary School <i>Sonia Abrantes, Sonia Leite, Rosa Martins, Estrela Paulo and Joao Pascoinho</i></p> <p>w21. Perception of primary school teachers regarding the inclusion of students with non-functional autism in a regular education classes <i>Sara Cunha, Sonia Leite, Rosa Martins, Estrela Paulo and Joao Pascoinho</i></p>
<p>10:30 - 11:00</p>	<p><i>coffeeBreak</i></p>
<p>11:00 - 13:00</p>	<p>Session 13 - Face-to-face / Virtual Presentation STRATEGIES FOR EDUCATION QUALITY Chair: Agostinho Pinto</p>
<p>ROOM 1 pwd: icited24on Auditorium</p>	<p>37. Addressing Market-Oriented Education in Higher Education with Advances in Democratization of Knowledge Through Accessibility in Technology <i>Soraia Marino; Rui Alexandre Castanho; Ana Loures</i></p> <p>51. Benefits and challenges of using Virtual Reality (VR) and Augmented Reality (AR) in Hospitality, from the students' perspective <i>Ana Elisa Sousa; Ana Raquel Simões; Sónia Pais</i></p>

	<p>91. Creating a Prototype for Communication in an Academic Collaboration Framework <i>Cristiane Domingos de Aquino Teixeira; Marcelo Mendonça Teixeira; Joel Alves de Lima Júnior</i></p> <p>98. Ecosistemas de Conhecimento: Modelos Disruptivos para a Gestão Acadêmica <i>Marcelo Mendonca Teixeira; Cristiane Domingos de Aquino Teixeira</i></p> <p>102. Disolución de Instituciones de Educación Superior: Entre las aspiraciones y el compromiso social <i>Juan Carlos Armijos; María de Miguel Molina; Carlos Ripoll Soler</i></p> <p>109. The importance of academic co-operations for growth and quality improvement in Cape Verde's higher education institutions: the case of the University of Santiago <i>Ana Simões; Danilda Bettencourt; Ana Elisa Sousa</i></p> <p>177. Continuing Teacher Education: Informal Collaborative Teacher Network as a Response to the Emergency Context Created by COVID-19 <i>Isabel Cabo; Romeu Sequeira; Miguel Mota; Cátia Valéria; Damiana Guedes; Pedro Lopes</i></p>
<p>ROOM 2</p> <p>pwd: icated24on</p>	<p>Session 14 - Virtual Presentation LEARNING SYSTEMS Chair: Mikel Ugando Peñate</p> <p>40. Violence prevention in university contexts. Experience of educational innovation through Challenge-based Learning <i>María Elvira Aguirre-Burneo; Pablo Antonio Galarza Ordoñez; Diana Gabriela Moreira Aguirre; Luz Ivonne Zabaleta Costa; María Paula Celi Ledesma</i></p> <p>87. Los estilos de aprendizaje y el aprendizaje del idioma inglés en estudiantes de nivel secundario en una institución Educativa <i>Kevin Mario Laura-De La Cruz; Ana Dorcas Sánchez-Vilca; Silvia Milagritos Bazan-Velasquez; Gladys Pilar Limache-Arocutipa; Domingo Nicolas Pérez Yufra; Roberto Ballon-Bahamondes; Jorge Luis Tomas Florez-Salas</i></p> <p>88. Técnicas de autoestudio en el aprendizaje del idioma inglés en estudiantes de una institución educativa de nivel secundario <i>Kevin Mario Laura-De La Cruz; Sam Michael Espinoza-Vidaurre; Domingo Nicolas Pérez-Yufra; Silvia Milagritos Bazan-Velasquez; Roberto Daniel Ballon-Bahamondes; Paulo Cesar Chiri-Saravia; Jorge Luis Tomas Florez-Salas</i></p> <p>133. Percepción de la actitud con el uso de Quizizz en el aprendizaje del idioma inglés en estudiantes de nivel secundario <i>Bianca-Daisa Laura De La Cruz; Kevin Mario Laura-De La Cruz; Luz Anabella Mendoza-Del Valle; Gina Maribel Valle-Castro; Esmila Silvia Gamez-Quintanilla; Mirian Karina Valle-Castro; Deissy elizabeth Valle-Castro</i></p> <p>162. Potenciar a Aprendizagem Matemática no 1.º Ano de Escolaridade: O Papel dos Cubos Encaixáveis e da Metodologia CLIL <i>Sara Paredes; Joana Martins; Daniela Mascarenhas; Mário Cruz</i></p> <p>187. Herramienta para el tratamiento de nombres de archivos digitales basados en una estructura predefinida <i>Cesar Baluarte-Araya; Ernesto Suarez-Lopez; Oscar Ramirez-Valdez</i></p> <p>233. Educación financiera en jóvenes universitarios ecuatorianos: Una aplicación de Machine Learning <i>Miguel Peñarreta; Reinaldo Armas</i></p> <p>w13. Enhancing classroom dynamics: exploring the synergy of social marketing, neuromarketing, and artificial intelligence <i>Olivia Martins, Jose Paulo Machado Da Costa and Sofia Coelho</i></p>
<p>ROOM 3</p> <p>pwd: icated24on</p>	<p>Session 15 - Virtual Presentation ARTIFICIAL INTELLIGENCE IN EDUCATION Chair: Maria João Castro</p> <p>39. Aportes de la Inteligencia Artificial en Estudios Hispanoamericanos: desde el análisis de textos literarios y objetos culturales al desarrollo de una Pedagogía Culturalmente Relevante <i>Mário Cruz; Daniela Mascarenhas; Carla Pinto</i></p> <p>106. Orchestration between Artificial Intelligence and the use of Neuroimaging as a strategy for the detection, localization, and dimension of brain tumors through cranial resonances; Edison Landazuri <i>Jefferson Changoluiza; Freddy Tapia</i></p> <p>108. Influencia de la Inteligencia Artificial en la Eficiencia del Rendimiento Académico: Un Análisis de Determinantes <i>Sam M. Espinoza Vidaurre; Norma C. Velásquez Rodríguez; Renza L. Gambetta Quelopana; Ana N. Martinez Valdivia; Ernesto A. Leo Rossi; Kevin Mario Laura De La Cruz; Marco A. Nolasco-Mamani</i></p> <p>184. Artificial intelligence in the practice of graphic design in Quito, Ecuador: An analysis of its implementation, frequency of use, and future outlook <i>Stalin Francisco Amaguaya Baquero; José Alejandro Vergelin Almeida</i></p>

	<p>192. Teachers' perceptions of knowledge production in the age of Artificial Intelligence: a systematic literature review <i>Elizama das Chagas Lemos; Vitor Gonçalves; Bruno F. Gonçalves</i></p> <p>228. Estrategias de aprendizajes determinadas por inteligencia artificial en estudiantes universitarios ecuatorianos <i>Ángel Ramón Sabando García; Mikel Ugando Peñate; Reinaldo Herrera Armas; Elvia Rosalía Inga Llenez; Angel Alexander Higuerey Gómez; Pierina D'Elia Di Michele; Yullio Cano de la Cruz</i></p> <p>267. AI in Accounting: Can AI Models Like ChatGPT and Gemini Successfully Pass the Portuguese Chartered Accountant Exam? <i>Agostinho Sousa Pinto; Abreu António; Costa Eusébio; Jerónimo Paiva</i></p> <p>274. Artificial intelligence in higher educational practice. Perspectives of final semester students <i>Vilma García González; Daniela Loor Lara; Kenia Cevallos Vélez; Martha Castro Quiroz; Mónica Loor Domo; Roberth Ponce Martínez</i></p>
<p>ROOM 4 pwd: icated24on</p>	<p>Session 16 - Virtual Presentation CHALLENGES IN HIGHER EDUCATION Chair: Ana Ferreira</p> <p>67. The Impact of the Social Network Facebook in Higher Education Institutions: The Case of Ecuador <i>Angélica Victoria Guillén Pinargote; Renato Mauricio Toasa Guachi</i></p> <p>77. The influence of resilience on the digital resilience of higher education students: preliminary insights <i>Sofia Gomes; Luís Ferreira; Liliana Pereira; Bruno Sousa</i></p> <p>150. A Literary event as a simulation-based activity in Higher Education Training (HET) in Tourism <i>Ana Ferreira; Marta Oliveira</i></p> <p>179. Alfabetización Digital en la Educación Superior: Un Análisis correlacional multivariante del Manejo de Herramientas Tecnológicas por Docentes Universitarios <i>Patricio Puebla; Jorge Arias; Alexis Matheu</i></p> <p>201. Higher Education 4.0 for Technological Literacy and Inclusion: Exploring Key 4.0 Technologies in the MIT Technology Review <i>Beatriz Plaza; Ibon Aranburu; Maria Inês Pinho; Asier Santas Torres; Maria Belen Mendizabal; Zarrina Kadyrova</i></p> <p>261. Efecto agudo de una intervención de ejercicio aeróbico en la concentración y atención en estudiantes de educación superior <i>German Ulbrich; Nicolás Zapata; Diego Garrido; Andres Godoy; Paola Fuentes</i></p> <p>268. Tendencias investigativas en Entornos de Aprendizaje Personales en el Contexto de la Educación Superior <i>Jackeline Valencia; Esaú Toro Vanegas; Jennifer Pérez Osorio; Blas Peña Ortega; Waldo Albarracín Sanchez</i></p> <p>90. A Multi-Pronged Approach to Promote Pedagogical Innovation and Distance Learning in Higher Education <i>Célio Gonçalo Marques; Ana Nata; Luís Miguel Ferreira; Ana Marta Rodrigues</i></p>
<p>13:00 - 14:00</p>	<p><i>Lunch – Hotel Luzeiros</i></p>
<p>14:00 – 16:30</p>	<p>Session 17 - Face-to-face / Virtual Presentation HIGHER EDUCATION INNOVATIONS Chair: Milena Carvalho</p>
<p>ROOM 1 pwd: icated24on Auditorium</p>	<p>130. Higher education and the professional context: internship experience in the area of Information Science <i>Inês Braga; Susana Martins; Milena Carvalho</i></p> <p>169. Measuring the Impact of University-School Collaborations and Students' Knowledge, Attitudes, and Behaviors Towards Climate Action and Sustainability <i>Ivan Suazo</i></p> <p>189. Key factors contributing to university lecturers' self-efficacy for online teaching and learning <i>Zilungile Sosibo</i></p> <p>244. El desafío de la formación docente superior para la inclusión educativa: una mirada desde la Universidad <i>Patricia del Carmen Salas-Bedoya; Mabel Cárdenas-Herrera; Ben Y. P. Yábar-Vega; Elard Thamar Salas-Valdivia; Giovanna Lourdes Cúneo-Alvarez; Juana del Carmen Bedoya-Chanove</i></p> <p>251. Impact of Artificial Intelligence in Higher Education, a literature review <i>Iván Suazo</i></p> <p>253. Experiences of Community Engagement between Higher Education Institutions and Schools for the Promotion of STEM Disciplines <i>Iván Suazo; Ximena de Toro</i></p>

	<p>258. Integrating digital tools to enhance learning experiences in higher education <i>Paulino Silva; Isabel Vieira; Lurdes Babo; Cristina Torres</i></p> <p>w23. Overview of Patents of Public Universities through Patent Quality Metrics and Impact on Innovation from the database of the European Patent Office – PATSTAT EPO 2010-2020 <i>Ueliton da Costa Leonidio; Cristina Gomes de Souza; Douglas de Oliveira Cardoso; Humberto Medrado Gomes</i></p>
<p>ROOM 2 pwd: icited24on</p>	<p>Session 18 - Virtual Presentation DIGITAL TECHNOLOGIES IN EDUCATION Chair: Ana Camões</p> <p>34. Paulo Freire’s Theoretical Education Project and the challenges of the new times. Reflections on digital technologies <i>Célio Gonçalo Marques</i></p> <p>79. Digital Stairways to Heaven? Exploring the Link Between Digital Skills and Well-being <i>Milton Paredes-Aguirre; Olivia Hernandez-Pozas*; Yarid Ayala; Ronald Campoverde</i></p> <p>85. Integrating Digital Skills in Business and Marketing Education: Preparing for a Digital Work Environment <i>Carla Viana; Sofia Gomes</i></p> <p>123. Harnessing of Technology for Social Skills Development Case Studies of the SKU Model and It’s Plug-in for Students’ Self-Regulation <i>Rasa Pocevicene; Donatas Daugirdas</i></p> <p>128. Analysis of the Cyber Kill Chain model focused on computer security through virtualized controlled processes <i>Edison Alexander Velasco Cabrera; Javier Guaña-Moya</i></p> <p>174. Influencer marketing: social profile classification for digital influencers in Brazilian agribusiness <i>Cristiano M. Branco de Araujo; Ana Isabel Arruda Moniz; Suzana Nunes Caldeira; Osvaldo Dias Lopes Silva</i></p> <p>198. ¿La “Misa virtual” llegó para quedarse? <i>Pedro Hidalgo-Díaz; André Noborikawa-Ajito; Mario Valdivia-Marquina; Diego Vega-Holguín; María Chávez-Chuquimango; Eliana Gallardo-Echenique</i></p> <p>w15. The Social Educator in promoting active and digital ageing <i>Cindy Vaz, Ana Camões, Rita Valente and Margarida Rodrigues</i></p> <p>w19. O Papel das Tecnologias de Informação e Comunicação no Desenvolvimento de Crianças com Necessidades Especiais: Percepções e Desafios dos Educadores Sociais em um Contexto Escolar <i>Ana Camões, Cindy Vaz, Isabel Sousa and Rosa Martins</i></p>
<p>ROOM 3 pwd: icited24on</p>	<p>Session 19 - Virtual Presentation UNIVERSITY MANAGEMENT Chair: Ana Branca Carvalho</p> <p>27. Formation of academic clusters for the segmentation of university admission and placement processes in Ecuador <i>Francisco Dillon; David Rojas; Alexandra Clavijo; Fernando Lara; Grace Cristina Andino Altamirano</i></p> <p>36. Propuesta de un modelo teórico-práctico de evaluación para la acreditación de carreras universitarias en Ecuador <i>Francisco Dillon; David Rojas; Diana Estefanía Espinosa</i></p> <p>60. The attitude of university students toward the research process <i>Mayra Alejandra Bustillos Peña; Yolvy Quintero Cordero; Dilida Anayra Luengo Molero; Betty Pastora Alejo</i></p> <p>215. Integration of Human Sustainability Practices to a LMS Using Cognitive Functions for Early Dropout Risk Alerts at Universidad EAFIT: A Representation in PCS <i>Paola Noreña; Elizabeth Suescun; Manuel Caro; Mauricio Toro; Pamela Fernandez</i></p> <p>223. Application of ISO 27002 controls on data privacy for risk prevention: Rumiñahui Educational Unit Case <i>Tannia Mayorga-Jácome; Verónica Jácome; Ivan Andocilla-Oleas; Mario Pérez-Cargua</i></p> <p>236. Gestão de georreferenciamento para otimização de vagas da rede municipal de ensino de campos dos Goytacazes/RJ <i>Mario Machado Junior; Diogo Paes; Cristiano Marins; Rodrigo Ramos</i></p> <p>265. Desafíos ante la inclusión educativa en la formación inicial docente en universidades del centro – sur de Chile <i>Lorenzo Daniel Aravena Ramirez</i></p> <p>269. Sistemas de Gestión del Conocimiento: evolución temática y agenda investigativa <i>Jackeline Valencia; Carlos Augusto Puerta Gil; Adriana Granda Garcia; Carlos Enrique Villegas; Ada Gallegos</i></p> <p>w18. The Impact of School Management on the Distribution of Teaching Service <i>Estrela Paulo, Elisabete Pimenta, Rosa Martins, João Pascoinho and Ana Isabel Rodrigues</i></p>

<p>ROOM 4</p>	<p>Session 20 - Virtual Presentation DIDACTIC TOOLS FOR EDUCATION Chair: Dulce Noronha</p>
<p>pwd: icited24on</p>	<p>29. Inteligencia artificial y la gestión de requerimientos de software educativo: SGR <i>Claudia Lengua Cantero; Laudyt Lambraño Pérez; Namuel Solorzano Peralta; María García Medina; David Acosta Meza</i></p> <p>44. Virtual Modality as a tool to Promote Access to Education <i>Karen Stephany Cordova Vera; Nancy Cristina Uquillas Jaramillo; Gioconda Leticia Manangón Cabrera</i></p> <p>72. Didactic prototype of a vehicle controlled by a wireless interface for a wireless communications laboratory <i>Flavio Morales; Enyber Salazar; Edgar Gonzalez; Rosario Coral</i></p> <p>78. Creación de material educativo multimedia interactivo en un escenario de microcontenidos <i>María Alejandrina Almeida Aguilar; Rubén Jerónimo Yedra; José Luis Gómez Ramos; Kristian A. Pineda Castillo; Arturo Corona Ferreira</i></p> <p>182. Kahoot como herramienta didáctica en la habilidad de lectura del idioma inglés en estudiantes de secundaria <i>Deissy elizabeth Valle-Castro; Sam Michael Espinoza-Vidaurre; Kevin Mario Laura-De La Cruz; Daniela Fernanda Vélez-Valdivia; Ernesto Alessandro Leo-Rossi; Norma Constanza Velásquez-Rodríguez; Gina Maribel Valle-Castro</i></p> <p>188. Driving assistant prototype for road speed detection <i>Francisco Jurado Pruna; Erika Escobar Redín; Martha Elizabeth Salazar Jácome; Jhonny Freddy Espejo Zamora</i></p> <p>239. Evaluación del Uso de Herramientas Informáticas en la Formación de Estudiantes de Economía y Negocios: Una Perspectiva de Gestión Educativa <i>Juan Armijos; Francisco Nova; Luis Pinuer; Carlos Calderón</i></p> <p>243. Experiencia de un curso MOOC para el fortalecimiento de la empleabilidad: Un estudio de caso <i>Paulina Moreno-Yaguana; René Elizalde-Solano; Elizabeth Cadme Samaniego; María Elvira Aguirre-Burneo</i></p> <p>w17. Fostering Participation in community development as a social-pedagogical approach <i>Filipe Couto and Isabel Baptista</i></p>
<p>ROOM 5</p>	<p>Session 21 - Face-to-face / Virtual Presentation Chair: Frederico Costa</p>
<p>pwd: icited24on</p> <p>SUMMIT Room</p>	<p>14:00 - 14:15 Platô Cultural: Novas formas de aprender e conectar-se com o mundo. Criamos aventuras de aprendizagem imersivas que transformam a maneira como os alunos aprendem, conectando narrativas imersivas, novas tecnologias e impacto social.</p> <p>14:15 - 14:30 Mediasoft Softwares e Produções Multimidia Ltda: Transformando a educação e o treinamento com tecnologias interativas, a Mediasoft utiliza Realidade Virtual e Aumentada para criar experiências de aprendizagem envolventes e impactantes.</p> <p>14:30 - 14:45 A Toca: Democratizando o ensino de ciência e tecnologia, a Somostoca oferece uma metodologia e aplicativo acessíveis financeira e tecnologicamente, tornando o ensino mais acessível para todos.</p> <p>14:45 - 15:00 2Know Edtech: Combatendo a evasão escolar com personalização do ensino, a 2Know utiliza tecnologia para identificar estudantes vulneráveis e prever o desempenho acadêmico, ajudando a desenvolver estratégias para evitar a saída precoce.</p> <p>15:00 - 15:15 Break</p> <p>15:15 - 15:30 PlayNwhere: Redefinindo a aprendizagem com soluções gamificadas, esta plataforma alimentada por IA oferece uma experiência dinâmica e imersiva, com trilhas e jogos atualizáveis em tempo real em três idiomas.</p> <p>15:30 - 15:45 Next EAD: Mantendo a empregabilidade através da Educação Corporativa, a Next EAD utiliza uma plataforma de Gestão da Aprendizagem, materiais gamificados e jogos sérios para impulsionar o desenvolvimento profissional.</p> <p>15:45 - 16:00 Gubi Tecnologia Educacional: Desenvolvendo jogos educacionais que geram relatórios personalizados e dashboards para instituições de ensino e empresas, a Gubi Tecnologia preenche uma lacuna crucial no mercado, fornecendo informações qualificadas para tomada de decisões eficazes.</p> <p>16:00 - 16:15 Stift: Modernizando o ato de questionar, a Stift oferece uma solução incomparável para escolas e cursinho combinando um aplicativo de última geração com um grupo de monitores capacitados e uma IA própria</p>

16:30 - 17:00	<i>CoffeBreak</i>
17:00 – 19:00	Session 22 - Face-to-face / Virtual Presentation RESEARCH EDUCATION IN DIFFERENT SCIENTIFIC AREAS Chair: Rui Castanho
<p>ROOM 1 pwd: icited24on</p>	<p>94. Empowering Communities: A Case Study of Sustainable Solutions to Address Load Shedding in South Africa <i>Chané de Bruyn; Rui Alexandre Castanho</i></p> <p>95. Engaging the Digital Learner: Navigating Learning Landscapes in the Metaverse <i>Wience Wing-sze LAI; Renia Lopez-Ozieblo; Daniel Jiandong Shen; Esther Ka-man Tong</i></p> <p>97. Fomento de los procesos de investigación en niñas: un imperativo para la igualdad y la innovación educativa <i>Lely Luengas-C.; Daniela Cortés; Andres Roa</i></p> <p>170. Curricularização da extensão – experiência de ensino aprendizagem do projeto de extensão Metodologias ágeis para sustentabilidade de micro e pequenas empresas do Centro Universitário SENAC <i>Keli Cristiane Vido; Carlos Eduardo Ribeiro de Lima; Milena Silva de Paiva Correa; Clarice Gameiro da Fonseca Pachi; Liliane Lima da Silva; Sergio Tavares</i></p> <p>272. Synergistic Gains in Mergers and Acquisitions: Case Study <i>Joana Couto; Adalmiro Pereira; Tânia Teixeira</i></p> <p>278. The role of education in developing an entrepreneurial mindset: applications in the tourism sector <i>Jorge Timóteo Sousa Silva; Eduardo Manuel de Almeida Leite</i></p> <p>281. Perspectivas empíricas sobre o uso de inteligência artificial no ensino superior <i>Cristiane Domingos de Aquino Teixeira; Marcelo Mendonça Teixeira</i></p>
<p>ROOM 2 pwd: icited24on</p>	<p>Session 23 - Virtual Presentation RESEARCH IN DIFFERENT SCIENTIFIC AREAS Chair: Amélia Silva</p> <p>75. Inteligencia de negocios, toma de decisiones y competitividad en empresas de Villahermosa, México <i>David Pérez Jesús; Gerardo Arceo Moheno; Guillermo de los Santos Torres; Eric Ramos Méndez</i></p> <p>235. Calidad en la producción científica y su contribución al desarrollo de los ODS <i>Luis Andres Pinuer; Juan Carlos Armijos; Francisco Arnaldo Nova</i></p> <p>241. Integration of industrial Ethernet-based TCP protocols monitored from the Ubidots cloud; ; Elizabeth Salazar-Jácome; Zahira Proaño-Cañizares <i>José Félix Chávez-Jácome; Fracisco Jurado-Pruna; Mario Pérez-Cargua</i></p> <p>248. Reviving the tradition of beetle cuisine (catzo) in the village of Pintag, Ecuador, through virtual reality <i>Richard Patricio Sánchez Sánchez; Patricia Alexandra Albuja Mariño; Andrea Salomé Morales Galárraga; Paulina Elizabeth Sánchez Sánchez</i></p> <p>260. Identidad cultural Mapuche en textos escolares: Análisis de contenido del texto de estudio de Lenguaje y Comunicación de sexto año básico en Chile <i>Cristian Antümilla Pagiküll; Patricia Sepúlveda Varela; Pilar Valenzuela Rettig</i></p> <p>262. Formación inicial y continua de docentes de Educación Física escolar para una enseñanza inclusiva <i>Alicia Contreras Mu; Belén Fierro Saldaña</i></p> <p>263. Políticas estatales neoliberales en la identidad profesional de docentes veteranos <i>Rosa Orellana-Fernández; Olivier Brito; Francisco Gallegos-Celis; Eugenio Merellano</i></p> <p>w04. The Importance of Human Body Awareness in Early Ages <i>Rita Oliveira, Teresa Lopes, Joana Cavalcanti, Clementina Rios, Rosa Martins and Joana Torres</i></p> <p>w08. The Portuguese Way to Santiago and Henrique Moreira's Public Art: The impact of Heritage Education and universal accessibility on an itinerary through the city of Porto <i>Fátima Matos Silva and Ana Vieira Martins</i></p>
<p>ROOM 3 pwd: icited24on</p>	<p>Session 24 - Virtual Presentation EDUCATIONAL MARKETING Chair: Helena Costa Oliveira</p> <p>54. Trends in the use of electronic channels for banking and financial services in Ecuador <i>Carlos Arias; Miguel Aizaga; William Ortega; Carolina Jaramillo</i></p> <p>61. Etiquetado nutrimental en la decisión de compra de productos alimenticios preenvasados: El caso de Perú y México <i>Rosalía Caramutti De La Piedra; Fabiola Curiel; Lina García</i></p>

	<p>71. Componentes de decisión de compra de cursos en la plataforma Domestika a través de Youtube <i>Daniela Altamirano-Sifuentes; Maria Chávez-Chuquimago</i></p> <p>104. Optimization of Collections Management with Credi Ya Ltda. Web Contact Center transforms customer experience <i>Dayanara Estefanía Robles Sánchez; Paulo César Torres Abril</i></p> <p>111. Dynamic education with social media <i>Paúl Francisco Baldeón Egas; Renato Mauricio Toasa Guachi</i></p> <p>240. Referencias culturales y su importancia en la identificación con las marcas <i>Ana Lucía Aliaga-Huertas; Davide Solari-Martin; Eliana Gallardo-Echenique</i></p> <p>246. Effects of government communication strategy during the COVID-19 pandemic on social media in Portugal <i>Ana Almeida; Luciana Oliveira</i></p> <p>247. Influence of fact-checking habits, trust, and collectivist orientation on the ability to detect fake news <i>Sílvia Bernardo; Luciana Oliveira</i></p> <p>w03. Perceptions of the Guimarães citizens about sports policy programs <i>Aldina Sofia Silva, Ines Goncalves, Dimas Pinto, Joana Carvalho, Lourenço Freitas and Joana Costa</i></p>
<p>ROOM 4 pwd: icated24on</p>	<p>Session 25 - Virtual Presentation RESEARCH IN DIFFERENT SCIENTIFIC AREAS Chair: Paula Peres</p> <p>48. Technological traceability and taxation. The duality paradigm to avoid evasion <i>Lorena Muquis; William Ortega; Carlos Arias</i></p> <p>86. Modelo de minería de datos para la detección de enfermedades en pacientes de primer nivel de atención médica <i>Ismael Zarate Hernandez; Guillermo de los Santos Torres; Eric Ramos Méndez; Gerardo Arceo Moheno</i></p> <p>99. Impacto da realização de documentários na identidade e sustentabilidade dos territórios - estudo exploratório do MDOC Festival Internacional de Documentário de Melgaço <i>Sónia Nogueira; Clara Vasconcelos; Bruno Sousa</i></p> <p>118. De turista a cidadão do Porto – Um lugar que me acolheu, um novo lar <i>Manuel Au-Yong-Oliveira</i></p> <p>146. Buenas prácticas de economía circular en empresas agroexportadoras de Lambayeque - Perú: Un enfoque hacia la sostenibilidad <i>Luis Ricardo Vásquez Vidal; Silvia Lourdes Vidal Taboada; Guillermo Segundo Miñan Olivos; Luis Alberto Vásquez Caballero; Mónica del Pilar Pintado Damián; María Rosa Cruzado Puente</i></p> <p>157. Conhecimento profissional interdisciplinar: divergências e convergências de dois modelos <i>Tânia Coelho; Helena Rocha</i></p> <p>175. Revolución de la gestión de los recursos: Desvelando el potencial de la bioeconomía circular en un futuro sostenible <i>Teresa Rocío Dalenz Sandoval</i></p> <p>w12. Language in Pitt Hopkins syndrome: A study on the communication profile of seven subjects <i>Sara Mendonça, Sónia Ruão, Rosa Martins, Estrela Paulo and João Pascoinho</i></p> <p>203; The importance of implementing strategic management in third sector organizations <i>Susana MSR Fonseca; Carla Vaz; Filipe Duarte; Ana Branca Carvalho; Ana Guia;</i></p>
<p>20:00 - 23:00</p>	<p><i>Gala Dinner</i></p>

DAY 3: SATURDAY 13 OF JULY - 08:00 TO 18:00

<p>08:00 - 18:00</p>	<p>Social Program – Carneiros Beach and Recife Tour</p> 
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